

C3 commercial district. Planner Stegall showed the proposed exterior pictures of all four elevations and explained the sign variations. She also pointed out the possible conditions of approval from the Staff Report which could be considered by the ARC. The ARC asked a few questions of Planner Stegall which Planner Stegall answered and stated the petitioner would also present more information.

Joe Oberweis, CEO of Oberweis Dairy at 951 Ice Cream Drive, North Aurora, Illinois; Michael Aragona, of Aragona Architects at 1209 Brinker Road, Barrington Hills, Illinois, and David McCallum, landscape architect of 350 N. Milwaukee Avenue, Libertyville, Illinois were sworn in. Mr. Oberweis stated they were trying to make plans for the current location, which is not working well for them from a sales perspective. Mr. Oberweis stated they revisited the 515 Roosevelt Road site several times and were able to figure out how to make this challenging site work for them. He stated they are developing their 2nd brand called That Burger Joint, and this Glen Ellyn location would be their 2nd That Burger Joint store as well as having a Connie's Pizza at this location also. He stated there are three different brands in the building, and Oberweis needs to build the brand for That Burger Joint.

In response to a question from Commissioner Wussow, Mr. Aragona stated there is a cow mural sign on the false wall about two and a half feet inside the decorative showcase window which was added to the north elevation. He stated this mural does serve a functional purpose as it is hiding equipment. Planner Stegall replied to Commissioner Wussow that the Sign Code allows such a sign, but that it can only cover 50% of the area of the window pane and no more than 25% of the area of the window. Mr. Aragona stated they would reduce the size of this mural to meet the Sign Code. Planner Stegall stated this mural is considered a window sign as it is "intended to be visible or viewed from the outside."

Mr. Aragona presented information on the different materials being used on the building including the cultured stone, limestone and reclaimed wood siding on the north elevation, the existing brick on the south and west elevations, the red and white awning, the corrugated metal awning, and the trellises above the main entrance, rear entrance and outdoor seating area. Mr. Aragona showed pictures of the recently completed Skokie store with Oberweis and That Burger Joint in the same building.

There was a lengthy discussion regarding the use of the reclaimed wood siding as Appearance Review Guideline 1.2 discourages the use of "rustic-finished wood." Mr. Oberweis stated the wood used on the interior of That Burger Joint is used on the exterior of the building to carry the new brand to the exterior. Mr. Aragona stated the wood was used due to the new brand identity of That Burger Joint, to add interest to the exterior of the building and due to structural issues with the building. Several suggestions were made about the wood including using the rustic wood only behind the wall sign, eliminating the wood from the return into the main entry and attaching a panel of rustic wood to just the west end of the front facade. Village Architectural Consultant Pointer stated rusticated wood is discouraged by the Appearance Review Guidelines because it does not wear well and is not durable. He noted that it is particularly difficult to maintain in commercial applications due to salt spray and the softness of the material. Mr. Aragona indicated that they originally looked at using brick instead of wood on the front façade with only a panel of wood west of the windows however, the existing structure of the building

cannot support the weight. The petitioner then offered to eliminate the return into the main entry which reduced the proposed use of the rustic wood by roughly half.

There was discussion regarding the screening of the rooftop units and Mr. Oberweis agreed they would screen all units and or move units if need be so they would not be seen from any parking lot or right-of-way.

Mr. McCallum presented the proposed landscape plan which includes 24 new trees including shade trees, evergreen trees and ornamental trees as well as new plantings and brick pavers. He stated they want to make an attractive setting which will be a good transition to the neighboring properties.

There was discussion regarding the signage variations including the illumination of the monument sign and two That Burger Joint blade signs. The That Burger Joint sign on the monument sign is proposed to be externally illuminated and the Connie's Pizza and Oberweis signs on the monument sign would be internally illuminated. Two That Burger Joint blade signs, are proposed, one in the front and one in the back. The ARC noted that one of the purposes of the Sign Code is to reduce visual clutter and questioned the need for these signs. Mr. Oberweis agreed to move the rear blade sign inside the building. Commissioner Thompson stated there are really two front doors to the building, front and rear, and there does need to be wayfinding signs to help the customers.

There was also additional discussion on the existing brick, the decorative water line band, the proposed drive-thru, the streetscape improvements and the other signage variations.

Bruce Larrabee, of 40 S. Main Street, Glen Ellyn, Illinois, stated the building makes sense and appreciates the fact they will not be leveling the building.

Commissioner Wilson made a motion to close the public hearing at 9:23 p.m. The motion was seconded by Commissioner Wussow and carried unanimously by a vote of 6-0.

Commissioner Wilson stated he liked that the petitioner is using what is there from the existing building. He stated he is not concerned with the signage but does not like the Fypon on the trellises. He stated he likes the idea of using the rear of the building as additional access. He stated the building will be evolutionary with the addition of possible office tenants.

Commissioner Thompson stated that this is a challenging site, and she likes the proposed design. She stated she is fine with the amount of signage and that she believes the petitioner went above and beyond with the landscaping and retaining wall. She stated she likes the use of the wood and the metal awning.

Commissioner Wussow stated that she believes the petitioner has taken a huge step in developing this building. She thanked the petitioner for removing the proposed EIFS as asked at the April 11, 2012 pre-application meeting. She stated she likes the rear That Burger Joint blade sign on the interior as well as the text on the drive-thru awning sign and believes the monument sign is fine as designed. She stated she could support the use of wood siding as there is a hardship with

the building structure. She stated the landscaping is good as well as the screening of the rooftop equipment. She reminded the petitioner that they will need to reduce the size of the cow mural sign to meet the Sign Code.

Commissioner Draths stated she is not thrilled with the wood, but is happy the use of wood will be cut in half. She stated the monument sign is good, and she is happy they will improve on the current building.

Student Commissioner Burket stated the building is an eye-sore, but will look much better when the project is done. He stated the landscape plan is great and likes the rustic wood coupled with the metal. He stated he likes the current size of the proposed cow mural as a cover-up, but thinks it will still look fine when reduced in size.

Commissioner Mulvihill stated she agrees with the other Commissioners and is happy to see the improvements. She stated the rear landscaping will help to make a safer environment for the customers. She stated the monument sign is a good solution.

Chairman Burdett stated he appreciates the responsiveness to the pre-application meeting comments, and believes it is an overall great design. He stated that he believes that the petitioner has demonstrated a hardship in regard to the signage variations as there will be three different brands in the building. He stated he is not convinced about the use of the rustic wood which is discouraged by the Appearance Review Guidelines.

Commissioner Wussow made the following motion to recommend approval of the exterior appearance and sign variations for Oberweis Dairy, to be located at 515 Roosevelt Road:

Having considered the applications of Oberweis Dairy for approval of the exterior appearance and requested sign variations associated with the planned renovation of the existing building at 515 Roosevelt Road and related site improvements, the Architectural Review Commission hereby makes the following findings of fact in regard to the requested variations for the total number and area of primary signage, number and area of incidental signage and height of the incidental signage:

1. The requested variations conform to the Statement of Purpose in the Glen Ellyn Sign Code because the proposed signs provide for signs that are legible in the context in which they are viewed, harmonize with their surroundings, are consistent with the character of the community and minimize vehicular confusion.
2. The requested variations will not later the essential character of the locality because the north elevation signage maintains the Roosevelt Road street character created by like-signs and the signage and architectural finishes on the south elevation are designed to be neutral and sensitive to the residential development to the south.
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 building is

proposed to be used by multiple tenants similar to a shopping center and primary identification signage is needed for each tenant.

4. The plight of the owner is due to unique circumstances because the building is located on a corner and because of the topography of the site, requires entry points to the north and south. Signage is required at both facades to clearly present the offerings within. The quantity of signs requested is due to the nature of multiple tenants and multiple entry points. The monument sign is necessary to focus the passing potential customers' attention to the projects within.

In regard to the requested variation to allow a sign to be painted on the west building elevation, the Architectural Review Commission finds that the requested variation:

1. Complies with the Statement of Purpose in the Glen Ellyn Sign Code because the proposed sign is consistent with the character of the community and is compatible with the architecture of the building.
2. The requested variation will not alter the essential character of the locality because the sign is designed to be subtle and more of a watermark and will help break up and add visual interest to the west building wall.
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 there is no room to install foundation plantings or other features along the wall to help soften and break up the façade.
4. The plight of the owner is due to unique circumstances because the subject site is proposed on what would otherwise be a blank building wall and the proposed sign will help break up and provide visual interest along this façade.

Therefore, the Architectural Review Commission recommends that the Village Board approve the requested sign variations and proposed exterior appearance of the project except as noted below and subject to the following conditions.

1. The project shall be constructed and maintained in substantial conformance with the plans as submitted and the testimony presented at the October 10, 2012 Architectural Review Commission meeting.
2. That the existing and proposed rooftop mechanical equipment will either be screened or relocated so that it is not visible of any side, including from the Market Plaza parking lot, to either pedestrians or motorists.
3. That the proposed reclaimed wood siding on the west building wall return shall be replaced with limestone that matches the remaining limestone proposed elsewhere on the building.

4. That the cow mural proposed inside the northern storefront window shall be reduced in size to comply with the Sign Code regulations relative to window signage.
5. That "That Burger Joint" blade sign proposed on the south building elevation is not approved and shall either be removed or relocated inside the building.

The motion was seconded by Commissioner Wilson and carried by a vote of 5-1, with Chairman Burdett dissenting.

4. Public Comments

None

5. Chairman's Report

The first Steering Committee meeting for the Streetscape/Parking Study project will be on October 16, 2012. Chairman Burdett stated that he and Commissioner Thompson will be the ARC representatives on this committee.

6. Trustee's Report

Trustee Ladesic stated the Village Board will be discussing the roles, term limits and jurisdiction between the commissions so forward any comments or suggestions on to Village President Pfefferman.

7. Staff Report

Village Planner Stegall stated Glen Ellyn Market at 285 Roosevelt Road may come before the ARC in late October or beginning of November.

Commission Wussow also noted that the banner signs at the Shell Oil Station were removed.

8. Adjourn

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Draths moved, seconded by Commissioner Wussow to adjourn the meeting at 9:53 p.m. The motion carried unanimously by a vote of 6-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed by: Michele Stegall, Village Planner

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