



94.26 square feet of incidental signage in lieu of the 80.71 square feet of incidental signage permitted by Ordinance No. 4981 and the 22.9 square feet permitted by the Sign Code;

2. An amendment to Ordinance No. 4981 and variation from Section 4-5-5(G)3 to allow 6 incidental signs on the property in lieu of the 4 allowed by Ordinance No. 4981 and the maximum of 3 permitted by the Sign Code.

Intern Matthews stated the adoption of Ordinance No. 4981 in 2001 granted McDonald's a Special Use Permit, Zoning Variations, Sign Code Variations and Exterior Appearance approval for the construction of a new 5,352 square foot McDonald's drive-thru restaurant on the subject property. She stated a total of 7 sign variations were then approved and the approvals relevant to the current sign variation requests include:

- D.d. A sign variation to allow the total area of all "incidental" signs to be 80.71 square feet in lieu of the 22.9 square feet allowed;
- D.f. A sign variation to allow the number of "incidental" signs to be 4 in lieu of the 3 allowed.

She stated should the proposed variation requests be granted, these existing variations would be amended to further increase the permitted square footage and number of incidental signs. She stated the petitioner plans to alter the existing drive-thru lane at the rear of the restaurant and reconfigure the area to accommodate 2 side-by-side drive-thru lanes, and a total of 8 new or replacement signs are proposed, including 6 incidental, 1 private traffic directional and 1 private parking sign. She stated the petitioner will appear before the Plan Commission on Thursday, April 26, 2012 for consideration of an amended Special Use Permit for the second drive-thru lane.

Gayle Miller of American Sign Factory LLC was sworn in, and she showed pictures of the proposed signs. She stated there will be a non-illuminated bollard sign that says "Any Lane Any Time." She stated there will be 2 drive-thru twin-pole canopy signs which will have an illuminated canopy as well as an illuminated order display. Commissioner Wussow asked if the canopy signs would replace the Welcome Point Gateway to which Ms. Miller stated the Welcome Point Gateway sign will remain as it is non-illuminated and shows the clearance height for each drive-thru. Commissioner Wussow asked if anyone going through the drive-thru needs to go under this sign to which Ms. Miller stated every vehicle will need to go under this sign as it indicates which vehicles will clear the overhang at the drive-thru. Commissioner Wussow asked if the orders are placed via voice to which Ms. Miller stated the customer places the order via voice into the speaker in the canopy sign and then the order is shown in the order display screen. Chairman Burdett asked if the canopy is illuminated to which Ms. Miller stated the underside of the canopy is illuminated to show down onto the display screen.

As questions arose from the ARC about how the two drive-thru lanes would look, Todd Russell of Stantec Architects showed the ARC the proposed site plan with the two drive-thru lanes next to each other. Ms. Miller stated there will be 2 illuminated Menu Board signs, one for each drive-thru lane, which will be slightly behind and to the right of the canopy sign. She stated there will

be 2 Window Position Signs, one over each drive-thru window. Commissioner Wussow asked what is on the reverse of the Window Position Sign to which Ms. Miller stated it will be all white and attached to the wall above the drive-thru windows. She stated the one sign will say "Thank you for having your payment ready," and the other sign will say "Thank you."

Chairman Burdett stated for a sign variance, there are standards of hardship that need to be met. Ms. Miller stated that she did not know if there was a hardship but that McDonald's has stated that the double drive-thru will help the community with faster service times and improved traffic issues as there will be two lines instead of one line, out of the way of Roosevelt Road traffic. She stated McDonald's need is to help the location be safer and speedier.

Commissioner Wilson asked if the lines were sped up inside McDonald's, would it eliminate the need for the double drive-thru lanes to which Ms. Miller stated she was not sure on this. Commissioner Draths asked how many McDonald's have double drive-thru lanes to which Ms. Miller stated she is not sure of the actual number, but her company has done 30 to 40 of the double drive-thru lane signs in the Chicagoland area.

Audience member Ken Kloss, of 350 Ridgewood Avenue, would like additional caution signs added due to cars coming out of the drive-thru lane. Ms. Miller stated most of the McDonald's with double drive-thru lanes start as a single lane that then splits into two. Mr. Kloss stated he would encourage additional caution signs as two lanes would create a more hazardous condition.

Commissioner Wilson stated he was surprised that a representative from McDonald's was not present to give perspective and to answer questions as he does not see a hardship need. Ms. Miller stated her job is to show what the signs would look like and how the signs would appear around the location. She stated these signs will not be an extra cost to the patrons as McDonald's is doing this for the convenience of its customers. Commissioner Wilson stated if there is an individual business in front of the ARC, the owner would typically be present to answer questions about why the approval might be needed. Chairman Burdett stated there must be certain criteria met for a variance and has not heard that if the double drive-thru lanes are created, there will be a hardship in terms of proper signage. Village Planner Stegall referred to page 2 of the petitioner's application which does provide reasons as to why the petitioner believes the hardship standards have been met, and this information is also in the draft motion, including traffic safety and legibility of information.

At 7:56 p.m., Commissioner Draths made a motion to close the Public Hearing. The motion was seconded by Commissioner Wussow and carried unanimously by a vote of 5-0.

Student Commissioner Burket stated he likes the idea of the double drive-thru lanes and thinks it would improve the general flow of operations. He stated this is a McDonald's location, and he does not think the ARC needs to be totally concerned about beautifying it. Commissioner Draths stated this is a part of McDonald's brand and is being done everywhere. She stated there would be a lot of signs, but the property can handle them therefore she is in favor of the requests. Commissioner Wussow stated she is fine with the proposal even though it is quite a few signs; however, the signs are brand and do have a purpose in communicating with the customer.

Commissioner Allen stated this is a lot of signage, but the signs do seem a reasonable size and are on the back of the building. He stated McDonald's must do research and testing and have a reason for this. He stated these signs are a lot of visual clutter, but the signs will be in the back of the building.

Commissioner Wilson stated he is troubled by the idea that a corporation says this is what we are doing, we are doing it everywhere, and we hope it passes without sending a representative to answer questions. He stated he is bothered that McDonald's did not explain itself well. Chairman Burdett asked if Commissioner Wilson supported the sign variation to which Commissioner Wilson stated he does not see what else can be done when a corporation does not show up to answer questions.

Chairman Burdett stated the Village does have variance standards that have verbal explanation, but that the signs are intended to communicate and not advertise. He stated the signs are tailored for this narrow purpose, and he thinks there is a hardship if there is a double drive-thru lane. He stated he is in favor of the requests.

Commissioner Wussow made the following motion to recommend the Approval of Amended Sign Variations for McDonald's, located at 445 Roosevelt Road:

Having considered the application of McDonald's Corporation located at 445 Roosevelt Road for approval of the amended sign variations in association with the second drive-thru lane of the property, the Architectural Review Commission hereby finds that the requested variations:

- A. Comply with the Statement of Purpose in the Glen Ellyn Sign Code because the proposed signage is necessary to allow customers to safely and effectively utilize the drive-thru lanes, is appropriate to the functions to which it pertains, clearly and efficiently identifies the goods and services available, eliminates confusion and distractions and is placed to avoid dangerous conditions such as visual obstructions;
- B. Will not alter the essential character of the locality because the property is located within an existing commercial corridor surrounded by a variety of retail businesses and signage, the proposed signage is similar in content and character to the existing signage which will be replaced, and will be compatible with the character 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 additional signage is necessary to service two drive-thru lanes and the petitioner has reduced the square footage of all signage to the minimum amount necessary to be effective; and
- 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 necessary to allow customers to safely

and effectively utilize the drive-thru lanes.

Therefore, the Architectural Review Commissioner recommended that the Village Board approve the following:

1. An amendment to Ordinance No. 4981 and variation from Section 4-5-5(G)1 to allow 94.26 square feet of incidental signage in lieu of the 80.71 square feet of incidental signage permitted by Ordinance No. 4981 and the 22.9 square feet permitted by the Sign Code; and
2. An amendment to Ordinance No. 4981 and variation from Section 4-5-5(G)3 to allow 6 incidental signs on the property in lieu of the 4 allowed by Ordinance No. 4981 and the maximum of 3 permitted by the Sign Code.

There are no conditions on this approval.

The motion was seconded by Commissioner Draths and carried by a vote of 4-1, with Commissioner Wilson dissenting.

#### **4. Public Comments**

There were no public comments.

#### **5. Chairman's Report**

Chairman Burdett thanked the ARC for the past meeting which had great pre-application discussions.

#### **6. Trustee's Report**

Trustee Liaison Ladesic asked about getting the ARC minutes to staff and then the Recreation Commission because the Recreation Commission did not have the ARC's April 11, 2012 notes with suggestions and comments on the Village Links Clubhouse proposal. Trustee Liaison Ladesic gave the Recreation Commission his notes. Commissioner Wussow stated the April 11, 2012 minutes had not been approved until tonight's meeting. Trustee Liaison Ladesic stated there were going to be different things happening during the weekend of April 27, 2012, including putting any trash out on the curb, a recycling event the Prairie Path and Western Trail clean-ups. He stated information on these events can be found on the Village's website.

#### **7. Staff Report**

Village Planner Stegall stated there will not be a meeting on May 9, 2012, but possibly a meeting on May 23, 2012. She stated there may be two possible applications on the May 23, 2012 agenda.

**8. Adjourn**

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Allen moved, seconded by Commissioner Wussow, to adjourn the meeting at 8:10 p.m. The motion carried unanimously by a vote of 5-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed By: Michele Stegall, Village Planner