

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: 22-009
Petitioner Name: Alex Loof
Petitioner Address: Signs By Tomorrow
1315 E Davis Street
Arlington Heights, IL 60005
Meeting Date: April 12, 2022

Date Prepared: March 17, 2021

Requested Action(s):

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.

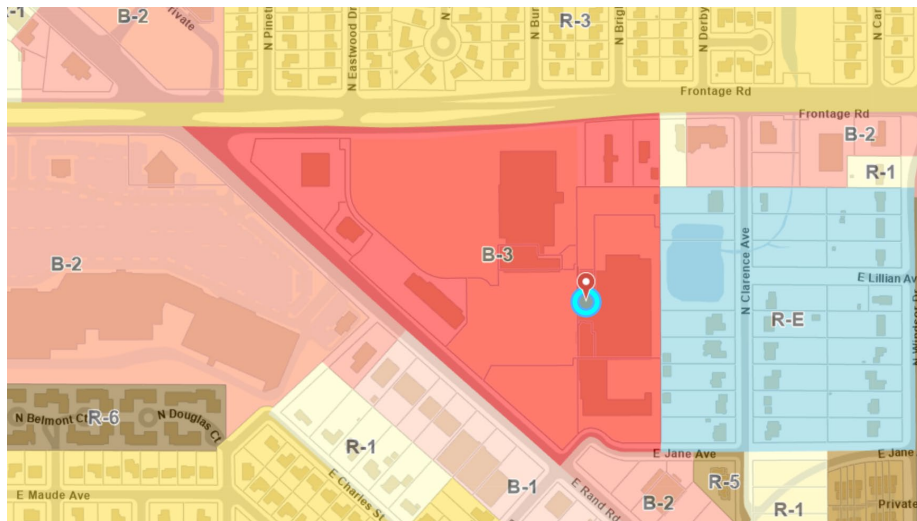
ANALYSIS:

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."

'At Home' is a new retail tenant moving into the vacant space formerly occupied by Bif Furniture at the Southpoint Shopping Center. At Home is requesting a new dedicated ground sign for their store to face Rand Road. Southpoint Shopping Center currently has 6 ground signs. Per code, each building is allowed one ground sign. There are 5 buildings on the site, allowing 5 ground signs. A sign variation was approved in 1989 to allow a 6th ground sign. Please refer to Table 1 for a complete summary of the 6 existing ground signs. In addition to At Home's dedicated ground sign, they will also have tenant panels on the three existing multi-tenant "Southpoint" ground signs.

A sign variation is also required for the separation distance between the proposed At Home ground sign and the existing ground signs. Per code, 800 feet of separation is required between the signs. The proposed new sign will be located between two existing Southpoint multi-tenant ground signs with 444' and 548' of separation. The sign will be located next to a proposed new driveway entrance into the parking lot from Rand Road. The proposed driveway is subject to IDOT and Village approvals.



Zoning Map:

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: Existing and Proposed 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	Proposed "At Home" sign, facing Rand Road	65.5 sf proposed	12'-0" proposed	Size and Height comply with code. Variations required for quantity and spacing.

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 angled building orientation and mature trees along Rand Road create a substantial visibility issue for the store, and visibility has been an issue with every potential retail tenant for this location. The new sign is a contingency for At Home to join the shopping center. They feel that the proposed sign will not create a depreciation of nearby property values, but At Home's presence in this location will likely increase surrounding property values. The petitioner feels that the proposed sign is in character with the locality because it is similar to the existing Floor & Décor sign. However, it should be noted that the Floor & Décor sign was originally installed for Cub Foods which was the original building on the property, prior to the Southpoint Shopping Center development.

Staff Comments:

Staff acknowledges that At Home will be an important major tenant in the Southpoint Shopping Center. However, other major retail centers along Rand Road, including Town & Country, Northpoint, the Annex of Arlington, and Arlington Plaza, do not have separate ground signs for any of their major tenants such as Best Buy, Dick's Sporting Goods, Jewel-Osco, Binny's Beverage Depot, Petco, and Burlington. All of the retail centers utilize multi-tenant ground signs to provide equal signage for all of their tenants. If separate ground signs were allowed for every major tenant, the Rand Road shopping corridor would become overly cluttered with signage.

However, Staff acknowledges the extended vacancy of this large retail space at Southpoint, and Staff agrees that the lack of visibility may be the issue. Due to this unique circumstance and hardship, Staff is not opposed to a dedicated ground sign for At Home. Overall, the proposed sign is nicely designed with a stone base similar to the existing Southpoint Shopping Center sign design. For a cohesive appearance, it is recommended that the stone for the new sign be selected to match identically the stone used on the existing Southpoint signs.

RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variations for *At Home* to be located at 750 E. Rand Road:

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.

This recommendation is based on the plans received 4/6/22, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. The stone for the base of the sign shall be selected to match identically the stone used on the existing Southpoint multi-tenant signs.
2. Sign approval is contingent upon IDOT and Village approvals for the new driveway.
3. 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.



April 7, 2022

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 22-009