DESIGN AND PROJECT REVIEW COMMITTEE (DAPR)
Wednesday, September 19, 2018
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

II. APPROVAL OF MINUTES: September 12, 2018, DAPR Committee meetings

III. NEW BUSINESS

1. 1007 Church Street
   Lynn Helberg, applicant, submits for a sign variation to install 1 – 3'-4" x 14'-0 illuminated tall building identification sign with a 5'-1" x 8'-5" illuminated logo on a building where the occupant between the second story and the top is not the same; a portion of the sign will not be installed between the floor of the top story and the top of the wall of the building and the sign will be installed on a façade which does not face toward and relate to a public thoroughfare, for Evanston Metro Center in the D3 Downtown Core District.

IV. ADJOURNMENT

The next DAPR meeting is scheduled for Wednesday, September 26, 2018, at 2:30 pm in Room 2404 of the Lorraine H. Morton Civic Center.

Staff Present:  E. Golden

Others Present:

Presiding Member:  J. Leonard

A quorum being present, Ms. Leonard called the meeting to order at 2:33pm.

Approval of Minutes

August 29, 2018, DAPR committee meeting minutes.

L. Biggs made a motion to approve the August 29, 2018, meeting minutes, seconded by S. Mangum.

The Committee voted, 10-0, to approve the August 29, 2018, meeting minutes.

New Business

1.  2929 Central Street  Preliminary and Final Approval
Charles Cook, architect, submits for exterior remodeling of the front façade, Normandy Remodeling, in the B1a Business District and the oCSC Central Street Overlay District.

APPLICATION PRESENTED BY:  Charles Cook, architect

DISCUSSION:
- C. Cook described the facade changes, changes include repairing and staining the masonry, an 8” deep framed entry, glass canopy over the entrance, gooseneck lighting. He stated the entry on the previous plan projected further.
- J. Leonard stated the revised plan is cleaner, addresses concerns.
- G. Gerdes stated this work will require a permit, signage will require a separate permit.

G. Gerdes made a motion to grant preliminary and final approval, seconded by S. Mangum.

The Committee voted, 10-0, to grant preliminary and final approval.
2. 1919 Dempster Street

Recommendation to ZBA

James Olguin, attorney, submits for a special use permit for the expansion of a Type 2 Restaurant, McDonald’s Restaurant, and a special use permit for the expansion of a Drive-Through Facility in the C2 Commercial District.

APPLICATION PRESENTED BY: James Olguin, attorney
Joe Coconato, construction manager

DISCUSSION:

- J. Olguin stated McDonald’s plans a major exterior and interior remodel to the restaurant, going from one to two drive-through lanes. He stated the dual drive-through will provide a 50% increase to the drive-through capacity and reduce the back up. He stated the plan includes additional landscaping. He stated the plan includes a cut through lane at the front of the restaurant to improve traffic circulation.
- L. Biggs stated the plan looks the same as what had been considered previously, asked if any changes had been made.
- J. Olguin stated the plan is basically the same.
- L. Biggs stated the cut through lane at the front is a concern, there is a lot of pedestrian and vehicle activity at this location, including vehicles backing up.
- J. Olguin stated not having a cut through lane also creates a traffic problem. He stated vehicles exit onto Dempster and attempt to quickly re-enter the site for the drive-through, creating safety concerns for pedestrians and vehicles. He stated their traffic study recommended the cut through lane.
- S. Mangum stated the May 9, 2018, DAPR minutes noted the vehicles exiting and re-entering the site to get to the drive-through are coming from Dodge. He asked if the drive-through lanes could be configured differently to allow access to the drive-through for vehicles entering the site from Dodge.
- J. Olguin stated the distance between the pick-up window and the order point is critical to the drive-through operation as it gives time for the order to be prepared. He stated also the lane geometry is designed to prevent vehicles from getting to the merge point at the same time.
- J. Leonard stated the cut through lane is not desirable, not pedestrian friendly. She noted the plan creates an additional location where vehicles and pedestrians cross paths. She noted high school students frequently walk to this McDonald’s.
- S. Mangum stated the site is unique in that it is not a corner site, but has access from two sites and noted that the parking area off of Dodge is underutilized, a creative alternative plan could be possible to address the unique site.
- L. Biggs stated the plan favors vehicles over pedestrians.
- S. Mangum stated bike parking is needed, as noted at the previous DAPR meeting.
- J. Olguin stated bike parking could be included.

S. Mangum made a motion to recommend approval to ZBA subject to the following conditions: 1. Removal of the cut through lane, 2. Provide bike parking. There was not a second.
● L. Biggs asked if the cut through lane is key to the dual drive-through.
● J. Olguin stated the project can move forward without the cut through, they can still do the dual drive-through.
● J. Coconato stated the proposed site plan is the most efficient, but the cut through lane is not critical to the dual drive-through.
● M. Jones asked if alternative plans could be provided that show the proposed plan is the best option.
● L. Biggs stated the plan needs to be tweaked. She stated pedestrians do not always follow striped paths the same way they do for raised walks. She expressed frustration the cut through lane is not critical but is still shown even after staff has raised concerns.

L. Biggs made a motion to recommend denial to ZBA, seconded by G. Gerdes.

The Committee voted, 10-0, to recommend denial to ZBA.

Adjournment

S. Mangum made a motion to adjourn, seconded by K. Jensen. The Committee voted, 10-0, to adjourn. Meeting adjourned at 3:04pm.

The next DAPR meeting is scheduled for Wednesday, September 19, 2018, at 2:30 pm in Room 2404 of the Lorraine H. Morton Civic Center.

Respectfully submitted,
Michael Griffith
To: Chair and Members of the Design and Project Review Committee

From: Gary Gerdes, Building & Inspection Services Division Manager

Subject: Sign Variance - 18SGNA-0079
1007 Church Street – Evanston Metro Center

Date: September 5, 2018

Request
The applicant is requesting three variances for the following:

1 – 3'-4" x 14'-0" illuminated tall building identification sign with a 5'-1" x 8'-5" illuminated logo on a building where the occupant between the second story and the top is not the same; a portion of the sign will not be installed between the floor of the top story and the top of the wall of the building and the sign will be installed on a façade which does not face toward and relate to a public thoroughfare.

General Information
Applicant: Aurora Sign Company
Lynn Helberg
1100 Route 34
Aurora, IL 60503

Owner: FDS 1007 Evanston, LLC
1001 19th Street N. Suite 930
Arlington, VA 22209

Analysis
Project Description
The applicant has proposed installing a 3'-4" x 14'-0" illuminated tall building identification sign with a 5'-1" x 8'-5" illuminated logo on a building where the occupant between the second story and the top is not the same; a portion of the sign will not be installed between the floor of the top story and the top of the wall of the building and the sign will be installed on a façade which does not face toward and relate to a public thoroughfare. Per Sign Regulation Section 4-10-10 (6), on buildings of six stories or greater, where the occupant between the second story and the top story is the same, one tall-building identification sign per façade may be placed between the floor of the
top story and the top of the wall of the building. This identification wall sign shall not exceed one hundred (100) square feet in sign surface area. The sign shall face a public thoroughfare as required per 4-10-3 (C) Definition – Façade and Section 4-10-10 (A) Wall Signs. The proposed sign would be installed on an east facing façade adjacent to the Metra railway and approximately 225’ from Maple Avenue. The applicant states the sign design is based on the identification needs of the building and all tenants as a whole and is not in favor of any one tenant and that the proposed location is critical to the businesses that operate from within given that the façade is the most noticeable to all methods of traffic – pedestrian, vehicular and train.

**Recommendation**

Staff recommends approval of the tall building identification sign with the elimination the logo and movement of the “Evanston Metro Center” sign to between the top floor of the top story and the top of the wall of the building. Illumination of the signage shall be limited to 9:00 p.m. nightly.

**Attachments**

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

PLEASE PRINT

Building Address: 1007 Church St. Evanston, IL 60201
Building Owner’s Name: FDS 1007 Evanston, LLC
Building Owner’s Address: 1001 19th Street, Suite 1820, Arlington Heights, IL 60005
Type of Business: Commercial Office Building

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

Sign Contractor’s Name: Aurora Sign Company
Sign Contractor’s Phone: (630) 898-5900
Sign Contractor’s Address: 1100 Route 34, Aurora, IL 60503

Variation(s) Requested (See Sign Ordinance):

Lynda Helfberg, Aurora
Signature-Applicant/Agent/Date: 5/20

Lynda Helfberg, Aurora
Printed Name-Applicant/Agent: 5/20

(630) 898-5900
Applicant/Agent Phone

Colleen Sheehan
Signature-Owner of Property/Date: 8/4/17

Colleen Sheehan
Printed Name-Owner of Property/Agent for Owner

847-783-0487
Owner of Property Phone

6/16/2017
1. **Unique Hardship:** According to the City's current sign ordinance, Evanston Metro Center, at six floors tall, would need to be occupied by a single tenant on floors 2-6 in order to qualify as a tall building, therefore allowing them signage at the top portion of the building. This signage is not proposed for any specific tenant, but instead as building identification. Identical in purpose to the signage on The Carlson Building. Proposed sign location is critical for functionality and visibility to all means of traffic—pedestrian, train and vehicular. The sign design is based on the identification needs of the building and all tenants as a whole, and is not in favor of any 1 particular tenant. In addition to the tall building qualification concern, question has also been raised that our proposed location may or may not face a public thoroughfare on the east façade and the central downtown Evanston area. We feel our proposed location is critical to the businesses that operate from within given that this façade is the most noticeable to all methods of traffic, again, pedestrian, vehicular and/or train.

2. **Reasonable Return:** Placing the building signage over the main entrance is not effective as it faces only a minor intersection and is impossible to be viewed from any direction other than standing in front of the building itself, despite the size of this structure.

3. **Not self created:** The intent of this signage is not to solicit for a single tenant but rather to identify a major building within the Evanston downtown area. The purpose of this identification is no different than naming a shopping plaza to assist with the location of all businesses inside said plaza. Due to this building's location, surrounded by other large buildings and the train overpass, it would make it nearly impossible to view any building identification signage from the ground. It is our intention to place the signage on this elevation for the very purpose that this façade faces multiple busy public thoroughfares. Public thoroughfare as defined by the dictionary states “exposed to general view; accessible to or shared by all members of the community...”. It also defines thoroughfare “a way or place for passage;...passage, transit.” This façade, at the proposed height is readily viewable from Maple Ave., the Metra train tracks, the Metra pedestrian platform as well as the surrounding sidewalks, all of which are public thoroughfares.

4. **Not harm Public Welfare:** The sign has been tastefully designed with existing surrounding signage and aesthetics taken into consideration. The functionality is identical to dozens of other signs in the same downtown area.

5. **Graphic Effectiveness Demonstrated:** The sign ordinance has been adhered to with regard to size, color, illumination and sign type. Variance is being sought for location only.
6. **Consistent with Intent**: Having this building identification sign installed where we are proposing will be a valuable asset to not only the property owner, but the tenants as well as the pedestrians who are traveling to do business with said tenants. Again, I reference the Carlson Building. This is the piece of information people use to locate the occupants inside. They are located “in the Carlson Building.” People know where this is, as there is a sign on the building that states “Carlson Building”. This is the intention and purpose behind our proposed signage. That patrons are able to locate the building and the occupants inside by having noticeable signage at a height viewable from all surrounding public thoroughfares.
Evanston MetroCenter

INDIVIDUAL ILLUMINATED LETTERS ON A RACEWAY

Fabricate and install letters of aluminum and acrylic faces to be white acrylic with vinyl applied first surface. Feelings and trimcap to be white. Raceway to be painted to match wall. All exposed metal to be coated with acrylic polyurethane. Internal illumination to be white LEDs.

Scale 3/8" = 1'