

PLANNING AND ZONING COMMISSION MEETING

VILLAGE OF HOFFMAN ESTATES
COUNCIL CHAMBERS
1900 HASSELL ROAD
HOFFMAN ESTATES, IL 60169

MINUTES - JANUARY 17, 2018

1. CALL TO ORDER: 7:00 P.M.

Members Present

Chairperson Combs	Myrene Iozzo
Vice Chairman Caramelli	Sohita Patel
Adam Bauske	Greg Ring
Sharron Boxenbaum	Nancy Trieb
Lon Harner	Denise Wilson
Lenard Henderson	

Members Absent

None.

A quorum was present.

Administrative Personnel Present:

Dan Ritter, Assistant Planner, Parth Joshi, Development Services Technician.

2. APPROVAL OF MINUTES:

Commissioner Ring moved, seconded by Commissioner Iozzo, to approve the January 3, 2018, meeting minutes. Voice Vote: 10 Ayes, 1 Abstain (Henderson). Motion Carried.

3. CHAIRMAN'S REPORT

Chairperson Combs stated the special use for the Marathon at 798 Barrington Road, the amendment to a special use for Bright Hope at 2060-2080 Stonington Avenue, the Stonegate Properties rezoning at 2205-2295 Pembroke Avenue, the special use for four billboard signs at 2205-2295 Pembroke Avenue, the special use for Summitview Christian Church at 693 and 693 Illinois Boulevard, and the special use for Bright Horizons Family Solutions at 5334 Sears Parkway were approved by the Village Board.

4. OLD BUSINESS - PUBLIC HEARING - REQUEST BY GARY TAYLOR (OWNER) FOR A MASTER SIGN PLAN DATED JANUARY 17, 2018, IN ACCORDANCE WITH THE ZONING CODE FOR THE PROPERTY AT 2570 HASSELL ROAD, COMMONLY REFERRED TO AS THE ASSEMBLY BAR & CAFÉ.

Chairperson Combs swore the petitioner in.

Rob Whitehead (Olympic Sign Company)

Jean Taylor presented an overview of the project.

Dan Ritter presented an overview of the staff report.

Commissioner Bauske asked if the new design is for the sign support or aesthetics. Mr. Whitehead stated aesthetics and sign support.

Commissioner Bauske stated the size of the sign is a marginal decrease of 2 square feet based on the previous sign. Commissioner Bauske stated increasing the width of the sign makes sense for more visibility along Barrington Road, but the height was increased from 6 feet to 8 feet, so why was the height increased. Ms. Taylor stated the sign was proportional to make it equal for 118 square feet on each side. Mr. Taylor stated that they wanted their logo to be the boldest part of the sign and the design of the logo regulated the shape of the sign.

Chairperson Combs told the Commissioners that each factor from the last meeting needs to be addressed by each Commissioner. Those factors are height, pole cover, size of the overall sign, LED size/percentage, location, and aesthetics or design.

Commissioner Bauske stated the height and safety at the bottom of the sign is okay and likes the flag design. Decreasing the LED is huge and square footage is larger. Commissioner Bauske asked staff if both sides of the sign are counted towards the total square footage or just one side. Mr. Ritter stated the code for signs is 100 square feet per side for a total of 200 square feet maximum. Mr. Ritter further stated that the total LED allowed is 64 square feet, or 32 square feet per sign side. Commissioner Bauske would like to keep the total square footage closer to the 200 square feet allowed by code.

Ms. Taylor stated the reason they are requesting the larger square footage for the sign is with the loss of visibility of the building, one can drive past and not see the building.

Commissioner Boxenbaum stated the design of the sign is an improvement but feels the petitioner did not incorporate the concerns of the Commission in the new design without looking at something that dresses up the sign pole more. Commissioner Boxenbaum would put the sign emphasis on the word "restaurant" or a welcoming place to come in and eat. Commissioner Boxenbaum has a concern about setting a precedent for bigger signs and the LED display being so large.

Commissioner Wilson is in agreement with all the changes the petitioner made to all the points Chairman Combs brought up.

Commissioner Iozzo stated the word "Assembly" does not convey what the establishment is. Chairperson Combs stated the petitioner added "Bar & Café" to the sign. Commissioner Iozzo stated adding more LED lights in that location is a bit busy and she is concerned with the safety. Commissioner Iozzo stated the size and the cover of the sign pole would contribute to the safety aspect of the sign and is too distracting for drivers.

Commissioner Ring stated from a car you cannot see where the base of the sign is and the concrete base can be landscape surrounded. Commissioner Ring stated regarding the sign itself, it was originally a centered sign and now is an offset sign of a much larger size. A centered sign would be economically more viable, the sign has always been a centered sign, and believes the new location does not constitute an offset sign design. Commissioner Ring stated with the clearance over the parapet wall on the building, the petitioner could reduce the height of the sign to approximately 30 feet overall and still clear the building, which would lower the height of the sign by 5 feet, centering the sign, and still maintain the present dimension or reduce the width.

Commissioner Ring asked if the logo will change from the old sign. Mr. Taylor stated the logo has been changed for about five years. Commissioner Ring suggested a taller sign and staying within the height regulation, and keep The Assembly Bar & Café as shown on Option 2, which was never presented. Mr. Taylor stated they have two logos and was presented with 4-6 different designs of the sign, both vertical and horizontal, the petitioner felt the horizontal logo fit the best.

Commissioner Ring stated if the more vertical logo was used, the sign is downsized proportionally just in width to 14 feet from 14.75 feet, and went from 8 feet tall to 7 feet tall, does this disproportionately change things that couldn't at least reduce the sign closer to the 200 square feet. Ms. Taylor stated in 1994 when they bought the building, the sign came with 118 square feet and does not understand why they have to reduce their square footage of the new sign.

Commissioner Henderson agrees with Commissioner Ring to move the sign down and back to reduce the size to 200 square feet. Commissioner Henderson asked how was the sign height above the wall on Barrington Road determined. Mr. Taylor stated they made a mock-up of the sign and a flag test was done to hold the sign in position to see the best visibility. At the time the test was done, the fencing above the wall was not in place, and now there is a 2 foot fence above the wall.

Commissioner Henderson stated he is comfortable with the height of the sign and is not concerned about the LED portion of the sign. Mr. Ritter stated the LED portion of the sign is larger than any other commercial LED message center at 90 square feet total.

Commissioner Henderson stated he prefers a center pole for the sign, is okay with the height of the sign and is questioning the LED message portion of the sign as to whether that will be distraction to motorists along Barrington Road.

Commissioner Trieb asked staff if the Village is holding the petitioner to the same requirements as everyone else even though they are an exception because of the grading. Mr. Ritter stated the Village is holding the petitioner to the same standards as anyone else requesting grading changes. Chairperson Combs added except for the height, which is based off that grade difference.

Commissioner Trieb concurs with the requirements for the total square footage of the LED sign and size of the sign (based on the height and grading), does not agree with the sign being cantilevered, likes the monument style, and the square footage within the LED sign is not so much of an issue as previously submitted.

Commissioner Harner stated he prefers the center design on the pole but does not think it would work in that location, agrees with the size of the LED, has no problems with the aesthetics with the pole base because you cannot see it and does not want to take away parking spaces for a bigger monument at the bottom of the sign pole. Commissioner Harner stated a motorist exiting onto Barrington Road would need to get a sign that people can see because the building is not visible.

Commissioner Patel stated she agrees with the sign post design, agrees with the sign height of 35 feet because of the grade difference, would like to see the sign stay within the 200 square feet, and LED display to be smaller in size.

Vice Chairman Caramelli concurs with Commissioner Harner with the exception of the overall size of the sign, which should stay at 200 square feet maximum.

Chairperson Combs concurs with Commissioner Patel. Chairperson Combs would like the smaller sign, 35 feet tall is okay, would like some kind of wrap on the sign pole itself, the pole base is okay as proposed, and the LED display to be capped at 64 square feet total.

Chairperson Combs stated the turn now arrow might cause a problem with motorists driving south on Barrington Road because the motorist may turn back onto the expressway.

Chairperson Combs suggested putting an address on the sign so a motorist would know to look for Hassell Road instead of Barrington Road. Ms. Taylor stated per feedback from Village staff, was the sign should be directing you to the driveway. Mr. Ritter stated that was in regard to placing the sign by the entrance and a turn here arrow was not preferred. Mr. Ritter stated to put Bar & Grill below the Assembly and eliminate the turn now would reduce the size of the sign below 200 square feet. Mr. Ritter stated the drawing depicting the location of the sign should be re-drawn because Village staff believes the sign is off by 8 or 9 feet in height. Mr. Whitehead stated he will check, but the drawing was based off the field measurements on the wall and the flag test.

Commissioner Ring suggested adding asterisks to denote the sign is added based on the site condition. Commissioner Ring stated the pole position, as drawn, would remain the same whether the sign is centered or off-center. Commissioner Ring stated with a motorist going southbound on Barrington Road, the height of the sign is needed and has no problem with the sign being 35 feet. Commissioner Ring asked what was the height of the original sign. Mr. Ritter stated 29.5 feet was the variation from grade to the top of the sign.

Chairperson Combs stated if the Commission votes on the petitioner's proposal, the vote will be on the proposal as it is presented today, which the sign is 35 feet, but a larger overall face than the Commission wanted, the LED portion is larger, and does not have a pole cover.

Mr. Ritter stated it is up to the Commission on how to proceed. The Commission can ask the petitioner if they want to move forward and go to the Village Board. If the petitioner requests this item to go to the Village Board and the Commission says for the petitioner to think about it, the Commission can still continue this item even if the petitioner wants to go to the Village Board.

Chairperson Combs stated the Commission can continue this item for revised drawings or to vote on what was presented to the Commission today. Chairperson Combs stated if the Commission denies this item, then it would still go to the Village Board and the Village Board would need a super majority (5 out of 7 Trustees) to overturn the Commission's vote.

Mr. Taylor requested the Commission vote on the proposal presented.

Chairperson Combs stated the vote tonight is only on what the petitioner proposed, which is a cantilevered sign that is larger than Village code allows, the sign being 35 feet tall without the wrap on the pole but with an extra base, the LED portion being larger than Village code allows.

Commissioner Ring moved, seconded by Commissioner Henderson, to close the hearing. Voice Vote: 11 Ayes. Motion Carried.

MOTION: Vice Chairman Caramelli (seconded by Commissioner Wilson) to approve a request by Gary Taylor (owner) for a Master Sign Plan dated January 17, 2018, in accordance with Section 9-3-8-M-13 of the Zoning Code for the property at 2570 Hassell Road commonly referred to as The Assembly Bar & Café.

Roll Call Vote:

Aye: Bauske, Harner, Henderson, Wilson, Vice Chairman Caramelli

Nay: Boxenbaum, Iozzo, Patel, Ring, Trieb, Chairperson Combs

Motion Failed.

Mr. Joshi stated that this will go to the Village Board meeting on February 5, 2018.

5. NEW BUSINESS

None.

6. STAFF REPORT

Mr. Joshi stated the February 7, meeting is canceled. The next meeting is February 21, with a special use for a gas station and a special use for an auction building.

7. MOTION TO ADJOURN

Commissioner Ring moved, seconded by Commissioner Henderson, to adjourn the meeting at 8:37 p.m. Voice Vote: 11 Ayes. Motion Carried.

Minutes prepared by Kathy Redelmann, Development Services Administrative Assistant



Chairperson's Approval

2/21/18
Date Approved