

## STAFF DESIGN COMMISSION REPORT

### PROJECT INFORMATION:

**Project Name:** Popeyes Restaurant  
**Project Address:** 7 W. Dundee Road  
**Prepared By:** Steve Hautzinger

### PETITION INFORMATION:

**DC Number:** 17-086  
**Petitioner Name:** Don Meyers  
**Petitioner Address:** Vital Signs USA  
791 Industrial Drive  
Elmhurst, IL 60126  
**Meeting Date:** August 8, 2017

**Date Prepared:** August 1, 2017

### **Requested Action(s):**

1. A variation from Chapter 30, section 30-402 Number, to allow one wall sign on the west side of the building, facing the parking area, where zero wall signs are allowed.
2. A variation from Chapter 30, section 30-403a Dimensions, to allow a 25 sf wall sign on the west side of the building, facing the parking area, where zero sf is allowed.

### **ANALYSIS:**

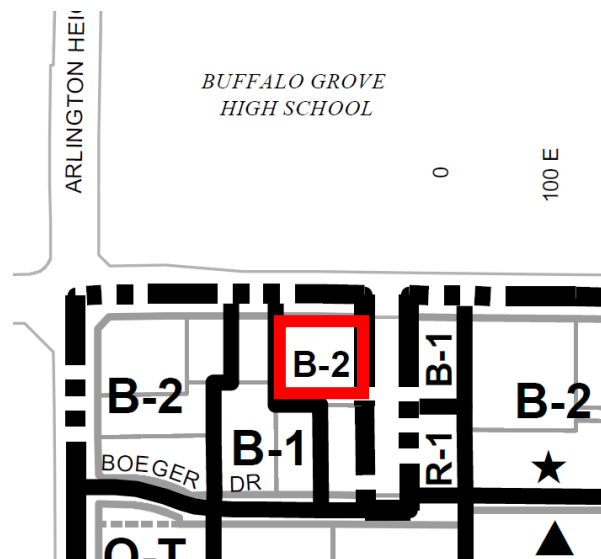
#### Summary

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 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."

Popeyes Restaurant recently completed an exterior renovation/update to their existing restaurant located at 7 W. Dundee Road. The renovation included demolition of an atrium seating area on the front of the building and façade updates consistent with Popeyes new prototype standards. As part of the renovation, all signage is being updated to the current brand standards, including a wall sign on the front (north) façade facing Dundee Road, an existing ground sign update, and the requested wall sign on the west building wall.



Aerial of Property



Zoning Map of Property



Photo 1. **BEFORE PHOTO.** Popeyes Restaurant and signage before the renovation.



Photo 2. **AFTER PHOTO.** Current Popeyes Restaurant and signage.

**Surrounding Land Uses:**

<b>Direction</b>	<b>Existing Zoning</b>	<b>Existing Use</b>	<b>Comprehensive Plan</b>
<b>Subject Property</b>	B-2, General Business District	Popeyes Restaurant	Commercial
<b>North</b>	Outside of Village boundary (Buffalo Grove)	Buffalo Grove High School	Not Applicable
<b>South</b>	B-2, General Business District	Vacant	Commercial
<b>East</b>	Outside of Village boundary (Buffalo Grove)	Buffalo Grove Animal Hospital	Not Applicable
<b>West</b>	B-1, Business District Limited Retail	Pizza Hut	Offices Only

**WALL SIGN PROPOSAL:**

The existing wall sign on the west side of the building received a building permit in 1997, but a sign variation was never granted to allow the sign. Therefore, the existing sign is legal non-conforming, and per the sign code, it is not allowed to be replaced with a new sign. The existing sign is 31.5 sf, and the proposed new sign will be a smaller 25 sf sign.

**Table 1: Popeyes Wall Sign Summary**

SIGN	ELEVATION / FRONTAGE	SIGNABLE AREA	25% ALLOWED BY CODE	SIGN SIZE	REMARKS
"Popeyes Louisiana Kitchen"	North / Dundee	241.5 sf	60.4 sf	60.2 sf	Existing sign to remain. Complies with code.
"Popeyes Chicken & Biscuits"	West / Parking Area (no frontage)	0 sf	0 sf	<del>31.5 sf</del>	Existing sign to be removed.
"Louisiana Kitchen" with "P" logo	West / Parking Area (no frontage)	0 sf	0 sf	25 sf	Proposed new sign. Variation required for number, Variation required for size.  <u>Note:</u> If the proposed sign were approved, it would comply with the 25% signable area.
<b>TOTAL</b>				85.2 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 stating that the west facing sign is crucial for visibility and for identifying the main entrance for their customers.

Staff agrees that the proposed wall sign is useful to draw attention to the main entrance. The requested variation is similar to previously approved sign variations for similar businesses such as McDonald's restaurant at 15 E. Dundee Road which received a sign variation approval in 2013 for a 14 sf wall sign on the side wall of the building adjacent to the entrance. A sign on Popeyes' west wall has existed for 20 years, and the new sign will be 6.5 sf smaller than the old sign.

## **RECOMMENDATION**

It is recommended that the Design Commission recommend **approval** to the Village Board for the proposed wall sign variation request for *Popeyes* at 7 W. Dundee Road. This recommendation is subject to compliance with the plans dated 3/6/17 and received 6/22/17, 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.

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August 1, 2017

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 17-086