

## STAFF DESIGN COMMISSION REPORT

### PROJECT INFORMATION:

**Project Name:** Northwest Crossings  
**Project Address:** 1421 & 1501 W. Shure Dr.  
**Prepared By:** Steve Hautzinger

### PETITIONER INFORMATION:

**DC Number:** 15-070  
**Petitioner Name:** Adam Keldermans  
**Petitioner Address:** Torburn Partners, Inc.  
1033 Skokie Blvd., Ste. 480  
Northbrook, IL 60062  
**Meeting Date:** June 23, 2015

**Date Prepared:** June 16, 2015

### Requested Action:

#### Proposed Ground Sign:

1. A variation to amend a previously approved sign variation, to allow a 360 sf ground sign facing Route 53, where the previously approved sign variation allowed a 163.4 sf ground sign.
2. A variation from Chapter 30, section 30-121.f, to allow an off-site sign, where signs are required to be located on the same property as the business being advertised.
3. A variation from Chapter 30, section 30-302.a, to allow a second ground sign with a separation distance of approximately 260 feet, where 800 feet of separation is required.

#### Proposed Wall Sign:

4. A variation from Chapter 30, section 30-402, to allow a wall sign to be located on a wall without street frontage, where street frontage is required.
5. A variation from Chapter 30, section 30-403.a, to allow a 75 sf wall sign, where 0 sf if allowed.

### **ANALYSIS:**

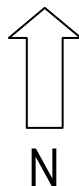
The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction...to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Code."



Zoning Map of Property



Aerial of Property



**Table 1: Surrounding Land Uses:**

Direction	Existing Zoning	Existing Use
<b>Subject Property</b>	M-1, Research, Development, and Light Manufacturing District	Vacant Office
<b>North</b>	M-1, Research, Development, and Light Manufacturing District B-3, General Service, Wholesale and Motor Vehicle District	Multi-Tenant Office Building Multi-Tenant Office Building
<b>South</b>	M-1, Research, Development, and Light Manufacturing District	Office Buildings
<b>East</b>	M-1, Research, Development, and Light Manufacturing District	Office / Manufacturing
<b>West</b>	Outside of Village Boundary (Palatine)	Multiple Family Dwellings

**Summary:**

The subject site was originally occupied by Motorola, and was then occupied by Nokia Siemens. Nokia consolidated their operations in the building south of Cellular Drive and the remaining two buildings occupying 1421 & 1501 W. Shure Drive are currently vacant. The property has now been purchased by Torburn Partners, and a request to subdivide the east and west sides of the property recently received preliminary approval from the Village Board on June 1, 2015. The east side of the site (1421 W. Shure Drive) is approximately 17.63 acres and contains a 3-story office building with approximately 209,271 square feet of floor area. The west side of the site (1501 W. Shure Drive) is approximately 21.99 acres and contains a 1-story building with approximately 318,227 square feet of floor area.

Currently, there is a large, 390 sf ground sign structure on the 1501 W. Shure site facing Route 53. A sign variation was approved in 1975 to allow this sign to be 163.4 sf. Village records are unclear regarding the discrepancy between the approved 163.4 sf sign versus the 390 sf sign structure on the site, but it is possible that the 163.4 sf sign variation was measured to the original signage mounted on the 390 sf concrete wall instead of the area of the wall itself. Although this ground sign is large, it is set back approximately 238 feet from the property line so it does not appear excessively large when viewed from Route 53 (refer to Image 1 below). At this time, the petitioner is proposing to replace the existing sign with a new 360 sf sign that will serve to identify the overall property as “Northwest Crossings” campus, and will also identify the primary tenants for each of the subdivided lots, 1421 & 1501 W. Shure Drive. Variations are required for the size of the sign, the separation distance from a code compliant entry ground sign, and to allow off-site signage for the 1421 W. Shure tenant signage to be located on the 1501 W. Shure property.



Image 1. Existing sign as seen from Route 53.

**Table 1: Ground Sign Summary:**

Ground Sign	Frontage <small>(one sign allowed per frontage)</small>	Height Allowed	Height Proposed	Size Allowed	Size Proposed	Separation Required	Separation Proposed	Remarks
1421 W. Shure - entry sign	Kennicott Ave.	16'-6"	4'-8"	66 sf	42 sf	Not applicable	Not applicable	Complies with code.
1501 W. Shure -entry sign	Shure Dr.	16'-6"	4'-0"	40 sf	36 sf	Not applicable	Not applicable.	Complies with code.
1421 & 1501 W. Shure – development sign	Route 53	16'-6"	7'-6"	163.4 sf <small>(per previous sign variation)</small>	<b>360 sf</b>	800'	<b>260'</b>	<b>Variations required</b> for size, separation distance, and off-site signage.

In addition to the proposed ground signs, the petitioner is proposing new wall signage for the two buildings. All proposed wall signage is modestly sized and complies with code, except for one wall sign that is proposed on the west wall of the 1421 W. Shure building which does not have the required street frontage and is therefore not allowed. The petitioner is proposing the west facing sign to gain visibility from Route 53.

**Table 2: Wall Sign Summary:**

SIGN	ELEVATION / FRONTAGE <small>One wall sign allowed per street frontage.</small>	PROPOSED SIZE	REMARKS
1421 Tenant	East Elevation / Kenicott Ave.	75 sf	Complies with code.
1421 Tenant	West Elevation / <b>No Frontage</b>	75 sf	<b>Variations required</b> for street frontage and size.
1501 Tenant	West Elevation / Route 53	75 sf	Complies with code.
1501 Tenant	North Elevation / Shure Dr.	75 sf	Complies with code.

**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 which outlines their intent to repurpose the site from a former single-user facility to a new multi-tenant campus, and the corresponding need for the proposed signage exposure to Route 53 to position the property to compete with other Class A office and industrial developments.

**Analysis:**

Staff agrees that the petitioner's request satisfies the criteria for granting a variation based with the following comments:

1. This property is a unique property in Arlington Heights due to its size and location:
  - a. The property is approximately 40 acres, with approximately 500,000 sf of office/industrial space.
  - b. The property has more than 800 linear feet of frontage facing the six lane Route 53 expressway.
  - c. This is the largest office/manufacturing campus under common ownership in Arlington Heights, with perpetual covenants for cross access, drainage, utilities, etc.
  - d. A similar situation does exist at 1400 W. Dundee Road, where the former Honeywell site was subdivided to become the Rohrman Business Park. A sign variation was approved in 1998 to allow a 575 sf two-sided ground sign perpendicular to Dundee Road. This sign is larger, double-sided, and closer to the road than the proposed Northwest Crossings sign.
2. The entire 40+/- acre site is being subdivided, redeveloped, and marketed as one campus, so the proposed off-site ground sign is appropriate due to the two properties being under common ownership as the "Northwest Crossings" campus.
3. The proposed 360 sf development sign is smaller than the existing 390 sf development sign, and it is nicely designed.
4. Although the proposed ground sign is large, it is not excessively sized due to the large distance that it is set back from the regional Route 53 expressway, which is unique.
5. It is recommended that all campus ground signs be restricted to be monument style signs less than 8 feet in height, as currently proposed.
6. The proposed west facing wall sign (without street frontage) is acceptable due to the common ownership of the campus. However, it is recommended that a wall sign on the north wall of the 1421 W. Shure building be prohibited in exchange for the west facing sign.

**RECOMMENDATION**

It is recommended that the Design Commission **approve** the sign variation requests for *Northwest Crossings at 1421 & 1501 W. Shure Drive*. This recommendation is subject to compliance with the plans dated 6/4/15 and received 6/5/15, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and the following conditions:

1. In exchange for allowing a wall sign on the west elevation of 1421 Shure Drive, a wall sign on the north wall 1421 Shure Drive shall be prohibited.
2. The Northwest Crossings site shall be restricted to monument signs only, with a maximum of 8 feet in height.
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

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DC 15-070 (Sign Variation)  
PIN: 03-07-100-006**

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.

\_\_\_\_\_ June 16, 2015

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 15-070