

# MEMO

DATE: October 9, 2020  
TO: Charles Witherington-Perkins, Director of Planning & Community Development  
FROM: Steve Hautzinger AIA, Design Planner  
RE: **Northwest Community Hospital Wellness Center – Sign Variation**

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The Northwest Community Hospital submitted a sign variation application for a new ground sign with electronic message display to serve their Wellness Center, which is a fitness, cardiac care, and rehabilitation facility. The proposed sign requires the following variations:

1. A variation from Chapter 30, Section 30-701 Electronic Message Signs, to allow an electronic message sign facing Central Road, where electronic message signs may only be permitted at designated major arterial commercial corridors.
2. A variation from Chapter 30, Section 30-302.a, to allow a total of five ground signs, where only two ground signs are allowed.
3. A variation from Chapter 30, Section 30-302.a, to allow a ground sign with a 152-foot separation, where 800 feet minimum separation between ground signs is required.

This matter was reviewed at the Design Commission meeting on August 11, 2020. At which time, Staff supported the idea of some signage for the Wellness Center, but requested that the Design Commission evaluate the following concerns (please refer to the Staff Report dated July 30, 2020 for a complete report):

1. Evaluate if five ground signs would be excessive for the hospital campus.
2. Evaluate concerns about opening up electronic signs on corridors not specified in the ordinance.
3. Evaluate the potential competitive advantage that an electronic sign could provide over other fitness centers.

The Design Commissioners recommended **APPROVAL** of the proposed sign variations with the following conditions:

1. A REQUIREMENT THAT THE PETITIONER INCLUDE FOR VILLAGE BOARD REVIEW, A SITE STUDY SHOWING THAT THE EXISTING HOSPITAL SIGN DOES NOT COMPETE WITH THE NEW ELECTRONIC SIGN WHEN TRAVELING IN THE LEFT LANE, EASTBOUND ON CENTRAL ROAD.
2. A REQUIREMENT THAT THE ELECTRONIC SIGN FOR THE WELLNESS CENTER HAVE APPROVAL FROM NORTHWEST COMMUNITY HOSPITAL, IN ITS USE AND ITS LOCATION.
3. A REQUIREMENT THAT THE ELECTRONIC SIGN BE A MAXIMUM 10' HEIGHT, COMPARED TO THE 14' HEIGHT OF THE EXISTING HOSPITAL SIGN LOCATED 152' AWAY.
4. A REQUIREMENT THAT THE LED COMPONENT OF THE ELECTRONIC SIGN HAVE A MINIMUM 2-MINUTE STATIC HOLD ON ANY MESSAGE.
5. A REQUIREMENT THAT THE ELECTRONIC SIGN BE PLACED AT THE MINIMUM 15 FOOT CODE COMPLIANT SETBACK DISTANCE, OR FURTHER IF THE EXISTING HOSPITAL SIGN IS SET BACK FURTHER SO THAT THE 2 SIGNS WOULD BE IN ALIGNMENT FROM THE CURB.

In response to the Design Commission's requirements, the petitioner has provided an updated Site Plan received on October 8, 2020, which shows the proposed Wellness Center sign relocated 100 feet further away from the existing hospital sign for a total separation distance of 252 feet as opposed to the originally proposed 152 foot separation. Based on this change, variation #3 has been revised as follows:

3. A variation from Chapter 30, Section 30-302.a, to allow a ground sign with a ~~152-foot~~ 252-foot separation, where 800 feet minimum separation between ground signs is required

Additionally, the site plan has been updated to clarify that the existing hospital ground sign (#120) is setback 6'-8" from the property line, whereas the proposed new Wellness Center ground sign will be setback 15 feet from the property line.

Finally, the petitioner has provided a street view rendering to illustrate that the proposed new Wellness Center ground sign will not block the view of the existing hospital entry sign.