

**SITE PLAN AND APPEARANCE REVIEW COMMITTEE (SPAARC)  
MEETING NOTES  
May 12, 2010**

**Attendees:**

**Committee Members:** P. D'Agostino, B. Dunkley, I. Eckersberg, W. Hallen, D. Marino, Ald. A. Rainey, M. Rons, C. Ruiz

**Other Staff:** B. Newman

**Presiding Member:** W. Hallen

A quorum being present, Chair Hallen called the meeting to order at 2:31 p.m.

**Projects Reviewed:**

<b>SPAARC</b>	<b>415 Sherman Avenue</b>	<b>Recommendation to Plan Commission</b>
Request to rezone property for the purpose of constructing a multifamily residence		

APPLICATION PRESENTED BY: Gary Lundgren GVA Chicago

**GENERAL DISCUSSION:**

Mr. Lundgren's company is requesting to rezone 415 Sherman for the purpose of constructing a multifamily residence. The following was discussed:

- The current zoning is R4 in OH overlay; surrounding zoning is R5
- Presented a zoning map of his property and surrounding area and a site plan
- Property is currently a parking lot with 18 spaces, no longer needed by Resurrection Hospital
- Numerous buildings in the area are 50', 4 stories
- Propose to provide 18 indoor parking spaces on first floor of multifamily building which are required
- Mr. Lundgren said that he does not believe neighbors would be negatively impacted but that the building would improve property values
- Developer has worked with Ald. Rainey on a design
- Ms. Eckersberg said that storm water detention would be required
- Mr. Hallen said that since the building is sprinklered the remoteness of exits will be an issue and may have to be changed
- Mr. Dunkley remarked that keeping the zoning OH would be problematic since it is surrounded by R5; He also alerted Mr. Lundgren that the public may object to a blank wall on the first floor where parking and windows or architectural features may need to be added.

- Ald. Rainey commented that the neighbors are happy about this proposed project

Action:

The Committee voted unanimously to recommend approval of the rezoning to the Plan Commission.

**SPAARC                      415 Howard Street                      Recommendation to Sign Board**

Request for a variation from the sign regulations

APPLICATION PRESENTED BY:	Gregg Graines Barbara Moffitt Bob Bryant	Representing Owner Regional Mgr., Concierge Capital Vice President, Concierge Capital
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GENERAL DISCUSSION:

Mr. Graines explained that the multi-unit residential building owner is requesting a variation from the sign regulations to better market the rental apartments. The following was discussed:

- Variations requested:
  - Blade sign: 21.5'; 24.5' from sidewalk, to protrude 4' into public right of way
  - Marquee with signage (ordinance only allows marquees for entertainment centers)
  - (3) temporary signs on wall with time extension on temporary use period (Chicago North Shore Visitors' Bureau will provide allowable signage options); signs will be visible from the train, from exiting Dominick's across the street, from Clark Street and from Howard Street facing east. These temporary signs will be removed from the variation request.
- Locations of signs have been reviewed with Ald. Rainey
- Purchased building in April of 2006 in foreclosure; plan to do necessary and aggressive marketing campaign and branding concept in order to increase occupancy
- An unofficial survey taken by Ms. Moffitt revealed that most people in the vicinity do not know that the building is rental apartments
- Building originally called Howard Street Station; new name was Skyline at Evanston and will change to "415"
  - Letters to be back-illuminated
- Building is 60% occupied (30-40,000 cars go by the building per day)
- Presented photos of existing conditions and proposed
- Mr. Marino commented that the marquee marks the entrance
- Mr. Ruiz commented that the color of the marquee should be compatible with the building; stainless look is being considered as compatible
- Down lighting will be placed over the windows and possibly under the marquee

Action:

The Committee voted unanimously to recommend approval of sign variations for permanent signs to the Sign Board.

**SPAARC                      719 Church Street                      Recommendation to Sign Board**

Request for a variation from the sign regulations

APPLICATION PRESENTED BY:	Walter Hallen	Staff Liaison to Sign Board
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## GENERAL DISCUSSION:

Chair Hallen presented photos of the regulation and proposed signage. The following was discussed:

- Sign regulation:
  - Includes entire design including border and text when measuring sign area
  - States that sign may not cover architectural feature or window
- Variations requested:
  - 54 sq. ft. of sign area (text area is 26 sq. ft.)
- Locations of signs have been reviewed with Ald. Rainey
- Building has arch-like architectural elements on either side of the central window

## Action:

The Committee voted unanimously to recommend approval of sign variations to the Sign Board.

## **Other Business:**

The meeting adjourned at 4:10 p.m.

The next SPAARC meeting will take place on Wednesday, May 19th, 2010 unless otherwise noted.

Respectfully submitted,  
Bobbie Newman