

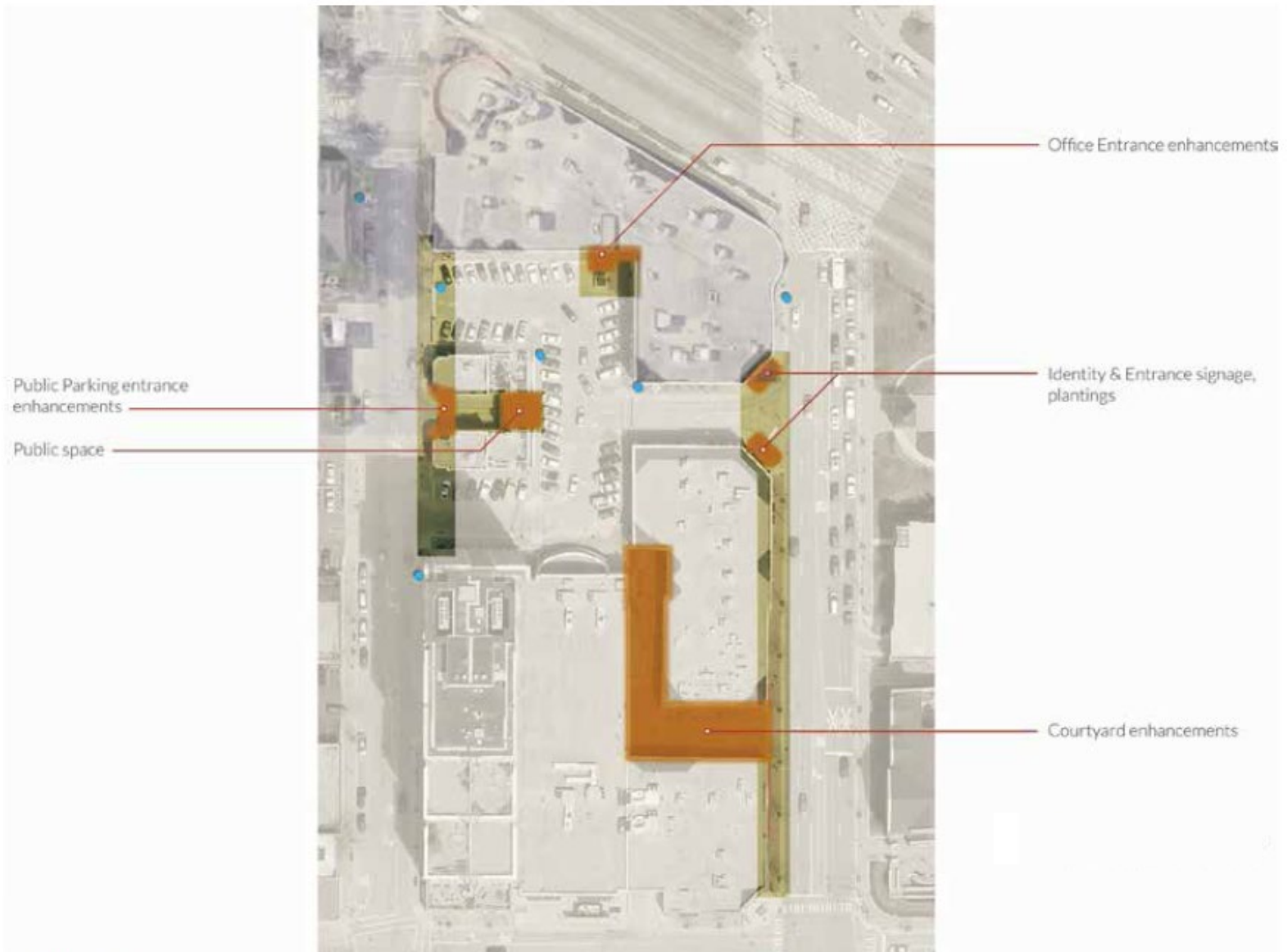
# **Arlington Town Square**

**2018 Approved Signage and Sign Variations**

# Site and Surrounding Properties



# Signage Locations

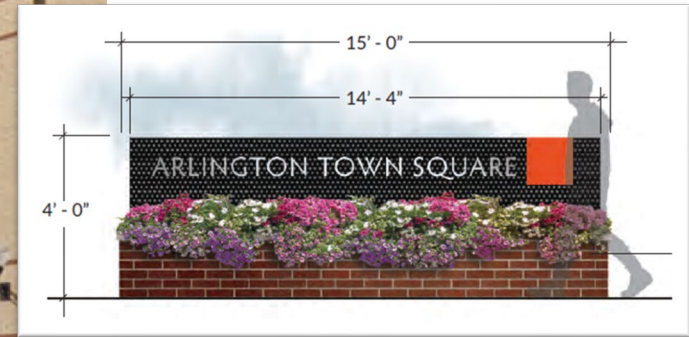


## Development Identification Canopy Sign at Evergreen Avenue



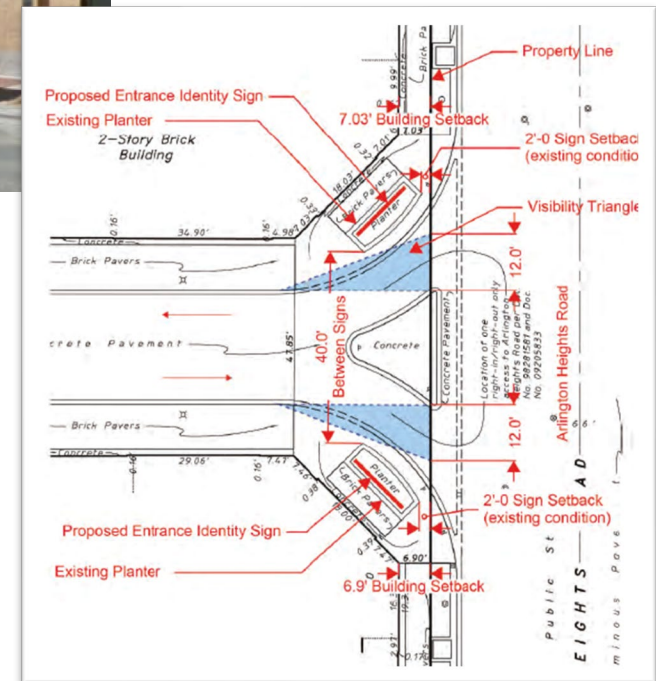
- “ARLINGTON TOWN SQUARE” sign complies with 20% allowed for canopies.
- “PUBLIC PARKING” and small red parking blade signs are exempt as non-advertising signs designed for public safety and convenience.
- Variations not required.

# Entrance Identity Signage on Arlington Heights Road



## APPROVED VARIATIONS:

- Two ground signs, where only one is allowed.
- 40 foot separation, where 800 feet is required.



# Town Square Fountain Signage



Proposed

Existing



## APPROVED VARIATION:

To allow a 45 sf development identification sign, where no development identification sign is allowed.

# Office Center Signage



Existing



Proposed

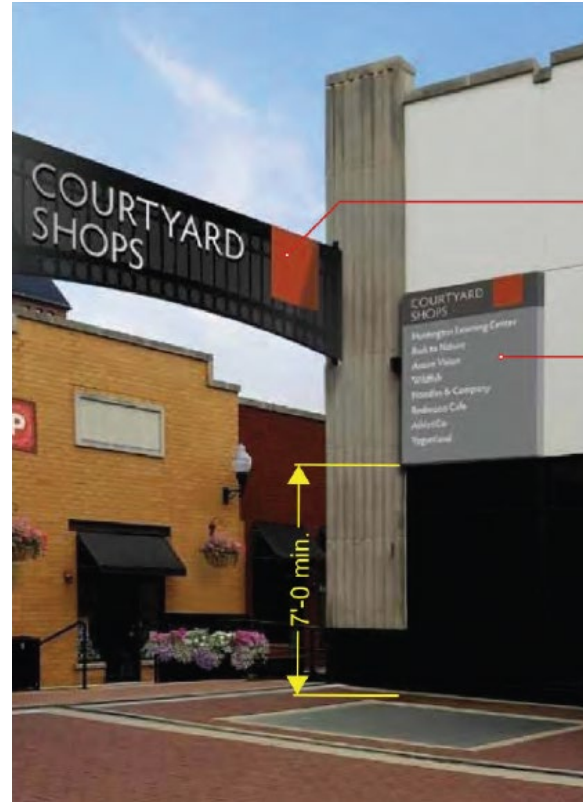
## APPROVED VARIATIONS:

- Signage on top of the canopy, where not allowed to project above
- 30 sf sign, where 4.4 sf is maximum allowed (20%)

# Courtyard Shops and Directory Signage



Existing



Proposed

Utilize existing structure as base for perforated metal signage

Provide new directory signage

**New "COURTYARD SHOPS" sign:**

Substantially compliant with existing 2004 sign variation.

**Directory Sign:**

Amended 2004 sign variation from 13 sf to 67 sf.



# Courtyard Artwork Installation



Sign area: 500 sq. ft. max.

Provide structural attachment of hung art piece. Add 4 lighting fixtures above to illuminate artwork

- Will not be used for advertising.
- Final artwork design will be submitted for review.
- Variations are not required

# 2018 Sign Package Summary

SIGN TYPE	FRONTAGE	SIZE	REMARKS
"Public Parking" Canopy and Blade Signs	Evergreen Ave.	37 sf "Public Parking" 9 sf "P" blade signs  16 sf "Arlington Town Square"	Exempt (non-advertising for public convenience)  Complies with Code.
Ground Sign 1	Arlington Heights Road	10 sf	Complies with Code.
Ground Sign 2	Arlington Heights Road	10 sf	Variations Required for Number and Separation Distance.
Courtyard Sign	Internal Drive Aisle	33 sf	Complies with 2004 Variation.
Courtyard Directory	Internal Drive Aisle	67 sf	Amendment to 2004 Variation is required.
Art Piece	Courtyard / Arlington Heights Road	500 sf	Shall not be used as Signage. Final design requires Design Commission approval.
Fountain Sign	Internal Drive Aisle	45 sf	Variation required to allow the sign.
"Office Center" Canopy	Internal Drive Aisle	30 sf	Variations required for Size and Signage located on Top of Canopy.

# Summary of 2018 Approved Sign Variations

## Entrance Identity Signage on Arlington Heights Road:

1. A variation from Chapter 30, section 30-302 Number, to allow two ground signs, where only one ground sign is allowed per street frontage.
2. A variation from Chapter 30, section 30-302 Number, to allow ground signs with a separation distance of 40 feet, where 800 feet of separation is required.

## Courtyard Shops Directory Signage:

3. A variation from Chapter 30, section 30-201.h.3.a, to amend a previous variation to allow an increase in size for a directory sign from 13 sf to 67 sf.

## Town Square Fountain:

4. A variation from Chapter 30, section 30-201, to allow a 45 sf development identification sign, where no development identification sign is allowed.

## Office Center Signage:

5. A variation from Chapter 30, section 30-201.h.2.b, to allow 30 sf of canopy signage, where 4.4 sf is the maximum allowed.
6. A variation from Chapter 30, section 30-201.h.2.b, to allow signage to be located on top of a canopy, where lettering is not allowed to project above or beyond the physical dimensions of the awning.

# 2018 Design Commission Motion

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER SEYER, TO RECOMMEND APPROVAL TO THE VILLAGE BOARD OF TRUSTEES, OF THE FOLLOWING SIGN VARIATION REQUEST FOR *ARLINGTON TOWN SQUARE* LOCATED AT 70 S. ARLINGTON HEIGHTS ROAD:

THIS RECOMMENDATION IS BASED ON THE PLANS DATED 11/28/18 AND RECEIVED 12/3/18, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING CONDITIONS:

1. A REQUIREMENT THAT THE TWO GROUND SIGNS BEING ADDED TO THE EXISTING RAISED PLANTERS FACING ARLINGTON HEIGHTS ROAD BE ILLUMINATED WITH PREFERABLY LED LIGHT TO BE MOUNTED TO THE TOP OF THE FRAME OF THE SIGN THAT WILL NOT RESULT IN GLARE TO PEDESTRIANS OR CARS. STAFF SHOULD REVIEW THE LED COLOR TEMPERATURE OF THE LIGHT.
2. A REQUIREMENT THAT A SMALL MOCK-UP BE DONE TO ASSURE THE WORKABILITY OF THE SIGNAGE ON THE BLACK PERFORATED METAL PANEL MOUNTED OVER THE EXISTING DECORATIVE SIGN STRUCTURE.
3. A REQUIREMENT THAT THE DESIGN OF THE COURTYARD ARTWORK BE SUBMITTED TO STAFF FOR REVIEW, AND IF DETERMINED NECESSARY, COME BACK TO THE DESIGN COMMISSION FOR REVIEW, WITH AN UNDERSTANDING THAT THE ARTWORK WILL NOT BE USED FOR ADVERTISING.