

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Favia Dental
Project Address: 300 E. Northwest Highway
Prepared By: Steve Hautzinger

Date Prepared: November 16, 2017

PETITIONER INFORMATION:

DC Number: 17-143
Petitioner Name: Dr. Joe Favia, Favia Dental
Petitioner Address: 300 E. Northwest Highway
Arlington Heights, IL 60004
Meeting Date: November 28, 2017

Requested Action:

1. A variation from Chapter 30, Section 30-301.b, Location, to allow a zero foot setback for a ground sign in the B-2 Zoning District, where three feet minimum is required.
2. A variation from Chapter 30, Section 30-303.b, Dimensions, to allow a ground sign with 10 feet of clearance from the ground to the bottom of the sign, where 12 feet minimum clearance is required to allow vehicles to pass beneath the sign.
3. A variation from Chapter 30, Section 30-119.c, Signs not to Constitute Hazard to Use of Pedestrian or Vehicular Thoroughfare, to allow a ground sign with 10 feet of clearance from the ground to the bottom of the sign, where 12 feet minimum clearance is required to allow vehicles to pass beneath the sign.

Summary:

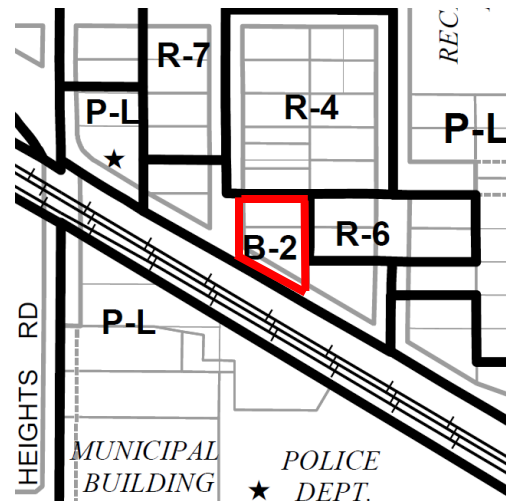
The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction...to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Code."

Favia Dental has an existing pole-mounted ground sign facing Northwest Highway. The existing sign is located in a narrow landscape island, and it overhangs above the parking lot driveway in front of the building. Code requires a minimum twelve feet of clearance to the underside of the sign to allow vehicles to safely pass beneath the sign. The existing sign is non-compliant with only ten feet of clearance. The sign is also non-compliant with a zero foot setback, where three feet minimum is required. The petitioner is proposing to replace the existing sign cabinet assembly in its entirety to match the existing sign. Per Chapter 30, Section 30-121 regarding non-conforming signs, the sign is not allowed to be replaced unless it is made to conform with the sign code regulation. Therefore, sign variations are required. The existing pole and lexan sign panels are proposed to be reused.

Site:



Aerial of Property



Zoning Map

Table 1: Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-2 General Business District	Favia Dental / Multi-Tenant
North	R-4 Two Family Dwelling District	Single Family Residence
South	P-L Public Land	Municipal Campus
East	R-6 Multiple Family Dwelling District B-2 General Business District	Single Family Residence Office Building
West	B-2 General Business District	Multi-Tenant Retail Building

Table 2: Ground Sign Summary:

Code Requirement	Required	Proposed	Remarks
Setback	3 feet minimum	zero feet	Variation Required.
Height	16'-6" maximum	16'-0"	Complies with Code.
Vehicle Clearance	12'-0" minimum	10'-0"	Variation Required.
Size	66 sf maximum	60 sf	Complies with Code.

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation.

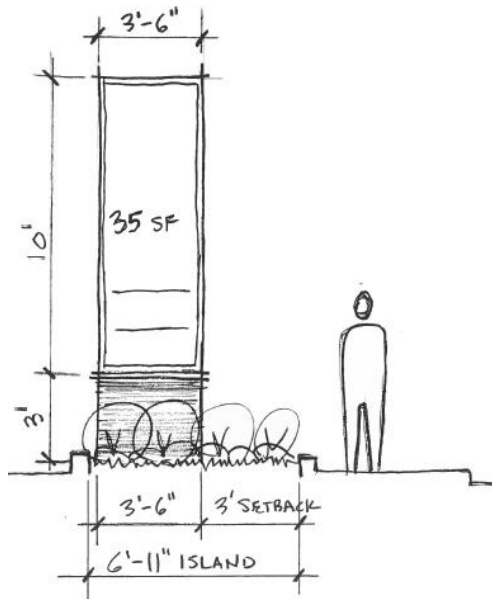
- a. *That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- b. *That the granting of said variation will not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare;*
- c. *That 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 existing sign has been damaged by wind, so it is not self-created, and the replacement sign will match the existing sign.

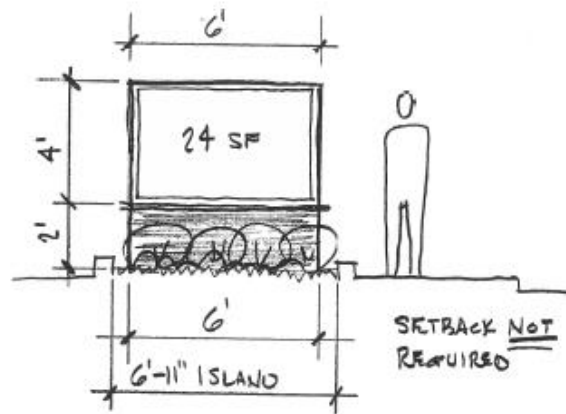
ANALYSIS:

The existing sign has been at this location for many years. The need to replace the sign represents an opportunity to upgrade the dated sign to eliminate the vehicle clearance issue and to improve the corridor aesthetics at key locations along Northwest Highway. Some of the goals of the current Northwest Highway corridor beautification plan include, *to beautify the corridor as an asset to the community, and to promote participation by adjacent property owners and businesses to develop and maintain corridor beautification.*

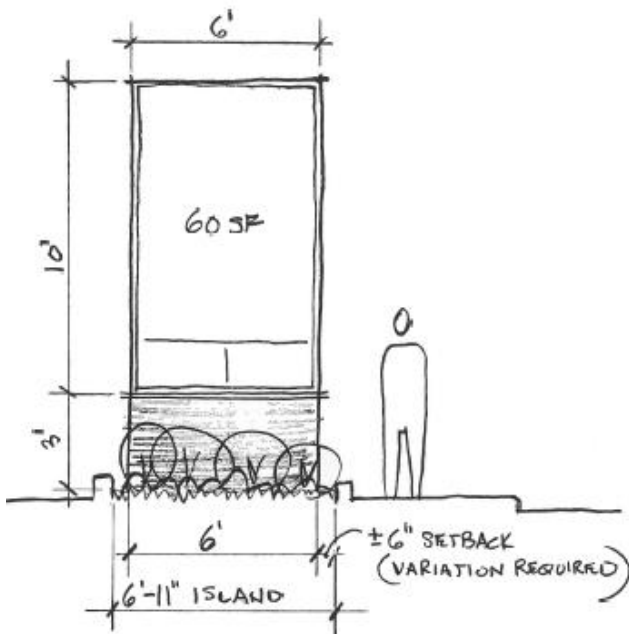
Options: In written correspondence with the petitioner, Staff has identified four options for consideration:



Option 1. A vertically designed code-compliant sign with a three foot setback to fit within the existing landscape island in the same location as the existing sign.



Option 2. A code-compliant monument style sign to fit within the existing landscape island. Monument style signs (six feet tall maximum) have no setback requirement.



Option 3. If a larger sign is desired, a 60 sf sign does fit in the existing landscape bed to avoid overhanging the driveway, but a variation would be required for setback. This is the same size as the existing sign, but in a vertical orientation instead of a horizontal orientation.

Option 4. Pursue sign variations to rebuild the existing sign as is. This option is not recommended due to the hazard of the sign overhanging the vehicular drive. Enhancements to the existing sign design could include a beige sign background to match the building color, and to provide a decorative cover over the metal support post.

RECOMMENDATION:

It is recommended that the Design Commission **evaluate the various sign options for this property and encourage the petitioner to pursue Options 1, 2, or 3** in lieu of the following sign variations for *Favia Dental* at 300 E. Northwest Highway.

1. A variation from Chapter 30, Section 30-301.b, Location, to allow a zero foot setback for a ground sign in the B-2 Zoning District, where three feet minimum is required.
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This recommendation is based on the plans dated and received 11/16/17, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

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.

November 16, 2017

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 17-143