#2014-10
Volkswagen of Crystal Lake
Project Review for Planning and Zoning Commission

Meeting Dates: March 19, 2014

Requests:
1) Variation from Article 4-1000 Signs of the UDO to allow two freestanding signs;
2) Variation from Article 4-1000 Signs to allow the freestanding sign #1 to be 14'-8" tall and a variation to allow the sign base to be less than 80% of the sign width;
2) Special Use Permit to allow an electronic message center sign # 2 in the "B-2" General Commercial district;
3) Variations from the Special Use Criteria for electronic message center signs including sign area, sign height (14'-9"), LED color (Red) and to allow the sign base to be less than 80% of the sign width;
4) Variation from Article 4-1000 Signs, to allow the signs to be located closer than 10 feet (#1 at 4.8 feet and #2 at 7.5 feet) to the property line.

Location: 5213 Northwest Highway

Acreage: 5.79 acres

Existing Zoning: "B-2" General Commercial

Surrounding Properties:
North: "B-2" General Commercial (Martin Chevrolet)
South: "M" Manufacturing (Three Oaks Recreation Area)
East: "B-2" General Commercial
West: "B-2" General Commercial

Staff Contact: Latika Bhide (815-356-3615)

Background:

- The property was originally annexed 'as is' to the City in 1983 to incorporate the former Conlon Collins Ford dealership. The site briefly changed ownership and became Extreme Ford for less than a year and has been vacant since 2007.
- Anderson Motors is relocating their Volkswagen flag to this site. They are currently constructing a new 30,494 square foot building at this location and making substantial improvements to the site.
- In 2013, the applicant received variations for landscaping and lighting for the dealership.
- The applicant is requesting a Special Use Permit and variations to allow two freestanding signs for this property, including an Electronic Message Center sign.

Land Use Analysis:

- Details: The petitioner would like to install two freestanding signs at this location. One sign (#1) is the existing freestanding sign at the current Volkswagen location on Route 31. The sign is 14 feet 8 inches in height and 10 square feet in area. The sign will be setback 4.8 feet from the property line. Variations from the maximum allowable height of 9 feet and required setback of 10 feet are required. A variation is also needed as the sign base is be less than 80% of the sign width

  The other sign (#2) is an electronic message center sign. The UDO permits one freestanding sign that is 80 square feet in area and 9 feet tall for commercial properties. The sign is proposed to be 14 feet 9 inches tall and approximately 40.85 square feet in area. The sign will be located 7.5 feet from the property line. The sign does not meet some of the criteria for electronic message center signs, which are detailed later in the report. A summary chart with details of the signage for other car dealerships within the City is attached.


Existing sign to be relocated

Findings of Fact:

SPECIAL USE PERMIT AMENDMENT

The petitioner is requesting a Special Use Permit to allow an EMC sign at this location. Special Uses require separate review because of their potential to impact surrounding properties and the orderly development of the City.

Section 2-400 of the Unified Development Ordinance establishes the general standard for all Special Uses in Crystal Lake. The criteria are as follows:

1. That the proposed use is necessary or desirable, at the location involved, to provide a service or facility which will further the public convenience and contribute to the general welfare of the neighborhood or community.

   ☐ *Meets* ☐ *Does not meet*

2. That the proposed use will not be detrimental to the value of other properties or improvements in the vicinity.

☐ *Meets* ☐ *Does not meet*

3. That the proposed use will comply with the regulations of the zoning district in which it is located and this Ordinance generally, including, but not limited to, all applicable yard and bulk regulations, parking and loading regulations, sign control regulations, watershed, wetlands, and flood plain regulations, Building and Fire Codes and all other applicable City Ordinances.

   ☐ *Meets* ☐ *Does not meet*

4. That the proposed use will not negatively impact the existing off-site traffic circulation; will adequately address on-site traffic circulation; will provide adequate on-site parking facilities; and, if required, will contribute financially, in proportion to its impact, to upgrading roadway and parking systems.

   ☐ *Meets* ☐ *Does not meet*

5. That the proposed use will not negatively impact existing public utilities and municipal service delivery systems and, if required, will contribute financially, in proportion to its impact, to the upgrading of public utility systems and municipal service delivery systems.

   ☐ *Meets* ☐ *Does not meet*

6. That the proposed use will not impact negatively on the environment by creating air, noise, or water pollution; ground contamination; or unsightly views.

   ☐ *Meets* ☐ *Does not meet*

7. That the proposed use will maintain, where possible, existing mature vegetation; provide adequate screening to residential properties; provide landscaping in forms of ground covers, trees and shrubs; and provide architecture, which is aesthetically appealing, compatible or complementary to surrounding properties and acceptable by community standards, as further detailed in Article 4, Development and Design Standards.

   ☐ *Meets* ☐ *Does not meet*

8. That the proposed use will meet standards and requirements established by jurisdictions other than the City such as Federal, State or County statutes requiring licensing procedures or health/safety inspections, and submit written evidence thereof.

   ☐ *Meets* ☐ *Does not meet*

9. That the proposed use shall conform to any stipulations or conditions approved as part of a Special Use Permit issued for such use.

   ☐ *Meets* ☐ *Does not meet*

10. That the proposed use shall conform to the standards established for specific special uses as provided in this section.

    ☐ *Meets* ☐ *Does not meet*

More specifically electronic message center signs must comply with the following standards:

a. Number Permitted: One EMC Sign may be incorporated into any freestanding business sign on a property, provided that such freestanding sign would otherwise be permitted within the underlying Zoning District and subject to the following restrictions:

(i) 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 this requirement

(ii) Minimum Area: The zoning lot upon which an EMC may be permitted must have a minimum of 2 acres of total lot area.
Meets this requirement

(iii) 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.
Does not meet this requirement. The entire sign comprises of the EMC. The sign is approximately 40.85 square feet in area.

(iv) 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.
Does not meet this requirement. The sign is proposed to be 14 foot 9 inches tall

(v) Pre-existing nonconforming signs: An EMC sign cannot be incorporated into a pre-existing non-conforming sign.
Not applicable

(vi) 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;
Required as a condition of approval

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;
Not applicable

C. The message area of an EMC can be illuminated by white or amber incandescent lamps, LED (light-emitting diode) or magnetic discs;
Does not meet this requirement. Red LEDs are proposed.

D. The EMC unit must have the "flash" feature disabled and messages shall have a 5-minute "hold" time except for time and temperature messaging which may have a shorter duration, but no less than 1 minute or separate the sign into two areas – one for the message and the other for the time and temperature;
Required as a condition of approval

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;
Required as a condition of approval

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;
The sign is equipped to display video as well as animated text and graphics. Required as a condition of approval

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
Required as a condition of approval

H. The EMC sign must be set in a manner that the display will turn dark in case of a malfunction.
Required as a condition of approval

(vii) A free-standing sign may have not more than 2 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-shape freestanding EMC signs shall be permitted.
Meets this requirement

(viii) The EMC unit shall otherwise comply with all other provisions of Article 4-1000 of the Crystal Lake Unified Development Ordinance ("Signs'), including, but not limited to, the prohibition of Off-Premise Signs.
The sign base is proposed to be less than 80% of the sign width. Other variations are required as mentioned in this report.

UNIFIED DEVELOPMENT ORDINANCE VARIATION

The granting of a Variation rests upon the applicant proving practical difficulty or hardship caused by the Unified Development Ordinance requirements as they relate to the property. It is the responsibility of the petitioner to prove hardship at the Planning and Zoning Commission public hearing. Before recommending any Variation, the Planning and Zoning Commission and City Council shall first determine and record its findings that the evidence justifies the conclusions that:

1. 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.
☐ True ☐ False

2. Also, that the variation, if granted, will not alter the essential character of the locality.
☐ True ☐ False

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:

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

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

3. 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
   ☐ True ☐ False

4. 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.
   ☐ True ☐ False

2030 Comprehensive Land Use Plan Review:
The Comprehensive Land Use Plan designates the property in question as Commerce, which is intended for areas of commercial and business activity. The following goals are applicable to this request:

Land Use
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.

Supporting Action: Promote, retain and attract businesses that provide a diverse tax base.

Economic Development
Goal: Establish marketing efforts to attract and retain businesses throughout the City.

Supporting Action: Continue to solicit the retail businesses which are most likely to succeed in various retail nodes in Crystal Lake.

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

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
   A. Application, Volkswagen of Crystal Lake, received 2-21-14
   B. Site/ Sign Plan Sheet, Roake, received 3-10-14
   C. Sign Details, Simon, dated 2-21-14

2. A Special Use Permit to allow an electronic message center sign at this location is hereby granted.

3. Variations
   A. A variation to allow two free standing signs at this location is hereby granted.

   B. A variation from the required minimum setback of 10 feet to allow signs to be located at 4.8 feet and 7.5 feet is hereby granted.

   C. A variation to allow the signs to be 14 foot 8 inches tall and 14 foot 9 inches tall is hereby granted.

   D. Variations to approve both free standing signs with the sign base lesser than 80 percent of the sign width is hereby granted.

   E. Variations from the criteria for electronic message center signs as listed in this report are hereby granted.

4. Landscaping meeting the provisions of the Ordinance shall be provided at the base of both freestanding signs.

5. A Municipal Utility Maintenance Agreement (MUMA) must be executed between the applicant and the City as (City) utilities run along the front of the property along Northwest Highway. If the City requires work on the underlying utilities and the signs have to be removed and/or are damaged, the sign owner is responsible for the repair/replacement of the signs.

6. Electronic Message Center Sign
   A. The sign structure must use materials or architectural elements from the principal structure on site.

   B. 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;

   C. The EMC unit must have the “flash” feature disabled and messages shall have a 5-minute “hold” time.

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

   E. All messages displayed on the EMC must be static and cannot reflect movement, flashing, scrolling or changes in shape or size of messages or portions of messages. Streaming and/or live-time video may is not permitted and this function of the EMC must be disabled.

   F. The EMC unit must be equipped to override commercial messages for emergency situations such as an “Amber Alert” or other such acute public emergencies.

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

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

L:\PLANNING AND ECONOMIC DEVELOPMENT\USER FOLDERS\LATIKA_B\Reports\Anderson VW.doc

City of Crystal Lake
Development Application

Office Use Only
File # 2014 10

Project Title: VOLKSWAGEN of CRYSTAL LAKE. FLAG POLES & MESSAGE BOARD

RECEIVED
FEB 21 2014

Action Requested

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

Petitioner Information

Name: VOLKSWAGEN of CRY LAKE
Address: 5213 NORTHWEST HY
CRYSTAL LAKE, IL 60014
Phone: (815) 455-9600
Fax: (815) 455-1196
E-mail: RVANCE@ANDERSONCARS.COM

Owner Information (if different)

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

Property Information

Project Description: INSTALL (3) FLAG POLES TO THE W OF BUILDING. MOVE PYLON SIGN FROM CURRENT INSTALL ELECTRONIC MESSAGE BOARD IN FRONT OF BUILDING

Project Address/Location: 5213 NORTHWEST HY
CRYSTAL LAKE, IL 60014

PIN Number(s): 19-09-200-039-0060

Development Team

Please include address, phone, fax and e-mail

Developer: _____

Architect: _____

Attorney: _____

Engineer: _____

Landscape Architect: _____

Planner: _____

Surveyor: _____

Other: _____

Signatures

PAUL VANCE

GM. 2/10/14

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.

TED MARKEE 2/10/14

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

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

IN THE MATTER OF THE APPLICATION OF VOLKSWAGEN OF CRYSTAL LAKE

LEGAL NOTICE

Notice is hereby given in compliance with the Unified Development Ordinance (UDO) of the City of Crystal Lake, Illinois, that a public hearing will be held before the Planning and Zoning Commission of the City of Crystal Lake upon the application of Volkswagen of Crystal Lake relating to the following described real estate commonly known as 5213 Northwest Highway, Crystal Lake, Illinois 60014 **PIN:** 19-09-200-039.

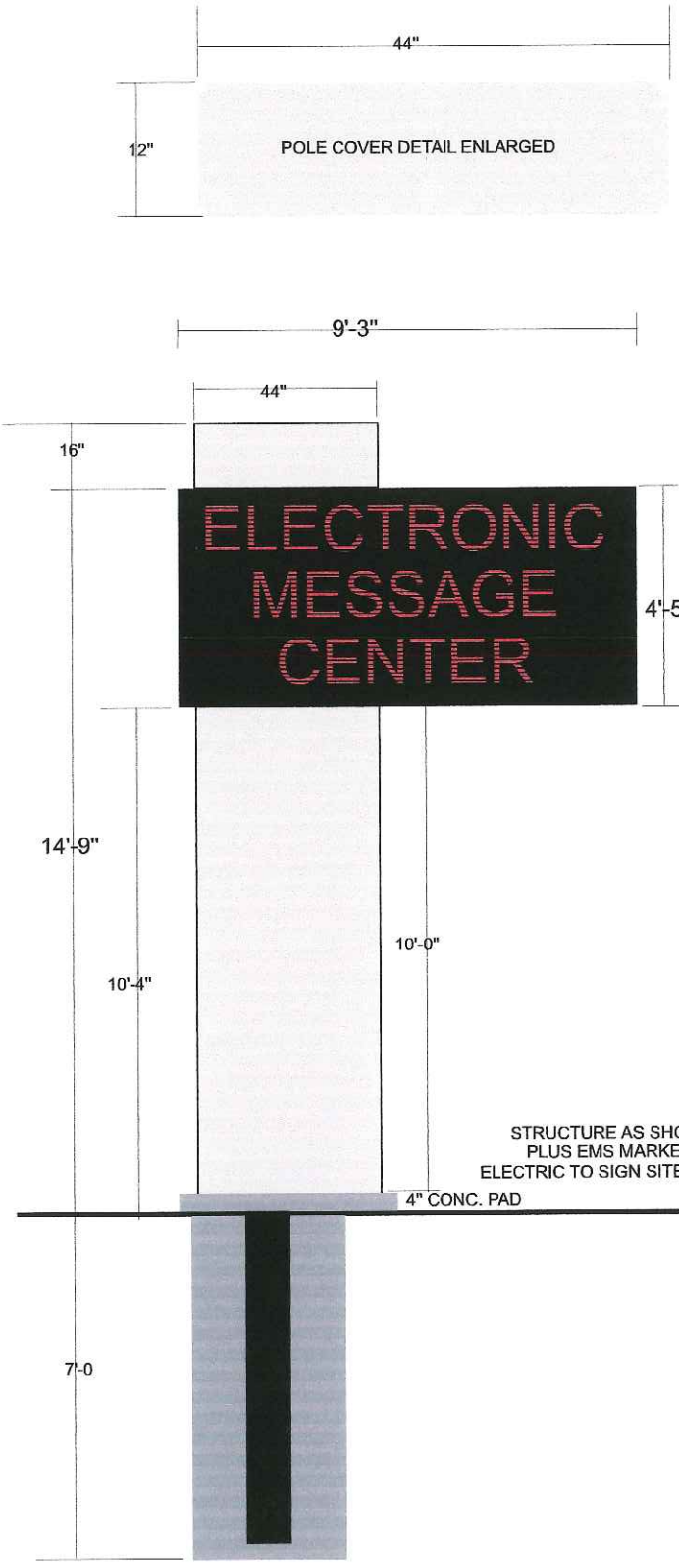
This application is filed for the purposes of seeking a Special Use Permit in accordance with the provisions of Article 2, Land Use and Article 9, Administration of the UDO to allow an electronic message center sign in the "B-2" General Commercial district at the above-mentioned location; variations from the Special Use Criteria for electronic message center signs; variation from Article 4-1000 Signs, to allow the sign to be located closer than 10 feet to the property line, variation from Article 4-800 Exterior Lighting Standards to allow lighting for the flag posts as presented; as well as any other variations that may be necessary to allow the plans as presented. Plans for this project can be viewed at the City of Crystal Lake Planning and Economic Development Department at City Hall.

A public hearing before the Planning and Zoning Commission on the request will be held at 7:30 p.m. on Wednesday, March 19, 2014, 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 March 4, 2014. #A2798)

2014 10
RECEIVED
FEB 21 2014
BY:



2014 10

RECEIVED
MAR 10 2014
BY:

N

0 15 30 60

SCALE: 1"=30'

U.S. RTE 14 (NORTHWEST HIGHWAY)

(HERETOFORE DEDICATED)

HERETOFORE DEDICATED TO I.D.O.T.
PER DOC. 1999R0016490
RECORDED MARCH 2, 1999

4.8' PROPERTY LINE TO SIGN FACE

7.5' PROPERTY LINE TO DIGITAL DISPLAY FACE

12.8' PROPERTY LINE TO BASE

15' PROPERTY LINE TO C.L. FOUNDATION PIPE

PROPOSED DIGITAL SIGN

PROPOSED MONUMENT SIGN

7.5' PROPERTY LINE TO C.L. FOUNDATION

916.47R
910.04T/P

916.32R
910.35T/P

917.30R
909.95T/P

NORTH LINE OF THE NE 1/4 OF SECTI

GASMAN TO NORTH SIDE OF ROW

DEP B6.24 C&G.

DEP

MAST ARM

TRAF. SIGNAL VAULT

STREET LIGHT STANDARD (TYP.)

B6.12

B6 CURB

ASPHALT

1-1/4" PER

PERMA
EASEM
94470
RECOR

© COPYRIGHT 2014 ROAKE AND ASSOCIATES, INC. ALL RIGHTS RESERVED

G:\46710321\46732E.dwg, 3/5/2014 9:31:43 AM, pinos

ROAKE AND ASSOCIATES, INC.
CONSULTING ENGINEERS • LAND SURVEYORS • PLANNERS
1684 QUINCY AVENUE, SUITE 100A • NAPERVILLE, ILLINOIS 60540
TEL (630) 355-3232 • FAX (630) 355-3267

PREPARED FOR:
CUSTOM FACILITIES
6296 RUCKER ROAD, SUITE C
INDIANAPOLIS, IN 46220-4860
TEL. 317-259-0038
FAX. 317-259-4785

CRYSTAL LAKE VOLKSWAGEN, CRYSTAL LAKE, IL

SIGN EXHIBIT

DRN./CKD. BY: PRS/CAH	FILE: 46732E	SHEET NO. 1 OF 1
SCALE: 1"=30'	DATE: 03/05/14	

Sign Specifications
LED Color: RED
Standard Features
Viewing Area: 4ft H x 9ft L
64 x 144



Overall Size: 4ft 5in H x 9ft 3in L x 5in D
900 Lbs.
Color:.....LED RED
Display Capability:...4096 shades
Viewing Angles:.....90 Horiz/40 Vert
Slideshow playback
Video:.....plays prerecorded clips up to 30FPS
Animated Text & graphics
Includes:.....Ignite Graphics Software
Pitch/Char: Mono 19mm / 5.00in
Apx. Weight:
8 lines / 29 Characters at a 5" type.
Cabinet Depth: 5.00 inches
Double Face Twinpak (Slim)
Character Style
Communications RWF High Speed Long Range Wireless Modem
Group Link Not Ordered
Temperature Sensor w/100-Step Photocell w/15 ft Cable
Software Training Web Based Software Training
Personal Computer Standard Ignite Software Only
Fiber Optic Cable Not Ordered / Not Required
Technician On-Site Not Ordered
Cabinet Separation Standard Up To 15 Feet
Power Requirements Standard As Quoted

RECEIVED
FEB 21 2014
BY:
2014 10

N.T.S.

TOTAL

HANDICAP PARKING REQUIRED 2 SPS

TYPICAL NEW PAVEMENT SECTIO
N.T.S.

U.S. RTE 14 (NORT

(HERETOFORE DEDIC

