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


Staff Present: J. Velan, L. Hemingway

Others Present:

Presiding Member: J. Leonard

A quorum being present, Ms. Leonard called the meeting to order at 2:32pm.

Approval of Minutes

September 12, 2018, DAPR committee meeting minutes.

G. Gerdes made a motion to approve the September 12, 2018, meeting minutes, seconded by S. Mangum.

The Committee voted, 8-0, to approve the September 12, 2018, meeting minutes.

New Business

1. 1007 Church Street Sign Variation
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.

APPLICATION PRESENTED BY: Karen Dodge, applicant’s representative

DISCUSSION:

- K. Dodge stated the proposed signage is to identify the building to pedestrians and to persons vehicles and the train. She stated the proposed signage is building identification, not business identification.
- G. Gerdes reviewed the requested variations. He stated the applicant has also provided an alternative signage that eliminates the logo and includes “Evanston MetroCenter” at the top of the building.
- J. Leonard stated the signage would not be visible to those in vehicles, and questioned whether the sign would be helpful to pedestrians. She stated she does not see the benefit.
- S. Mangum asked if the alternative sign would be readable from the sidewalk.
- K. Dodge stated yes.
- The sign will be illuminated.
- M. Jones stated if Church Street was 2-way then there could be a benefit.
- Public Comment:
  - Leslie Shad, Bird Friendly Evanston, stated this building is the most problematic building in Evanston off Northwestern’s campus. She stated it is common for there to be many dead birds in the parking lot daily. She stated lights attract birds, the proposed sign will add lights.
  - Judy Polloch, Bird Friendly Evanston, stated the CTA side of the building is the main problem.
  - G. Gerdes stated the staff recommendation is only the building name and to turn off the sign at 9:00pm. He asked if the added light causes concern.
  - J. Polloch stated yes, lights pull birds off their migration path.
  - J. Leonard stated she did not see the benefit to the proposed signage, suggesting revisions/alternatives could be explored and bird friendly measures included, or the Committee could vote on the variation.
- K. Dodge stated she would go back to the building owner and discuss alternatives.

Item held in Committee to allow the applicant to consider alternative signage and to address bird friendly concerns.

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Adjournment

S. Mangum made a motion to adjourn, seconded by J. Leonard. The Committee voted, 8-0, to adjourn. Meeting adjourned at 2:51pm.

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.

Respectfully submitted,
Michael Griffith