

STAFF DESIGN COMMISSION REPORT RE-REVIEW

PROJECT INFORMATION:

Project Name: Trio/BP Auto Service Station – Sign Variation
Project Address: 2250 S. Arlington Heights Road
Prepared By: Steve Hautzinger

Date Prepared: August 13, 2021
Date Revised: September 21, 2021

PETITION INFORMATION:

DC Number: 21-053
Petitioner Name: Heidi Lapin
Petitioner Address: WT Group
2675 Pratum Avenue
Hoffmann Estates, IL 60192
Meeting Date: August 24, 2021
Re-Review Meeting Date: September 28, 2021

Requested Action(s):

1. A variation from Chapter 30, Section 30-207, to allow a 99.3 sf ground sign, where 80 sf is the maximum allowed.
2. A variation from Chapter 30, Section 30-403.a, to allow a 125 sf wall sign, where 19.2 sf is the maximum allowed.
3. A variation from Chapter 30, Section 30-401.b, to allow a wall sign to partially cover window openings, where this is prohibited.
4. A variation from Chapter 30, Section 30-207, to allow a total 456.98 sf surface area of all signage added together, where 320 sf is the maximum allowed for automobile service stations located on a corner lot.

ANALYSIS:

Summary:

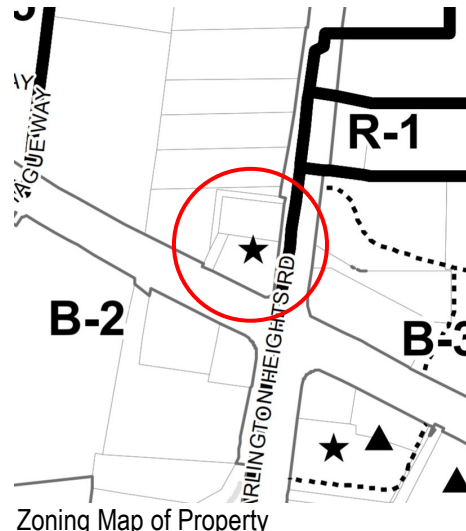
The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for 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 petitioner is proposing a façade renovation and new signage to rebrand the existing Maverick/BP automotive service station to a Trio/BP service station. The new signage includes replacement of one ground sign, two wall signs, two point of purchase "POP" wall signs, one car wash canopy sign, and the addition of a fourth BP logo to the fuel pumps canopy.

This property previously received sign variation approvals in 2012 to allow additional signage beyond code allowances. However, the proposed new ground sign and east facing wall sign have been increased in size, so new sign variations are required. Table 1 below summarizes the existing and proposed signage.



Aerial of Property



Zoning Map of Property

Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-2, General Business District	Maverick/BP automotive service station
North	B-2, General Business District	Red Roof Inn hotel
South	B-2, General Business District	Shell automotive service station
East	B-3, General Service, Wholesale and Motor Vehicle District	Mitsuwa Marketplace
West	B-2, General Business District	Red Roof Inn hotel

Table 1: Existing and Proposed Signage Summary

PROPOSED SIGNS	MAXIMUM ALLOWED PER CODE	EXISTING SIGNS APPROVED IN 2012	CURRENT PROPOSAL	REMARKS / RECOMMENDATIONS
A1 – ground sign	80 sf max per side = 160 sf max 16'-6" max. height	78 sf per side = 156 sf 16'-6" height	99.3 sf per side = 198.6 sf 16'-6" height	Variation required for size. The existing and proposed ground sign sizes exclude the stone base below the sill.
B1 – east wall sign, facing Arlington Heights Rd	19.2 sf max (25% of signable wall area)	67.81 sf	125 sf	Variation required for size. Variation required to partially cover window openings.
B2 – south wall sign, facing Algonquin Rd	62.7 sf max (25% of signable wall area)	54.65 sf	44 sf	Complies with code.
B3 – P.O.P (point of purchase) wall signs	Not allowed	2 signs at 20.19 sf = 40.38 sf total (variation approved in 2012)	2 signs at 20.19 sf = 40.38 sf total	Complies with 2012 variation which included a condition that window signs are not allowed.
C1 thru C4 – fuel pump canopy signs	1 sign allowed per canopy face up to 25% of the signable area.	3 signs at 9 sf = 27 sf	4 signs at 9 sf = 36 sf	3 signs are existing to remain. 1 additional sign is proposed. Complies with code.
C5 – car wash canopy sign	Not allowed	14.54 sf (variation approved in 2012)	13 sf	Complies with 2012 variation.
TOTAL SIGNAGE	320 sf maximum	360.38 sf (variation approved in 2012)	456.98 sf	Variation required.

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-901 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 hardship criteria, which in summary states that the size of the proposed ground sign is due to the decorative stone structure, which is proposed to tie in with the building design, and while the overall sign is larger than the existing ground sign, the square footage of the signage on the sign is less than the existing ground sign.

In regards to the wall sign, the petitioner feels that the 150 sf triangular sign structure should be considered as part of the building wall instead of as part of the sign, which would eliminate the wall sign variation and reduce the total signage variation request by 128 sf.

Project Update:

This project was reviewed by the Design Commission on August 24, 2021, at which time the Design Commission CONTINUED the project for re-review due to concerns regarding the proposed building design and wall signage. The Design Commission raised concerns regarding the poor integration of the large triangular wall sign which clashed with the existing curved wall parapet. They felt that the triangular sign was too big and it should not extend above the top of the wall. The Design Commission did not object to the proposed ground sign.

In response to the Design Commission's from August 24, the petitioner has made the following changes to the wall sign:

- The triangular wall sign has been slightly reduced in size from 150 sf to 125 sf.
- The wall above the main entrance has been increased in height with a flat parapet so that the triangular wall sign does not extend above it.
- Three-dimensional renderings have been provided to illustrate how the entry design and wall sign will look.

Staff Comments:

Ground Sign. The ground sign is uniquely designed with the signage components broken up into separate pieces placed upon the stone structure. The total amount of signage on the ground sign is 56.5 sf, which is less than the existing ground sign as well as the 80 sf maximum code allowance. The proposed stone structure is nicely designed and works well to complement the existing building design, so Staff does not object to the additional square footage that the stone adds to the overall ground sign size.

Wall Sign. Staff does not agree that the large triangular sign structure is part of the building wall. The triangular structure is part of the sign, and it looks way out of scale with the building façade. Per code, wall signs are not allowed to cover wholly or partially any window opening. Wall signs are also limited to 25% of the wall surface that it is mounted on. The proposed large triangular sign violates these requirements. It is recommended that the large triangular structure be omitted, and the "TRIO" signage with small green logo be placed on the existing wall above the entry doors, similar to the existing sign.

Total Signage. Village records indicate very few previous sign variations for automobile service stations throughout Arlington Heights, with almost all existing service stations using code compliant amounts of signage. A variation was approved for this property in 2012 to allow a total 360.38 sf of signage, where code allows a maximum of 320 sf. The originally requested 481.98 sf of signage has been reduced to 456.98 sf, but it is still excessive. Automobile service stations are already allowed significantly more signage than most other businesses, therefore a greater amount of signage is already built into the code. As noted above, Staff recommends omitting the large 125 sf triangular wall sign structure, and instead just use the 22 sf "TRIO" signage with small

green logo on the existing building wall. This would reduce the total amount of signage by 103 sf, from 456.98 sf to 353.98 sf, which would comply with the previous variation granted in 2012.

RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variation for the *Trio/BP automobile service station* located at 2250 S. Arlington Heights Road:

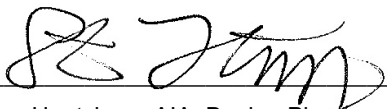
1. A variation from Chapter 30, Section 30-207, to allow a 99.3 sf ground sign, where 80 sf is the maximum allowed.

It is recommended that the Design Commission recommend **denial** to the Village Board for the following sign variations for the *Trio/BP automobile service station* located at 2250 S. Arlington Heights Road:

2. A variation from Chapter 30, Section 30-403.a, to allow a 125 sf wall sign, where 19.2 sf is the maximum allowed.
3. A variation from Chapter 30, Section 30-401.b, to allow a wall sign to partially cover window openings, where this is prohibited.
4. A variation from Chapter 30, Section 30-207, to allow a total 456.98 sf surface area of all signage added together, where 320 sf is the maximum allowed for automobile service stations located on a corner lot.

This recommendation is based on drawings A001 & A005 received 7/8/21, A003 & exterior elevations received on 9/22/21, A004 received on 8/13/21, renderings received 9-10-21, 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 21, 2021

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 21-053