



VILLAGE OF MORTON GROVE
APPEARANCE COMMISSION
FLICKINGER MUNICIPAL CENTER
6101 Capulina Avenue, Morton Grove, IL 60053
December 7, 2020 - 7:00 P.M.

AGENDA

I. CALL TO ORDER

II. APPROVAL OF MINUTES OF: November 2, 2020

III. PUBLIC MEETING

CASE: AC 20-08

APPLICANT: Volta Charging LLC
155 De Haro Street
San Francisco, CA 94103

LOCATION: 6701-6939 Dempster Street (Kensington Subdivision)
10-19-103-001-0000; 10-19-200-007-0000; 10-19-200-010-0000; 10-19-200-009-0000
Morton Grove, IL 60053

PETITION: Request for an Appearance Certificate with associated sign waivers for electric vehicle charging stations

IV. OTHER BUSINESS:

None

V. CLOSE MEETING

In response to ongoing restrictions and recommendations in place due to the COVID-19 pandemic, and in accordance with State of Illinois Executive Orders, the Village is inviting Appearance Commission and public participation through virtual attendance as an alternative to in-person attendance.

Attend AC Zoom Meeting Online:
<https://zoom.us/j/8479654100>

Attend AC Zoom Meeting by Phone:
Call: (312) 626-6799
Meeting ID: 847 965 4100

*Note that all persons are still welcome to attend the public meeting in-person as regularly scheduled. Social distancing measures will be in place to ensure the safety of the public and Village staff. **All persons attending the meeting in-person must wear a face covering.** All persons in attendance, whether by phone, computer, or in-person, will have the opportunity to be heard during periods of public comment. All interested parties are invited to attend.*

MINUTES OF THE NOVEMBER 2, 2020
MEETING OF THE MORTON GROVE APPEARANCE COMMISSION
RICHARD T FLICKINGER MUNICIPAL CENTER
6101 CAPULINA AVENUE, MORTON GROVE, IL 60053

Pursuant to proper notice in accordance with the Open Meetings Act, the regular meeting of the Appearance Commission was called to order at 7:00 pm by Chairperson Pietron, who led the assemblage in the Pledge of Allegiance. Secretary Sopkin called the roll. In attendance were:

Members of the Commission Present:

J. Pietron (Chairperson)
P. Minx
M. Ingram
R. Block
D. Hedrick
D. Manno
W. Zimmer (Via Zoom)

Members of the Commission absent:

None

Village Staff and Dignitaries Present:

Z. Heidorn, Land Use Planner – Coordinator/Staff Liaison
R. Minx, Village Trustee
J. Thill, Village Trustee
W. Gear, Village Trustee
R. Czerwinski, Village Administrator
T. Hoffman Liston, Corporate Counsel
M. Manno, Morton Grove Park District Commissioner

Chp Pietron now announced the first order of business which was the approval of the minutes of the July 6, 2020 meeting.

Cmsr Block moved to approve the July 6, 2020 minutes as presented. The motion was seconded by Cmsr Hedrick. Secretary Sopkin called the roll. The vote was as follows:

Ingram	<u>Aye</u>	Manno	<u>Aye</u>
Hedrick	<u>Aye</u>	Zimmer	<u>Aye</u>
Minx	<u>Aye</u>	Pietron	<u>Aye</u>
Block	<u>Aye</u>		

Chp Pietron moved on to the next agenda item, **Appearance Case AC 20-06, IM Kensington MG LLC, 6761 Dempster Street, Lot 13 of Kensington Subdivision (10-19-103-001-0000, 10-19-200-**

007-0000, 10-19-200-010-0000, 10-19-200-009-0000) Requesting an Appearance Certificate and Approval of Building Plans Associated With PC 20-14, Requesting a Special Use Permit and an Amendment to a Planned Unit Development (Ordinance 19-03) to Operate a Cannabis Business Establishment.

Dan Rea and John Schoditch, Kensington Development Partners, were present.

Ms. Heidorn, Staff Liaison, started the presentation with an overview describing the project and the site details. Chp Pietron instructed the Commissioners that approvals on this case were based solely on the appearance and not the proposed business being introduced.

Ms. Heidorn introduced Mr. Dan Rea, who continued the presentation. This site would be a retail structure and would be pad ready between 4,000 and 6,000 ft², but were leaning toward the larger size. The parking area would not be affected by this change. They provided a concept floor plan and elevations, with materials within the current Code approvals and development. They would use glass with glazing to protect the business and prevent passersby from seeing inside. The outside would be a brick veneer. They would use the landscape plan previously approved with green space just south of the building with trees and other vegetation.

Chp Pietron asked about lighting, specifically about the light fixtures, site lighting, building mounted fixtures, and Mr. Rea said that it was Code compliant building mounted, and part of the permit package.

Cmsr Block asked if this building was in front of the residential units, and Mr. Rea said that there was an access road running north/south, and the residential units would have their own access road into their property.

Chp Pietron then asked about the trash enclosure, if it would be masonry or metal panel on the south side of the building, and Mr. Rea said there was a blue color panel in keeping with the overall look of the center. At this time, they were looking at 3 or 4 possible tenants, and their brand image would be incorporated and presented when available. Cmsr Ingram was concerned about the wall panel material with regard to fading and maintenance, but was reassured that it was not an issue.

Cmsr Block moved to approve **Appearance Case AC 20-06, IM Kensington MG LLC** as presented. The motion was seconded by Cmsr Ingram.

Secretary Sopkin called the roll. The vote was as follows:

Ingram	<u>Aye</u>	Manno	<u>Aye</u>
Hedrick	<u>Aye</u>	Zimmer	<u>Aye</u>
Minx	<u>Aye</u>	Pietron	<u>Aye</u>
Block	<u>Aye</u>		

Chp Pietron moved on to the next agenda item, **Appearance Case AC 20-07, Pace Suburban Bus, 7202 Dempster Street, 6939 Dempster Street, 6880 Dempster Street, 5998 Dempster Street, and**

5941 Dempster Street, Requesting an Appearance Certificate With an Associated Sign Waiver for the Design of Pulse Dempster Line Stations.

Steven Andrews, Pace Bus, and Steve Brown, ACTB, were present.

Ms. Heidorn, Staff Liaison, started the presentation with an overview describing the project and the site details. This was proposed as several sites along Dempster Street in the right-of-way, and would be known as the Pulse Dempster Line. They would incorporate trash receptacles, artwork, and real-time route boards, as well as local village logos.

Mr. Andrews continued the presentation and said this new bus service would be the Pace Pulse Rapid Transit system and would run from Evanston to Des Plaines to O'Hare Airport. These proposed terminals were not necessarily the final design – there may be some minor modifications. The terminals would include heated shelters, 12" raised platforms, vertical markers with real-time signs, pavement snow-melt systems, bus curbs, customizable shelter panels in polycarbonate materials, trash receptacles, landscaping, and bike racks. The shelters would be heated by overhead heating units. The benches would be aluminum with wooden seats. Pace would be responsible for the maintenance of these bus stations, and there would be a consistent appearance with regard to their branding so that it would be recognizable as the Pulse Line. There would be added street scaping and local designs included. The Harlem location would be ultra-compact due to the location, but would retain similar elements. The locations proposed would be by the CVS and El Sol at Austin Avenue, Morton Grove Park District and Bank of America near Waukegan, and by Kappy's at Harlem. The shelter across the street at Harlem would be located in Niles, and would not be part of this proposal.

Chp Pietron asked about the maintenance frequency, and was told that the trash would be emptied, the glass and the shelter would be cleaned and this would be weekly. Any vandalism or breakage would be addressed as needed, and they were not proposing security cameras as this would be a highly traveled route and highly visible.

Cmsr Ingram moved to approve **Appearance Case AC 20-07, Pace Suburban Bus**, as presented. The motion was seconded by Cmsr Manno.

Secretary Sopkin called the roll. The vote was as follows:

Ingram	<u>Aye</u>	Manno	<u>Aye</u>
Hedrick	<u>Aye</u>	Zimmer	<u>Aye</u>
Minx	<u>Aye</u>	Pietron	<u>Aye</u>
Block	<u>Aye</u>		

Chp Pietron moved on to the next agenda item, **Other Business/Public Comment**. There was no other business or public comment.

ADJOURNMENT:

Appearance Commission

There being no further business, Commissioner Manno moved to adjourn the meeting. The motion was seconded by Commissioner Ingram and approved unanimously pursuant to a voice vote at 7:30 pm.

Stacy Sopkin
Minutes by: Secretary Sopkin

Minutes were approved on _____			
_____ by a voice vote of the			
Commissioners, with the votes as follows:			
Ingram	_____	Block	_____
Hedrick	_____	Manno	_____
Minx	_____	Pietron	_____

To: Chairperson Pietron and Members of the Appearance Commission

From: Zoe Heidorn, Land Use Planner; Manika Shrivastava, Assistant Village Planner

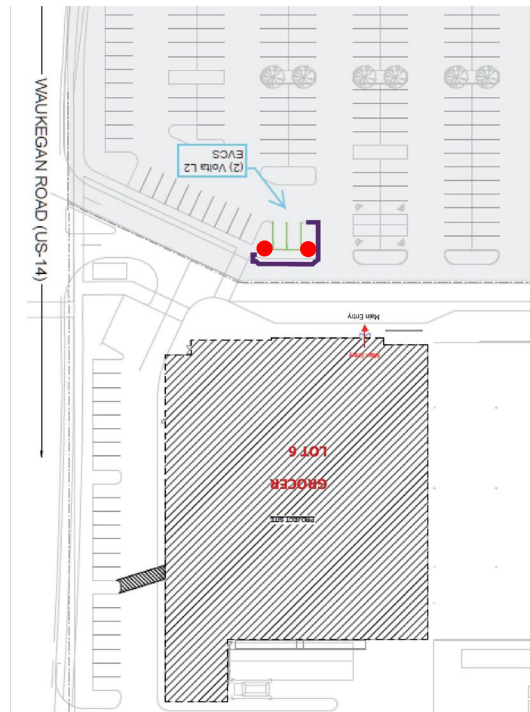
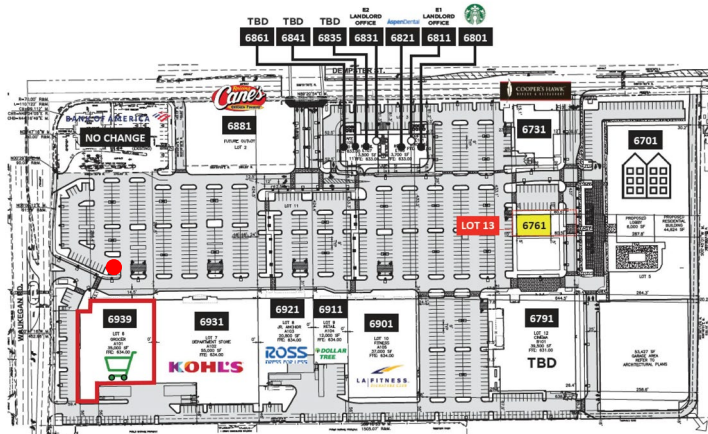
Date: December 1, 2020

Re: Appearance Commission Case AC 20-08
Volta Charging LLC – Request for an Appearance Certificate with associated sign waivers for electric vehicle charging stations at 6701-6939 Dempster Street (Kensington Subdivision) in Morton Grove, Illinois (10-19-103-001-0000; 10-19-200-007-0000; 10-19-200-010-0000; 10-19-200-009-0000)

Project Overview

Volta Charging LLC submitted a complete application to the Department of Community and Economic Development requesting the Appearance Commission's approval of various waivers to allow off-premises electronic messaging signage, additional ground monument signs, additional ground monument sign area, and higher than permitted signage illumination for electric vehicle (EV) charging stations at the Sawmill Station mixed-use "lifestyle center." The 26-acre Sawmill Station development site is located at the southeast corner of Dempster Street and Waukegan Road.

Existing EV Charging Station Location Maps



In the fall of 2020, Volta Charging LLC installed two EV charging stations just north of the future grocery store at 6939 Dempster Street (Lot 6 of the Kensington Subdivision). While the stations were installed with prior permitting from the Village, the stations were inadvertently not reviewed for compliance with the Village's sign regulations. The Applicant is proposing up to eight EV charging stations serving the retail businesses located at Sawmill Station, with future locations to be determined. The Applicant is seeking waivers to legalize the existing two stations and allow the future installation of up to six additional stations on the development site. The future stations will be required to comply with all applicable requirements of Title 10, Chapter 10 (Sign Requirements), unless otherwise authorized by the Appearance Commission under Case AC 20-08.

Electric Vehicle Charging Station Design

Specifications for the Level 2 (L2) electric vehicle charging stations installed and proposed at Sawmill Station are as follows:

- Overall Size: 7.19 ft. (height) x 2.71 ft. (width) x 1.06 ft. (depth)
- Display Size (per two sides): 4.00 ft. (height) x 2.25 ft. (width)

- Cord Length: 20 ft.
- Power Type: 208/240VAC, 40A, 10 kW max
- Delivers: 30-70 miles of range per hour

The Applicant is expected to speak to the durability of materials and maintenance of the EV charging stations.

The charging stations can be used to amplify public safety broadcasts and distribute messages to the local community. Staff recommends that as a condition of approval, amplified messaging must be limited to public safety broadcasts and notices specifically authorized by the Village of Morton Grove. Additionally, message amplification is recommended to be limited to 60 decibels (dBA) at the source and no more than 15 dBA above the ambient sound level, as measured at any lot line bounding the Sawmill Station commercial development site. According to the Centers for Disease Control and Prevention (CDC), normal conversation is about 60 dBA. The 15-dBA restriction mirrors existing Village Code Section 6-5-5, Examples of Prohibited Noise.



Example of Volta EV Charging Station

Signage Review

The Sawmill Station developer, IM Kensington MG LLC, submitted a signage plan for the overall development site, which was reviewed and approved by the Appearance Commission in 2019 under Case AC 19-03. The issued Appearance Certificate authorized various waivers for the proposed monument signs to allow the following:

- Nine ground monument signs (three permitted by-right)
- 1,625 square feet of total ground monument sign face area (150 square feet permitted by-right)
- 48 to 454 square feet of ground monument sign face area per sign (50 square feet permitted by-right)

Neither the Unified Development Code nor Title 10, Chapter 10, specifically controls electric vehicle charging stations. Due to the significant signage included on the structures, staff is considering the proposed EV charging stations to be ground monument signs, which are controlled by Section 10-10-7:G. Per Section 10-10-2, a ground monument sign is defined as follows:

GROUND MONUMENT SIGN: A sign detached from any building and mounted on the ground or base.

Because the proposed signage is illuminated and includes electronic messaging, requirements relating to these sign types also apply. The following table compares the proposed signage with the Village's signage requirements:

SIGNAGE CONTROL	CODE REQUIREMENT	PROPOSED	WAIVER REQUESTED
Prohibited Signs	Off-premises signage prohibited (Sec. 10-10-5:B)	<i>Off-premises signage proposed</i>	<i>Waiver to allow off-premises signage</i>
<i>Ground Mount Sign Requirements</i>			
Number of Monument/ Pylon Signs per Street Frontage	1 sign per 150 ft. of street frontage with a maximum of 3 signs (Sec. 10-10-7:G.2)	9 monument signs authorized under AC 19-03 <i>+ 8 monument signs proposed</i>	<i>Waiver of 8 signs to allow a total of 17 signs</i>
Max. Permitted Height	10 ft. average per sign, overall maximum of 25 ft. (Sec. 10-10-7:G.2)	7.19 ft.	<i>Compliant</i>

SIGNAGE CONTROL	CODE REQUIREMENT	PROPOSED	WAIVER REQUESTED
Max. Permitted Combined Monument Sign Face Area	150 sq. ft. of combined sign face, for sites > 5 acres (Sec. 10-10-7:G.2)	1,625 sq. ft. authorized under AC 19-03 + 144 sq. ft. proposed (9 sq. ft. per face x 2 faces x 8 signs)	Waiver of 144 sq. ft. to allow a total of 1,769 sq. ft.
Max. Permitted Combined Monument Sign Face Area per Sign	50 sq. ft. of combined sign face are per sign (Sec. 10-10-7:G.2)	9 sq. ft. per face x 2 faces = 18 sq. ft.	<i>Compliant</i>
Min. Required Setback from public right of way	4 ft. from public-right-of way (Sec. 10-10-7:G.6)	> 4 ft. from public right-of-way	<i>Compliant</i>
Landscape Bed	Min. 2 ft. from base on all sides, min. height of 3 ft. 2') (Sect. 10-10-7:G.5)	No landscape bed proposed	Waiver to landscape bed requirement
<i>Illuminated Sign Requirements</i>			
Max. Permitted Candlepower	100 foot-candles of power per running foot of sign width (candlepower is total lumens divided by 12.57) (Sec. 10-10-7:B.2)	Station screen width = 2.7 feet Max. foot-candles = 100 cd x 2.7 ft. = 270 cd/ft ² Proposed candlepower = 232 cd/ft ²	<i>Compliant</i>
Exposed Lighting	Exposed reflective-type bulbs, strobe lights, and incandescent lamp prohibited (Sec. 10-10-7:B.4)	No exposed bulbs proposed	<i>Compliant</i>
<i>Electronic Messaging Sign Requirements</i>			
Min. Period of Display	Min. period of display between content and messages = 10 seconds in commercial districts (Sec. 10-10-7:C.3)	Proposed programming of screens to change content no more than every 10 seconds	<i>Compliant</i>
Max. Illumination	500 nits between dusk and dawn, 5,000 nits during daylight hours (Sec. 10-10-7:C.4)	2,553 nits between dawn and dusk (daytime) 1,421 nits between dusk and dawn (nighttime) If required, Applicant is willing to run black screens after business hours.	Waiver of 921 nits to allow nighttime illumination of 1,421 nits
Max. Sign Area	Max. 75% of ground monument sign area (Sec. 10-10-7:C.1)	9.00 sq. ft. / 19.49 sq. ft. = 46.18%	<i>Compliant</i>
Content	Content must relate to on-premises businesses (Sec. 10-10-7:C.2)	Off-premises signage proposed	Waiver to allow off-premises electronic messaging signage

As shown in the table above, the proposed signage plan for the EV charging stations requires the following waivers to Chapter 10-10 in order to allow approval as presented:

- **Section 10-10-5:B** – Applicant requests a waiver of the prohibition on off-premises signage.

- **Section 10-10-7:G.2** – Applicant requests a waiver of 8 ground monument signs to allow a total of 17 ground monument signs.
- **Section 10-10-7:G.2** – Applicant requests a waiver of 144 square feet of combined monument sign face area to allow a total of 1,769 square feet of combined monument sign face area.
- **Section 10-10-7:G.5** – Applicant requests a waiver of the landscape bed requirements for ground monument signs.
- **Section 10-10-7:C.4** – Applicant requests a waiver of 921 nits to allow a nighttime illumination of 1,421 nits.
- **Section 10-10-7:C.2** – Applicant requests a waiver of the prohibition on off-premises electronic messaging signage.

Discussion

Nationally, Volta's EV charging stations have provided over 60 million miles of free charging, replaced approximately 2.3 million gallons of gasoline, and eliminated over 45 million pounds of carbon dioxide (CO₂). Volta's business model relies on sponsored content to support charging station installation and maintenance, and the supply of electricity to users at no cost. Per the Applicant, the availability of free charging stations will encourage electric vehicle use as a more sustainable mode of transportation and provide an amenity to Sawmill Station retailers and customers.

The Applicant is requesting the following waivers to allow electronic messaging displays on up to eight EV charging stations at Sawmill Station:

Waivers to allow off-premises electronic messaging signage: Village Code does not allow for off-premises signage, or outdoor advertising that does not identify or directly relate to a business or establishment on the premises, except for special event signs authorized by the Village Administrator. Typically, such a restriction aims to prevent undesirable and unattractive signage controlled by entities located outside of a community or without inherent interest in specific property. Allocating allowed sign area to businesses and activities located on a particular property is thought to maximize the economic and aesthetic benefits of commercial signage to the community. In the Case of AC 20-08, Volta is proposing off-premises signage on its EV charging stations in order to cover the costs of charging station installation and maintenance, and the supply of electricity to users at no cost. Unlike traditional off-premises advertising, Volta's proposal for off-premises signage provides a direct amenity and benefit to Sawmill Station customers and the broader community.

Waiver to allow additional ground monument signs: While staff is classifying Volta's EV charging stations as ground monument signs, staff notes that the purpose and physical characteristics of these structures are markedly different than other ground monument signs located on the Sawmill Station development site. Whereas the nine authorized ground monument signs are located close to the public right-of-way and are intended to attract the attention of pedestrian and vehicular traffic, the existing and future EV charging stations will be located as needed to service parked vehicles within the development's interior. The waiver to allow up to eight additional ground monument signs may only be applied to the EV charging stations proposed by Volta under Case AC 20-08, and not to other ground monument signage on the property that may be proposed in the future.

Waiver to allow additional ground monument sign area: The Applicant is requesting a waiver to allow 144 additional square feet of ground monument sign area, or 9 square feet per station face. This is a relatively minor increase above the 1,625 square feet of ground monument sign area authorized under AC 19-03. It should be noted that much of this additional sign area will be set back significantly from Dempster Street and Waukegan Road, and may not be visible from the surrounding property and public right-of-way due to intervening structures.

Waiver to landscape bed requirement: The Applicant is requesting a waiver of the landscape bed requirements for ground monument signage, including a minimum two-foot buffer surrounding a sign's base. Because the principal purpose of the EV charging stations is to provide electricity to vehicles and the required landscape bed would likely interfere with station ease of use, staff does not object to the request.

Waiver to allow higher nighttime illumination: The Applicant is proposing a nighttime illumination of 1,421 nits (between dusk and dawn), which exceeds the maximum illumination requirement by 921 nits. However,

the Applicant is willing to program the stations to run black screens after business hours if the waiver is approved. **The Applicant is expected to speak to the appropriateness of the proposed nighttime illumination level and how it is anticipated to impact future residents at Sawmill Place.** If the Appearance Commission votes to authorize a waiver for nighttime illumination, staff recommends requiring the screens to be turned off after business hours as a condition of Appearance Certificate approval.

Staff reviewed several other municipal codes to determine whether the Village's limit of 500 nits between dusk and dawn is low by comparison. Staff found that Niles, Skokie, Glenview, and Park Ridge all restrict nighttime illumination of electronic signs to 500 nits.

Appearance Commission Review

In accordance with Section 12-16-2:C.2, the Appearance Commission is charged with reviewing exterior elevations, sketches, materials, and exhibits as to whether they are appropriate to or compatible with the character of the immediate neighborhood and whether the submitted plans comply with the provisions of the regulations and standards set forth in Chapter 12 "Design Standards" of the Unified Development Code. The Appearance Commission is also responsible for the review of requests for sign variations. The standards for sign variation are established in Section 10-10-3:E.

The Design Standards (Sec. 12-12-1:D)

Criteria and Evaluation Elements: The following factors and characteristics relating to a unit or development and which affect appearance, will govern the appearance review commission's evaluation of a design submission:

1. Evaluation Standards:
 - a. Property Values: Where a substantial likelihood exists that a building will depreciate property values of adjacent properties or throughout the community, construction of that building should be barred.
 - b. Inappropriateness: A building that is obviously incongruous with its surroundings or unsightly and grotesque can be inappropriate in light of the comprehensive plan goal of preserving the character of the municipality.
 - c. Similarity/Dissimilarity: A builder should avoid excessively similar or excessively dissimilar adjacent buildings.
 - d. Safety: A building whose design or color might, because of the building's location, be distracting to vehicular traffic may be deemed a safety hazard.
2. Design Criteria:
 - a. Standards: Appearance standards as set forth in this chapter.
 - b. Logic Of Design: Generally accepted principles, parameters and criteria of validity in the solution of design problems.
 - c. Architectural Character: The composite or aggregate of the components of structure, form, materials and functions of a building or group of buildings and other architectural and site composing elements.
 - d. Attractiveness: The relationship of compositional qualities of commonly accepted design parameters such as scale, mass, volume, texture, color and line, which are pleasing and interesting to the reasonable observer.
 - e. Compatibility: The characteristics of different uses of activities that permit them to be located near each other in harmony and without conflict. Some elements affecting compatibility include intensity of occupancy as measured by dwelling units per acre; floor area ratio; pedestrian or vehicular traffic generated; parking required; volume of goods handled; and such environmental effects as noise, vibration, glare, air pollution, erosion, or radiation.
 - f. Harmony: A quality which produces an aesthetically pleasing whole as in an arrangement of varied architectural and landscape elements.
 - g. Material Selection: Material selection as it relates to the evaluation standards and ease and feasibility of future maintenance.
 - h. Landscaping: All requirements set forth in chapter 11, "Landscaping And Trees", of this title. (Ord. 07-07, 3-26-2007)

Sign Variance Standards (Sec. 10-10-3:E)

In the opinion of the appearance commission the proposed sign displays a level of creativity which might not be achieved if strict adherence to the technical requirements of this chapter were imposed; or

1. There are special circumstances unique to the property that would create practical difficulties if the technical requirement of this chapter were imposed. By way of example, but not by way of limitation, such circumstances include the size, shape, topography, location or surroundings affecting the property; however,
2. Under no circumstances may a sign be approved if the proposed sign violates the standards set forth in subsection D2 or D3 of this section. (See below)

3. The appearance commission may approve and amend a sign plan for a building or development with multiple tenants. Upon such approval, the village administrator shall approve all signs for such building or developments which conform to said plan without further design review by the appearance commission.

As referenced in Section 10-10-3:E, the standards established in subsections D2 and D3 are as follows:

- D2. The sign as proposed does not violate any other applicable code provisions and/or standards of the village of Morton Grove, state of Illinois, or federal government; and
- D3. The sign will not:
 - a. Cause substantial injury to the value of other properties in the vicinity, or
 - b. Be detrimental to the public safety or welfare in the neighborhood where it is located, or
 - c. Unreasonably impair the visibility to adjacent property or public right of way, or
 - d. Be inconsistent with any approved plan for the building or the district or area where it is located, or
 - e. Be inconsistent with other signs on the property, or with the architectural character of the building, or
 - f. Alter the essential character of the neighborhood, or
 - g. Violate the purpose, spirit, or intent of this code.

Recommendation

If the Appearance Commission makes a motion to approve Volta Charging LLC's request for an Appearance Certificate with associated sign waivers for electric vehicle charging stations at 6701-6939 Dempster Street (Kensington Subdivision) in Morton Grove, Illinois (10-19-103-001-0000; 10-19-200-007-0000; 10-19-200-010-0000; 10-19-200-009-0000), staff recommends the following conditions of approval:

- 1) *Electric vehicle charging station amplification shall be limited to public safety broadcasts and messaging specifically authorized by the Village of Morton Grove. The amplification of commercial messaging shall be prohibited. Message amplification shall be limited to 60 decibels (dBA) at the source and no more than 15 dBA above the ambient sound level, as measured at any lot line bounding the Sawmill Station commercial development site.*
- 2) *Electric vehicle charging station sign displays shall be turned to a black screen or shut off after Sawmill Station business hours.*
- 3) *Electric vehicle charging station sign displays shall be equipped to default to a black screen or to automatically shut off if a malfunction occurs.*
- 4) *Contact information for Volta shall be provided on electric vehicle charging stations for maintenance and troubleshooting purposes.*
- 5) *Prior to filing any permit application, the Applicant shall provide the Village with final plans and material specifications for review and approval. Final plans and materials must be deemed consistent with the approved plans and materials, as determined by the Land Use Planner and Chairperson of the Appearance Commission. If such designs are deemed to be inconsistent with the approved plans or if materials are deemed to be of a lower quality than the approved materials, then the Owner/Applicant will be required to file an application for an amendment to the Appearance Certificate.*
- 6) *(Any additional conditions recommended by the Appearance Commission)*



Appearance Commission Application

Village of Morton Grove Department of Community & Economic Development

6101 Capulina Avenue, Morton Grove, Illinois 60053 | 847-663-3063 | commdev@mortongroveil.org

Case Number: AC 20-08 Date Application Filed: November 9th 2020

APPLICANT INFORMATION

Applicant Name: Volta Charging, LLC

Applicant Address: 155 De Haro Street

Applicant City / State / Zip Code: San Francisco, CA 94103

Applicant Phone: (970) 218-717 Mobil / Other: ()

Applicant Email: sam.applegate@voltacharging.com

Applicant Legal Interest in Property (Owner, Tenant, Etc.): Tenant

Applicant Signature: Samantha Applegate

PROPERTY INFORMATION

Common Address of Property: 6939 Dempster Street Morton Grove, Illinois 60053

Property Identification Number (PIN):

Zoning District: C-1 Property's Current Use: Grocery

APPLICANT'S REQUEST (ATTACH ADDITIONAL SHEETS AS NECESSARY):

1. Applicant is requesting Appearance Commission approval for the following:

Waiver to allow off-premises signage for electric vehicle charging stations.

2. Provide detailed information to explain the reason for the request (attach additional sheets as necessary):

See Attached

Volta Charging has been selected as the preferred provider for electric vehicle ("EV") charging stations for the retail business at this site. One of the main reasons Volta Charging was selected rather than another supplier of EV chargers, is that Volta's business model relies on sponsored content to support the proliferation of free charging to drivers of EVs. Free charging is not only a benefit to the stores hosting the chargers and their customers, it benefits the community and township by furthering its sustainability goals and related regulatory requirements and enhancing its tax revenue through increased traffic to those stores within its boundaries where the free charging benefit is available. Volta's sponsored displays are an integral part of its EV charging stations and cannot be separated therefrom.

10-10-7:B.2: No illuminated sign shall exceed one hundred (100) foot-candles of power per running foot of the width of the sign. Candlepower is total lumens divided by 12.57.

Volta Station Screen width: 2.7 ft

Foot-candle limit for Volta Stations: $100 \text{ cd} * 2.7 \text{ ft} = 270 \text{ cd/ft}^2$

Station brightness: 232 cd/ft²

10-10-7:B.4: No exposed reflective type bulbs and no strobe light or incandescent lamp shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property or on or under canopy/awnings.

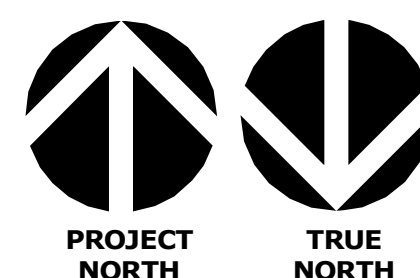
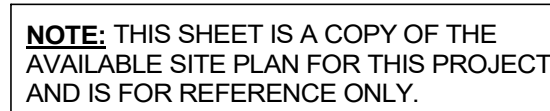
The station screens contain no exposed bulbs.

10-10-7:C.3: The sign shall display static images only. The sign shall not display video and shall not move, blink, animate, flash or operate in any other manner which constitutes or implies motion. The content and messages displayed on the sign are permitted to change no more than every thirty (30) seconds in residential districts, and no more than every ten (10) seconds in commercial districts. Transitions between content and messages shall be instantaneous.

The content on the screens is completely static and contains no blinking, animation, or flashing. We can program the screens to change content no more than every 10 seconds as is required in a commercial district.

10-10-7:C.4: Electronic messaging signs shall be equipped with light sensing devices or timers that automatically dim the intensity of the light emitted from the sign during low light periods from dusk to dawn. The illumination level of the sign, as measured at the sign surface, shall not exceed five hundred (500) nits of intensity between dusk and dawn and five thousand (5,000) nits during daylight hours.

The screens are programmed with auto-dimming capabilities, much like a cell phone. Our dimming program outputs 2553 nits during the daytime and 1421 nits at night. If required, we can also program the screens to run no content (black screens) after business hours.



Volta provides free, turnkey electric vehicle charging services. This modern amenity attracts the community as Volta's charging network draws 3x the number of visits to the property as compared to other charging networks.* Our stations have been installed in over 140 different municipalities across the U.S.

VOLTA STATION BENEFITS

- ## CHARGING UNIT INFORMATION

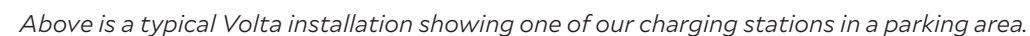
Listings: UL® E354307

POWER REQUIREMENTS

Cell signal or LAN access required

INSTALLATION REQUIREMENTS

Two Volta stations can share one 2" conduit



Outdoor Rated Components

Designed & Manufactured
in the USA

- Keyed Entry Security



VOLTA HEADQUARTERS: 155 De Haro St. San Francisco, CA 94103 **WEBSITE:** voltacharging.com

VOLTA

Charging Services





Volta is Your Guide to Capitalize on the Electric Vehicle Revolution

In 2 years, electric vehicles will be more affordable than gas-powered cars. Spending time at gas stations will become a thing of the past, shifting driver habits. Volta's proprietary charging demand modeling and one-of-a-kind partnerships are designed to maximize the value of this transition for your business.

Volta Drives \$100,000's More per Location per Year

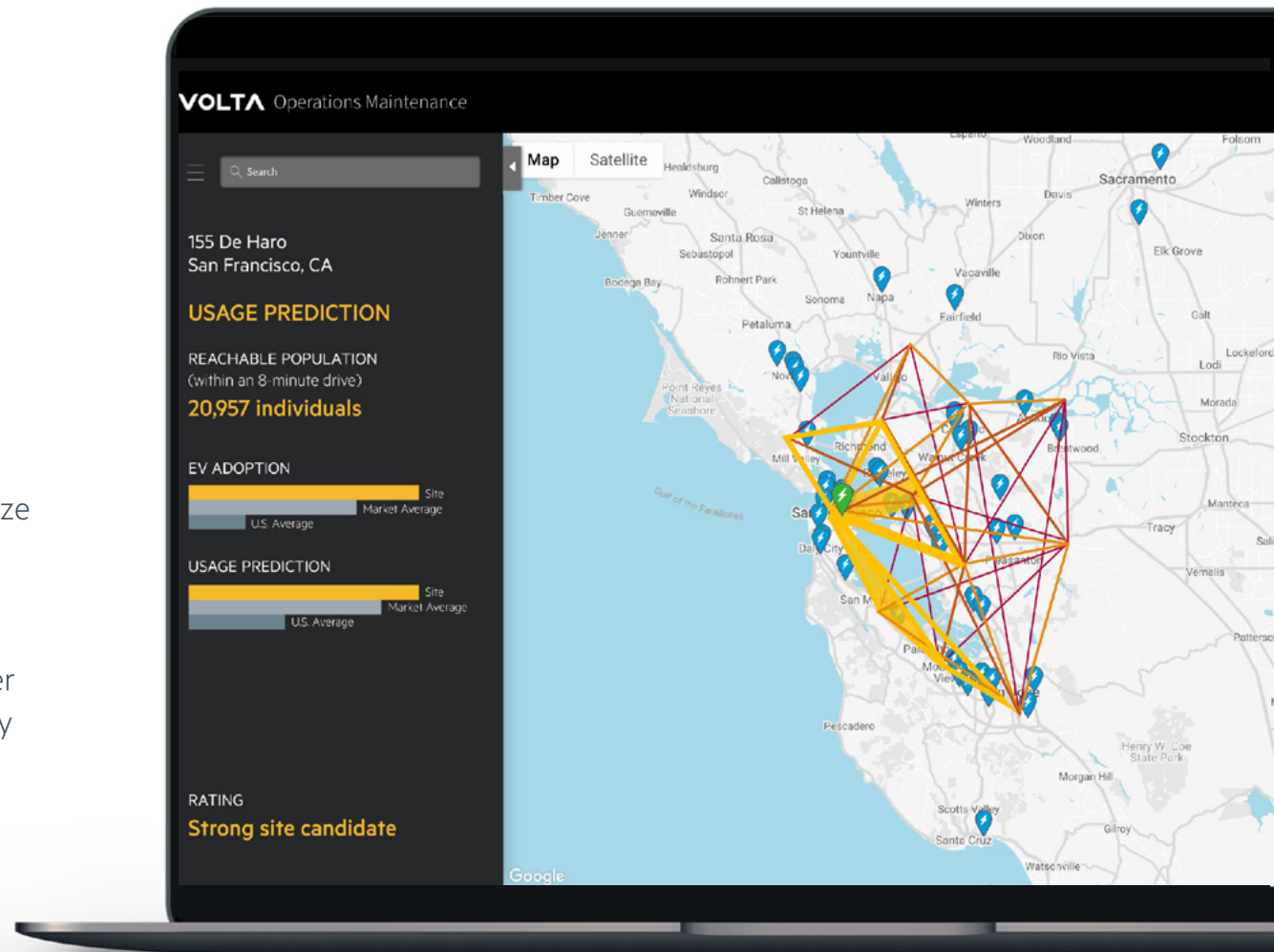
Partner with Volta and turn your property into a destination for electric vehicle drivers. Not only do Volta charging stations deliver increased revenue, they attract 4x more shoppers that stay 2.5x longer versus other charging companies. When combined with Volta's impactful media network, Volta partners are able to provide free charging while also capitalizing on their station's influential advertising.

Volta charging attracts
4x more customers
and increases
dwell time by **2.5x**



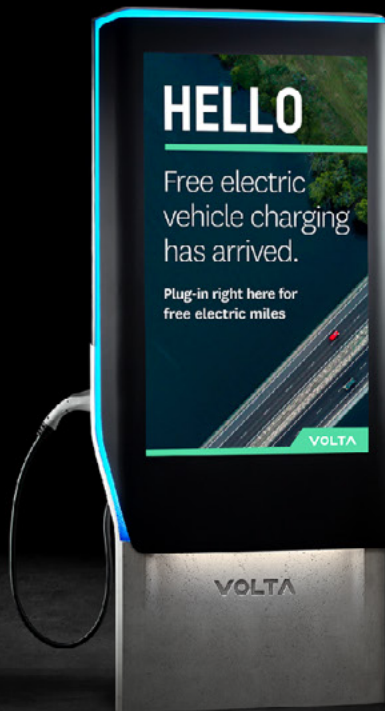
Volta Predicts What Your Site Actually Needs

Volta's proprietary network planning tools optimize each location's charging network by leveraging artificial intelligence to best predict when, where and how much vehicle charging will deliver the greatest business value. This allows you to deliver critical charging infrastructure to your community while also maximizing wallet share.



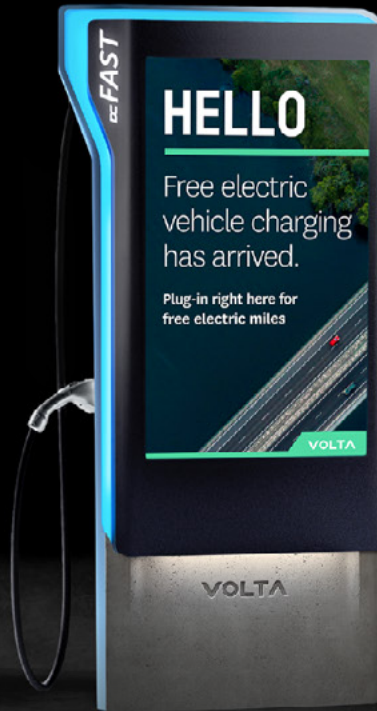
Charging Services Tailored to Your Business

Volta offers a full suite of services to build charging experiences that match your customers' needs. With charging speeds that deliver between 30 to 400 miles of driving range in an hour, you can charge any electric vehicle while accommodating all visit lengths. Volta makes the process of adding charging to your property easy by managing the entire buildout as well as ongoing maintenance.



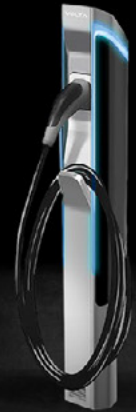
Level 2

Delivers 30- 70 miles
of range per hour



DC fast

Delivers 250-400 miles
of range per hour



Tower

Delivers 30- 400 miles
of range per hour



Volta is Your Premium Onsite Content Network

Extend and amplify your ability to influence your customer's journey. Volta's content network provides your business with an effective new platform to drive promotions and lift in-store sales. Partners can also expand their revenue potential through increased media ownership.

Expand your revenues by
selling industry-leading media

+133%

Greater Awareness
vs. Out of Home

+28%

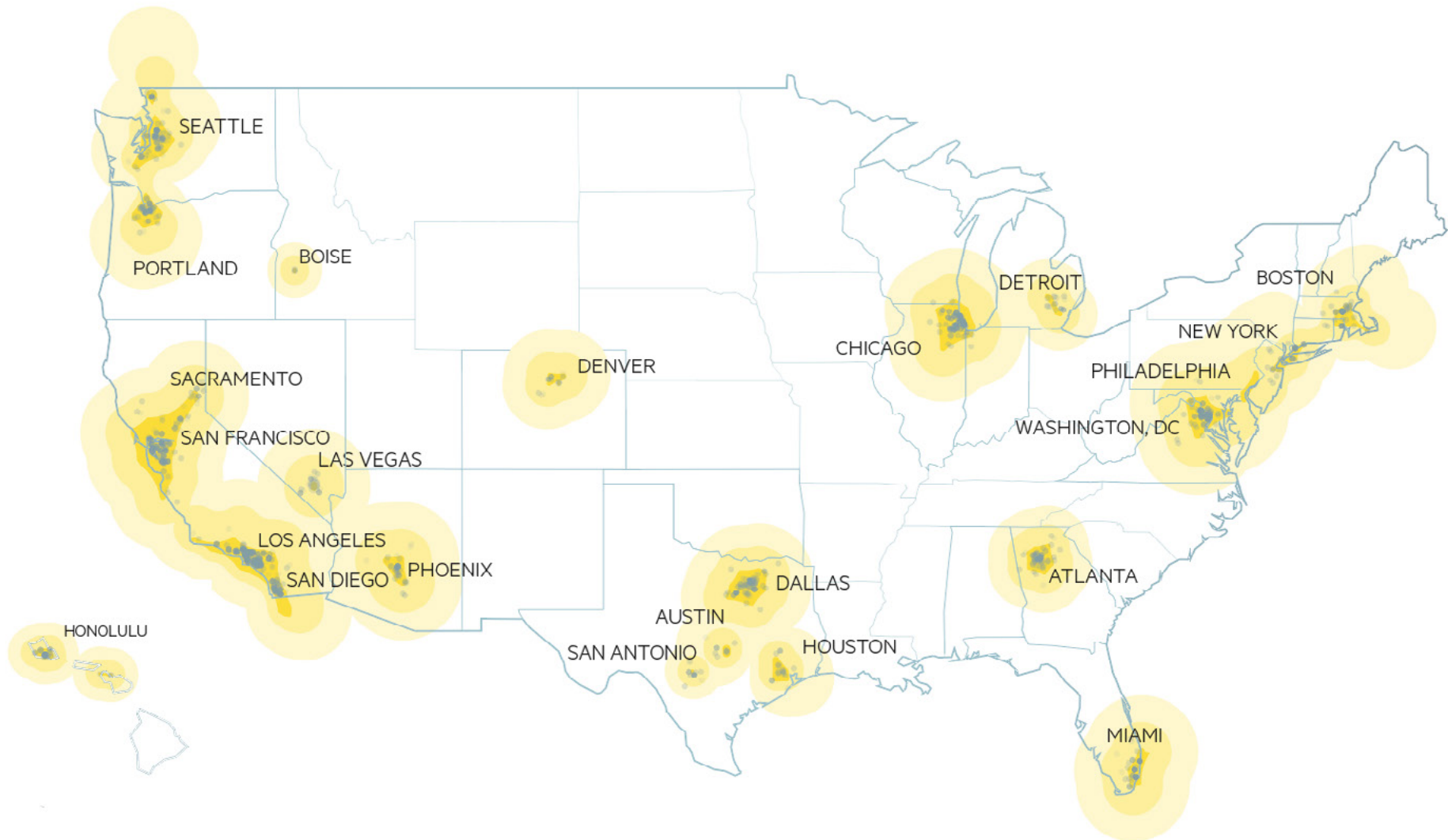
Better Retention
vs. Digital

+44%

Increased
Purchase Intent

We Build it. They Will Charge.

Volta focuses growth in top media markets with high electric vehicle adoption. The first charging stations within these networks are provided free of cost to achieve critical mass and cement driver habits. For early partners, this means higher margins, first choice on expanded local services, and long-term electric vehicle customer loyalty.



Valued by Your Community

Volta is loved by drivers for its seamless, simple, and free charging. That's just the beginning. Volta collaborates with local organizations and officials to amplify messages that are important to your community.



Volta Response System

Uniquely positioned to amplify public safety broadcasts, Volta offers the media network to local officials seeking to distribute critical community messaging and alerts.



Improve Your ESG Profile

Adding Volta to your property can help you offset the equivalent of 23 metric tons of CO₂. In addition to providing free charging to drivers, the stations are designed to inspire the community at large towards adopting electric vehicles and open new opportunities for promoting your socially conscious programs.



VOLTA

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charging.services@voltacharging.com

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