

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Arlington Gateway Development
Project Address: 1, 15, & 111 E. Algonquin Road,
2355 S. Arlington Heights Road
Prepared By: Steve Hautzinger

Date Prepared: March 18, 2024

PETITION INFORMATION:

DC Number: 24-005
Petitioner Name: Thomas Roszak
Petitioner Address: Thomas Roszak Architecture
145 S. Wells Street, Suite 700
Chicago, IL 60606
Meeting Date: April 2, 2024

Requested Action(s):

1. A variation from Chapter 30, Section 30-601a, to allow a total of 1,864 square feet of temporary signage where 64 square feet is the maximum total allowed, and to allow individual temporary signs up to 72 square feet where 32 square feet is the maximum allowed size for an individual temporary sign.

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 petitioner is requesting a sign variation to allow temporary signage (beyond code-compliant sizes and amount) to be mounted on the construction fence around the new Arlington Gateway Development construction site located at the intersection of Arlington Heights Road and Algonquin Road. The construction fence will include a total of approximately 141 chain link fence panels covered in blue netting. The fence will be supported by concrete jersey barriers located at every other fence panel. The proposed signage will be printed on reinforced vinyl and attached to the blue netting. The signage will be primarily located at the three main corners of the site, and will cover 31 of the 141 fence panels. Please refer to Table 2 below for a complete summary of the proposed temporary signage.

Zoning Map of Property:

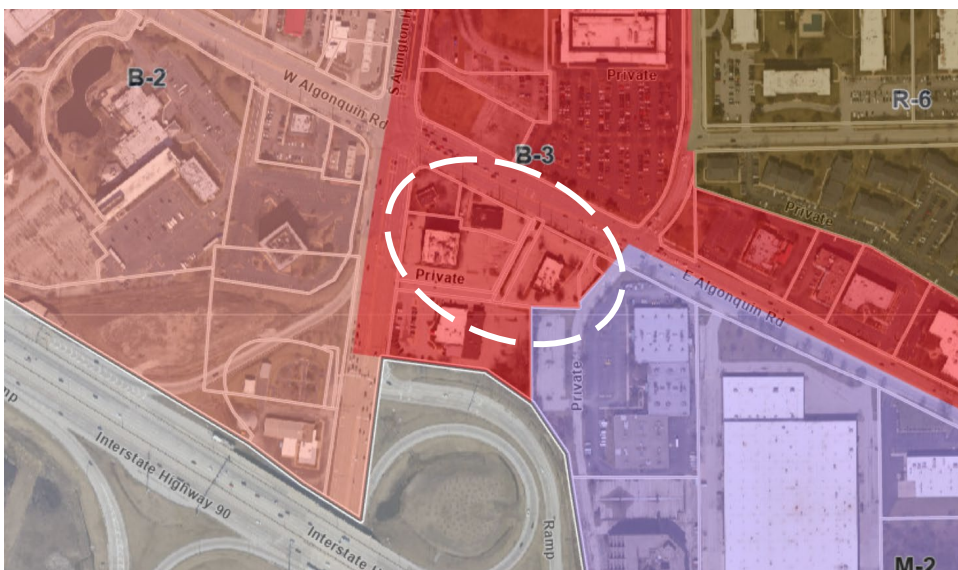


Table 1: Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-3, General Service, Wholesale and Motor Vehicle District	Vacant Buildings
North	B-3, General Service, Wholesale and Motor Vehicle District	Mitsuwa Grocery
South	B-3, General Service, Wholesale and Motor Vehicle District	Guitar Shop Retail
East	M-2, Limited Heavy Manufacturing District	Office/Warehouse
West	B-2, General Business District	Offices and Automobile Gas Station

Table 2: Proposed Temporary Signs Summary:

SIGN TYPE	QUANTITY	SIGN SIZE	TOTAL	REMARKS
A. Development Information	4	6' x 12' = 72 sf	288 sf	
B. Development Renderings	3	6' x 12' = 72 sf	216 sf	
C. "Clark Construction"	14	6' x 12' = 72 sf	1008 sf	
D. Prairie Grasses	6	4' x 12' = 48 sf	288 sf	
E. "AHgateway.com"	4	2' x 8' = 16 sf	64 sf	
TOTAL			1,864 sf	64 sf maximum allowed

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 that the proposed signage is needed to advertise the development in an attractive and effective way. The petitioner states that community outreach and communication is vital to the success of the development, as is creating a sense of anticipation, and the proposed construction fence signage is part of an overall comprehensive marketing program. The petitioner feels that the signage helps to break up the monotony of the construction fence, while providing the public with information on the development under construction. The petitioner feels that the code allowance for temporary signage is inadequate considering the adjacent high traffic roads and the size and number of parcels that make up the site.

Staff Comments:

Staff acknowledges that the construction fence is required for safety, and that construction fences are typically not very attractive. Staff agrees that the proposed signage is professionally and tasteful designed, and it does improve the appearance of the construction fencing. Staff agrees that the signage serves a valid purpose to market the new development and show

what is planned for the site. 1,864 sf of signage sounds like an excessive amount of signage, but considering the overall size of the construction fence, the proposed signage only covers about 22% of the panels. Staff acknowledges that the signage needs to be large and clear for visibility across many lanes of traffic. Staff also acknowledges that the Prairie Grass signs are artistic in nature, but they are technically signs, and therefore contribute to the total signage square footage. Staff's only concern is that 14 "Clark Construction" signs seems excessive. Staff feels that a maximum of 6 "Clark Construction" should be adequate, which would reduce the total amount of signage from 1,864 sf to 1,288 sf. Please refer to Table 3 below for a modified summary of the proposed temporary signage.

Staff cautions about setting a precedent for excessive construction fence signage on other future developments, but those proposals will need to be evaluated on a case-by-case basis. For example, a similar development in Downtown Arlington Heights would not warrant as much or as large of signage, due to the pedestrian setting versus the high-traffic roads adjacent to the subject property.

Based on the size of the site, the size of the adjacent roadways, and given that the construction fence and signage are temporary, Staff does not object to the modified variation for 1,288 sf of signage. Staff recommends approval of the requested sign variation subject to a time limit being established for the removal of the signage. The petitioner anticipates completing construction in February 2026, so it is recommended that the requested temporary signage be removed in two years from the date of approval, or upon completion of construction, whichever is sooner.

Table 3: Staff Recommended Reduced Temporary Signs Summary:

SIGN TYPE	QUANTITY	SIGN SIZE	TOTAL	REMARKS
A. Development Information	4	6' x 12' = 72 sf	288 sf	
B. Development Renderings	3	6' x 12' = 72 sf	216 sf	
C. "Clark Construction"	6	6' x 12' = 72 sf	432 sf	Recommended reduced quantity from 14 signs to 6 signs
D. Prairie Grasses	6	4' x 12' = 48 sf	288 sf	
E. "AHgateway.com"	4	2' x 8' = 16 sf	64 sf	
TOTAL			1,288 sf	64 sf maximum allowed

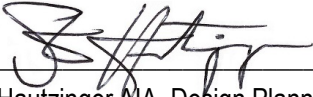
RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variation for the Arlington Gateway Development located at 1, 15, & 111 E. Algonquin Road and 2355 S. Arlington Heights Road:

1. A variation from Chapter 30, Section 30-601a, to allow a total of **1,288 square feet** of temporary signage where 64 square feet is the maximum total allowed, and to allow individual temporary signs up to 72 square feet where 32 square feet is the maximum allowed size for an individual temporary sign.

This recommendation is based on the plans dated 3/14/24 received on 3/19/24, 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 from the date of approval, or upon completion of construction, 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.



March 21, 2024

Steve Hautzinger AIA, Design Planner

Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 24-005