

**To: Chairperson Zimmer and Members of the Appearance Commission**

**From: Nancy Radzevich, AICP, Community and Economic Development Director**  
**Dominick Argumedo, AICP, Zoning Administrator/Land-Use Planner**

**Date: February 2, 2017**

**Re: Appearance Commission Case AC 17-02**  
**Perry Myers/U Spy Store – Request for Approval of a Waiver to Minimum Street Frontage Requirement for a 10 Ft. High Pylon Sign at 5627 Dempster Street**

### **Overview**

Perry Myers, President of U Spy Enterprises, 5627 Dempster Street, has filed an application for a new 10 ft. high pylon sign. The proposed sign would have a combined sign face of 48 sq. ft. (24 sq. ft. on each side), of which 50% would be dedicated to electronic signage. The following table compares the proposed signed with the Village's pylon sign requirements:

<b>DIMENSIONAL CONTROL</b>	<b>CODE REQUIREMENT</b>	<b>PROPOSED SIGN</b>	<b>WAIVER REQUESTED</b>
Number of Pylon / Monument Signs per Street Frontage	1 sign per 150 ft. of street frontage (Sec. 10-10-7.G.2)	<b><i>50 ft. of street frontage</i></b>	<b><i>Waiver to 150 ft. street frontage requirement</i></b>
Max. Permitted Height	10 ft. (Sec. 10-10-7.G.2)	10 ft.	Compliant
Max. Permitted Combined Sign Face Area	50 sq. ft. of combined sign face area (Sec. 10-10-7.G.2)	48 sq. ft.	Compliant
Max. Permitted Electronic Sign Face Area	Up to 50% of pylon / monument sign on lots less than two (2) acres (Sec. 10-10-7.C.1)	Proposed at 50% of sign face area	Compliant
Min. Required Setback from public right of way	5 ft. (Sec. 10-10-7.G.6)	5 ft.	Compliant

As shown in the table above, the proposed sign requires a waiver to the following Section of the Code:

- *Section 10-10-7.G.2.*: A 100 ft. waiver to 150 ft. minimum street frontage requirement.

### **Discussion**

The applicant is requesting a waiver from the minimum lot frontage requirement to allow for the installation of a new pylon sign. The applicant notes that his building is set back 33 ft. from the front property line and is partially blocked, visually, by the buildings on the abutting properties, which are both built right at the front lot line. Given this configuration, standard wall signage would not be as clearly visible to motorists traveling down Dempster.

Staff notes that the applicant has been made aware of and agrees to all conditions of Section 10-10-7.C., with respect to electronic sign content requirements regulations.

### **Appearance Commission Review**

In accordance with Unified Development Code Section 10-10-3:E., the Appearance Commission, as part of its design review, may approve a sign that does not meet the technical requirements of this chapter when:

1. *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*
2. *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,*
3. *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)*
4. *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 3., above, the criteria established in subsections D2 and D3 is as follows:

- D. Standards For Permit Approval: The village administrator shall approve an application if all of the following standards have been met or can be met with conditions as may be included in a conditional approval:*
2. *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*
  3. *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.*



# APPEARANCE COMMISSION APPLICATION

Village of Morton Grove Department of Community Development

6101 Capulina Avenue Morton Grove, Illinois 60053  
(847)470-5231 (p) (847)965-4162 (f)

CASE NUMBER: \_\_\_\_\_ DATE APPLICATION FILED: \_\_\_\_\_

## APPLICANT INFORMATION

Applicant Name: Perry Myers  
Applicant Address: 5627 Dempster St.  
Applicant City / State / Zip Code: Morton Grove IL 60  
Applicant Phone: (847) 980-3329  
Mobil / Other: (773) 529-2779 x 200  
Applicant Email: perry@uspystore.com  
Applicant Legal Interest in Property (Owner, Tenant, Etc.): OWNER  
Applicant Signature: \_\_\_\_\_

## PROPERTY INFORMATION

Common Address of Property: 5627 Dempster  
Property Identification Number (PIN): \_\_\_\_\_  
Zoning District: \_\_\_\_\_ Property's Current Use: Retail Store

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

1. Applicant is requesting Appearance Commission approval for the following:  
SIGN VARIANCE FOR POLE MOUNTED SIGN
2. Please provide detailed information to explain the reason(s) for the request (attach additional sheets as necessary):  
SEE ATTACHED

Dear Morton Grove Variance Committee,

I recently purchased a unique commercially zoned property that was vacant for years, for our retail business and are kindly asking for a minor variance for our business signage.

The facts are as follows:

- Our business U-Spy Enterprises, Inc. DBA U-Spy Store and DBA Pro Video Security is located at 5627 Dempster St, Morton Grove, IL
- The business caters to retail customers interested in purchasing security related products and to visit our video security show room
- The property has a small parking lot area directly in front which is accessible from Dempster
- Unfortunately, the physical structure is uniquely set back from the street unlike other retail stores on Dempster
- It is situated between two other building structures that sit closer to Dempster, hence making our store nearly invisible for retail customers
- This situation causes our building to be invisible to the East & West bound traffic on Dempster
- Unless one is stopped or standing directly in front of our small parking lot, our store is not visible to anyone driving on Dempster
- We rely heavily on customers seeing our business, and in the short time we have been open, customers have expressed a difficult time finding our location, even with supplied with our street address
- Installing a sign on the facade of the building itself will have very little affect for attracting new customers or having existing customers locate us
- Due to this extreme lack of visibility, which is highly unusual and unique to Dempster Street, we kindly ask the committee to grant us a variance to allow us to erect a pole mounted sign on the NE corner of the front lawn
- This pole mounted sign would be the typically allowed sign structure being no more than 10' high measured to the top of the sign with a maximum square footage of 25' square feet in size
- We are requesting that 50% of this sign be a programmable digital electronic LED sign. This LED sign will not strobe or flash but would project our two business names

"Pro Video Security & U-Spy Store and our business tag line as well as business related messages. The sign would hold static images that would be pre-approved by the Village of Morton Grove in advance of them being displayed

- In the event that this LED programmable sign would not be allowed, we would instead install a simple lighted sign. However, we kindly ask for the programmable digital sign, since it will help us stay in business despite our disadvantaged location
- Below is a rendering and the location where pole and sign would be installed
- I am also including a sign sample with the business logos and sample verbiage
- Below is an image showing the property as to how it is set back and blocked from the East and West by the buildings on either side

  
Sincerely,

Perry Myers, President  
U-Spy Enterprises, Inc.  
DBA -Spy Store  
DBA Pro Video Security





6ft

4ft

50 ft Frontage

The pole will be installed where the arrow is located – 5.5' from sidewalk next to existing driveway

PROPERTY ADDRESS: 5627 DEMPSTER STREET MORTON GROVE, ILLINOIS 60053

SURVEY NUMBER: IL1609.4513

FIELD WORK DATE: 10/10/2016  
16094513

REVISION DATE(S): (REV.0 10/13/2016)

BOUNDARY SURVEY  
COOK COUNTY

LOTS 911 AND 912, IN KRENN AND DATO'S SECOND ADDITION TO DEMPSTER STREET 'L' TERMINAL SUBDIVISION, BEING A SUBDIVISION OF THAT PART OF THE EAST 13 ACRES OF THE NORTHEAST QUARTER OF SECTION 20, TOWNSHIP 41 NORTH, RANGE 13 EAST OF THE THIRD PRINCIPAL MERIDIAN, LYING NORTH OF CENTER LINE OF THEOBALD ROAD, IN COOK COUNTY, ILLINOIS.

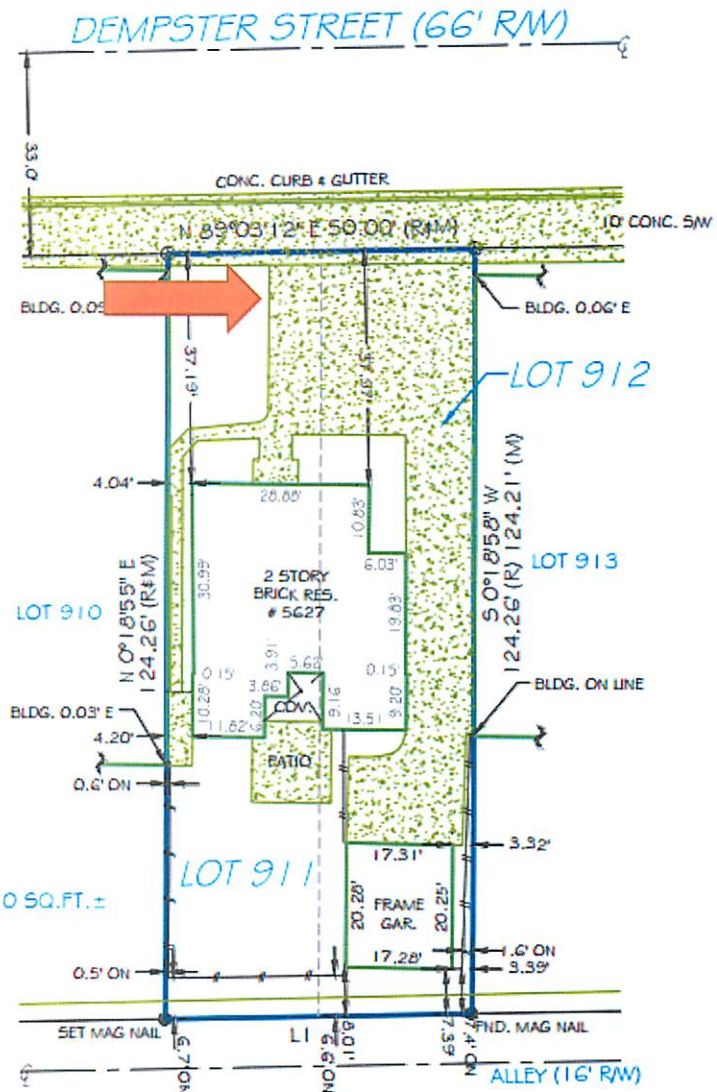


TABLE:

LI S 88°59'38" W 50.00' (R&M)

TOTAL AREA OF PROPERTY SURVEYED = 6210 SQ.FT. ±

STATE OF ILLINOIS } SS  
COUNTY OF GRUNDY

THIS IS TO CERTIFY THAT THIS PROFESSIONAL SERVICE CONFORMS TO THE CURRENT ILLINOIS MINIMUM STANDARDS FOR A BOUNDARY SURVEY, GIVEN UNDER MY HAND AND SEAL THIS 11TH DAY OF OCTOBER, 2016 AT 316 E. JACKSON STREET IN MORRIS, IL 60450.

*Kenneth Kennedy*

ILLINOIS PROFESSIONAL LAND SURVEYOR No. 3403  
LICENSE EXPIRES 11/30/2016  
EXACTA LAND SURVEYORS LB# 5763

