

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
MARCH 10, 2020

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

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

Members Absent: Scott Seyer

Also Present: Kathleen Egan, Itasca Brewing Co. for *Arlington Beer*
John Carlson, Carlson Landscape Associates for *Arlington Beer*
Ken Kelly, Sign Palace for *Arlington Beer*
Chris Jenks for *Car Wash at 2100 S. Arlington Heights Rd.*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FOR FEBRUARY 25, 2020

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF FEBRUARY 25, 2020. ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 1. COMMERCIAL REVIEW
ITEM 2. SIGN VARIATION REVIEW

DC#19-099 – Arlington Beer – 19 N. Hickory Ave. - Commercial
DC#20-001 – Arlington Beer – 19 N. Hickory Ave. – Sign Variation

Kathleen Egan representing *Arlington Beer*, **John Carlson**, representing *Carlson Landscape Associates*, and **Ken Kelly**, representing *Sign Palace*, were present on behalf of the project.

Mr. Hautzinger presented Staff comments. The petitioner is proposing to renovate an existing commercial building to accommodate their new brewery business. This project requires Plan Commission review and Village Board approval for a Land Use Variation to allow a Brewery in an R-7 Residential Zoning District. Because this project is going to the Plan Commission, the role of the Design Commission is limited to building and signage only. This property was previously zoned M-2 Limited Heavy Manufacturing District, 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. Interim zoning does allow previously permitted uses, but the proposed business is not a permitted use and requires Plan Commission review and Village Board approval for a Land Use Variation.

Proposed exterior improvements to the building include new gray board & batten and shingle-style siding and dark gray trim on the front of the building. The existing gray asphalt shingle roofing on the main roof will remain, and new standing seam metal roofing will be provided on the canopy above the entry door. The existing concrete block walls on the sides and rear of the building will remain and be painted gray to match the new siding. All exterior site design elements associated with the outdoor patio will be reviewed by the Plan Commission and Village Board. The proposed design for the building exterior is very nicely done, the materials and colors work well together, and the overall appearance of the existing building will be greatly enhanced. Staff recommends approval.

There is a large existing electrical meter on the front of the building that the petitioner is proposing to keep as-is. If possible, Staff recommends the meter be painted to match the new siding color. The only other building-mounted equipment is a gas meter on the side of the building that will be screened by landscaping. Trash is proposed to be screened by a fenced enclosure located within the fenced patio area at the back of the property.

Since this property is located in an R-7 Residential Zoning District, variations are required for the new signage. 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.

The following variations are being requested:

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.

The petitioner submitted their response to the hardship criteria for sign variations, which generally states the need for signage to identify their business to their customers. They also reported their desire for the large decal sign to allow their customers to pose for photos in front of the sign to post on social media. Since this location is zoned for residential use, Staff recommends a minimal amount of signage and does not object to the ground sign being proposed; however, Staff does have concerns about the adhesive decal on the overhead door and would recommend against having the sign. If the Design Commission disagrees, then Staff would recommend reducing the size of the sign to be 25% of the overhead door area; reducing the diameter from 8-feet to 5-feet and to 25 sf in size. Staff recommends denial of the adhesive vinyl wall sign, and approval of the ground sign.

Ms. Egan said they want to keep the vinyl wall sign because it is very typical of breweries to have, similar to the Mikerphone Brewing in Elk Grove Village. It is a great area to advertise for breweries that have a garage door and for social media posting. Their team felt this was the best area for signage. **Ms. Egan** also said that they are located in Itasca and have

both signs displayed there; the vinyl sign is located on an indoor wall and their 'cool guy' logo is on most of their marketing tools.

Chair Fitzgerald asked if there was any public comment on the project and there was response from the audience.

PUBLIC COMMENT

Melissa Newkirk, 908 E. Wing St. She lives around the corner from the site, and takes pictures in front of signs like the large vinyl sign on the overhead door, when she visits other breweries. A lot of people in the area are excited about a brewery coming to the neighborhood, and she felt this type of sign would be great to be able to tag people, tag the business, and encourage more people to visit. Living in the area, she felt the signage was great.

Casey Platt, 906 E. Wing St. He completely agreed with the previous comments that the proposed signage is really good where it is proposed. He also visits other breweries in the area, including Elk Grove Village and Downtown Chicago, and a lot of breweries have this type of signage. It is very typical and is pleasant for those who visit breweries.

Commissioner Kubow was very excited about the project and said it was a very cool concept. He asked Staff about the feasibility of the project as it relates to the Comprehensive plan for this Hickory/Kensington area, and **Mr. Hautzinger** replied that the project has not yet been scheduled for review with the Plan Commission and Staff is still completing their review of the Land Use Variation request. **Ms. Egan** explained that they bought this building prior to the zoning overlay and there is a long history where they were granted permission to manufacture alcohol at this location, but when they submitted for permit they found out that they could not, even though they had vetted to the Village what they wanted to do here before they bought the building. When they began this process 7 years ago, they were just looking to brew; however, the concept has changed to where breweries typically have a tap room attached, so they decided to go along with that concept and are now proposing a brew room, a tap room, and an outdoor space. They have already gone in front of the Board for a preliminary review, where there were a few issues with parking and things of that nature, but the Board seemed okay with the general concept at that time.

Ms. Egan also said that they have been going back and forth working with the Village on the project and they are now finalizing exactly what they want their concept to be, what they need and don't need by State law, and they are now ready to go before the Plan Commission.

Commissioner Kubow felt the project might help to kick-start the revitalization of this area and bring in some residential developers. He really liked the architecture being presented tonight and he asked the petitioner if they considered a glass overhead door, similar to other breweries such as Cortland's Garage. This would be a more creative design feature on the building. **Ms. Egan** said that they could change out the door down the road, but for financial reasons they decided to leave the existing garage door the way it is. She added that the Village also has restrictions on opening the overhead door, but they feel the best place for signage is on the overhead door instead of over the front door. They considered signage above the fence area, but Staff suggested it be removed because it made that area look like an entrance when it was not.

Commissioner Kubow felt the proposed ground sign was fantastic, and although the vinyl sign on the overhead door was big, he was okay with it because other breweries do the same thing. He asked about the vinyl material being proposed for the sign and **Mr. Kelly** explained that the sign would be adhesive vinyl detail that is applied to the overhead garage door and then rolled into the channels. **Commissioner Kubow** said he had no issue with the longevity of the vinyl sign because if there were to be any issues, he was confident that the sign would be replaced immediately. He was fine with the architecture and with the signage being proposed for the building.

Commissioner Eckhardt loved the architecture of the building and felt the petitioner did a great job. He liked the colors being proposed, the added details on the 2 windows above the entrance that are nicely scaled and attractive, and the urban feel of the building. He also said the pole sign was great, and he asked about outdoor seating capacity and overflow of patrons near the front of the building. **Ms. Egan** pointed out the garage doors on the brewery building that could open up to the outdoor space with a knee wall and air curtain.

Commissioner Eckhardt felt that a diameter of 5-feet for the vinyl sign on the garage door would be just as effective and work just as well as the 8-feet being proposed. He said that as this neighborhood changes, a precedent is being set here, and half of him feels that the Hickory/Kensington development is different and has a different vision, a modern, new town feel; however, he could go either way because this street is not that visible and the proposed signage is not negatively impacting anybody right now. Otherwise, he completely loves the project.

Commissioner Kingsley said the project was a great idea for this area and she was glad to see it finally come to fruition. She felt the blade sign was great, even if it is lit, and the vinyl sign on the overhead door was really important and should not be reduced in size. She liked that the word 'Arlington' was very large on the sign, and she asked about the color of the overhead door, which **Ms. Egan** said would be a dark grey color. **Commissioner Kingsley** was totally in favor of the signs being proposed. **Commissioner Kingsley** also asked if the fence located along the side of the site would be used as an entrance and **Ms. Egan** replied that this area was egress for fire access only, and would not be used as an entrance. **Commissioner Kingsley** suggested making the fence gate straight to avoid any confusion about it being an entrance, and to use smooth trim with the Hardi siding to make the texture of the siding and shingles pop. She liked the metal canopy over the front door, but felt there was a missed opportunity to do something similar to the canopy above the second-floor window, and on the garden wall on the side elevation. **Commissioner Kingsley** also liked the colors being proposed for the building, and felt that the foot traffic resulting from this new business will in turn help other buildings that go in this area.

Chair Fitzgerald loved the project as well and liked the colors being proposed. He said that there were very few buildings in this area that need to be saved, but this building is one of them and the petitioner did a beautiful job updating it. He liked both signs being proposed, which were unique and interesting, and he felt the petitioner had a hardship for the variations. The signs were equally as exciting as the building itself, and he agreed with Commissioner Kingsley that a larger sign on the garage door looks better.

Commissioner Kubow asked about Staff's suggestion to paint the existing electrical meter on the front of the building to match the new siding color, and **Ms. Egan** replied that they are open to doing so, but the stainless steel material of the meter is difficult to paint. **Mr. Kelly** suggested wrapping the electrical meter with a vinyl wrap to match the siding color. **Commissioner Kubow** agreed and felt this should remain a recommendation. He also asked about a schedule for opening the brewery and **Ms. Egan** said they would like to be open by summer and are ready to open as soon as the reviews, which include variations, and approvals with the Village are completed.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND APPROVAL OF THE PROPOSED ARCHITECTURAL DESIGN FOR A FACADE RENOVATION OF THE ARLINGTON BEER COMPANY BUILDING LOCATED AT 19 N. HICKORY AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 11/14/19, REVISED SITE PLAN AND RENDERINGS RECEIVED 3/2/20, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

1. A RECOMMENDATION TO PAINT OR WRAP THE EXISTING ELECTRICAL METER ON THE FRONT OF THE BUILDING TO MATCH THE NEW SIDING COLOR.
2. A RECOMMENDATION TO CONSIDER A DIFFERENT STYLE OF OVERHANG OVER THE FRONT DOOR.
3. A RECOMMENDATION TO USE SMOOTH TRIM BOARDS.
4. 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.

Commissioner Kingsley reiterated her previous suggestion that the fence along the rear of the site should be straight, to avoid confusion about it being an entrance. **Commissioner Kubow** understood the reason for the suggestion, but preferred the aesthetic of fence as proposed.

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

Chair Fitzgerald asked again if there was any public comment on the sign variation request and there was a response from the audience.

PUBLIC COMMENT

Douglas Hill, 824 N. Dunton Avenue, said that the proposed signage looks great.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KUBOW, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR ARLINGTON BEER COMPANY LOCATED 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.**
- 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 1/07/20, REVISED SITE PLAN AND RENDERINGS RECEIVED 3/2/20, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, 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, 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.**

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

Mr. Hautzinger commented that the Design Commission is a recommending body to the Village Board for sign variations, and the sign variations will be scheduled for Village Board review at the same time as the Land Use Variation.