

MEMORANDUM

TO: Plan Commission

FROM: Jeff Ryckaert, Principal Planner and Dan Nakahara, Planner

DATE: January 4, 2018

RE: Prefiling Conference Regarding the Request for an Amendment to a Sign Plan for the Corporate 500 to Allow a Ground Sign for Caterpillar World Headquarters

The purpose of a prefiling conference is to provide the petitioner with feedback, direction, and input on their proposed plans.

Subject Property

The subject property consists of the Corporate 500 development. The property is zoned I-1 Office, Research, and Restricted Industrial District and is developed with four office buildings (500, 510, 520 and 540 Lake Cook Road), a Marriott Residence Inn extended stay hotel at 530 Lake Cook Road, and Venue One at 550 Lake Cook Road (former Berto Center) which is a high-end premium meeting and event center for corporate networking events and meetings, and other events.

The Corporate 500 property was developed as a Planned Unit Development. In 2013, Corporate 500 amended their existing sign plan in order to upgrade and modernize the ground signage on the property. That current sign plan is in place on the subject property.

Background

In April of 2017, Caterpillar announced that it selected Deerfield as home for its world headquarters. Caterpillar joins several other well-known national and international companies who enjoy Deerfield amenities and ease of access to highways, airports (Chicago Executive Airport, 8 miles and O'Hare, 15 miles) and two train stations. Caterpillar employees worked out of temporary offices at 520 Lake Cook Road as they underwent an extensive remodel of their permanent office space at 510 Lake Cook Road. The company anticipated about 100 employees to relocate in 2017, and eventually about 300 people will work in the new global headquarters when fully operational in mid-2018. Caterpillar has been in business for over 90 years and had 2016 sales and revenues of \$38.537 billion. Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives.

Proposed Plan

The petitioners are seeking to amend the sign plan for the property in order to add a new ground sign for Caterpillar's world headquarters which recently located in the 510 Lake Cook Road building in the Corporate 500 development. The new ground sign will help identify Caterpillar's presence in Deerfield and direct clients to their offices. Caterpillar's new global headquarters will bring new traffic to the area from both national and international business.

The new ground sign is proposed to be located along the Lake Cook Road frontage of the Corporate 500 development, 116 feet to the west of the existing multi-tenant sign as shown on the plat of survey and aerial photo in the petitioner's packet. The proposed sign is a double-sided illuminated ground sign. The sign is 76 square feet per face (13 feet long by 5'10") and sits on top of a stone veneer base. The letters of the sign will be 2 inch deep reverse channel letters made of stainless steel brushed finish and the background of the sign will be a black flex slate (lamine). See sign drawing from Parvin-Clauss for details of the new sign.

Caterpillar is currently on the double-sided multi-tenant sign for the Corporate 500 development which is located to the west of the intersection of Corporate 500 Drive and Lake Cook Road. Staff has asked the petitioners whether Caterpillar will remain on the multi-tenant sign, and they are looking into this matter. The Zoning Ordinance does not specifically address if a tenant can be on both of the ground signs. There is no specific provision in the zoning ordinance prohibiting a tenant to be on both signs.

Staff has also asked Caterpillar whether the existing leasing sign for Corporate 500 will be relocated as it is in the line of sight of the proposed Caterpillar sign. There is no requirement that the leasing sign be relocated, but staff inquired about this matter and the petitioners indicated that they will be looking into this matter.

Landscaping will be provided around the base of the new Caterpillar monument sign. For the public hearing, a landscaping plan will need to be provided. The current plan shows some landscaping around the base of the new ground sign within the raised stone base. There is no specific requirement about the quantity of landscaping around the base of a ground sign so the petitioner may be looking for some input on this matter from the Plan Commission as to if the commission is looking for a greater amount of landscaping to be provided.

Zoning Conformance

Business Ground Sign in an I-1 PUD –

Number and Content

Permitted: Not more than one (1) ground sign for each frontage, except where a PUD has frontage in excess of 500 feet, one (1) additional ground sign is permitted. Said sign shall be located at least a distance equal to one half of the length of the property frontage from each other. Said sign may include name of the building, or the name of the development, or the name of one (1) tenant located in the development. The sign may include the address of the development.

Proposed:

The new Caterpillar ground sign is proposed to be located 116 feet west from the existing ground sign. The length of the Lake Cook Road frontage is 770 feet and one half the distance is 385 feet which is the requirement for the distance between the signs. A sign modification (variation) is needed for the location of the new ground sign. If the new ground sign is located much further to the west, it may not be effective because the road drops in grade due to the underpass.

Area

Permitted: The maximum surface area of the ground sign may be up to forty-five (45) square feet per face not exceeding an aggregate surface of 90 square feet.

Proposed:

76 square feet in area per face. The petitioners are seeking a modification (variation) for the size of the new ground sign.

Location

Permitted: May not be located in any required perimeter setback.

Proposed:

The petitioners will be seeking a sign modification (variation) to allow the sign in the perimeter setback. The existing multiple tenant sign is located in this perimeter PUD setback.

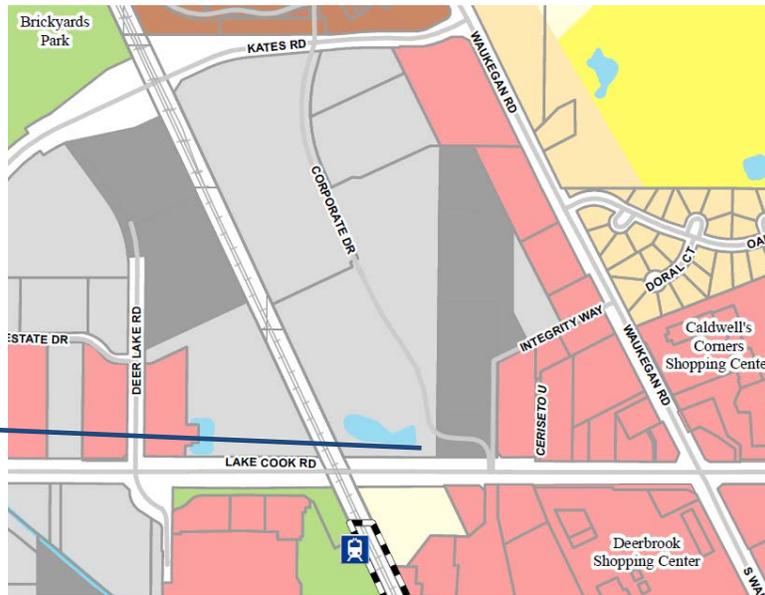
Height

Permitted: Not to project higher than 6 feet.

Proposed: 7' 2 ½" from grade to the top of the sign, requiring a sign modification (variation).

Note: The Zoning Ordinance allows ground signs to be a maximum depth of 1', and the proposed sign has a depth of 2' requiring a modification (variation).

Village of Deerfield 2018 Zoning Ordinance Map



Subject Property

	R-1	SINGLE FAMILY DISTRICT ONE FAMILY DWELLINGS AND ACCESSORY USES
	R-2	SINGLE FAMILY DISTRICT SAME AS R1
	R-3	SINGLE FAMILY DISTRICT SAME AS R1
	R-4	SINGLE & TWO FAMILY ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	R-5	GENERAL RESIDENCE ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	C-1	VILLAGE CENTER
	C-2	OUTLYING COMMERCIAL
	C-3	LIMITED COMMERCIAL OFFICE
	I-1	OFFICE, RESEARCH, RESTRICTED INDUSTRY
	I-2	LIMITED INDUSTRIAL
	P-1	PUBLIC LANDS SCHOOLS, PARKS, PUBLIC BUILDINGS & CEMETERIES

May 2, 2017

Caterpillar and Corporate 500 Centre Amendment to Sign Plan Submittal List

For the Plan Commission meetings you would need to submit:

- A written project description explaining the requested signage plan amendment and the reasons why the proposed new ground sign along Lake Cook Road is needed.
- A scaled site plan and/or plat of survey showing the locations of the new ground sign. Please include dimensions such as: distance to the property line, distance from the roadway, etc. Please make sure the plat of survey or site plan is current and the shows the current roadway configuration.
- A scaled elevation drawing of the proposed new ground sign for the Lake Cook Road frontage, including dimensions for the overall sign height, length and width; dimensions on the height and length of the letters; details on the illumination; and details on the sign materials and colors. Please have material samples and color samples to show the sign's materials and colors (must bring these samples to the meetings). The office buildings in this development are classy marble buildings and the Village will want to see a sign that complements this development. The proposed ground signage for Caterpillar needs to reflect the high standards of visual quality and design.
- A landscape plan needs to be provided for the new Lake Cook Road ground sign which details the proposed plantings for the base of the sign (species, quantity and size of the plantings should be included in a chart on the landscape plan).

Staff will provide you with the approvals from the last time Corporate 500's sign plan was amended a few years ago. In the 2013 approvals, the new Lake Cook Road monument sign matched the architectural features of the building. This sign's graphics are made of acrylic that appear black during the day, and appear white when illuminated at night.

Staff will also provide you with the Plan Commission application. Corporate 500 will need to sign the application and be present at all the meetings regarding the proposed sign request.