#2019-03 Martin Chevrolet EMC – Special Use Permit Amendment/Variation Project Review for Planning and Zoning Commission

Meeting Date: February 6, 2019

Request:

1. Special Use Permit Amendment to allow an Electronic Message Center sign.
2. Variations from:
   a) Article 2-400(C) to allow the EMC sign copy area of 72.19 square feet for a sign that is 87.44 square feet in area, a variation of 40.19 square feet.
   b) Article 4-1000 to allow the sign to have an 87.44 square foot copy area.
   c) Article 4-1000 to allow a 3rd freestanding sign.
   d) Article 4-1000 to allow a freestanding sign that is 18 feet in height, a variation of 9 feet.
   e) Article 4-1000 to allow a freestanding sign with a base that is not 80% of the sign width.

Location: 5220 Northwest Hwy

Existing Zoning: B-2 – General Commercial

Surrounding Properties:

North: M – Manufacturing
South: B-2 – General Commercial
East: B-2 – General Commercial
West: B-2 PUD – General Commercial Planned Unit Development

Staff Contact: Kathryn Cowlin (815.356.3798)

Background:

- Existing Use: The subject property is an existing automobile dealer.
- The subject property currently has two freestanding signs which were approved through a common sign plan for the property in 2003.
- The property owner has removed two temporary double faced signs which were permitted through the annual Temporary Use Permit to lessen the number of signs on the property.
- UDO Requirement: A Special Use Permit is required for an automobile dealer and for an EMC sign.

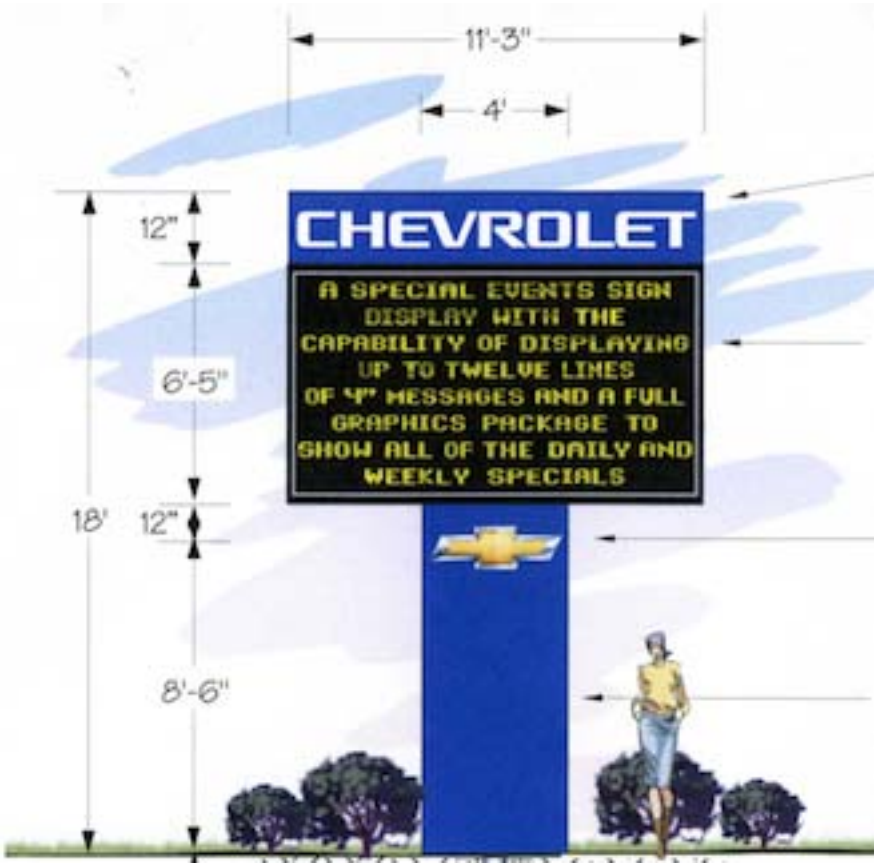
Development Analysis:

General

- Request: The petitioner is requesting a Special Use Permit Amendment to allow the addition of a 3rd freestanding sign that would be an EMC sign. The proposed sign would require variations from the allowable sign height, copy area, EMC copy area, 80% base width requirement, and the number of signs permitted.
- Land Use: The Comprehensive Land Use map shows the area as Commerce, which is an appropriate land use designation.

EMC Sign

- The proposed sign is a new freestanding pole sign.
- The EMC sign would be 72.19 square feet in area with an 11.25 square foot "Chevrolet" copy area above the EMC and a 4 square foot logo on the base.
- The proposed base is 4 feet in width, which is 35% of the width of the sign. Sign bases are required to be 80% of the width of the sign, this sign would require a 45% variation. Due to the proposed height, it would be more aesthetically pleasing to have a narrow base, as a base that meets the standard would be an imposing structure.
- The proposed color of the LEDs is amber, which is an allowable color for EMC text.



11.25 square feet

72.19 square feet

4 square feet

Base width of 4 feet, 35% of sign width

Variations

- The proposed sign would require a number of variations, please see the table below.

	UDO Standard	**Proposed Sign**	**Variation Request**
Number of signs	1	3	Yes – 3rd sign
Sign height	9 feet	18 feet	Yes – 9-foot variation
Sign copy area	80 sq ft	87.44 sq ft	Yes – 7.44 sq ft variation
Sign base width	80%	35%	Yes – 45% variation
EMC sign copy area % of sign	32 square feet or 40% of total sign area, whichever is less	72.19 square feet & 83% of sign copy area	Yes – 40.19 square foot variation
Setback	10 feet	9 feet	No – plan with setback submitted after public notification, must meet setback requirement

- **No Crystal Lake car dealership has more than two freestanding signs. If this request is approved, this would set a precedent for all other auto dealers to request an additional pole sign.**
- Of the seven car dealerships, including Martin Chevrolet, only two have existing freestanding signs with an EMC. See the table below for the breakdown of signage for the car dealerships.

Address	**Name**	**Area (sq ft)**	**Height (feet)**	**EMC**	**EMC Copy Area (sq ft)**
6305 Northwest Hwy	Courtesy Motors	76	20’	No	-
5656 Northwest Hwy	M’Lady Nissan	80	24’8”	Y – Variation	30.6
5213 Northwest Hwy	Anderson VW	10	14’8”	No	-
5220 Northwest Hwy	Martin Chevrolet	75.5	15’	No	-
		75.5	15’	No	-
360 N Route 31	Anderson BMW	150	25’	No	-
		32.2	15’	No	-
1035 S Route 31	Pauly Toyota	104	19’3”	No	-
		20	6’	No	-
680 W Terra Cotta Ave (Route 176)	Brilliance Honda	64	11’	No	-
		74	18’	Y – Annex/PUD/SUP	74

Comprehensive Land Use Plan 2030 Vision Summary Review:

The Comprehensive Plan designates the subject property as Commerce, which allows for existing and future business uses. The following goal is applicable to this request:

Land Use - Commerce

Goal: Maintain a dynamic and sustainable base of commercial uses that provides a solid tax base, goods, services and jobs to the City as well as the surrounding region through coordination in the Unified Development Ordinance, Comprehensive Land Use Plan and Economic Development Strategic Plan.

This can be accomplished with the following supporting action:
Supporting Action: Promote, retain and attract businesses that provide a diverse tax base.

Findings of Fact:

SPECIAL USE PERMIT

The petitioner has requested a Special Use Permit Amendment to allow a freestanding sign with an EMC. Special Uses require a separate review because of their potential to impact surrounding properties and the orderly development of the City. Section 2-400 B of the Unified Development Ordinance establishes standard for all Special Uses in Crystal Lake. The criteria are as follows:

1. The use is necessary or desirable, at the proposed location, to provide a service or facility which will further the public convenience and general welfare.

   ☐ *Meets* ☐ *Does not meet*

2. The use will not be detrimental to area property values.

   ☐ *Meets* ☐ *Does not meet*

3. The use will comply with the zoning districts regulations.

   ☐ *Meets* ☐ *Does not meet*

4. The use will not negatively impact traffic circulation.

   ☐ *Meets* ☐ *Does not meet*

5. The use will not negatively impact public utilities or municipal service delivery systems. If required, the use will contribute financially to the upgrading of public utilities and municipal service delivery systems.

   ☐ *Meets* ☐ *Does not meet*

6. The use will not negatively impact the environment or be unsightly.

   ☐ *Meets* ☐ *Does not meet*

7. The use, where possible will preserve existing mature vegetation, and provide

landscaping and architecture, which is aesthetically pleasing, compatible or complementary to surrounding properties and acceptable by community standards.

☐ *Meets* ☐ *Does not meet*

8. The use will meet requirements of all regulating governmental agencies.

   ☐ *Meets* ☐ *Does not meet*

9. The use will conform to any conditions approved as part of the issued Special Use Permit.

   ☐ *Meets* ☐ *Does not meet*

10. The use will conform to the regulations established for specific special uses, where applicable.

    ☐ *Meets* ☐ *Does not meet*

Electronic message center signs have specific Special Use criteria they have to meet. All electronic message center (EMC) signs, except gasoline electronic pricing signs, must comply with the following standards:

1. Minimum width: The zoning lot upon which an EMC may be permitted must have a minimum of 200 contiguous lineal feet of frontage that must be located on Route 14 or Route 31.

   ☐ *Meets* ☐ *Does not meet*
   The subject property has 275 lineal feet of frontage on Route 14.

2. Minimum area: The zoning lot upon which an EMC may be permitted must have a minimum of two acres of total lot area.

   ☐ *Meets* ☐ *Does not meet*
   The subject property is 8.6 acres.

3. Maximum gross surface area: The maximum gross surface area of the EMC portion of any sign shall not exceed 32 square feet or 40% of the sign's total area; whichever is smaller. The EMC portion must occupy the bottom half of the sign. The maximum gross area of any sign within which an EMC sign is incorporated shall comply with the requirements for maximum gross surface area based on the underlying Zoning District and shall include the surface area of the EMC. The sign must be outside of the required setback and located on the middle third of the property.

   ☐ *Meets* ☐ *Does not meet*
   Variation being requested.

4. Maximum height: The EMC sign, including any sign in which the EMC is incorporated, shall comply with the maximum height permitted for any sign based on the underlying Zoning District to which the property is located.

   ☐ *Meets* ☐ *Does not meet*

   Variation being requested.

5. Preexisting nonconforming signs: An EMC sign cannot be incorporated into a preexisting nonconforming sign.

   ☐ *Meets* ☐ *Does not meet*

   The proposed sign is not a preexisting nonconforming sign.

6. Minimum design standards: The EMC sign shall meet all the following design conditions:

   a. The EMC unit must be equipped with both a programmed dimming sequence as well as an additional overriding mechanical photocell that adjusts the brightness of the display to the ambient light at all times of day. Such programming and mechanical equipment shall be set so that the EMC, at night or in overcast conditions, will be no more than 40% of the daytime brightness level;

      ☐ *Meets* ☐ *Does not meet*

   b. All EMCs located on properties adjacent to residential uses must be extinguished from 11:00 p.m. until 7:00 a.m. This restriction shall apply regardless of the location of the EMC on the property;

      ☐ *Meets* ☐ *Does not meet*

      The subject property is not adjacent to residential uses.

   c. The message area of an EMC can be illuminated by white or amber incandescent lamps, LED (light-emitting diode) or magnetic discs;

      ☐ *Meets* ☐ *Does not meet*

      The proposed color is amber.

   d. The EMC unit must have the "flash" feature disabled and messages shall have a five-minute "hold" time except for time and temperature messaging which may have a shorter duration, but no less than one minute or separate the sign into two areas - one for the message and the other for the time and temperature;

      ☐ *Meets* ☐ *Does not meet*

e. The messages displayed on the EMC may only transition from one message to another by either fading or dissolving to black with another message appearing immediately thereafter, without movement or other transition effects between messages;

☐ *Meets* ☐ *Does not meet*

f. Except as otherwise provided herein, all messages displayed on the EMC must be static and may not reflect movement, flashing, scrolling or changes in shape or size of messages or portions of messages. Streaming and/or live-time video may not be displayed and this function of the EMC must be disabled;

☐ *Meets* ☐ *Does not meet*

g. The EMC unit must be equipped to override commercial messages for emergency situations such as an "Amber Alert" or other such acute public emergencies, but such override authority for public emergencies shall not exceed 48 total hours within any two week period. The owner of the EMC unit is requested to cooperate with the City of Crystal Lake in order to allow the City to exercise its override authority; and

☐ *Meets* ☐ *Does not meet*

h. The EMC sign must be set in a manner that the display will turn dark in case of a malfunction.

☐ *Meets* ☐ *Does not meet*

7. A freestanding sign may have not more than two sign faces. Freestanding signs with more than one sign face must be designed to have the sign faces attached back to back to the support structure. No V-shaped freestanding EMC signs shall be permitted.

☐ *Meets* ☐ *Does not meet*

The proposed sign is not V-shaped and does not have more than two sign faces.

8. EMC signs located within the Estate District are limited to special event centers as defined in Article 10-200.

☐ *Meets* ☐ *Does not meet*

The EMC sign is not located within the Estate District.

9. The EMC unit shall otherwise comply with all other provisions of Section 4-1000 of the Crystal Lake Unified Development Ordinance ("Signs"), including, but not limited to, the prohibition of Off-Premise Signs.

   ☐ *Meets* ☐ *Does not meet*

   Variations are being requested.

ZONING VARIATION

The petitioner is requesting variations from Article 2-400 and Article 4-1000 to allow the EMC sign copy area to be 72.19 square feet, the sign to have a total copy area of 87.44 square feet, three freestanding signs, a sign height of 18 feet and a sign base that is 35% of the sign width.

The Unified Development Ordinance lists specific standards for the review and approval of a variation. The granting of a variation rests upon the applicant proving practical difficulty or hardship caused by the Ordinance requirements as they relate to the property.

To be considered a zoning hardship, the specific zoning requirements; setbacks, lot width and lot area must create a unique situation on this property. It is the responsibility of the petitioner to prove hardship at the Planning and Zoning Commission public hearing.

Standards

When evidence in a specific case shows conclusively that literal enforcement of any provision of this Ordinance would result in a practical difficulty or particular hardship because:

a. The plight of the property owner is due to unique circumstances, such as, unusual surroundings or conditions of the property involved, or by reason of exceptional narrowness, shallowness or shape of a zoning lot, or because of unique topography, or underground conditions.

   ☐ *Meets* ☐ *Does not meet*

b. Also, that the variation, if granted, will not alter the essential character of the locality.

   ☐ *Meets* ☐ *Does not meet*

For the purposes of supplementing the above standards, the Commission may take into consideration the extent to which the following facts favorable to the application have been established by the evidence presented at the public hearing:

a. That the conditions upon which the application for variation is based would not be applicable generally to other property within the same zoning classification;

   ☐ *Meets* ☐ *Does not meet*

b. That the alleged difficulty or hardship has not been created by any person presently having interest in the property;

   ☐ *Meets* ☐ *Does not meet*

c. That the granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located; or

☐ *Meets* ☐ *Does not meet*

d. That the proposed variation will not impair an adequate supply of light or air to adjacent property, will not unreasonably diminish or impair the property values of adjacent property, will not unreasonably increase congestion in the public streets, substantially increase the danger of fire or otherwise endanger public safety.

☐ *Meets* ☐ *Does not meet*

Where the evidence is not found to justify such conditions, that fact shall be reported to the City Council with a recommendation that the variation be denied.

Recommended Conditions:

If a motion to recommend approval of the petitioner's request is made, it should be with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
   A. Application (Martin Chevrolet, dated 12/03/18, received 01/04/19)
   B. Sign Plan (Signet Sign Company, dated 01/17/19, received 01/17/19)

2. Two freestanding signs are allowed for the subject property. The petitioner may incorporate an EMC sign, which meets the EMC special use criteria, into one of the existing freestanding signs or a sign similar in height and copy area.

3. Comply with the minimum 10-foot setback requirement for all signs that are added or moved.

4. Work with staff to ensure the UDO sign landscaping requirement for the freestanding sign is met.

5. The EMC unit must be equipped with both a programmed dimming sequence as well as an additional overriding mechanical photocell that adjusts the brightness of the display to the ambient light at all times of day. Such programming and mechanical equipment shall be set so that the EMC, at night or in overcast conditions, will be no more than 40% of the daytime brightness level.

6. The EMC unit must have the "flash" feature disabled and messages shall have a five-minute "hold" time.

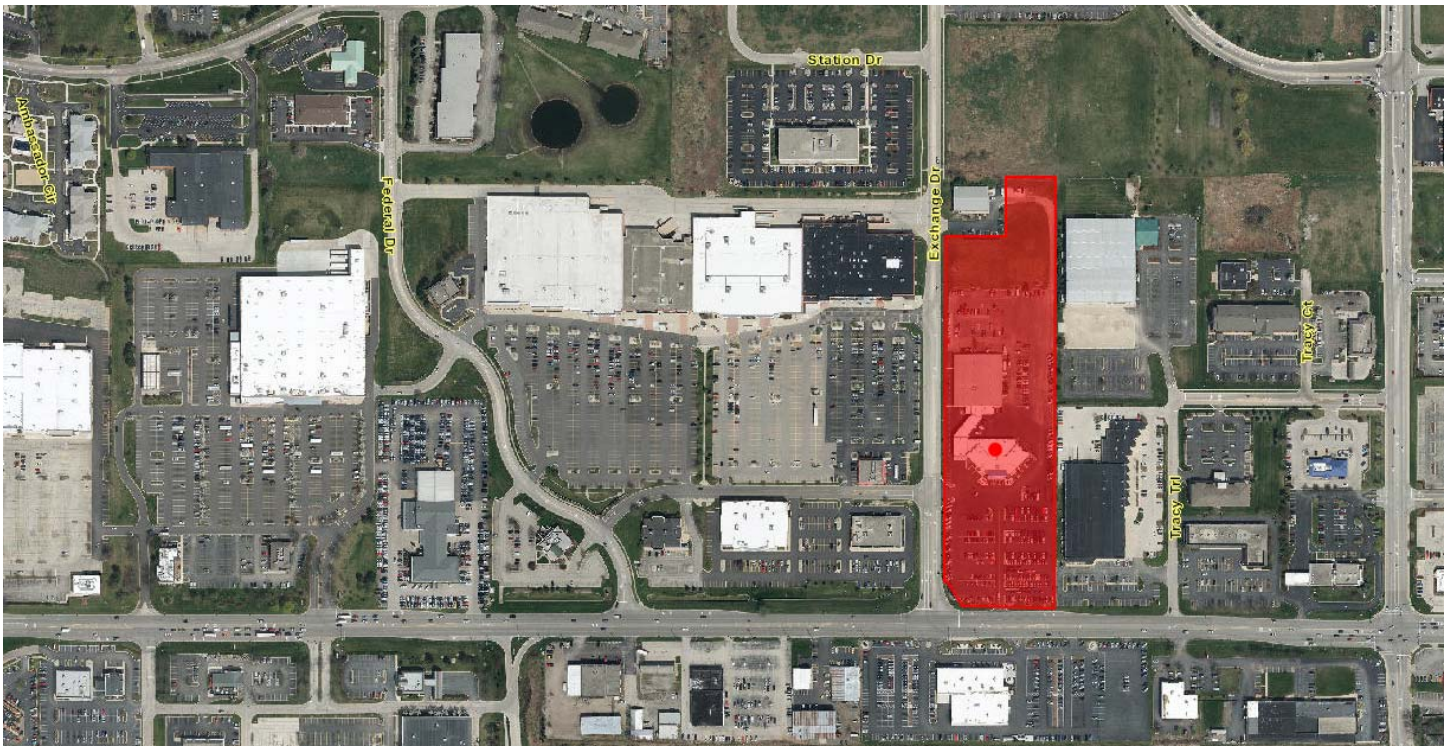
7. The messages displayed on the EMC may only transition from one message to another by either fading or dissolving to black with another message appearing immediately thereafter, without movement or other transition effects between messages.

8. Except as otherwise provided herein, all messages displayed on the EMC must be static and may not reflect movement, flashing, scrolling or changes in shape or size of messages or portions of messages. Streaming and/or live-time video may not be displayed and this function of the EMC must be disabled.

9. The petitioner shall address all of the review comments and requirements of the Community Development Department.

PLN-2019-00003 MARTIN CHEVROLET – 5220 NORTHWEST HWY.





City of Crystal Lake
Development Application

Office Use Only
File # _____

RECEIVED
JAN 0 4 2019
BY: .....

Project Title: _____

Action Requested

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

Petitioner Information

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

Owner Information (if different)

Name: Martin Chevrolet
Address: 5220 Northwest Highway
Crystal lake, Illinois
Phone: Cell: 847 833 4740
Fax: Todd Martin Cell
E-mail: TMartin@MartinNissan.com

Property Information

Project Description: EMC Sign for Dealership

Project Address/Location: 5220 Northwest Highway

PIN Number(s): _____

Development Team

Please include address, phone, fax and e-mail

Developer: **Martin Chevrolet**

Architect: **Signet Sign Company, 608 White Oak Lane, Bartlette, Illinois 630 830 8242**

Attorney: **Kenneth A. Rawson, 312 203 7556**

Engineer: _____

Landscape Architect: _____

Planner: _____

Surveyor: **William Vanderstappen**

Other: _____

Signatures

_____ 12/3/18

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

Kenneth A. Rawson 12.3.18

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

_____ 12/3/18

OWNER: Print and Sign name **Todd Martin 12.3.18** 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.

MARTIN CHEVROLET

EMC Sign Petition

Petitioner: Martin Chevrolet

Location: 5220 E. Northwest Highway, Crystal Lake, IL 60014

Purpose: to receive permission to install and Electric Message Center at the approximate location of Exchange and Northwest highway.

Attached hereto is a copy of the as built survey completed by Vanderstappen Surveying after the completion of improvements to the dealership, these improvements consisted of a new front building and substantial additions to the existing structures to attach it to structures together when previously they were not.

The existing survey shows the location of all improvement's signs, utilities both above and below ground. This was taken into consideration by the contractor when the locations were reviewed and selected.

Electronic Message Center:

Contractor: Signet Sign Company
608 Whitecap Oak Lane, Bartlett, IL 60103
Phone: (630) 830 – 8242

Petitioner: Martin Chevrolet
Mr. Todd Martin, owner.
5220 E. North West Highway,
Crystal Lake, IL 60014
Phone: 815

Structure: the proposed structure of the Electronic Message Center is attached hereto, marked as initial Exhibit C and made a part hereof.

<u>Proposed location and Existing Conditions:</u>

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JAN 0 4 2019
BY:

There are currently two existing Chevrolet signs on Route 14, neither of these are owned by Martin Chevrolet, they were included with the purchase, are a portion of the dealership and are owned by General Motors for which Martin Chevrolet is required to lease and pay monthly rent.

One of the General Motors signs (on the East property border) described as "Chevrolet Certified Cars" is proposed to be removed from its location on Route 14 to Exchange Road. The other existing Chevrolet Sign is to remain at its current location. This will leave only two signs on Route 14, the new EMC sign and the existing Chevrolet sign see Exhibit H.

Exchange Road location for existing Used Car Signage.

Currently the dealership has 1184 feet of frontage on exchange road along with its main entrance on exchange road but has no signage on exchange road.

The sign moved to Exchange road would be placed 450 feet back from Route 14 and will mark the main entrance for Martin Chevrolet approximately 20 feet north of the Exchange Road Entrance. At a distance of 450 feet back from route 14. The exchange sign will be barely visible from Route 14 please see Exhibit H taken from the intersection of Exchange Road and Northwest Highway per (Route14)

The dealership has current temporary marketing signs which will be unnecessary with the installation of the EMC sign.

Exhibits are attached the presentation

Topo Survey, as built of the new dealership showing the current improvements as constructed.

. Contractors Plans from Signet Sign

: Signet Sign showing all sign locations.

` Aerial of Locations .

"Chevrolet Pre Owned" Used car Sign to be moved to Exchange Road.

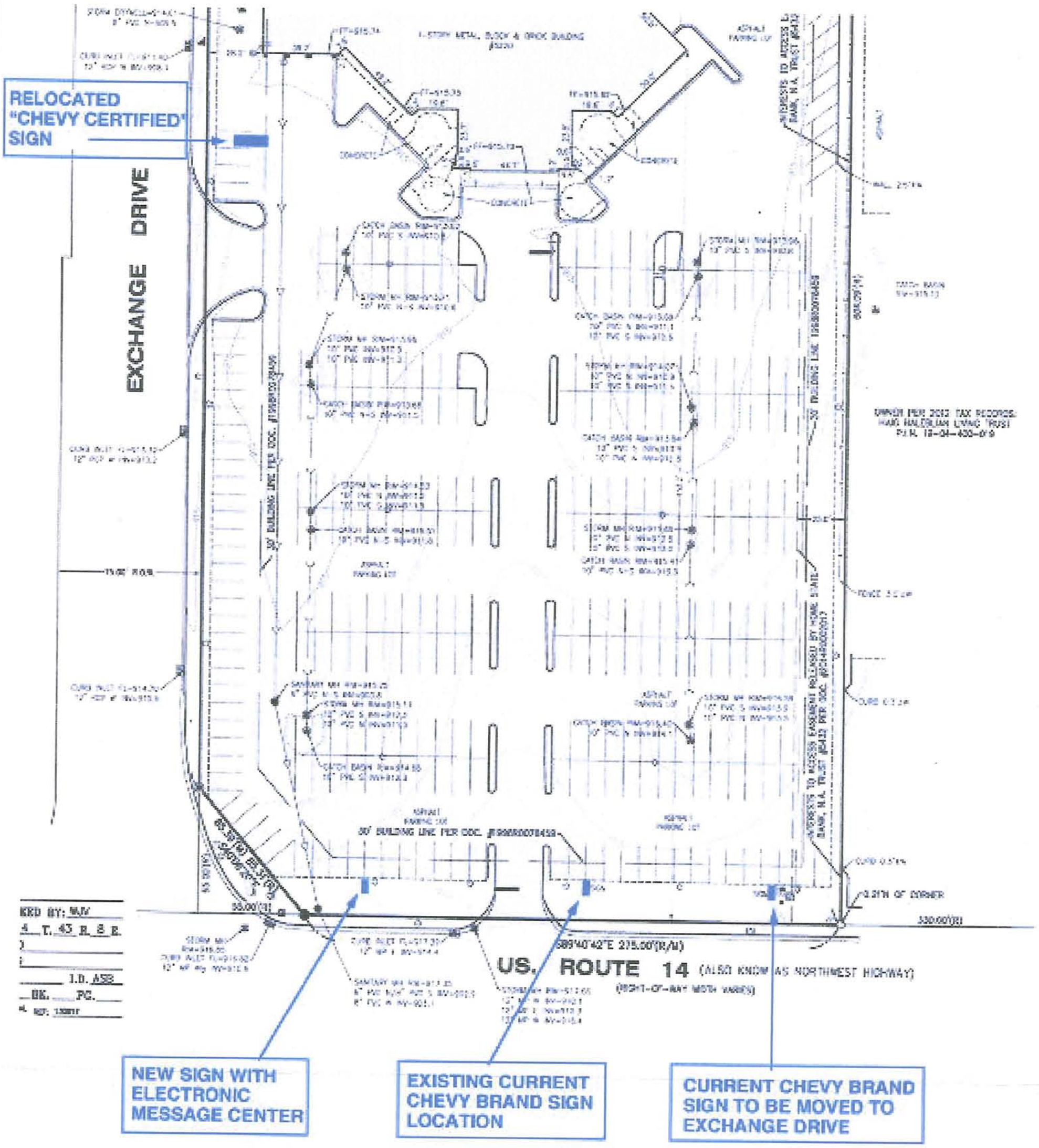
New Location Exchange Road for Certified Used Cars.

Picture of Per Owned Sign on Rt 14 at its current location.

Picture from Rt 14 to new location on Exchange, showing perspective off how the sign impact will look when moved to Exchange will be barely visible from Rt 14.

Respectfully submitted
Martin Chevrolet

By; _____
Kenneth A. Rawson

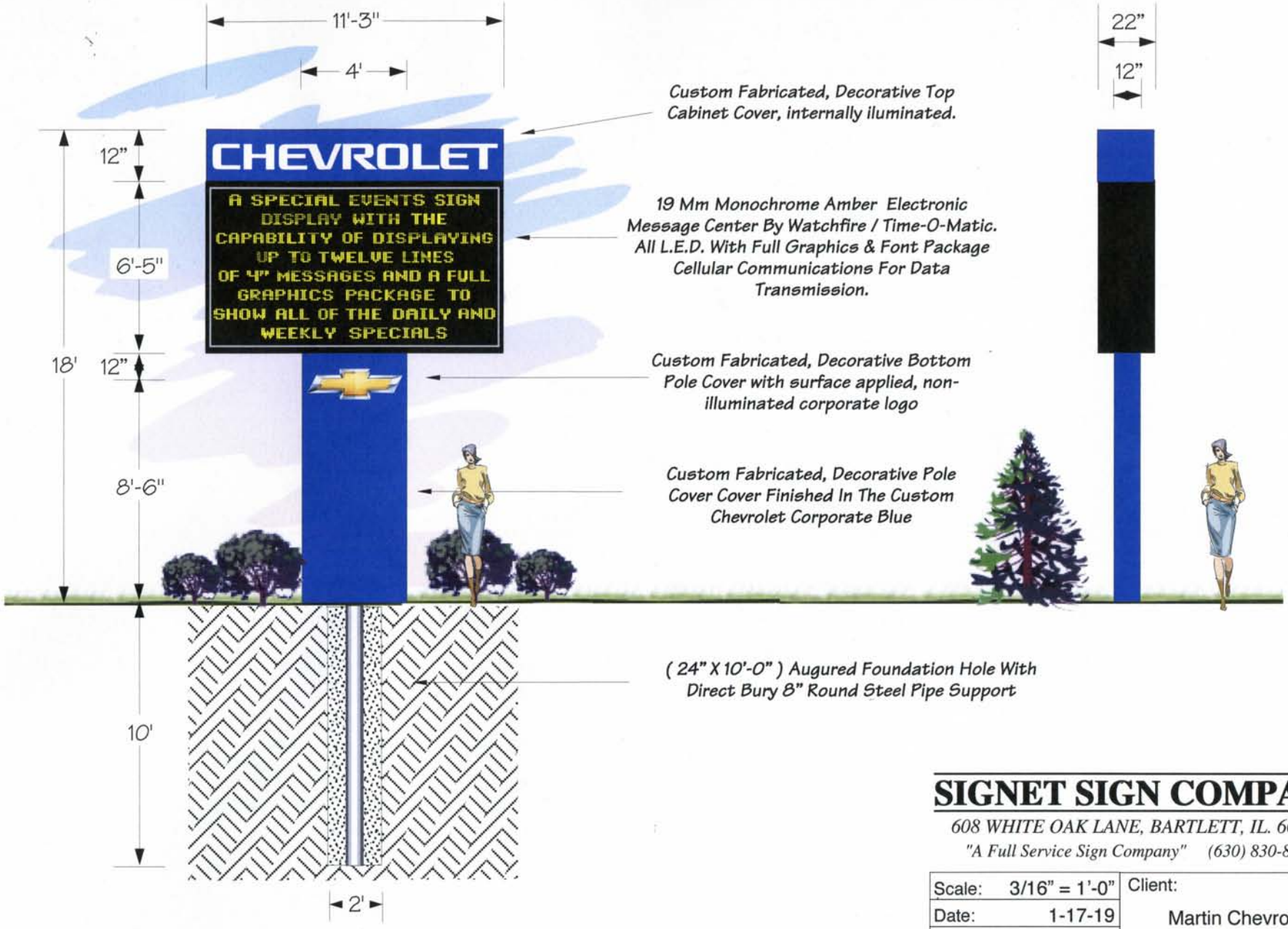


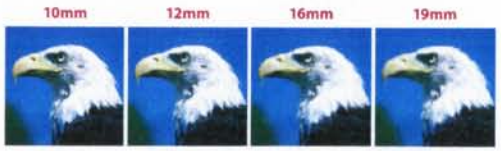
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JAN 0 4 2019
BY: .....

SIGNET SIGN COMPANY

608 WHITE OAK LANE, BARTLETT, IL 60103

"A Full Service Sign Company" (630) 830-8242





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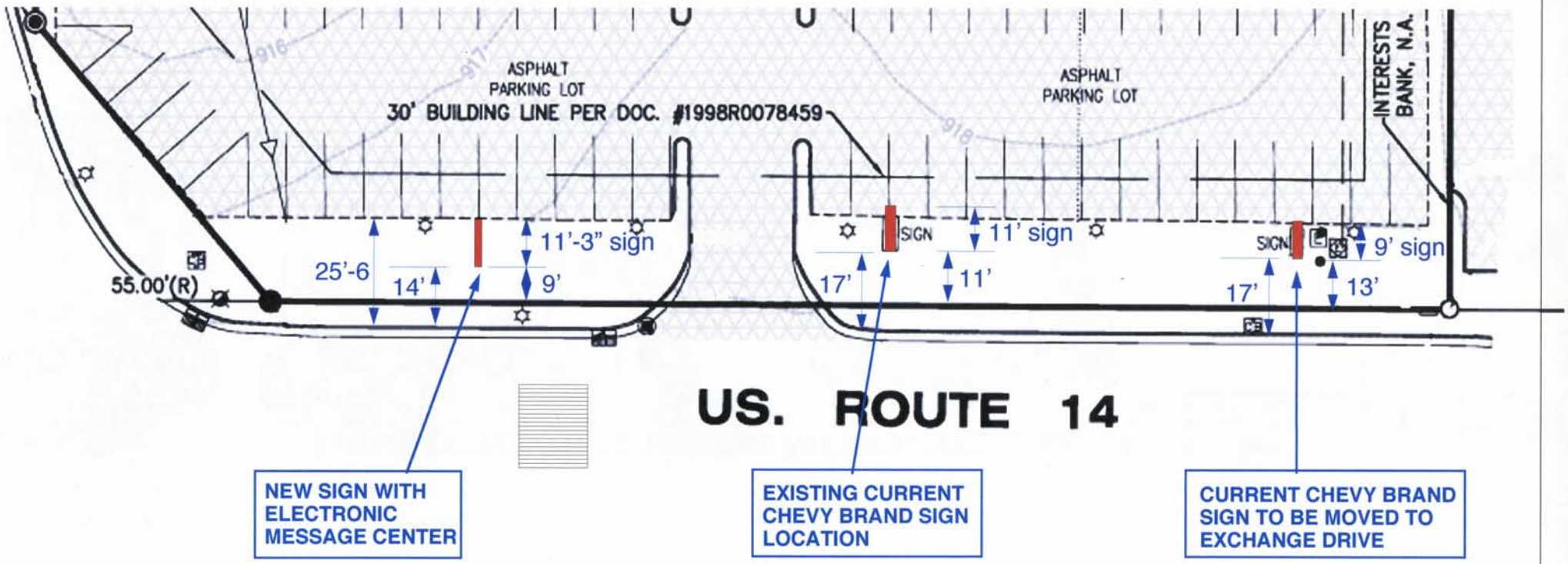
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SIGNET SIGN COMPANY

608 WHITE OAK LANE, BARTLETT, IL. 60103
"A Full Service Sign Company" (630) 830-8242

Scale: 3/16" = 1'-0"	Client:
Date: 1-17-19	Martin Chevrolet
Drawn By: 6116	5220 Northwest Highway
Drawing #: 14-1168r-4	Crystal Lake, Il.

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* WITHOUT EXACT ON-SITE SURVEYOR REFERENCES, THESE MEASUREMENTS ARE ESTIMATES ONLY.

* THIS DRAWING IS NOT AN EXACT REPRESENTATION OF EXISTING SIGNS OR LOCATIONS, OR NEW SIGN PLACEMENT.

SIGNET SIGN COMPANY

608 WHITE OAK LANE, BARTLETT, IL. 60103

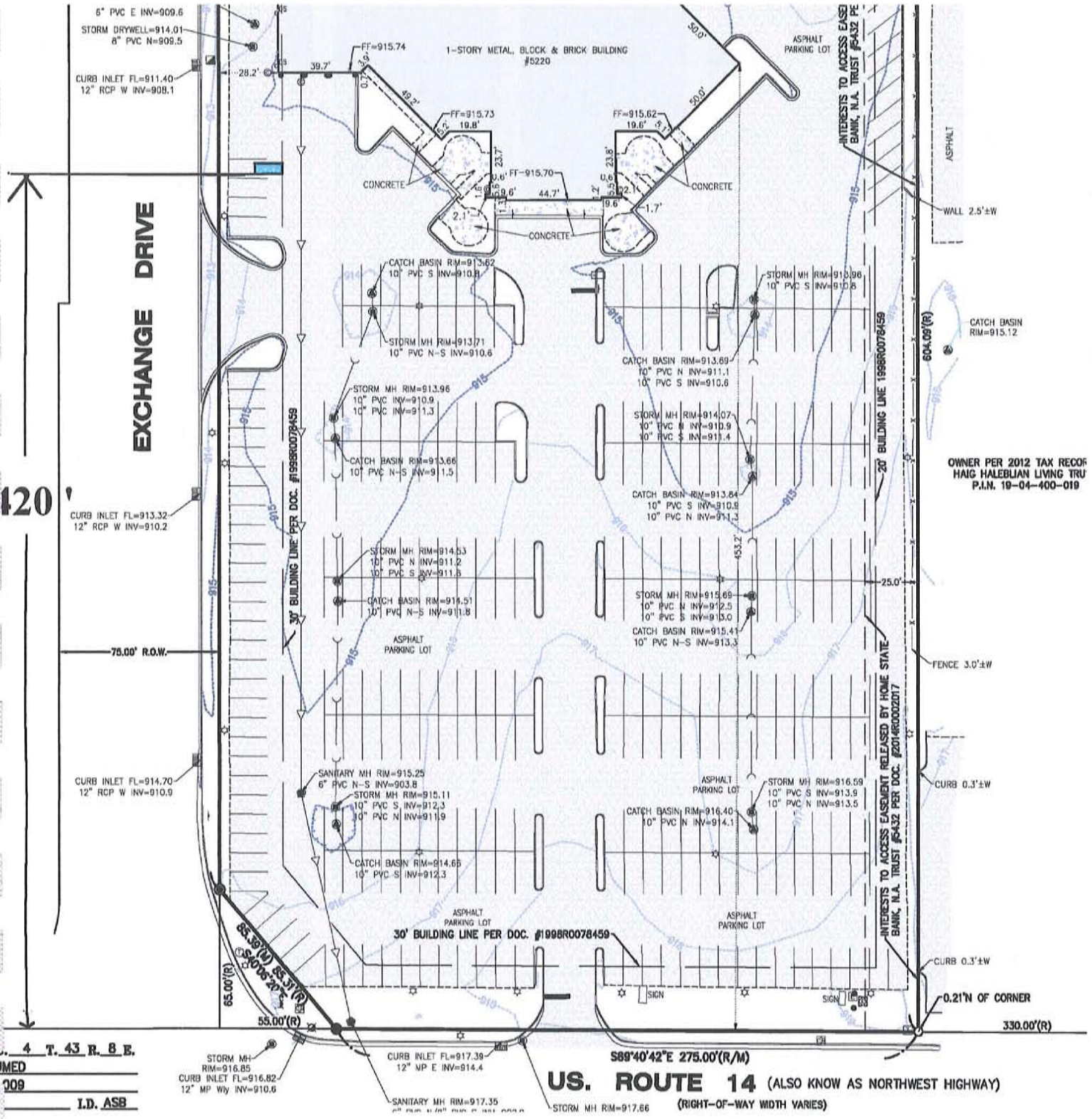
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Scale:	Client:
Date:	Martin Chevrolet
Drawn By:	5220 Northwest High way
Drawing #:	Crystal Lake, Il.
Revision #: __ As Of: __/__/__ Drawing __ Of __	



SEC. 4 T. 43 R. 8 E.
ASSUMED
009
I.D. ASB

RECEIVED
JAN 0 4 2019
BY:



RECEIVED
JAN 0 4 2019
BY: .....

Sign to be removed from Route 14



RECEIVED
JAN 0 4 2019
BY: .....



Image capture: Aug 2017 © 2018 Google

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JAN 0 4 2019
BY:.....

CAR DEALER EXISTING (AND APPROVED) FREESTANDING SIGNS													
		Freestanding Sign						Second Freestanding Sign					
Address	**Name**	Area (sq ft)	Height (ft)	EMC (Y/N)	EMC Approval	EMC Area (sq ft)	LED	Area (sq ft)	Height (ft)	EMC (Y/N)	EMC Approval	EMC area (sq ft)	LED
5656 Northwest Hwy	M'Lady Nissan	80	24ft 8in	Y	Variation	30.6	Amber	-	-	-	-	-	-
5213 Northwest Hwy	Anderson VW	10	14ft 8in	N	-	-	-	40.88	14ft 9in	Not installed	2014-10 SUP/Var	40.88	Red
360 N Route 31	Anderson BMW	150	25ft	N	-	-	-	32.2	15ft	N	-	-	-
6305 Northwest Hwy	GMC	76	20ft	N	-	-	-	-	-	-	-	-	-
680 W Terra Cotta Ave	Brilliance Honda	64	11ft	N	-	-	-	74	18ft	Y	2012-37 Annex/ PUD/SUP	74	Red
1035 Route 31	Pauly Toyota	104	19ft 3in	N	-	-	-	20	6ft	N	-	-	-
5220 Northwest Hwy	Martin Chevy	75.5	15ft	N	-	-	-	75.5	15ft	N	-	-	-