

## STAFF DESIGN COMMISSION REPORT

### PROJECT INFORMATION:

**Project Name:** Aldi – Sign Variation  
**Project Address:** 550 E. Golf Road  
**Prepared By:** Steve Hautzinger

### PETITION INFORMATION:

**DC Number:** 17-111  
**Petitioner Name:** Lisa Neal  
**Petitioner Address:** Doyle Signs  
232 W. Interstate Road  
Addison, IL 60101  
**Meeting Date:** September 26, 2017

**Date Prepared:** September 18, 2017

### Requested Action(s):

#### South Elevation:

1. A variation from Chapter 30, section 30-402 Number, to allow two wall signs on the south elevation, where only one wall sign is allowed.
2. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 75 sf wall sign on the south elevation, where 50 sf maximum is allowed.
3. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 81.5 sf wall sign on the south elevation, where 0 sf is allowed.

#### East Elevation:

4. A variation from Chapter 30, section 30-402 Number, to allow two wall signs on the east elevation, where only one wall sign is allowed.
5. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 75 sf wall sign on the east elevation, where 50 sf maximum is allowed.
6. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 81.5 sf wall sign on the east elevation, where 0 sf is allowed.

### ANALYSIS:

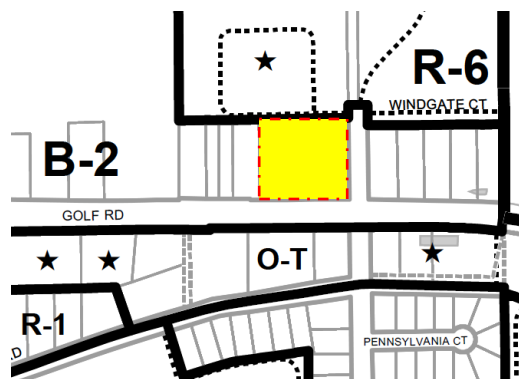
#### Summary

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."

The petitioner is proposing an addition to the front of the existing Aldi grocery store which includes a new façade and new wall signage. The building is free-standing and has street frontages on Golf Road and Goebbert Road. The building currently has code compliant wall signage with one 50 sf "Aldi" wall sign facing each street frontage. New larger 75 sf "Aldi" wall signs are proposed to replace the existing signs, and new decorative halo-lot logo discs are proposed adjacent to the "Aldi" signs.



Aerial of Property



Zoning Map of Property

**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	Aldi	Commercial
<b>North</b>	R-6, Multi-Family Dwelling District	Multi-Family Townhomes and Condominiums	Moderate Density Multi-Family
<b>South</b>	O-T, Office Transitional	Multi-tenant offices	Offices only
<b>East</b>	B-2, General Business District	Multi-tenant Retail Center	Commercial
<b>West</b>	B-2, General Business District	Valli Produce	Commercial

**WALL SIGN SUMMARY:**

**Table 1: Aldi - Proposed Wall Signs**

<b>ELEVATION / FRONTAGE</b>  <b>One wall sign allowed per street frontage.</b>	<b>PROPOSED SIGN</b>	<b>SIGNABLE AREA</b>	<b>25% ALLOWED BY CODE</b>	<b>EXISTING SIZE</b>	<b>PROPOSED SIZE</b>	<b>REMARKS</b>
South Elevation / Golf Road	ALDI with logo	200 sf	50 sf max.	50 sf	75 sf (38%)	Variation required for size.
South Elevation / Golf Road	logo discs	182.75 sf	0 sf max. (25% is 45.7)	NA	81.5 sf (45%)	Variation required for number. Variation required for size.
East Elevation / Goebbert Road	ALDI with logo	200 sf	50 sf max.	50 sf	75 sf (38%)	Variation required for size.
East Elevation / Goebbert Road	logo discs	182.75 sf	0 sf max. (25% is 45.7)	NA	81.5 sf (45%)	Variation required for number. Variation required for size.
<b>TOTAL</b>			100 sf	100 sf	313 sf	

**Table 2: Grocery Store Signage Comparison**

Grocery Stores	Approximate Size of Building	Total Number of Wall Signs	Total Square Footage of Wall Signs	REMARKS
Jewel Osco, 440 E. Rand Rd.	69,000 sf	3 (single frontage)	349.8 sf	Variations approved 1990.
Mariano's, 802 E. Northwest Hwy.	65,350 sf	2 (1 on east frontage) (1 on south frontage)	265.2 sf	
Jewel Osco, 1860 S. Arlington Heights Rd.	58,900 sf	4 (3 on east frontage) (1 on south frontage)	511.1 sf	Variations approved 2008.
Dominick's (closed), 325 E. Palatine Rd.	49,500 sf	5 (single frontage)	386.2 sf	Variations approved 2007.
Valli Produce, 450 E. Golf Rd.	33,900 sf	1 (single frontage) (plus numerous awning signs)	202.0 sf	
Jewel Osco, 122 N. Vail Ave.	25,750 sf	4 (3 on east frontage) (1 on north frontage)	137.6 sf	Variations approved 2009.
<b>Aldi, 550 E. Golf Rd.</b>	19,374 sf	<b>4 proposed</b> (2 on east frontage) (2 on south frontage)	313.0 sf	Variations required for number and size.
Trader Joes, 17 W. Rand Rd.	18,077 sf	2 (1 on north frontage) (1 facing parking)	197.5 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 with highlights as follows:

- The building size and setbacks justify the quantity and size of the requested signs.
- The requested signs are per Aldi's national corporate standards.
- The new modern signage will enhance the character of the area.
- The proposed signage is required to properly identify the business.

Staff agrees that the proposed signage is consistent with Aldi's national brand standards, and the new signage will enhance the appearance of the building, especially at night, but the amount of signage requested is three times the current amount on the building.

The proposed number and size of wall signs is similar to other previously approved grocery store sign variations, but the amount of signage is significantly larger than other grocery stores of comparable size.

Staff does not object to some amount of variations, but the requested amount is excessive.

Options to consider:

1. Reduce the size of the signs.
2. Reduce the number of signs.
3. Omit the second wall sign on the east elevation.

**RECOMMENDATION**

It is recommended that the Design Commission **evaluate** the requested wall sign variations for *Aldi* at 550 E. Golf Road. This recommendation is based on the plans received 9/5/17, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and the following:

1. Consider reducing the size of the signs.
2. Consider reducing the number of signs.
3. Consider omitting the second wall sign on the east elevation.
4. 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.

\_\_\_\_\_ September 18, 2017

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 17-111