

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Holiday Inn Express–Sign Variation
Project Address: 2111 S. Arlington Heights Rd.
Prepared By: Steve Hautzinger

PETITIONER INFORMATION:

DC Number: 15-067
Petitioner Name: Rose Hollingsworth
Petitioner Address: Kieffer & Co., Inc.
585 Bond Street
Lincolnshire, IL 60069
Meeting Date: June 23, 2015

Date Prepared: June 17, 2015

Requested Action(s):

1. A variation to amend a previously approved sign variation, to allow a 106.5 sf wall sign on the south wall facing the parking area, where the previously approved sign variation allowed a 64 sf wall sign on the south wall facing the parking area.

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."

Site:

Subject Property



Aerial View of Subject Site



Zoning Map

Surrounding Land Uses:

Direction	Existing Zoning	Existing Use	Comprehensive Plan
Subject Property	B-2, General Business District	Holiday Inn Express Hotel	Commercial
North/East	O-T, Office Transitional	Arlington Green Executive Center, Multi-tenant office	Offices Only
South/East	B-3, General Service, Wholesale and Motor Vehicle District	Vacant Site	Commercial
West	B-2, General Business District	Wingate Hotel	Commercial

Summary:

The subject property is a newly established Holiday Inn Express hotel which is currently completing interior and exterior building renovations of the previous use as a Jameson Suites Hotel. The exterior renovations received Design Commission approval on September 24, 2013. The Holiday Inn Express is relocating from their previous location across the street at 2120 S. Arlington Heights Road, which has now been converted to a Comfort Inn hotel. The petitioner is proposing to reuse the existing “Holiday Inn Express” wall sign from the original location and install it at their new location.

The complete sign package at the subject site includes a new code compliant ground sign facing Arlington Heights Road, a new code compliant wall sign facing Arlington Heights Road, and the proposed reused wall sign to be located above the main building entrance facing the parking area. Only one wall sign is allowed per street frontage, which is the reason for the previously approved and current sign variation requests. The original sign variation request was for Bradbury Suites Hotel to allow a second wall sign, 64 sf in size, located on the south wall of the building. The variation was approved in 1988, per Ordinance 88-53.

Table 1: Summary of Proposed Signage

SIGN	ELEVATION / FRONTAGE	SIZE ALLOWED BY CODE	PROPOSED SIZE	REMARKS
“Holiday Inn Express” ground sign	facing Arlington Heights Road	66 sf	51.7 sf	Complies with code.
“Holiday Inn Express” wall sign	West Elevation / facing Arlington Heights Road	129 sf	94.3 sf	Complies with code.
“Holiday Inn Express” wall sign	South Elevation / facing parking area	64 sf (allowed per previous sign variation)	106.5 sf	Variation Required.
TOTAL:		259 sf	252.5 sf	

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, and Staff supports the proposed signage based on the following reasons:

- 1. The main entrance of the hotel is on the south elevation, so the need for a sign to call attention to the building entrance is reasonable, and a variation was previously approved to allow a sign on the south wall.
- 2. Reuse of the existing sign is a good, sustainable practice which avoids the need to fabricate a new sign, and it fits nicely on the new façade.
- 3. A similar sign variation request was previously approved for the hotel across the street at 2120 S. Arlington Heights Road, which allowed a total of three wall signs where there is only one street frontage. Recently, sign permits have been approved for the new Comfort Inn hotel to have two wall signs at this location, one sign will face Arlington Heights Road and one sign will be on the south wall facing the parking area.
- 4. The total square footage of signage proposed (252.5 sf) is less than the total allowed by code (259 sf), including the previous sign variation approval.

RECOMMENDATION

It is recommended that the Design Commission **approve** the proposed wall sign variation requests for *Holiday Inn Express* at 2111 S. Arlington Heights Road. This recommendation is subject to compliance with the plans received 6/5/15, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits.

- 1. 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.

June 17, 2015

Steve Hautzinger, Design Planner
Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 15-067