

MEETING NOTICE

AGENDA

VILLAGE OF HOFFMAN ESTATES PLANNING AND ZONING COMMISSION

January 17, 2018

The Planning and Zoning Commission of the Village of Hoffman Estates will hold a meeting in the Helen Wozniak Council Chambers of the Municipal Building, 1900 Hassell Road, Hoffman Estates, Illinois, at 7:00 p.m., **Wednesday, January 17, 2018.**

1. Call to Order/Roll Call

2. Approval of Minutes

January 3, 2018

3. Chairperson's Report

4. Old Business

PUBLIC HEARING – Request by Gary Taylor (owner) for a Master Sign Plan dated January 17, 2018 in accordance with the Zoning Code for the property at 2570 Hassell Road commonly referred to as The Assembly Bar & Café.

5. New Business

6. Staff Report

7. Adjournment

The next regular Planning and Zoning Commission meeting is scheduled for **Wednesday, February 7, 2018 at 7:00 p.m.**



VILLAGE OF HOFFMAN ESTATES
PLANNING AND ZONING COMMISSION
STAFF REPORT #2

PROJECT NO.: 2015029P

PROJECT NAME: THE ASSEMBLY MASTER SIGN PLAN

PROJECT ADDRESS/LOCATION: 2570 HASSELL ROAD

PUBLIC HEARING
YES NO

REZONING MASTER SIGN PLAN SPECIAL USE VARIATION
SITE PLAN AMENDMENT PRELIMINARY & FINAL PLAT

MEETING DATE: JANUARY 17, 2018
(Continued From DECEMBER 20, 2017)

STAFF ASSIGNED: DANIEL RITTER

REQUESTED MOTION

Approval of a request by Gary Taylor (owner) for a Master Sign Plan dated January 17, 2018 in accordance with Section 9-3-8-M-13 of the Zoning Code for the property at 2570 Hassell Road commonly referred to as The Assembly Bar & Café.

INCLUDES RECOMMENDED CONDITIONS
YES NO

UPDATED PROPOSAL

The majority of the Planning and Zoning Commission agreed at the December 20th meeting that there were various revisions needed to the proposed pole sign. The petitioner agreed to come back with a revised proposal and follow the suggestions. The petitioner has made some revisions to the proposed pole sign from the previous proposal. The primary concerns and revisions are described below.

- Aesthetic Quality and Design – Most Commissioners expressed the desire for an architectural design upgrade to the sign beyond an exposed pole support. It was suggested the petitioner’s previous design with a metal cover and cap made by the petitioner (see pg.3 below) was a good example of a simple solution. There was also a suggestion to install brick or masonry at the base of the sign to increase the aesthetic appearance to people on the site and protect the sign structure. Centering the sign on the support was suggested as the best option aesthetically, would lessen some future safety concerns and is cheaper for the petitioner to construct. **The revised proposal includes small caps and a “decorative aluminum radius” but continues to leave the pole support exposed with no architectural or high-quality design aspects. The minor changes focus on the box of the sign that is visible from those far away, but does nothing to increase the aesthetics to people on-site and at surrounding properties. The sign box continues to be cantilevered in a flag-style design instead of centered on the sign’s base.**
- Overall Sign Size – The majority of Commissioners expressed that the sign would be more appropriate at 200 square feet and that the proposed 240 square feet appeared too large for the lot

Meeting Date: January 17, 2018

and was not comparable or equal to similar businesses in the area. **The updated sign was reduced by 4 square feet and is 236 square feet and does not appear to accomplish the recommendation of reducing the size to the typical zoning code allowance of 200 square feet in size.**

- **LED Message Center** – The majority of the Commission believed the LED message center size and its percentage of the overall sign were too large and should be kept in line with all previous LED message center approvals (maximum 64 square feet total). Commissioners stated the sign would function more effectively with the business identification portion of the sign being most prominent and the LED message center being the smaller portion of the sign. **The proposed LED display was reduced, however it continues to well exceed the current maximum for commercial properties (64 square feet) and would set a new precedent.**

Without any unique justification for LED message center size, the proposal has the potential to set a precedent and it is likely other commercial properties will expect the same allowances. It is unknown what the resulting aesthetic and traffic safety impacts that larger LED displays would have or how to mitigate any negative effects. **Further information and research is needed to better understand the effects of allowing larger LED message centers Village-wide. It is not recommended to approve an LED display that exceeds the current maximum.**

- **Height** – The overall pole sign height was reduced from 40 feet to 35 feet per the Commission's recommendation. As requested by the Commission, the overall height of the building was determined to be 14 feet with HVAC units that currently extend 2-3 feet above the roof line.

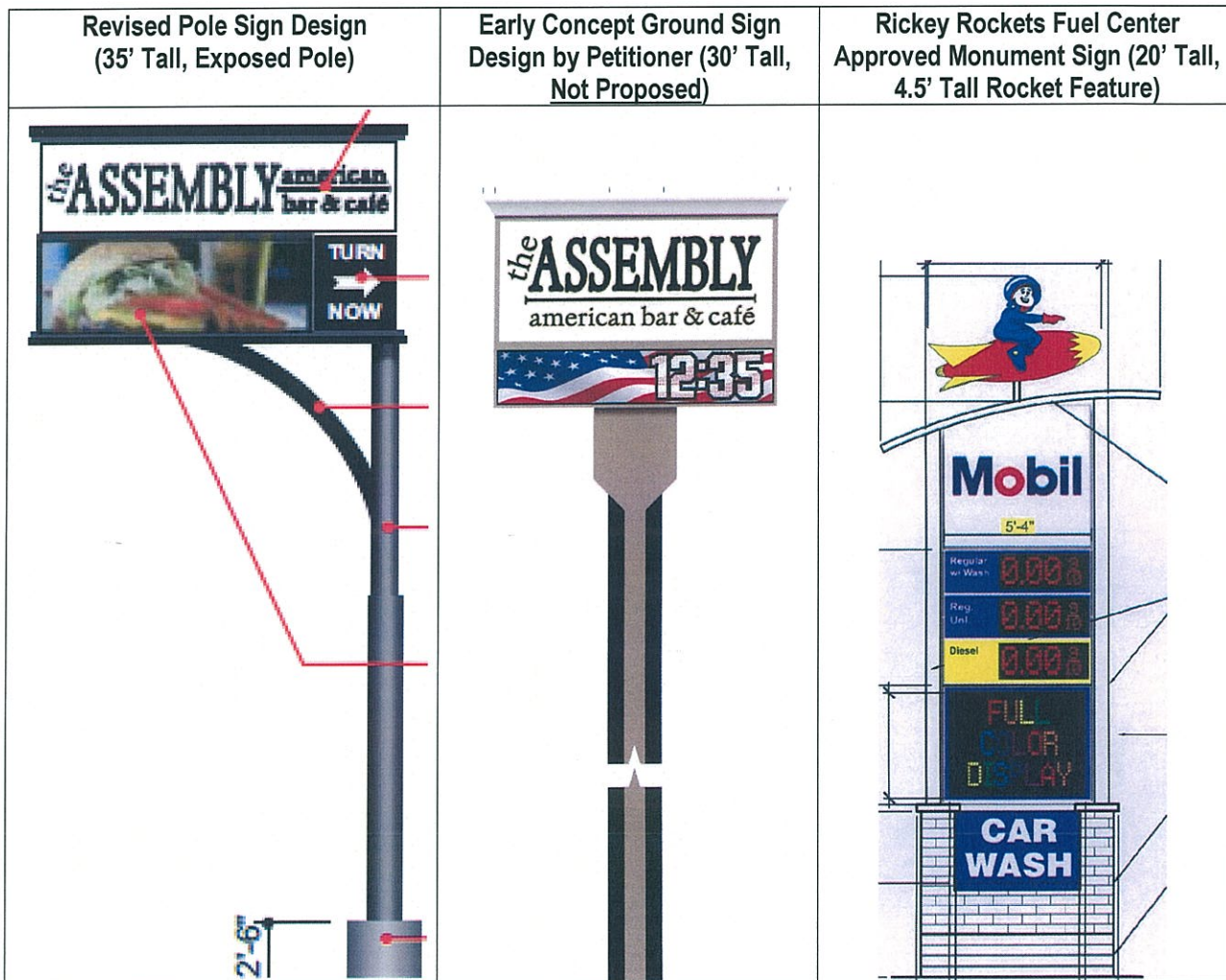
Sign Location	Sign Support Design	Overall Sign Size	LED Display Size (Total)	App. LED % of Sign Face	Max Sign Height
Typical Commercial Sign Approval	Monument with Stone or Masonry	200 sq ft	64 sq ft maximum	30%	20 feet + grade difference form adjacent road
Revised Proposal	Exposed Pole	236 sq ft	90 sq ft	38%	35 feet
Dec. 20 th Proposal	Exposed Pole	240 sq ft	180 sq ft	75%	40 feet

STAFF SUMMARY

The petitioner's revised proposal lacks in the significant areas addressed in the previous Staff Report (dated December 20, 2017) and recommended by the Planning and Zoning Commission. While some minor adjustments have been made, the proposed pole sign does not meet the aesthetic requirements or architectural standards required by a Master Sign Plan and have been required of all other commercial properties with similar requests. The proposal would create a large disparity from previous approvals for other approximately 1-acre or larger commercial sites in the Village. Without any unique justification approving the pole sign would set a precedent that is likely to cause other businesses and commercial properties in the Village to seek approval of similar sign sizes that lack architectural grade materials and aesthetically pleasing designs. The petitioner's previously designed "early concept sign" shown below on page 3 includes a centrally mounted, 200 square foot overall size, 64 square foot LED display and an architectural pole cover that matches the exterior colors of the building and is much more appropriate than the current proposal.

UPDATED SIGN COMPARISON INFORMATION

Sign Location	Sign Type	LED Message Center Size (Total)	App. LED % of Sign Face	Max Sign Height	App. Property Acreage
The Assembly (Revised)	Pole/Flag-Style	90 square feet	38%	35 feet	1.0 acre
Rickey Rockets Fuel & Shopping Center	Monument	40 square feet	20%	20 feet + 4.5 foot "rocket guy"	1.7 acres
Red Roof Inn	Monument	64 square feet	37%	20 feet	2.4 acres
First American Bank	Monument	50 square feet	29%	20 feet	1.5 acres
Burger King	Monument	64 square feet	32%	20 feet	0.8 acre
McDonalds	Monument	52 square feet	27%	16 feet	1.0 acre



*Comparison heights are approximate

MASTER SIGN PLAN STANDARDS

Master Sign Plans were developed by the Village as a way to grant additional signage allowances not permitted by the Zoning Code in order to cover the unique signage needs of properties and businesses. The goal of the Master Sign plan program is to come up with a comprehensive and cohesive plans that lead to the development of aesthetically pleasing and high-quality signage in exchange for the flexibility of varying from the typical code allowances.

Section 9-3-8-M-13 of the Zoning Code requires a Master Sign Plan for any LED message center request because they are not permitted by the Zoning Code. The Zoning Code lists the goals that a Master Sign Plan should achieve as follows:

- Result in architecture and graphics of a scale appropriate for the subject development and the surrounding area;
- Provide signage consistent with the site plan and architecture of the project;
- Avoid visual clutter;
- Allow visitors, employees, and consumers to readily identify the business entrances, while addressing the community's need for attractive, unobtrusive architecture and commercial graphics; and
- Result in a unified theme of signage for the project.

Petitioners are encouraged to take a comprehensive approach to each master sign plan proposal because the plan will provide guidelines for signs that are desired both today, and into the future. The Plan functions as a "mini-sign code" for the property.

The creation of a Master Sign Plan involves merging and considering several perspectives, including:

- Current Code requirements.
- Prior variation history on the subject property, as well as similar properties.
- Existing signage on the property.
- Specific current signage requests by the property owner.
- Likely possible signage requests in the future (consider the type use of the property and its location).
- Unique characteristics of the subject property.

Attachments:

Staff Report dated December 20, 2017
The Assembly Bar & Cafe Master Sign Plan (dated January 17, 2018)
Petitioner Application & Submittals
Legal Notice & Notification Map
Staff Exhibit - Previously Approved LED Message Center Signs
Staff Exhibit - Aerial Photo



VILLAGE OF HOFFMAN ESTATES PLANNING AND ZONING COMMISSION STAFF REPORT

PROJECT NO.: 2015029P

PROJECT NAME: THE ASSEMBLY MASTER SIGN PLAN

PROJECT ADDRESS/LOCATION: 2570 HASSELL ROAD

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PUBLIC HEARING YES NO

REZONING MASTER SIGN PLAN SPECIAL USE VARIATION

SITE PLAN AMENDMENT PRELIMINARY & FINAL PLAT

MEETING DATE: DECEMBER 20, 2017

STAFF ASSIGNED: DANIEL RITTER

REQUESTED MOTION

Approval of a request by Gary Taylor (owner) for a Master Sign Plan dated December 6, 2017 in accordance with Section 9-3-8-M-13 of the Zoning Code for the property at 2570 Hassell Road commonly referred to as The Assembly Bar & Café.

INCLUDES RECOMMENDED CONDITIONS YES NO

BACKGROUND

The Assembly building was approved at its current location in 1970's and the site has since gone through several transformations as the surrounding roadways have evolved. In 1994, the property owner received variation approval for a height and setback variation that allowed a 30-foot tall (compared to the 20-foot maximum height allowed by code) ground sign to be located 4 feet from the western property line. This variation request was approved due to the property being located below the grade of the adjacent Barrington Road that had been widened and raised in the early 1990s.

Most recently the I-90 Tollway interchange project resulted in a permanent taking of approximately one to two feet of the property along Barrington Road, rebuilding of a retaining wall and relocation of the utility easement on the petitioner's property. The petitioner has worked with the state for compensation for any takings or easements due to this project. The tollway interchange work did not change the grade of Barrington Road, but did create a solid wall/railing along the Barrington Road sidewalk. Due to the IDOT taking and interchange work, the previous ground sign was required to be removed from its existing location and cannot be reinstalled and meet the previously approved setbacks from the 1994 variation.

The petitioner has known that the sign would need to be relocated for over two years and has decided to design a new sign with an electronic message center instead of reinstalling the existing outdated sign. The addition of an electronic message center requires a Master Sign Plan approval instead of a typical variation.

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PROPOSAL

Instead of proposing a new sign that meets the previously approved 30-foot height and 200 square foot total sign size, the petitioner is proposing to install a new 40-foot tall freestanding pole sign with an LED message center display. The proposed sign would be 120 square feet per side and 240 square feet total. Unlike all other LED message center signs in the village, the proposed sign would not be a small insert portion of a larger sign. Instead, 180 square feet (75%) of the total sign size would be a full color LED message center display and would instead function as the primary signage for the site.

Another unusual feature is that the sign is proposed to be installed next to the building and be cantilevered to overhang the drive aisle and parking lot. The LED message center would have similar brightness level and static time requirements as other LED message displays in the Village. Other signage (such as wall signs) would also be regulated by the Master Sign Plan, however these signs would comply with the standard zoning code allowances except for two small signs permitted for electric vehicle charging stations that will require the approval of a formal site plan amendment (not yet proposed).

Staff's review has identified a number of concerns with this proposal and requested that the petitioner redesign the ground sign to resolve these issues. However, the petitioner has indicated they wish to proceed based on the plans they submitted, without any revisions. The primary staff concerns are summarized below and covered in further detail in the following sections.

1. The proposed ground sign does not meet the aesthetic requirements or architectural standards required for a Master Sign Plan. **Without revisions to the ground sign proposal to increase the aesthetic appearance and better align with the Master Sign Plan intentions and standards, staff does not recommend this request be approved.**
2. The overall size of the ground sign, size of LED message center and height exceed the allowances of comparable commercial sites in the Village and the surrounding area with no unique justification. **Without revisions to the ground sign proposal to better align with similar overall sign and LED message center size allowances and approvals, staff does not recommend this request be approved.**

MASTER SIGN PLAN STANDARDS

Master Sign Plans were developed by the Village as a way to grant additional signage allowances not permitted by the Zoning Code in order to cover the unique signage needs of properties and businesses. The goal of the Master Sign plan program is to come up with a comprehensive and cohesive plans that lead to the development of aesthetically pleasing and high-quality signage in exchange for the flexibility of varying from the typical code allowances.

The Zoning Code requires that deviations from sign standards shall be addressed through a Master Sign Plan proposal in lieu of a variation request, unless it is determined to be not feasible. In this case, there are prior sign variations on the site for a ground sign height and setback and those request would typically be able to be handled on their own due to the hardships with the property's grade difference. However since the petitioner has decided to seek approval for an LED Message Center and a size variation, a Master Sign Plan is required, along with the typical design requirements.

Section 9-3-8-M-13 of the Zoning Code requires a Master Sign Plan for any LED message center request because they are not permitted by the Zoning Code. The Zoning Code lists the goals that a Master Sign Plan should achieve as follows:

- Result in architecture and graphics of a scale appropriate for the subject development and the surrounding area;
- Provide signage consistent with the site plan and architecture of the project;
- Avoid visual clutter;
- Allow visitors, employees, and consumers to readily identify the business entrances, while addressing the community's need for attractive, unobtrusive architecture and commercial graphics; and
- Result in a unified theme of signage for the project.

Petitioners are encouraged to take a comprehensive approach to each master sign plan proposal because the plan will provide guidelines for signs that are desired both today, and into the future. The Plan functions as a "mini-sign code" for the property.

The creation of a Master Sign Plan involves merging and considering several perspectives, including:

- Current Code requirements.
- Prior variation history on the subject property, as well as similar properties.
- Existing signage on the property.
- Specific current signage requests by the property owner.
- Likely possible signage requests in the future (consider the type use of the property and its location).
- Unique characteristics of the subject property.

STAFF SUMMARY

The proposal does not meet the standards of Section 9-3-8-M-13 listed above or the intent of the Master Sign Plan program. The proposed ground sign would be 120 square feet per side and 240 square feet total. The sign would include a full color LED display that is 90 square feet per side and 180 square foot total (75% of the total sign size). The remaining portion (25%) of the sign would be an internally lit box with a translucent face under the LED message center. The sign would be 40 feet in height and installed next to the building and be cantilevered to overhang the parking lot and drive aisle. Below is a number of discussion points for various requests that are not compliant with the standard Zoning Code requirements. These sign sizes are out of proportion to the size of this single-use restaurant use on less than one acre of property.

Sign Height

Commercial ground signs in business districts are permitted to be a maximum of 20 feet in height by the Zoning Code. Variations for sign heights have typically only been approved by the Village, based on a hardship of the grade differences to the immediately adjacent streets. This calculation method allows all signs to be allowed the same maximum vertical height and visibility in relation to the adjacent roadway. For example, to someone driving on the roadway, the tops of all the ground signs would appear the same height. On The Assembly's site, there is a grade difference from Barrington Road of approximately 9 feet. This would typically allow for the petitioner to request a sign to be a maximum of 29 feet in height. The petitioner originally requested a 30 foot height to match the same sign height as the previous ground sign, which is reasonable and would allow the top of the sign to match the Rickey Rockets ground sign to the south and would be taller than all other signs in the area including the immediately adjacent Red Roof, Northwest Corporate Centre, BP and Starbucks/Stonegate Retail Sign. However, the petitioner has recently

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expanded their request for the ground sign to be 40 foot in height. The grading difference justifies the need for the height variation, but only to a maximum of 29-30 feet and does not justify lack of architectural design or size of a sign and message center that is covered below. The 40-foot height and proposed design would make this sign extremely disproportionate compared to surrounding signs.

Ground Sign Size

Commercial ground signs in business districts are permitted to be 100 square feet per side and 200 square feet maximum in size by the Zoning Code. Sign size is rarely varied except for in situations where there is a very large parcel of land covered or many tenants covered by a single sign such as with a shopping center or large office center property. The pole, base, and frame of the sign are excluded from the signage area calculation so that architectural features do not lower the sign area available to the business. The Assembly site is approximately 1 acre and a larger sign is anticipated to look out of scale on this site and area. All other surrounding commercial properties in the area comply with the 200 square foot ground sign size maximum including Rickey Rockets, BP, Red Roof Inn, Burger King, McDonald’s, Hilton Garden Inn, Chili’s, Steak & Shake, Quality Inn and IHOP, among others.

Ground Sign Location and Setbacks

Variations have been previously approved to reduce the property line setback (including on this property) although due to the revised utility easement and utility work, the petitioner has decided instead to install the base next to the building and cantilever the sign towards Barrington Road. Ground signs are not typically approved overhanging any drive aisles or walkways. This flag style design is not a very aesthetically pleasing design. There are other options for the sign location, such as along Hassell Road or further north along Barrington Road so that the sign does not overhang any drive aisles, parking lots, walkways or the building. Changing the location to be closer to the Hassell road entrance would also help to better direct drivers to the primary entrance to the site.

LED Message Center

The LED message center sign would be the largest on any single business commercial property in the Village. Staff has recommended that the LED message center size be kept more in line with other similar commercial properties in the zoning district. A chart below indicates other LED message center display sizes in the surrounding area that are comparable in use and property size. An LED message center in the range of 50-64 square feet total would be more appropriate for this site based on its size and use.

Sign Location	LED Message Center Size (Total)	Approx. LED Message Center % of Sign Face	Max Ground Sign Height	Approx. Property Acreage
The Assembly (Requested)	180 square feet	75%	40 feet	1.0 acre
Rickey Rockets Fuel Center & Shopping Center	40 square feet	20%	20 feet + 4.5 foot “rocket guy” architectural feature	1.7 acres
Red Roof Inn	64 square feet	37%	20 feet	2.4 acres
First American Bank	50 square feet	29%	20 feet	1.5 acres
Burger King	64 square feet	32%	20 feet	0.8 acre
McDonalds (Roselle & Higgins Locations)	52 square feet	27%	16 feet	1.0 acre

While not comparable uses or sites, the following LED message center signs are either located at shopping centers or owned by government agencies. These have been supplied for size comparison purposes.

Sign Location	LED Message Center Size (Total)	Approx. LED Message Center % of Sign Face	Max Ground Sign Height	Approximate Property Acreage
Hoffman Village SC (Mariano's/Goodwill)	200 square feet	17%	32 feet	16.9 Acres
Village Police Department Public Notice Sign	110 square feet	50%	15 feet	6 acres (Public Notice Sign)
Sears Center Arena	400 square feet	52%	39.5 feet	25+ Acres (Tollway/Event Advertising)

Ground Sign Design

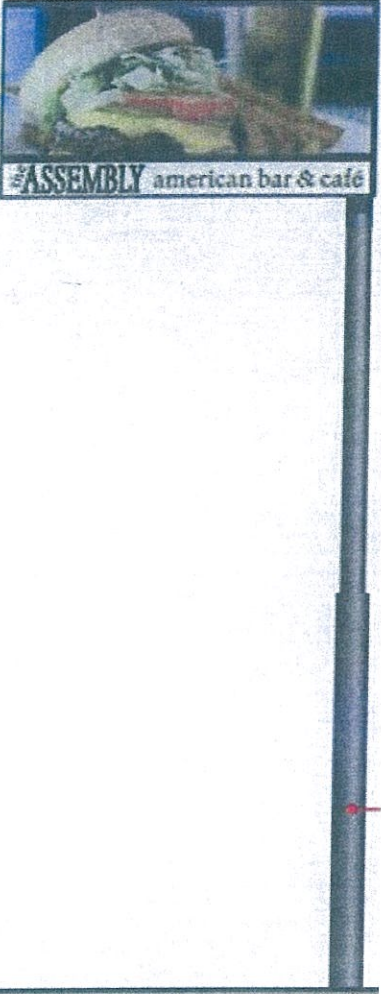
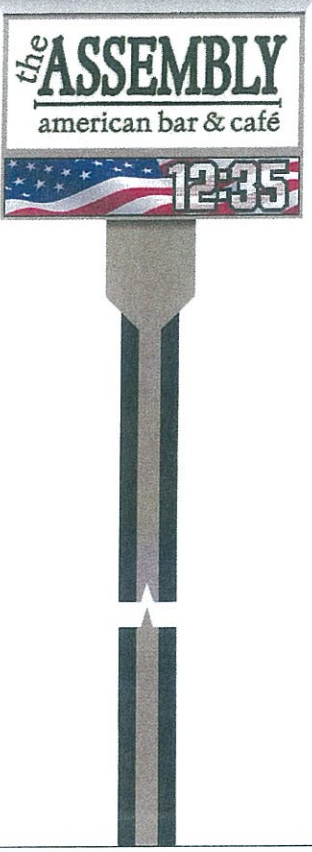
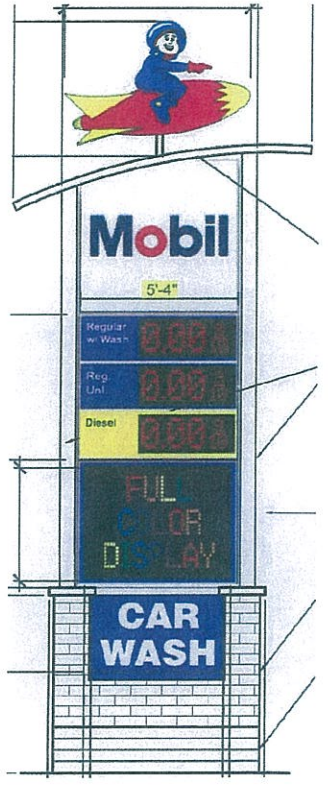
The intention of the Master Sign Plan process is to allow property owners and businesses freedom to design signage that is unique to their property and fits their unique needs. In return for this flexibility from Zoning Code requirements, it is expected that the signage will be a higher quality aesthetic design and material. All previously approved ground signs that include electronic message centers have been required to be a monument style sign with architecturally appealing materials (solid stone or masonry) used for the signs base, frame and cap. These architectural details would not be included in the calculation of the sign area and would not minimize the business’s signage area. Surrounding LED message centers at Red Roof Inn, Rickey Rockets Fuel Center, Burger King, McDonalds and Barrington Square Shopping Center and First American Bank have all complied with these standards. The need for such aesthetic upgrades were the basis for creating Master Sign Plans and are addressed in the Master Sign Plan standards. An architectural grade base increases the aesthetic appearance of the sign and softens the negative aesthetic effects of an electronic message center. Additionally, it avoids a number of property maintenance and aesthetic concerns that result from the use of metal poles including peeling paint and rust.

While it is understandable that a 20-30 foot tall brick wall would not be aesthetically pleasing, there are other design methods to make an attractive sign base including for tall signs. The sign base could be designed with a smaller or less wide brick or masonry base to cover and surround the pole. While stone or masonry has generally been required, another option is an architectural-grade metal cover to go around the pole’s base and visually ties into the signs frame and cap. The petitioner previously designed a base similar to this (shown below) and while this design also continues to lack in a few areas, this is closer to a design that would be acceptable to the Master Sign Plan standards.

Changing the location of the sign to not be next to the building’s foundation would also allow more room to design a more aesthetically pleasing sign that doesn’t overhang drive aisles or walkways but still would be visible from the surrounding roadways. One alternative location is closer to the Hassell Road entrance in an end island. This location would better direct drivers to the primary entrance to the site.

Due to the number of variances from the zoning code requirements and desire for an electronic message center, staff recommends that the petitioner design the sign to be more aesthetically appealing and use high-grade architectural material for the base, frame and cap, then is currently proposed with the pole sign design.

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Proposed Ground Sign Design (40' Tall Pole)	Early Concept Ground Sign Design by Petitioner (30' tall, <u>Not Proposed</u>)	Rickey Rockets Fuel Center Approved Ground Sign (20' tall sign, 4.5' tall rocket feature)
		

*Comparison heights are approximate

EFFECTS ON SIMILAR PROPERTIES AND FUTURE MASTER SIGN PLANS

While each case must be considered on its own merit, the precedent set by an approval must be considered because prior approvals determine a baseline of what the Village has deemed appropriate for similar businesses and properties, so that all properties are treated equally. As presented, the overall size, LED message center size, height and design of The Assembly sign would create a large disparity from previous approvals and other approximately 1-acre commercial sites in the Village, of which there are many of (more than 30). Approving the sign as proposed would set a precedent that would likely cause other businesses to seek approval for 40-foot tall pole signs and LED message centers of this size for equality.

Meeting Date: December 20, 2017

Attachments:

- The Assembly Bar & Cafe Master Sign Plan (dated December 20, 2017)
- Petitioner Application & Submittals
- Legal Notice & Notification Map
- Staff Exhibit - Previously Approved LED Message Center Signs
- Staff Exhibit - Aerial Photo

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The Assembly

2570 Hassell Road

Master Sign Plan - DRAFT

January 17, 2018

The Assembly
Master Sign Plan - DRAFT
January 17, 2018

Introduction

This Master Sign Plan applies to the single lot on the northeast corner of Hassell Rd and Barrington Rd, commonly referred to as 2570 Hassell Road. The development of the property includes a casual restaurant (currently The Assembly Bar & Cafe).

The Master Sign Plan requirements have been designed with signage for this property that maintains consistency with other similar developments, yet takes into account certain unique characteristics of this development, site and location. The lot is approximately 1 acre with one building.

A. Area Included in Master Sign Plan

This Master Sign Plan applies to The Assembly Bar & Cafe property only, located at 2570 Hassell Road (PIN# 07-06-100-012).

B. General Provisions

1. Definition. For the purposes of this Master Sign Plan, "Property" shall mean the lot on the northeast corner of Hassell Road and Barrington Road commonly referred to as 2570 Hassell Road and shall apply to the building that is constructed on the lot.
2. Driver Sight Visibility. No sign shall be placed in a manner that will obstruct driver or pedestrian sight lines, traffic control signs or create an unsafe condition based on analysis by the Village's Department of Development Services.
3. Landscaping. Landscaping shall be provided at the base of all ground and directional signs, unless determined to be unsafe or not feasible by the Village Department of Development Services.
4. Illumination. All signs permitted by this Master Sign Plan may be illuminated in accordance with Section 9-3-8-F of the Zoning Code unless otherwise indicated in the approved Master Sign Plan documents.
5. Sign Design. Colors and letter graphic styles on the signs shall be determined by the owners of the property; however, signs that are of a similar type shall be of a consistent color, graphic style and materials.
6. Calculation of Sign Area. Such signs shall meet the requirements of Section 9-3-8-D, and the total signage area does not include the architectural frame, cap, base or support structure of a ground sign if these areas do not contain text, logos or any other graphics but may contain the site's address.

The Assembly
Master Sign Plan - DRAFT
January 17, 2018

7. Permits. Sign permits shall be required in accordance with Section 9-3-8-A of the Zoning Code and shall meet all adopted building code requirements.
8. Coordination with Village Sign Code. All regulations of the Zoning Code shall apply unless specifically stated otherwise in this master sign plan. In the event of a conflict between this Master Sign Plan and the Zoning Code, the Master Sign Plan regulations shall apply.
9. Interpretation. The Village shall make all determinations concerning any question of interpretation of the MSP set forth herein, and such determination shall be final and binding.
10. Wall Signs on Rear of Building. Wall signs shall not be permitted on the rear elevation.
11. Prior Variations. All pre-existing sign variations, including Ord. 2639-1994 on the property applying to the area governed by this plan are hereby repealed through passage of the ordinance approving this MSP. Any new signage on the property shall conform to this Master Sign Plan.
12. Master Sign Plan. This document and any attached exhibits represent the entire Master Sign Plan.

C. Ground or Monument Signs

The location of the ground sign governed by this Master Sign Plan is depicted on the Master Signage Plan attached hereto and made part hereof.

1. Ground Sign
 - a. Type. The design of a sign shall be limited to one monument or freestanding style of sign with solid or exposed sign supports. The base and architectural elements of a monument sign shall not count towards the total allowable square footage as described in the Zoning Code definition "Sign, Surface Area of". The sign support shall be required to include a "decorative aluminum radius" as part of its design as shown in the attached drawings. The sign box shall be required to have matching decorative caps for the full width of the sign box on both the top and bottom of the sign that are a minimum of three inches in height.
 - b. Number and Size. One ground sign shall be permitted on the property. The sign shall be a maximum of 35 feet in height. The sign size shall be a maximum of 118 square feet per side and 236 square feet total.

The Assembly
Master Sign Plan - DRAFT
January 17, 2018

The total sign area may include an LED screen of a maximum of 45 square feet per side and 90 square feet total to identify the goods or services offered on site. No offsite messages shall be permitted. Sign messages shall not change more frequently than once every 10 seconds. The change shall be a full screen replacement without fading, motion or other action techniques. No movement, flashing, animation or scrolling messages shall be permitted. The brightness level of the electronic message board portion of the sign shall not exceed 3,250 NITs. From dusk to dawn the brightness level shall not exceed 812.5 NITs.

- c. Location. The Ground Sign shall be located a minimum of 5 feet from any property line and the sign base shall be located a minimum 2 feet from any pavement, concrete or curbing. The sign shall not be located within 8 feet of vertical or horizontal distance from any electrical power line, conductor or service drop. The pole and base of the sign shall be surrounded by a curbed landscape island and a minimum of 2 foot distance from the curb shall be maintained.

D. Wall Signs

1. All Wall Signs shall be in accordance with the following:
 - a. Type. Tenant wall signs shall be internally lit channel letters or logos individually set on a raceway or mounted directly to the building. Any raceway shall be mounted directly to the building wall surface and shall be painted to match the façade color where it is to be mounted. Wall signs and raceway are not to extend more than 12" from the wall on which it is mounted.
 - b. Number and Size. One wall sign shall be permitted on a maximum of two elevations for a maximum total signage allowance of 200 square feet.
 - c. Location. Each wall sign shall be centered horizontally within the façade of the portion of the building on which it is mounted so that the signs are visually symmetrical in relation to the architectural features of the building.

E. Temporary and Miscellaneous Signs

1. Special Event Signs. Temporary special event signs shall be permitted as provided in the Zoning Code (Section 9-3-8-K).
2. Vehicle Charging Station Signs. A maximum of two charging stations may be permitted with signage of up to 2 square feet located on the charging equipment each including business names and logos. Charging stations shall only be permitted subject to formal Site Plan approval of the locations, size, layout and

The Assembly
Master Sign Plan - DRAFT
January 17, 2018

compliance with parking supply requirements. No parking lot striping or directional signage shall be permitted on the site for the charging stations.

F. Amendments

1. Changes. Changes to the text, colors, or graphic style of the signs shall not require a formal amendment to this plan, provided the size and all other requirements of this plan are met and all signs of each type have identical design and colors.
2. Interpretations. Signs that are not explicitly addressed in the provisions of this plan, but that meet the intent of the plan may be permitted through administrative approval.
3. New Signs. The addition of new signs or relocation of existing signs shall not require a formal amendment to this plan, provided the signs meet all requirements of this plan. Any amendment to add additional signs or make substantial changes to the approved signs in this plan shall be subject to review by the Planning & Zoning Commission and approval by the Village Board through the process outlined in the Zoning Code for variations.

the ASSEMBLY

american bar & café

2570 Hassell Road
Hoffman Estates, IL 60169

Pylon Sign

Case Study of Existing Site



1130 N. Garfield
Lombard, IL 60148

Ph.# 630.424.6100 Fx.# 630.424.6120

WWW.OLYSIGNS.COM

job#: 17-7029

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● 12-28-17



Site Plan -

ASSEMBLY
american bar & cafe
2570 Hassell Road
Hoffman Estates, IL 60169

account representative
R WHITEHEAD client

drawn by
PAMELA F

Comments:

job#: 17-7029
09-15-17
rev.# 12-28-17

OLYMPIC SIGNS

1130 N. Garfield
Lombard, IL 60148 Ph.# 630.424.6100 Fx.# 630.424.6120 WWW.OLYSIGNS.COM

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Street Views Existing Signs Along Barrington Rd.-



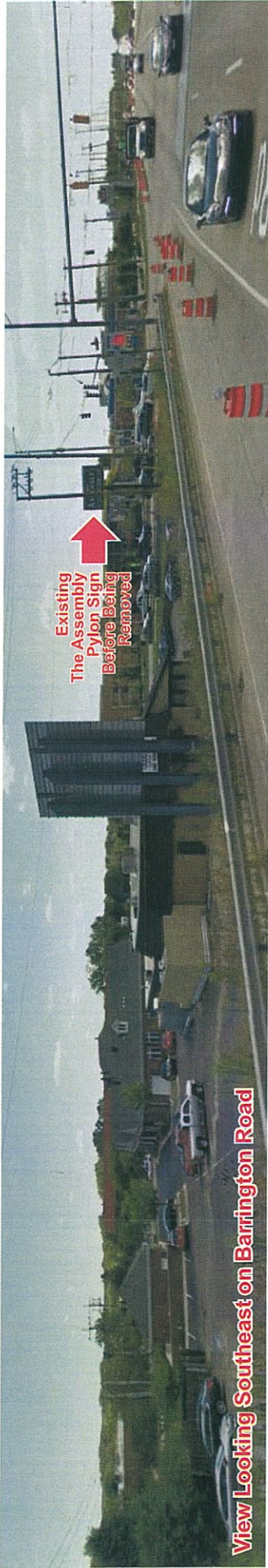
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 Lombard, IL 60148 Ph.# 630.424.6100 Fx.# 630.424.6120 WWW.OLYSIGNS.COM

ASSEMBLY
 american bar & café
 2570 Hassell Road
 Hoffman Estates, IL 60169

drawn by / job#:
 PAMELA F / 17-7029
 / 09-15-17
 / rev.# 12-28-17

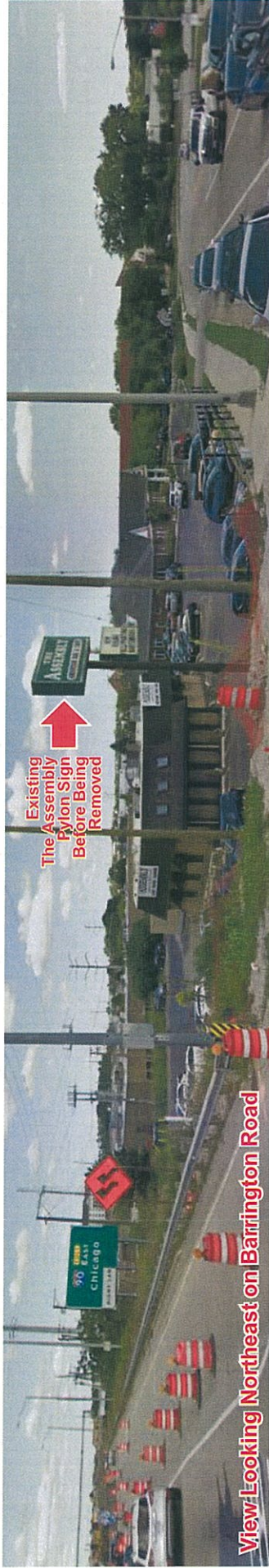
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View Looking Southeast on Barrington Road

Existing
The Assembly
Pylon Sign
Before Being
Removed



View Looking Northeast on Barrington Road

Existing
The Assembly
Pylon Sign
Before Being
Removed



View Looking Northwest on Hassell Road

Existing
The Assembly
Pylon Sign
Before Being
Removed

Street Views of Site - Before Road Construction



the ASSEMBLY
american bar & café
2570 Hassell Road
Hoffman Estates, IL 60169

account representative
R WHITEHEAD

client

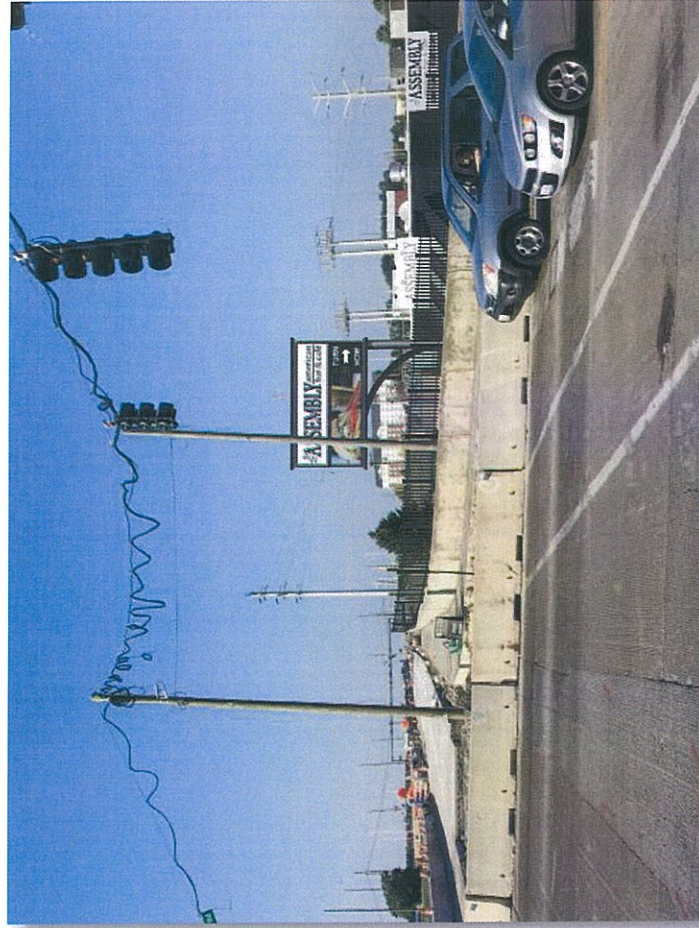
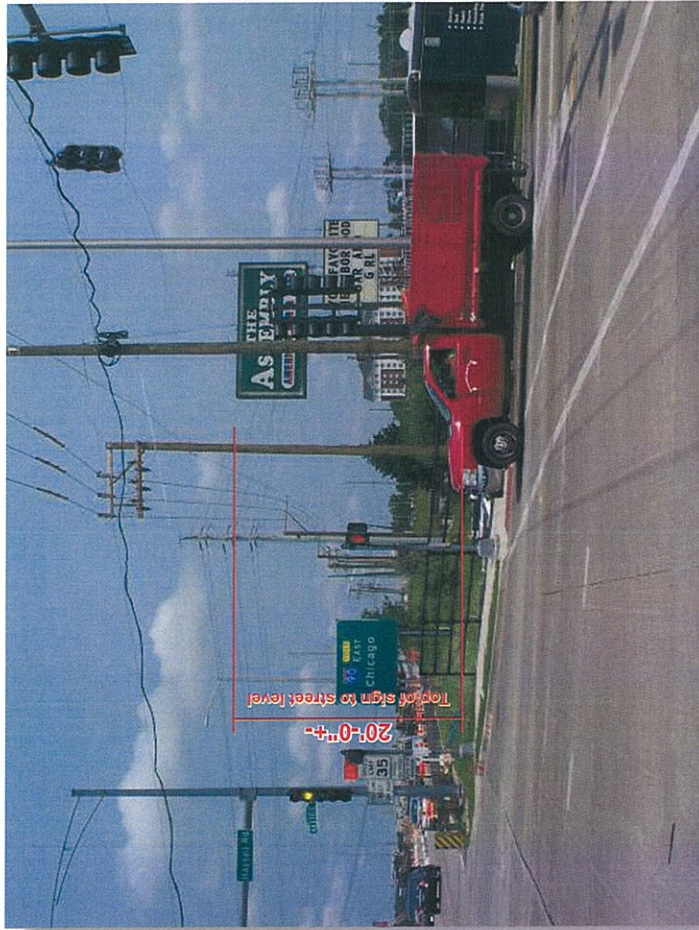
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Original view looking North on Barrington - Removed Pylon

New view looking North on Barrington - Proposed Pylon Sign



the ASSEMBLY

american bar & café
2570 Hassell Road
Hoffman Estates, IL 60169

account representative / client
R WHITEHEAD

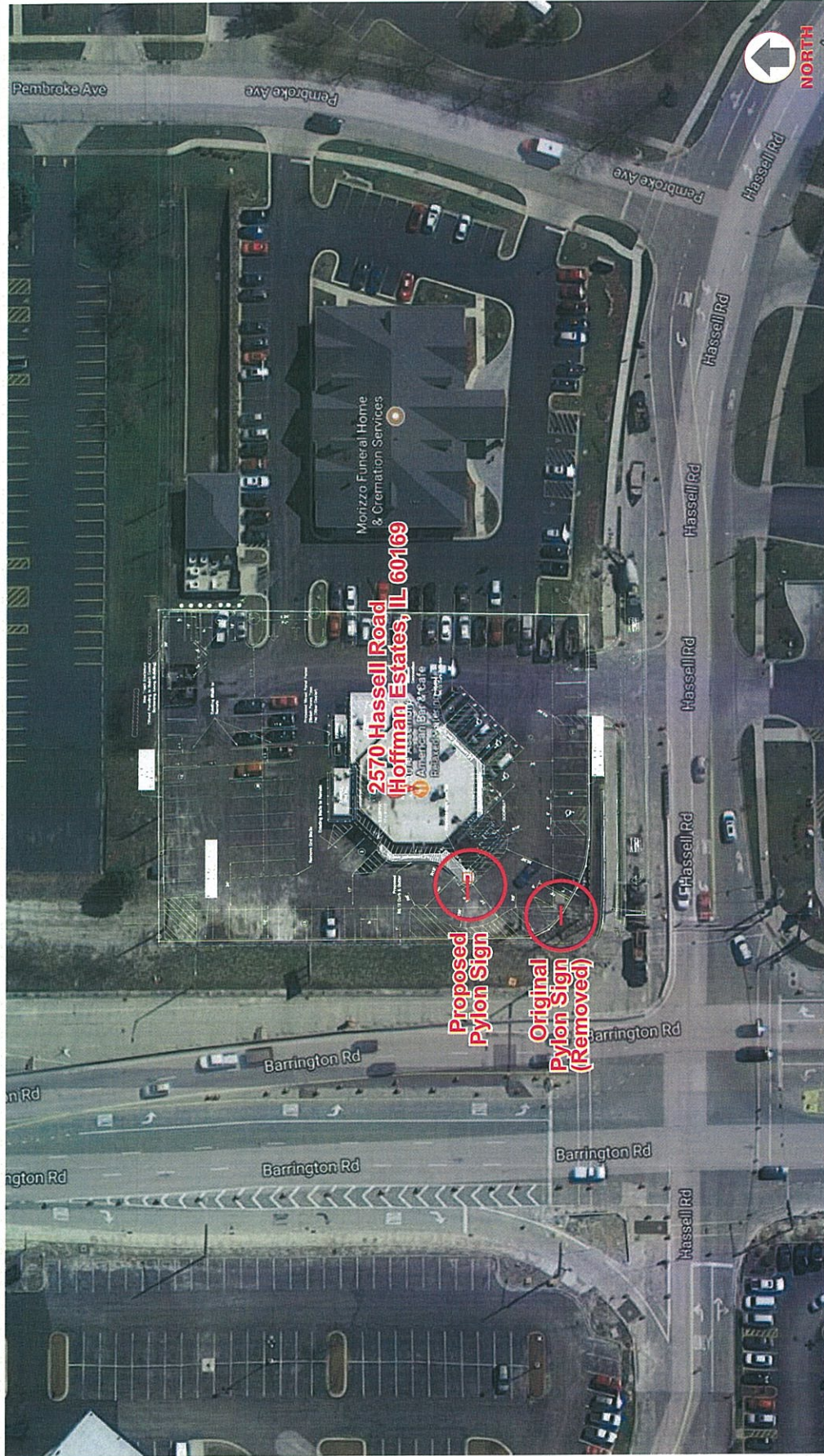
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Site Plan -

the ASSEMBLY
 american bar & caté
 2570 Hassell Road
 Hoffman Estates, IL 60169

account representative
 R WHITEHEAD / client

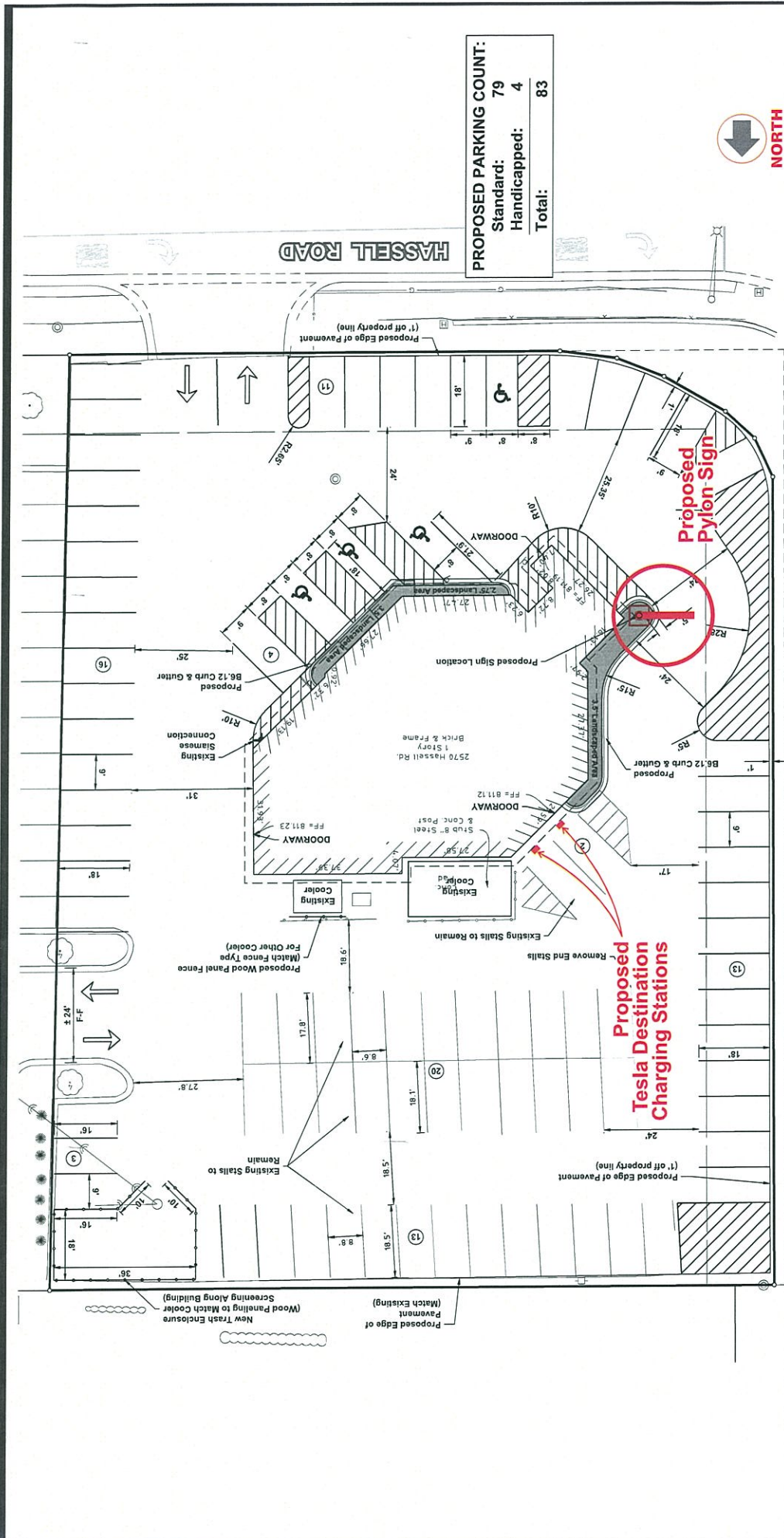
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PROPOSED PARKING COUNT:

Standard:	79
Handicapped:	4
Total:	83



Site Plan -

Scale N.T.S.

THE ASSEMBLY

american bar & cafe
2570 Hassell Road
Hoffman Estates, IL 60169

account representative / client
R WHITEHEAD



1130 N. Garfield
Lombard, IL 60148

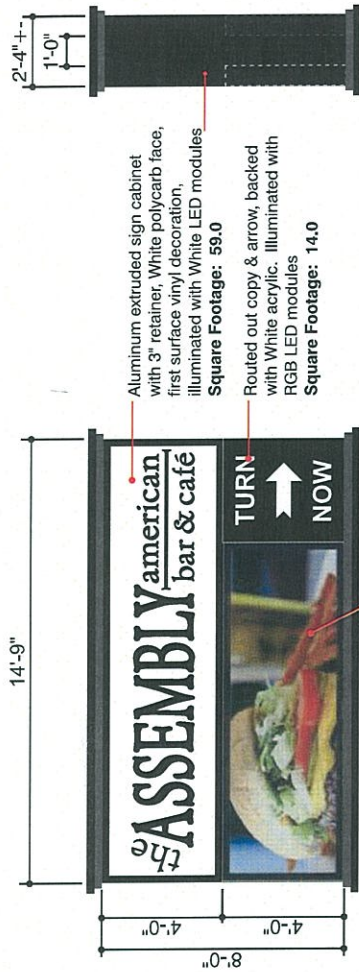
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Aluminum extruded sign cabinet with 3" retainer, White polycarb face, first surface vinyl decoration, illuminated with White LED modules
Square Footage: 59.0

Routed out copy & arrow, backed with White acrylic, illuminated with RGB LED modules
Square Footage: 14.0

118.0 Total Sq Ft

10MM Full Color 11'-3" w x 4'-0" h
EMC Units with (322 x 105 Matrix) and a visual opening of 10'-9" w x 3'-6" h.
EMC Units are 8" deep.
Square Footage: 45.0

Side View

Side View

Aluminum cabinet with polycarb faces and 3" retainers. First surface vinyl decorated faces.

Routed out aluminum face backed with White acrylic.

Decorative aluminum radius painted with Matthews Acrylic Polyurethane

Steel Telescope Pipe structure to be painted Black

10MM Full Color EMC Units

Concrete safety base



South Sign Face View

North Sign Face View

Side View

Side View

D/F Illuminated Pylon Sign with EMC -

Scale 1/8" = 1'-0"

Pylon structure to have new steel and foundation. **Drawing for concept purposes only.**

EMC Unit Note Per City Code:
No movement, flashing, animation or scrolling messages shall be permitted. The brightness level of the electronic message unit portion of the sign shall not exceed 3,250 NITS. From dusk to dawn the brightness level shall not exceed 812.5 NITS.

Matthews Paint Colors: Semi-Gloss Finish

Anodic Black	MP# 41303SP
CMYK	66 / 74 / 61 / 75
RGB	37 / 22 / 29
Solid Gray Metallic	MP# 32195
CMYK	60 / 53 / 49 / 20
RGB	102 / 101 / 104

DETAIL - EMC Unit

Scale 1/4" = 1'-0"

Qty: (1) Required
Square Footage: 118.0
(2) 10MM Full Color 11'-3" w x 4'-0" h EMC Units with (322 x 105 Matrix)
Drawing for concept purposes only.

the ASSEMBLY
american bar & café
2570 Hassell Road
Hoffman Estates, IL 60169

account representative: R WHITEHEAD / client: _____
1130 N. Garfield / Ph.# 630.424.6100 / Fx.# 630.424.6120
Lombard, IL 60148

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drawn by: PAMELA F
job#: 17-7029
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Comments:



OLYMPIC SIGNS

the ASSEMBLY

american bar & cafe
2570 Hassell Road
Hoffman Estates, IL 60169

account representative / client
R WHITEHEAD

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Lombard, IL 60148 Ph.# 630.424.6100 Fx.# 630.424.6120 WWW.OLYSIGNS.COM

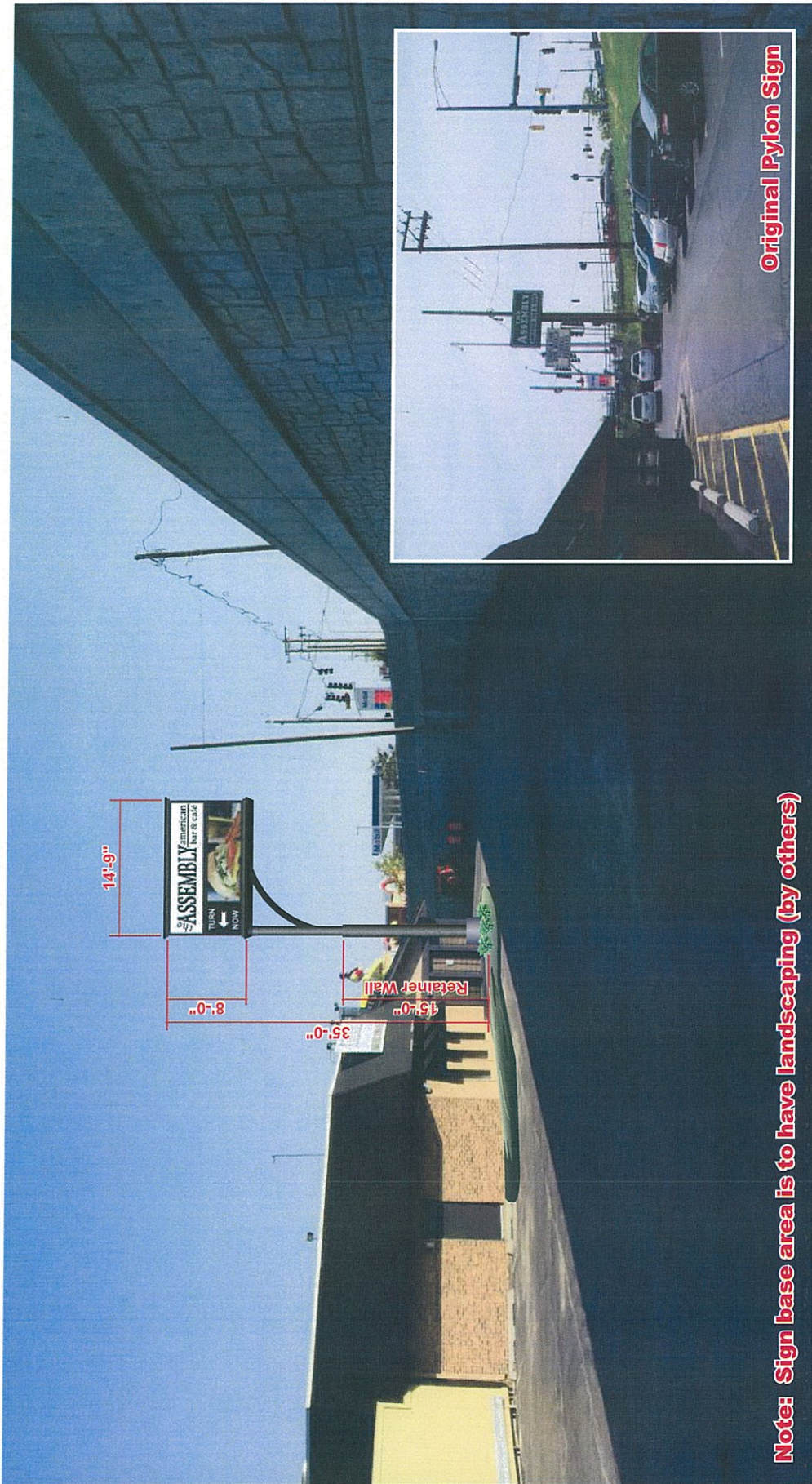
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Note: Sign base area is to have landscaping (by others)

Original Pylon Sign



the ASSEMBLY
american bar & caté
2570 Hassell Road
Hoffman Estates, IL 60169

account representative
R WHITEHEAD

client

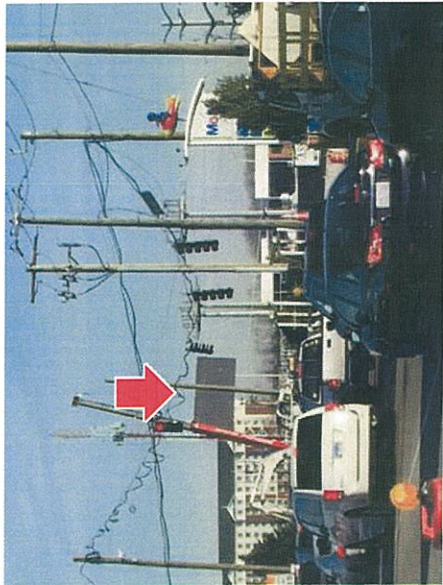
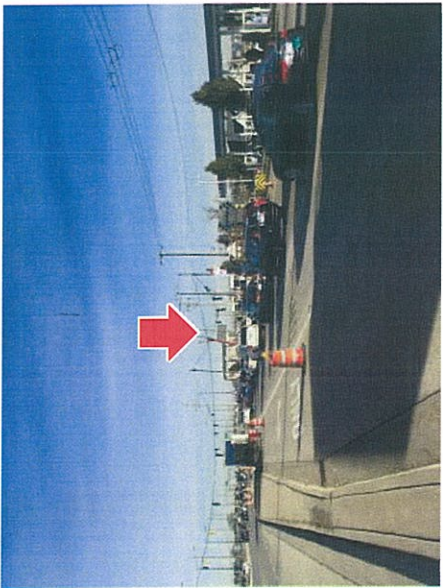
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Lombard, IL 60148 Ph. # 630.424.6100 Fax: # 630.424.6120 WWW.OLYSIGNS.COM

drawn by
PAMELA F

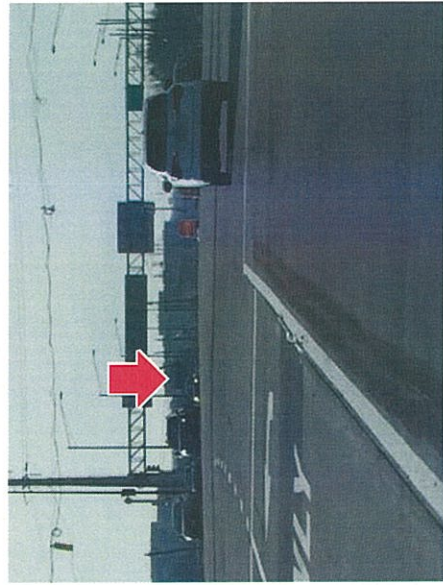
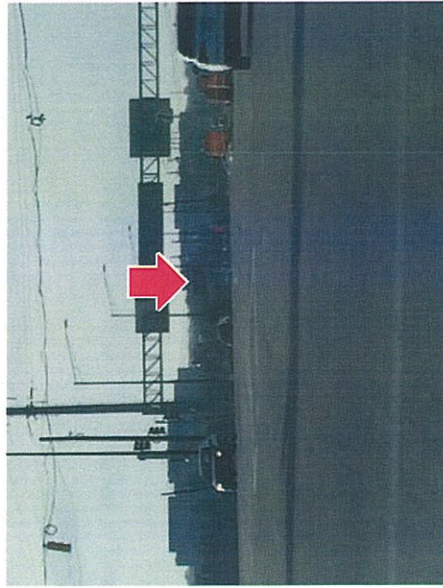
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Flag Test Photos of North Approach on Barrington Road -



Flag Test Photos of South Approach on Barrington Road -

the ASSEMBLY
american bar & café

2570 Hassell Road
Hoffman Estates, IL 60169

account representative
R WHITEHEAD

client

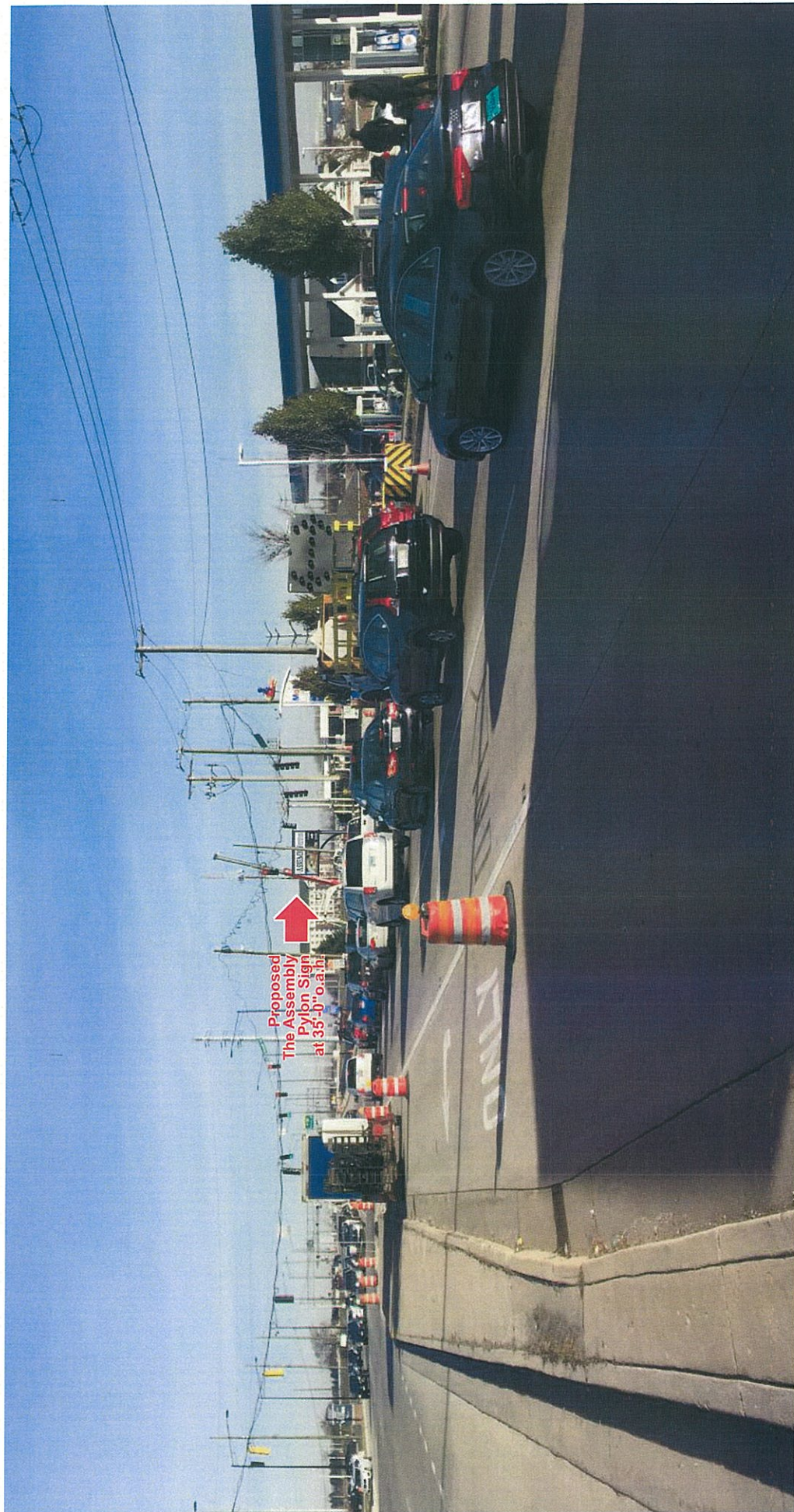
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Proposed
The Assembly
Pylon Sign
at 35'-0" o.a.h.



the ASSEMBLY
american bar & café
2570 Hassell Road
Hoffman Estates, IL 60169

account representative / client
R WHITEHEAD

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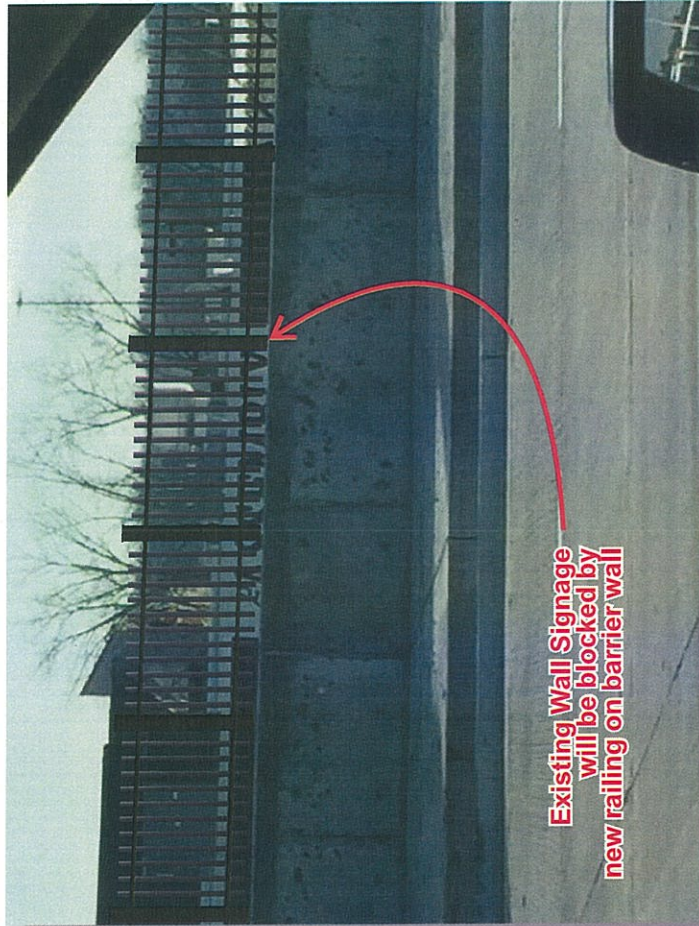
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New View looking East From Barrington Road -



New view looking traveling South on Barrington - Proposed Pylon Sign

the ASSEMBLY
american bar & café
2570 Hassell Road
Hoffman Estates, IL 60169

account representative / client
R WHITEHEAD /

1130 N. Garfield Lombard, IL 60148 Ph.# 630.424.6100 Fx.# 630.424.6120 WWW.OLYSIGNS.COM

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VILLAGE OF HOFFMAN ESTATES PLANNING AND ZONING GENERAL APPLICATION*

Special Use for _____ Rezoning from _____ to _____

Variation: Commercial Residential Sign

Plat (Subdivision & Others): Preliminary Final

Site Plan: Amendment Concept Preliminary Final

Master Sign Plan: Amendment

Other: _____

*** ADDENDUM MATERIALS ARE REQUIRED FOR SPECIFIC REQUESTS**

Posting of Notification Sign(s) may be required.

Specific requirements will be provided when your request is scheduled.

FOR VILLAGE USE ONLY

Hearing Fee 750.00 Check No. 10340 + 10341 Date Paid 10/10/17

Project Number: 2015029 P

Staff Assigned: Ritter

Meeting Date: 12/6/17

Public Hearing: Yes No

Sign Posting Required: Yes No

Date Sign Posted N/A

PLEASE PRINT OR TYPE

Date: 10/10/17

Project Name: Assembly American Bar & Cafe Sign

Project Description: New Pylon Sign with Emc

Project Address/Location: 2570 Hassell Rd, Hoffman Estates

Property Index No. 07-06-100-016-0000

Acres: 42.335 Zoning District: B2

5a Foot

I. Owner of Record

Name Gary Taylor Company The Assembly American Road & Cook
 Street Address 2570 Hassell Rd City Hoffman Estates
 State IL Zip Code 60137 Telephone Number 847-843-3993
 Fax Number 847-843-7856 E-Mail Address garytaylorassembly@gmail.com

II. Applicant (Contact Person/Project Manager)

Name _____ Company _____
 Street Address _____ City _____
 State _____ Zip Code _____ Telephone Number _____
 Fax Number _____ E-Mail Address _____

Applicant's relationship to property: _____

III. Owner Consent for Authorized Representative

It is required that the property owner or his designated representative be at all requests before the Planning and Zoning Commission (PZC). During the course of the meeting, questions may arise regarding the overall site, site improvements, special conditions to be included in a PZC recommendation, etc. The representative present must have knowledge of the property and have the authority to make commitments to comply with any and all conditions included in the PZC recommendations. Failure to have the owner or designated representative present at the meeting can lead to substantial delays in the hearing process. **If the owner cannot be present at the meeting, the following statement must be signed by the owner:**

I understand the requirement for the owner or an authorized representative to be present at the meeting with full authority to commit to requests, conditions and make decisions on behalf of the owner. I hereby authorize _____ to act on my behalf and advise that he/she has full authority to act as my/our representative.

Owner Signature

Print Name

IV. Acknowledgement(s)

- Applicant acknowledges, understands and agrees that under Illinois law, the Village President (Mayor), Village Trustees, Village Manager, Corporation Counsel and/or any employee or agent of the Village or any Planning and Zoning Commission member or Chair, does not have the authority to bind or obligate the Village in any way and therefore cannot bind or obligate the Village. Further, Applicant acknowledges, understands and agrees that only formal action (including, but not limited to, motions, resolutions and ordinances) by the Board of Trustees, properly voting in an open meeting, can obligate the Village or confer any rights or entitlement on the applicant, legal, equitable or otherwise.
- Planning and Zoning Commission members and Village Staff often conduct inspections of subject site(s) as part of the pre-hearing review of requests. These individuals will be carrying official Village identification cards that can be shown upon request.

The Owner and Applicant, by signing this Application, certify to the correctness of the application and all submittals.

Owner's Signature: _____ 

Owner's Name (Please Print): Gary Taylor

Applicant's Signature: _____
(If other than Owner)

Applicant's Name (Please Print): _____

Date: 10/10/17

All requests must be accompanied by the items required and all fees must be paid before the Planning and Zoning Commission can hear any case.

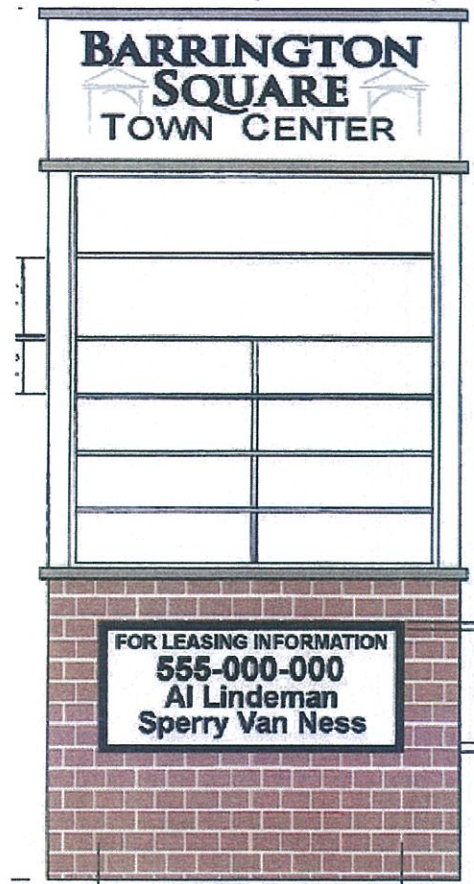
Please contact the Planning Division (located in the Municipal Building) with any questions:

Email: planning@hoffmanestates.org
Address: 1900 Hassell Road
Hoffman Estates, IL 60169
Phone: (847) 781-2660
Fax: (847) 781-2679

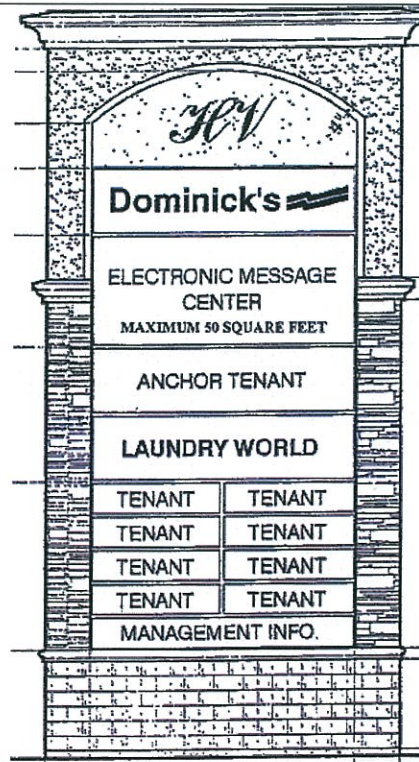
Addendums Attached:

- Special Use
- Rezoning
- Variation
- Plat
- Site Plan
- Master Sign Plan
- Other _____

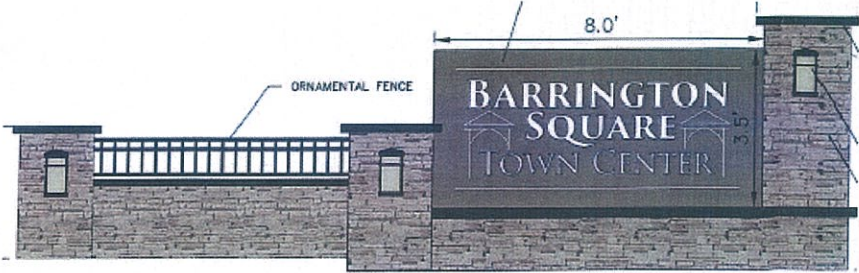
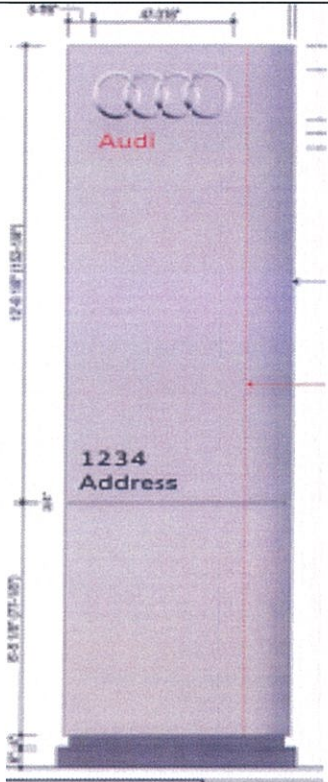
Ground/Monument Sign Design Examples



Ground/Monument Sign Design Examples



Ground/Monument Sign Design Examples



**NOTICE OF
PUBLIC HEARING**

Notice is hereby given that the Planning and Zoning Commission of the Village of Hoffman Estates will hold a public hearing at the request of Gary Taylor (owner) to consider a Master Sign Plan under the Zoning Code for The Assembly American Bar & Cafe property located at 2570 Hassell Road.

P.I.N.s: 07-06-100-016
The hearing will be held on Wednesday, December 20, 2017 at 7:00 p.m. in the Hoffman Estates Municipal Building, 1900 Hassell Road, Hoffman Estates, IL.
Eva Combs, Chairperson
Planning and Zoning Commission
Published in Daily Herald
December 5, 2017 (4488500)

CERTIFICATE OF PUBLICATION

Paddock Publications, Inc.

**Northwest Suburbs
Daily Herald**

Corporation organized and existing under and by virtue of the laws of the State of Illinois, DOES HEREBY CERTIFY that it is the publisher of the Northwest Suburbs DAILY HERALD. That said Northwest Suburbs DAILY HERALD is a secular newspaper, published in Arlington Heights and has been circulated daily in the Village(s) of:

Arlington Heights, Barrington, Barrington Hills, Bartlett, Buffalo Grove, Deer Park, Des Plaines, Elk Grove, Hanover Park, Hoffman Estates, Inverness, Mt Prospect, Palatine, Prospect Heights, Rolling Meadows, Schaumburg, South Barrington, Streamwood, Wheeling

County(ies) of Cook

and State of Illinois, continuously for more than one year prior to the date of the first publication of the notice hereinafter referred to and is of general circulation throughout said Village(s), County(ies) and State.

I further certify that the Northwest Suburbs DAILY HERALD is a newspaper as defined in "an Act to revise the law in relation to notices" as amended in 1992 Illinois Compiled Statutes, Chapter 715, Act 5, Section 1 and 5. That a notice of which the annexed printed slip is a true copy, was published December 5, 2017 in said Northwest Suburbs DAILY HERALD.

IN WITNESS WHEREOF, the undersigned, the said PADDOCK PUBLICATIONS, Inc., has caused this certificate to be signed by, this authorized agent, at Arlington Heights, Illinois.

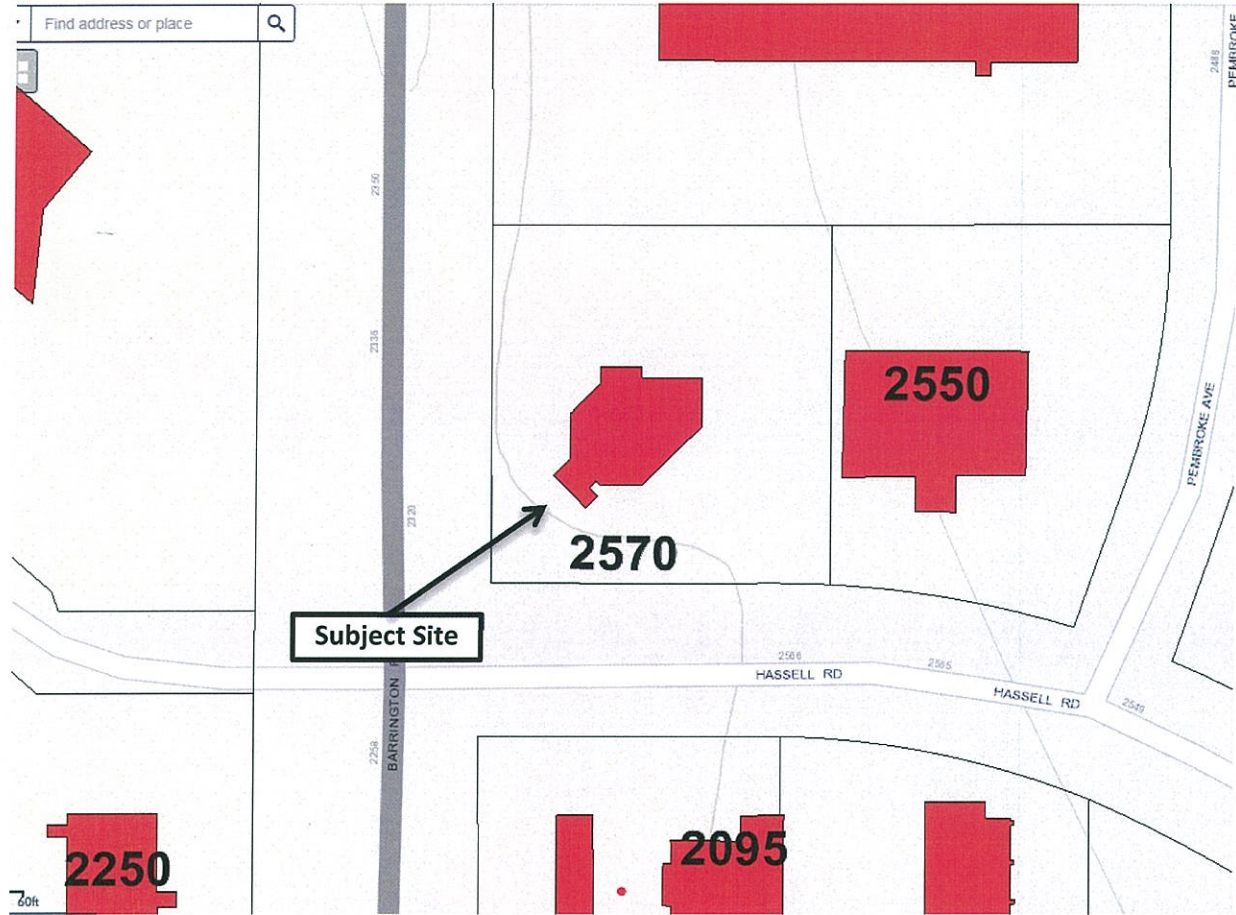
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DAILY HERALD NEWSPAPERS

BY *Danula Baltz*
Designee of the Publisher and Officer of the Daily Herald

Control # 4488500

2570 Hassell Rd

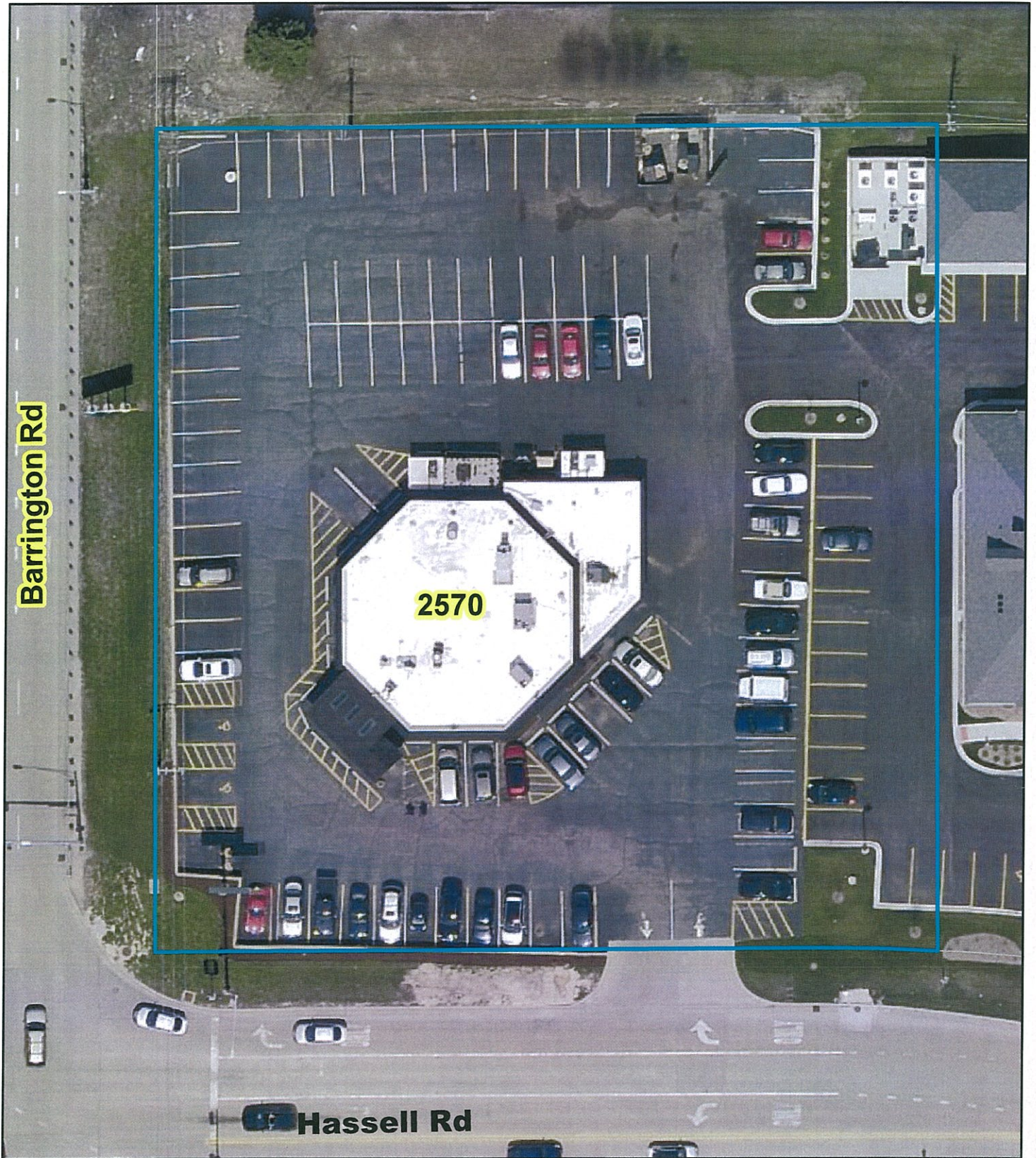
P.I.N. 07-06-100-012-0000



November 2017
Village of Hoffman Estates
Planning Division



The Assembly 2570 Hassell Rd



Barrington Rd

Hassell Rd

2570



0 30 60 Feet



Planning Division
Village of Hoffman Estates
November 2017