DESIGN AND PROJECT REVIEW COMMITTEE
(DAPR)
Wednesday, May 31, 2017
2:30 P.M.
Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Room 2404

AGENDA

I. CALL TO ORDER/DECLARATION OF QUORUM, JOHANNA LEONARD, CHAIR

1. 818 Lake Street
   Charles Davidson, project manager, submits for major zoning relief for a 0' front yard setback where 5' is required, a 0' west interior side yard setback where 15' is required, and a 0' street side yard setback where 5' is required to raise the roofline of the existing building and add a second story mezzanine level, in the C2 Commercial District.

2. 1911 Green Bay Road
   Brad Werkman, contractor, submits to install two non-illuminated window signs on an existing storefront facing a public thoroughfare covering 57.8% and 59.5% of the windows where 25% coverage is permitted by ordinance in the C2 Commercial District.

II. APPROVAL OF MINUTES: May 24, 2017 DAPR Committee meeting

III. ADJOURNMENT

The next DAPR meeting is scheduled for Wednesday, June 7, 2017 at 2:30 pm in Room 2404 of the Lorraine H. Morton Civic Center.


The City is committed to ensuring accessibility for all citizens; If an accommodation is needed to participate in this meeting, please contact this Department 48 hours in advance so that arrangements can be made for the accommodation if possible.

La ciudad de Evanston está obligada a hacer accesibles todas las reuniones públicas a las personas minusválidas o las que no hablan inglés. Si usted necesita ayuda, favor de ponerse en contacto con la Oficina de Administración del Centro a 847/866-2916 (voz) o 847/448-8052 (TDD).
Design and Project Review (DAPR)

818 Lake Street

Recommendation to ZBA
April 27, 2017

- User drawn points
- Tax Parcels

818 Lake St.

This map is not a plat of survey. This map is provided "as is" without warranties of any kind. See www.cityofevanston.org/mapdisclaimers.html for more information.
818 LAKE STREET, EVANSTON, IL 60201

EXISTING BUILDING ALTERATION FOR NEW CO-WORK SPACE
DEMOLISH EXISTING ROOF BETWEEN GRID LINES A AND B

ADD PARAPET WALL TO MATCH EXISTING TO THE SOUTH OF GRID LINE B

BUILD UP WALL TO MATCH EXISTING SOUTH OF GRID LINE B

DEMONISH EXISTING ROOF BETWEEN GRID LINES A AND B

ADD PARAPET WALL AND CANTILEVER. SEE ELEVATIONS AND SECTION

EXISTING CARPET STORE

EXISTING CARPET DRYING SPACE

EXISTING CARPET WASHING SPACE

EXISTING UTILITY

EXISTING STORAGE

EXISTING OFFICE

EXISTING OFFICE

EXISTING CARPET STORE

EXISTING CARPET WASHING SPACE

EXISTING CARPET DRYING SPACE

EXISTING STORAGE

EXISTING OFFICE

EXISTING OFFICE

EXISTING UTILITY

EXISTING CARPET WASHING SPACE

EXISTING CARPET DRYING SPACE

EXISTING STORAGE

EXISTING OFFICE

EXISTING OFFICE

EXISTING UTILITY
NEW GROUND FLOOR PLAN

ZONING CALCULATIONS:
ZONING DISTRICT - C2 EXIST. USE - MERCANTILE; NEW USE - BUSINESS (OFFICE)
1. LOT SIZE = 6287 SQ. F.
2. BUILDING FOOTPRINT - EXISTING = NEW = 5452 SQ. F.
3. F.A.R. = 1.0 = 5452 SQ. F. PER ZONING ORDINANCE
4. ADDED AREA ON 2ND LEVEL = 708 SQ. F.
5. ACTUAL F.A.R. = 5452 + 708 = 6160 / 6287 = 0.98 < 1.00
6. ADDED FLOOR AREA REQUIRES 1 PARKING SPACE - PROVIDED ON GROUND FLOOR

ROOM SCHEDULE

<table>
<thead>
<tr>
<th>ROOM #</th>
<th>ROOM NAME</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-101</td>
<td>ENTRANCE LOBBY</td>
<td>345 SF</td>
</tr>
<tr>
<td>A-102</td>
<td>OPEN MULTI-USE SPACE</td>
<td>1590 SF</td>
</tr>
<tr>
<td>A-103</td>
<td>HUB/EVENT SPACE</td>
<td>167 SF</td>
</tr>
<tr>
<td>A-104</td>
<td>KITCHENETTE</td>
<td>84 SF</td>
</tr>
<tr>
<td>A-105</td>
<td>UTILITIES/JANITOR</td>
<td>39 SF</td>
</tr>
<tr>
<td>A-106</td>
<td>MEN'S RESTROOM</td>
<td>92 SF</td>
</tr>
<tr>
<td>A-107</td>
<td>LADIES RESTROOM</td>
<td>122 SF</td>
</tr>
<tr>
<td>A-108</td>
<td>LARGE OFFICE/CONFERENCE</td>
<td>387 SF</td>
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<tr>
<td>A-109</td>
<td>CONFERENCE</td>
<td>136 SF</td>
</tr>
<tr>
<td>A-110</td>
<td>CONFERENCE</td>
<td>139 SF</td>
</tr>
<tr>
<td>A-111</td>
<td>PHONE BOOTH</td>
<td>16 SF</td>
</tr>
<tr>
<td>A-112</td>
<td>PHONE BOOTH</td>
<td>16 SF</td>
</tr>
<tr>
<td>A-113</td>
<td>PRINT CENTER</td>
<td>111 SF</td>
</tr>
<tr>
<td>A-115</td>
<td>OFFICE</td>
<td>162 SF</td>
</tr>
<tr>
<td>A-116</td>
<td>OFFICE</td>
<td>147 SF</td>
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<tr>
<td>A-117</td>
<td>OFFICE</td>
<td>148 SF</td>
</tr>
<tr>
<td>B-101</td>
<td>CONTRACTOR'S OFFICE</td>
<td>895 SF</td>
</tr>
<tr>
<td>B-102</td>
<td>PARKING SPACE</td>
<td>225 SF</td>
</tr>
<tr>
<td>C-101</td>
<td>RECREATION SPACE</td>
<td>630 SF</td>
</tr>
</tbody>
</table>

1" = 10'-0"
SE ISOMETRICS OF GROUND FLOOR
SW ISOMETRICS OF MEZZANINE
SE ISOMETRICS OF EXTERIOR
NE ISOMETRICS OF EXTERIOR
Zoning Analysis

Summary

Proposal:
Alteration of existing mercantile (carpet store and cleaner) facility into co-work office (business use). Addition of second level recreational space. Exterior renovation of north, east, and south faces.

Site Information:

<table>
<thead>
<tr>
<th>Property Address:</th>
<th>818 LAKE ST</th>
<th>Zoning District:</th>
<th>C2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overlay District:</td>
<td></td>
<td>Preservation District:</td>
<td></td>
</tr>
</tbody>
</table>

Applicant: Charles Davidson

Zoning Section Comments

6-10-4-7-A The minimum yard requirements for the C2 district are as follows: front yard five feet
Check public right-of-way permit requirements for cantiliver.

6-10-4-7-C Interior side yard abutting a residential district - 15'

6-10-4-7-B Street side yard - 5'
City of Evanston
ZONING ANALYSIS REVIEW SHEET

APPLICATION STATUS: April 13, 2017
RESULTS OF ANALYSIS: Non-Compliant

Z.A. Number: 17ZONA-0075
Address: 818 LAKE ST
Applicant: Charles Davidson

Purpose: Zoning Analysis without Bld Permit App
District: C2
Overlay: Preservation
Reviewer: Dominick Argumedo

THIS APPLICATION PROPOSES (select all that apply):
- New Principal Structure
- New Accessory Structure
- Addition to Structure
- Alteration to Structure
- Retention of Structure
- Change of Use
- Retention of Use
- Plat of Resubdiv./Consol.
- Business License
- Home Occupation
- Sidewalk Cafe
- Other
- Plat of Resubdiv./Consol.

Proposal Description:
Alteration of existing mercantile (carpet store and cleaner) facility into co-work office (business use). Addition of second level recreational space. Exterior renovation of north, east, and south faces.

ZONING ANALYSIS

PRINCIPAL USE AND STRUCTURE

<table>
<thead>
<tr>
<th>Standard</th>
<th>Existing</th>
<th>Proposed</th>
<th>Determination</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE: C2</td>
<td>Office</td>
<td></td>
<td>Compliant</td>
</tr>
</tbody>
</table>

Minimum Lot Width (LF)
USE: Other
No Requirement
No Change

Minimum Lot Area (SF)
USE: 6287
6287

Dwelling Units:
0
0
0
Compliant

Rooming Units:
Comments:

Building Lot Coverage
(SF) (defined, including subtractions & additions): None
5451
5475
Infinity%
Infinity%
Compliant

Impervious Surface Coverage (SF, %)
5451
86.70271989820264%
No Change

Accessory Structure Rear Yard Coverage:
40% of rear yard
Comments:

LF: Linear Feet   SF: Square Feet   FT: Feet
Gross Floor Area (SF)  | Standard: 1.00 or 6287 sqft | Existing: NaN | Proposed: NaN | Determination: Compliant
Use: | | | | 
Comments: |

Height (FT) | | | | 
Comments: |

Front Yard(1) (FT) | | | | 
Direction: N | | | | 
Street: | | | | 
Comments: |

Front Yard(2) (FT) | | | | 
Direction: | | | | 
Street: | | | | 
Comments: |

Street Side Yard (FT) | | | | 
Direction: | | | | 
Street: | | | | 
Comments: |

Interior Side Yard(1) (FT) | | | | 
Direction: | | | | 
Comments: |

Interior Side Yard(2) (FT) | | | | 
Direction: | | | | 
Comments: |

Rear Yard (FT) | | | | 
Direction: S | | | | 
Comments: |

**PARKING REQUIREMENTS**

| Use(1): Retail Services Establishment | Standard: 1 per 350 sqft gross floor area. | Existing: | Proposed: 1 | Determination: Legal Non-Conforming |
Comments: |

Use(2): Office (General) | 2 per 1,000 sqft gross floor area. | 0 | 1 | Compliant
Comments: 630 square foot addition

Use(3): |
Comments: |

TOTAL REQUIRED: |
Comments: |

Handicap Parking Spaces: Sec. 6-16-2-6 |
Comments: |

Access: Sec. 6-16-2-2 |
Comments: |
<table>
<thead>
<tr>
<th>Vertical Clearance (LF)</th>
<th>Standard</th>
<th>Existing</th>
<th>Proposed</th>
<th>Determination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Surfacing:             | Sec. 6-16-2-8 (E) |          |          |              |
| Comments:              |          |          |          |              |

| Location:              | Sec. 6-4-6-2 |          |          |              |
| Comments:              |          |          |          |              |

| Angle(1):              | Comments: |          |          |              |
| Width(W) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Depth(D) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Aisle(A) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Module (FT)            |          |          |          |              |
| Comments:              |          |          |          |              |

| Angle(2):              | Comments: |          |          |              |
| Width(W) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Depth(D) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Aisle(A) (FT)          |          |          |          |              |
| Comments:              |          |          |          |              |
| Module (FT)            |          |          |          |              |
| Comments:              |          |          |          |              |

| Garage Setback from Alley Access (FT) | Comments: |          |          |              |

### MISCELLANEOUS REQUIREMENTS

| Requirement (1): | Comments: |          |          |              |
| Requirement (2): | Comments: |          |          |              |
| Requirement (3): | Comments: |          |          |              |

### COMMENTS AND/OR NOTES

Analysis Comments
Results of Analysis: This Application is **Non-Compliant**

Site Plan & Appearance Review Committee approval is: **Required**

See attached comments and/or notes.
MAJOR VARIATION
APPLICATION

1. PROPERTY

Address: 818 LAKE ST
Permanent Identification Number(s):
PIN 1: 111832601000000 PIN 2: __________________________
(Note: An accurate plat of survey for all properties that are subject to this application must be submitted with the application.)

2. APPLICANT

Name: CHARLES DAVIDSON
Organization: COG REAL ESTATE SERVICES
Address: 1428 NOYES
City, State, Zip: EVANSTON, IL 60201
Phone: Work: 847 275 2123 Home: __________________________ Cell/Other: __________________________
Fax: Work: __________________________ Home: __________________________
E-mail: cdavidson@ cogrealestate.com

What is the relationship of the applicant to the property owner?
☐ same ☐ builder/contractor ☐ potential purchaser ☐ potential lessee
☐ architect ☐ attorney ☐ lessee ☐ real estate agent
☐ officer of board of directors ☐ other: PROJECT MANAGER

3. PROPERTY OWNER (Required if different than applicant. All property owners must be listed and must sign below.)

Name(s) or Organization: BUFFUS GREENWOOD VENTURE LLC
Address: 1416 SHEEHAN 805 GREENWOOD ST.
City, State, Zip: EVANSTON, IL 60201
Phone: Work: 847 275 5869 Home: __________________________ Cell/Other: __________________________
Fax: Work: 6506 Home: __________________________
E-mail: lee@phxsport.com

"By signing below, I give my permission for the Applicant named above to act as my agent in all matters concerning this application. I understand that the Applicant will be the primary contact for information and decisions during the processing of this application, and I may not be contacted directly by the City of Evanston. I understand as well that I may change the Applicant for this application at any time by contacting the Zoning Office in writing."

BUFFUS GREENWOOD VENTURE LLC 5/10/17
Property Owner(s) Signature(s) - REQUIRED Date

4. SIGNATURE

"I certify that all of the above information and all statements, information and exhibits that I am submitting in conjunction with this application are true and accurate to the best of my knowledge."

CHARLES DAVIDSON 5/7/17
Applicant Signature - REQUIRED Date

Page 1 of 6
5. REQUIRED DOCUMENTS AND MATERIALS

The following are required to be submitted with this application:

- (X) Completed and Signed Application Form
- Plat of Survey Date of Survey: 03/10/16
- Project Site Plan Date of Drawings: 04/07/17
- Plan or Graphic Drawings of Proposal (If needed, see notes)
- Non-Compliant Zoning Analysis
- (X) Proof of Ownership Document Submitted: WARRANTY DEED
- Application Fee (see zoning fees) Amount $________ plus Deposit Fee $150

Note: Incomplete applications will not be accepted. Although some of these materials may be on file with another City application, individual City applications must be complete with their own required documents.

**Plat of Survey**
(1) One copy of plat of survey, drawn to scale, that accurately reflects current conditions.

**Site Plan**
(1) One copy of site plan, drawn to scale, showing all dimensions.

**Plan or Graphic Drawings of Proposal**
A Major Variance application requires graphic representations for any elevated proposal—garages, home additions, roofed porches, etc. Applications for a/c units, driveways, concrete walks do not need graphic drawings; their proposed locations on the submitted site plan will suffice.

**Proof of Ownership**
Accepted documents for Proof of Ownership include: a deed, mortgage, contract to purchase, closing documents (price may be blacked out on submitted documents).
- Tax bill will not be accepted as Proof of Ownership.

**Non-Compliant Zoning Analysis**
This document informed you that the proposed project is non-compliant with the Zoning Code and is eligible to apply for a major variance.

**Application Fee**
* IMPORTANT NOTE: Except for owner-occupied residents in districts R1, R2 & R3, a separate application fee will be assessed for each variation requested.

The fee application fee depends on your zoning district (see zoning fees). Acceptable forms of payment are: Cash, Check, or Credit Card.
### 6. PROPOSED PROJECT

A. Briefly describe the proposed project:

ALTERATION OF EXISTING BUILDING (CURRNTLY RUG STORE AND CLEANERS) INTO A CO-WORK SPACE; ADDITION OF 2ND LEVEL; RENOVATION OF FRONT AND EAST FACADES

B. Have you applied for a Building Permit for this project?  

[X] NO  [ ] YES  
(Date Applied: _______________ Building Permit Application #: _______________)

### REQUESTED VARIATIONS

What specific variations are you requesting? For each variation, indicate (A) the specific section of the Zoning Ordinance that identifies the requirement, (B) the requirement (minimum or maximum) from which you seek relief, and (C) the amount of the exception to this requirement you request the City to grant. (See the Zoning Analysis Summary Sheet for your project's information)

<table>
<thead>
<tr>
<th>(A) Section</th>
<th>(B) Requirement to be Varied</th>
<th>(C) Requested Variation</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ex. “6-8-3-4”)</td>
<td>(ex. &quot;requires a minimum front yard setback of 27 feet&quot;)</td>
<td>(ex. &quot;a front yard setback of 25.25 feet&quot;)</td>
</tr>
<tr>
<td><strong>1</strong></td>
<td><strong>6-10-4-7A</strong></td>
<td>THE MINIMUM YARD REQUIREMENTS FOR THE C2 DISTRICT ARE: FRONT YARD FIVE FEET</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>EXISTING FRONT YARD IS 0 FEET</strong>  <strong>PROPOSED FRONT YARD IS 0 FEET</strong></td>
</tr>
</tbody>
</table>

* For multiple variations, see “IMPORTANT NOTE” under “Application Fee & Transcript Deposit” on Page 2.

| 2 | 6-10-4-7-C | 15' interior side yard setback required when adjacent to residential | Existing west interior side yard setback is 0'. Proposed is 0'. |

| 3 | 6-10-4-7-B | 5' street side yard setback required | Existing street side yard setback is 0'. Proposed is 0'. |
B. A variation's purpose is to provide relief from specified provisions of the zoning ordinance that may unduly impact property due to the property's particular peculiarity and special characteristics. What characteristics of your property prevent compliance with the Zoning Ordinance requirements?

EXISTING BUILDING IS ON FRONT PROPERTY LINE WITH LOWER ROOF THAN THE REST OF THE BUILDING TO THE BACK LEVELING THE ROOFS REQUIRES BUILDING UP THE FRONT WALL WHICH IS ACTUALLY THE REQUESTED VARIANCE.

1. The requested variation will not have a substantial adverse impact on the use, enjoyment, or property values of adjoining (touching or joining at any point, line, or boundary) properties.

THE WALL BETWEEN THE ADJACENT PROPERTIES IS HIGHER ALONG THE REST OF THE PROPERTY LINE. LEVELING THE ROOFS AND PARAPET WALLS WILL NOT HAVE ADVERSE IMPACT BECAUSE IT IS AT A SMALL PORTION AND TO THE NORTH OF THE EXISTING ADJACENT RESIDENCE, I.E. NO SHADING WILL OCCUR.

2. The property owner would suffer a particular hardship or practical difficulty as distinguished from a mere inconvenience if the strict letter of the regulations were to be carried out.

THERE WILL BE SERIOUS STRUCTURAL REINFORCEMENTS IF THE FRONT WALL NEEDS TO BE PUSHED BACK AT THE ROOF LEVEL FOR A 5' SETBACK.

3. Either...

(a) the purpose of the variation is not based exclusively upon a desire to extract income from the property, or

(b) while the granting of the variation will result in additional income to the applicant and while the applicant for the variation may not have demonstrated that the application is not based exclusively upon a desire to extract additional income from the property, the Zoning Board of Appeals or the City Council, depending upon final jurisdiction under §6-3-8-2, has found that public benefits to the surrounding neighborhood and the City as a whole will be derived from approval of the variation, that include, but are not limited to any of the standards of §6-3-6-3.

THE PURPOSE OF THE VARIATION IS MAINLY TO MAKE THE BUILDING MORE ATTRACTIVE WITH MUCH BETTER CURB APPEAL. THIS WILL MAKE THE STREET MUCH MORE APPEALING AND BRING PEDESTRIAN TRAFFIC.

4. The alleged difficulty or hardship has not been self-created, if so, please explain.

THE BUILDING WAS RECENTLY PURCHASED BY THE CURRENT OWNER.
5. Have other alternatives been considered, and if so, why would they not work?

YES: LEAVING THE FRONT WALL AT ITS CURRENT HEIGHT AT THE STREET LINE DIMINISHES GREATLY THE BUILDING'S APPEARANCE MAKING IT LOOK NEGLECTED AND OF NO IMPORTANCE. WE CONSIDER THE FRONT FAçADE HEIGHT TO BE OF MAJOR IMPORTANCE HERE BECAUSE OF THE ADJACENT BRIDGE AND HIGH ELEVATION OF THE RAILS.

City of Evanston
DISCLOSURE STATEMENT FOR ZONING HEARINGS

(This form is required for all Major Variances and Special Use Applications)

The Evanston City Code, Title 1, Chapter 18, requires any persons or entities who request the City Council to grant zoning amendments, variations, or special uses, including planned developments, to make the following disclosures of information. The applicant is responsible for keeping the disclosure information current until the City Council has taken action on the application. For all hearings, this information is used to avoid conflicts of interest on the part of decision-makers.

1. If applicant is an agent or designee, list the name, address, phone, fax, and any other contact information of the proposed user of the land for which this application for zoning relief is made:

   Owner: Buffalo Greenwood Venture, LLC
   805 Greenway Dr, Evanston, IL 60202
   847-778-5300, lee@buffalowood.com
   6506

2. If a person or organization owns or controls the proposed land user, list the name, address, phone, fax, and any other contact information of person or entity having constructive control of the proposed land user. Same as number 1 above, or indicated below. (An example of this situation is if the land user is a division or subsidiary of another person or organization.)

3. List the name, address, phone, fax, and any other contact information of person or entity holding title to the subject property. Same as number 1 above, or indicated below.
4. List the name, address, phone, fax, and any other contact information of person or entity having constructive control of the subject property. Same as number / above, or indicated below.

If Applicant or Proposed Land User is a Corporation

Any corporation required by law to file a statement with any other governmental agency providing substantially the information required below may submit a copy of this statement in lieu of completing a and b below.

a. Names and addresses of all officers and directors.
   - DANIEL BLEIER 2507 LINCOLN ST. EVANSTON
   - LEE KATZ 2135 WESLEY AVE. EVANSTON

b. Names, addresses, and percentage of interest of all shareholders. If there are fewer than 33 shareholders, or shareholders holding 3% or more of the ownership interest in the corporation or if there are more than 33 shareholders.
   - 60% DANIEL BLEIER 2507 LINCOLN ST. EVANSTON
   - 60% PHOENIX BUKAI VENTURE, LLC 805 GREENWOOD, EVANSTON
   - 20% LEE KATZ 2135 WESLEY, EVANSTON
   - 17.5% CRG KATZ 106 TERRACE CT. DEERFIELD
   - 17.5% NEAL KATZ 3435 MARSFIELD, CHICAGO

If Applicant or Proposed Land User is not a Corporation

Name, address, percentage of interest, and relationship to applicant, of each partner, associate, person holding a beneficial interest, or other person having an interest in the entity applying, or in whose interest one is applying, for the zoning relief.

Page 6 of 6
Design and Project Review (DAPR)

1911 Green Bay Rd.

Sign Variation
Aerial Map - 1911 Green Bay Road

May 26, 2017

- User drawn points
- Tax Parcels

This map is not a plat of survey. This map is provided "as is" without warranties of any kind. See www.cityofevanston.org/mapdisclaimers.html for more information.

Copyright 2016 City of Evanston
To: Chair and Members of the Design and Project Review Committee

From: Ana Asilis, Commercial Plan Reviewer

Subject: Sign Variance – 17SGNA-0042
1911 Green Bay Rd – Window Signs

Date: May 25, 2017

Request
The applicant is requesting one (2) variances for the following:

- (2) non-illuminated WINDOW signs on an existing storefront facing a public thoroughfare with window coverages of 57.8 percent and 59.5 percent where 25 percent coverage is permitted by ordinance.

General Information

Applicant: Brad Werkman
Van Bruggen Signs, Inc.
13401 Southwest Highway
Orland Park, IL 60462

Owner: Kevin Vernick
GWV Green Bay LLC
350 West Hubbard St, Ste. 250
Chicago, IL 60654

Analysis

Project Description

The applicant proposes the installation of two (2) non-illuminated WINDOW signs on an existing storefront facing a public thoroughfare. The proposed window graphic is using more than 25% of the window allowed space.

The storefront comprises (4) window panels to the north, a pair of glass entry doors and sidelights in the center and (4) window panels on south. The top (2) panels on each window and the entry doors and sidelights will remain clear glass.
The (4) bottom panes will receive (1) application of translucent vinyl extending from mullion to mullion with all the printed information. The vinyl cover area of the (2) bottom panels on the left window is 57.8% of the total window area. The vinyl cover area of the (2) bottom panels on the right window is 59.5% of the total window area.

The applicant states that the variance is being requested to enhance and beautify the appearance of the storefront by hiding the back of the unattractive interior shelving units. The applicant claims that Sherwin Williams has seen a pattern of slumping sales at a previous location due to the outward appearance of the storefront. The store may appear to be closed or unkempt resulting in low sales. The applicant stated that the interior layout is limited due to the size of this remodeled store.

The applicant stated that the proposed variation will enhance the storefront and the look and feel of the neighborhood. Sherwin Williams has made many efforts to hide the shelving and beautify the storefront and has come to this proposed compromise consistent with corporate identity and branding.

The owner has consented to the installation of the proposed signage.

**Recommendation**

Staff is making a positive recommendation for the WINDOW signage. The opaque bottom application adds privacy to the window as intended by the applicant. The clear top window allows natural light into the store. Visibility through the clear glass entry door remains unchanged. Previous approvals for window graphics screening shelving or office space were granted for Dollar General and Valli Produce.

**Attachments**

Sign variance application and packet
CITY OF EVANSTON
DATA SHEET
SIGN ORDINANCE VARIATION APPLICATION

PLEASE PRINT

Building Address: 1911 Green Bay Rd.
Building Owner's Name: GWV Green Bay LLC
Building Owner's Address: 350 West Hubbard Street, Suite 250, Chicago, IL 60654
Type of Business: Retail Paint Store.

Type of Sign: □ Wall □ Free Standing ☒ Window □ Awning, Canopy
(Check all that apply)
Illumination of Sign: ☒ Non-Illuminated □ Illuminated

Sign Contractor's Name: Van Bruggen Signs Inc.
Sign Contractor's Phone: (708) 448-0826
Sign Contractor's Address: 13401 Southwest Hwy., Orland Park, IL 60462.

Variation(s) Requested (See Sign Ordinance): RELIEF FROM WINDOW GRAPHIC ALLOWANCE.

Brad Werkman 5-11-17
Signature-Applicant/Agent/Date

Brad Werkman 5-11-17
Printed Name-Applicant/Agent

(708) 448-0826
Applicant/Agent Phone

Kevin Vernick
Signature-Owner of Property/Date

Kevin Vernick
Printed Name-Owner of Property

GWV Green Bay LLC
Owner of Property Phone

Page 2 of 4
CITY OF EVANSTON
DATA SHEET
SIGN ORDINANCE VARIATION APPLICATION

PLEASE PRINT

Building Address: 1911 GREEN BAY RD.
Building Owner's Name: GI W V GREEN BAY LLC
Building Owner's Address: 350 WEST HUBBARD STREET, SUITE 250, CHICAGO, IL 60654
Type of Business: RETAIL PAINT STORE.

Type of Sign: □ Wall □ Free Standing ☒ Window □ Awning, Canopy
(Check all that apply)

Illumination of Sign: ☒ Non-Illuminated □ Illuminated

Sign Contractor's Name: VAN BRUGGEN SIGNS INC.
Sign Contractor's Phone: (708) 448-0836
Sign Contractor's Address: 13401 SOUTHWEST HWY., ORLAND PARK, IL 60462.

Variation(s) Requested (See Sign Ordinance): RELIEF FROM WINDOW GRAPHIC ALLOWANCE.

Brad Werkman 5-11-17
Signature-Applicant/Agent/Date

Brad Werkman 5-11-17
Printed Name-Applicant/Agent

(708) 448-0836
Applicant/Agent Phone

Signatures-Owner of Property/Date

Brad Werkman 5-11-17
Printed Name-Owner of Property

Owner of Property Phone

Page 2 of 4
**VARIATION STANDARDS**

Variations shall only be approved to overcome an exceptional condition which poses practical difficulty or particular hardship in such a way as to prevent the display of a sign as intended by the ordinance. Note in all six (6) areas how you meet the particular standard. No variation shall be granted unless the Committee finds that the petition meets each of the following standards:

1. **Unique Hardship** - The proposed variation will not merely serve as a convenience to the applicant, but will alleviate some demonstrable and unusual hardship which would result if the strict letter of the regulations were carried out and which is not generally applicable to other property within the City.

   Sherwin Williams has a unique hardship regarding the window graphics due to interior shelving units. Sherwin Williams wishes to enhance and beautify the appearance of the storefront by hiding the back of the unattractive shelves.

2. **Reasonable Return** - The property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the sign regulations.

   In other store locations, Sherwin Williams has seen a pattern showing slumping sales due to the outward appearance of the storefront. The store can begin to look like it is closed or unkept resulting in low sales.

3. **Not Self Created** - The alleged hardship has not been created by the petitioner or any person presently having a proprietary interest in the premises.

   The size of this remodeled store is such that the layout of the store is limited.
4. **Not harm Public Welfare** - The proposed variation will not be materially detrimental to the public welfare or injurious to other property or improvements in the neighborhood. The proposed variation will not be itself, or with other signs, contribute to the creation of visual distraction which may lead to personal injury or a substantial reduction in the value of property.

   THE PROPOSED VARIATION WILL ENHANCE THE STOREFRONT
   AND THEREFORE WILL ENHANCE THE LOOK AND FEEL OF THE NEIGHBORHOOD.

5. **Graphic Effectiveness Demonstrated** - The petitioner has demonstrated that all reasonable efforts (utilizing color, contrast, lettering legibility, illumination, and graphic composition) have been made to increase the reading effectiveness of the proposed sign within the normal requirements of the sign regulations.

   SHERWIN WILLIAMS HAS MADE MANY EFFORTS TO HIDE THE
   SHELVING AND BEAUTIFY THE STOREFRONT AND HAS COME TO THIS
   PROPOSED COMPROMISE.

6. **Consistent With Intent** - The proposed variation is in harmony with the intent, purpose, and objectives of the sign regulations.

   THE PROPOSED VARIATION IS IN HARMONY WITH THE INTENT, PURPOSE,
   AND OBJECTIVES OF THE SIGN REGULATIONS.
- (4) WINDOWS LEFT SIDE: TOTAL GLASS SQ FT = 66.6 / TOTAL VINYL SQ FT = 38.5 / VINYL COVERAGE % = 57.8
- ENTRY DOORS & WINDOWS: TOTAL GLASS SQ FT = 93.4 / % GLASS TO REMAIN CLEAR
- (4) WINDOWS RIGHT SIDE: TOTAL GLASS SQ FT = 79.3 / TOTAL VINYL SQ FT = 47.2 / VINYL COVERAGE % = 59.5%

- [Diagram of building elevation]

= INDICATES CLEAR GLASS

IVATION

EXISTING WEST ELEVATION

SCALE: 1/8" = 1'-0"
Swatches Start at Bottom on Window Pane. 40% Black Background (All Digital Print)

NO CONTOUR CUT
40% Gray to Top of Lower Window Panels
2 Inch Mullions

FIRST SURFACE PRINTS #3850 WHITE - TRANSLUCENT VINYL with
ORACAL #215 OVER LAMINATE

APPROXIMATE SWATCH WIDTH: 10"