

# DRAFT

MINUTES OF  
THE VILLAGE OF ARLINGTON HEIGHTS  
DESIGN COMMISSION MEETING  
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING  
33 S. ARLINGTON HEIGHTS RD.  
OCTOBER 22, 2019

Chair Fitzgerald called the meeting to order at 6:30 p.m.

Members Present: John Fitzgerald, Chair  
Jonathan Kubow  
Kirsten Kingsley  
Ted Eckhardt

Members Absent: Scott Seyer

Also Present: Jeff Wolff & Martin Sanchez, Wolff Contracting for 401 W. Maude Ave.  
Mary Thies, Keyser Industries for McDonald's at 15 E. Dundee & 1920 N. Arlington Heights Rd.  
Steve Hautzinger, Staff Liaison

## REVIEW OF MEETING MINUTES FOR OCTOBER 10, 2019

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF OCTOBER 10, 2019. ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 2 & 3. SIGN VARIATION REVIEWDC#19-085 – McDonald's – 15 E. Dundee Rd.DC#19-086 – McDonald's - 1920 N. Arlington Heights Rd.

Mary Thies, representing *Keyser Industries*, was present on behalf of the project.

Mr. Hautzinger said that both McDonald's locations, 15 E. Dundee Road and 1920 N. Arlington Heights Road, are requesting the same signs and would be reviewed together. Both existing restaurants are proposing to replace their existing conventional printed drive-through menu boards with new fully digital displays. The petitioner has reported that every drive-through McDonald's menu board in the country is being replaced with new electronic menu boards, and thousands have already been installed. The menu image on the boards will remain static except for 3 to 4 menu changes throughout the day which will be controlled from the store based on meal time changes. The new menu boards will not display any video, animation or sound, and the brightness will be automatically dimmed based on ambient light conditions. The existing speakers will remain, which are equipped with an adjustable volume control.

The petitioner has submitted a letter addressing the hardship criteria, which states that the proposed fully digital menu boards are necessary to comply with McDonald's nationwide initiative to modernize their restaurants, as well as to increase efficiency at their drive-throughs.

The same fully digital menu boards were recently approved for the McDonald's restaurant at 45 E. Golf Road in Arlington Heights. Digital menu boards allow for easier menu updates, and they are smaller than conventional menu boards due to the ability to change the menu items based on the meal time. Staff does not object to the use of fully digital menu board displays, but they shall be required to comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open. Additionally, per Chapter 30, Section 30-208.e.1, the sound from the speaker on the ordering canopies shall not be audible at or beyond the property line, and the speakers shall be equipped with an adjustable volume control.

Staff recommends approval of the following sign variation requests for both McDonald's locations:

1. A variation from Chapter 30, Section 30-208.b, to allow two 20 sf fully digital drive-through menu boards (one per drive-through lane), where only conventional printed menu board displays are allowed.
2. A variation from Chapter 30, Section 30-208.c, to allow two 10 sf fully digital drive-through pre-sell menu boards (one per drive-through lane), where only conventional printed pre-sell menu board displays are allowed.

This recommendation includes the following condition:

1. The digital displays shall comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open.

Ms. Thies had no comments at this time.

Commissioner Kingsley was in support of the sign variation requests, including the condition from Staff. Commissioners Eckhardt, Kubow and Chair Fitzgerald agreed as well.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR **McDONALD'S LOCATED AT 15 E. DUNDEE ROAD:**

1. A VARIATION FROM CHAPTER 30, SECTION 30-208.B, TO ALLOW TWO 20 SF FULLY DIGITAL DRIVE-THROUGH MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED MENU BOARD DISPLAYS ARE ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-208.C, TO ALLOW TWO 10 SF FULLY DIGITAL DRIVE-THROUGH PRE-SELL MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED PRE-SELL MENU BOARD DISPLAYS ARE ALLOWED.

THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 9/27/19, FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING CONDITIONS:

1. THE DIGITAL DISPLAYS SHALL COMPLY WITH ALL OPERATIONAL STANDARDS FOR ELECTRONIC SIGNS AS SET FORTH IN CHAPTER 30, SECTION 30-705.H, WHICH INCLUDES STATIC DISPLAYS ONLY (NO SCROLLING, FADING, FLASHING, ANIMATION, VIDEO, OR SOUND), AUTO-DIMMING PHOTOCCELL TECHNOLOGY TO CONTROL BRIGHTNESS TO .3 FOOTCANDLES MAXIMUM ABOVE AMBIENT LIGHTING CONDITIONS, NO OFF-PREMISES ADVERTISING, AND ONLY PERMITTED TO BE ILLUMINATED DURING THE HOURS THAT THE BUSINESS IS OPEN.
2. THIS REVIEW DEALS WITH ARCHITECTURAL DESIGN ONLY AND SHOULD NOT BE CONSTRUED TO BE AN APPROVAL OF, OR TO HAVE ANY OTHER IMPACT ON, NOR REPRESENT ANY TACIT APPROVAL OR SUPPORT FOR THE PROPOSED LAND USE OR 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 PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

Chair Fitzgerald asked if there was any public comment on the project and someone who works for McDonald's in the audience said that many of the McDonald's locations have already switched to the new digital menu board, which will be a lot easier for the employees to work with.

KINGSLEY, AYE; ECKHARDT, AYE; KUBOW, AYE; FITZGERALD, AYE.  
ALL WERE IN FAVOR. MOTION CARRIED.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR *McDONALD'S* LOCATED AT 1920 N. ARLINGTON HEIGHTS ROAD:

1. A VARIATION FROM CHAPTER 30, SECTION 30-208.B, TO ALLOW TWO 20 SF FULLY DIGITAL DRIVE-THROUGH MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED MENU BOARD DISPLAYS ARE ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-208.C, TO ALLOW TWO 10 SF FULLY DIGITAL DRIVE-THROUGH PRE-SELL MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED PRE-SELL MENU BOARD DISPLAYS ARE ALLOWED.

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KINGSLEY, AYE; ECKHARDT, AYE; KUBOW, AYE; FITZGERALD, AYE.  
ALL WERE IN FAVOR. MOTION CARRIED.