

MEMORANDUM

TO: Plan Commission

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

DATE: February 14, 2018

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

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 global 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 \$38.5 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 (cat.com). Caterpillar also owns a portfolio of different 22 brands (caterpillar.com).

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 global 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. Caterpillar anticipates 30 to 50 visitors per day at their headquarters. This includes employee visitors from around the world including the employees in the Peoria area, as well as consultants, customers, and dealers. Mr. Eric Nieukirk, Corporate Real Estate & Economic Development Manager, believes the close proximity to O'Hare airport will increase the mix of visitors from outside of Illinois and the United States.

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 (laminated). See sign drawing from Parvin-Clauss for details of the new double-sided sign. Landscaping will be provided around the base of the new Caterpillar monument sign as shown on the landscape plan.

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. Their name will come off the main multi-tenant ground sign. The existing leasing sign for Corporate 500 along Lake Cook Road will be relocated as it is in the line of sight of the new ground sign.

Zoning Conformance

Article 9.02-C (for I-1 PUDs) indicates that because of the unique nature of Planned Unit Developments in the I-1 District, including location within the Village, the tendency toward larger developments and their special needs, the Village recognizes that exceptions to the strict application of the following signage provisions may be necessary and desirable to best serve the interests of the Village. Therefore, upon the recommendation of the Plan Commission, the Village Board of Trustees may authorize such exceptions to the strict application as they deem appropriate considering the signs in relation to all aspects of the Planned Unit Development.

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. Corporate 500 has frontage in excess of 500 feet, therefore two ground signs are allowed at a distance between them of one-half the length of the property frontage.

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 exception (previously referred to a variation modification) 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 an exception 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 an exception 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 an exception.

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

Prefiling Conference

Attached are the prefiling conference minutes.

compliance with the Code. The proposed text amendment takes into account that the two properties functionally operate as a PUD. Mr. Rose explained that normally petitioners would need to have a development plan to show the traffic for the buildings and uses but they in theory already know this information for these two properties. So instead of going forth with initial development planning as a PUD would, the text amendment alleviates this.

Commissioner Goldstone asked if the text amendment would apply only to this property. Mr. Rose replied that it could in theory apply to other properties, but they must be zoned C-2 and be adjoining properties as these are but at this time this is the only location the text amendment applies to. Mr. Rose stated that the text amendment is written in a manner that will apply to these properties and Village staff do not believe it will apply to any other location in the Village. Mr. Rose explained that if the Plan Commission recommends approving the text amendment to the Village Board and the Board approves it, then it is an alternative process to the PUD process.

Commissioner Goldstone commented that she does not have a problem with the text amendment and she feels the petitioners did a nice job and addressed all of the Plan Commissioners concerns raised at the Prefiling Conference.

Commissioner Forrest commented that it is a nice redevelopment of a challenging site but he is still concerned about the drive-thru traffic without a dedicated traffic signal.

Commissioner Bromberg commented that the developers did a nice job and he is in favor of their plans.

Commissioner Silva commented that it is wonderful that the petitioners are working well with the North Shore building and he thinks they did a great job.

Chairman Berg stated that he believes the petitioners have been adequately addressed all Plan Commission concerns. He commented that any time a project borders a residential area there is extra consideration given for deliveries and anything else that can be disturbing to neighbors. As indicated, the Village did receive a letter from a homeowner concerning the fence at the back of the property and he impressed upon the petitioners to further evaluate the fence and replace any sections that need replacing. Chairman Berg stated that overall, this is a good project and he is impressed with the changes made to the plans after the Prefiling Conference.

Commissioner Bromberg moved to approve the Zoning Ordinance text amendment for the multi-use unified development and the Special Use Permit for Chick-fil-A along with all variances and exceptions requested, subject to receiving approval from the Northbrook Fire Department. Commissioner Forrest seconded the motion. The motion passed with the following roll call:

Ayes: Bromberg, Forrest, Goldstone, Silva, Berg (5)
Nays: None (0)

(3) Prefiling Conference for an Amendment to a Sign Plan to Allow a New Ground Sign for Caterpillar, Global Headquarters (Caterpillar, Inc. and Corporate 500)

Mr. Eric Nieu Kirk, Corporate Real Estate & Economic Development Manager, Caterpillar addressed the Commission. He shared that he is accompanied by Brian Newton from the sign manufacturing company and Marlies Hansen representing Corporate 500.

Mr. Nieu Kirk commented that Caterpillar is very pleased to be a new member of the Deerfield community and that they appreciate all of the support they have received from Village staff. He shared that Caterpillar headquarters moved to their new home at 510 Lake Cook Road in mid-December. When this location was selected, executive staff and board members at Caterpillar indicated that branding is important to them. As such, they are asking for their own monument sign at Corporate 500. At Corporate 500, branding and signage has been a challenge and before settling on this site, Caterpillar worked with Corporate 500 and to write into the lease that Caterpillar could have their own separate monument sign along Lake Cook Road. They also met with the Deerfield Mayor and Village Manager to learn the process of getting the monument sign approved.

Mr. Nieu Kirk shared that they have about 300 employees and estimate 30 to 50 visitors a day at this location who would be viewing the sign. They also foresee visitors increasing given proximity to O'Hare as compared to their Peoria location.

Mr. Brian Newton of Parvin-Clauss Sign Company in Carol Stream addressed the Commission. He showed the location of the new proposed sign commenting that a sight line test was completed to determine the best location for the monument sign. He stated that the proposed ground sign will be close in line to the existing telephone pole. The sign will have the same setback as the other Corporate 500 signs along Lake Cook Road and will be located 116 feet to the west of the current Corporate 500 ground sign.

Mr. Newton displayed a rendering of the sign and shared samples of the sign material. The background will be slate that is thinly sliced and applied to fiberglass, which enhances the rigidity of the product, as slate is a brittle material. Mr. Newton stated that the sign is five feet ten inches tall and 13 feet wide. The letters are stainless steel and will be one foot nine inches tall. The sign will be internally illuminated with LED lights. The lighting will project into the slate and give a halo effect. The sign will have a masonry base with a concrete foundation and walls with the face stone on them.

Mr. Newton showed renderings of the ground sign in daylight and lit at night. He showed the view of the sign from all elevations and pointed out where it will be located relative to Lake Cook Road and relative to the Corporate 500 sign.

Commissioner Bromberg asked the petitioners if the leasing sign shown in the images will be removed. Mr. Newton replied commenting that the elevation is important to make the sign visible while driving in either direction and as such the phone pole will be removed from the viewing path. He reviewed where the leasing sign sits and introduced Marlies Hansen representing Corporate 500 to discuss the relocation of this sign.

Ms. Hansen stated that she is with Lincoln Property Company, which manages and handles leasing for the Corporate 500 corporate development. She stated that the existing leasing sign will be moved and will likely be pushed further back from Lake Cook Road or placed in another alternate location. Ms. Hansen also shared that the design package from Caterpillar was

presented to the Corporate 500 owners and all were in agreement that they approve of the design.

Mr. Nieu Kirk reviewed the landscaping plan around the sign. He stated that they are planning simple, low plants and prairie grass around the sign to keep it visible.

Mr. Nieu Kirk also pointed out that the width of the sign is greater than the height due to the length of the Caterpillar name. He indicated the corporate branding department determines the letter sizing and spacing.

Mr. Nieu Kirk then showed an alternate sign currently being reviewed at Caterpillar that may come to fruition. The alternate sign has the added text "Global Headquarters".

Commissioner Goldstone commented that she likes the Caterpillar sign but does not think the leasing sign looks good. Ms. Hansen stated that it is a typical broker branded temporary leasing sign and that ideally it will go away when all space is leased. She added that it will not obstruct the Caterpillar sign.

Commissioner Bromberg commented in support of the Caterpillar sign.

Chairman Berg asked the petitioners to inform Village staff of which sign version they decide on.

Mr. Ryckaert reported that the Public Hearing on this matter will be February 22, 2018.

(4) Prefiling Conference for Class A Special Use for a Proposed Massage Establishment to be located at 711 Waukegan Road (Massage Heights and Deerfield Village Centre)

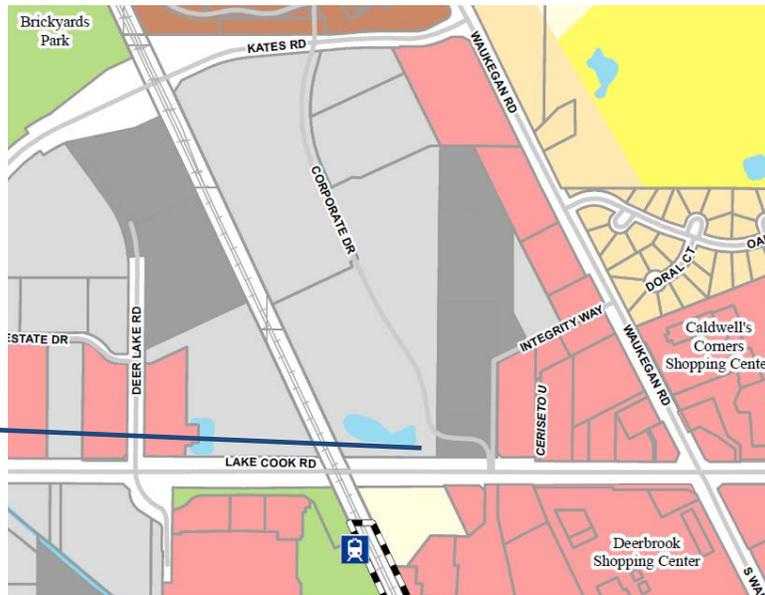
Petitioner Eric Carlson of ECA Architects in Geneva addressed the Commission. He stated that on behalf of franchisee Carole Holland, they are requesting a Special Use Permit for a massage establishment. Massage Heights is a nationally recognized massage establishment with 150 locations across the U.S. and adding 25 more this year. The proposed location is in the building at the corner of Waukegan Road and Deerfield Road next to the bicycle shop, which is all part of a larger development with shared parking.

Mr. Carlson reported that will be taking over a former Mattress Firm store. He stated that there is shared parking for the building with about 35 to 40 spaces located behind and adjacent to the store that would be the primary parking for their customers. Chairman Berg asked if the parking is shared with the neighboring bank. Mr. Ryckaert replied that parking in the Deerfield Centre development is shared with some designated spaces. Mr. Carlson showed a map highlighting some parking that is designated as bank parking and some spaces that are designated for an office building in the back of the development with the rest being open shared parking.

Mr. Carlson reviewed the interior floor plan layout with a reception area and about 15 private massage rooms for individuals and couples' massages. The establishment will hire 20 to 25 state licensed professional massage therapists.

Mr. Carlson stated that the petitioners are also seeking approval on signage and will go before the ARC soon. He commented that their signage plans are different than previous businesses at this location. They hope to get better visibility from traffic with a sign set back on a wall panel

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