



drug sign, a food sign and a Fresh Store sign. The existing signs total 178 square feet and are installed at a height of 14.5 feet on the building. Ms. Stegall also displayed renderings of the three new incidental signs which include a pharmacy sign, a Signature Café Store sign and a Starbucks Coffee sign. Ms. Stegall stated that the Starbucks sign will be located at a height of 14 feet, the pharmacy sign will be located at a height of 22 feet 6 inches, and the Signature Café sign will be located at a height of 25 feet. Ms. Stegall explained that the sign code allows a maximum height of 10 feet for incidental signs; therefore, the petitioners are requesting height variations for the three new signs. Ms. Stegall added that the amended variation for the sign area of all three signs at 84.16 square feet is less than the total square feet previously approved and that there is a maximum area of 16.8 square feet permitted by code for the incidental signage on the building.

**B. Petitioner's Presentation.**

Terrence Doyle, Doyle Signs, 232 W. Interstate Road, Addison, Illinois, contractor for Dominick's, and Steve Gorski, designer representing Dominick's, 711 Jorie Blvd., Oak Brook, Illinois were present. Mr. Doyle stated that major retailers review and adjust their marketing, exterior and interior image plans every few years, and that Dominick's is currently in the process of improving and remodeling all of their Chicagoland area stores. He stated that the proposed subject exterior sign changes, if approved, will result in a reduction of incidental sign area from the previously approved area of 178 square feet to 84.16 square feet. Mr. Doyle also stated that the requested amendment requires approval of the three incidental signs to be installed at a higher elevation than the current ordinance limit of 10 feet. He added that the signs are located in appropriate visual spaces on the 342-foot long storefront. Mr. Doyle summarized that the requested changes are reasonable and appropriate and would improve the efficient operation of the business and result in an improvement in the appearance of the storefront.

**C. Questions from the Commission.**

Mr. Doyle responded to Commissioner Faganel that Signature Café is a national brand of Dominick's Safeway products, and Mr. Gorski added that the Signature Café represents deli items. Mr. Gorski clarified for Commissioner Burdett that a tree on the site that was not shown on the drawing will not be cut down. Commissioner Burdett asked the petitioners for an explanation as to how the criteria is met regarding their variation request, and Mr. Doyle responded that the variations are required to maintain a consistent image and operational efficiency among a chain of stores in the area, the setback of the subject retail facility from Roosevelt Road is unique at over 300 feet, the storefront is 342 feet long, the topographical conditions create visibility issues, and the requested variations will not alter the essential characteristics of the area. Mr. Gorski added that the existing signs no longer represent Dominick's image nor logo and that they would like to bring the signs up to current standards. Commissioner Weisman asked if Starbuck's corporate offices would have a problem with the subject Starbuck's signage being in the vicinity of another Starbuck's store east on Roosevelt Road, and Mr. Gorski replied no.

**D. Public Comment.**

No members of the public were present to comment on the request. Commissioner Weisman moved, seconded by Commissioner Gorz, to close the public hearing. The motion carried unanimously by voice vote.

**E. Commission Deliberation.**

The Commissioners felt that the request for the proposed amended sign variations was appropriate because the square footage of the new signs would be less than the square footage of the existing signs, the number of signs would be the same, and the updated signs would reflect Dominick's current corporate identity. Although supportive of the request, Commissioner Faganel commented that the pharmacy sign seemed too high, and Mr. Gorski responded that the sign is centered in the upper panel and that the towers are very large. Commissioner Wussow commented that a height limit of 10 feet is not appropriate for all buildings and perhaps is an issue that should be addressed in the future. Commissioner Albrecht commented that the proposed signs are clearer than the existing signs and look great. Chairman Burdett added that reducing the square footage of the proposed signs is a show of good faith by the petitioner.

**F. Motion.**

Commissioner Wussow moved, seconded by Commissioner Weisman, to recommend that the Village Board approve the following amended variations: A. A variation from Section 4-5-5(G)1 to allow 84.16 square feet of incidental signage on the property in lieu of the maximum area of 16.8 square feet permitted. B. A variation from Section 4-5-5(G)2 to allow incidental signage with heights of 14 feet, 22 feet 6 inches and 25 feet in lieu of the maximum height of 10 feet permitted for an incidental sign. The recommendation for approval was based on the following findings of fact: A. The requested variations comply with the Statement of Purpose in the Glen Ellyn Sign Code because the purpose of the signs is to "help people find what they need without difficulty or confusion." B. The requested variations will not alter the essential character of the locality because the existing incidental signage on the building will be removed and the new proposed signage will have less total square footage than the existing signage. In addition, the subject property is part of a shopping center with a variety of retail businesses and signage and the proposed height of the signage fits in with the architecture of the building. C. The petitioner has demonstrated a practical difficulty or particular hardship as a result of adhering to the strict letter of the regulations of the Sign Code because the additional square footage of signage is needed in order to allow the signs to fit in with the scale of the building and to be visible from Roosevelt Road and the proposed height and location of signage fits in with the architecture of the building. D. The property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations governing the district in which it is located because the requested variations are needed to allow the signage to be visible from Roosevelt Road and for the petitioner to adequately advertise the products and facilities available within the store.

The recommendation for approval was based on the condition that the subject signage shall be constructed and installed in substantial conformance with the plans as submitted and the testimony as presented at the November 18, 2009 ARC meeting.

The motion carried unanimously with seven (7) “yes” votes and zero (0) “no” votes as follows: Commissioners Wussow, Weisman, Albrecht, Allen, Faganel, Gorz and Chairman Burdett voted yes.

**IV. Chairman’s Report.**

Chairman Burdett announced that the Traveling Trophy award was presented to the Crown Plaza at the last Village Board meeting and that Bells & Whistles and DuPage Medical Center received honorable mentions. Chairman Burdett also stated that he had attended a meet-and-greet last evening that was held by President Pfefferman for potential new Commission members.

**V. Trustee Report.**

Trustee Thorsell (who was substituting for Trustee Comerford) reviewed upcoming Village Board agenda items and stated that wheeled recycling carts will soon be available.

**VI. Staff Report.**

Ms. Stegall announced that Tina Kornblith has resigned as ARC secretary for health reasons effective immediately. Ms. Stegall also stated that the next ARC meeting will most likely be in January and wished everyone happy holidays.

**VII. Commissioner Comments.**

Ms. Stegall responded to Chairman Burdett that a high school Commissioner has not yet been appointed. Commissioner Weisman announced that her term expires on December 31 and she does not intend to continue to serve on the ARC after that time.

**VIII. Adjournment.**

Commissioner Allen moved to adjourn the meeting at 8:02 p.m. and Commissioner Gorz seconded the motion. The motion carried unanimously by voice vote.

Submitted by:

Barbara Utterback, Recording Secretary

Reviewed by:

Michele Stegall, Village Planner