#2015-65
MCC Master Sign Plan – Final PUD Amendment
Project Review for Planning and Zoning Commission

Meeting Date: January 6, 2016

Request: Final PUD Amendment to adopt a Master Sign Plan for MCC.

Location: 8900 Route 14

Acreage: Approximately 170 acres

Existing Zoning: W Watershed

Surrounding Properties:
North: O-PUD Office and A1-V Agriculture McHenry County
South: A1-V Agriculture McHenry County
East: A1-V Agriculture and OCV Office McHenry County
West: A1 Agriculture McHenry County

Staff Contact: Elizabeth Maxwell (815.356.3615)

Background:

- McHenry County College (MCC) is currently located at 8900 Route 14 and was annexed in 1985. Over the years the college has made numerous improvements to the campus.
- Previous Approvals:
  - 1985-15: MCC Annexation
  - 2000-09: PUD Amendment for building and parking lot expansion
  - 2008-05: Variation to allow up to 50% impervious surface coverage
  - 2012-30: Master Plan Conceptual
  - 2013-12: Deferral from Watershed stormwater requirements for parking lot and temporary sign.
  - 2014-04: Sign Variation to allow a temporary 104 square-foot, 10.5-foot high sign.
- MCC was granted a temporary sign during the Route 14 construction. IDOT has recently upgraded Route 14 and widened this section of the roadway to four lanes. During these improvements they closed one entrance on Route 14, but leaving the north and south entrances. With the increased speed of the traffic and the additional lanes it is more difficult to see the college and the location of the entrances.
- MCC is also rebranding the college and has new sign designs. This Master Sign Plan would also highlight the new brand design.

Signage

Free-Standing Signs

Monument Signs

Sign Type	Quantity	Square Feet	Height (ft)	Setback (ft)	EMC
UDO requirements	1	32	8	10	No
Entry signs	**4***				
Sign 1		**150***	**10.5**	10	**Yes***
Sign 2		32	5	**7***	No
Sign 3		32	5	10	
Sign 4		32	5	10	

Way-Finding Signs

Sign Type	Quantity	Square Feet	Height (ft)	Setback (ft)	EMC
UDO requirements	Multiple	4 each	3	10	No
Way-finding signs	17 total			Various	No
Sign 5	6	**17.5***	**9.5***	setbacks all	
Sign 6	7	**12***	**6***	sign internal	
Sign 7	4	**9***	**4.5***	to the site	

Wall Signs

Sign Type	Quantity	Square Feet	Height	Setback
UDO requirements	Multiple	150	N/A	N/A
Building ID Signs	5	9 each 40 total	N/A	N/A

***Bolded** items in the chart indicate where the proposed sign would not meet the UDO Requirements.

The Master Sign Plan illustrates the approximate location and quantity of the signs. The way-finding signs and building identification signs may need to be adjusted for actual field conditions and sight lines. Minor changes to sign location as part of the Master Plan would not require any additional variations.

Findings of fact:

Planned Unit Development Amendment

The purpose of Planned Unit Developments is to encourage and allow more creative and imaginative design of land developments than is possible under district zoning regulations. Planned Unit Developments are, therefore, intended to allow substantial flexibility in planning and designing a proposal. This flexibility is often in the form of relief from compliance with conventional zoning ordinance site and design requirements.

Ideally, this flexibility results in a development that is better planned, contains more amenities, and is ultimately more desirable than one that would have been produced through compliance with typical zoning ordinance and subdivision controls.

Therefore more lenient site requirements may be granted where the Planned Unit Development contains features not normally required of traditional developments. If the evidence is not found to justify such conditions, that fact shall be reported to the City Council with a recommendation that the variation request be lessened or denied.

The UDO does not adequately plan for a use of this type. The sign requirements fall under educational services, which are typically smaller schools. MCC is a unique property as it:

- Has over ¼ mile of frontage along Route 14,
- Is comprised of over 170 acres of property,
- Was designed with multiple ingress/egress points,
- Offers programs and meeting space for the community, who may be visiting the campus for the first time, and
- Is along a major highway with a high speed limit.

Specific variations as part of the PUD
The petitioner is asking for the adoption of their Master Sign Plan allowing multiple free-standing signs, directional signs, and building identification signs that do not meet the required setbacks and exceed height and area requirements.

The petitioner has listed out numerous reasons and justification for the proposed Master Sign Plan:

- The proposed signage will enhance the overall visibility of the College for current students, prospective students, family members and attendees of community-events, classes and conferences.
- Going from three full-access entrances to one full-access entrance and one ¾ access entrance makes it even more critical to the success of the college to have greater visibility/readability of these initial identification and way-finding signs in order to make a good impression to visitors.
- Community feedback has shown that visitors (frequent and first time) have expressed a need to be able to find/navigate the college more easily.
- The signs will encourage effective communication and the effective use of signs as a means of identification.

Comprehensive Land Use Plan 2020 Vision Summary Review:
The Comprehensive Plan designates the subject property as Public / Semi-Public. MCC fits within this category. The following goals are applicable to this request:

Land Use: Public / Semi-Public

Goal: Provide area for high quality public and semi-public facilities, such as schools, libraries, municipal facilities and private service providers, throughout the City to support the diverse and evolving needs of the people in the City.

This can be accomplished with the following supporting action:

Supporting Action: The City shall support the school districts, library, park district, neighboring municipalities, private service providers and other public and semi-public agencies.

Success Indicator: The number of zoning approvals for public/semi-public projects.

Recommended Conditions:

If a motion to recommend approval of the petitioner's request is made, the following conditions are recommended:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
   A. Application (MCC, received 12/14/15)
   B. Narrative (HR Green, received 12/14/15)
   C. Master Sign Plan (HR Green, received 12/14/15)

2. The EMC portion of the sign shall not appear to move, flash, scroll, or use other animation. The message must change instantly and only every 5 minutes.

3. Work with staff to create landscape areas around the proposed free-standing monument signs.

4. The petitioner shall address all of the review comments and requirements of the Community Development, Fire Rescue, Police, and Public Works Departments.

City of Crystal Lake
Development Application

Office Use Only
File #

Project Title: McHENRY COUNTY COLLEGE SIGNAGE PACKAGE

Action Requested

- ___ Annexation
- ___ Comprehensive Plan Amendment
- ___ Conceptual PUD Review
- ___ Final PUD
- X Final PUD Amendment
- ___ Final Plat of Subdivision
- ___ Preliminary PUD
- ___ Preliminary Plat of Subdivision
- ___ Rezoning
- ___ Special Use Permit
- X Variation
- ___ Other

Petitioner Information

Name: CHRISTINA HAGGERTY
Address: 8900 U.S. HIGHWAY 14
CRYSTAL LAKE, IL 60012
Phone: (815) 455-8727
Fax: (815) 455-0674
E-mail: chaggerty@mchenry.edu

Owner Information (if different)

Name:
Address:
Phone:
Fax:
E-mail:

Property Information

Project Description: COMPREHENSIVE SIGNAGE PACKAGE INCLUDING FREESTANDING MONUMENT SIGNS AND WAYFINDING SIGNS FOR McHENRY COUNTY COLLEGE.

Project Address/Location: McHENRY COUNTY COLLEGE MAIN CAMPUS
8900 U.S. HIGHWAY 14 CRYSTAL LAKE, IL 60012

PIN Number(s): 13-25-300-021

Development Team

Please include address, phone, fax and e-mail

Developer: _____

Architect: _____

Attorney: _____

Engineer: JOESPH VAVRINA - HR GREEN

Landscape Architect: _____

Planner: PHIL STUEPFERT - HR GREEN

Surveyor: DOUG STALKER - HR GREEN

Other: _____

Signatures

CHRISTINA M. HAGGERTY _____ 12-13-15

PETITIONER: Print and Sign name (*if different from owner*) Date

As owner of the property in question, I hereby authorize the seeking of the above requested action.

_____

OWNER: Print and Sign name Date

NOTE: If the property is held in trust, the trust officer must sign this petition as owner. In addition, the trust officer must provide a letter that names all beneficiaries of the trust.

PUBLIC NOTICE

LEGAL NOTICE

BEFORE THE PLANNING AND ZONING COMMISSION OF THE CITY OF CRYSTAL LAKE, MCHENRY COUNTY, ILLINOIS

IN THE MATTER OF
THE PETITION OF
McHenry County College
District 528

LEGAL NOTICE

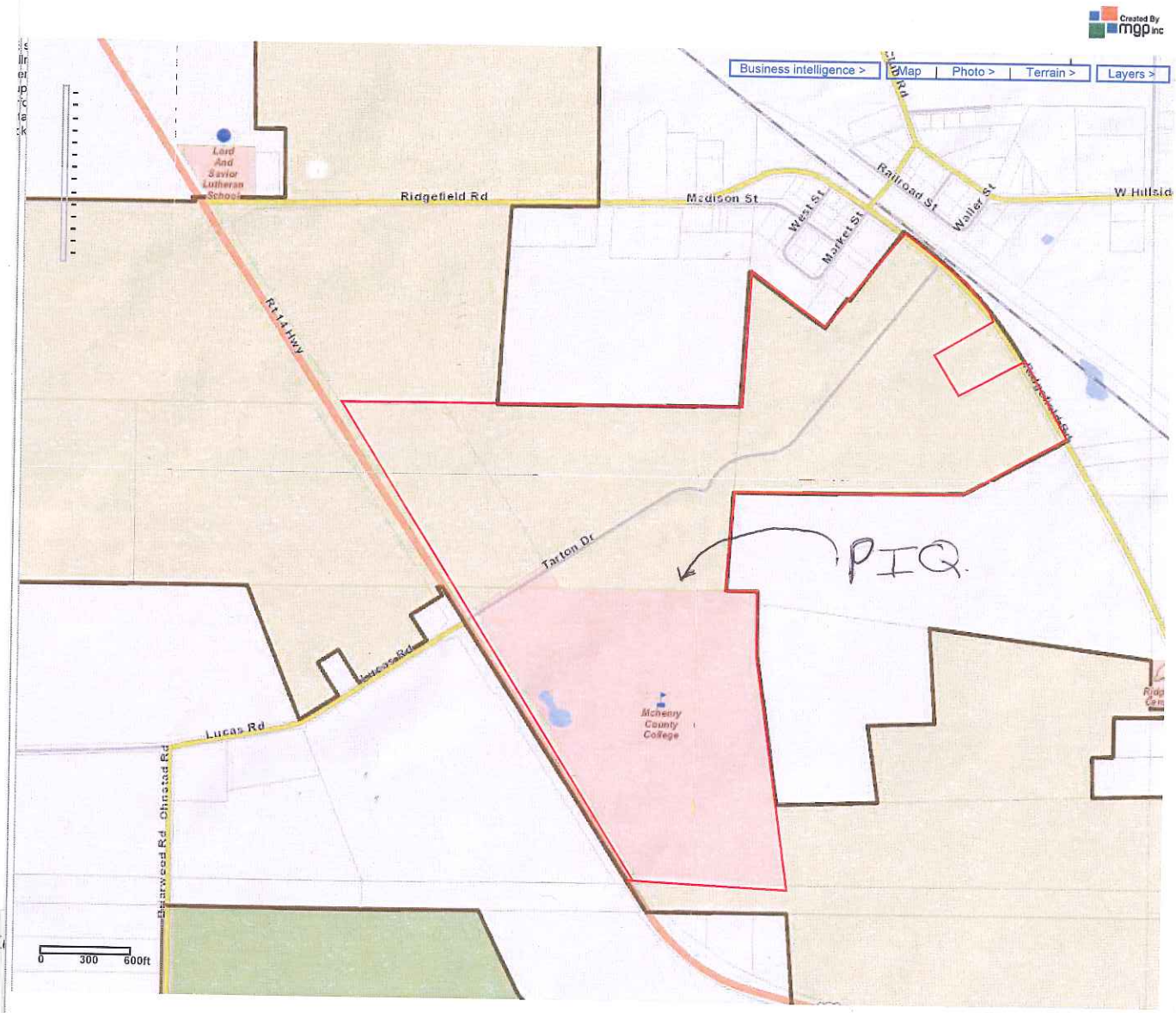
Notice is hereby given in compliance with the Unified Development Ordinance of the City of Crystal Lake, Illinois that a public hearing will be held before the Planning and Zoning Commission upon the application by Christina Haggerty, on behalf of the McHenry County College District 528, for a Final Planned Unit Development and Variations, relating to the property at 8900 U.S. Highway 14 in Crystal Lake, Illinois 60014. PINs: 13-25-300-021, 13-25-176-001, 13-25-300-015.

This application is filed for the purpose of seeking an amendment to an approved Final Planned Unit Development to adopt a Master Sign Plan and grant variations from Article 4-1000 for sign height, area, quantity, and setbacks, pursuant to Article 4-1000 and Article 9-200 D and E. Plans for this project can be viewed at the Crystal Lake Community Development Department at City Hall.

A public hearing before the Planning and Zoning Commission for this request will be held at 7:30 p.m. on Wednesday January 6, 2016, at the Crystal Lake City Hall, 100 West Woodstock Street, at which time and place any person determining to be heard may be present.

Tom Hayden, Chairperson
Planning and Zoning
Commission
City of Crystal Lake

(Published in the Northwest Herald December 20, 21, 2015).
1143683

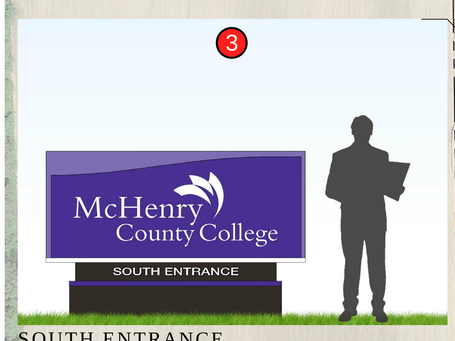

Created By mgp inc
Business intelligence >
Map | Photo > | Terrain > | Layers >
Lord And Savior Lutheran School
Ridgefield Rd
Madison St
West St
Market St
Railroad St
Waller St
W Hillside
Rt 14 Hwy
Tarton Dr
PIQ
Lucas Rd
McHenry County College
Ohnstad Rd
0 300 600ft



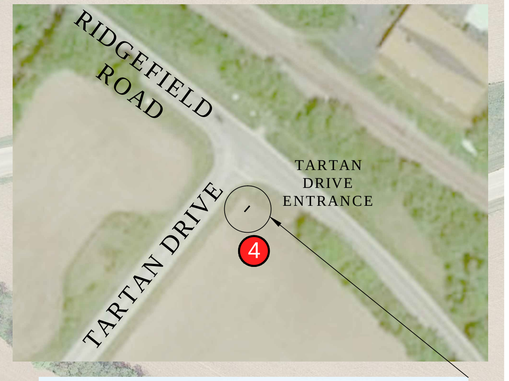
NORTH ENTRANCE

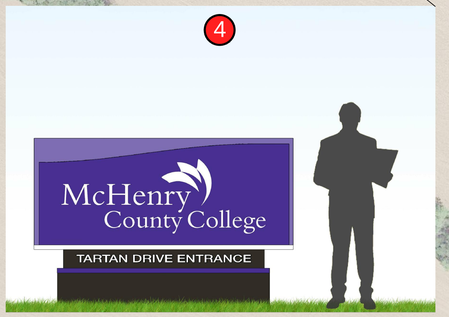


CAMPUS IDENTIFICATION



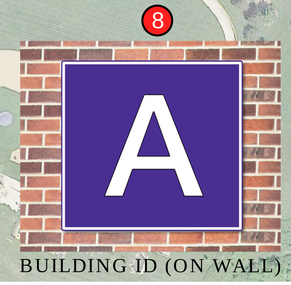
SOUTH ENTRANCE





TARTAN DRIVE ENTRANCE

NOTE:
THIS MASTER PLAN SHOWS THE GENERAL AND APPROXIMATE LOCATION OF THE MONUMENT AND WAYFINDING SIGNAGE. FINAL LOCATIONS AND DETAILS TO BE PROVIDED AT TIME OF SIGNAGE PERMIT APPLICATION. HEIGHT, WIDTH AND SQUARE FOOTAGE SHALL NOT BE GREATER THAN THE APPROVED AMOUNTS, HOWEVER, FINAL LOCATIONS MAY CHANGE DEPENDING ON FINAL DESIGN AND FIELD CONDITIONS. QUANTITY OF WAYFINDING SIGNAGE IS SUBJECT TO CHANGE.



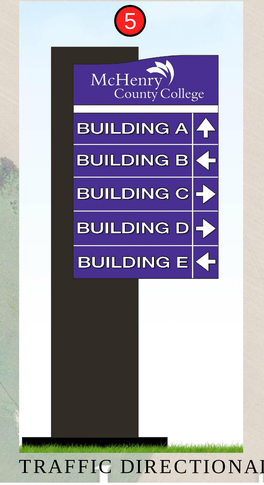
BUILDING ID (ON WALL)



BUILDING/PARKING ID



PEDESTRIAN DIRECTIONAL



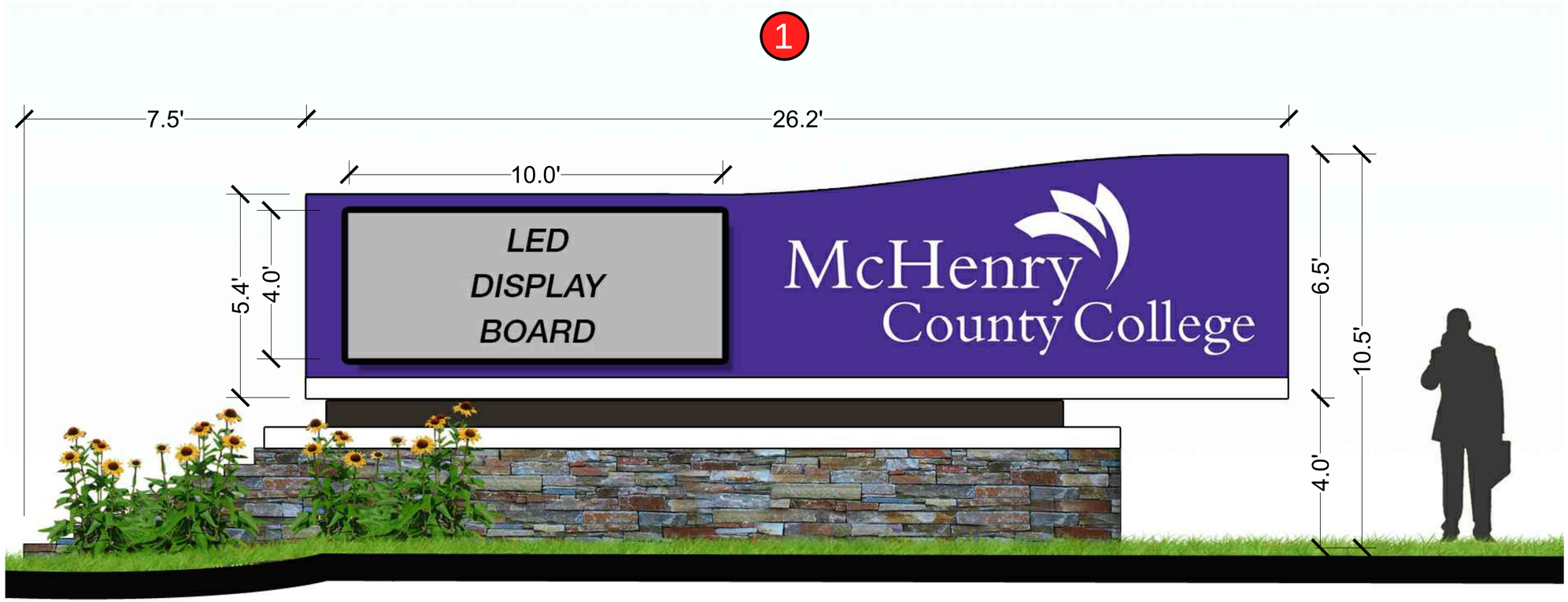
TRAFFIC DIRECTIONAL

MCHENRY COUNTY COLLEGE - SIGN LOCATION MASTER PLAN

HRGreen

McHenry County College

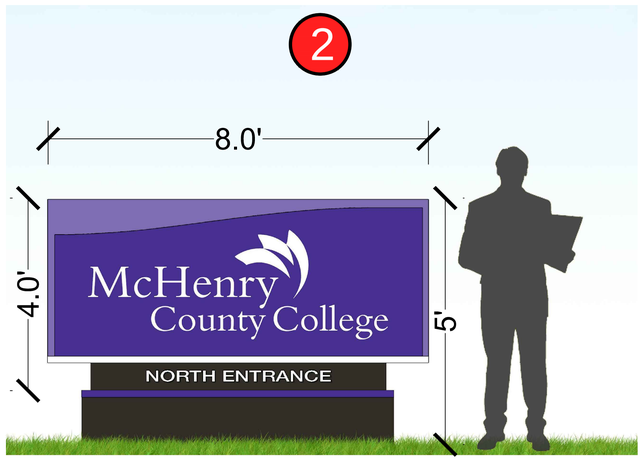
MAIN MONUMENT-CAMPUS IDENTIFICATION



SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	150 SQ. FT. INCLUDING LED	6'-5"	26'-3"
LED DISPLAY	40 SQ. FT.	4'-0"	10'-0"
OVERALL SIGN	246.89 SQ. FT.	10'-6"	33'-9"

NOTE:
- SIGN IS DOUBLE-SIDED, BOTH SIDES ARE IDENTICAL
- LED SHALL BE 4'X10', 19MM, FULL COLOR DISPLAY (1 PER SIDE, 2 TOTAL)

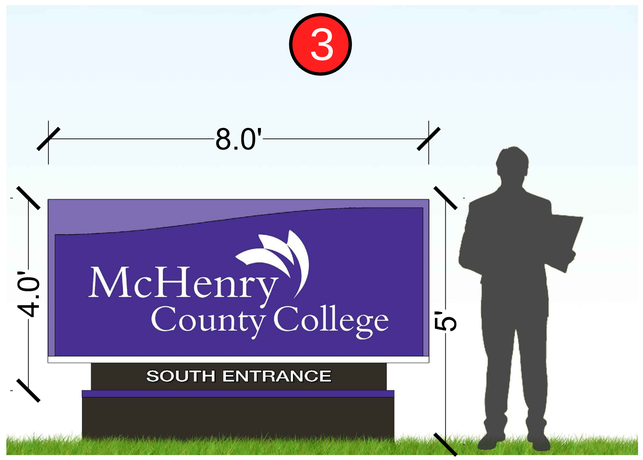
NORTH ENTRANCE



SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	31 SQ. FT.	4'-0"	8'-0"
OVERALL SIGN	38 SQ. FT.	5'-0"	8'-0"

NOTE: SIGN IS DOUBLE-SIDED, BOTH SIDES ARE IDENTICAL

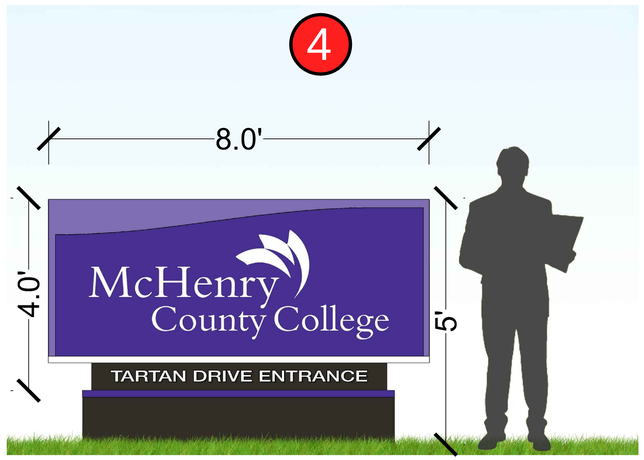
SOUTH ENTRANCE



SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	31 SQ. FT.	4'-0"	8'-0"
OVERALL SIGN	38 SQ. FT.	5'-0"	8'-0"

NOTE: SIGN IS DOUBLE-SIDED, BOTH SIDES ARE IDENTICAL

TARTAN DRIVE ENTRANCE

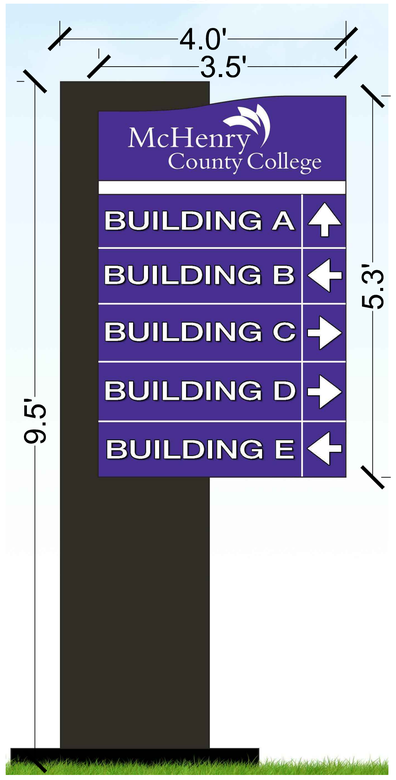


SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	31 SQ. FT.	4'-0"	8'-0"
OVERALL SIGN	38 SQ. FT.	5'-0"	8'-0"

NOTE: SIGN IS DOUBLE-SIDED, BOTH SIDES ARE IDENTICAL

TRAFFIC DIRECTIONAL

5

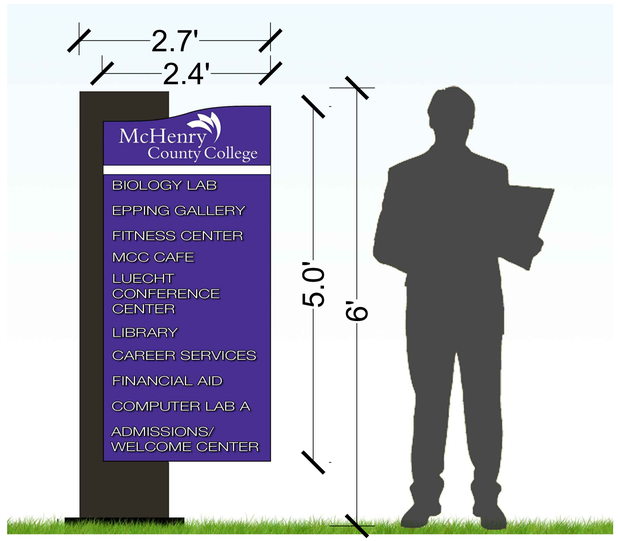


SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	9 SQ. FT.	3'-2"	3'-0"
OVERALL SIGN	12 SQ. FT.	4'-6"	3'-0"

NOTE: SIGN IS SINGLE-SIDED

PEDESTRIAN DIRECTIONAL

6

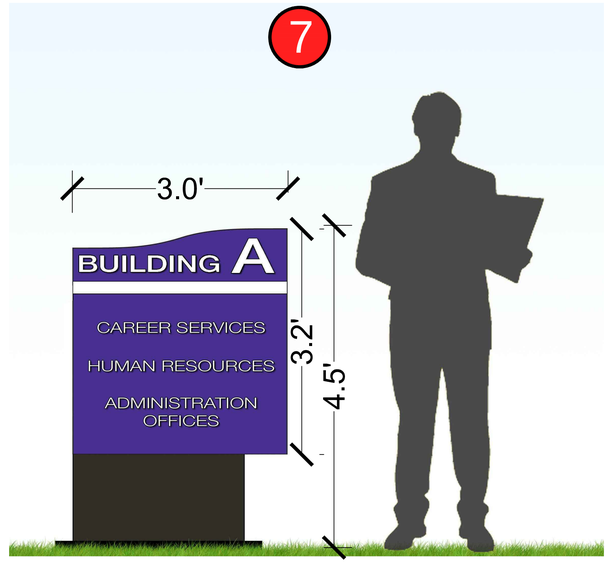


SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	12 SQ. FT.	5'-0"	2'-5"
OVERALL SIGN	14.5 SQ. FT.	6'-0"	2'-8"

NOTE: SIGN IS SINGLE-SIDED

BUILDING IDENTIFICATION/ PARKING ENTRANCE IDENTIFICATION

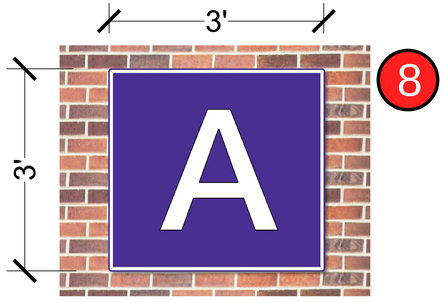
7



SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
SIGN FACE	17.5 SQ. FT.	5'-4"	3'-6"
OVERALL SIGN	30 SQ. FT.	9'-6"	4'-0"

NOTE: SIGN IS SINGLE-SIDED

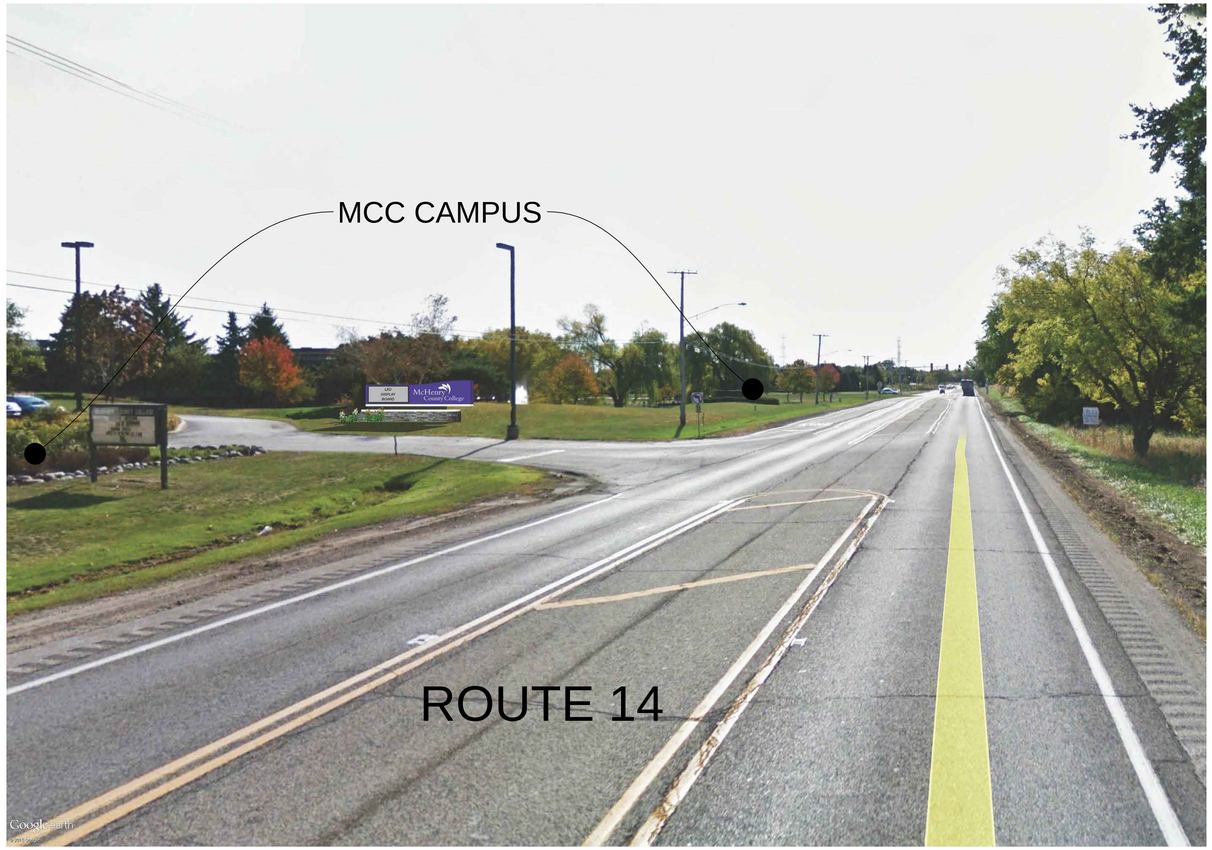
BUILDING ID (ON WALL)



SIGN SPECIFICATIONS			
	SQ. FT.	HEIGHT	WIDTH
OVERALL SIGN	9 SQ. FT.	3'-0"	3'-0"

NOTE: SIGN IS SINGLE-SIDED

SOUTH BOUND PERSPECTIVE MAIN CAMPUS SIGN



NORTH BOUND PERSPECTIVE MAIN CAMPUS SIGN



NOTE: ROUTE 14 IS CURRENTLY UNDER CONSTRUCTION AND ACTUAL LANE CONDITIONS MAY VARY SLIGHTLY.

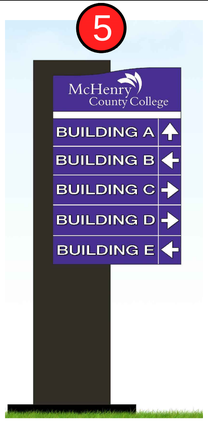


FREE STANDING SIGNS

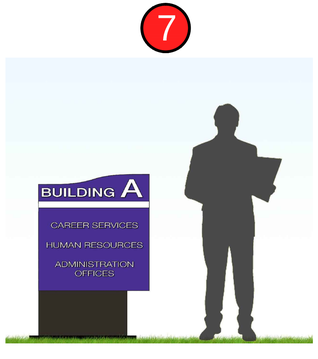
ALLOWED			
TYPE	QUANTITY	SIZE (SQ. FT.)	HEIGHT (FEET)
FREE STANDING	1	32	8
LED	1	32	-

PROPOSED				
TAG	TYPE	QUANTITY	SIZE (SQ. FT.)	HEIGHT (FEET)
1	FREE STANDING	1	150 INCLUDING LED	10.5
2, 3, 4	FREE STANDING	3	32	5
-	LED	1 (BOTH SIDES)	40	4











WAY-FINDING STANDING SIGNS

ALLOWED			
TYPE	QUANTITY	SIZE (SQ. FT.)	HEIGHT (FEET)
WAYFINDING	MULTIPLE	4	3
WALL	1	75	MUST NOT EXTEND ABOVE THE ROOF LINE

PROPOSED				
TAG	TYPE	QUANTITY	SIZE (SQ. FT.)	HEIGHT (FEET)
5	WAYFINDING	6	17.5	9.5
6	WAYFINDING	7	12	6.0
7	WAYFINDING	4	9	4.5
8	WALL	5	9	DOES NOT EXTEND ABOVE THE ROOF LINE

McHenry County College – Signage Package

Key Information and Signage Justification
City of Crystal Lake, IL

OVERALL INFORMATION:

- The proposed signage is part of an overall branding process for McHenry County College (MCC).
- The campus monument signs and wayfinding signage is an indispensable element and having greater awareness with the community is critically important to the college.
- The MCC Shah Center (in the City of McHenry) was just recently updated and a significant monument sign was placed along Route 31. Now the focus is on the main campus identification and wayfinding signage.
- The proposed signage along Route 14 and Ridgefield Road are essential to welcoming/directing visitors into the MCC campus. Smaller wayfinding signs will be placed throughout the campus where the speeds are slower and smaller signs are appropriate.
- The proposed signage will promote greater awareness of community-focused events via the LED signage (digital displays).
- The proposed signage will enhance the overall visibility of the College for current students, prospective students, family members, and attendees of community-events, classes, and conferences.
- The signage is designed to be aesthetically pleasing and have significant impact and most importantly direct the citizens of the area, students and visitors efficiently and safely throughout the campus.

NEED AND JUSTIFICATION FOR A VARIANCE ON THE QUANTITY AND SIZE OF PROPOSED SIGNS:

- The expansion and widening of Route 14 and the speed of traffic adjacent to campus makes it a greater hardship to make the signage noticeable and readable.
- Going from three full-access entrances to one full-access entrance and one 3/4 access entrance makes it even more critical to the success of the college to have greater visibility/readability of these initial identification and wayfinding signs in order to make a good impression to visitors.
- With rapid moving traffic and a new four-lane road section that includes a landscape median, visitors need large, simple, and easy to read signage to help direct them to the appropriate entrance with enough time to safely navigate to the turn lane.
- The College occupies over ¼ of a mile of frontage (2000’ or more) along Route 14. The proposed signage is not only an appropriate scale for a large college campus such as this one; it is also appropriate for a major highway such as Route 14.
- Community feedback has shown that visitors (frequent and first time) have expressed a need to be able to find/navigate the college more easily.
- In order to effectively provide visible messages and updates to community members, the LED displays must be a specific size (4’x 10’ Minimum), which set the size for the rest of the Main Monument Sign.
- The signs will need to be seen from a distance range of 100’ to 300’. The Signs themselves will be placed about 50’-100’ from the closet drive lane.

HRGreen.com

Phone 815.385.1778 Fax 815.385.1781 Toll Free 800.728.7805
420 North Front Street, Suite 100, McHenry, Illinois 60050

HRGreen

CONSISTENT WITH INTENT OF THE ORDINANCE

- Signs will not be detrimental to the public welfare or be injurious to other property in the area (no other businesses or organizations nearby).
- MCC is not a commercial business and is not competing against other commercial properties.
- Signs are set back large distances from the driving lanes of Route 14 so not a hazard to traffic
- Adequate light and air will exist around the signs and will be landscaped to provide a very strong aesthetic appearance
- The signs will encourage effective communication and the effective use of signs as a means of identification.
- Signs will maintain a pleasing appearance, enhance the aesthetic environment and compliment the unique character of the City and region.
- The signs will help to preserve and enhance Crystal Lake as a community that is attractive to businesses and allows high-quality creative sign expression.
- The signs will improve safety as visitors to the campus will be safely directed to where they need to go. It will allow them to "plan ahead" and navigate safely to their destination
- The signs will improve pedestrian and traffic safety by providing them safe passage by regulating the location, illumination, size, design components, construction, installation and maintenance of signage.
- The signs will have minimal adverse effects on nearby public and private property and will protect and enhance property values and private/public investments in the area.