

## STAFF DESIGN COMMISSION REPORT

### PROJECT INFORMATION:

Project Name: The Goddard School - Sign Variation  
Project Address: 1316 N. Arlington Heights Road  
Prepared By: Steve Hautzinger

### PETITION INFORMATION:

DC Number: 20-053  
Petitioner Name: Gerald Becker  
Petitioner Address: Fastsigns  
1814 N. Arlington Heights Road  
Arlington Heights, IL 60004  
Meeting Date: September 22, 2020

Date Prepared: September 11, 2020

### Requested Action(s):

1. A variation from Chapter 30, section 30-202, to allow three wall signs totaling 47.4 sf, where wall signs are not allowed in the O-T Zoning District.

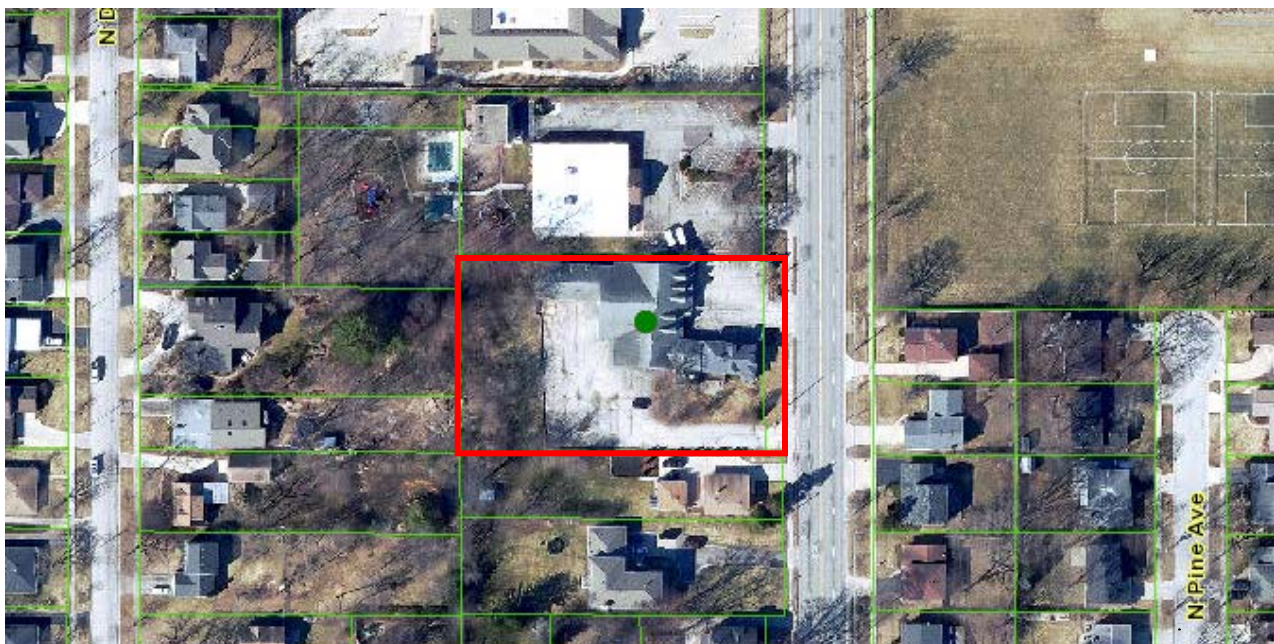
### ANALYSIS:

#### 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."

The Goddard School is currently completing an extensive renovation of an existing building to create a new day care facility. This project received approval as a Land Use Variation to allow a day care facility in an O-T Office Transitional Zoning District, where typically only office uses are allowed. Since O-T Zoning Districts are intended to be light commercial uses adjacent to Residential Zoning Districts, signage is limited. Chapter 30 sign code only allows one freestanding monument sign per development, and walls signs are prohibited.

The petitioner is requesting variations to allow three wall signs on the building. The main wall sign #1 indicates the name of the business and is proposed to be located on the front (east) elevation facing Arlington Heights Road. A second small round logo sign is proposed on the front elevation, and the third wall sign is proposed to be located above the main building entrance, which is located at the southwest corner of the building. In addition to the wall signs, one code-compliant ground sign has been approved facing Arlington Heights Road.



Aerial Image of Property

**Surrounding Land Uses:**

<b>Direction</b>	<b>Existing Zoning</b>	<b>Existing Use</b>
<b>Subject Property</b>	O-T, Office Transitional District	The Goddard School
<b>North</b>	R-3, One-Family Dwelling District	Kinder Care Day Care (Land Use Variation approved in 1977)
<b>South</b>	R-3, One-Family Dwelling District	Single-Family Residence
<b>East</b>	R-3, One-Family Dwelling District	Single-Family Residences Thomas Middle School
<b>West</b>	R-3, One-Family Dwelling District	Single-Family Residences

**Wall Signs:**

Table 1: Proposed Wall Signs

<b>SIGN</b>	<b>ELEVATION / FRONTAGE</b>  One wall sign allowed per street frontage.	<b>SIGNABLE AREA</b>	<b>25% OF SIGNABLE AREA</b>	<b>PROPOSED SIZE</b>
Sign #1: "THE GODDARD SCHOOL" with round logo	East / Arlington Heights Road	92 sf	23 sf	38.2 sf
Sign #2: round logo	East / Arlington Heights Road	163 sf	41 sf	2.3 sf
Sign #3: "THE GODDARD SCHOOL" with round logo	South / Parking Lot	79 sf	20 sf	6.9 sf
<b>TOTAL</b>				<b>47.4 sf</b>

**Sign Variation Criteria:**

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

- That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- 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;*
- 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;*
- That the variation will not alter the essential character of the locality;*
- That the Petitioner's business cannot reasonably function under the standards of this chapter.*

The petitioner has submitted a letter addressing the sign variation criteria, stating that the primary need for the wall signs is to identify the business, and to identify the location of the main entrance towards the rear of the building. The petitioner states that the signs will not be illuminated, so there will be no impact on the adjacent residences. The design of the signs are based on corporate guidelines, and they feel there will be no competitive advantage over the neighboring Kinder Care day care, which has a similar wall sign and ground sign.

**Staff Comments:**

Staff agrees that some wall signage is necessary to identify the business. If this business was located in a commercial zoning district, they would be allowed one wall sign facing Arlington Heights Road, but the two additional wall signs would not be allowed. However, Staff does not object to the proposed additional wall sign located above the main entrance, which will help with wayfinding on the site. In regards to the third small round wall sign on the front of the building, it is located above a classroom exit door, so Staff does not understand the need for, or purpose of this sign, so it is recommended to be omitted.

Overall, the signs are nicely designed and Staff agrees that since the proposed wall signs are not illuminated, there will be no negative impact on the adjacent residences.

**RECOMMENDATION**

It is recommended that the Design Commission recommend **denial** to the Village Board for the following sign variation for *The Goddard Shool* at 1316 N. Arlington Heights Road:

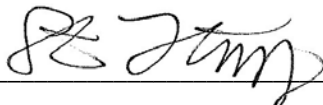
1. A variation from Chapter 30, section 30-202, to allow three wall signs totaling 47.4 sf, where wall signs are not allowed in the O-T Zoning District.

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variation for *The Goddard Shool* at 1316 N. Arlington Heights Road:

1. A variation from Chapter 30, section 30-202, to allow **two** wall signs (signs #1 & 3) totaling 45.1 sf, where wall signs are not allowed in the O-T Zoning District.

This recommendation is subject to compliance with the plans received 8/11/20, 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.



September 11, 2020

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 20-053