

# **DESIGN COMMISSION**

**APPLICATION AND PROCEDURES**

**ELECTRONIC MESSAGE SIGN  
CONDITIONAL REVIEW**



**VILLAGE OF ARLINGTON HEIGHTS**

**ARLINGTON HEIGHTS, ILLINOIS**

**DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT  
33 SOUTH ARLINGTON HEIGHTS ROAD  
ARLINGTON HEIGHTS, IL 60005**

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**EFFECTIVE NOVEMBER 20, 2017  
(revised JANUARY 2020)**

# Electronic Message Sign Application and Procedures

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Arlington Heights, IL 60005

## I. Purpose and Jurisdiction

1. The purpose of the Design Commission is to provide an appointed, advisory body that shall make recommendations to the Board of Trustees on matters related to existing architecture design, aesthetics, landscape and signage. Using the adopted Design Guidelines and the Village's Sign Regulations, this Commission will work with petitioners to develop creative design solutions aimed at improving the aesthetic quality of developments in Arlington Heights. The Commission shall review all relevant Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction and those applications for improvements that substantially impact the architectural design or appearance of the building, site or signage. The Design Commission is normally scheduled to meet on the second and fourth Tuesday of each month at 6:30 p.m. at the Arlington Heights Municipal Building located at 33 S. Arlington Heights Road.
2. The following types of projects will require Design Commission review:
  - a. **All electronic message signs** will require public notice by the petitioner and Village Board final approval. Electronic signs may be permitted but only in designated major arterial commercial corridors as identified in the maps on pages 7 & 8, and in accordance with the regulations set forth in Chapter 30, Sign Regulations, Article VII.

## II. Process

1. A preliminary meeting with the Staff Liaison in the Planning and Community Development Department can be scheduled if the petitioner would like to discuss the project and the Design Commission process.
2. The petitioner submits a complete application including one (1) set of detailed plans and required supporting materials to the Planning and Community Development Design Commission Liaison. See Page 3 for a list of materials required for Design Commission review.
3. Staff will notify the petitioner of a review date, which will be scheduled after a **complete application** is received.
4. Allow 30 business days for review and scheduling of a formal review.

## III. Village Board Review: Requirement

1. Once a recommendation is received from the Design Commission, final approval from the Village Board will be required. The Staff Liaison will be the contact for the Village Board submittal. The Village Board date is subject to availability.

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### V. Design Commission Review Submittal:

Petitioner is required to submit the following:

- a. 1 copy – Letter requesting the Electronic Message Sign, per Chapter 30, Section 30-702. The letter must address each of the conditional review criteria, point by point (See Page 6). The letter must also include written acknowledgement that the use of the electronic message sign will comply with all Operational Standards set forth in Chapter 30, Section 30-705.h (See Page 6).
- b. 1 copy – Plat of Survey, must show current site conditions.
- c. 1 copy – Fully dimensioned, detailed site plan including building locations, driveways, yards, setbacks, proposed sign location and any existing signage with dimensions.
- d. 1 copy – Detailed drawings of the proposed sign, fully dimensioned and drawn to scale, including fully dimensioned scale drawings and photographs of all existing signage.
- e. 1 copy – Color photographs of the subject property and surrounding properties: 3 sites to the left, 3 sites to the right, and 3 sites across the street. Color photos of any existing signage.
- f. 1 copy – Written list of all sign materials (See attached Sample on Page 9).
- g. 1 set – Samples of all major sign materials including colors, textures and finishes being proposed mounted on an 8.5" X 11" material board, and a digital photo of the sample board.
- h. 1 copy – Manufacturer's product data and specifications for the Electronic Message Sign, including written certification verifying auto-dimming function set to .3 footcandles maximum above ambient lighting conditions.
- i. 1 copy – At least three full color representative images illustrating the types of advertisements to be displayed on the sign.
- j. 1 copy – Landscape plan indicating the proposed landscaping located a minimum of two feet out from the sign base. The plan must be drawn to scale and list the species, quantity, and size of the proposed plant materials.
- k. 1 - Completed application form (Page 5), including signatures and \$500 fee. (Check shall be made out to: Village of Arlington Heights)
- l. Mailing notification to property owners/taxpayers of record within 250-feet, Section 30-704a (Page 10) no less than 7 days prior to the meeting. Affidavit (Page 13), list of property owners and receipts of certified mailings must be submitted to Staff no less than 7 days prior to the meeting.
- m. Sign posting notification, Section 30-704b (Pages 10 & 11), no less than 15 days prior to a meeting. Affidavit (Page 12) and photograph of sign(s) installed at site must be submitted to Staff no less than 15 days prior to the meeting.
- n. Electronic (pdf) files of all submittal documentation (Items A thru K), submitted on a non-returnable USB Flash Drive ("thumb drive") or Compact Disc.

**All drawings must be drawn to scale. Incomplete applications will not be accepted or scheduled for review. Applications are required to meet code, and it is recommended that a design is submitted which is compatible to the neighborhood and follows the intent of the Design Guidelines.**

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### **Audio/Visual Material Submittal Requirements for Public Hearing and/or Meeting Presentations**

The Village of Arlington Heights has projection capabilities in the rooms where public hearings and/or public meetings are held. Therefore, in lieu of presentation boards, the Village requests that presentations are made digitally.

#### **Presentation at the Meeting or Hearing**

- The Staff liaison will be present at the meeting to facilitate projection of the submitted documentation.
- If the presenter has any specific requirements regarding the presentation or meeting, these must be relayed to the Staff liaison **three days prior** to the hearing or meeting.

*All questions regarding the submittal requirements and/or presentation logistics shall be directed to the liaison responsible for the specific project.*

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### INSTRUCTIONS TO COMPLETE FORMS:

The petitioner must fill out this page. The petitioner and owner must sign this page on the signature line provided below, prior to submitting the completed application. The signing of this application hereby authorizes the Village of Arlington Heights, their agents and members of the Design Commission, permission to enter the property indicated below to visually inspect the site. The Village Staff will put their comments in a Staff Design Commission Report.

P.I.N.#:

Location: \_\_\_\_\_ Zoning: \_\_\_\_\_

Petitioner: \_\_\_\_\_

Owner: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Are you applying for other reviews? (if known)

Plan Commission  Date \_\_\_\_\_ Zoning Board of Appeals  Date \_\_\_\_\_

**PETITIONER'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**OWNER'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

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## ARTICLE VII ELECTRONIC MESSAGE SIGNS

**Section 30-701 Electronic Message Signs.** Electronic Message Signs may be permitted but only in designated major arterial commercial corridors as identified in the maps attached at the end of this Article (See pages 7 & 8) and in accordance with the regulations set forth in this Article.

**Section 30-702 Conditional Review Process and Criteria.** All applications for an Electronic Message Sign shall be submitted to the Design Commission for review. The Design Commission shall hold public meetings to evaluate whether the proposed Electronic Message Sign meets the criteria set forth below. The Design Commission shall make a recommendation which will be forwarded to the Village Board of Trustees, where the request may be granted, denied or modified:

- a. The Electronic Message Sign will not create a traffic hazard or demonstrable negative impact on nearby properties or be detrimental to the safety of persons residing or working in the vicinity; and,
- b. The Electronic Message Sign will serve the best interests of the Village, and will be desirable for the public convenience; and,
- c. The design of the Electronic Message Sign is compatible with the essential character of the locality, such as the sign enclosure, materials and scale; and,
- d. The business demonstrates a valid need for an Electronic Message Sign. The business must explain how the sign will be used, and why their business needs an Electronic Message Sign.

**Section 30-705.h Operational Standards for Electronic Message Signs.** The following operational standards apply to all Electronic Message Signs.

1. The sign shall have static display only. No scrolling, fading, flashing, animation, or video is permitted, nor is any sound permitted.
2. Messages must be displayed for a minimum of 10 seconds.
3. The sign must use auto-dimming photocell technology so that the display brightness automatically adjusts based on ambient lighting conditions. Brightness shall be limited to .3 footcandles maximum above ambient lighting conditions at the established measurement distance based on the size of the sign, using the following formula:

$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

For example, for a ground sign that measures a total of 40 square feet, of which 13.2 square feet is an Electronic Message Sign, the lighting conditions will be measured at 36 feet from the sign.

Written certification from the manufacturer must be provided with the application which verifies the auto-dimming function in accordance with the requirements in this paragraph. Verification of compliance with the brightness standard will be accomplished using a footcandle illuminance meter based on procedures as established by the International Sign Association.

4. Off-premises advertising is not allowed.
5. All Electronic Message Signs are only permitted to be illuminated the same hours that the business the sign represents is open.

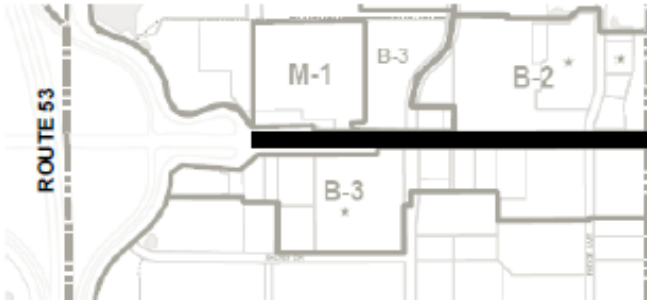
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## Designated Commercial Corridors for Electronic Message Signs

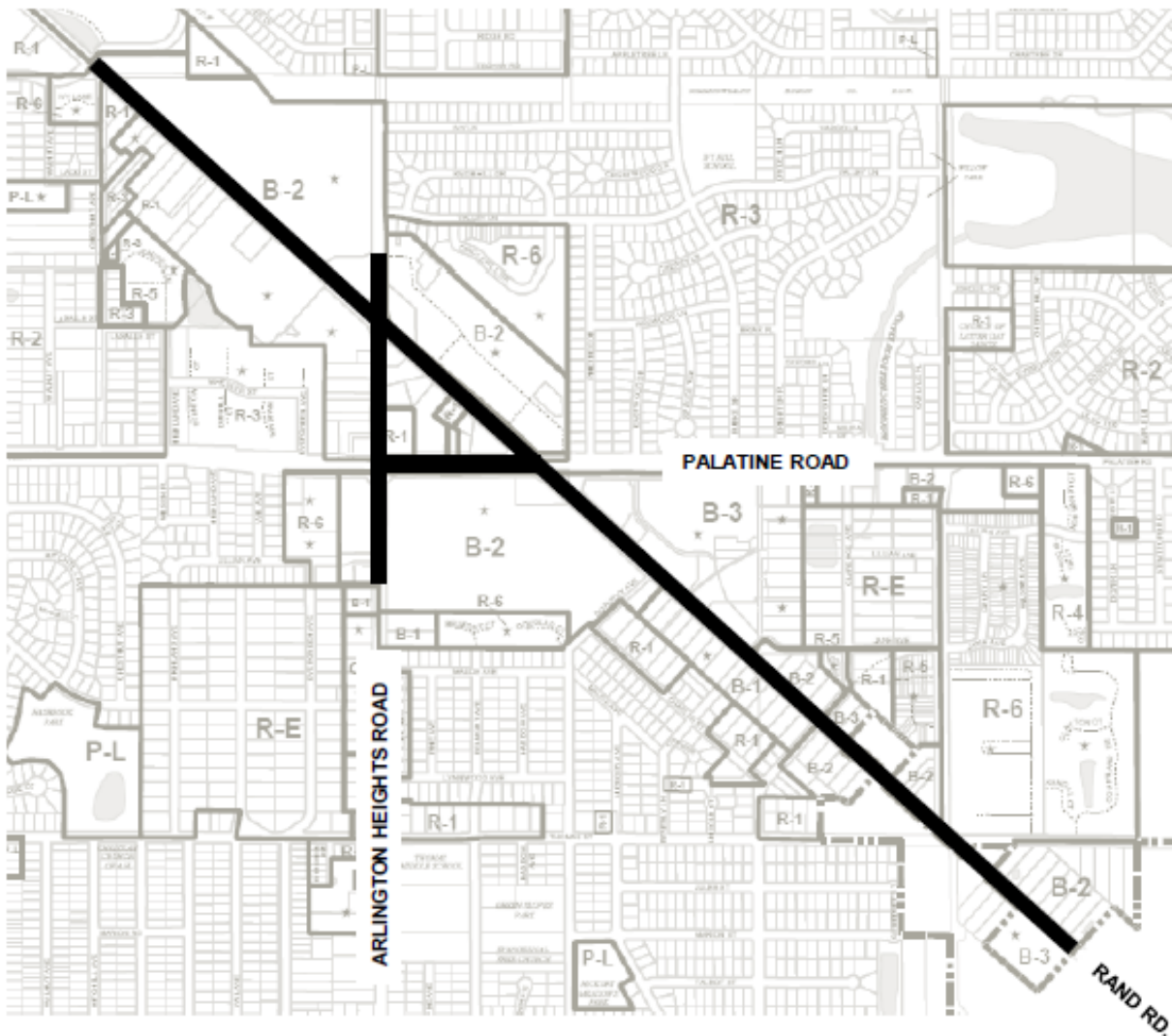


DUNDEE ROAD

**MAP LEGEND**

 INDICATES PERMITTED LOCATIONS FOR ELECTRONIC MESSAGE SIGNS

Map 1: Dundee Road Corridor



Map 2: Rand Road, Palatine Road, and Arlington Heights Road Corridors

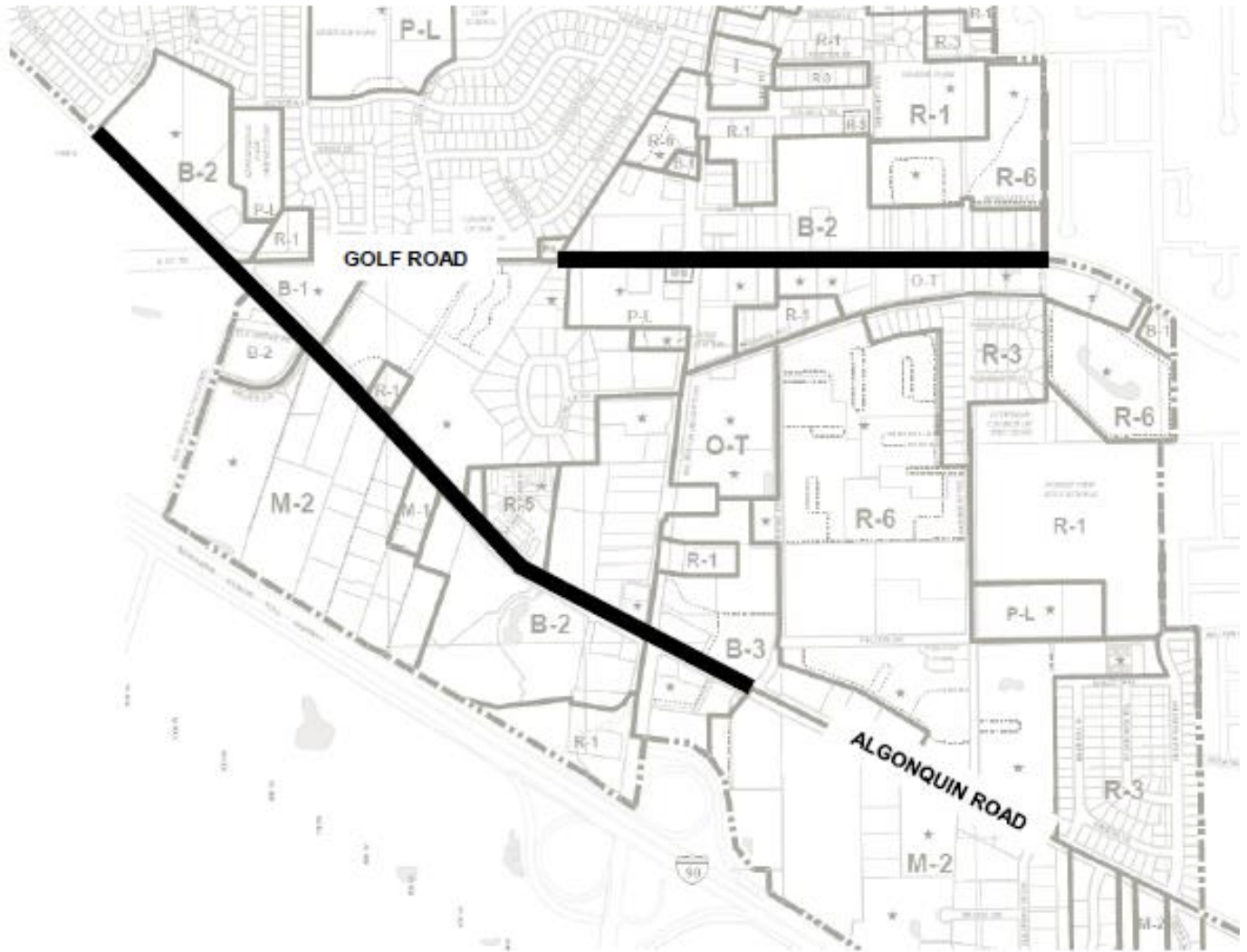
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## Designated Commercial Corridors for Electronic Message Signs



Map 3: Algonquin Road, Golf Road, and Arlington Heights Road Corridors

MAP LEGEND	
	INDICATES PERMITTED LOCATIONS FOR ELECTRONIC MESSAGE SIGNS



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### **SAMPLE MATERIAL LIST\***

1. Petitioner Name:
2. Date:
3. Project:
4. Location:

#### Signage Materials:

Sign Structure Body: "Old Windsor" Utility Brick from Bowerstone Shale Co.

Sign Structure Base: Indiana Limestone, buff color

Signage Cabinet: Painted Aluminum, (color)

Signage: 3/4" thick clear acrylic push-through letters with gray vinyl overlay

Electronic Message Sign: Optec full color 8mm LED electronic message center, model # \_\_\_\_\_

*\*List to include all primary materials, textures, and colors.*

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### ARLINGTON HEIGHTS MUNICIPAL CODE

#### Section 30-704 – Notification Requirements

- a. An applicant for an Electronic Message Sign shall serve written notice, either in person, by certified mail, or by similar delivery service which provides proof of service, on the last known taxpayers and/or property owners of record as reflected in the county records, of all property within 250 feet in each direction of the property lines of the subject property for which approval of an Electronic Message Sign is being requested; provided the number of feet occupied by all public roads, alleys and other public ways shall be excluded in computing the 250 feet. Such notice must be served not less than seven days and not more than 30 days prior to the date set for the meeting of the Design Commission to review the request for an Electronic Message Sign. If any part of a condominium property is located within this distance, written notification shall be made to the condominium association. If no such association exists, the applicant must notify each individual taxpayer of record in the condominium property. If, after a bona fide effort to determine such by the applicant, the owner of the property on which the notice is to be served cannot be found, the notice requirements of this Section shall be deemed satisfied.

The required notices shall contain the address of the location for which the Electronic Message Sign is requested, a brief statement of the nature of the request, the name and address of the legal and beneficial owner of the property, and time and date on which the meeting shall be held. Not less than one day prior to the meeting date, the applicant shall furnish a written statement certifying that he or she has complied with the requirements of this subsection. Attached to the written statement shall be a list of all property owners notified in accordance with the above, the receipts of the certified mail or the signatures of the property owners acknowledging the personal visit of the applicant, the returned notices which were undeliverable by the post office, along with a copy of the notice sent to each of the individuals therein specified.

- b. Not less than 15 days prior to the date of the Design Commission meeting at which the request for an Electronic Message Sign is to be discussed, the Applicant shall post a readable sign on the site where the Electronic Message Sign is intended to go. The Notice sign must be posted on private property adjacent to the roadway. This sign must be removed no later than ten days after completion of the final meeting. The required sign shall contain the current action requested, the date, time, and place where the meeting shall be held, a statement that further information can be obtained from the applicant and the Planning Department of the Village of Arlington Heights. The words "NOTICE OF PUBLIC MEETING" must appear at the top of the sign in letters no smaller than 1.5 inches. All costs associated with the sign are to be borne by the Petitioner. See the following exhibit for an example of a notice sign.

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### SAMPLE SIGN

Size to be approximately 30" high by 48" wide.

All words and numbers must be no less than 1.5" in height.

#### NOTICE OF PUBLIC MEETING

**MEETING FOR:**                    **CONDITIONAL REVIEW FOR AN  
ELECTRONIC MESSAGE SIGN**

**MEETING LOCATION:**        **ARLINGTON HEIGHTS MUNICIPAL BUILDING  
33 S. ARLINGTON HEIGHTS ROAD  
ARLINGTON HEIGHTS, IL 60005**

**DATE: (Fill in meeting date)**        **TIME: (Fill in meeting time)**

#### PUBLIC ATTENDANCE & COMMENTS INVITED

**FOR DETAILS CALL:**                    Or: Village of Arlington Heights  
Department of Planning and  
Community Development at  
847-368-5200

\_\_\_\_\_  
(Petitioner's Name & Phone #)

1. Sign must state current action requested, date, time, and place of meeting.
2. Sign must be posted on private property facing and clearly visible from adjacent roadway(s), fifteen (15) days prior to the meeting date (i.e., if a corner lot, one sign must be provided facing each adjacent roadway).
3. All signs must be removed no later than ten (10) days after completion of the final meeting.
4. Photo must be taken of sign(s).

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**SIGN NOTIFICATION AFFIDAVIT**  
**(Due to Staff 15 days prior to meeting)**

I, \_\_\_\_\_ hereby certify that the public meeting sign(s) required by Chapter 30, Section 30-704 of the Arlington Heights Municipal Code were erected on the property commonly known as \_\_\_\_\_ on \_\_\_\_\_  
*(Subject Property Address) (Date of Posting)*

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Subscribed and Sworn to before me**  
**this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.**

\_\_\_\_\_  
**Notary Public**

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**CERTIFIED MAILINGS**  
**NOTIFICATION AFFIDAVIT**  
**(Due to Staff 7 days prior to meeting)**

I, \_\_\_\_\_ hereby certify that the written notices to property owners within 250-feet required by Chapter 30, Section 30-704 of the Arlington Heights Municipal Code were mailed on \_\_\_\_\_.

*(Date of Certified Mailings)*

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Subscribed and Sworn to before me**  
**this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.**

\_\_\_\_\_  
**Notary Public**

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### **Public Meeting Process:**

The Design Commission will hold a public meeting to review the proposal. Petitioners or their representatives will make a formal presentation to the Design Commission and answer any questions concerning the proposal. It is required that the petitioner attend the scheduled Design Commission meeting. The Design Commission will work with the petitioner to resolve any outstanding design issues and make a final recommendation to the Village Board.

### **Additional Reviews:**

Depending on, and subject to any other processes required, the Design Commission recommendation may be forwarded to a final approval body as follows:

- a. **Design Commission Re-Review:** For petitions requiring a subsequent Design Commission re-review, the petitioner is required to submit one additional set of the revised plans and elevations to the Department of Planning and Community Development, along with revised electronic (pdf) files. Staff will schedule on a first-come, first-serve basis on the next available agenda.
- b. **Village Board of Trustees:** The Design Commission's recommendation is forwarded to the Village Board of Trustees for final consideration. Staff will schedule on a first-come first-serve basis on the next available agenda. It is required that the petitioner attend the Village Board meeting.

### **How to Avoid Postponement:**

Prior to submitting a formal application, petitioners can meet with the Staff Liaison to discuss their project design concepts on an informal basis. This optional step provides petitioners with feedback from the Planning Staff prior to preparing the drawings required for a complete submittal. Failure to comply with the application requirements will cause postponement of your Design Commission meeting. If you have any questions, please contact the Planning and Community Development Department Design Commission Liaison at (847) 368-5213.