



Melissa Klotz <mklotz@cityofevanston.org>

Re: Land Use Commission Public Comment

1 message

Katie Ashbaugh <kashbaugh@cityofevanston.org>
Cc: mmjones@cityofevanston.org, mklotz@cityofevanston.org

Mon, Nov 7, 2022 at 11:11 AM

Good morning! I saved these two comments/sign-ups to their respective comment folders.

On Sun, Nov 6, 2022 at 6:46 PM <noreply@formstack.com> wrote:



Formstack Submission For: **Land Use Commission Public Comment**

Submitted at 11/06/22 7:46 PM

Name: Robert Froetscher

Address of Residence: [1580 Sherman Avenue, Evanston, IL](#)

Phone: (312) 543-7472

How would you like to make your public comment?: Written (see below)

Provide Written Comment Here: I am a resident of Evanston that resides within 300 feet of the subject property at [1603 Orrington Avenue](#).

I am only in favor of the requested variances to the signage restrictions if the first two requirements from staff proposed to the Design and Project Review (DAPR) at the November 1, 2022 DAPR meeting are adhered to, and if the building owner agrees to reduce the sign brightness using the recommended dimmer if petitioned by 10 or more residents who live within 500 feet of the building.

On November 1, 2022 staff attending the Design and Project Review reviewed the request and suggested the following conditions:

1. The tall building identification signs should include dimmer switches to allow the illumination to be adjusted.
2. The tall building identification signs must be turned off at 11:00 PM daily.

There are over 300 residential units that are in the 807 Davis Sherman Plaza building and the 1580 Sherman Avenue Optima Towers building. The above conditions will minimize disruption to residents who live directly across from the buildings. Residents who live in these buildings should not have their evenings disrupted nor their sleep disrupted by overly bright signage at the [1603 Orrington Avenue](#) building. These conditions will help nearby residents maintain a darker exterior appearance in the early evening and an environment conducive to sleep in the later evening - more consistent with the environment they currently have and more consistent with the environment under the current code.

Agenda Item (or comment on item not on the agenda):

[1603 Orrington Avenue](#) - Major Variations (Signs) 22ZMJV-0084

Position on Agenda Item:

Other: Support conditioned on meeting the conditions as described in written comments above - otherwise opposed

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Formstack, [11671 Lantern Road, Suite 300, Fishers, IN 46038](#)

--

Katie Ashbaugh, AICP

Planner

Planning & Zoning Division

Community Development Department

City of Evanston

She, Her, Hers

[2100 Ridge Ave | Evanston, IL 60201](#) | (708) 328-8559

kashbaugh@cityofevanston.org | cityofevanston.org



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Meagan Jones <mmjones@cityofevanston.org>

Signage on Chase building

Jeremy Vannatta <jvannatta@gmail.com>

Wed, Nov 9, 2022 at 1:16 PM

To: mmjones@cityofevanston.org

Hi Megan,

Hope you are well. I wanted to write you a note in opposition of variances for signage at the Chase building. While I very much want the tenants in Evanston paying taxes and spending money, I am confident we can still get them as tenants if they abide by all the rules as everyone else in town. Further, that signage would be quite an eyesore to the new Amy Morton restaurant going in on Davis Street. Staring at a giant sign sort of knocks the ambiance out of downtown dining.

Best,

Jeremy Vannatta

1st ward resident

23 year Evanston resident



Meagan Jones <mmjones@cityofevanston.org>

The possibility of gigantic signage on the Chase building...

1 message

Reginald Gibbons <rgibbons@northwestern.edu>
To: "mmjones@cityofevanston.org" <mmjones@cityofevanston.org>
Cc: Cornelia Spelman <corneliamau119@gmail.com>

Wed, Nov 9, 2022 at 2:39 PM

... and eventually, if so, on other buildings.

Dear Ms. Jones,

We are writing to express our concern that a corporate massive-logo look in downtown Evanston will be a very off-putting aspect of downtown. Our walkable city thrives on intimate locales, local shops, offices, services, etc. and to evacuate it of its coziness and ideal scale seems a desecration not only of Evanston as it is now but as it has long been. Living in Evanston is special. Special, though, does not mean replacing the integrity of our best architecture (as already have enough bad architecture) with crass eyesores. Please support Evanston as an appealing town rather than as an appealing corporate site.

Many thanks—

Reg Gibbons and Cornelia Spelman

Reginald Gibbons ~ Frances Hooper Professor of Arts and Humanities

English Dept., University Hall 215, [1897 Sheridan Rd.](#), Northwestern Univ., Evanston IL 60208

RENDITIONS (poems, Four Way Books 2021)

HOW POEMS THINK (pb ~ <https://press.uchicago.edu/ucp/books/book/chicago/H/bo20698016.html>)

Forthcoming new pb edition of *SWEETBITTER* (novel; JackLeg Press, early 2023)



Meagan Jones <mmjones@cityofevanston.org>

Major Variations for Signs

1 message

Grace Imathiu <grace@faithatfirst.com>

Wed, Nov 9, 2022 at 2:27 PM

To: "mmjones@cityofevanston.org" <mmjones@cityofevanston.org>

Dear LUC,

As a pastor of a large and vibrant downtown congregation, I am concerned about the proposed giant signs. These signs will transform our beloved downtown into some corporate and unfriendly vibe for patrons to the downtown restaurants. Members of the congregation eat out in downtown all the time, and so do I.

Please help us keep Evanston, Evanston. To quote Frances Willard, "when I get to heaven, I want to be registered that I am from Evanston."

Thankful for the good work you do on our behalf.

Rev. Grace Imathiu
First United Methodist Church, Evanston

1600 West Square Drive
Suite 1175
Aurington Heights, IL 60004
brad@massrealtyllc.com
tel: 847.221.3799
fax: 847.358.3106
Mobile: 847.910.9838



MassRealty

October 28, 2022

Matt Rodgers, Chair

Evanston Land Use Commission
City Hall, 2100 Ridge Avenue
Council Chambers
Evanston, Illinois 60201

Support for Underwriters Laboratories' Signage Proposals

Chair Rodgers:

As someone who has been doing business in Evanston for the last 25 years, I write to you in support of Underwriters Laboratories' (UL) request for sign variations at 1603 Orrington Avenue.

The sign variations are essential to the UL enterprise relocating the headquarters of two of its organizations to Evanston. The arrival of those organizations, UL Research Institutes and UL Standards and Engagement, will bring Downtown Evanston a much needed economic stimulus. Their lease will provide a significant and positive impact to the Evanston office market. And the influx of nearly 200 employees will bring new opportunities for local business owners and spark renewed vitality in the surrounding community.

Finally, I believe that these UL non-profit science organizations will support local institutions and workforce development. UL has a long history of sharing its expertise and cutting-edge knowledge with the communities it neighbors. The relocation would also bring the benefit of UL's established commitment to scientific training and outreach.

For these reasons and more, please recommend approval of UL's application for sign variations.

Sincerely,

Mass Realty LLC

William Mass
Principal



1603 Orrington Avenue
Suite 1600
Evanston, Illinois 60201
847-583-1618

October 28, 2022

Matt Rodgers, Chair
Evanston Land Use Commission
City Hall, 2100 Ridge Avenue
Council Chambers
Evanston, Illinois 60201

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Finally, I believe that these UL non-profit science organizations will support local institutions and workforce development. UL has a long history of sharing its expertise and cutting-edge knowledge with the communities it neighbors. The relocation would also bring the benefit of UL's established commitment to scientific training and outreach.

For these reasons and more, please recommend approval of UL's application for sign variations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Paul F. Hogan'.

Paul F. Hogan, CFO
SOLIC Capital Advisors, LLC



Melissa Klotz <mklotz@cityofevanston.org>

Land Use Commission Public Comment

1 message

noreply@formstack.com <noreply@formstack.com>

Wed, Nov 9, 2022 at 4:13 PM

Reply-To: noreply@formstack.com

To: mmjones@cityofevanston.org, kashbaugh@cityofevanston.org, mklotz@cityofevanston.org



Formstack Submission For: **Land Use Commission Public Comment**

Submitted at 11/09/22 5:13 PM

Name: Kiera Kelly

Address of Residence: [2436 Orrington Ave](#)

Phone: (773) 531-3600

How would you like to make your public comment?: Written (see below)

Provide Written Comment Here: It sounds like this company (encouraged by the City of Evanston) wants signage by way of two very large, externally illuminated tall building signs on the Chase building, effectively announcing the name of a tenant as if they own the building, when they will occupy only 17% of the space. As we see from the City Staff memo, this ask is breaking seven aspects of our zoning codes for signage. Most importantly, approving this creates a precedent where every such current or future corporate entity or developer will point to this approved variance and demand such a sign. This kind of signage is reminiscent of Oakbrook, or the highway by O'Hare (or Las Vegas or Trump Tower, or...), not a college town that used to be the heart and soul of the North Shore.

Giant, illuminated tall building signage like this “doubles down” on making Downtown a place that is starting to feel like an empty-ish financial center or corporate focused area, which is not a vibe or image that will improve our situation, draw the people that we desperately need. This new corporate/developer vision for downtown was created with the idea that it would help downtown flourish-and it's done anything but. The many zoning

variances instigated by the city and approved by this very committee happened to meet short-term goals of developers or corporate entities--not for our city's long-term benefit.

Please ask yourselves if this type of "corporate vision" for Downtown Evanston is working. Has centering corporations and luxury developers and disregarding our zoning resulted in a thriving and inviting Downtown as advertised? Is this drawing Evanstonians, visitors and new independent businesses and restaurants? Does our Downtown match the City that we are and are Evanstonian proud of it? Are we still the NorthShore dining capital? The answer is no. Before we blame COVID or the Internet, let's use the "control" factor of looking at Wilmette...Please, go out to dinner there soon. It is bustling with diners, people strolling with smiles on their faces under the festival lights and along the block after block of hip restaurants it looks like a street fest!. It turns out people do prefer a nice, charming environment.

What about bird migrations, light pollution, which we know has contributed to a decline in birds and insects (70 percent?) Please speak to bird and environmental groups

Would a better investment be to adhere to our zoning to create an appealing downtown?

We do not need to sell out like this. Developers and corporate entities always come back. We are not Gary, Indiana or Oakbrook. We are the once charming Evanston! Please deny this proposal and adhere to commonsense zoning. The residents of Evanston depend on you to be stewards of our special city.

Agenda Item (or comment on item not on the agenda):

Illuminated signage on high rise - Orrington Ave

Position on Agenda Item:

Opposed



Katie Ashbaugh <kashbaugh@cityofevanston.org>

Letter of support

1 message

Annie Coakley <acoakley@downtownevanston.org>

Wed, Nov 9, 2022 at 4:35 PM

To: "kashbaugh@cityofevanston.org" <kashbaugh@cityofevanston.org>

Hello – My name is Mike Smylie, owner of Smylie Brother’s Brewing Co at [1615 Oak Ave](#) in Downtown Evanston. I am also the president of the Downtown Evanston board.

I’m here to speak in support of the 200-person tenant seeking signage variations at [1603 Orrington Ave](#). A200-employee tenant would be a great benefit for my business and many other businesses downtown. Pre-pandemic, the bulk of our lunch and happy hour customers were the daytime workers from downtown office buildings. The slow return to the office has negatively impacted lunch and post-work business.

According to the national trade organization Innovating Commerce Serving Communities, the average suburban office worker spends \$203/week in their surrounding business district. If this business moves to 1603 Orrington, it could generate an additional \$44,660 of money to local businesses per week. These dollars are needed to support the merchants downtown, not only restaurants but salons, retailers, health providers, and more.

In addition, the news of a large tenant moving to downtown Evanston will potentially create interest in other companies to relocate or open an office in downtown Evanston. It is especially important that companies know they can rely on the City of Evanston as a partner when opening their business here.

And this will help the [1603 Orrington](#) building go from 57% leased to 84%, it’s a significant impact.

Please support this request and help our downtown businesses continue to recover from the pandemic.

Get [Outlook for iOS](#)



Katie Ashbaugh <kashbaugh@cityofevanston.org>

Land Use Commission Public Comment

noreply@formstack.com <noreply@formstack.com>

Wed, Nov 9, 2022 at 3:10 PM

Reply-To: noreply@formstack.com

To: mmjones@cityofevanston.org, kashbaugh@cityofevanston.org, mklotz@cityofevanston.org



Formstack Submission For: **Land Use Commission Public Comment**

Submitted at 11/09/22 4:10 PM

Name: Reginald Gibbons

Address of Residence: and Cornelia Spelman [1633 Hinman Ave. #1](#)

Phone: (847) 869-2558

How would you like to make your public comment?: Written (see below)

Provide Written Comment Here:

We are writing to express our concern that a corporate massive-logo look in downtown Evanston will be a very off-putting aspect of downtown. Our walkable city thrives on intimate locales, local shops, offices, services, etc. and to evacuate it of its coziness and ideal scale seems a desecration not only of Evanston as it is now but as it has long been. Living in Evanston is special. Special, though, does not mean replacing the integrity of our best architecture (as already have enough bad architecture) with crass eyesores. Please support Evanston as an appealing town rather than as an appealing corporate site.

Many thanks—
Reg Gibbons and Cornelia Spelman

Agenda Item (or comment on item not on the agenda): Big signage on the Chase Bank bldg.

**Position on
Agenda
Item:**

Opposed

[Quoted text hidden]



Katie Ashbaugh <kashbaugh@cityofevanston.org>

Re: Possible to get submitted comments to LUC before tonight's meeting

1 message

Meagan Jones <mmjones@cityofevanston.org>

Wed, Nov 9, 2022 at 4:57 PM

To: Kiera Kelly <kiera.kelly@k2-pr.com>

Cc: Clare <clareangelakelly@gmail.com>, Jeanne Lindwall <jklindwall@comcast.net>, Katie Ashbaugh <kashbaugh@cityofevanston.org>, Melissa Klotz <mklotz@cityofevanston.org>

Hello,

I am forwarding this on to my colleagues Katie Ashbaugh, who is the current staff liaison for this evening's meeting, and Melissa Klotz both of whom have worked on this particular project. Your comments will be forwarded on to the Commission.

Respectfully,

Meagan Jones**Neighborhood and Land Use Planner**

Community Development

Morton Civic Center

City of Evanston

[2100 Ridge Ave. | Evanston, IL 60201](#) | 847-448-8170 | 224-307-8350mmjones@cityofevanston.org | cityofevanston.org**Proud to be recognized as a 2021 All-America City!***Building Equitable and Resilient Communities*at cityofevanston.org/EvanstonCares

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On Wed, Nov 9, 2022 at 4:40 PM Kiera Kelly <kiera.kelly@k2-pr.com> wrote:

Hello Meagan,

I hope you are well. A number of people, including myself, would like to submit comments to commissioners before tonight's LUC meeting regarding the issue of giant, illuminated signs on the Chase building. Would you mind please forwarding these?

Also, could you please ensure that comments submitted on the city's new "form stack" will be forwarded to commissioners tonight in time?

Thank you!

My comment is as follows:

It sounds like this company (encouraged by the City of Evanston) wants signage by way of two very large, externally illuminated tall building signs on the Chase building, effectively announcing the name of a tenant as if they own the building, when they will occupy only 17% of the space. As we see from the City Staff memo, this ask is breaking seven aspects of our

zoning codes for signage, which we count on you to uphold. And the weak rationale does not justify disregarding sensible zoning. Most importantly, approving this creates a precedent where every such current or future corporate entity or developer will point to this approved variance and demand such a high rise sign.

This kind of signage is reminiscent of Oakbrook, or the highway by O'Hare (or Las Vegas or Trump Tower, or...), not a college town that used to be the heart and soul of the North Shore.

Giant, illuminated tall building signage like this "doubles down" on creating a Downtown that is starting to feel like an empty-ish financial center or corporate focused area, which is not the "vibe" or image to draw people and a cache that we desperately need. This new corporate/developer vision for downtown was created with the idea that it would help downtown flourish-and it's done anything but. The many zoning variances instigated by the city and approved by this very committee happened to meet short-term goals of developers or corporate entities--not for our city's long-term benefit.

Please ask yourselves if this type of "corporate vision" is working. Has centering corporations and luxury developers and disregarding our zoning resulted in a thriving and inviting Downtown as advertised? Does it draw proud Evanstonians, visitors and new independent businesses and restaurants? Does our Downtown match the city/suburb that we are? Are we still the NorthShore dining capital?

The answer is no. And before we blame COVID or the Internet, let's use the "control factor" of looking at Wilmette...Please, go out to dinner there soon. It is bustling with diners, people strolling with smiles on their faces under the festival lights and along the block after block of hip restaurants it looks like a street fest!. It turns out people do prefer a nice, charming environment.

What about the City's environmental goals of bird migrations, light pollution, which we know has contributed to a decline in birds and insects (70 percent?) Please speak to bird and environmental groups.

Wouldnt a better investment be to adhere to our legal zoning and attempt to create an appealing downtown? It is possible!

We do not need to sell out like this. Developers and corporate entities always come back. We are not Gary, Indiana or Oakbrook. We are the once charming Evanston! Please deny this proposal and adhere to commonsense zoning. The residents of Evanston depend on you to be stewards of our special city.

Thank you.
Kiera Kelly



Katie Ashbaugh <kashbaugh@cityofevanston.org>

Fwd: Signage

1 message

Meagan Jones <mmjones@cityofevanston.org>

Wed, Nov 9, 2022 at 5:05 PM

To: Katie Ashbaugh <kashbaugh@cityofevanston.org>, Melissa Klotz <mklotz@cityofevanston.org>

Meagan Jones**Neighborhood and Land Use Planner**

Community Development

Morton Civic Center

City of Evanston

2100 Ridge Ave. | Evanston, IL 60201 | 847-448-8170 | 224-307-8350

mmjones@cityofevanston.org | cityofevanston.org**Proud to be recognized as a 2021 All-America City!***Building Equitable and Resilient Communities*at cityofevanston.org/EvanstonCares

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----- Forwarded message -----

From: lori@smarthinkingpr.com <lori@smarthinkingpr.com>

Date: Wed, Nov 9, 2022 at 5:05 PM

Subject: Signage

To: <mmjones@cityofevanston.org>

Please don't allow illuminated or other signage that is not to zone for downtown buildings or elsewhere in Evanston. I'd be hard pressed to think of ways our downtown could suffer more than it already has by poor planning and forfeiting every ounce of charm as we continue to kowtow to developers and bend over backwards to compromise our esthetics and integrity (not necessarily in that order) but if you allow this blight of signage then you will somehow have found a way to do so.

Please, the last thing we need is the equivalent to the Trump tower signage in downtown Chicago that destroys every view down the river. Please don't set this precedent for Evanston.

Please don't allow signage in any form, illuminated or otherwise, that isn't what the current zoning allows. Zoning exists for a reason. Our downtown has sacrificed enough, please don't continue to sell Evanston's soul to the developers and their tenants.

Thank you,
LoriLori Keenan
Lori@SmarthinkingPR.com
847/902-2905



image0.jpeg
103K



Melissa Klotz <mklotz@cityofevanston.org>

Land Use Commission Public Comment

1 message

noreply@formstack.com <noreply@formstack.com>

Wed, Nov 9, 2022 at 5:14 PM

Reply-To: noreply@formstack.com

To: mmjones@cityofevanston.org, kashbaugh@cityofevanston.org, mklotz@cityofevanston.org



Formstack Submission For: **Land Use Commission Public Comment**

Submitted at 11/09/22 6:14 PM

Name: Trisha Connolly

Address of Residence: 1428 Darrow

Phone: (224) 422-9796

How would you like to make your public comment?: Written (see below)

Provide Written Comment Here: Hello, LUC Board Commissioners,

I am writing to express my disappointment that item IV. B. would be even entertained this evening. I wonder why Underwriters Laboratory, who is renting a few floors in this large building would have the ability to put a large neon blue and green sign at the top of it. We see this on NO other buildings downtown, for good reason. Approving this project would create an unfortunate precedent for the rest of our downtown.

I was just in the Chicago Loop yesterday, and this kind of thing is not commonly found on their buildings, unless we're talking about that one particular building by the river.

So, I ask that the commission please respect our downtown by not voting in favor of this signage. It is unnecessary to have these lights hovering over our city.

Thank you for your time and consideration,
Trisha Connolly
2nd Ward

Agenda Item (or comment on item not on the agenda):

IV. B

Position on Agenda Item:

Opposed

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Formstack, [11671 Lantern Road, Suite 300, Fishers, IN 46038](https://www.formstack.com)



Katie Ashbaugh <kashbaugh@cityofevanston.org>

Land Use Commission Public Comment

2 messages

noreply@formstack.com <noreply@formstack.com>

Thu, Nov 10, 2022 at 1:49 PM

Reply-To: noreply@formstack.com

To: mmjones@cityofevanston.org, kashbaugh@cityofevanston.org, mklotz@cityofevanston.org



Formstack Submission For: Land Use Commission Public Comment

Submitted at 11/10/22 2:49 PM

Name: Kathleen O'Reilly

Address of Residence: 1904 Jenks St

Phone: (847) 513-1528

How would you like to make your public comment?: Written (see below)

Provide Written Comment Here: I am writing against the requested variation to allow large illuminated signs on high rise buildings in downtown [Evanston, 1603 Orrington Avenue](#). I have multiple concerns including the lighting at the tops of buildings are a migratory bird trap and being so close to the lakefront, Evanston is an important migratory bird pathway - see https://www.chicago.gov/city/en/progs/env/lights_out_chicago.html for more information. Also, in general we do not need more light pollution and nearby residents of existing high rises should not have to contend with these out-of variance signs.

Kat O'Reilly

Agenda Item (or comment on item not on the agenda): Major Variations for Signs | 1603 Orrington Avenue | 22ZMJV-0084 Golub Realty Services LLC, applicant on behalf of GRE GOCO Orrington Owner LLC

**Position on
Agenda
Item:** Opposed

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Formstack, [11671 Lantern Road, Suite 300, Fishers, IN 46038](#)

Katie Ashbaugh <kashbaugh@cityofevanston.org> Thu, Nov 10, 2022 at 1:57 PM
To: Elizabeth Williams <ewilliams@cityofevanston.org>, Sarah Flax <sflax@cityofevanston.org>
Cc: Melissa Klotz <mklotz@cityofevanston.org>

FYI
[Quoted text hidden]

--
**Katie Ashbaugh, AICP
Planner**

Planning & Zoning Division
Community Development Department
City of Evanston
She, Her, Hers

2100 Ridge Ave | Evanston, IL 60201 | (708) 328-8559
kashbaugh@cityofevanston.org | cityofevanston.org



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Land Use Commission Meeting
Wednesday, November 9, 2022

New Business Item B: 1603 Orrington Avenue Sign Plan

I'm Jack Weiss, 400 Main Street, Evanston. I was a co-author of Evanston's original Sign Ordinance and a 6-year member and chairman of the Sign Review and Appeals Board. In 2008, I designed the unified business center sign plan for 1603 Orrington for Golub & Company. That plan was approved without any requests for variation.

The measures that we sought so valiantly to regulate – to insure a positive aesthetic and functional presentation of signage in our public space – were severely weakened when the Board was disbanded a few years ago.

As the result neither the Design and Appearance Review Committee nor Land Use Commission are well equipped to address signage proposals, let alone complex ones such as this before you tonight.

Your staff now “acknowledges inconsistencies within the Sign Code that were not realized when the Sign Code was recently moved from the Building Ordinance to the Zoning Ordinance, the relationship between signage and existing zoning Standards for Major Variations, and the lack of a codified process to institute Unified Business Center Sign Plans on larger/multi-tenant properties such as this.”

The applicant here tonight is taking advantage of that broken link and is pushing for **seven zoning variations** that fill a half page on the agenda. Each of the seven requests is excessive and, in total, ask for nearly twice what is permitted:

1. Two tall building signs (TBS) when one is permitted
2. Each TBS 200 sqft when 100 sqft is permitted
3. One sign on a façade not parallel to a street when none are permitted
4. External illumination on the TBS when only internal illumination is permitted
5. Two free-standing signs when one is permitted
6. Allow combined surface area of 795 sqft when 500 sqft is permitted
7. Allow occupant of 17% floor area to use 56.5% of surface area permitted

The applicant then requests an eighth variation that would essentially open the door for them to pursue additional variations by permitting “any other zoning relief as necessary to allow the proposed signs...”

The first variation request is extremely troublesome and could set a bad precedent: The current sign regulation permits TBSs, “On buildings of six (6) stories or greater, where the occupant between the second story and the top story is the same.” If a 17% occupant is permitted to have a TBS what about the next 30%, 40% or 50% occupant? Two, three, or four TBS?

The applicant begs you to approve their request because, "The proposed signage will result in the relocation of approximately 200 employees to downtown Evanston." I ask you to consider this plea carefully. Is it the number, size, illumination of these signs that will bring 200 employees to downtown Evanston? Will those employees fail to show up if you do your job and hold the line on excessive variations to insure a positive aesthetic and functional presentation of signage in our public space?

I ask you to think carefully about the implications of your decision on this case tonight.