

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: At Home / Southpoint – Sign Variation
Project Address: 750 E. Rand Road
Prepared By: Steve Hautzinger

PETITION INFORMATION:

DC Number: 22-067
Petitioner Name: Alex Loof
Petitioner Address: Signs By Tomorrow
1315 E Davis Street
Arlington Heights, IL 60005
Meeting Date: October 11, 2022

Date Prepared: October 6, 2022

Requested Action(s):

1. Amendment to sign variation Ordinance 22-033 to omit condition D, which states that the sign approval is contingent upon Illinois Department of Transportation (IDOT) and Village approvals for the new driveway.

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."

Background:

'At Home' is a new retail tenant moving into the vacant space formerly occupied by Bif Furniture at the Southpoint Shopping Center. On April 12, 2022, the Design Commission reviewed a sign variation request for a new dedicated "At Home" ground sign to face Rand Road. The proposed sign required the following variations:

1. A variation from Chapter 30, Section 30-302.a, to allow 7 ground signs, where 6 is the maximum allowed per a previously approved 1989 sign variation, and 5 is the maximum allowed per code (one for each building).
2. A variation from Chapter 30, Section 30-302.a, to allow a ground sign with 444' and 548' of separation from the adjacent ground signs, where 800' is the minimum separation required.

The sign was proposed to be located next to a new driveway entrance into the parking lot from Rand Road. The proposed driveway is subject to IDOT and Village approvals. The Design Commission recommended approval of the proposed variations with a condition stating that the sign approval is contingent upon Illinois Department of Transportation (IDOT) and Village approvals for the new driveway. On June 6, 2022, the Village Board approved the requested sign variations per Ordinance 22-033, including the condition for the driveway approval.

Project Update:

At this time, the petitioner is in the process of pursuing IDOT approval for the new driveway. However, due to IDOT permit review times, the petitioner is requesting approval of the same sign, in the same location, but without the condition for IDOT approval of the new driveway.

The petitioner has provided a letter explaining that the ground sign is required by At Home to be installed prior to opening the store which is scheduled for early Spring 2023. The petitioner anticipates a 95% chance of IDOT approval for the new driveway, but they do not know when final approval or denial will be obtained. They have clarified that regardless of the outcome of IDOT's review, they need to install the ground sign, with or without the driveway.

IDOT Permit Timeline Summary:

- December 9, 2021: Driveway plans submitted to IDOT for approval.
- March 22, 2022: First round of review comments/corrections received from IDOT.
- May 6, 2022: Submitted revised plans and traffic study to IDOT.
- August 16, 2022: Received second round of comments from IDOT. Currently working on resubmittal.

Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-3, General Service, Wholesale and Motor Vehicle District	Southpoint Shopping Center
North	R-3, One Family Dwelling District	Single-family neighborhood
South	B-1, Business District Limited Retail B-2, General Business District	Multiple commercial businesses Dunkin Baskin
East	R-E, One Family Dwelling District	Single-family neighborhood
West	B-2, General Business District	Town & Country Shopping Center

Table 1: Ground Signs Summary:

	SIGN / STREET FRONTAGE	SIZE (66 SF MAX ALLOWED)	OVERALL HEIGHT (16'-6" MAX ALLOWED)	REMARKS
1	Southpoint multi-tenant sign #1, facing Palatine Road	66 sf	16'-6"	Complies with code. Sign permit approved in 1989. Sign replacement permit approved in 2012.
2	Southpoint multi-tenant sign #2, facing Rand Road	66 sf	16'-6"	Complies with code. Sign permit approved in 1989. Sign replacement permit approved in 2012.
3	Southpoint multi-tenant sign #3, facing Rand Road	66 sf	16'-6"	Variation approved in 1989 to allow 6 ground signs, where 5 maximum are allowed. Sign permit approved in 1989. Sign replacement permit approved in 2012.
4	Floor & Décor sign, facing Palatine Road	80 sf	15'-8"	Sign permit approved in 1986 for Cub Foods. Sign adopted by Floor & Décor in 2013.
5	Olive Garden sign, facing Rand Road	64 sf	16'-5"	Complies with code. Sign permit approved in 1989.
6	Chili's sign, facing Rand Road	36 sf	6'-6"	Complies with code. Sign permit approved in 1989.
7	"At Home" sign, facing Rand Road	65.5 sf	12'-0"	Sign Variation approved June 6, 2022. Sign not yet installed, pending IDOT approval for the new driveway.

Staff Comments:

The Village of Arlington Heights Engineering Department has preliminarily reviewed the proposed driveway plans, and they do not object to the driveway as long as IDOT approval is obtained.

Staff feels that locating the sign next to the new driveway entrance makes sense to provide customers clear and direct access to At Home's parking area. However, if the driveway does not get approved, Staff does not object to the proposed ground sign in this location, which is roughly midpoint between the two existing multi-tenant Southpoint Shopping Center signs. As outlined in the attached Staff Report from April 12, 2022, Staff raised concerns about the possibility of excessive signage along Rand Road if every large retail business were allowed a dedicated ground sign, but due to the unique situation and hardship of this building having less visibility because it is not oriented parallel to Rand Road, Staff did not object to the proposed ground sign in this location.

However, instead of omitting the driveway condition, Staff recommends that the condition be amended to require the petitioner to continue pursuing IDOT and Village approval for the new driveway in a timely manner. Amending the condition will allow the petitioner to proceed with installation of the approved ground sign at this time, but it still requires them to follow through with the driveway permits and driveway installation, if approved.

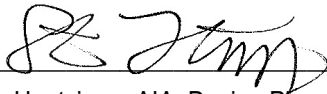
RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board for the following amendment to sign variation Ordinance 22-033 for *At Home* located at 750 E. Rand Road:

1. Amendment to sign variation Ordinance 22-033 to omit condition D, which states that the sign approval is contingent upon Illinois Department of Transportation (IDOT) and Village approvals for the new driveway.

This recommendation is based on the plans received 9/22/22, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. The petitioner is required to continue pursuing IDOT and Village approvals for the new driveway in a timely manner, and install the new driveway, if approved.
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.



October 6, 2022

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 22-067