

VILLAGE OF HOFFMAN ESTATES PLANNING AND ZONING COMMISSION STAFF REPORT

PROJECT NUMBER: PLN23-0027

PROJECT NAME: Hoffman Village Shopping Center - Master Sign Plan Amendment

ADDRESS/LOCATION: 2575 W. Golf Rd.

REQUEST: Master Sign Plan Amendment

OWNER: HOFFMAN VILLAGE STATION LLC

APPLICANT: Starlite Media

PROPERTY SIZE: 17.6 Acres

ZONING / LAND USE: B-2 Community Business District

ADJACENT PROPERTIES: NORTH: B-2 Community Business, related parking and fuel station

SOUTH: B-2 Community Business, currently vacant EAST: B-2 Community Business. Mayis Tires

EAST: B-2 Community Business, Mavis Tires
WEST: FP Forest Preserve District

PZC MEETING DATE: 9/6/2023

PUBLIC HEARING: Yes

STAFF ASSIGNED: Kevin Anderson, Associate Planner

REQUESTED MOTION

Request for a Master Sign Plan Amendment for the Hoffman Village Shopping Center located at 2575 W Golf Road

BACKGROUND

- The subject property, approximately 17.6 acres, was originally developed as a commercial shopping center in the late 1980s and includes approximately 157,000 square feet of retail and service space. The property is zoned B-2 Community Business.
- In March of 2011, a Master Sign Plan (MSP) was approved for Hoffman Village Shopping Center by Ordinance 4229-2011. The MSP was subsequently amended to accommodate signs for the new fuel station in 2020. This amended MSP regulates all signage in the center.

PROPOSAL

 The Petitioner is proposing to install two new electronic message centers under the shopping center breezeway. Each sign would be up to 20 square feet and would be mounted flush with the building façade. The signs would be placed at a height which is easily readable for pedestrians. The current MSP does not contemplate any signs under the building canopy. Meeting Date: 9/6/2023

The Petitioner indicates the intent of the signs is to provide promotional information and directory
assistance to shoppers already at the center. These signs are not designed to be visible from the public
roadways and are not intended to draw motorists into the center.

- The signs may advertise special events or products for multiple tenants within the center and the signs
 would be able to electronically change copy. The current MSP only contemplates electronic message
 centers as a component of the ground and monument signs.
- Within the Master Sign Plan Subsection D. "Wall Signs", the Petitioner is proposing to add a new section #6 which would allow the installation and operation of the message centers. The amendment specifically only allows two of these signs. The amendment also includes operational and illumination restrictions consistent with other electronic message centers in the Village.

STANDARDS FOR A MASTER SIGN PLAN

Section 9-3-8-M-13 of the Zoning Code requires that in instances where the Zoning Code cannot be strictly followed, that the owner may propose a Master Sign Plan to accommodate the signs on the property and to set standards and restrictions on the signs. The Village requires a Master Sign Plan in lieu of sign variations except where a Master Sign Plan is not feasible or warranted (for a very minor request where a variation is deemed acceptable to request). 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.

The petitioner has provided a response to the Standards for a Master Sign Plan in their application.

RECOMMENDED CONDITIONS

If the Planning and Zoning Commission recommends approval of the request, staff recommends the following conditions be included:

1. The signs shall substantially conform to the plans attached as part of this application.

Planning and Zoning Commission Staff Report PLN23-0027 - Hoffman Village Shopping Center - Master Sign Plan Amendment

Meeting Date: 9/6/2023

2. A sign permit is required for any sign installation. Any advertising on electronic message center signs shall only be for existing businesses within the Hoffman Village Shopping Center.

Attachments: Location Map

Petitioner's Application and Submittal

Draft Master Sign Plan



Legend



Parcels

_ _ Village Boundary



Planning and Transportation Division Department of Development Services



VILLAGE OF HOFFMAN ESTATES PLANNING AND ZONING GENERAL APPLICATION

PROJECT NAME: ADDRESS: PROPERTY INDEX NO.: PROPERTY ACRES:	2521 and 2527 Wes 07-18-100-013-0000 17.16 zc	ster Sign Plan Amendment of Golf Rd, Hoffman Estates of O7-18-100-011-0000 oning: Commercial retail ests authorization to operat	s, Illinois
PROJECT DESCRIPTION:	two digital messagi	ng kiosks at Hoffman Villag	je.
	REQUESTS BEING MADE	(check all that apply):	
Application Type	Subtype		Addendum
☐ANX - Annexation	N/A		N/A
MSP - Master Sign Plan	□ New ■ Amendment		■Yes □No
□PLAT - Subdivision	☐ Non-Residential Preliminary ☐ Non-Residential Final ☐ Non-Residential Preliminary/F	☐Residential Preliminary ☐Residential Final ☐Residential Preliminary/Final	N/A
□PLAT – Other	Type		N/A
□RPD Amendment	N/A	Property and department of a characteristic field	N/A
□REZ - Rezoning	Fromto		□Yes □No
SPR - Site Plan Review	☐Preliminary Concept ☐Preliminary	□Final □Preliminary/Final	□Yes □No
SPA - Site Plan Amendment	■Staff Review ☐Administrative Review	■Minor Amendment ☐Major Amendment	■Yes □No
□SU - Special Use	□Listed Use (please list)	☐Use Not Cited (please list)	□Yes □No
☐TA - Text Amendment	☐ Subdivision Code ☐ Zoning Code	☐ Other (please list)	N/A
□VAR – Variation	□ Non-Residential □ Residential □ Sign		□Yes □No

I.	Owner of Reco			
	Hoffman \	Village Station LLC	Phillips Edison & C	Company
	Name		Company	
	11501 No	rthlake Drive	Cincinnati	
	Street Address	(American Inc.)	City	
	Ohio	45249	(513) 824 7085	Cbloss@PhillipsEdis
	State	Zip Code	Telephone Number	Email
II.	Applicant (if no Michael R		Starlite Media LL	C
	Name	Emple (de)/ye-madasiyin ayasasa	Firm/Company	
	2714 Hibb	pert Ave	Columbus	
	Street Address		City	
	Ohio	43202	(614) 562-6118	MRzymek@starlitem
	State	Zip Code	Telephone Number	Email
	Applicant's relation	onship to property: Lessee		
111.		ent on Behalf of the Owner	or Applicant	
	Name		Firm/Company	
	Street Address		City	
	seems about the reconstruction of the seems	7:- 0-4-	Telephone Number	Email
	State	Zip Code	•	
١٧.	Owner Consen	t for Authorized Representa	tive	
	(PZC). During the be included in a P to make commitm designated represent at the m	e course of the meeting, question ZC recommendation, etc. The represents to comply with any and all desentative present at the meeting eeting, the following statement equirement for the owner or an all equirement for the owner or an all	s may arise regarding the overall site presentative present must have knowled conditions included in the PZC recomposed to substantial delays in the factorized representative to be present at the prese	efore the Planning and Zoning Commission s, site improvements, special conditions to edge of the property and have the authority imendations. Failure to have the owner or nearing process. If the owner cannot be at the meeting with full authority to commit
	to requests, cond behalf and advise	itions and make decisions on beh that he/she has full authority to a	nalf of the owner. I hereby authorize t act as my/our representative.	he following person(s)/firm(s) to act on my
	Michael F	Rzymek/Starlite Med	dia LLC	
	Name/Firm		Name/Firm	
	Name/Firm		Name/Firm	
	1/ -	n Dr	WERT F MYERS	
	Owner Signatu	re	Print Name	
				2

IV. Acknowledgement(s)

- Owner, applicant and authorized representatives may include other team members (consultants, brokers, tenants, etc.)
 that may be called upon to present at public meetings before the Planning and Zoning Commission and Village Board.
- 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): 1

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

Applicant's Name (Please Print): Michael Rzymek

Date: 8-30-2023

IV. Application and Document Submittals

All required application materials should be submitted to the Planning & Transportation Division in electronic format via email to planning@hoffmanestates.org. Staff will notify the applicant if full size plan submittals are also required for a particular project review. Submittal requirements can be found in Subdivision Code, Section 10-6 of the Village's Municipal Code.

All applications fees must be paid before the Planning and Zoning Commission can hear any case.

Please contact the Planning & Transportation Division with any questions:

Email:

planning@hoffmanestates.org

Address:

1900 Hassell Road

Hoffman Estates, IL 60169

Phone:

(847) 781-2660

Project Narrative

We are providing this narrative in support of our request that the Village of Hoffman Estates (the,"Village") grant to Starlite Media LLC on behalf of Philips Edison & Company, the owner of the shopping center, authorization to install, operate and maintain two digital messaging kiosks (the "kiosks") at Hoffman Village Shopping Center (the, "Center"). It is intended that the kiosks will be installed with one kiosk between Mariano's and the GNC and the second at the other end of Mariano's near Anytime Fitness. A site plan is attached for your reference. The kiosks are free standing and will be affixed to open wall space in compliance with all ADA regulations. Each kiosk measures 74.3 inches tall x 45.7 inches wide and has a slim, contemporary design.

The purpose of the kiosks is to support the Center and its tenants and help drive pedestrian traffic throughout the Center. The kiosks will also be used to display critical public messaging (health, safety, weather, and emergency alerts), public and community service announcements, a center directory, and tenant/center promotions, all supported by sponsor messages for products and services sold by tenants at the Center. The kiosks are part of an initiative to enhance the viability of the entire Center and advance communication with shoppers, tenants, and the community at large at the Center on a real time basis.

Messaging displayed on the kiosks will not impact areas outside the Center. The kiosks will be placed completely within the Center and located to show the messaging solely to shoppers within the Center and not to the surrounding areas. The kiosks will only operate during the Center's hours of operation. The operation of the kiosks is controlled remotely and will comply with all the Village requirements relating to brightness. The brightness can be changed to meet all illumination restrictions.

The free and/or commercial speech rights of Phillips Edison would be infringed upon by a denial of the addendum to allow for the operation of the kiosks. The proposed kiosks will provide an important public service by including public service announcements such as informing patrons at the Center that dangerous weather is approaching, reminding the patrons to not leave children or pets in a locked car, and provide important information from local officials including law enforcement.

Phillips Edison received an award from People for The Ethical Treatment of Animals (PETA) for messaging displayed on the kiosks. The campaign warned patrons at that shopping center not to leave children and pets in a locked car, a situation that is unfortunately too common.

The kiosks will be new to the Center. We understand that the Village's Code governs the placement and operation of kiosks and therefore, Philips Edison & Company and Starlite Media are requesting an addendum to the Master Sign Plan to install and operate the kiosks at the Center at the locations identified above and on the site plan.

Standards of Master Sign Plan Responses

1. The Master Sign Plan shall result in architecture and graphics of a scale appropriate for the subject development and the surrounding area. Please provide an explanation.

Each kiosk measures 74.3 inches tall x 45.7 inches wide with UHD screens protected by shatterproof glass. The digital messaging kiosks have a contemporary design and a slim profile which uses 55-inch outdoor rated screens. The kiosks will be unobtrusively installed on the wall within the Center in full compliance with ADA and other regulations and not be part of a ground sign. Each kiosk has a stainless-steel wall mounting frame and an outdoor related power coat finish on the cabinet assembly. The kiosks have a sealed electronic environment for such items as computer components and routers. The kiosk will blend in with the current architecture of the Center and are sized appropriately for internal Center messaging.

2. The Master Sign Plan shall provide signage consistent with the site plan and architecture of the project. Please provide an explanation.

The addition of the kiosks within the Center will not alter or change the architecture of the Center or existing permanent signage at the Center in any way. The kiosks are meant to support and enhance the Center and its tenants by facilitating relevant messaging. The kiosks will be used to display critical public messaging (health, safety, weather, and emergency alerts), public and community service announcements, a center directory, and tenant/center promotions. The kiosks are supported by sponsor messages for products and services sold by tenants at the Center. The brightness and intensity of the messaging can be controlled to comply with the requirements of the Village. The Messaging will be static with the potential for full motion if allowed.

3. The Master Sign Plan will avoid visual clutter. Please provide an explanation.

The proposed digital messaging kiosks will display various messaging and advertisements for products and services sold in the Center which will serve

to reduce the number of static temporary signs necessary for the tenants at the Center to advertise their products. The digital kiosks are part of an initiative to enhance the viability of the Center by advancing communication with shoppers, tenants, and the community at large at the Center. We believe that the addition of the kiosks to the Center will reduce visual clutter.

4. The Master Sign Plan shall allow visitors, employees, and consumers to readily identify the business entrances, while addressing the community's need for attractive, unobstructed architecture and commercial graphics. Please provide an explanation.

The kiosks will enhance communication at the Center and will not interfere with tenant identification signage. The messaging will change based on the needs of the Center. The kiosk will blend in with the existing architecture. The kiosks will provide both static and the potential for full motion messaging at the Center. Each messaging spot is for a period of 8 seconds in a 64 second loop. The messaging spots will not have any flashing, animated lights, or include animated pictorial graphics. The digital messaging kiosks use ultra-HD screens that do not have separate display lights that can malfunction. Further, the kiosks are equipped with state-of-the-art operating software and are monitored 24/7 and controlled remotely such that any issues with the operation of a kiosk are diagnosed and responded to by Starlite Media on a real-time basis. Any issues with the kiosks are automatically transmitted to a central control center where the problem is diagnosed, and the appropriate response is initiated, including the ability to remotely deactivate a kiosk.

5. The Master Sign Plan shall result in a unified theme of signage for this project. Please provide an explanation

The kiosks will only be illuminated during the business hours of the Center and will be fully complaint Village requirements. The brightness of the kiosks is adjustable to comply with all illumination requirements mandated by the Village. The kiosks will be unobtrusively installed on the wall within the Center in full compliance with ADA and other regulations and will not interfere or clash with current tenant and Center signage The kiosks will help promote tenants at the Center and drive business throughout the Center with the goal of enhancing existing signage. A benefit of the kiosks, not

available with static signs, is that they can display real time messages that can change as needed by the Center, the tenants, and the community.

Kevin Anderson

From: Michael Rzymek < MRzymek@starlitemedia.com>

Sent: Wednesday, June 28, 2023 10:02 AM

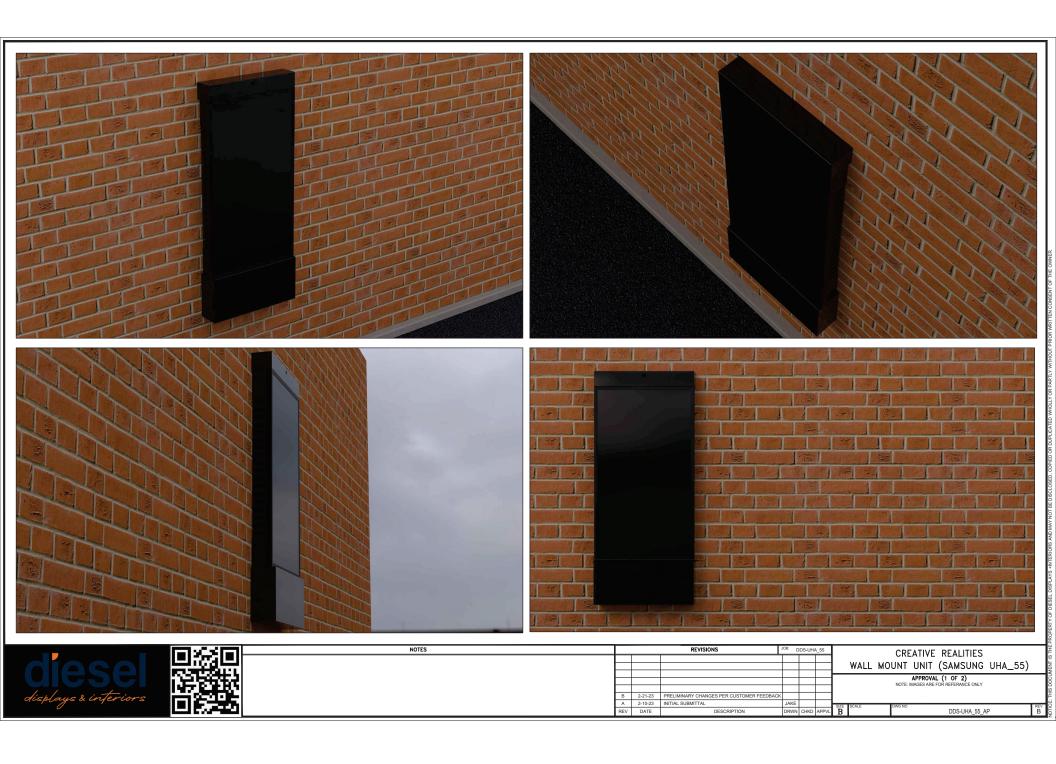
To: Kevin Anderson
Cc: Robert Rathke

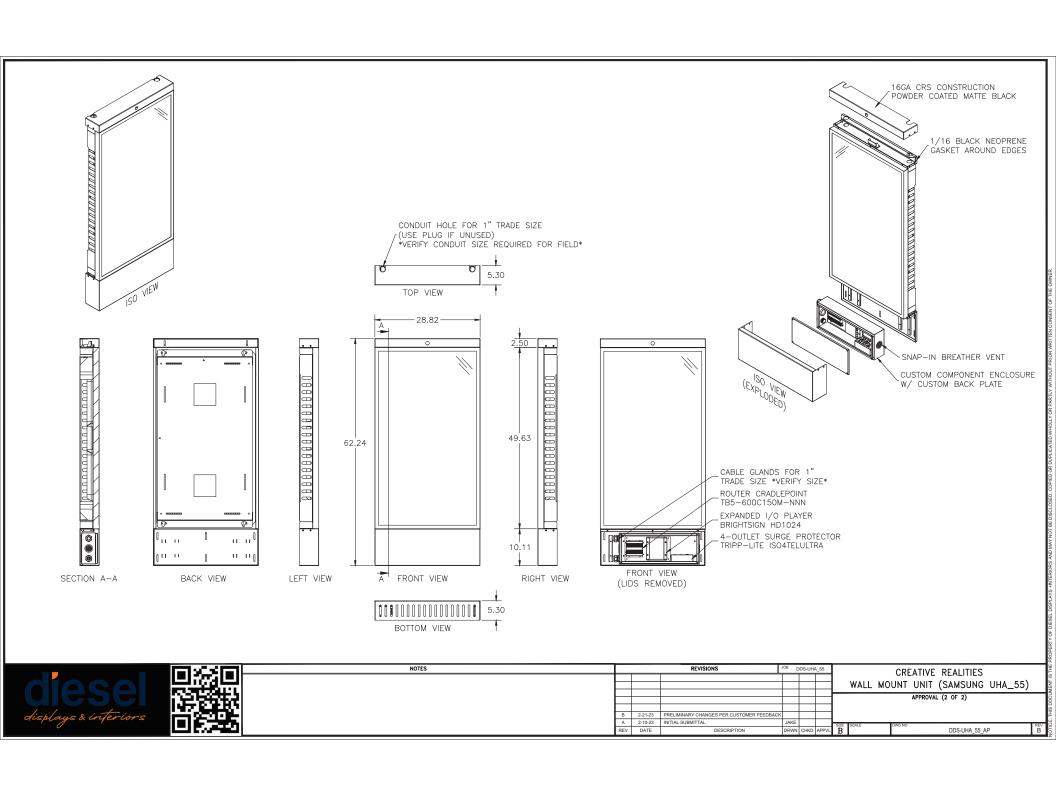
Subject: Proposed Master Sign amendment

Thanks for your help As we discussed previously, Starlite and Phillips Edison would like to amend the master sign plan for Hoffman Village. We would like to amend the master sign plan on page 5 by adding a number 6 with the following language:

- 6. Shopping Center Electronic Messaging Displays. Electronic Messaging Displays may be installed in the center to support the center and its tenants by displaying critical public messaging (health, safety, weather, and emergency alerts), public and community service announcements, a center directory, tenant/center promotions and other related messaging to encouraging shopping at the center and shall be allowed as follows.
 - a. Type. The electronic messaging displays will be installed on the walls and blend in with the current architecture of the Center. The displays will not interfere or clash with current tenant and center signage and will only be illuminated during the open for business hours of the center. The illumination brightness will comply with village requirements.
- b. Number and Size. Not more than two (2) electronic message displays will be installed at the center. Each display will be sized appropriately for internal center messaging, not to exceed twenty square feet of surface area per display.
- c. Location. The displays shall be integrated into the design of the center may be installed on the walls in strategic locations within the center in full compliance with ADA and other regulations.

I look forward to hearing from you as you can see I have a new e-mail address





HOFFMAN VILLAGE

2575 Golf Road | Hoffman Estates, IL 60169

SPACE	TENANT	SQ. FT.	1175 Vibrant Fusion	1,060 SF	2515 Laundry World	6,425 SF	2565 Betty's Bistro	1,700 SF
SHADI	National Tire & Battery		1199 Hallmark	4,350 SF	2527 Big Blue Swim School	8,453 SF	2567 100% Chiropractic	2,000 SF
1165	Jay Bhavani Vadapav	2,050 SF	2503 Marshall Nails and Spa	1,250 SF	2535 Goodwill	20,630 SF	2569 LEASED/AVAILABLE	2,000 SF
1169	Gia's	1,575 SF	2505 Best Dental Spa	2,211 SF	2547 Thrive Affordable Vet	3,250 SF	2571 Anytime Fitness	4,880 SF
1171A	Stella's	1,500 SF	2509 The Best In The West BE	3Q 2,239 SF	Care	60 million (10 million)	2575 Mariano's	72,317 SF
1171B	Salon Eros	1,500 SF	2511 Russian School of	2,069 SF	2551 Los Fernandez Taqueria	10,150 SF	2577 GNC	1,366 SF
1173	Global Optical	1,500 SF	Mathematics		2561 BVM Healthcare	3,990 SF	2579 Fannie May Candies	1,243 SF
							TOTAL SQ. FT.	159,708





DISCLAIMER - This site plan is for general information purposes only and is not intended to constitute representations and warranties by Landlord as to the ownership of the real property depicted herein or the identity or nature of any occupants thereof.











HOFFMAN VILLAGE SHOPPING CENTER MASTER SIGN PLAN

September 2023

Introduction

The Master Sign Plan requirements have been developed based on the signage that is unique to Hoffman Village. The shopping center contains approximately 17 acres and a total building(s) square footage of 160,000 comprised of one main shopping center building. This plan has been designed with signage for this development that maintains consistency with other similar developments, yet takes into account certain unique characteristics of this development. Sign requirements for all buildings and parcels are included in this Plan to promote cohesion among all signs.

A. Area Included in Master Sign Plan

This Master Sign Plan applies to the Hoffman Village Shopping Center property, but does not include the out-lot properties located along Golf Road.

B. General Provisions (applicable to all property governed by this plan)

- 1. <u>Setbacks.</u> The setbacks required for any sign placed on the ground shall meet the requirements set forth in the zoning code, except as stated in this Master Sign Plan. Signs shall be set back and separated from power lines and communication lines as required in Section 9-3-8-1 of the Zoning Code.
- 2. <u>Driver Sight Visibility.</u> No sign shall be placed in a manner that will obstruct driver or pedestrian sight lines and create an unsafe condition based on analysis by the Village Transportation Division.
- Landscaping. Landscaping shall be provided at the base of all signs, unless
 determined to be unsafe or not feasible by the Village Department of Development
 Services.
- 4. <u>Illumination.</u> 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. <u>Sign Design.</u> Colors and letter graphic styles on the signs shall be determined by the owners of the property, however, the two primary monument signs for the site shall be of a consistent color and graphic style.
- 6. <u>Calculation of Sign Area.</u> All signs shall meet the requirements of Section 9-3-8-D, except that the architectural base and support structure of a monument sign shall not be included in the total sign area if these areas do not contain text, logos or any other graphics.
- 7. <u>Permits.</u> Sign permits shall be required in accordance with Section 9-3-8-A of the Zoning Code.
- 8. <u>Coordination with Village Sign Code</u>. 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. <u>Wall Signs on Rear of Building</u>. Wall signs shall not be permitted on the rear elevation of a business, except as stated in this Master Sign Plan.
- 10. <u>Prior Variations.</u> Variation Ordinances 2497-1992, 2610-1994, 3015-1998, 3315-2001 and 3605-2004 are hereby repealed through passage of the ordinance approving this MSP. The variations are incorporated into this MSP. Wall signs shall be permitted as detailed in this MSP, and per item B.8 of the MSP (Coordination with Village Sign Code).
- 11. Master Sign Plan. This document, along with the attached set of drawings represents the entire Master Sign Plan.

C. GROUND AND MONUMENT SIGNS

One ground and one monument sign maybe permitted per public street frontage on the property for a total of four signs to identify the Shopping Center tenants.

- 1. The design of the signs shall be limited to a ground or monument style of sign and shall not be allowed a freestanding or pole sign with exposed sign supports. The ground or monument sign must include an architectural base to enclose any support poles or structure. The existing signs include a 3-foot clearance, by prior variation, underneath the sign, which may remain until such time as the sign is replaced. At which time, the sign much be designed as a ground or monument sign. The signs shall include architectural elements o the top, bottom and sides to match the building colors and material of the shopping center building. The design of the signs may be modified from the appearance as shown in the attached drawing, but must follow the requirements set forth in this plan. The design of the monument signs shall be coordinated with the fuel center kiosk.
- 2. The overall structure of the sign may be up to a maximum 33 feet in height and a maximum 16 feet in width, with decorative elements of the sign extending a further 2 feet in width to a total width of 18 feet. The maximum surface area of the sign panels shall be no more than 300 square feet per side, as measured

by Section B-7 of this MSP, and excluding any panel(s) identifying the name of the shopping center (e.g. HV or Hoffman Village). The maximum surface area of any electronic message center signs shall be less than 10 feet high and a maximum of 6'8" wide with a masonry base 3'6" high and 7' wide.

- 3. Where possible the signs shall meet the setbacks required in the Zoning Code. Where space is not available without reconstructing the parking lot, the signs may be set back a minimum 5 feet from any property line instead of the minimum 10 feet and a minimum 2 feet from any paved surface or sidewalk instead of the minimum 5 feet. The signs shall be set back and separated from power lines and communication lines as required in Section 9-3-8-1 of the Zoning Code.
- 4. The signs may include an LED message center not to exceed 50 square feet in surface area per side and shall only display businesses, products, services, events or other items available on this property. Off-site advertising shall be prohibited. 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.

D. Wall Signs

- 1. Primary Anchor (currently Mariano's) -The following rules shall apply to the primary anchor tenants equal to or greater than 40,000 square feet.
 - a) <u>Type.</u> Wall signs for the primary anchor stores shall be individually mounted, internally lighted channel letters or logos mounted directly to the building wall surface or to a raceway painted to match the building.
 - b) <u>Number and Size</u>. The tenant shall be allowed up to 5 wall signs of the following maximum sizes: one sign of a maximum 400 square feet and four signs each of a maximum 100 square feet.
 - c) <u>Location</u>. Anchor wall signs shall be located within the allowable sign location boxes depicted in the attached building elevation drawings. Each primary wall sign shall be centered horizontally within the front facade of the portion of the building leased by the tenant; or over an architectural feature of such front facade. Signs shall be centered vertically in relation to the allowable sign boxes and in relation to other adjacent wall signs.

- 2. Junior Anchor Tenant(s) For anchor tenant spaces equal to or greater than 15,000 square feet, the following shall apply:
 - a) <u>Type.</u> Wall signs for anchor stores shall be individually mounted, internally lighted channel letters or logos mounted directly to the building wall surface or to a raceway painted to match the building.
 - b) <u>Number and Size</u>. One primary wall sign shall be permitted per tenant, not to exceed 300 square feet in area.
 - c) <u>Location</u>. Junior anchor wall signs shall be located within the allowable sign location boxes depicted in the attached building elevation drawings. Each primary wall sign shall be centered horizontally within the front fa9ade of the portion of the building leased by the tenant; or over an architectural feature of such front fa9ade. Signs shall be centered vertically in relation to the allowable sign boxes and in relation to other adjacent wall signs.
- 3. Tenant(s)- For tenant spaces less than 15,000 square feet, the following shall apply:
 - a) <u>Type.</u> Tenant wall signs shall be individually mounted, internally lighted channel letters or logos mounted directly to the building wall surface or to a raceway painted to match the building.
 - b) Number and Size. One wall sign shall be permitted per tenant. An additional, second, wall sign may be permitted for comer tenant spaces on a separate wall. Each wall sign shall not exceed 3 square feet per 1 foot of lineal tenant storefront, or a maximum of 200 square feet per sign.
 - c) Location. Individual tenant wall signs shall be located in the allowable sign box areas as depicted in the attached drawings. Comer tenants may be permitted a sign on each elevation, including on the side elevation where the building architecture on the side elevation is improved to match that of the front elevation. Each wall sign shall be centered horizontally within the front fa9ade of the portion of the building leased by the tenant; or over an architectural entry feature of such front facade. Wall signs on the same portion of the building facade shall be located on the facade so that they are visually proportional in relation to other wall signs and in relation to the architectural features of the building.
 - d) In accordance with Ordinance 3605-2004, which was repealed with passage of this plan, the tenant Dunkin Donuts/31 Baskin Robbins shall be permitted two wall signs on the front elevation ("Dunkin Donuts" and "31 Baskin Robbins") and shall be permitted two wall signs ("Dunkin Donuts" and "31 Baskin Robbins") on the side elevation of the business. The total surface area of the two signs combined on each elevation shall meet the size requirement of 3 square feet per 1 foot of lineal tenant storefront.

- 4. All tenants with a customer entrance on the rear elevation may be permitted a wall sign on the rear elevation if the elevation is improved with architecture generally matching that of the front elevation, and if the business has installed (with prior Village approval) a customer entrance door on the rear elevation. The wall sign may be installed above the customer entrance door. The sign on the rear elevation may be illuminated only during business hours in which the business is open, and not between 11 pm and 6 am, whichever is more restrictive. Each permitted wall sign shall not exceed 3 square feet per 1 linear foot of tenant frontage up to a maximum of 200 square feet.
- Shopping center identification wall signs. Wall signs identifying the name or initials of the shopping center (e.g. Hoffman Village or HV) shall be allowed as follows.
 - a) The shopping center may be allowed to integrate signage onto the "tower" facade and comer elements of the building facade.
 - b) Number and Size. One (1) such sign may be installed per elevation facing the parking lot or drive aisles of the shopping center, per tower element. Each sign may be up to 75 square feet in surface area.
 - c) <u>Location</u>. The signs may be placed on the upper portions of the towers as generally shown on the attached drawings, and shall be integrated into the design of the building facade.
- 6. Shopping Center Electronic Messaging Displays. Electronic Messaging Displays may be installed in the center to support the center and its tenants by providing public and community information, a center directory, tenant/center promotions, and other related messaging.
 - a) Type. The electronic messaging displays will be installed flush with the building façade and blend in with the current architecture of the Center. The displays shall not interfere or clash with current tenant and center signage and will only be illuminated during the business hours of operation at the center.
 - b) Number and Size. Not more than two (2) electronic message displays will be installed at the center. Each display shall not to exceed twenty square feet of surface area per display.
 - c) Location. The displays shall be installed on the lower walls of the center under the breezeway canopy.
 - d) Display.
 - i. The signs may only display messages related to businesses, products, services, events or other items available on the subject property. Off-site advertising shall be prohibited.
 - ii. 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.

iii. 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.

E. Miscellaneous Signs

- 1. <u>Directional or Instructional Signs</u>. Such signs shall meet the requirements of Section 9-3-8-B-8. All signs shall be of a consistent design and shall be separate from traffic control signs.
- 2. Window Signs. Window signs may be placed in the window of businesses per the standards set forth in the Zoning Code. The property owner may install window signs in vacant storefronts to cover the entire windows, which may include generic images or artwork, promotional, or leasing information that improves the building aesthetics for the period that the space is vacant, or promotes this property or its tenants, but may not include advertisements or information unrelated to this property or advertising off-site properties or products. The primary anchor may install window signs covering the entire windows, which may include images of food or other generic decorative graphics related to the business, but may not include advertisements or information unrelated to the tenant or advertising off-site properties or products.

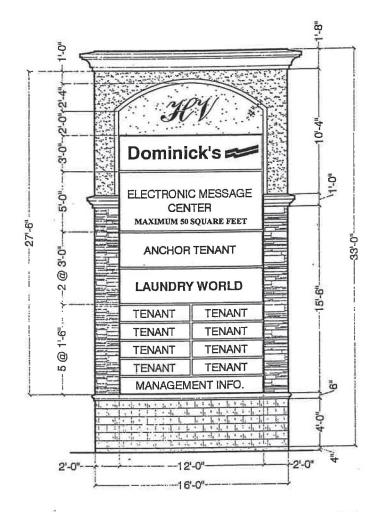
F. Temporary Signs

- 1. <u>Leasing Sign</u>. Leasing information may be incorporated into the ground sign and shall not be permitted as freestanding signs or on the building exterior, which shall supersede the allowance for such temporary signs as stated in Zoning Code Section 9-3-8-K-3.
- 2. Special Event Signs. Such signs shall meet the requirements of Section 9-3-8-K of the Zoning Code, except that one freestanding temporary sign advertising a permitted special event on the Hoffman Village property may be erected on the property. Such sign shall not exceed 50 square feet in size and 10 feet in height and may be installed no earlier than one week before the event and removed one day after the conclusion of the event. This allowance for a freestanding special event sign is intended for property-wide events that receive a special use or special event license and shall not be permitted for individual businesses to advertise specials or sales.

G. Amendments

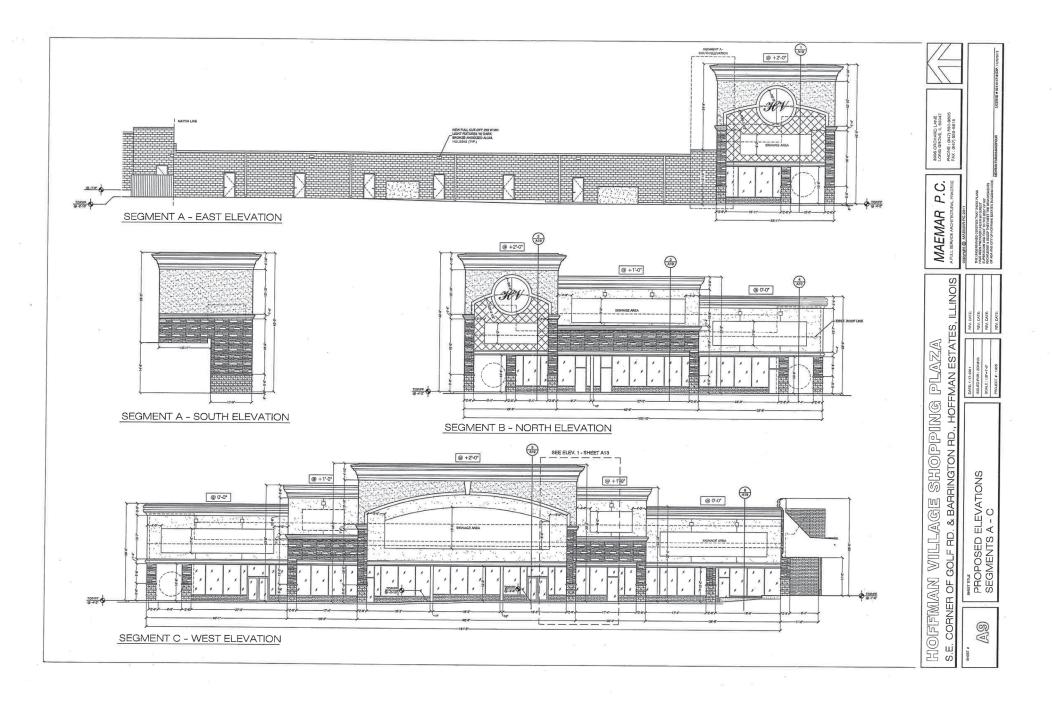
1. <u>Changes.</u> Changes to the text, colors, or graphic style *of* the signs shall not require a formal amendment to this plan, provided the size and all other requirements of this plan are met.

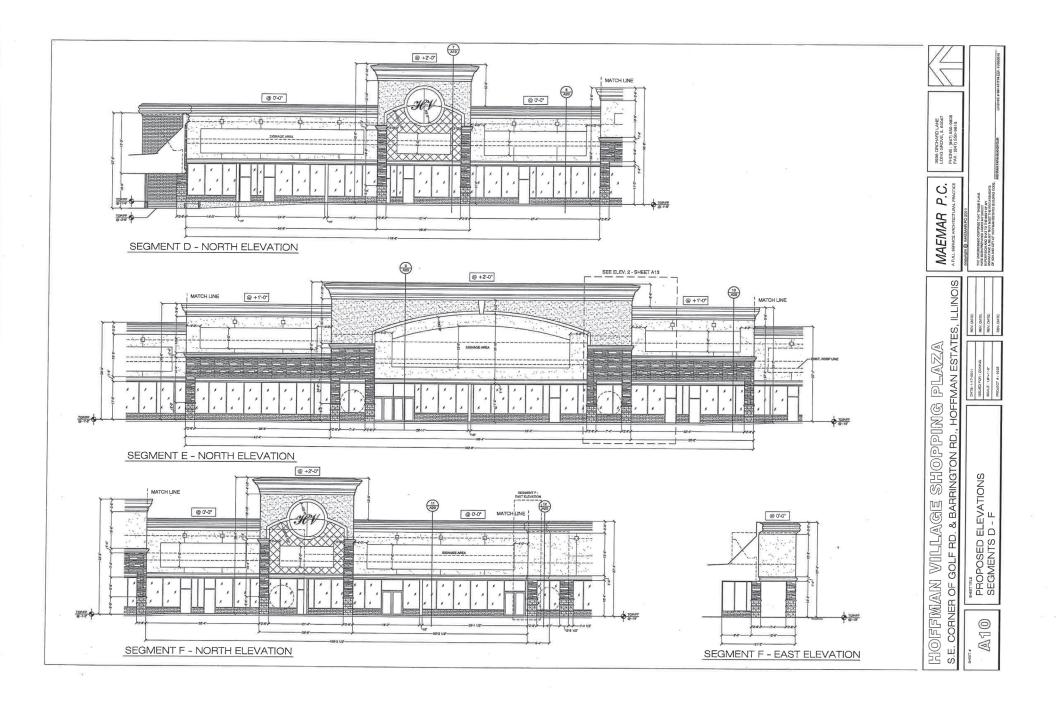
- 2. <u>Interpretations</u>. Signs that are not explicitly addressed in the provisions of this plan, but that meet the intent of the plan may be permitted through administrative approval.
- 3. New Signs. The addition of new signs or relocation of existing signs shall not require a formal amendment to 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 and approval by the Village Board through the process outlined in the Zoning Code for variations.

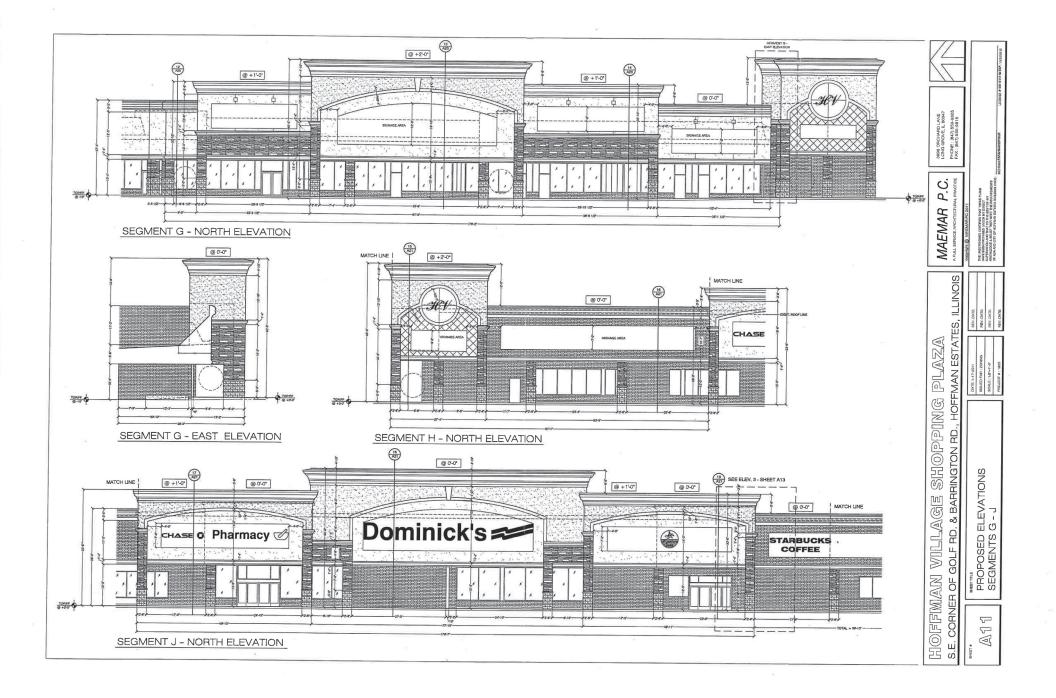


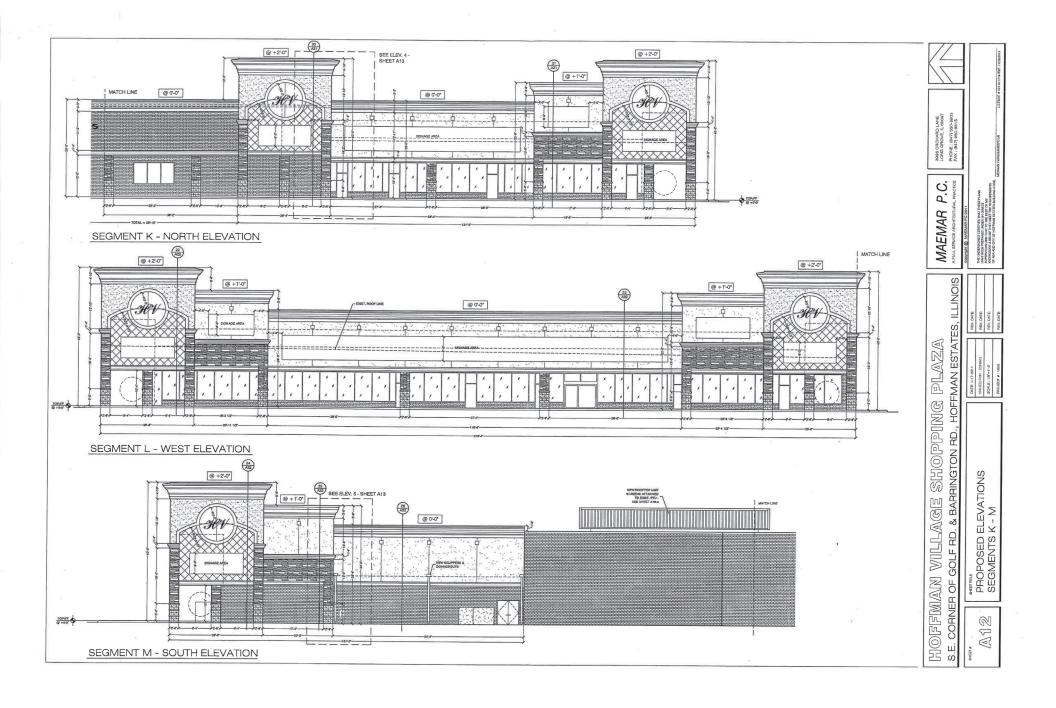
NEW PYLON SIGN

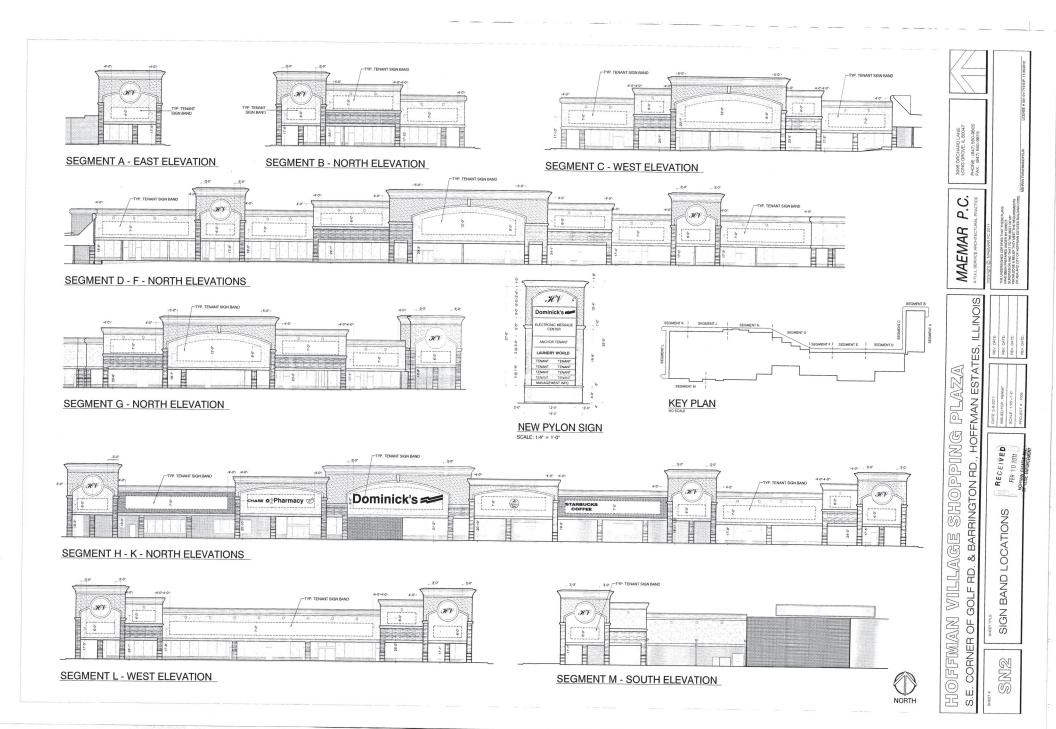
SCALE: 1/4" = 1'-0"

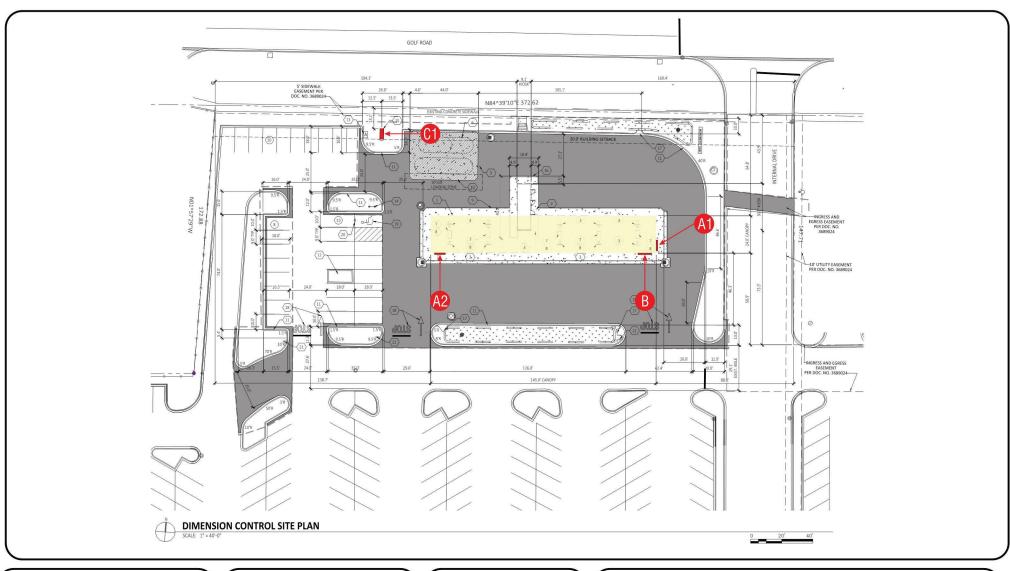










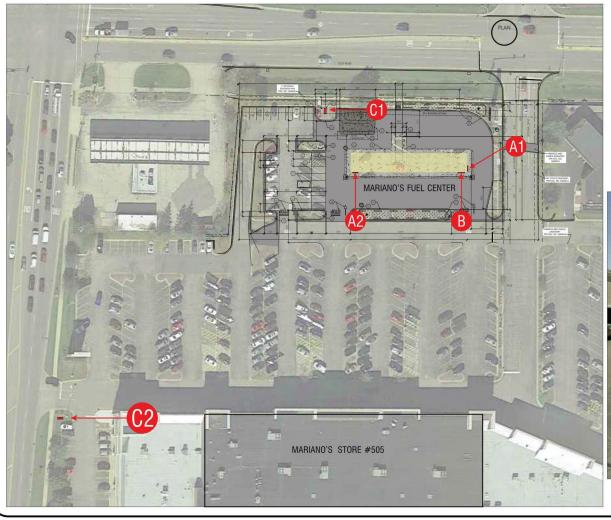




DATE	REVISION
4.17.20	A1 LOCATION - CORRECTED
	NORTH SOUTH EAST WEST - NOTED
	ALPHA NUMERIC DESIGNATIONS AND TOTALS - UPDATED
	MONUMENT POLE AND FOUNDATION - UPDATED DT/TI
4.21.20	C2 PRICER ADDED TO ENTRANCE - BARRINGTON RD DT /T

CUSTOMER APPROVAL	DATE
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CLIENT	MARIANO'S #505					
ADDRESS	2575 W. GOLF RD.					
CITY	HOFFMAN ESTATES	STATE	IL	DESIGNER KM	SALESPERSON	TD
DRWG. NO.	17922	SCALE:	NOTED	DATE: 03.13.2020	SHEET NO.	1



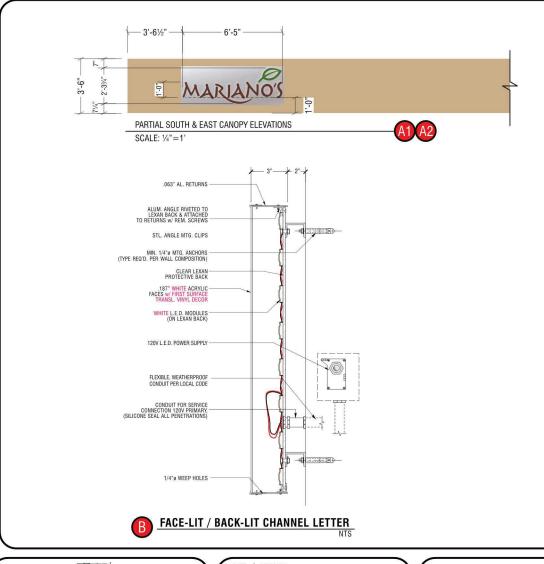


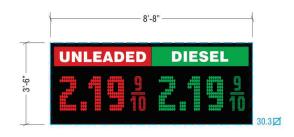


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ONE (1) SINGLE FACE, DOUBLE PRODUCT L.E.D. GAS PRICE DISPLAYS

SCALE: 3/8"=1'





A1 A2

TWO(2) SETS OF FACE-LIT & HALO-LIT LETTERS & LOGO

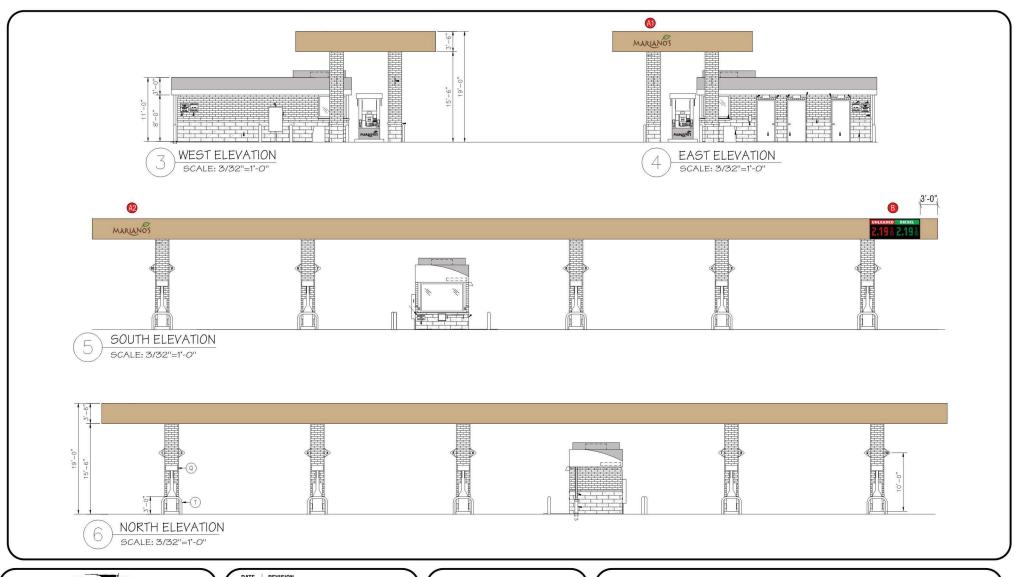
SCALE: 3/8"=1"



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ADDRESS	2575 W. GOLF RD.					
CITY	HOFFMAN ESTATES	STATE	IL	DESIGNER KM	SALESPERSON	TD
DRWG. NO.	17922	SCALE:	NOTED	DATE: 03.13.2020	SHEET NO.	3

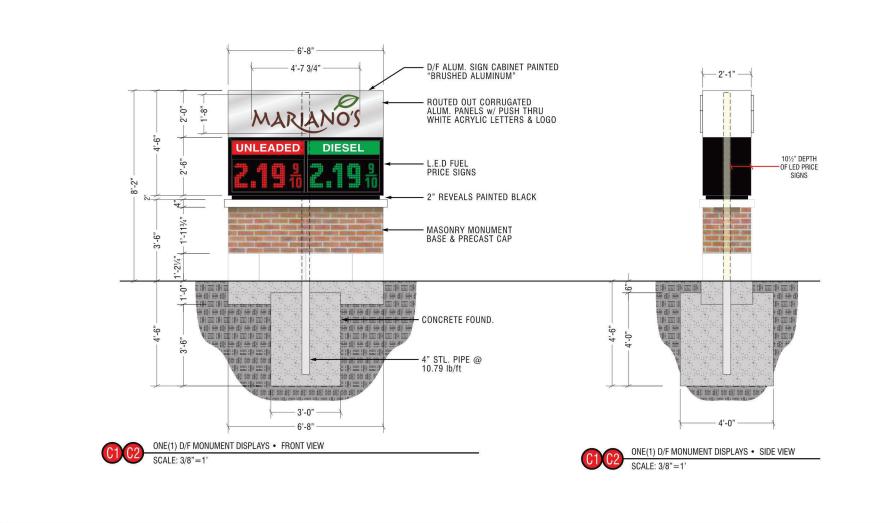




DATE	REVISION	

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ADDRESS	2575 W. GOLF RD.					
CITY	HOFFMAN ESTATES	STATE	IL	DESIGNER KM	SALESPERSON	TD
DRWG. NO.	17922	SCALE:	NOTED	DATE: 03.13.2020	SHEET NO.	4

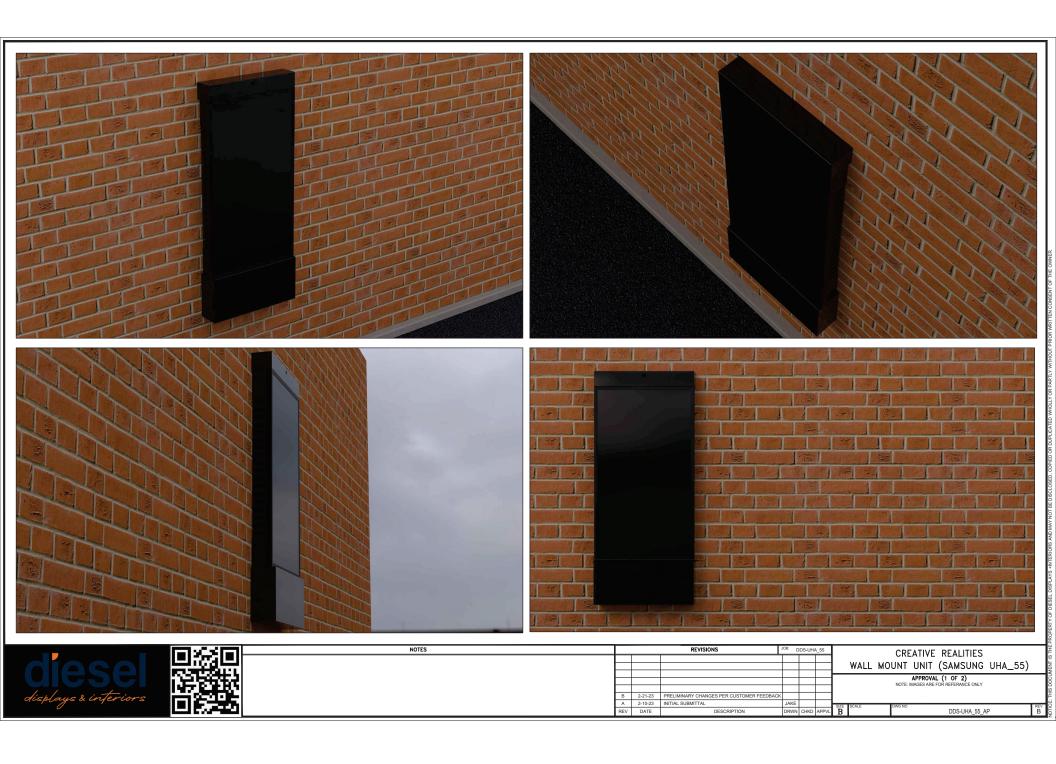


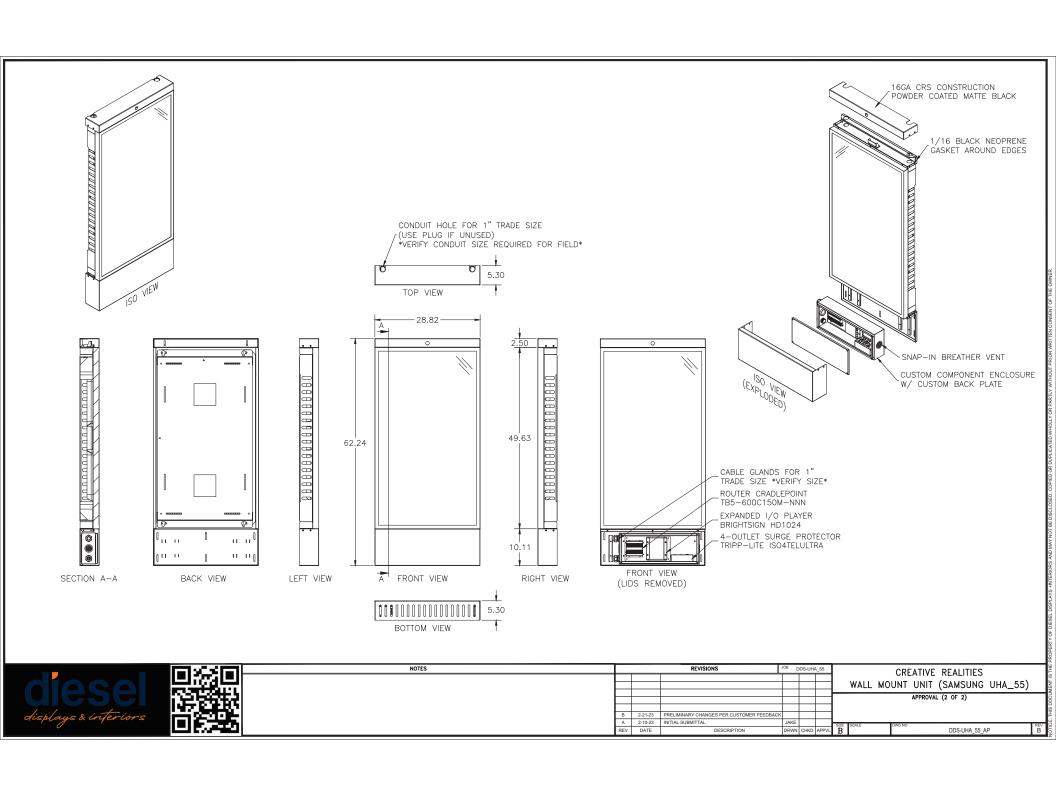


DATE	REVISION	

JSTOMER APPROVAL	DATE
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DDRESS	2575 W. GOLF RD.					
CITY	HOFFMAN ESTATES	STATE	IL	DESIGNER KM	SALESPERSON	TD
DRWG. NO.	17922	SCALE:	NOTED	DATE: 03.13.2020	SHEET NO.	5





HOFFMAN VILLAGE

2575 Golf Road | Hoffman Estates, IL 60169

SPACE	TENANT	SQ. FT.	1175 Vibrant Fusion	1,060 SF	2515 Laundry World	6,425 SF	2565 Betty's Bistro	1,700 SF
SHADI	National Tire & Battery		1199 Hallmark	4,350 SF	2527 Big Blue Swim School	8,453 SF	2567 100% Chiropractic	2,000 SF
1165	Jay Bhavani Vadapav	2,050 SF	2503 Marshall Nails and Spa	1,250 SF	2535 Goodwill	20,630 SF	2569 LEASED/AVAILABLE	2,000 SF
1169	Gia's	1,575 SF	2505 Best Dental Spa	2,211 SF	2547 Thrive Affordable Vet	3,250 SF	2571 Anytime Fitness	4,880 SF
1171A	Stella's	1,500 SF	2509 The Best In The West BE	3Q 2,239 SF	Care	60 million (10 million)	2575 Mariano's	72,317 SF
1171B	Salon Eros	1,500 SF	2511 Russian School of	2,069 SF	2551 Los Fernandez Taqueria	10,150 SF	2577 GNC	1,366 SF
1173	Global Optical	1,500 SF	Mathematics		2561 BVM Healthcare	3,990 SF	2579 Fannie May Candies	1,243 SF
							TOTAL SQ. FT.	159,708





DISCLAIMER - This site plan is for general information purposes only and is not intended to constitute representations and warranties by Landlord as to the ownership of the real property depicted herein or the identity or nature of any occupants thereof.





