

APPROVED

MINUTES OF THE VILLAGE OF ARLINGTON HEIGHTS DESIGN COMMISSION

HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
DECEMBER 14, 2021

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

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

Members Absent: None

Also Present: Dominic Cullotta, Owner of *506 S. Cleveland Ave.*
Robert Jaszczolt, Identity Design Build for *506 S. Cleveland Ave.*
Kevin Davis, Fairfield Homes for *728 N. Kaspar Ave.*
Tracy Willie, Anchor Construction for *Burger King*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FOR NOVEMBER 9, 2021

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER SEYER, TO APPROVE THE MEETING MINUTES OF NOVEMBER 9, 2021. ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 4. SIGN VARIATION REVIEW**DC#21-072 – Burger King – 675 E. Rand Rd.**

Tracy Willie, representing *Anchor Construction*, was present on behalf of the project.

Mr. Hautzinger summarized Staff comments. Burger King is proposing to update the interior and exterior of their existing restaurant at 675 E. Rand Road, including site modifications to create a second drive-through lane. The scope of the project includes all new exterior building signage, a new ground sign, and new drive-through signage. The changes to the building design were also reviewed and approved tonight. Zoning approval of the second drive-through lane is currently under review by Planning Department Staff.

The new building signs and ground sign are just branding changes to the existing signs. They will be replaced in the same size, quantity, and location as all existing signs. However, the new drive-through menu boards are proposed to be fully digital displays, where the existing signs are conventional printed menu displays. Electronic menu boards are not allowed by code, so a variation is required. Additionally, Burger King is seeking a variation to allow 6.3 sf digital order screens, where 2 sf is the maximum allowed by code. The menu displays will remain static except for breakfast/lunch/dinner menu changes each day. They will not display any video, animation or sound, and the brightness will be automatically dimmed based on ambient light conditions.

The petitioner has submitted a letter addressing the hardship criteria, which states that the proposed fully digital menu boards and 6.3 sf digital order screens are necessary to comply with Burger King's corporate standards. The petitioner also states that other local fast food restaurants use similar fully electronic drive-through signage.

Research done by Staff shows that sign variations for similar fully digital menu boards have been approved at three McDonald's restaurants in Arlington Heights in recent years. Digital menu boards do allow for easier menu updates, and they are smaller than conventional menu boards due to the ability to change the menu items based on the meal time. Staff does not object to the use of full digital menu board displays, but they shall be required to comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open. Additionally, per Chapter 30, Section 30-208.e.1, the sound from the speaker on the ordering canopies shall not be audible at or beyond the property line, and the speakers shall be equipped with an adjustable volume control.

Staff recommends the Design Commission recommend to the Village Board, approval of the following sign variations:

1. A variation from Chapter 30, Section 30-208.b, to allow two 22.2 sf digital drive-through menu boards (one per drive-through lane), where fully electronic menu board signage is not allowed.
2. A variation from Chapter 30, Section 30-208.d.2, to allow two 6.3 sf digital order screens (one per drive-through lane), where 2 sf is the maximum allowed.

This recommendation should include the following conditions:

1. Approval of the second set of drive-through signage is contingent upon zoning approval for the second drive-through lane.
2. Per Chapter 30, Section 30-208.e.1, the sound from the speaker on the ordering canopies shall not be audible at or beyond the property line, and the speakers shall be equipped with an adjustable volume control.
3. The digital displays shall comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open.

Commissioner Seyer asked for clarification on the location of the drive-thru signage. Mr. Hautzinger explained that each drive-thru lane will have a fully electronic menu board sign (22.2 sf), and a digital order screen (6.3 sf) on a pedestal with a canopy. Commissioner Kingsley said that as long as the electronic signs comply with operational standards with regards to the brightness, she did not have too much of an issue with the new signage, although it is a lot. Commissioners Eckhardt and Fitzgerald were fine with the presentation. Commissioner Seyer agreed and also asked for clarification of the wood material on the sign. Ms. Willie replied that it is a vinyl material in the same cedar color as the top portion of the sign. Chair Kubow said it is a great design, he loved the consistency with the building, and the location of the signage will help with sound and brightness of the signs facing away from the street and the landscape buffer behind. He was also in complete support of the traffic and logistics of having 2 drive-thru lanes, which will relieve any stacking that might occur there.

Chair Kubow asked if there was any public comment on the project and there was no response from those in the audience.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR *BURGER KING* LOCATED AT 675 E. RAND ROAD:

1. A VARIATION FROM CHAPTER 30, SECTION 30-208.B, TO ALLOW TWO 22.2 SF DIGITAL DRIVE-THROUGH MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE FULLY ELECTRONIC MENU BOARD SIGNAGE IS NOT ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-208.D.2, TO ALLOW TWO 6.3 SF DIGITAL ORDER SCREENS (ONE PER DRIVE-THROUGH LANE), WHERE 2 SF IS THE MAXIMUM ALLOWED.

THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 10/14/21, FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

1. APPROVAL OF THE SECOND SET OF DRIVE-THROUGH SIGNAGE IS CONTINGENT UPON ZONING APPROVAL FOR THE SECOND DRIVE-THROUGH LANE.
2. PER CHAPTER 30, SECTION 30-208.E.1, THE SOUND FROM THE SPEAKER ON THE ORDERING CANOPIES SHALL NOT BE AUDIBLE AT OR BEYOND THE PROPERTY LINE, AND THE SPEAKERS SHALL BE EQUIPPED WITH AN ADJUSTABLE VOLUME CONTROL.
3. THE DIGITAL DISPLAYS SHALL COMPLY WITH ALL OPERATIONAL STANDARDS FOR ELECTRONIC SIGNS AS SET FORTH IN CHAPTER 30, SECTION 30-705.H, WHICH INCLUDES STATIC DISPLAYS ONLY (NO SCROLLING, FADING, FLASHING, ANIMATION, VIDEO, OR SOUND), AUTO-DIMMING PHOTOCCELL TECHNOLOGY TO CONTROL BRIGHTNESS TO .3 FOOTCANDLES MAXIMUM ABOVE AMBIENT LIGHTING CONDITIONS, NO OFF-PREMISES ADVERTISING, AND ONLY PERMITTED TO BE ILLUMINATED DURING THE HOURS THAT THE BUSINESS IS OPEN.
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.

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