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City of Chicago

Office of the City Clerk Document Tracking Sheet



O2013-8261

Meeting Date: Sponsor(s): Type: Title:

Committee(s) Assignment:

10/16/2013

Emanuel (Mayor)

Ordinance

Exemption regarding signage associated with Wrigley Field 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, alEmanuel

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 _______; 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.

Page 1 of 1

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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 noies 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 allowable 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. 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 Ordnance as well as all the types of signs and the specific signs listed in this Signage Matrix, including without limitation stylons, blade signs, banners, LED screens and ribbon boards, exposed neon lighted flush 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 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 Development amendment shall be allowed and shall not be included in or otherwise counted in the calculation of total square footage. 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 orovided 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 electrative and maintaning the right to electrate and really and 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 eam 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

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e 15 Location RDD Internality (40) Flat. Internality flat. Internation flat. Internality flat. Internation flat. Internatity flat. Internatity flat. Interna	McDonald's storefront sign	80	Located over storefront per agreement. Internally illuminated
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e 3.375 3.375 2.0000 2.0000 2.0000 2.0000 2.0000 2.0000 2.0000 2.0000	lenant signs	Net the second s	i Assume eight lenans' of kri si per tenant internativi hituminated. Additional signs may be added as tenants identitited (up to seven additional) Ety instancii vituminated hondrad rock incer i operated honor operated additional signs may be
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I_440 Total of nine cast. location 8,872 Entrances to parking lots Non applicable Branded entry - exposed r Non applicable Branded showcase expension 1,000 Branded showcase expension 2000 X	Water element signage Temporary/Seasonal signage	Not applicable X	Bronze ilai sign embedided in plaze paving surface (e.g. Millennium Tark) Seasonal and temporary signage, internally illuminated or static, for events, on stationg, etc.
Nor applicable Entrances to parking lots L1000 Branded entry - exposed 1 Nor applicable Branded showcase expen	Concession Irolley/Irain	1,440	Total of nne cars, location TBD on Plaza (k) 160 per car
Nor applicable Entrances to parking loss Nor applicable Branded entry - exposed 1 Nor applicable Branded showcase expen			
Nor applicable 2000 X Signage located above go	Parking Lots & Garages Parking lot branding signage	Not applicable	Assume two entrances per lot, nine Cubs owned and operated lots currently, but only three in the
e Non applicable Branded entry - exposed neon located ove 2000 Branded showcase experience Size not to 2000 Transfer Size state (currently Bud	Ballpark Exterior		· · ·
Nor applicable Branded entry - exposed neon located ove 2000 Branded showcase experience Size not to 2000 X Signage located above gate (currently Bud	Western Cote		
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1.000 X Signage located above	Showcase experience gate entrance	Noi applicable	Branded showcase experience Size not to exceed 2000 sf Not counted for sf purposes because involves experience not just sugrage See, e.g. H and H-2
1.000 X Signage located above			
		+ 	
ence gate entrance Not applicable	Entry gale brand	1,000 X	Signage located above gate (currently Bud Bleachers)

Marquee Entrance			
Entry gate brand	Not applicable		Neon Internally Hummated Branded showcase expenence. Size not to exceed 2000 sf. Not counted for sf purposes because involves expenence not just signage. See, e.g., H and H-2
Showcase experience gate entrance	2000		e Neon behind class store front
Branded Activation /one	4		Two flat signs - (7 sf each) Branded vertical sign flanking branded activation zone entrance Internally Illuminated
Branded Premium Entrance	2010	!	Branded premium neoni sign behind Blass Branded neon sign merchandise behind glass
Marquee Restaurani.	8	•	Neon branded
Retail store.	8 80	•	Neon signs flamking store
Ticket office (ii) Main gate Ticket will call premium branded (ii); main	80	צ×	Neon supp flabiling ticket windows Will call branded neon letters
yate. Ticket Window (@ main gate Temporan, banners and photos	Not applicable	×	Near sign located above ticket window
Mini-Triangle			
Entry gate brand	1,000		Neon Internally Illuminated
Showcase experience gate entrance	Not applicable 2000		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
Restaurant signage			
Restaurant (currently United Club) Restaurant (eastern façade, currently Sheffield	007		Neon Neon Located on east elevation of restaurant
Gnil)	-		
Branded awmings over concessions - third	48		Branded logo on each awning Most likely painted/vinyl fabric. Total eight awnings - 6 st per branded logo total 48 st. Note similar awnings may be added in other locations within the ballpark. Interior
Gate Name sign	100		Internally illuminated
Concession/licket Store branded name	150		Logo centered over merchandise entry & behind three windows - exposed neon - 50 sf each
Retail store	300		Neon signs - logo and store name Located along Addison Street and over store entrance
irs and photos	Not applicable		Une neon logo sign located on south elevation Banners on exterior façade and chain link fence, as on Opening Week and for special events
Gate K Entry gate brand Showcase experience gate entrance	2 mut Not applicable	×.	Two, internality illuminated signs, branded entrance. Existing Gate ID signage to be revised Branded showcase experience. Size not to exceed 2000 sT Not counted for sf purposes because involves experience not just signage. See e.g., H and H-2
Cate K Ticket window	2000 80	× ·	Internally ultuminated sign above ticket window Evisting Gate ID signage to be revised
Waveland, Sheffield and around exterior Cate ID signs along Sheffield & Way eland			Branded, illuminated usite ID names located along Sheffield & Waveland
Directional signs. CF bleacher gate Historic banners	Not applicable	××	<u>Wayfinding synage</u> The number of syng will sary A number of directional syns currently exit ground the ballbark. Placed around entire ballpark including Addison. Sheffield & Wax etand hung off of back for blackers etc. Sti fabrio/intion banners at 40 sf each includes players numbers & images, important dates and accomplishments throughout Cubs histor: and brands, etc
Sheffield Temporary Event Signage Streetscape	Nol applicable Nol applicable		Temporary signates installed for the street events and exconstruction contractions and site furniture. Applicant may also install Applicants desired 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 three-parts signales is allowed to banners, street and site furniture or otherwise along either side of the streets bounded by Concepts as per Planned Development. No other three-parts signales is allowed to banners, street in the furniture or otherwise along either side of the streets bounded by Concepts as per Planned Development. No other three-parts signales is allowed to the forther other to be prediced by the streets bounded by Concepts and the street of the street of the street of the forther other to be the street of the st
Bike Parking Area	Not applicable	×	or Clark SI. Workland Are, Shellikid Are and Addison SI unless sponsor is the Cluss and Cluss sponsors Location TBD Internally illuminated
Total	23,112		
ofci:		:	
Existing signs (including without limitation sig	ins which are upgr	aded or incre	Exising signs (including without limitation signs which are upgraded or increased in size) and other excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements and the introduction above) are permitted and are excluded signs (as noted below and in the Planned Development statements are permitted and are excluded signs (as noted below and in the Planned Development statements are permitted and are excluded statements are permitted are
 Directional, public informational, accident b Portable and temporary sumage, table 	essible signage, et	and signa	Directional, public informational, accessible signage, etc., and signage required by law is not subject to regulation and is evoluded. Such signage may be added in the discretion of Applicant Portable and temporary summer, tables, charse umbrellas, awayings party decks, drink rails, doorways, etc., are no subject to regulation and are evoluded. Such stamate may be added in the discretion of Applicant
c Seasonal and event-related signage, st	tor example, awn	ngs) on ine i ards (e g., d	e Seasonal and event-related signage, stating rink, rink boards (e.g., dasher boards). farmers market, event hosts, movies, special events, banners, mobile food and beverage, gates, barricades etc. are not subject to regulation and
d Signage promoting owner(s), signage related to event(s) in the Plann	related to event(s	in the Plan	d Sugnage promoting owner(s), sugnage related to even(s) in the Planned Development, signage related to the baseball team playing in Wrigley Field and signage exempt under applicable law, etc., are not subject to regulation and
are excluded. Such signage may be added in the discretion of Applicant	d in the discretion	of Applicant	
Square footage listed is approximate. For evan Signage interior to Wingley Field is evenpt fro Sirgnage interior to Wingley Field is evenpt fro Street pole banners will be added only when at Sireet pole banners will be added only when at	nple, as tenants an om review under th greed by Applican	e Planned D Same for a	Square footage listed is approximate. For example, as tenants are added or changed, additional signage may be added and signs may be modified to reflect the tenant name and may be larger or smaller. Signage interior to Wingley Field is exempt from review under the Planned Development and is allowed, subject to review by the Commission on Chicago Landmarks, as applicable. Sirret pole banners will be added only when agreed by Applicant. Same for eds on public ways, trash containers, bus shelters, etc.
appears on the sign of the categories listed in Section 1 and its subsections and of these notes is allowed.	tion 1 and its subse	ctions a-d o	these notes is allowed. The square lootage included above is for informational purposes only and does not imply any maximum square lootage for such signs
Clubs permaan on back of bleacher scoreboard is omnitted it is not a sign Signage associated with sponsor displays in activation zones on the Inter-	is omitted it is no tivation vones on t	he Interior o	Cuby permanal on back of bleacher scoreboard is onnited. It is not a sign
location in the dimensions style or illumination noted in this Main's or permitted by the Planned Development (1). All stign dimensions, locations and styles are approximate and may be modified or expanded as long as not	noted in this Matrix or permitted by approximate and may be modified	or permitte	by the Planned Development ed or expanded as long as not inconsistent with the Master Sign Program Contents, as approved by the Commission on Chicago Landmarks (for signs Interior
o Wrigley Field) or with the Planned Development (for regulated signs not Intenor to Wrigley Field	ent (for regulated s	igns not inte	nor (o Wrigley Hield)

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