

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Taco Bell
Project Address: 1530 W. Algonquin Road
Prepared By: Steve Hautzinger

PETITION INFORMATION:

DC Number: 19-071
Petitioner Name: Carmela Menna
Petitioner Address: Omega Sign & Lighting
100 W. Fay
Addison, IL 60101
Meeting Date: October 10, 2019

Date Prepared: October 1, 2019

Requested Action(s):

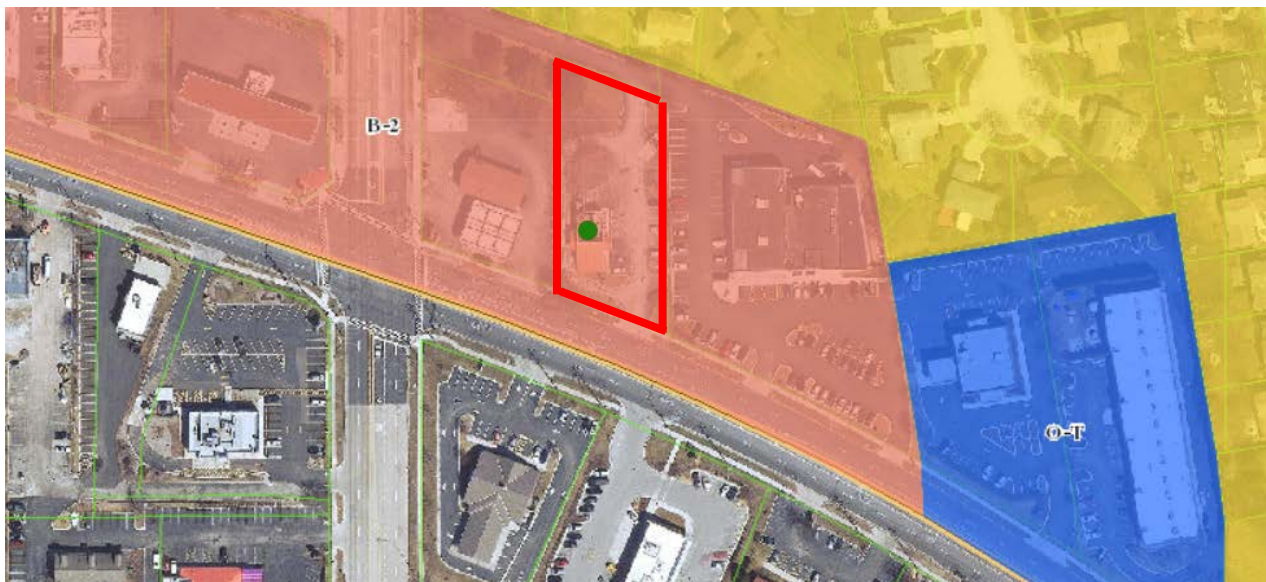
1. A variation from Chapter 30, section 30-402.a, to allow a 27.7 sf wall sign on the east wall of the building facing the parking area where none is permitted.

ANALYSIS:

Summary

The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction and those improvements which affect the architectural design of the building, site improvements or signage to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Regulations."

Taco Bell recently completed a complete redevelopment of their existing property at 1530 W. Algonquin Road including the construction of a new building, a new parking area and new landscaping. The scope of the project includes all new signage including a new code-compliant ground sign, a code-compliant wall sign on the front (south) façade facing Algonquin Road, and the proposed wall sign on the east wall of the building above the main entrance facing the parking area, which requires a variation because the property only has one street frontage and only one wall sign is allowed per street frontage.



Zoning Map of Property

Surrounding Land Uses:

<i>Direction</i>	<i>Existing Zoning</i>	<i>Existing Use</i>
Subject Property	B-2, General Business District	Taco Bell
North	R-3, One Family Dwelling District	single-family homes
South	Outside of Village boundary (Rolling Meadows)	Fifth Third Bank McDonald's
East	B-2, General Business District	El Barrio Fresh grocery store
West	B-2, General Business District	7-Eleven gas station

Table 1: Wall Sign Summary

SIGN	ELEVATION / FRONTAGE	SIGNABLE AREA	25% OF SIGNABLE AREA	SIGN SIZE	REMARKS
"TACO BELL" with bell logo	South / Algonquin	190 sf	47.5 sf	27.7 sf	Complies with code.
"TACO BELL" with bell logo	East / Parking Area (No Frontage)	168 sf	42 sf	27.7 sf	Variation required. No sign allowed.
TOTAL				55.4 sf	

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation.

- a. That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- b. That the granting of said variation will not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare;*
- c. That the variation will serve to relieve the Petitioner from a difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship, and will not merely serve to provide the Petitioner with a competitive advantage over similar businesses;*
- d. That the variation will not alter the essential character of the locality;*
- e. That the Petitioner's business cannot reasonably function under the standards of this chapter.*

The petitioner has submitted a letter stating that the east facing sign is necessary for identifying the main entrance for their customers.

Staff agrees that the proposed wall sign is useful to draw attention to the main entrance. The requested variation is similar to recently approved variations for other similar restaurant businesses with the main entrances located on the side of the building, such as the McDonald's restaurant at 45 E. Golf Road, McDonald's restaurant at 15 E. Dundee Road, and Popeyes restaurant at 7 W. Dundee Road.

RECOMMENDATION

It is recommended that the Design Commission recommend approval to the Village Board for the following sign variations for *Taco Bell* at 1530 W. Algonquin Road:

1. A variation from Chapter 30, section 30-402.a, to allow a 27.7 sf wall sign on the east wall of the building facing the parking area where none is permitted.

This recommendation is subject to compliance with the plans received 9/5/19, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. This review deals with architectural design only and should not be construed to be an approval of, or to have any other impact on, any other zoning and/or land use issues or decisions that stem from zoning, building, signage or any other reviews. In addition to the normal technical review, permit drawings will be reviewed for consistency with the Design Commission and any other Commission or Board approval conditions. It is the architect/homeowner/builder's responsibility to comply with the Design Commission approval and ensure that building permit plans comply with all zoning code, building permit and signage requirements.

_____, October 1, 2019

Steve Hautzinger AIA, Design Planner
Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 19-071