

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Arlington Beer Company -
Sign Variation
Project Address: 19 N. Hickory Avenue
Prepared By: Steve Hautzinger

Date Prepared: March 5, 2020

PETITIONER INFORMATION:

DC Number: 20-001
Petitioner Name: Kathleen Egan
Petitioner Address: Arlington Beer Company
PO Box 401
Itasca, IL 60143
Meeting Date: March 10, 2020

Requested Action:

1. A variation from Chapter 30, Section 30-203 to allow a 64 sf adhesive vinyl wall sign, where wall signs are not allowed for a brewery in the R-7 Residential Zoning District.
2. A variation from Chapter 30, Section 30-203 to allow a 16.5 sf, 15-foot tall ground sign with zero setback, where ground signs are not allowed for a brewery in the R-7 Residential Zoning District.

ANALYSIS:

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...to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Code."

Summary:

The petitioner is proposing to renovate an existing building in an R-7 Zoning District to accommodate their new brewery business. The proposed business is not a permitted use in this location, therefore Plan Commission review and Village Board approval is required for a Land Use Variation. Since the business is not a permitted use, signage is not allowed, and variations are required.

The petitioner is proposing one wall sign and one ground sign. The proposed wall sign is a 64 sf adhesive vinyl sign applied to the existing overhead door on the front of the building. The proposed ground sign is an internally illuminated 16.5 sf, 15-foot tall pole mounted sign located in a landscape bed directly adjacent to the front of the building.

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-902 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 addressing the above criteria, generally stating the need for signage to identify their business to their customers. They have also reported the desire for the large decal sign to allow their customers to pose for photos in front of the sign to post on social media.

Staff Comments:

This location was previously zoned M-2 Limited Heavy Manufacturing District, where wall signs and grounds were permitted. However, in 2013 this area was rezoned for residential use as part of the Hickory-Kensington Area Plan to promote redevelopment with moderate and high-density multi-family dwellings. Since this location is zoned for residential use, it is recommended that the amount of signage be minimal.

Staff does not object to a limited amount of signage that is necessary for the business. Overall, the proposed signage is nicely designed and creates a nice image for the business. The ground sign has a small scale and is tastefully designed. However, the vinyl adhesive wall sign on the overhead door has a massive appearance and it draws focus to the overhead door instead of the business entrance. Staff recommends that the adhesive vinyl sign be omitted. However, if the Design Commission does not agree with omitting the sign, then the size should be reduced to 25% of the overhead door area, which is consistent with typical sign code requirements for wall signs. The overhead door is 100 sf, resulting in 25 sf of signable area, where 64 sf is proposed.

RECOMMENDATION

It is recommended that the Design Commission recommend **denial** to the Village Board for the following sign variation for the *Arlington Beer Company* at 19 N. Hickory Avenue:

1. A variation from Chapter 30, Section 30-203 to allow a 64 sf adhesive vinyl wall sign, where wall signs are not allowed for a brewery in the R-7 Residential Zoning District.

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variation for the *Arlington Beer Company* at 19 N. Hickory Avenue:

2. A variation from Chapter 30, Section 30-203 to allow a 16.5 sf, 15-foot tall ground sign with zero setback, where ground signs are not allowed for a brewery in the R-7 Residential Zoning District.

This recommendation is subject to compliance with the plans received 1/7/20, revised site plan and renderings received 3/2/20, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following:

1. If the Design Commission does not agree with omitting the adhesive vinyl wall sign, then it is recommended that the size be reduced to 25 sf maximum (25% of the signable area).
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, 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.

March 5, 2020

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

Cc: Charles Witherington Perkins, Director of Planning and Community Development, Bill Enright, Deputy Director of Planning and Community Development, Sam Hubbard, Development Planner, Petitioner, DC File 20-001