

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Esplanade at Arlington Park
Project Address: 2920 W. Euclid Ave.
Petitioner Name: Gregory Ratas

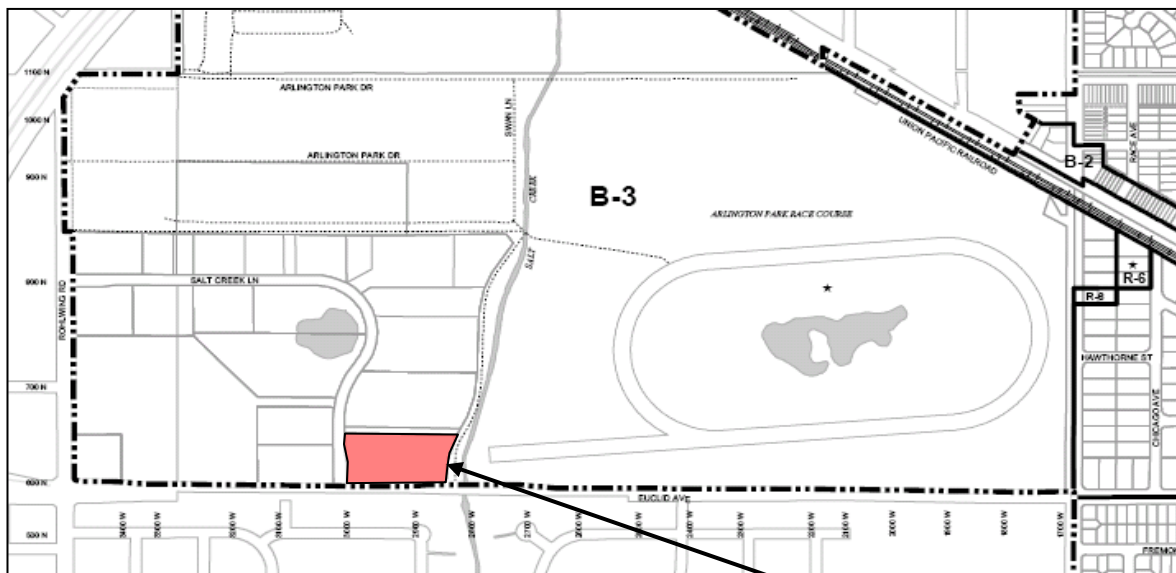
PETITIONER INFORMATION:

DC Number: 08-041
Prepared By: Afshan Hamid
Petitioner Address: Arlington Realty Partners
13965 W. Burleigh Rd. #202
Brookfield, WI 53005
Meeting Date: June 24, 2008

Date Prepared: June 19, 2008

Requested Action:

1. A variation from Chapter 30, section 30-302 Number a, to allow for 340'-6" feet separation between the relocated office park sign and the multi-tenant project identification sign on Euclid Avenue where the minimum separation is 800' feet.
2. A variation from Chapter 30, section 30-302 Number a, to allow for 562'-10" feet separation between the multi-tenant project identification sign on Euclid Avenue and the multi-tenant project identification sign on Salt Creek Lane where the minimum separation is 800' feet.
3. A variation from Chapter 30, section 30-302 Number a, to allow 3 ground signs where only two are allowed.



**SUBJECT
PROPERTY**

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...to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Code."

The Petitioner is located in a B-3 zoning district, on the northeast corner of Euclid Avenue and Salt Creek Lane. The petitioner was approved for a strip retail center by the Village Board on December 3, 2007, known as the Esplanade. The petitioner is located on the end of the Arlington Business Center, which consists of separately platted lots in one location for the purpose of a business park. The business park has two identification signs, one on the northeast corner of Rohlwing Road and Salt Creek Lane and the second on the northeast corner of Euclid Avenue and Salt Creek Lane. The current

signs were issued permits in 1982 for Arlington Business Center, each sign has a height of 4'-6" and a width of 16 feet, 230 square feet total for both faces. One identification sign for the Arlington Business Center is currently located on the southwest corner of the petitioner's property. The petitioner is proposing to demolish the current identification sign and construct a new sign further to the south on the same property. The petitioner is also proposing two multi-tenant signs on the property for the approved strip retail center.

The petitioner is requesting a variation to allow a total of three ground sign on the site where only two are allowed. The petitioner is also seeking a variation for less than the 800 feet of separation required between signs.

PROPOSAL

Ground Sign

The petitioner is proposing the following signs:

Type of Sign	Height Proposed	Square Footage Proposed	Total Sign area per face allowed	Variations Identified
Relocated Office Park Sign (A)	5'-9"	21 sf Meets code	80 sf	30-302, 340'-6" separation Between sign A and sign B
Multi-tenant project identification sign on Euclid Ave. (B)	10'-0"	44.85 sf Meets code	80 sf	30-302, 562'-10" separation Between sign B & sign C
Multi-tenant project identification sign on Salt Creek Lane (C)	10'-0"	44.85 sf Meets code	66 sf	-----

Chapter 30 states the following:

30-302a: *No more than one ground sign shall be installed per frontage of a building or buildings, which share a common wall. If a building has more than one frontage, an additional ground sign may be permitted, provided that there is a minimum of 800 feet of separation between the ground signs as measured along the right-of-way line.*

A variation will be required for three ground signs where two are allowed.

A variation will be required between the relocated office park sign (A) and the multi-tenant project identification sign on Euclid Avenue (B).

A variation will be required between the multi-tenant project identification sign on Euclid Avenue (B) and the multi-tenant project identification sign on Salt Creek Lane (C).

30-301 e: *The area under a ground sign must be landscaped a minimum of two feet out from the signs base.*

The petitioner is proposing landscaping around the base of all three signs. The landscaping is generous and meets code requirements.

Sign Variation Criteria

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation. The Petitioner has provided a letter that outlines how they believe the criteria is being met (see Attachment). The petitioner has stated that the due to the existing office park sign being relocated at the corner of Euclid Avenue and Salt Creek Lane, one main project identification sign cannot be located at this prime location. Staff has reviewed the above request and the letter submitted in view of the hardship criteria, and does not object to the variations requested. The petitioner has commented on the requested variations as follows:

- a. *Per the office Park Declaration and the subject property's title report there is no legal basis for the office park sign to be installed on the subject property. The owner has proposed to re-install a new office park sign on the subject property as a sole gesture of good will to the office park tenants, however, it has no legal obligation to do so.*
- b. *Per the title report an easement does not exist for the office park sign to be installed on the subject property, therefore it is within the owner's legal rights to remove it upon its own discretion.*

The site is unique in that it is adjacent to a Business Park. Although the owner is not required to construct a sign for the Business Park, it is critical to recognize the Business Park.

SIMILAR SIGNS:

In researching similar signs for business districts, the Village constructed a Kensington Business District Sign which is 3' – 6" in height and 17.33 square feet. The identification sign is important in signifying that set of businesses within the specified area.

In researching past variations for business identification signs, staff has researched these types of signs, and they are limited in Arlington Heights. The two that staff is aware of are the Kensington Business District sign and the current Arlington Business District sign. There are no records of variations for this type of signage.

The following are Staff recommendations for the sign:

1. If the Design Commission does not object, then the current variation request should be approved conditioned upon the Relocated Office Park sign maintaining a height of 5'-9" and 21 sf as per the submitted drawings.

RECOMMENDATION

It is recommended that the proposed ground sign variation request for *Esplanade* located at 2920 W. Euclid Avenue, be **approved**. This recommendation is subject to compliance with the plans received 05/07/08, and Design Commission recommendations.

1. That the current variation request should be approved conditioned upon the Relocated Office Park sign maintaining a height of 5'-9" and 21 sf as per the submitted drawings.
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.

Afshan Hamid, Design Planner

c.: William C. Dixon, Village Manager, Charles Witherington-Perkins, Director of Planning and Community Development, Nicholas Gadzekpo, Director of Building, Jack Treanor, Permit Division Supervisor, Petitioner, DC File 08-041

APPROVED

**MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
JUNE 24, 2008 AT 6:30 P.M.**

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

Members Present: Ted Eckhardt, Commission Chair
John Fitzgerald
Alan Bombick
Jim Tinaglia

Members Absent: Kirsten Kingsley

Also Present: Mr. & Mrs. Koczaj, Owners of *11 N. Waterman Ave.*
John Berta, Capital Architects for *11 N. Waterman Ave.*
Javier Villarreal, Owner of *Javier's*
Greg Ratas, Arlington Realty Partners for *The Esplanade*
Jared Gagliardo, HKM Architects for *The Esplanade*
Mark Battista, The Bob Rohrman Group for *Dodge/Chrysler/Jeep*
Jim Powell, GHA Architects for *Sheraton Outlot*
George Maurides, Attorney for *Sheraton Outlot*
The developer for *Sheraton Outlot*
Afshan Hamid, Staff Liaison
Pat DiMatteo, Recording Secretary

REVIEW OF MEETING MINUTES FROM MAY 13, 2008

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER TINAGLIA, TO APPROVE THE MEETING MINUTES OF MAY 13, 2008. ALL WERE IN FAVOR. THE MOTION CARRIED. COMMISSIONER BOMBICK ABSTAINED.

REVIEW OF MEETING MINUTES FROM JUNE 10, 2008

A MOTION WAS MADE BY COMMISSIONER TINAGLIA, SECONDED BY COMMISSIONER FITZGERALD, TO APPROVE THE MEETING MINUTES OF JUNE 10, 2008. ALL WERE IN FAVOR. THE MOTION CARRIED. CHAIRMAN ECKHARDT ABSTAINED.

Chairman Eckhardt changed the order of agenda items because there was no one present yet for the Dodge/Chrysler/Jeep project. The commissioners were not opposed to this.

ITEM 3. SIGN VARIATION REVIEW

DC# 08-041 – The Esplanade at Arlington Park

Mr. Greg Ratas, representing *Arlington Realty Partners*, and **Mr. Jared Gagliardo**, representing *HKM Architects*, were present on behalf of the project.

Ms. Hamid said that the petitioner was located in a B-3 zoning district, on the northeast corner of Euclid Avenue and Salt Creek Lane, and was approved for a strip retail center by the Village Board on December 3, 2007, known as The Esplanade. The site is located on the end of the Arlington Business Center, which consists of separately platted lots in one location for the purpose of a business park. The business park has two existing identification signs (Arlington Business Center), one on the northeast corner of Rohlwing Road and Salt Creek Lane and the second on the northeast corner of Euclid Avenue and Salt Creek Lane, which photos of were provided to the commissioners. The existing identification signs are each a height of 4'-6" and a width of 16 feet, 230 square feet total for both faces, and one identification sign is currently located on the southwest corner of the petitioner's property. The petitioner is proposing to demolish this existing identification sign and construct a new ground sign to be located further to the south on the same property. The petitioner is also proposing two multi-tenant ground signs on the property for the approved strip retail center; one to be located at the entrance off Euclid Avenue and the other to be located at the entrance off Salt Creek Lane, north of Euclid Avenue, both of which meet code in terms of size. The variations being requested are as follows: to allow a total of three ground signs on the site where only two signs are allowed, and 2 separate variations to allow less than the 800-feet of separation required between ground signs.

Ms. Hamid said that a landscape plan was submitted by the petitioner, which identified the amount, size and species of plant material to be located beneath each ground sign. Staff felt that the proposed landscape plan, which met code, complimented the existing landscape plan for the approved strip retail center. **Ms. Hamid** also explained that the petitioner has stated that due to the existing office park sign being relocated at the corner of Euclid Avenue and Salt Creek Lane, one of the proposed main project identification signs cannot be located at this prime location. Staff has reviewed the above request and the letter submitted in view of the hardship criteria, and does not object to the variations requested. The petitioner made the following comments on the requested variations: per the office Park Declaration and the subject property's title report, there is no legal basis for the office park sign to be installed on the petitioner's property, and the owner has proposed to re-install a new office park sign on their property as a sole gesture of good will to the office park tenants, however, it has no legal obligation to do so; per the title report an easement does not exist for the office park sign to be installed on the subject property, therefore it is within the owner's legal rights to remove it upon its own discretion. **Ms. Hamid** added that the site is unique in

that it is adjacent to a Business Park, and although the owner is not required to construct a sign for the Business Park, it is critical to recognize the Business Park and also to identify the shopping center.

Staff recommends the Design Commission approve the sign variation requests conditioned upon that the relocated Office Park ground sign maintain the height of 5'9" and 21SF, per the drawings submitted by the petitioner.

Commissioner Fitzgerald said that he was okay with the variations being requested. **Commissioner Tinaglia** had no problem with it. **Commissioner Bombick** said that the variations were fine with him. **Chairman Eckhardt** had no problem with the variations either. **Chairman Eckhardt** asked if there was any public comment on the project and there was no response from the audience.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER TINAGLIA, TO RECOMMEND APPROVAL TO THE VILLAGE BOARD OF TRUSTEES FOR THE SIGN VARIATION REQUEST FOR THE ESPLANADE AT ARLINGTON PARK LOCATED AT 2920 W. EUCLID AVENUE, AS SUBMITTED. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 05/07/08, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

- 1. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 340'-6" OF SEPARATION BETWEEN THE RELOCATED OFFICE PARK GROUND SIGN AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE, WHERE THE MINIMUM SEPARATION IS 800-FEET;**
- 2. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 562'-10" OF SEPARATION BETWEEN THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON SALT CREEK LANE, WHERE THE MINIMUM SEPARATION IS 800-FEET;**
- 3. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW 3 GROUND SIGNS, WHERE ONLY 2 GROUND SIGNS ARE ALLOWED.**
- 4. THAT THE CURRENT VARIATION REQUEST BE APPROVED CONDITIONED UPON THE RELOCATED OFFICE PARK GROUND SIGN MAINTAINING A HEIGHT OF 5'9" AND 21 SF, AS PER THE SUBMITTED DRAWINGS;**
- 5. 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, SIGN CODE OR BUILDING 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 AND SIGN PERMIT PLANS**

COMPLY WITH ALL ZONING CODE, BULDING CODE AND SIGN CODE REQUIREMENTS.

Chairman Tinaglia asked whether or not all 3 ground signs would be constructed at the same time, and **Mr. Ratas** replied that they would be. **Mr. Ratas** also said that they would do their best to coordinate the timing of removal of the existing office park sign and installation of the new one.

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

F. AERIAL UNIT AND CHASSIS

It is recommended that the Board of Trustees reject all bids for the Aerial Unit and chassis.

LEGAL

1. **A RESOLUTION APPROVING A FOURTH AMENDMENT TO A CONTRACT BETWEEN THE VILLAGE OF ARLINGTON HEIGHTS AND GROOT RECYCLING AND WASTE SERVICES FOR COLLECTION AND REMOVAL OF SINGLE-FAMILY RESIDENTIAL SOLID WASTE**
(1-year contract extension 04/01/09 through 03/31/10)
R08-031/A08-025

Trustee Scaletta moved adoption of the Consent Agenda. Trustee Stengren seconded the motion and roll was called with:

AYES: Scaletta, Stengren, Kucera, Jensen, Rosenberg, Breyer, Farwell, Mulder

NAYS: None

AYES 8 NAYS 0 – MOTION CARRIED.

NEW BUSINESS

A. PETITIONER: Arlington Realty Partners
Greg Ratas
13965 W. Burleigh Rd. #202
Brookfield, WI 53005
DC#08-041

PROPERTY: Esplanade at Arlington Park
2920 W. Euclid Ave.

REQUEST:

- Approval of the following sign variation:
 1. A variation from Chapter 30, section 30-302 Number a, to allow for 340'-6" feet separation between the relocated office park sign and the multi-tenant project identification sign on Euclid Avenue where the minimum separation is 800' feet.
 2. A variation from Chapter 30, section 30-302 Number a, to allow for 562'-10" feet separation between the multi-tenant

project identification sign on Euclid Avenue and the multi-tenant project identification sign on Salt Creek Lane where the minimum separation is 800' feet.

3. A variation from Chapter 30, section 30-302 Number a, to allow 3 ground signs where only two are allowed.

A public meeting was held by the Design Commission on June 24, 2008 to consider the matter detailed above.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER TINAGLIA, TO RECOMMEND APPROVAL TO THE VILLAGE BOARD OF TRUSTEES FOR THE SIGN VARIATION REQUEST FOR THE ESPLANADE AT ARLINGTON PARK LOCATED AT 2920 W. EUCLID AVENUE, AS SUBMITTED. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 05/07/08, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

- 1. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 340'-6" OF SEPARATION BETWEEN THE RELOCATED OFFICE PARK GROUND SIGN AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE, WHERE THE MINIMUM SEPARATION IS 800-FEET;**
- 2. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 562'-10" OF SEPARATION BETWEEN THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON SALT CREEK LANE, WHERE THE MINIMUM SEPARATION IS 800-FEET;**
- 3. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW 3 GROUND SIGNS, WHERE ONLY 2 GROUND SIGNS ARE ALLOWED.**
- 4. THAT THE CURRENT VARIATION REQUEST BE APPROVED CONDITIONED UPON THE RELOCATED OFFICE PARK GROUND SIGN MAINTAINING A HEIGHT OF 5'9" AND 21 SF, AS PER THE SUBMITTED DRAWINGS;**
- 5. 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, SIGN CODE OR BUILDING 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 AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

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

Mr. George Ratas, Arlington Realty Partners, and Mr. Jared Gagliardo, Gateway Architecture appeared before the Board.

President Mulder asked what other stores will be in the center. Mr. Ratas said they have Starbucks, Subway, a Cellular business, a medical clinic and they are talking to a sit-down restaurant and a pizza operator. He said that they are currently negotiating with about 13,000 square feet total tenants.

Trustee Scaletta said the Design Commission fully voted for this and he thinks the new development look great and people need to be able to see signs in order to know that the businesses are there.

Trustee Scaletta moved to grant a 1. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 340'-6" OF SEPARATION BETWEEN THE RELOCATED OFFICE PARK GROUND SIGN AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE, WHERE THE MINIMUM SEPARATION IS 800-FEET; 2. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW FOR 562'-10" OF SEPARATION BETWEEN THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON EUCLID AVENUE AND THE NEW MULTI-TENANT PROJECT IDENTIFICATION GROUND SIGN ON SALT CREEK LANE, WHERE THE MINIMUM SEPARATION IS 800-FEET; 3. A SIGN VARIATION FROM CHAPTER 30, SECTION 30-302, NUMBER a, TO ALLOW 3 GROUND SIGNS, WHERE ONLY 2 GROUND SIGNS ARE ALLOWED. 4. THAT THE CURRENT VARIATION REQUEST BE

**APPROVED CONDITIONED UPON THE RELOCATED OFFICE PARK
GROUND SIGN MAINTAINING A HEIGHT OF 5'9" AND 21 SF, AS PER
THE SUBMITTED DRAWINGS; 5. THIS REVIEW DEALS WITH
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OTHER ZONING, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.
IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT
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DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD
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WITH THE DESIGN COMMISSION APPROVAL AND ENSURE THAT
BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH
ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.**
TRUSTEE STENGREN SECONDED THE MOTION AND ROLL WAS
CALLED WITH:
AYES: SCALETTA, STENGREN, KUCERA, BREYER, FARWELL,
ROSENBERG, JENSEN, MULDER
NAYS: NONE
AYES 8 NAYS 0 – **MOTION CARRIED.**

PETITIONS AND COMMUNICATIONS

President Mulder said that she wanted to remind the residents that they have the opportunity to enjoy Community Days at Arlington Park September 13th and 14th. Also, with school starting she hopes residents will drive carefully. She also remembered the 9-11 tragedy and said that there are a lot of functions going on.

Trustee Jensen said that her church, Church of Christ, at 1100 West Kirchoff Road, is dedicating a peace pole on Sunday, September 7th at 1:00 PM.

ADJOURNMENT

Trustee Stengren moved to adjourn the meeting at 8:58 PM. Trustee Scaletta
seconded the motion and it carried unanimously.

Edwina Corso, Village Clerk