



# City of Aurora

44 East Downer Place  
Aurora, Illinois 60505  
www.aurora-il.org

## Legistar History Report

**File Number: 15-00380**

**File ID:** 15-00380

**Type:** Ordinance

**Status:** ATS Review

**Version:** 3

**General Ledger #:**

**In Control:** Planning & Development Committee

**File Created:** 04/30/2015

**File Name:** Next Generation / Special Sign District / Metro 59

**Final Action:**

**Title:** An Ordinance Establishing a Special Sign District on Lot 1 and 2 for of Metro 59 Subdivision located on Station Boulevard between Meridian Parkway and Meridian Lake Drive in DuPage County, Aurora Illinois

**Notes:**

**Agenda Date:** 06/11/2015

**Agenda Number:**

**Sponsors:**

**Enactment Date:**

**Attachments:** Exhibit "A" Legal Description.docx, Exhibit "B" - Special Sign District Bulk Regulations - 2015-05-28 - 2015.056.pdf, Metro 59 - Special Sign District Design Booklet - 2015-05-28 - 2015.056.pdf, Special Sign District Plans - 2015-05-28 - 2015.056.pdf, Property Research Sheet.pdf, Land Use Petition and Supporting Documentation - 2015-04-28 - 2015.056.pdf, Legistar History Report - 2015-05-29 - 2015.056.pdf

**Enactment Number:**

**Planning Case #:** NA16/4-15.056-SSD

**Hearing Date:**

**Drafter:** tvacek@aurora-il.org

**Effective Date:**

### History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Committee of the Whole	05/05/2015	Forward to Planning Council	DST Staff Council (Planning Council)	05/12/2015		
	<b>Action Text:</b> This Petition was Forward to Planning Council to the DST Staff Council (Planning Council)						
1	DST Staff Council (Planning Council)	05/12/2015					
	<b>Notes:</b> <i>Representatives Present: Danielle Dash and Mike Schoppe</i>						

*Mr. Schoppe said hopefully we've got all the signs covered. There are a lot of them and I guess that's why we put the booklet together, just so that we can keep them sorted, keep them straight and understand what they are. There are permanent signs and temporary signs, but this is the main entry ID sign. That's located at the main gateway. This is at the other end, at the north end, another gateway pole sign. Then we've got a variety of directional signs, turn this way to go to this building, etc. Those are mounted on the light poles that are in the right-of-way. As a counterpart to that, these*

are ground mounted signs. Again, they are directional signs pointing you to the various buildings and locations throughout the project. These are streetlight banners and the Metro 59 banner. The dark one on the right, that's actually a city banner announcing the City of Aurora. The one on the left says Metro 59. It is the same style as the city banner mounted to the light pole in the same way. Those are located in the median and the light poles are in the medians. For the park, the clubhouse, the gardens, we have some more directional signs and just signs that announce what those uses are and maybe some of the regulations that we have. That's the next series of signs. These are all aluminum signs, or they are mounted on aluminum posts with a variety of material. Then some of the temporary leasing signs located at the sales center. The American flat, of course. Then we have some signs mounted on the buildings themselves.

Ms. Dash said this is the clubhouse.

Mr. Schoppe said we have some illuminated signs where the letters are illuminated and mounted on the building. Then some temporary, these are along the roadway, just some temporary marketing signs and a construction sign. So that's the family of signs, that the entire family of signs. You can see the cohesiveness, the similarity in the design and the graphics, etc. It is very important to the marketing efforts here. So we've got a lot of them and we hope they are all acceptable.

Mrs. Vacek said I have started taking a look at this. There are some concerns that we have with some of the temporary signage, the directional signage in the right-of-way. We'll be getting comments back to you. I'll be doing a redline of the current package and then I'll be getting it back to you. The other thing we were going to talk to you guys about is I know that you have like 5 different "D" elevations. It is really just more of an example of what it is, so I don't think we have to have all 5 of them. We can just have 1 and have that as the example. So we'll be getting that back to you too. The biggest thing with the sign district is we're not approving the actual signs, this actual package. We are approving the regulations to it, so you'll see when I send it back to you that there might be some additional language in there just because we don't want to make it so narrow that this is the only thing that you can do. We want to have a little bit of flexibility in that. So we will be getting that to you, hopefully, in the next couple of days.

Mr. Schoppe said with the approval, will that approval include the approval of the size and the text?

Mrs. Vacek said exactly.

Mr. Schoppe and the location that they are placed?

Ms. Phifer said the bulk restrictions, the bulk standards and the locations.

Mrs. Vacek said not the text. The text we don't approve what the text says. It is just that we would approve the bulk restrictions.

Ms. Phifer said but the use of the sign would be, so if it is a directional sign, it will be approved as a directional sign. If it is a marketing sign, it will be approved as a marketing sign.

Mr. Schoppe said so if we decided to change the graphic on that sign at that location we can do so at our will?

Mrs. Vacek said exactly.

Ms. Phifer said well so it is approved. It is approved at your sign permit. So at that point, we will need all of the different examples, but at this level where we're just showing the City Council, giving them a flavor for what types of signage you are looking to do and showing them the bulk standards for what it is you are doing. That's what they are going to be looking at. Then when we get to the sign permits, then Ed's going to be looking at them in more detail and then you would need to have the 5 different "D" elevations and all those kind of things. Then if you wanted to change the graphic, you would just need to come back through for a new sign permit at that point.

Mrs. Vacek said I will hopefully have this to you this week.

Ms. Phifer said but I think overall, it is a very classy sign package and I think that it does a really good job of highlighting the corridor and I think you've got a nice mix of different types of signage, so I think we're really glad to see that and see the cohesive look throughout. And, obviously, the clubhouse signage is sort of the key, sort of marquee, and I like that that's being brought through all of them. I

*think it is a pretty nice package. We just have some comments with regard to locations and some of the technical things, so that is what Tracey will be getting you.*

*Mrs. Vacek said this is tentatively set for June 3rd to go to public hearing, so it will be done by the end of June.*

1 DST Staff Council 05/19/2015  
(Planning Council)

**Notes:** *Mrs. Vacek said I'm actually finishing up this review today and I will be sending out my comments. This is scheduled for the June 3rd Planning Commission.*

*Mrs. Vacek said a part of our comments is that there is no signage within the public right-of-way except for the banner signs that go on the light poles.*

1 DST Staff Council 05/26/2015 Forwarded Planning 06/03/2015 Pass  
(Planning Council) Commission

**Action Text:** A motion was made by Mrs. Vacek, seconded by Mr. Beneke, that this agenda item be Forwarded to the Planning Commission, on the agenda for 6/3/2015. The motion carried by voice vote.

**Notes:** *Mrs. Vacek said this is going to the June 3rd Planning Commission. I do make a motion with 1 condition that the plans be modified pursuant to the staff's comments. Mr. Beneke seconded the motion. The motion carried unanimously.*

2 Planning Commission 06/03/2015 Forwarded Planning & 06/11/2015 Pass  
Development Committee

**Action Text:** A motion was made by Mrs. Hoffman, seconded by Mrs. Cole, that this agenda item be Forwarded to the Planning & Development Committee, on the agenda for 6/11/2015. The motion carried.

**Notes:** *Mrs. Vacek said I'm just going to give you a little bit of background and then kind of turn it over to the Petitioner, but the subject property is located on Station Boulevard between Meridian Parkway and Meridian Lake Drive, which is part of the transit oriented development corridor, which is south of the Metra Station all the way to New York Street. Metro 59 Subdivision is a subdivision with 448 multi-family residential units with 7 buildings and a clubhouse. This was approved back in 2012. What is before you tonight is a Special Sign District which will regulate and allow for a cohesive sign package throughout the subdivision and will assist in the traffic management in proximity to the Route 59 Metra Station. Generally, these Special Sign Districts are to allow a cohesive sign package, which may not fit into our normal sign regulations, so that's what's before you tonight. I'll let the Petitioner kind of go into a little bit more detail about what they are proposing and then if you have any questions for me I'll be more than happy to answer them.*

*The Petitioner was sworn in.*

*My name is Danielle Dash and I'm with Next Generation Development and my address is 207 S. Gale Court, Prospect Heights, Illinois 60070. As Tracey stated, the city requested that we petition for a Special Sign District to present the city with a package to explain and demonstrate the signs that would be necessary for a project of this nature. I know in your packages you have what we had submitted in regard to the proposed signage. If you'd like me to flip through them I would be glad to. I don't think there is anything in there that is out of the ordinary.*

*Vice Chairman Cameron said you could just give us a quick run through.*

*Ms. Dash said Sign 1A would be for construction and marketing signage. Again, we are announcing the community. 1B would be to advertise the leasing component of this community. Sign 2B in the package would be the monument signage we would be proposing. You'll see here our Metro 59 logo along with the color package we are presenting. Gateway identification flags, and you'll see an aluminum panel sign there with our Metro 59 logo. There will be a number of directional signs to assist the residents throughout the community. As Tracey said, there are a number of buildings, so it will be important to make sure we can properly get people to the correct buildings. Already approved as part of the Station Boulevard improvements, we would be adding some additional metal banners to the existing streetlights that are there on Station Boulevard. We will have a handful of signs to identify the amenities within the community. As Tracey stated, there is a very nice clubhouse proposed for the community that will include various amenities for the residents and there will also be open space amenities for the residents with community gardening and a dog park and things of that nature. We are proposing a flagpole to display an American flag. Some additional directional signage again to make sure we can properly identify the various buildings. We are also proposing some very attractive signage for our clubhouse building, again with the Metro 59 logo and the proposed colors there for our*

branding for our community. Additional clubhouse signage was that last screen. The last picture here, that signage is proposed to be located on one of the apartment buildings. There were very few comments from staff. We addressed all of those comments. We are very excited about this community. We know it's certainly something the city is excited for as well as us. We feel that the signage in this package will help us bring this exciting community to the City of Aurora.

Mr. Engen said it will brighten everything up and make for a nicer looking atmosphere.

Mr. Pilmer said when we looked at this in 2012 we approved it, but what's changed since then that now they decided they want a Special Sign District?

Ms. Dash said that was a request made by the city.

Mrs. Vacek said usually when we do the Rezoning and the Special Use we do a Special Sign District at that time. They just weren't necessarily prepared to do that at the time that they got Final Plan approval, so we asked them to come back and actually do a Special Sign District just so we can take a look at the cohesive development and signage for everything.

Mr. Pilmer said so like all of Station Boulevard and the other developments out there, do they all have Special Sign Districts?

Mrs. Vacek said they do. It just was attached to their Plan Description at the time that they got Final Plan approval.

Mr. Pilmer said so this is similar to what we've historically approved, or are there variances?

Mrs. Vacek said yes. There are usually a little bit of variances here and there. Usually some of the directional signs, obviously, are a little bit bigger than our normal standard in our Sign Ordinance, so there are some variances, which is why we ask for a Special Sign District.

Vice Chairman Cameron said part of these are for lease out. They go away once the leasing is done.

Mrs. Vacek said right. The first 2 or 3, those were temporary signage. The other thing that we do in here is that we allow them to get one building permit for a longer period of time. Just normally they are only good for, I think, 6 months, so we allow them a little longer period just to make sure that they have proper signage out there so people know they are obviously out there and coming.

Vice Chairman Cameron said what is the typical timeframe? How do you determine when lease up is done and some of those temporary signs go away?

Mrs. Vacek said I think in this one, and you can look at the actual language, but in this one for the leasing signs on the building, I believe we said that when the third building is built then they need to take down the leasing signs. Obviously, people should know that they are out there and building by then. We ask that they take down the leasing signs at that point. I think for the construction one up at the north side, that can stay up until the occupancy of the last building.

Mrs. Cole said are they in agreement with your recommendations?

Mrs. Vacek said I don't know.

Ms. Dash said again, there were very few comments from staff and we addressed all of those comments in our resubmittal.

Mrs. Vacek said I sent an e-mail on Monday, but I don't know if she read it because there are some conditions. I can kind of go through those conditions if you like. I'll give you my thing and then I'll kind of go through all of them. Staff would recommend conditional approval of the Ordinance establishing the Special Sign District on Lot 1 and 2 of Metro 59 Subdivision with the following conditions:

1. That the provisions of Section 2.c.vi. be modified as follows:

vi. Up to 2 signs, one per private median adjacent to Station Boulevard.

These are the gateway flag signs. They are 22 feet tall. Right now they are requesting it not only in the medians, in these private medians, but they are also requesting them up on the north side. We did

make an allowance for them to have an additional monument sign. When we looked at this, the medians are pretty small, the private medians are pretty small, so we felt that these were appropriate for there, but not necessarily appropriate on the north side where they have room to put a monument sign. So that was #2.

2. That the provisions of Section 2.d.ii. and 2.d.vi. be modified as follows:

- ii. Height of 4 feet.
- vi. Quantity of up to 10 signs.

Basically, these are all the directional signs. If you look down on 4, the provision of Section 2.h. be deleted, they have 2 types of directional signs, but we're just combining them all into one. We are asking that they stay at 4 feet tall. That is consistent with our sign ordinance and we have been pretty consistent with that of not having them larger than that.

3. That the provisions of Section 2.e.iv. be modified as follows:

iv. Location – The banners may be located on one of the existing banner arms of each 40 feet tall Station Boulevard median light poles between Meridian Lake Drive and Meridian Parkway.

I don't know exactly how many are out there, but they can use one of the arms is basically what it comes down to.

4. That the provisions of Section 2.h. be deleted.

Those are my recommendations.

The public input portion of the public hearing was opened. No witnesses came forward. The public input portion of the public hearing was closed.

Vice Chairman Cameron said are you okay with those items? Are you familiar with them?

Ms. Dash said I am now. That will certainly be acceptable.

MOTION OF CONDITIONAL APPROVAL WAS MADE BY: Mrs. Hoffman

MOTION SECONDED BY: Mrs. Cole

AYES: Mrs. Anderson, Mr. Bergeron, Mrs. Cole, Mr. Divine, Mr. Engen, Mrs. Hoffman, Mr.

Pilmer, Mr. Reynolds

NAYS: None

Mrs. Vacek said this will next be heard at the Planning and Development Committee meeting on Thursday, June 11, 2015, at 4:00 p.m. on the 5th floor of this building.

Aye: 8 At Large Bergeron, At Large Cole, Fox Valley Park District Representative Hoffman, At Large Pilmer, Aurora Twnshp Representative Reynolds, At Large Anderson, At Large Divine and At Large Engen

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