

Request For Board Action

REFERRED TO BOARD: September 11, 2017

AGENDA ITEM NO: 11

ORIGINATING DEPARTMENT: Community Development

SUBJECT: Consideration of a proposal to approve a Special Use for an EMG sign at the VFW located on North Avenue.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The Combined Planning Commission and Zoning Board conducted a public meeting on August 10, 2017 related to the proposed LED sign at the subject site. At this meeting, Staff reviewed the revised sign with the PZB and highlighted the sign changes from the last meeting. The applicant is now proposing to construct an 8 foot aluminum sign that incorporates an EMG sign along with a sign for VFW Post 4551. The proposed location of the sign would be shifted to the eastern edge of the property adjacent to the eastern access point into this site.

Staff outlined some of its concerns, however based on discussion among the commissioners there was general agreement that the proposed EMG sign would not have any negative impact on the surrounding parcels.

The Planning Commission recommended approval of the requested Special Use for EMG sign by a vote of 4-1.

FINANCIAL IMPACT: None

DOCUMENTS ATTACHED:

1. PZB Staff Report.

RECOMMENDED MOTION:

The PZB recommends that the Village Board direct the Village Attorney to draft an ordinance approving an EMG sign for VFW site on North Avenue.



REPORT TO: VILLAGE PRESIDENT and BOARD OF TRUSTEES
FROM: MICHAEL S. GARRIGAN, Esq, AICP, CNU-A, Community Development Director
DATE: September 7, 2017
SUBJECT: REPORT TO VILLAGE BOARD

CASE: VFW Post 4551
17-06 SU

REQUEST: Special Use

LOCATION: 75 North Avenue

APPLICANT: VFW Post 4551

ZONING: B-3

Background

The applicant is proposing to construct an EMG (Electronic Message Graphic) on their site along North Avenue. Currently, The VFW have a manual message pylon sign and they would like to replace it with an electronic message board. The applicant is seeking relief from the Village's sign ordinance so they can install a metal sign that would match the same material as their existing building which is metal.

The applicant is proposing to locate this EMG sign in their existing landscape area east of the current drive that is located at the eastern edge of the VFW property. The existing pylon sign which is located to the west of the existing drive will be removed once this new EMG sign is approved.

Special Use

When reviewing any proposed Special Use, it is important to look at the surrounding uses and determine whether what is being proposed is consistent with the character of the area. Therefore, it is necessary to look at the site's context, the nature of the surrounding uses and potential impact that the Special Use will have.

Below is a summary of the surrounding uses:

| | |
|--------|-------------------|
| North: | R-1 (Residential) |
| East: | B-3 (Commercial) |
| South: | R-1 (Residential) |
| West: | R-1 (Commercial) |

In accordance with Section 10-15-5, any proposed Special Use must comply with certain findings of facts that are outlined in this section of the Zoning Ordinance. The required findings of facts are as follows:

ANALYSIS

a) The compatibility of the proposed use with the existing and planned uses on abutting properties:

The revised sign design is now an eight (8) foot aluminum design with a series of decorative quoins. The new sign design attempts to provide a more decorative sign using aluminum material. The VFW building is metal and there is a real question whether a brick monument sign would integrate with the existing building.

b) Any increase in density or intensity of the proposed use that will affect the compatibility of the use with existing and planned uses in the surrounding area.

The PZB determined that this proposed EMG sign would have no negative impact on the character of the surrounding area.

c) The proposed use will not change the predominant character of the surrounding area.

The PZB determined contrary to Staff's analysis, that this proposed EMG sign would have no negative impact on the character of the area or impact on any of the adjacent residential uses.

d) The ability to mitigate adverse and understandable impact to the surrounding area, including, but not limited to individual impacts, air emissions, noise, vibrations, glare, heat, odors, water pollution, electromagnetic interference and other nuisance effects.

The PZB found that the applicant's proposed EMG sign would have no negative impact on the property values of the adjacent parcels and is generally consistent with the character of the area. In addition, the PZB was generally comfortable with the applicant's request for the following relief from the Village's existing sign ordinance:

- 1) The property must have one hundred (100) feet of frontage on Route 173, Route 59, or Route 83. North Avenue is not identified in the ordinance as being appropriate for LED signs.
 - 2) All EMB shall comply with the Village's monument sign requirements and shall be constructed in a monument style design and incorporate a brick or stone base, side columns of brick or stone on both sides of the sign.
- e. Amount of traffic generated and capacity and design of roadways and available parking facilities to handle anticipated traffic.*

The proposed LED sign will have no direct impact on the amount of traffic in the area.

- f. The effect on infrastructure including water, wastewater, stormwater, utilities, and streets;*

The proposed LED sign will have no impact on stormwater, or the Village's utility capacity.

- g. The incorporation and integration of architectural and landscape features to mitigate impacts from the proposed use.*

The PZB was generally comfortable with the proposed design of this EMG sign and did not believe that it would have any detrimental impact on any of the surrounding properties.

RECOMMENDATION

While Staff had some concerns about the potential proliferation of EMG signs along North Avenue if this sign is approved, the PZB was generally comfortable with granting the VFW approval of their EMG sign.

Based on the foregoing analysis, the PZB recommended by a vote of 4-1 approval of the applicants proposed EMG sign.

We move that Village Board authorize the Village Attorney to draft a Special Use Ordinance for an EMG sign of the VFW Post 4551.