

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

**From: Dominick Argumedo, AICP, Zoning Administrator/Land-Use Planner**

**Date: November 30, 2016**

**Re: Appearance Commission Case AC 16-12  
Jose Garcia, Northwest Community Credit Union  
Request for Waivers for a Monument Sign at 8930 Waukegan Road**

### **Overview**

Mr. Jose Garcia, President and CEO of Northwest Community Credit Union, 8930 Waukegan Road, has filed an application with the Village to replace their existing double-faced sign, with a new doubled-faced monument sign that would include electronic signage.

The existing 7.25 ft. high monument sign has a combined sign face of 48 sq. ft. (24 sq. ft. on each side). The sign provides cabinet space for all tenants of multi-unit commercial building. Staff was unable to locate a document for the original approval, however, per the submitted dimensions it is within code requirements.

The new proposed free-standing monument sign would replace the previous sign in the same location. The overall monument sign height is proposed to be 12.5 ft. high with a combined 103 sq. ft. sign face area (51.75 sq. ft. on each side). The sign will be located along Waukegan Avenue in front of the property 12 ft. from the public right of way.

The following compares the proposed signed with the requirements for a monument sign:

<b>Dimensional Control</b>	<b>Code Requirement</b>	<b>Proposed Sign</b>	<b>Waiver Requested</b>
Max. Permitted Height	25 ft. (Sec. 10-10-7.G.2)	11.5 ft.	Compliant
Max. Permitted Sign Face Area	50 sq. ft. of combined sign face area (Sec. 10-10-7.G.2)	103 sq. ft. combined (51.75 sq. ft. per side)  47 sq. ft. for combined permanent sign area  56 sq. ft. total combined for electronic portion	<b><i>Waiver of 53 sq. ft. requested (26.5 sq. ft. per side)</i></b>
Max. Permitted Electronic Portion Area	Up to seventy five percent (75%) of monument signs on lots in excess of two (2) acres (Sec. 10-10-7.C.1)	55% of proposed sign on 3.65 acre lot	Compliant

Minimum Required Setback from public right of way	6 ft.	12 ft.	Compliant
Permitted Signs per lineal Street Frontage	1 monument sign per 150 ft. of street frontage (Sec. 10-10-7.G.2)	1 monument sign per 336 ft. of street frontage	Compliant

As shown in the table above, the proposed sign complies with aspects of the code for monument signs except for overall signage.

Staff notes that while the size of the request is large it is important to note the area of the overall site and what is allowed by right. The site, due to its 336 ft. of street frontage, is allowed two (2) monument signs by right. The combined sign face area allowed for (2) two monument signs is 100 sq. ft. combined, which is 3 sq. ft. less than the proposal's overall request. In addition, the proposed singular sign would present panel signage for all occupants of the multi-tenant building.

In addition, the applicant has been made aware and agrees to all conditions of Section 10-10-7.C regulating electronic sign content and has stated his intention to comply.

#### **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 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: November 30, 2016

### APPLICANT INFORMATION

Applicant Name: Northwest Community Credit Union  
Applicant Address: 8930 Waukegan RD Suite 100  
Applicant City / State / Zip Code: Morton Grove IL 60053  
Applicant Phone: (847) 647-1030  
Mobil / Other: ( )  
Applicant Email: INFO@NWCCU.COM  
Applicant Legal Interest in Property (Owner, Tenant, Etc.): Tenant  
Applicant Signature: Jose Gargua

### PROPERTY INFORMATION

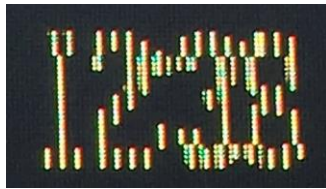
Common Address of Property: 8930 Waukegan RD  
Property Identification Number (PIN): 10-18-309-031-0000  
Zoning District: \_\_\_\_\_ Property's Current Use: Multi use several businesses

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

1. Applicant is requesting Appearance Commission approval for the following:  
Requesting an electronic sign to promote the products and services of NWCCU. Attached is the details of the sign under consideration.
2. Please provide detailed information to explain the reason(s) for the request (attach additional sheets as necessary):  
See attached documentation for details of the request.

Northwest community credit union (NWCCU) located at 8930 Waukegan road (Suite 100), Morton Grove Illinois 60053, leases office space from MBRE Healthcare (Bone and Joint complex). We are seeking to add an electronic sign in front of the premises (site plan attached) to display our products and services that the credit union offers to the community. NWCCU is a non-profit financial institution that offers loan and deposit products to residents/businesses of Morton Grove and surrounding communities. We have been in business for over 76 years and have been in this location for the last 5 years. Business has slowed mainly due minimal walking traffic on Waukegan road. We feel that the sign being proposed will give us the exposure to grow our business and provide our services to the community. Our lease is up and our landlord has agreed to work with us in this endeavor. See attached email. The content of the sign will comply with the regulations provided but most importantly will give us the necessary media to promote the services we offer to the community. Thank you for the consideration.

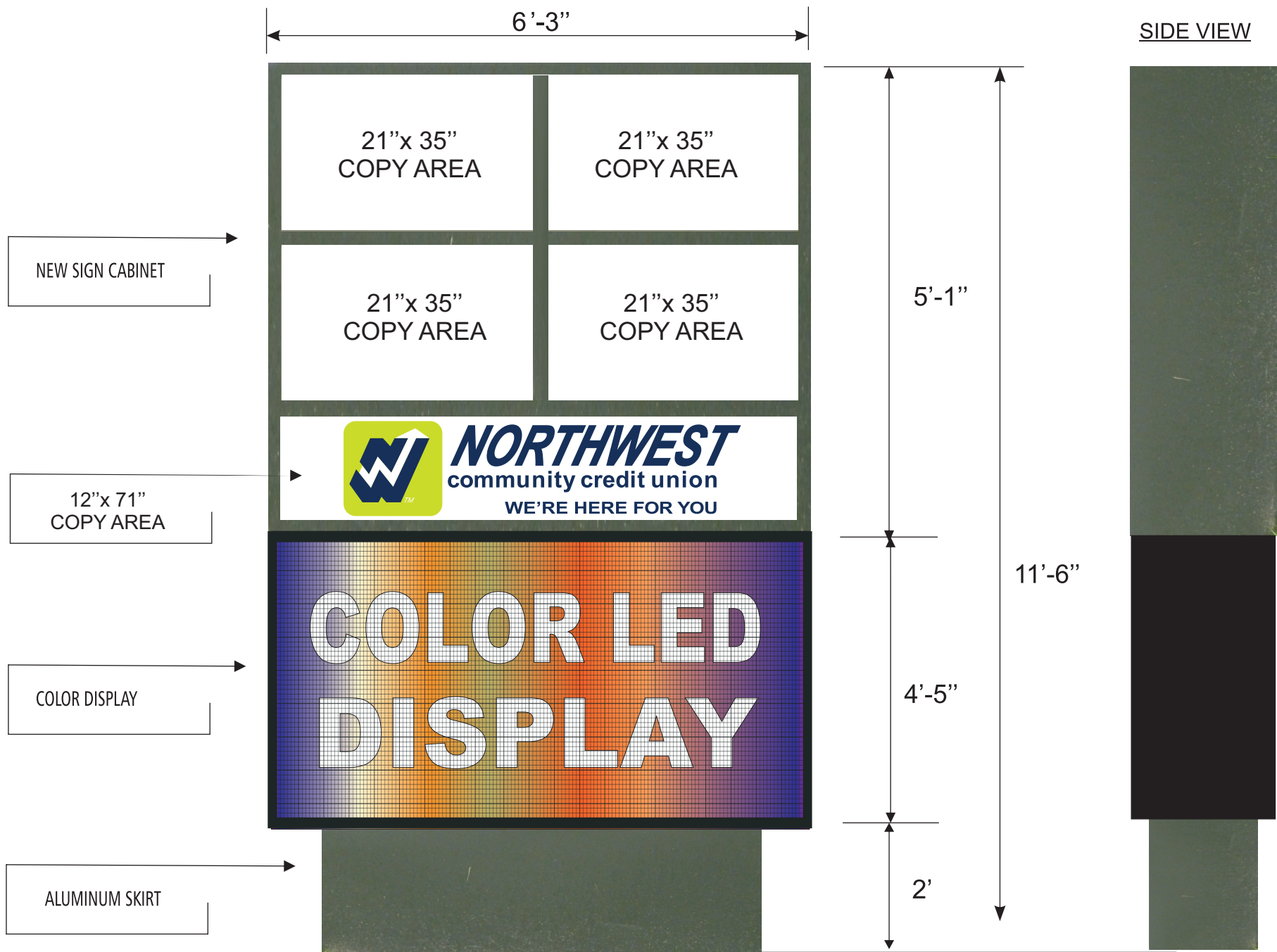
Examples of messages that will be displayed:



Time



Credit Card Rate Promo



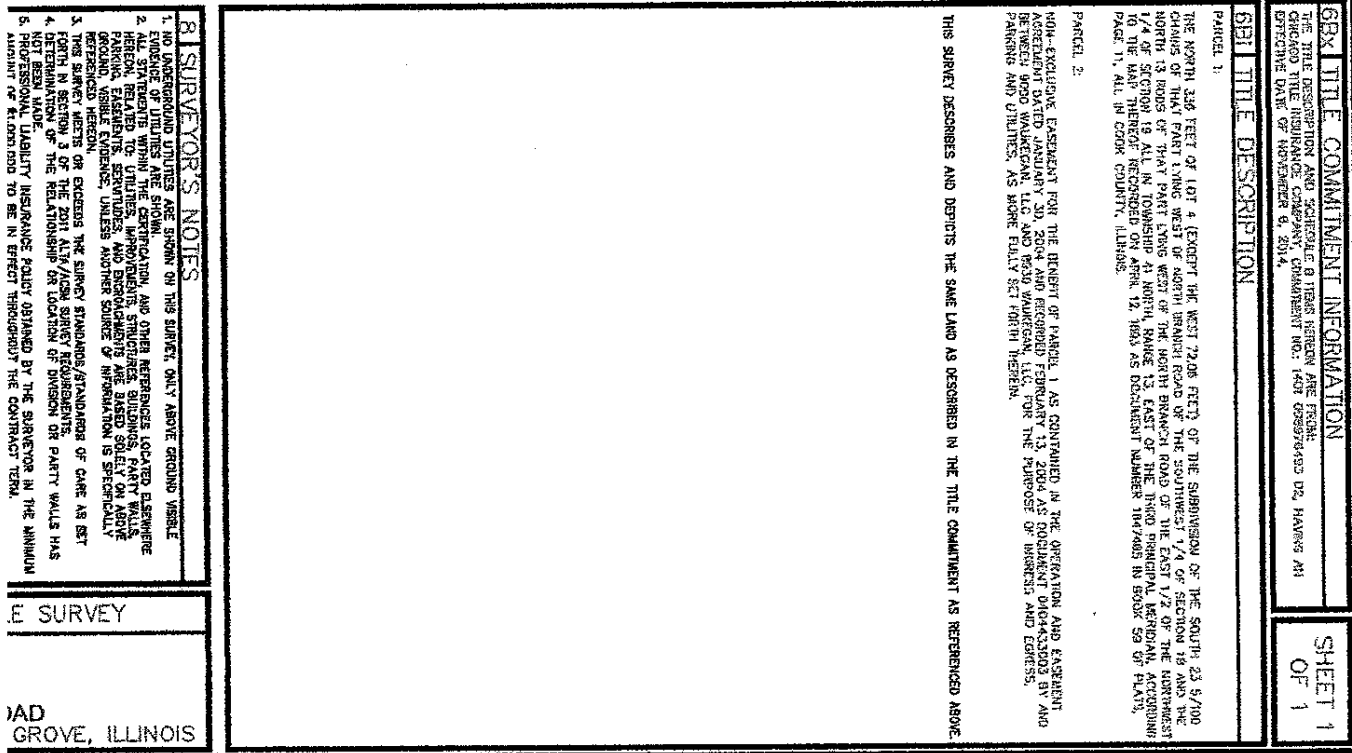
4543 W. Addison  
Chicago IL. 60641  
PH. 773-736-0800  
FAX 773-736-4730

DESCRIPTION:

CUSTOMER: NORTHWEST COMMUNITY CREDIT UNION 8930 WAUKEGAN RD MORTON GROVE IL.

CUSTOMER ACCEPTANCE:

DATE: 11-1-16



**RB SIGNS**  
4543 W. ADDISON ST.  
CHICAGO, IL 60641