

17                                   The next item on our agenda is an  
18 ordinance establishing a special sign district for  
19 Chicago Premium outlets located at 1650 Premium  
20 Outlet Boulevard in Kane, County, Illinois, 60502, by  
21 the Simon Property Group in ward 1, and this is also  
22 a public hearing.

23                                   MS. PHIFER: So as I'm sure all the  
24 commissioners are aware, so we had the outlet mall

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1 that opened at Farnsworth Avenue and I-88. The  
2 original construction was open in 2002 -- or it  
3 started in 2002, opened in 2004, with 438,000 square  
4 feet of retail. It was a great success.

5 And Simon Properties came back last  
6 year and worked with the city on a development  
7 agreement and came through with the Plan Commission  
8 for the zoning on the property to expand the outlet  
9 mall for an additional 293,000 square feet.

10 So they are set to open. If you  
11 have been out there recently, they have been having a  
12 lot of great construction going on. They are set to  
13 open yet this year. As part of the original outlet  
14 mall, we did do a special sign district. So you will  
15 notice they did a lot of unique things with the  
16 signage on the building. It goes with the times.

17 what's before you this evening is  
18 they are coming back with a new special sign district  
19 which is going to cover, not only the new expansion  
20 part of the mall, but they are actually revising and  
21 modernizing all of the signage throughout the entire  
22 site. So it will be for the existing facility, as  
23 well as the new facility that's being constructed.

24 So I'm going to let the petitioners

1     come up and go through the specifics of the sign  
2     package. But just in general with the special sign  
3     district, we do commonly do these in order to allow  
4     for a larger sort of cohesive look at the signage  
5     when we have a unique facility such as the outlet  
6     mall that doesn't necessarily fit into our standard  
7     sign mold.

8                     So with that, I will introduce the  
9     petitioners, and they can come up and give you some  
10    more information.

11                    And I'm going to swear you in.

12                    (Witnesses sworn.)

13                    MR. STEIN: Good evening, Madam Chairman,  
14    members of the Plan Commission, Sanford Stein, 20  
15    South Clark, Chicago, Illinois. Very pleased to be  
16    here as always, especially with this exciting  
17    project. We have got -- see how much work we have  
18    all done together and to watch this thing come out of  
19    the ground.

20                    As Stephane pointed out, one of the  
21    key features of any development is really the  
22    signage. It sort of puts the sizzle on the steak.  
23    It makes it exciting, and good signage makes a good  
24    project even more. I think that's the sign package

1 that we have for you.

2 The special sign district is  
3 designed to accommodate some of the special features  
4 that we have, and as Stephane pointed out, to  
5 thoroughly coordinate the signage of the new addition  
6 with the signage within the mall. There are many  
7 features within the special sign district ordinance  
8 which will accommodate that, including the addition  
9 of some new features that will allow for some dynamic  
10 advertising as you have noticed.

11 what we would like to do very  
12 briefly is go through a little bit of our sign  
13 package. I think Stephane has been kind enough to  
14 give me an iPad to use --

15 MS. PHIFER: You can scroll or zoom. So that  
16 takes you to the next document if you do this.

17 MR. STEIN: Okay. Let me introduce to you  
18 John Villapiano. John has traveled here from the  
19 headquarters of Simon Premium Outlets in New Jersey,  
20 as he has on many other occasions, to be here  
21 tonight.

22 You see it takes smart people to do  
23 this. All right. So here is our property in glaring  
24 colors. The yellow is the existing property. The

1 red is the addition that you see under construction.  
2 The pinkish magenta is a consideration for future  
3 construction. Although this sign package does  
4 address signage for all of that.

5 Here's our -- some of the locations  
6 of our signage. So there is quite a bit, and that's  
7 why we need a special sign package. It's a big  
8 property. So we have lots of signs.

9 We are going to show you what these  
10 look like in a minute. Here we go, I will ask John  
11 to describe the sign.

12 MR. VILLAPIANO: Thank you, members of the  
13 Planning Commission. Always good to be back. My  
14 name is John Villapiano, director of development with  
15 Simon Property Group, 60 Columbia Road, Morristown,  
16 New Jersey.

17 Signage is something that we take  
18 very seriously, and we think we do quite a good job  
19 at it. We are in a unique position here because we  
20 do have an existing center. So we are not trying to  
21 sell you anything new, and pretty much what you see  
22 is what you get.

23 Because of the magnitude of the  
24 expansion and the inclusion of the 45-plus acre lot

1 formerly the Emerson site, we did feel it was  
2 necessary to revise the special sign district. And  
3 then also, we have the additional five acres at  
4 1923 Bilter Road that we will be parking as well.

5                   So the signage that we look at is  
6 designed really to showcase the tenants located  
7 within the development. We also want to maximize  
8 customer flow by providing visual communication to  
9 inform and direct drivers and pedestrians. We  
10 provide directional, informational, and  
11 identification signage all with the purpose of  
12 enhancing the customer experience.

13                   Our signage, whether it be  
14 freestanding or building mounted, we design with the  
15 purpose of complimenting the architecture and really,  
16 as Sandy mentioned, creating a cohesive look,  
17 something that our tenants have come to expect and  
18 design, but also that something that really the  
19 customers need to make sure that they have the best  
20 experience possible and they come back.

21                   Signs that I would like to  
22 specifically address as we are showing here in the  
23 overall master development plan, as you can see, we  
24 have greatly expanded the parking field. And in

1 doing so, we have increased the total parking spaces  
2 by 2,268 to a total of 4,458. On a per square foot  
3 basis, this is almost an increase of 20 percent  
4 capacity. So vehicle directional signage,  
5 informational signage so people remember where they  
6 parked, and also they know where to park if they are  
7 trying to get to a specific spot within our new  
8 expanded center is of utmost importance.

9           On this exhibit, this kind of  
10 throughout the parking field shows what we are trying  
11 to do. The majority of these signs that are not  
12 within the mega pad, are not illuminated whatsoever.  
13 They are within height so drivers and cars and trucks  
14 can see them as well as pedestrians throughout.

15           This is a representation of what we  
16 are planning to do with 1923 Bilter Road. With  
17 anything, this probably has the greatest visibility  
18 to our neighbors. As you can see, we are limiting  
19 signs in this area as much as possible. But, again,  
20 none of these will be internally illuminated and will  
21 only be there to help customers when they park there  
22 directing to a shuttle service that will most likely  
23 be running to and from the center.

24           I just want to make sure I haven't

1 missed anything. Here's some renderings of vehicular  
2 directional signage and some parking area  
3 identification signs, bus plaza. This will be an  
4 internally illuminated sign which falls under this,  
5 but that is within the mega pad itself, service court  
6 identification signs. So basically anything that  
7 really helps us operate the center as best we can,  
8 and as mentioned prior, enhance the customer  
9 experience.

10                   The other aspect that I wanted to  
11 speak to really is the wall signage. So these are  
12 the building mounted periphery signs that include  
13 tenant signage as you see and tenant logos but also  
14 our project identification signs. So as you can see,  
15 here is an example of our project identification  
16 building.

17                   This is a -- I don't want to say a  
18 drastic departure of what we have our there now, but  
19 last year Simon throughout our entire portfolio went  
20 on a rebranding effort. They wanted to try and  
21 capture a sleek modern look. We released a brand new  
22 logo, as you can see on the top above Chicago.

23                   So these are going to be the signs  
24 that we are going to replace, and you will see them



1 throughout, both on the ground signs, the monument  
2 signs, and now our building signs. So as part of our  
3 renovation expansion efforts, we are going to be  
4 replacing all of these signs to look consistent with  
5 this.

6                   This is a look that is throughout  
7 the entire Simon portfolio. This rebranding effort  
8 is something we are very fond of, and we think it  
9 ties in well with what we are trying to do here  
10 specifically with the renovation and expansion  
11 effort. The other worth mentioning of the wall  
12 mounted signs is with the tenant signage. I think I  
13 may -- these are elevations and renderings of the  
14 existing center.

15                   We kind of broke this -- we broke  
16 this into two parts. So the Phase 1 which was our  
17 initial development, we are not proposing any  
18 changes. More or less what we did is provide  
19 elevations here for Phase 1. The red boxes are the  
20 areas where the signage, you know, is located or  
21 could possibly be located. We are not proposing any  
22 changes whatsoever to the Phase 1 tenant signage.  
23 Overall -- the overall amount remains the same, and  
24 there will be no signs located on the north section

1 of the buildings facing the non-lane residential  
2 development.

3                   Phase 2A and 2B, you can see very  
4 similar in nature. We are not going to be proposing  
5 anything different. All the signed types will remain  
6 consistent. One thing worth mentioning, overall  
7 elevation the area of the signs compared to the  
8 overall elevation area will decrease in Phase 2. So  
9 if anything, there is less density here if you just  
10 want a frame of reference compared to what you have  
11 seen since we first opened.

12                   That being said, the significant  
13 changes here really worth more in-depth discussions,  
14 and I will have Sandy come back up, would be the  
15 ground signs or pylon signs as we refer to them and  
16 also the monument signs at our entries.

17                   MR. STEIN: Thank you, John, and I think it  
18 strikes me when you go through the renderings is  
19 how -- how really great this building is the prairie  
20 design, and the way they have been able to maintain  
21 it with that look, the wall mounted signs, which are  
22 currently existing in Phase 1. The theme will be  
23 carried through, and it is just a nice easy  
24 development.

1                   Now, here are some pylon signs,  
2 round-mounted signs. I will show you another example  
3 and come back to this one. This is an example of a  
4 pylon sign that would just be a static sign  
5 identifying the property from I-88 or other  
6 entrance -- at various entrance points.

7                   What this proposal or what this sign  
8 ordinance allows for the first time in -- and we  
9 think it's a tremendous advantage is an option for a  
10 digital component. This is tasteful. It is within  
11 proper size. It's easy to read, and it is a digital  
12 sign. You have seen these. You have seen probably  
13 if you drive up toward the airport. There is some  
14 place up there. I can't even remember.

15                   And they have a lot of big signs of  
16 this nature. This is not that. This is tasteful.  
17 It's modern. It has the ability to convey messages  
18 that are a comfort to a passerby, and so this is an  
19 option that the special sign district allows.

20                   Again, static sign, here's a visual  
21 of the various options in the evening. These are  
22 really nice. I might say signs that are worthy of  
23 this development, as you can tell. I'm trying to  
24 avoid saying they are not cheap, but that's okay.

1 Neither is this project. This is worthy of the  
2 attention that's being conveyed.

3                   We also have some what we call --  
4 what are known as monument signs. Again, very  
5 tasteful. Here are the dimensions or the concepts of  
6 the signs. We can have -- simply be backlit, a  
7 little bit of landscaping, and again gives a person  
8 an understanding when they are entering and leaving  
9 the property. Again, John is going to explain how  
10 this sign component fits within the sign package.

11                   So with that having been said, the  
12 special sign district does introduce the digital  
13 sign, and we think that is appropriate. We think  
14 that is consistent with what is happening in other  
15 places of this -- properties of this significance,  
16 not only in Rosemont -- not only in Aurora, but that  
17 other place. However, we will not do it that way.

18                   There is a section in this special  
19 sign district, and I might add by the way the current  
20 Phase 1 is consistent with the Farnsworth business  
21 park special sign district. We decided because of  
22 our expansion that we would have one that was  
23 consistent with this property.

24                   So while that is also special sign

1 district, this one is -- that's a little too general  
2 for us. This one is more specific and it fits this  
3 project. There is one component here which we are  
4 still considering.

5                   Actually it was part of our  
6 discussion with you and the city when we came here  
7 which is a directional sign for a future property  
8 that may be developed up on Bilter Road some day. We  
9 have not quite determined what all that would be.  
10 It's a hotel sign and whether there is such a  
11 component ever comes in. As part of the proposal  
12 here, we may take a chance as we go through the  
13 process with city council and its various committees  
14 and functions to reconsider whether we bring that to  
15 you at another time, but we do want to include that  
16 in the hearing tonight for you to take a look at it  
17 and as part of the special sign district ordinance.

18                   So with that, we are happy to answer  
19 any of your questions.

20                   COMMISSIONER TRUAX: Okay. Questions for the  
21 petitioner?

22                   COMMISSIONER HOFFMAN: I do have a question  
23 about where on the property will these digital signs  
24 be?

1 MR. STEIN: They would be along I-88. I think  
2 the proposal is up to three. We do not -- could  
3 happen maybe something in the future.

4 COMMISSIONER HOFFMAN: But they will be on  
5 that side of the center?

6 MR. STEIN: Correct.

7 MR. VILLAPIANO: Yeah, the locations for all  
8 of these could move in the future. You know,  
9 obviously there are restrictions for spacing. And  
10 then also for esthetic purposes, we want spacing. We  
11 also don't want to crowd the view of the corridor  
12 into the center as much, but for reference, any sign  
13 here seen as A, you know, in theory could be -- it  
14 could include a digital component.

15 COMMISSIONER TRUAX: Other questions for the  
16 petitioner?

17 (No response.)

18 COMMISSIONER TRUAX: Okay. I thank you. We  
19 may ask you to come back. This is a public hearing.  
20 So it's the opportunity for anyone in the audience  
21 who wishes to raise a question or make a comment. Do  
22 you want to come forward.

23 (No response.)

24 COMMISSIONER TRUAX: Thanks. So seeing no one

1 comes forward, I will close the public hearing.

2                   Stephane, do you have a  
3 recommendation for us?

4                   MS. PHIFER: So staff would recommend approval  
5 of the ordinance establishing a special sign district  
6 for Chicago Premium Outlets.

7                   COMMISSIONER TRUAX: Is there any discussion?

8                   MS. VOITIK: Can I just ask one question? Can  
9 we go back? I'm sorry.

10                  COMMISSIONER TRUAX: The public hearing is  
11 closed now. There was an opportunity to do that.

12                                 We need a motion if someone would  
13 like to do that.

14                  COMMISSIONER BERGERON: Recommend approval.

15                  COMMISSIONER ENGEN: Second.

16                  COMMISSIONER TRUAX: Moved and seconded.

17                                 Sue, would you call the roll,  
18 please.

19                  MS. JACKSON: Mrs. Anderson?

20                  COMMISSIONER ANDERSON: Yes.

21                  MS. JACKSON: Mr. Bergeron?

22                  COMMISSIONER BERGERON: Yes.

23                  MS. JACKSON: Mr. Cameron?

24                  COMMISSIONER CAMERON: Yes.

1 MS. JACKSON: Mr. Divine?

2 COMMISSIONER DIVINE: Yes.

3 MS. JACKSON: Mr. Engen?

4 COMMISSIONER ENGEN: Yes.

5 MS. JACKSON: Mrs. Hoffman?

6 COMMISSIONER HOFFMAN: Yes.

7 MS. JACKSON: Mr. Pilmer?

8 COMMISSIONER PILMER: Yes.

9 MS. JACKSON: Mr. Reynolds?

10 COMMISSIONER REYNOLDS: Yes.

11 COMMISSIONER TRUAX: Okay. The motion  
12 carries.

13 MR. STEIN: Thank you, as always, for your  
14 consideration.

15 COMMISSIONER TRUAX: Thank you. Good luck  
16 with your project. Stephane is going to tell us  
17 where it goes next.

18 MS. PHIFER: So this item will next be heard  
19 at the Planning and Development Committee Meeting on  
20 April 30th at 4:00 p.m. in the fifth floor conference  
21 room of this building.

22 COMMISSIONER TRUAX: Okay. Thank you for your  
23 proposal.

24 I don't believe we have findings of

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1 fact for this.