



APPROVED Minutes of the regularly scheduled **ARCHITECTURAL REVIEW BOARD** held on Thursday, October 17, 2019 in the Public Meeting Room of the Village Hall, One Olde Half Day Road, Lincolnshire, IL

PRESENT: Chair Kennerley and Members Santosuosso, Orzeske, Baskin, and Killedar

ABSENT: Members Tapia, McCall, and Trustee-Liaison Hancock

ALSO PRESENT: Tonya Zozulya, Planning and Development Manager (PDM)

CALL TO ORDER: **Chair Kennerley** called the meeting to order at 8:01 p.m.

1.0 ROLL CALL

The roll was called by **PDM Zozulya**. **Chair Kennerley** declared a quorum to be present.

2.0 APPROVAL OF MINUTES

2.1 Approval of the minutes of the Architectural Review Board (ARB) Meeting held on Tuesday, September 24, 2019.

Member Baskin moved and **Member Santosuosso** seconded the motion to approve the minutes as presented for the September 24, 2019 Architectural Review Board.

The motion passed unanimously by voice vote.

3.0 ITEMS OF GENERAL BUSINESS

3.1 Consideration of a Roof-Mounted Solar Panel installation at 444 Social Luxury Apartments – 444 and 446 Parkway Drive (Smash Residential Chicago)

PDM Zozulya summarized the petition, noting this is the second request for a solar panel installation in a commercial zoning district. She further summarized the background of the apartment development, stating the project is complete and occupied. **PDM Zozulya** stated the project consists of installing solar panels on the roofs of both apartment buildings and complies with Village Code. The proposal is supported by village staff.

Scott Greenberg, developer of the 444 Social Luxury Apartments, presented the solar installation plan, noting the site and buildings are conducive to the installation of solar panels. His intention with this installation is to offset energy consumption and carbon footprint of the complex. **Mr. Greenberg** stated the panels will be installed behind the parapet walls and will not be visible to residents or the public.



Aaron Wilson, representative of SOLARONE, presented samples of the panels and stated the panels would not produce glare. **Mr. Wilson** provided information on the number of solar modules to be installed, and reinforced Mr. Greenberg's earlier statement regarding the panels' lack of visibility. **Mr. Wilson** provided additional information on roof location as well as mounting, ballast details, and building elevations. **Mr. Wilson** stated this installation will provide approximately 40% of the total energy used by both buildings.

Chair Kennerley asked Mr. Greenberg why the solar panel installation was not included in the initial design of the building. **Mr. Greenberg** replied he was more concerned with navigating the broader approval process.

Mr. Wilson said the State of Illinois has incentivized the installation of solar panels and has provided a limited number of solar renewable energy certificates which the owners of 444 Social hope to take advantage of.

Member Baskin commented the development of the 444 Social complex was very well done and he does not see any issues with the solar panel installation.

Member Orzeske moved and **Member Santosuosso** seconded the motion to recommend approval to the Village Board installation of the proposed solar panels for 444 Social Luxury Apartment complex at 444 and 446 Parkway Drive, as presented in the packet by Smash Residential Chicago, date stamped received October 8, 2019.

Motion passed unanimously by voice vote.

PDM Zozulya said the Village Board will review the petition for final consideration and potential approval on October 28, 2019.

3.2 Consideration and Approval of Ground Identification Sign Structural Modification – 575 Bond Street (Ravinia Plumbing)

PDM Zozulya reminded the ARB of a previous petition by Ravinia Plumbing in early 2019 for parking lot modifications and fence installation. She stated the owner of Ravinia Plumbing, David Ariano, is requesting modifications to the ground sign, which is legally non-conforming due to the size of the sign. She stated the location and landscape will remain unaltered, and the petitioner will remove the metal sign panel and replace it with new white metal to match the existing sign posts. **PDM Zozulya** further stated the proposed sign will include the wording "Plumbing, Heating, Sewer, Electric" as this is part of the company's registered name. She added recent amendments to the Sign Code now dictate requests for ground sign modifications to appear before the ARB for final approval, and that staff supports of the petitioner's request.

Matt Laska, Northshore Sign, presented the proposed modifications to the sign face which would bring it into compliance with Village Code.



Chair Kennerley asked **Mr. Laska** why the Ravinia Plumbing logo was not included in the sign copy. **Mr. Laska** replied in order to fit the logo, they would either have to demolish the entire structure or the logo would be too small in the current configuration. **Chair Kennerley** also noted all the words and letters are capitalized and make it difficult to distinguish company name and services. **Member Baskin** stated the sign looks like an advertisement and suggested the petitioner incorporate the logo/brand in the sign design. **Member Orzeske** agreed that the logo is important and the proposed sign is not consistent with their branding. **David Ariano**, President of Ravinia Plumbing, stated he would consider bringing the logo into the sign design. **PDM Zozulya** suggested laser cut lettering as an alternative to the push-thru acrylic sign face as flat decal lettering is prohibited by code.

Member Santosuosso moved and **Member Orzeske** seconded the motion to approve the proposed ground identification sign modifications for Ravinia Plumbing at 575 Bond Street, as presented in the packet submitted by Ravinia Plumbing, with the cover letter dated October 8, 2019, and further subject to the petitioner's consideration of including the company logo in the sign copy with references to the four services moved to the sign's corners.

PDM Zozulya noted the petitioner will need to submit a revised sign application reflecting the ARB revisions for staff approval.

Motion passed unanimously by voice vote.

- 3.3 Public Hearing regarding an Amendment to Title 12 (Sign Control) of the Lincolnshire Village Code to Permit, and Develop Regulations for Manual and Electronic Menu Boards for Food Establishments with a Drive-Through (Keyser Industries/McDonald's)

Chair Kennerley recessed the Architectural Review Board meeting, convened the public hearing, and reviewed the public hearing procedures.

Michelle Freeman, Keyser Industries, and **Chris Prucnal**, McDonald's franchisee, were sworn in by Chair Kennerley.

PDM Zozulya summarized current Sign Code regulations, noting the Village does not permit electronic menu boards. Restaurants with a drive-through can only have a manual-type menu board. She added Lincolnshire has three drive-through establishments, including McDonalds, Culver's and Dunkin' Donuts. **PDM Zozulya** stated McDonald's has approached the Village in regards to electronic menu boards which would replace their manual menu boards. She added staff surveyed the other Lincolnshire restaurants with a drive-through, and that Culver's had no immediate plans to change their current menu boards, though they may pursue this in the future pending corporate consideration. Dunkin' Donuts did not respond.

PDM Zozulya summarized staff research of surrounding communities. A number



of local communities have recently reviewed or adopted code changes to permit electronic menu boards. These communities include Deerfield, Glenview, Bannockburn, Highland Park, and Lake Bluff. Staff also contacted the Northwest Municipal Conference for information and included the results of their survey in the ARB agenda packet. She stated staff research also included brightness level limits, which were presented to the ARB for consideration. She stated the current code allows one manual menu board per drive-through aisle; no more than 40 square feet for sign area and a height of no more than 6 feet; and a minimum setback of 20 feet from any lot line. She added when McDonald's submitted their petition, they indicated the new menu boards would be smaller than the manual menu boards. **PDM Zozulya** stated staff looked at text amendments and the impact it may have on other drive-through food establishments in the future. Staff drafted the proposed amendments to allow for variability in restaurant operations while establishing a specific set of standards.

PDM Zozulya stated the petitioner appeared before the Village Board on September 23, 2019, and the Village Board provided direction to review permissibility for other types of electronic signs and determine an appropriate level of brightness comparable to Village of Deerfield requirements (1,500 nits during the day and 500 nits at night).

PDM Zozulya summarized the proposed amendments which will be included in Section 12-9(1) (H) of the Village Code (Sign Construction and Design). She noted these amendments will allow: (1) only one menu board content change per meal service; (2) signage be turned off when drive through is closed; (3) no sound other than communication between the patron and employee; (3) no flashing, blinking, or other means not providing constant illumination; (4) static images; (5) no animation; (6) brightness level limited to no more than 1,500 nits during the day and no more than 500 nits at night, with a light sensor programmed to automatically adjust the brightness; and (7) copy area shall have a black background with contrasting colors during nighttime display. Each electronic message sign shall be counted as one item of information.

PDM Zozulya stated notice of public hearing was published in the newspaper in compliance with publication deadlines, and notification to adjacent owners by mail is not required for Village-wide code amendments.

Ms. Freeman presented the petition. She stated their company has worked with numerous franchisees to update menu boards per a corporate deployment program that substantially reduces the size of menu boards while providing consistent pricing information and faster service to customers. She noted the new electronic boards emit less light than the existing signs, allowing adjustments as needed through a sensor based on ambient lighting. There will be no animation, sound, or video on the proposed signs, and they will be turned off non-operating hours.

Member Baskin asked about a lumens versus nits conversion. **Mr. Prucnal** stated the existing signs emit 56,850 lumens, which equals approximately 3,200



nits. **Mr. Prucnal** stated the electronic boards will emit less light than the current fluorescent lighting at their highest setting of 2,500 nits. **Ms. Freeman** stated the screens will withstand temperature and wind elements. She presented pictures of the menu screens installed in Wheeling, noting the brightest part of the day is when the signs emit a higher nit range when set with the self-adjusting feature. **Mr. Prucnal** stated when an override is forced on the setting, visibility issues become a problem. **Member Baskin** asked why one would override preset settings. **Ms. Freeman** stated Deerfield had strong concerns and wanted to reduce nighttime glare. **PDM Zozulya** asked about Glenview's requirements for 500 nits for both day and night. **Ms. Freeman** stated they complied with Glenview's more stringent request, adding Glenview stated if they have issues with this setting requirement, they can come back to the Village to request adjustments. **Mr. Prucnal** stated the Glenview night screen has a black background so visibility at night is not an issue, but visibility issues may occur with a 500-nit daytime setting on the white background on an overcast day. He added he believes municipalities are concerned about light pollution, but the new menu boards emit much less light than existing boards. There was discussion regarding the requirement of 1,500 nits during the day with 500 nits at night utilizing the built-in sensors programmed to automatically adjust. **Ms. Freeman** stated her recommendation would be to increase the daytime limit to 2,500 nits, which would provide more flexibility to food establishments. The benefit would be to reduce the number of variation requests coming to the Village and help address each food establishment's branding. She added if 1,500-nit daytime limit is recommended, it should not be an issue for McDonald's.

Ms. Freeman stated the Village should consider the background color for future menu boards. She stated a black background with 1,500 nits could be very bright during the day. The ARB should consider a lighter background for the daytime display and a dark background for the nighttime display.

Mr. Prucnal noted the changeover to this type of menu board has many advantages for business, stating staff has to manually change menus daily and cannot incorporate seasonal changes or specials, which may impacts pricing. **Mr. Prucnal** further added landscaping will remain. The new menu boards will be installed in the same place as the existing menu boards and would have a masonry base.

There being no further questions or public testimony, **Chair Kennerley** closed the public hearing and reconvened the Architectural Review Board meeting.

Member Baskin moved and **Member Santosuosso** seconded the motion to recommend approval to the Village Board a text amendment to Title 12, Sign Control, of the Village of Lincolnshire Village Code regarding manual and electronic menu boards, as presented in the presentation packet dated September 30, 2019 with the following changes:

- A minimum setback of twenty (20) feet shall be provided from any lot line.
- The brightness level of the electronic sign be limited to no more than



- 2,500 nits during the day.
- The sign copy area shall have a light-colored background with contrasting letters during the daytime display.

Roll Call:

Ayes: Santosuosso, Orzeske, Baskin, Killedar, and Kennerley

Nayes: None

The motion passed unanimously by roll-call vote.

PDM Zozulya stated this petition will go before the Village Board for final consideration and potential approval on October 28, 2019.

4.0 **UNFINISHED BUSINESS.** None

5.0 **NEW BUSINESS.** None

6.0 **CITIZENS COMMENTS.** None

7.0 **ADJOURNMENT**

There being no further business, **Chair Kennerley** requested a motion to adjourn. **Member Santosuosso** moved and **Member Baskin** seconded the motion to adjourn. The meeting adjourned at 8:28 p.m.

Respectfully Submitted,
Carol Lustig
Administrative Assistant, Community & Economic Development Dept.