

# APPROVED

MINUTES OF  
THE VILLAGE OF ARLINGTON HEIGHTS  
DESIGN COMMISSION  
VIRTUAL MEETING  
May 26, 2020

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

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

Members Absent: None

Also Present: James Cazares for the *Chez Hotel*  
Asher Cousin, Bowen & Associates for *Amazon*  
Robert Green, Bowen & Associates for *Amazon*  
Steve Hautzinger, Staff Liaison

## REVIEW OF MEETING MINUTES FOR MAY 12, 2020

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO APPROVE THE MEETING MINUTES OF MAY 12, 2020. ALL WERE IN FAVOR. MOTION CARRIED.

## ITEM 2. SIGN VARIATION REVIEW

### DC#20-033 – Amazon – 1455 W. Shure Dr.

Asher Cousin, representing *Amazon*, and Rob Green, representing *Bowen & Associates*, were present on behalf of the project.

Mr. Hautzinger presented Staff comments. Amazon is renovating an existing building and site in the M-1 Zoning District. The new facility will function as a package delivery distribution center to include an “Amazon Hub” customer service, package pick up and drop off for the general public. Vehicular traffic on the site includes customers, office employees, delivery vans, and tractor-trailer trucks. There are three driveways into the site from Cellular Drive, and multiple building entrances. In order to guide the various types of vehicles to the appropriate driveway and building entrance, the petitioner is requesting larger directional ground signs and additional wall signs, with the following variations:

#### Wall Signs:

1. A variation from Chapter 30, section 30-402.a, to allow a 78.65 sf wall sign on the west wall of the building facing the parking area, where it is not allowed.
2. A variation from Chapter 30, section 30-402.a, to allow a 35.26 sf wall sign on the west wall of the building facing the parking area, where it is not allowed.
3. A variation from Chapter 30, section 30-402.a, to allow a 11.95 sf wall sign on the south wall of the building facing the parking area, where it is not allowed.

#### Directional Ground Signs:

4. A variation from Chapter 30, section 30-302.b, to allow three 30 sf, 6 foot tall directional ground signs facing Cellular Drive, where 6 sf and 3 feet tall is the maximum allowed.
5. A variation from Chapter 30, section 30-302.b, to allow two 9 sf, 6 foot tall directional ground signs internal to the parking area, where 6 sf and 3 feet tall is the maximum allowed.

Per Chapter 30 Sign Code, one wall sign is allowed per street frontage. A code-compliant 138.5 sf “amazon delivery” illuminated wall sign is proposed to be located on the west wall of the building towards Cellular Drive. An “amazon hub” illuminated wall sign is proposed to be located at the southwest corner of the building to help guide customers to the customer entry. A third illuminated wall sign will be located below the “amazon hub” sign reading “customer service, package pick-up & return” to indicate the services located at the “amazon hub”. A fourth and final small “associate entry” illuminated wall sign will be located on the south wall of the building to indicate the employee entrance.

Per Chapter 30 Sign Code, one directional ground sign is allowed at each driveway, but they are limited to 3 feet in height and 6 sf in size. The petitioner is proposing to install one directional ground sign at each of the three driveways along Cellular Drive, but they are seeking variations to allow the signs to be larger and taller for improved visibility. Additionally, the petitioner is requesting variations for two additional directional signs internal to the parking area for additional guidance to vehicles.

An existing, code-compliant monument sign facing Cellular Drive will also be refaced and reused as the primary ground sign for the site.

The petitioner has submitted a letter addressing the hardship criteria, stating that the proposed signage is necessary to guide and organize the different types of vehicular traffic coming to this site, and that the proposed signage is based on Amazon’s Worldwide design standards.

Staff does not object to the proposed variations, and agrees that the requested signage is necessary and justified for wayfinding due to the unique operations and site design of this facility. The signs will help alleviate traffic hazards, and they are an appropriate scale based on the size of the building and site. Staff recommends the Design Commission recommend approval to the Village Board for all variations as submitted, with a comment to change the support posts for the 9 sf internal directional signs from painted channel posts to a nicer finished post, similar to the larger directional signs.

Mr. Cousin commented that the steel posts in the current signage for Nokia located along Cellular Drive currently have painted steel posts. He also thanked Steve for preparing a great presentation of the project.

Chair Fitzgerald asked Staff if there was anyone from the public who wanted to comment on the project and there was none.

The commissioners summarized their comments.

Commissioner Kingsley felt that the sign package was well done, and she agreed with all of Staff's comments. She said it was really important that the signage here is done well so that everyone can get to where they need to go, especially because this is a new location. She had no issues with any of the signage being shown tonight. She also agreed with Staff's suggestion to change the support posts on the internal directional signs to a nicer finish, which would make the signs appear more permanent, and she was not opposed to them being similar to the larger directional signs, as long as that did not require more variations. Mr. Hautzinger said the variations would not change because the directional signs are considered to be permanent signs either way. Commissioner Kingsley said that changing the support posts to be nicer would help tie all the signs together.

Commissioner Kubow approved of the sign variations as proposed. He commented that the current sign code is not built for these types of distribution centers and he understood all the variations that are needed here.

Commissioner Seyer agreed and said that the signs being proposed are required and necessary for this site. He also agreed with Staff's recommendation for nicer posts because otherwise the directional signs look like temporary yard signs, which is what the current Nokia signs look like to him.

Commissioner Eckhardt said that the presentation of the proposed signage is appropriate for the site, and he agreed with Staff's suggestion to upgrade the support posts for the directional signs, which he felt appeared beneath the quality of the project and business. He would leave this change up to Staff to review, but felt that it should be of a square stock and an appropriate color to match the sign, and the sign should have a front and a back. Otherwise, he was in support of the project.

Chair Fitzgerald agreed with the comments already made and felt that the signs being proposed are needed for this size project.

Chair Fitzgerald again asked if there was anyone from the public that wanted to comment on the project and there was none.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR AMAZON LOCATED AT 1455 W. SHURE DRIVE:

WALL SIGNS:

1. A VARIATION FROM CHAPTER 30, SECTION 30-402a, TO ALLOW A 78.65 SF WALL SIGN ON THE WEST WALL OF THE BUILDING FACING THE PARKING AREA, WHERE IT IS NOT ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-402a, TO ALLOW A 35.26 SF WALL SIGN ON THE WEST WALL OF THE BUILDING FACING THE PARKING AREA, WHERE IT IS NOT ALLOWED.
3. A VARIATION FROM CHAPTER 30, SECTION 30-402a, TO ALLOW A 11.95 SF WALL SIGN ON THE SOUTH WALL OF THE BUILDING FACING THE PARKING AREA, WHERE IT IS NOT ALLOWED.

DIRECTIONAL GROUND SIGNS:

4. A VARIATION FROM CHAPTER 30, SECTION 30-302b, TO ALLOW THREE 30 SF, 6 FOOT TALL DIRECTIONAL GROUND SIGNS FACING CELLULAR DRIVE, WHERE 6 SF AND 3 FEET TALL IS THE MAXIMUM ALLOWED.
5. A VARIATION FROM CHAPTER 30, SECTION 30-302b, TO ALLOW TWO 9 SF, 6 FOOT TALL DIRECTIONAL GROUND SIGNS INTERNAL TO THE PARKING AREA, WHERE 6 SF AND 3 FEET TALL IS THE MAXIMUM ALLOWED.

THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS DATED 5/1/20 AND RECEIVED 5/8/20, FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

1. A REQUIREMENT THAT THE SUPPORT POSTS FOR THE 9 SF INTERNAL DIRECTIONAL SIGNS BE UPGRADED, AND THAT THOSE SIGNS BE CONSTRUCTED WITH A BACK PANEL AS WELL.
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 RESPONSIBILTY 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.

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