

DRAFT

**MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
JUNE 23, 2015**

Chair Eckhardt called the meeting to order at 6:30 p.m.

Members Present: Ted Eckhardt, Chair
John Fitzgerald
Jonathan Kubow
Alan Bombick

Members Absent: Anthony Fasolo

Also Present: Maqbool Khan for *Shell Gas Station*
Larry Jones, Kieffer & Co. for *Holiday Inn Express*
Bob Horne, Torburn Partners for *Northwest Crossings*
Steve Bauer, Meltzer, Purtil & Stelle LLC for *Northwest Crossings*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JUNE 9, 2015

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF JUNE 9, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 3. SIGN VARIATION REVIEW**DC#15-070 – Northwest Crossings – 1421/1501 W. Shure Dr.**

Mr. Bob Horne, representing *Torburn Partners*, and **Mr. Steve Bauer**, representing *Meltzer, Purtil & Stelle*, were present on behalf of the project.

Chair Eckhardt asked if there was any public comment on the project and there was no response from the audience.

Mr. Hautzinger presented Staff comments. 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.

At this time, the petitioner is proposing to replace the existing ground sign with a new 360 sf ground 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.

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.

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.

Staff agrees that the petitioner's request satisfies the criteria for granting a variation based on 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.

Staff recommends approval of the sign variation requests with the following comments:

1. In exchange for allowing a wall sign on the west elevation of 1421 Shure Drive, a wall sign on the north wall of 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.

Commissioner Bombick what happened to the 1475 building. **Mr. Horne** explained that the 1475 building was on the south campus located on the other side of Cellular Drive. He added that two buildings were demolished on this campus, one on the north campus and one on the

south campus. They are very actively trying to market this campus to multiple users and have been going through a subdivision process, at which time signage became a very important part of what they are offering to their potential new tenants.

Commissioner Fitzgerald supported all the variation requests, with the comments in the Staff report.

Commissioner Bombick supported the sign variation request, and actually felt that the signs facing Route 53 were too small. Although he knew where Motorola was when driving to and from the site, he still felt it was hard to find, even with the one large ground sign they had. He felt the proposed ground sign was stuck in the ground, too low, and needed to be up higher. He asked Staff for clarification on how the signable area was calculated for the new sign. **Mr. Hautzinger** replied that the sign area requested is measured to the overall sign wall surface area because the proposed signage to go on these walls is currently not specifically shown. **Commissioner Bombick** suggested finding a way to tighten up the area around 'Northwest Crossings' and raise it up higher, with Tenant 1 and Tenant 2 made bigger, which he would support. He felt the wall sign on the 3-story building was too small as well. He was fine with everything else being proposed.

Commissioner Kubow agreed with both commissioners, and he really liked the nice and simple logo design being proposed for Northwest Crossings. Looking at the 3-part monument sign, he felt that 'Northwest Crossings' should be bigger than Tenant 1 and Tenant 2. He agreed with Commissioner Bombick's comments that bigger signs are important and he encouraged the petitioner to work with Staff.

Chair Eckhardt agreed with the comments made by the other commissioners that the signs need to be larger. He was concerned about the landscaping proposed within the new sign, specifically that it not block the angle view of the ground sign from Route 53. He felt the property would be identified by the tenant signage and not necessarily the logo; therefore, he was fine with the size of the 'Northwest Crossings' portion of the sign. He encouraged the motion to include specifics about how much larger the sign could be, and let the petitioner work with Staff to finalize. He liked that Tenant 1 and Tenant 2 were slightly higher than 'Northwest Crossings', and that 'Northwest Crossings' was more subtle. He supported Staff's request that the site be restricted to be monument signs only with a maximum height of 8-feet, and he also supported a larger wall sign on the building.

Mr. Bauer clarified that he communicated with Staff about the conditions of approval identified in the Staff report, and wanted Condition #2 to be clearly identified as to what the intent is.

Mr. Hautzinger clarified that Condition #2 currently states that "the Northwest Crossings site shall be restricted to monument signs only, with a maximum of 8-feet in height". Staff clarified that this should read that, "Ground signs on the Northwest Crossings site shall be restricted to monument signs only with a maximum of 8-feet in height". It is not Staff's intent to restrict the petitioner from having wall signs on the property.

Commissioner Bombick pointed out that 360 SF is being proposed for the monument sign and 163.4 SF is allowed by the previous variation; however he wanted to know the size of the previous Motorola sign. **Mr. Hautzinger** replied that the size of the Motorola sign was unknown due to incomplete Village records from 1975. **Commissioner Bombick** asked if there were any comparable properties with similar size signage, and **Mr. Hautzinger** replied that the former Honeywell site at 1400 W. Dundee Road, which is now the Bob Rohrman business park, received a sign variation approved in 1998 to allow a 575 SF two-sided ground sign, which has frontage along Dundee Road.

Commissioner Bombick would support a sign variation to allow the proposed monument sign to be equivalent to the sign located at the Bob Rohrman business park (former Honeywell), given that the Northwest Crossings site has a much more prominent exposure to the expressway, which is more useful.

Mr. Horne said they were definitely interested in making the sign larger as suggested by the commissioners. The size being proposed was an effort to not offend the Village with something too large and to try to stay within the context of what was there. However, it would benefit them greatly to have more sign face for better visibility from Route 53. **Commissioner Bombick** pointed out that the frontage drive for the Northwest Crossings site was located farther from the expressway than the Bob Rohrman business park sign was from Dundee Road. **Mr. Horne** commented that if a larger sign was approved, they would then ask that the 8-foot height restriction be increased to accommodate the appropriate proportions for the sign.

Mr. Hautzinger asked if the petitioner field verified the dimensions of the existing ground sign, and the petitioner stated that existing sign was measured and it is 10-feet tall.

Commissioner Fitzgerald felt that an exact size for the ground sign should be given if there was a motion to approve a larger sign, instead of leaving the size up to Staff. The other commissioners agreed. **Mr. Hautzinger** offered the option of the petitioner returning with a larger sign design for the commissioners to review. **Chair Eckhardt** asked if the petitioner intended on just blowing up the size of currently proposed sign, and **Mr. Horne** said that it would be their intent to just increase the size of the current design.

Commissioner Fitzgerald reiterated that he was in support of keeping the currently proposed size of the Northwest Crossings sign, because the emphasis should be on the tenants. He was also in support of increasing the size of the Tenant 1 and Tenant 2 signs to 10-feet tall and approximately 23-feet wide. **Commissioner Kubow** said that 8' tall x 24' wide would keep within the same proportions, as opposed to the currently proposed 6' x 20' size. He was not opposed to all 3 sections of the sign being increased to 8' x 24', with 10' as the maximum sign height instead of 8'.

Chair Eckhardt asked about the species of shrub being proposed in front of the ground sign. The petitioner stated that a specific species had not been chosen yet until a decision was made on the concept of the sign design; however, different layers of landscape would be beneficial to

the overall design. **Commissioner Fitzgerald** felt that what is currently being proposed was nice, and any changes should be reviewed by Staff. He also suggested removing one or two of the hedges being proposed above the center portion of the sign and centering the remaining shrubs to avoid the problem of the shrubs blocking the visibility of the tenant signs, which could be approved by Staff.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FITZGERALD, TO RECOMMEND APPROVAL TO THE VILLAGE BOARD OF TRUSTEES, A SIGN VARIATION REQUEST FOR *NORTHWEST CROSSINGS* LOCATED AT 1421 & 1501 W. SHURE DRIVE, AS SUBMITTED. 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:

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.
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 IS ALLOWED.
6. A RECOMMENDATION THAT THE SIGNAGE SIZE FOR BOTH 'TENANT 1' AND 'TENANT 2' AND FOR 'NORTHWEST CROSSINGS' BE INCREASED FROM 6' TALL BY 20' WIDE, TO 8' TALL BY 24' WIDE.
7. ALL GROUND SIGNS ON THE NORTHWEST CROSSINGS SITE BE RESTRICTED TO MONUMENT STYLE SIGNS ONLY, WITH A MAXIMUM OF 10-FEET IN HEIGHT.
8. LANDSCAPING FOR THE MONUMENT SIGN TO BE APPROVED STAFF, AND NOT BLOCK THE VIEW OF THE MONUMENT SIGN.

Commissioner Bombick stated that the size of the signage is what counts not the wall, and the commissioners agreed that the allowable signage size will be increased along with the size of the sign walls. **Mr. Hautzinger** recommended that the motion to increase the size from 6' tall x 20' wide to 8' tall x 24' wide be clarified to note that this is the size of the wall surface and that the signage be sized proportionately to fit on the walls. **Commissioner Bombick** stated that the increased wall size should be 10' x 24' and with a 1 foot border, it would allow 176 sf of sign area for each tenant, or if just a 6 inch border then it would be 9' x 22' and each tenant sign would be 198 sf. The Northwest Crossing sign is roughly 5' x 17' which is 85 sf as drawn and

that would get enlarged to about 100 sf. Combined, the total signage area would be about 500 sf on the walls so that you can see it. Commissioner Bombick recommended that the motion be amended so that the Tenant 1 and Tenant 2 signs be limited to approximately 200 sf each and the Northwest Crossings sign be limited to 100 sf, for a total area of 500 sf which is equivalent to the precedent set at the previous Honeywell site.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FITZGERALD, TO AMEND THE MOTION TO ADD THE FOLLOWING:

- 9. A CLARIFICATION THAT THE RECOMMENDED SIGN WALL AREAS FOR 'TENANT 1', 'TENANT 2', AND 'NORTHWEST CROSSINGS' BE INCREASED FROM 6' TALL BY 20' WIDE, TO 10' TALL BY 24' WIDE.**
- 10. THE 'TENANT 1' SIGN AND 'TENANT 2' SIGN AREAS BE LIMITED TO 200 SF EACH, AND THAT 'NORTHWEST CROSSINGS' SIGN AREA BE LIMITED TO 100 SF, FOR A TOTAL SIGN AREA OF 500 SF, WHICH IS EQUIVALENT TO THE PRECEDENT SET AT THE FORMER HONEYWELL SITE.**

**FITZGERALD, AYE; BOMBICK, AYE; KUBOW, AYE; ECKHARDT, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**