

## STAFF DESIGN COMMISSION REPORT

### PROJECT INFORMATION:

**Project Name:** 155 E. Algonquin Road  
**Project Address:** 155 E. Algonquin Road  
**Prepared By:** Steve Hautzinger

### PETITION INFORMATION:

**DC Number:** 22-049  
**Petitioner Name:** Mary Clauss  
**Petitioner Address:** Parvin Clauss Sign Co  
165 Tubeway Drive  
Carol Stream, IL 60188  
**Meeting Date:** September 13, 2022

**Date Prepared:** September 2, 2022

### Requested Action(s):

1. A variation from Chapter 30, section 30-601a, to allow two temporary signs of 420 sf and 840 sf for a total of 1,260 sf, where the total square footage allowed for temporary signs shall not exceed 64 sf, with no individual sign exceeding 32 sf.

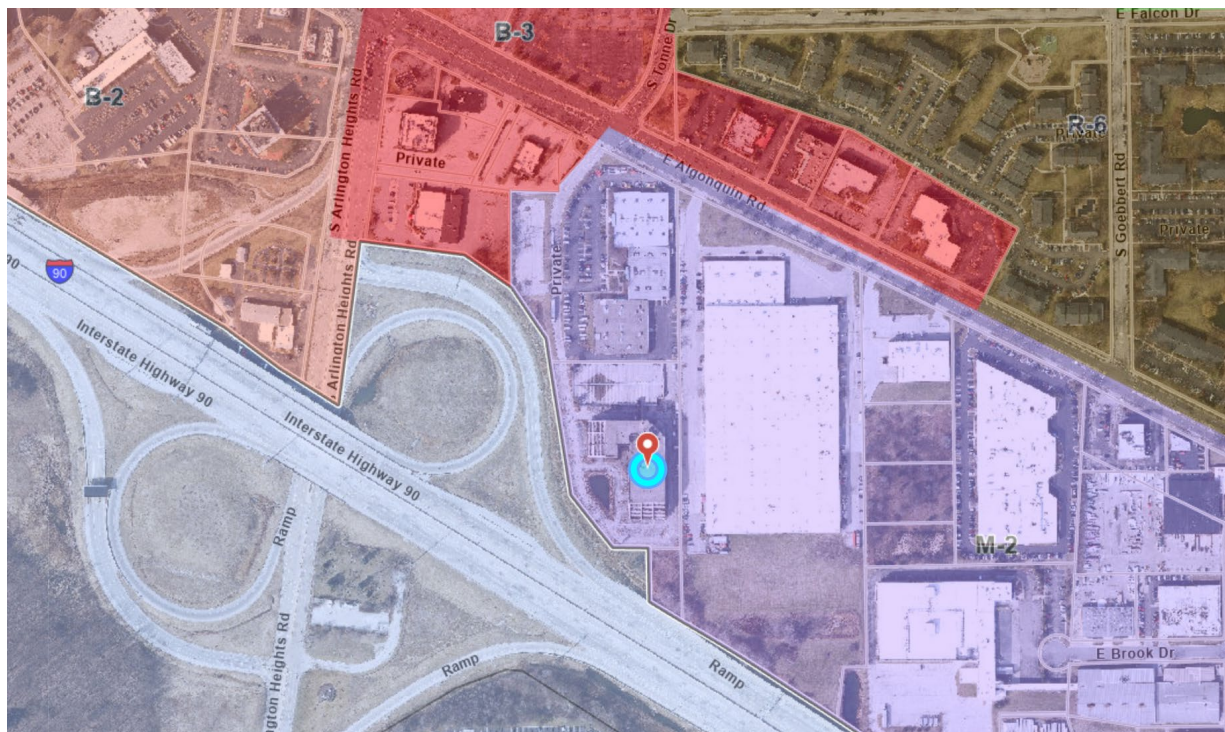
### ANALYSIS:

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."

### Summary:

The subject property is the former Daily Herald office building which has been vacant for many years. The petitioner is planning to renovate the building to become a new medical office building. At this time, the petitioner is marketing the building for lease, and they are proposing to install two large leasing banners at the top of the building to face the I-90 tollway. The proposed banners are 420 sf and 840 sf for a total of 1,260 sf, where the total square footage allowed for temporary signs is not allowed to exceed 64 sf, with no individual sign exceeding 32 sf. A variation is required to allow the oversized signs.

### Zoning Map of Property:



**Table 1: Surrounding Land Uses:**

<b>Direction</b>	<b>Existing Zoning</b>	<b>Existing Use</b>
<b>Subject Property</b>	M-2, Limited Heavy Manufacturing District	Vacant Office Building
<b>North</b>	M-2, Limited Heavy Manufacturing District	Multi-Tenant Offices
<b>South</b>	Village Boundary	I-90 tollway
<b>East</b>	M-2, Limited Heavy Manufacturing District	Office/Warehouse
<b>West</b>	Village Boundary	I-90 entrance and exit ramps

**Table 2: Proposed Temporary Signs Summary:**

<b>SIGN</b>	<b>ELEVATION / FRONTAGE</b>	<b>SIGN SIZE</b>	<b>REMARKS</b>
Sign 1. "BA Braford Allen"	South / I-90 tollway	420 sf	32 sf maximum allowed. Variation Required for Size.
Sign 2. "ArlingtonMed.com NOW LEASING"	West / I-90 tollway	840 sf	32 sf maximum allowed. Variation Required for Size.
<b>TOTAL</b>		1,260 sf	64 sf maximum allowed. Variation Required for Size.

**Sign Variation Criteria:**

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation.

- That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- 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;*
- 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;*
- That the variation will not alter the essential character of the locality;*
- That the Petitioner's business cannot reasonably function under the standards of this chapter.*

The petitioner has submitted a letter stating the unique circumstances and hardship that justify the proposed signs is due to the building's unique location which is only visible from the I-90 tollway where traffic is traveling at 60+ mph. Furthermore, the grade around the building sits much lower than the toll road and the building is setback a significant distance from the roadway.

**Staff Comments:**

Staff has concerns about the size of the proposed temporary signage, and permanent signs of this size would not be supported. The only other similar situation is a previous variation that was approved in 2013 for Northwest Crossings which allowed 300 sf of leasing signage to face Route 53, which is significantly less than the proposed 1,260 sf. However, the site grade of Northwest Crossings is on the same level as Route 53, allowing good visibility for the leasing signs mounted on grade close to the frontage road, whereas the subject property site grade is much lower than I-90 making a typical ground-

mounted lease sign not visible from the road. Staff acknowledges that the subject property is a unique situation since it does not have frontage on Algonquin or Arlington Heights Road, and it is only visible from the I-90 tollway. Due to the low site grade, mounting the banners on the building places them at a height where they can be seen from I-90. Also, it should be noted that this building is located within the South Arlington Heights Road corridor, where the South Arlington Heights Road Corridor Plan has been adopted to promote new development in this area. Leasing of this long term vacant building can contribute to this goal of revitalizing this area.

Based on these unique circumstances and hardships, oversized temporary signs are justified. Based on the viewing distance of approximately 575 feet from I-90 east as well as the high traffic speed, Staff does not object to the proposed signs which are in the range of 575 sf. Staff recommends approval of the requested sign variation subject to a time limit being established for the removal of the signage. It is recommended that the requested temporary signage be removed in two years, or upon 50% leasing of the property, whichever is sooner.

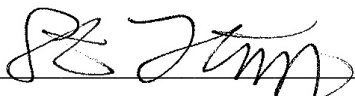
### **RECOMMENDATION**

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variation for 155 E. Algonquin Road:

1. A variation from Chapter 30, section 30-601a, to allow two temporary signs of 420 sf and 840 sf for a total of 1,260 sf, where the total square footage allowed for temporary signs shall not exceed 64 sf, with no individual sign exceeding 32 sf.

This recommendation is subject to compliance with the plans received 7/20/22, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. The temporary signage shall be removed in two years, or upon 50% leasing of the property, whichever is sooner.
2. 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 2, 2022

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 22-049