



the rest of the shopping center. She stated some of the renovations would be to update the façade and make improvements to the parking lot.

Planner Stegall stated in order for the Village to accommodate the project, the petitioner is specifically requesting approval of the following:

1. Exterior Appearance approval in accordance with the Appearance Review Guidelines, Ordinance 5508.
2. The following variations from the Glen Ellyn Sign Code:
  - a. A variation from Section 4-5-12 to allow 327 square feet of primary signage in lieu of the maximum of 132 square feet permitted.
  - b. A variation from Section 4-5-5(G)1 to allow 184 square feet of incidental signage in lieu of the maximum of 13.2 square feet of incidental signage permitted.
  - c. A variation from Section 4-5-5(G)2 to allow incidental signage with a height of as much as 19 feet 2 inches in lieu of the maximum height of 10 feet permitted.
  - d. A variation from Section 4-5-5(G)3 of the Sign Code to allow 4 incidental signs in lieu of the maximum of 3 incidental signs permitted.

She then reviewed which signs are defined as primary signs and which signs are defined as incidental signs.

Jessica Wiebesiek, interior designer with Camburas & Theodore Ltd., and Brian Blizzard, with property owner Ramco Gershenson Inc., were sworn in. Ms. Wiebesiek stated the citrus fruit graphics sign is a part of the Supervalu branding identity and is not backlit, but usually has a light underneath it that shines up if permitted by code. Chairman Burdett asked if the graphics will change to which Ms. Wiebesiek stated the graphics will not change nor have words added to them. Planner Stegall stated the Zoning Code does not allow up-lighting, but a sign can be lit from above. Commissioner Draths asked if the current chain-link fence along the rear property line would be replaced to which Mr. Blizzard stated that chain-link fence on the west half of the shopping center was replaced with cedar fencing in 2008 and that the property owner behind the Jewel building is not interested in having this fence replaced. Mr. Blizzard also referenced maintenance issues with the cedar fence to the west.

Commissioner Thompson asked about the parking situation to which Planner Stegall stated the parking is calculated on a per lot basis, and the east lot was believed to have about 36 more spaces than required, but the staff will need to verify those numbers as staff and the petitioner may have been calculating differently. Commissioner Thompson stated the Appearance Review Guidelines recommend landscape islands at the end of aisles as well as within the aisles to which Mr. Blizzard stated they elected to expand the islands on the ends and remove the diamonds which are now there. Mr. Blizzard stated there will be a reduction of 12 parking spaces due to the

addition of pedestrian walkways and the requested expansion of the end islands. Mr. Blizzard stated if they added more trees and/or plants to a busy parking field, it would create more congestion, and that the proposed islands on the east side of the shopping center would match the current islands on the west side of the shopping center. Commissioner Thompson stated she would like the petitioner to widen the proposed islands even more. Commissioner Thompson asked if the pedestrian walkways would be striped with paint to which Mr. Blizzard stated they would be. Chairman Burdett asked what kinds of plants would be in the islands to which Mr. Blizzard stated they were going to use roses, lilies and honey locust trees.

Chairman Burdett asked the petitioner to address the hardship criteria which support the Sign Variations to which Ms. Wiebesiek stated Supervalu/Jewel-Osco is requesting a larger sign packet as Jewel- Oscos in the Chicagoland area are all going to a cohesive look of updated graphics. She stated there is currently a variance for the large Jewel Osco sign due to the size and height of the signage as well as the TCF Bank sign. She stated the primary Jewel-Osco sign would be about 7 feet in height, and there would be Wine & Spirits and Pharmacy signs also if those are approved by the Village. She stated as TCF Bank is a primary member located in Jewel-Osco, they have requested a larger sign also. She stated the citrus fruit graphics sign is a part of the Supervalu branding which is why the petitioner has asked for a larger variance. She stated Jewel-Osco has a 230-foot building front which is why they are requesting larger primary and incidental signage amounts. She stated in reference to the hardship request, it is Supervalu's intent to keep a cohesive look in Chicagoland while gaining an extra 10 to 20 percent increase in sales. Commissioner Albrecht asked about the total proposed increase in square footage to which Ms. Wiebesiek stated the sign package will go from 374 square feet to 511 square feet. Ms. Wiebesiek stated the Wine & Spirits and Pharmacy signs can go smaller, but would then be harder to read from the road.

At 8:00 p.m., Commissioner Albrecht made a motion to close the public hearing. The motion was seconded by Commissioner Thompson and carried unanimously by a vote of 6-0.

Commissioner Draths stated she agrees with the conditions in the Staff Report, such as painting the utilitarian elements and downspouts. She stated she thinks this will be a big improvement and bring a cohesive look to the Market Plaza Shopping Center. She stated she is fine with the proposed sign package.

Commissioner Thompson stated she agrees this look will be better. She stated she wants more plant materials in the landscape islands. She stated she does not like the look of the striped walkways and would prefer to see something else if the budget allows. She stated she is also fine with the proposed sign package.

Commissioner Dickie stated he is pleased to see Jewel-Osco work its way into the rest of the shopping center. He stated the increased signage is appropriate, but would have been concerned if the graphics panels were lit or backlit. He stated he does agree the utilitarian elements and downspouts should be painted to match the building.

Commissioner Mulvihill stated she thinks it is a wonderful improvement to see the store brought into conformity with the rest of the shopping center. She stated the proposed project will be an improvement. She stated she would like to see more landscaping in the end islands and does not like the painted walkways if the budget allows something else.

Commissioner Albrecht stated she agrees with the suggestions in the Staff Report. She stated the tress should be beefed up a bit and does not like the use of the honey locust tree, but the use of a more substantial tree. She stated she does not like the painted walkways, but a colorful brick paver that would be more permanent would be better if the budget allows. She stated the proposed signage is great, and the updated signage is great.

Chairman Burdett stated he agrees with the recommendations in the Staff Report, such as painting the utilitarian elements to match the building and the expansion of the trash enclosures. He stated the landscape islands to the west of Park Boulevard should be expanded, and he would suggest another tree instead of the honey locust tree. He stated he does not like the painted striped walkways, but would suggest a paver if it can be done economically. He stated the signage is a big improvement, and they have demonstrated the hardship of a large storefront.

Commissioner Thompson made the following motion to recommend approval of the Exterior Appearance and requested Sign Variations for Jewel-Osco, located at 599 Roosevelt Road:

Having considered the application of Jewel-Osco located at 599 Roosevelt Road for approval of the requested Sign Variations and the proposed Exterior Appearance associated with the planned renovation of the store, the Architectural Review Commission made the following findings of fact in regard to the requested signs variations:

1. The requested variations conform to the Statement of Purpose in the Glen Ellyn Sign Code because the signage allows quick identification of the property by using a legible font and font size. The signage compliments the aesthetics of the store because of the repositioning and balance of the signage. The proposed signage is being used to promote the functions within the space, but at a reduced size, thus allowing Jewel-Osco the use of their standard signage package while respecting the Village's request to reduce visual clutter.
2. The requested variations will not alter the essential character of the locality because the lettered signage is typical signage used throughout the shopping center and the signage being requested is smaller than the standard Jewel-Osco signage package used and therefore in keeping with the smaller signs within the Village.
3. The petitioner has demonstrated a practical difficulty and particular hardship as a result of adhering to the strict letter of the regulations of the Sign Code because it inhibits the use of the standard sign package used throughout the Chicagoland area. The standard sign package is not only part of the brand identity, but the petitioner has claimed that it has been shown to improve sales as customers identify the new branding initiative. The Sign Code limits the use of the standard re-branding package.

4. 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 petitioner has argued that consumers have a positive response to the signage package and graphics and that without the ability to inform consumers what is in the store and use the new brand identity, that they would lose up to 10% of the customers that they typically acquire when the new sign package is installed.
5. The plight of the owner is due to unique circumstances because Jewel-Osco has a 230 foot long storefront the Sign Code allows a one to one ratio up to 120 square feet and 3 incidental signs per tenant. In the case that Jewel-Osco was not the tenant, there could potentially be 2 or 3 tenants with the option to maximize their signage.

The Commission further adopted the supplemental findings of fact as identified in the petitioner's application packet stamped received May 17, 2012.

Based on the above findings of fact, the Architectural Review Commission recommended that the Village Board approve the requested Sign Variations and proposed Exterior Appearance of the project subject to the following conditions:

- A. The project shall be constructed and maintained in substantial conformance with the plans as submitted and the testimony presented at the meeting.
- B. All utilitarian elements, such as man-doors, utility meters, vents, overhead doors and downspouts shall be painted to match the building to minimize their appearance in the same manner as was required for the remainder of the shopping center.
- C. Prior to the issuance of a building permit, a revised landscape plan shall be submitted and approved by Village staff that shows the following:
  - a. The expansion of the existing landscape islands in that portion of the parking lot west of Park Boulevard and the installation of new landscaping in each associated island including at least one tree provided that the remaining number of parking spaces complies with the Zoning Code or a parking deviation is granted.
  - b. A further increase in the size of the proposed expanded end islands in the parking lot north of the building.
  - c. The use of a fuller more substantial tree in the parking lot landscape islands as opposed to the proposed honey locust. In selecting an alternative tree, the petitioner is encouraged to consult the recommended plant list in the Appearance Review Guidelines.

- D. The petitioner is encouraged to use another material for the proposed walkways in the parking lot in lieu of striping these areas as proposed provided that it is economically feasible.

The motion was seconded by Commissioner Albrecht and carried unanimously by a vote of 6-0.

**4. Public Hearing – Haggerty Chevrolet, 300 Roosevelt Road – Exterior Appearance and Sign Variations**

Commissioner Dickie made a motion to open a public hearing on 300 Roosevelt Road at 8:15p.m. The motion was seconded by Commissioner Draths and carried unanimously by a vote of 6-0.

Village Planner Stegall was sworn in and then gave an overview on this proposed project as Jerry Haggerty, owner of the Haggerty Chevrolet car dealership located at 300 Roosevelt Road, has requested Exterior Appearance and Sign Variation Approvals associated with the proposed renovation of the existing building at 300 Roosevelt Road. She stated the proposed updates are being mandated by General Motors and showed a picture of the proposed exterior renovations and passed around a material sample board. She stated some of the changes are the installation of blue and silver aluminum panels over the existing façade around the showroom as well as painting of the exterior building. She referred to the Staff Report about the rooftop screening and painting of the utilitarian elements and downspouts and stated the ARC may want to consider these items as potential conditions of approval. She also stated there are two existing free standing signs on the property which are substantial in size and have no protection around them and Haggerty Chevrolet has proposed to install islands around the signs. Planner Stegall stated the ARC may want to inquire about increasing the size of the islands. Chairman Burdett asked if the Roosevelt Streetscape Plan is intact to which Planner Stegall stated she did not know how fully the Plan is implemented in this area. Planner Stegall stated she can see brick pavers at the corner of Roosevelt and Lambert Roads in the aerial photo.

Planner Stegall stated in order for the Village to accommodate the project, the petitioner is specifically requesting approval of the following:

1. Exterior Appearance approval in accordance with the Appearance Review Guidelines, Ordinance 5508.
2. The following variations from the Glen Ellyn Sign Code:
  - a. A variation from Section 4-5-12(E)2 to allow 4 primary signs on the property in lieu of the maximum number of 2 primary signs permitted by the Sign Code and 3 primary signs permitted by Ordinance 3800.
  - b. A variation from Section 4-5-5(G)1 to allow 92 square feet of incidental signage in lieu of the maximum of the 12 square feet of incidental signage permitted by

the Sign Code and the maximum of 60 square feet of incidental signage permitted by Ordinance 3800.

- c. A variation from Section 4-5-5(G)2 to allow incidental signage with a height as great as 17 feet in lieu of the maximum height of 10 feet permitted.
- d. A variation from Section 4-5-8(Q) to allow 2 private traffic directional signs with areas of 6.1 square feet each in lieu of the maximum area of 4 square feet permitted for each.

The petitioner is also requesting that the following previously approved variations from the Glen Ellyn Sign Code be carried over or modified as indicated below:

- e. A variation from Section 4-5-12(B)1 to allow 351 square feet of primary signage in lieu of the maximum area of 120 square feet of primary signage permitted. Ordinance 3800 granted approval for 355 square feet of primary signage on the property.
- f. A variation from Section 4-5-12(C ) to allow two free-standing primary signs on the property with heights of 31 feet in lieu of the maximum height of 15 feet permitted. This variation was previously granted by Ordinance 5647.

Jerry Haggerty, owner of Haggerty Chevrolet, Catherine Joy, controller at Haggerty Chevrolet, and Eric Luedtke, architect with Smith, Stephens & Luedtke Architects were sworn in. Mr. Haggerty stated the streetscape paver brick runs the whole length of the dealership on Roosevelt Road, from the east to the west and that there are bushes on the corner. Ms. Joy stated there is not much room in the right-of-way for anything else. Mr. Haggerty stated this is General Motors (GM) mandated renovation using mandated materials which are practical and are GM's national brand/theme. He stated the exterior signage is important to the customers as it is difficult to see where the different departments are located in the dealership itself. He stated it is a large building and needs signs to separate the different showrooms.

Chairman Burdett asked if this was a part of GM's franchise deal to which Mr. Haggerty stated it is as the franchisees had to agree to this or lose their franchise deal. Mr. Haggerty stated the proposed materials should wear better and keep their look better. Chairman Burdett asked about the painting of the utilitarian elements and the rooftop screening to which Mr. Haggerty and Mr. Luedtke stated GM has mandated the entire exterior building be painted so everything would be painted and that they could also paint the utilitarian elements and rooftop screening.

Commissioner Mulvihill asked about landscaping around the existing freestanding signs to which Ms. Joy stated they have not asked for any professional bids yet, but they will be doing this. Ms. Joy stated the concrete bases of both the freestanding signs will have some kind of landscaping stone, ornamental grass, day lilies, and they will use the Glen Ellyn Plant List for this. Commissioner Thompson stated there is a recommended Plant List in Appendix B of the Appearance Review Guidelines.

At 8:30 p.m., Commissioner Albrecht made a motion to close the public hearing. The motion was seconded by Commissioner Dickie and carried unanimously by a vote of 6-0.

Commissioner Albrecht stated it will be an attractive building, and she is fine with the colors. She stated the building signage looks good and is within proportion. She stated she would like to see some creativity for the bases of the freestanding signs with fresh color and a structure that may align the bases with the building.

Commissioner Mulvihill stated she likes the building design and the proposed materials. She stated the signs are appropriate. She stated landscaping is needed and would be appropriate with the Roosevelt Road Streetscape Plan.

Commissioner Dickie stated the new design will be a great improvement, and the materials are good and will be durable. He stated the building signage is appropriate and will help the customers. He stated the painting of the utilitarian elements will be good. He stated landscaping is needed to hide the concrete bases and add interest to the freestanding signs.

Commissioner Thompson stated she agrees this will be a huge improvement. She stated there needs to be landscaping to soften the concrete bases of the freestanding signs.

Commissioner Draths stated she agrees this renovation will be a big improvement.

Chairman Burdett stated he likes the sign package and the proposed remodeling. He stated there needs to be landscaping around the freestanding sign bases.

Commissioner Dickie made a motion to recommend approval of the requested Exterior Appearance and Sign Variations for Haggerty Chevrolet located at 300 Roosevelt Road:

Having considered the application of Haggerty Chevrolet located at 300 Roosevelt Road for approval of amended Sign Variations and the proposed Exterior Appearance associated with the planned renovation of the existing building facade, the Architectural Review Commission made the following findings of fact in regard to the requested Signs Variations:

1. The requested variations conform to the Statement of Purpose in the Glen Ellyn Sign Code because the sign regulations are established in part to prevent an overload of graphic messages and the proposed sign are to be accessory components of the composition of architectural elements. Most of the proposed signs are being mandated by Chevrolet and strictly for brand recognition and overall uniformity among all Chevrolet dealers. In addition, with the height of the proposed incidental signs were lowered they would not fit in with the architecture of the building.
2. The requested variations will not alter the essential character of the locality because most of the requested variances are for brand recognition only and the proposed signs are compatible with the size and scale of the building and the property.

3. The petitioner has demonstrated a practical difficulty and particular hardship as a result of adhering to the strict letter of the regulations of the Sign Code because the project is being mandated by General Motors and no revisions to their design are being permitted. The petitioner has indicated that in order to remain a franchisee, all elements of this design must be completed without change.
4. 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 petitioner has indicated that in order to remain a franchisee; all elements of the design must be completed without change.
5. The plight of the owner is due to unique circumstances because the size and scale of the property and building. In addition, the petitioner has indicated that to remain a Chevrolet franchise that they must complete the proposed design and if compliance is not met that their franchise agreement will be forfeited.

The Commission also adopted the supplemental findings of fact as identified in the petitioner's application packet stamped received May 1, 2012.

Based on the above findings of fact, the Architectural Review Commission recommended that the Village Board approve the requested Sign Variations and proposed Exterior Appearance of the project subject to the following conditions:

- A. The project shall be constructed and maintained in substantial conformance with the plans as submitted and the testimony presented at the meeting.
- B. That the existing rooftop equipment be painted to match the building.
- C. That the utilitarian elements on the building be painted to match the building to minimize their appearance.
- D. That the proposed planters around the two existing freestanding signs be expanded into the area of the adjoining parking spaces.

The motion was seconded by Commissioner Draths and carried unanimously by a vote of 6-0.

### **5. Public Comments**

Audience member Ken Kloss, of 350 Ridgewood Avenue, asked when the Village Links and Oberweis projects would come before the ARC to which Village Planner Stegall stated the Village Links Clubhouse's Exterior Appearance application is tentatively scheduled July 11, 2012; however, there is no date for Oberweis as Oberweis has not yet submitted a formal application. Mr. Kloss asked if Oberweis is dragging their feet on the traffic study or something else to which Planner Stegall stated Oberweis is putting their plans together which can take some

time and did attend a pre-application meeting in front of the ARC on April 11, 2012. Mr. Kloss asked about Grandma Sally's to which Planner Stegall stated that no application has been submitted.

#### **6. Chairman's Report**

None

#### **7. Trustee's Report**

Acting Trustee Liaison Hartweg stated on May 21, 2012, the Village Board approved sidewalks for Hawthorne Boulevard from Park Boulevard to Ellyn Avenue, on Ellyn Avenue from Hawthorne Boulevard to the Glenbard West parking lot and along Crescent Boulevard, from Park Boulevard to Memorial Field. He stated the Village may add a foot or two to the sidewalk along Ellyn Avenue in the future. He stated there may be a change to the north exit of Glenbard West's parking lot as well as a sidewalk.

Trustee Liaison Hartweg stated the Village Board discussed the Village Links Clubhouse as costs have jumped up which may be holding things up as of now. He stated the Village will be in court on May 30, 2012 to have additional discussions with the College of DuPage.

#### **8. Staff Report**

Village Planner Stegall stated there will not be a meeting on June 13, 2012, and any additional meetings will depend on when applications come in. Commissioner Thompson asked about the Streetscape Project to which Planner Stegall stated the Village sent out an RFP in February with a March 30, 2012 deadline. Planner Stegall stated the Village received 14 proposals and interviewed three teams. She stated on May 21, 2012, the Village Board approved a contract with a team of four consultants for the project. She stated the ARC should see this at least two future meetings, with one meeting for the streetscape and boundaries for streetscape enhancement and the other meeting happening later. Chairman Burdett asked about a possible parking garage to which Planner Stegall stated there will be a Parking Management Study that will include a Parking Garage Location Analysis. This portion of the study will be reviewed by the Plan Commission.

#### **9. Adjourn**

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Dickie moved, seconded by Commissioner Draths, to adjourn the meeting at 8:50 p.m. The motion carried unanimously by a vote of 6-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed by: Michele Stegall, Village Planner