



# City of Chicago



O2013-8261

Office of the City Clerk

## Document Tracking Sheet

<b>Meeting Date:</b>	10/16/2013
<b>Sponsor(s):</b>	Emanuel (Mayor)
<b>Type:</b>	Ordinance
<b>Title:</b>	Exemption regarding signage associated with Wrigley Field
<b>Committee(s) Assignment:</b>	Committee on Zoning, Landmarks and Building Standards



OFFICE OF THE MAYOR  
CITY OF CHICAGO

RAHM EMANUEL  
MAYOR

October 16, 2013

TO THE HONORABLE, THE CITY COUNCIL  
OF THE CITY OF CHICAGO

Ladies and Gentlemen:

At the request of the Commissioner of Buildings, I transmit herewith an ordinance regarding signage associated with Wrigley Field.

Your favorable consideration of this ordinance will be appreciated.

Very truly yours,

Mayor

## ORDINANCE

WHEREAS, the City Council of the City of Chicago approved an amendment to Entertainment and Spectator Sports Planned Development Number 958 (the "Planned Development") by ordinance dated \_\_\_\_\_ and published in the Journal of Proceedings of the City Council of the City of Chicago at pages \_\_\_\_\_ through \_\_\_\_\_; and

WHEREAS, the Planned Development relates to the proposed expansion, restoration and rehabilitation of Wrigley Field and development and redevelopment of adjacent property within the area bounded by: a line 103.78 feet north of and parallel to West Waveland Avenue; a line 120.00 feet east of and parallel to North Clifton Street; West Waveland Avenue; North Sheffield Avenue; West Addison Street; the public alley next west of and parallel (in part) to North Clark Street; the north right-of-way line of West Patterson Avenue; North Clark Street; West Waveland Avenue; North Clifton Street (for purposes of this Ordinance, the "Exempted Area"); and

WHEREAS, the Planned Development approves of a "PD Signage Matrix" applicable to the Exempted Area, a copy of which is attached hereto as Exhibit A and incorporated herein by this reference; and

WHEREAS, the City desires that the Exempted Area shall be exempt from requirements of certain sections of the Municipal Code of the City of Chicago (the "Municipal Code") if such requirements would prohibit the installation and maintenance of the signage as it is authorized by the PD Signage Matrix.

NOW THEREFORE, Be It Ordained by the City Council of the City of Chicago:

SECTION 1. In the event that any sign would be prohibited from installation and maintenance, as it is authorized by the PD Signage Matrix, by any provision of any of the Municipal Code sections described below (the "Municipal Code Sign Sections"), whether such sign exists or pursuant to the PD Signage Matrix may exist, said provision shall be deemed ineffective solely as to such sign, which sign shall be exempt from the requirements of said Municipal Code provision as long as such provision remains in force. The Municipal Code Sign Sections shall mean the following sections of the Municipal Code:

- (a) Chapter 17, Section 17-12-0100 through Section 17-12-1103-B (Zoning Ordinance);
- (b) Chapter 13, Section 13-20-500 through Section 13-20-770 (Signs, Billboards, Sign Boards and Related Structures), specifically but without limitation including the requirement for a separate City Council order for certain signs exceeding 100 square feet in area or 24 feet in height;
- (c) Chapter 13, Section 13-96-010 through Section 13-96-085 (Outdoor Signs);
- (d) Chapter 13, Section 13-128-130 (Use of Public Property); and
- (e) Any current or subsequent moratorium on signage.

Notwithstanding the foregoing, all signs located within the Exempted Area shall comply with all applicable provisions of the Municipal Code such as, but not limited to, compliance with electrical, structural, health, safety and inspection requirements, together with all requirements and restrictions imposed by or in connection with the PD Signage Matrix.

SECTION 2. This ordinance shall take full force and effect upon its passage and approval.

Planned Development Signage Matrix, Section B - Approved, unregulated signage

In addition to the signage set forth in Section A, Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development all of the signs identified in the Zoning Ordinance as well as all the types of signs and the specific signs listed in this Signage Matrix, including without limitation signs, blade signs, banners, LED screens and ribbon boards, exposed neon light mounted and similar signage. The maximum square footage of exterior, regulated signage in the Planned Development shall be the square footage shown in Section A of this Signage Matrix, provided however in addition existing signage as of the date of this Planned Development amendment shall be allowed and shall not be included in or otherwise counted in the calculation of total square footage, including for example signage related to owner(s) directional signage, signage related to the baseball team playing in Wrigley Field, signage shown in this Section B (approved, unregulated signage) and signage exempt under applicable law. Applicant is permitted to allocate the square footage of allowable signage between the Subareas and to modify any sign type or location listed below as long as the total square footage in Section A is not exceeded by exterior approved, regulated signs (see notes and exclusions). Applicant is also permitted to allocate the square footage of allowable signage between the Subareas in the Planned Development in such a way as Applicant may designate, which designation may, at Applicant's option, be done through a zoning and signage rights agreement. The categories and allocations of signage types, sizes and location which follow in the comments and chart below are representative of how and where such signage may be implemented by Applicant within the Planned Development and the various Subareas, provided however Applicant shall have the right to allocate and reallocate such signage in the manner set forth below or in a different manner. This list is conceptual and not all signs need to be installed. Applicant shall have the right to determine which will be installed. In addition to the signage set forth in this Planned Development Signage Matrix, Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development signs which are incidental, temporary, seasonal, special event, branded directional or specific location, mobile food and beverage, branded seasonal banners and any sign allowed under the Planned Development, including without limitation any sign listed in this Matrix, signs as noted in the Notes section below and any signs excluded under or not subject to the Planned Development. Applicant shall have the right to determine the design, look, feel and placement of all signs and to allocate and reallocate such signage between subareas. No sign identified in or similar to the signs listed in this Section B shall be governed by Section A. The content of any sign in this Section B shall be as determined by Applicant in its discretion and may change as desired by Applicant.

Development	Signage	Footage	Comments
Hotel Parcel	Directional signage	15	Monument sign. Located along Clark Street.
	Parking Garage	80	Branded Garage entrance. Internally illuminated.
	Canopy sign	45	Sign at drop-off area. Internally illuminated.
	Tenant Signs		
	Corner marquee tenant	360	Three signs in each bay at corner of Clark & Addison. Internally illuminated.
	Health Club sign at first floor	70	Main entrance to Health Club. Internally illuminated.
	Health Club building sign	70	Building facade. Internally illuminated.
	McDonald's storefront sign	80	Located over storefront per agreement. Internally illuminated.
	McDonald's directional sign	15	Location TBD. Internally illuminated.
	Tenant signs	640	Assume eight tenants @ 80 sf per tenant. Internally illuminated. Additional signs may be added as tenants identified (up to seven additional).
	Fatal roof sign	Not applicable	Fatal, internally illuminated branded roof sign. Located below parapet wall. (2000 sf)
	Showcase experience gate entrance	2,000	Branded showcase experience. Size not to exceed 2000 sf. Not counted for sf purposes because involves experience not just signage. See e.g., H
	Subtotal Hotel Parcel	3,375	
Office Building	Facade signage	216	Store name and logo - four signs at 54 sf each. Internally illuminated.
	Office	120	Logos/names of office tenant(s) over office entrance on Waveland Avenue. Internally illuminated.
	Office Tenant signs	240	Assume three at 80 sf each. Internally illuminated.
	Tenant Signs	480	Assume six additional tenants @ 80 sf per sign. Internally illuminated. Additional signs may be added as tenants are certified (up to seven additional).
	Major tenant(s)	750	Fatal roof sign. Internally illuminated.
	Fatal roof sign	Not applicable	Fatal internally illuminated branded roof sign. Located below parapet wall. (2000 sf)
	Sub-Total Office Bldg.	1,806	
Bridge	Welcome sign	300	Located at center of bridge - north and south sides two signs at 80 sf each. Internally illuminated.
	Sub-Total Bridge	300	
Plaza	Signs		
	Banners	4,032	Banners on each of the three sides of each stylon - 8'x24' each side.
	Plaza Baseball art	500	Branded sculpture. May include 3rd party sponsor or advertiser.
	Branded 3D art sculpture	800	Internally illuminated. May include 3rd party sponsor or advertiser.
	Lighted neon baseball	500	Illuminated neon baseball art. May include 3rd party sponsor or advertiser.
	Event signage	600	Changeable event signage. Internally illuminated.
	Metal fencing	600	Branded logo in decorative plaza fencing.
	Water element signage	400	Bronze fail sign embedded in plaza paving surface. (e.g. Millennium Park)
	Temporary/Seasonal signage	Not applicable	Seasonal and temporary signage. Internally illuminated or static, for events on staging, etc.
	Concession trailers/train	1,440	Total of nine cars, location TBD on Plaza @ (160 sf per car)
	Sub-Total Plaza	8,872	
Parking Lots & Garages	Parking lot branding signage	Not applicable	Entrances to parking lots. Assume two entrances per lot, nine Cubs owned and operated lots currently, but only three in the P.D. 125 sf each.
Ballpark Exterior			
Veteran Gate	Branded entrance arch	1,000	Branded entry - exposed neon located over gate entry.
	Showcase experience gate entrance	2,000	Branded showcase experience. Size not to exceed 2000 sf. Not counted for sf purposes because involves experience not just signage. See e.g., H and H-2.
Bleacher Gate	Entry gate brand	1,000	Signage located above gate (currently Bud Bleachers)
	Showcase experience gate entrance	2,000	Branded showcase experience. Size not to exceed 2000 sf. Not counted for sf purposes because involves experience not just signage. See e.g., H and H-2.

Category	Item	Quantity	Notes	Remarks
Marquee Entrance	Marquee Entrance	1,000		
Entry Gate Brand	Entry Gate Brand	Not applicable		
Showcase experience gate entrance	Showcase experience gate entrance	2000		
Branded Activation zone	Branded activation zone signage - Neon behind glass storefront	40		
Branded Activation zone	Two flat signs - (7 ft each) Branded vertical sign flanking branded activation zone entrance. Internally illuminated	14		
Branded Premium Entrance	Branded premium neon sign behind glass	30		
Branded merchandise	Branded neon sign merchandise behind glass	60		
Marquee Restaurant	Neon signs flanking store	80		
Retail store	Neon sign flanking premium entrance	80		
Premium Entrance @ main gate	Neon sign flanking ticket windows	80		
Ticket office @ Main gate	Wall call branded neon letters	20		
Ticket will call premium branded @ main gate	Neon sign located above ticket window	15		
Ticket Window @ main gate				
Temporary banners and photos		Not applicable		
Main Triangle				
Entry Gate Brand	Entry Gate Brand	1,000		
Showcase experience gate entrance	Showcase experience gate entrance	2000		
Restaurant signage	Restaurant (currently United Club)	200		
Restaurant (eastern facade, currently Sheffield Grill)	Restaurant located on east elevation of restaurant	200		
Branded awnings over concessions - third level	Branded logo on each awning. Most likely painted vinyl fabric. Total eight awnings - 6 ft per branded logo total 48 ft. Note similar awnings may be added in other locations within the ballpark interior	48		
Gate Name sign	Branded gate. Exposed neon	42		
Concession/ticket	Three flat signs each side of entry concession/tickets. 7 ft each - total 21 ft per side - 42 ft total. Internally illuminated	65		
Store branded name	Logo centered over merchandise entry & behind three windows - exposed neon - 50 ft each	150		
Retail sign	Neon signs - logo and store name. Located along Addison Street and over store entrance	300		
Temporary banners and photos	One neon logo sign located on south elevation	360		
Gate K	Banners on exterior facade and chain link fence, as on Opening Week, and for special events	Not applicable		
Entry gate brand	Two, internally illuminated signs, branded entrance. Existing Gate ID signage to be revised	2 (40)		
Showcase experience gate entrance	Branded showcase experience. Size not to exceed 2000 sf. Not counted for sf purposes because involves experience not just signage. See e.g., H and H-2	Not applicable		
Gate K Ticket window	Internally illuminated sign above ticket window. Existing Gate ID signage to be revised	80		
Wayland, Sheffield and around exterior Gate ID signs along Sheffield & Wayland	Branded, illuminated gate ID names located along Sheffield & Wayland	175		
Directional signs - CP bleacher aisle	Wayfinding signage. The number of signs will vary. A number of directional signs currently exist around the ballpark placed around entire ballpark including Addison, Sheffield & Wayland hung off of back of bleachers etc. 50 fabrication banners at 40 ft each includes players numbers & images, important dates and accomplishments throughout Cubs history, and brands, etc	140		
Historic banners	Temporary signage installed for the street events	Not applicable		
Sheffield Temporary Event Signage	Applicant will have the right to brand street poles, bus shelters, garbage cans & other street and site furniture. Applicant may also install. Applicants desired concepts as per Planned Development. No other third-party signage is allowed on banners, street furniture or otherwise along either side of the streets bounded by Clark St., Wayland Ave, Sheffield Ave and Addison St. unless sponsor is the Cubs and Cubs sponsors	Not applicable		
Streetscape	Location TBD. Internally illuminated	Not applicable		
Bike Parking Area		X		
Total		23,112		