

PLANNING AND ZONING COMMISSION MEETING

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

MINUTES – SEPTEMBER 5, 2012

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

Members Present

Chairperson Combs	Myrene Iozzo
Vice- Chairman Gaeta	Steve Caramelli
Steve Wehofer	Gaurav Patel
Lenard Henderson	Tom Krettler
Steve Hehn	Donna Boomgarden

Members Absent

Commissioner Wilson

A quorum was present.

Administrative Personnel Present:

Peter Gugliotta, Planning Director and Josh Edwards, Assistant Planner

2. APPROVAL OF MINUTES:

Commissioner Boomgarden moved, seconded by Vice-Chairman Gaeta to table approval of the August 15, 2012 meeting minutes. Voice Vote: 10 Ayes, 1 Absent (Wilson), *Motion Carried*

3. CHAIRMAN'S REPORT

None given.

4. NEW BUSINESS – PUBLIC HEARING – 1545 GLEN LAKE ROAD – FENCE VARIATION

Request of Mary Ellen Guzey for a variation to permit the construction of a fence on the property located at 1545 Glen Lake Road.

Commissioner Boomgarden moved, seconded by Commissioner Krettler, to open the public hearing for a fence variation at 1545 Glen Lake Road. Voice Vote: 10 Ayes, 1 Absent (Wilson). *Motion Carried*

Mary Guzay was present. She stated that she wants to replace an existing fence that is falling apart.

Chairperson Combs swore the petitioner in.

Ms. Guzay displayed pictures of the existing fence. She would like to construct a 4 foot high board on board fence that is 6 inches higher than the existing fence. Children pass her property on the way to the convenience store and to and from school and she is concerned about her dogs jumping on the fence scaring people. She displayed pictures of other fences on corner lots in the area that are 6 feet high and noted that hers will only be 4 feet high.

Mr. Edwards advised that this is a nonconforming fence. The existing fence has been there a number of years and there are no concerns about it being replaced with a solid 4 foot fence. The main reason for the Zoning Code requirement is for visibility at an adjacent driveway or for a street corner.

Commissioner Questions

A Commissioner questioned who is installing the fence and the petitioner responded her son-in-law, who has installed other fences. The Commissioner expressed concern about the overgrown shrubs that are impeding the sidewalk and the petitioner responded that she can cut that back.

Chairperson Combs confirmed that the bushes will remain after the installation of the fence. The Chairperson asked if the other fences the petitioner referred to have received permits and Mr. Edwards replied that a lot of fences are installed without permits or are nonconforming.

The Chairperson opened the hearing to audience comments and there were none.

Vice-Chairman Gaeta moved, seconded by Commissioner Krettler, to close the public hearing. Voice Vote: 10 Ayes, 1 Absent (Wilson). *Motion Carried*

MOTION: Commissioner Boomgarden moved (seconded by Commissioner Krettler) to approve a request by Mary Ellen Guzay for a fifteen (15) foot corner side yard setback variation from Section 9-3-3-C to allow a four (4) foot high solid fence to be zero (0) feet from the west side property line instead of the minimum required fifteen (15) feet at 1545 Glen Lake Road.

Roll Call Vote:

Aye: Boomgarden, Caramelli, Hehn, Henderson, Iozzo, Krettler, Patel, Wehofer, Gaeta, Combs
Nay: None
Absent: Wilson

Motion Carried

The Chairperson advised the petitioner that the Planning and Zoning Commission is a recommending body and that the final decision will be made by the Board of Trustees on September 10th at 7:00 p.m.

5. NEW BUSINESS – PUBLIC HEARING – 5050 SEDGE BOULEVARD – MASTER SIGN PLAN

Request of the Hoffman Estates Park District to consider a master sign plan under the Zoning Code on the property located at 5050 Sedge Boulevard and commonly known as the Prairie Stone Sports & Wellness Center.

Commissioner Boomgarden moved, seconded by Commissioner Krettler, to open the public hearing for a master sign plan at 5050 Sedge Boulevard. Voice Vote: 10 Ayes, 1 Absent (Wilson). *Motion Carried*

Dean Bostrom, Executive Director for the Hoffman Estates Park District, and Mike Kies, Director of Recreation & Facilities were sworn in by the Chairperson. Mr. Kies stated that existing signage is not effective due to the speed of the traffic passing by and noted that people have said that they were not aware that this is a fitness facility. This proposal includes sign panels to identify the facility. This facility adds a lot of value to the community and services for the residents of Hoffman Estates as well as the guests that utilize the business park. They would like to install six panels measuring 160 square feet in size depicting different activities that take place in the facility. They would also like to identify the name of the physical therapy facility located in the building that has requested more visibility on the north wall with a maximum 325 square foot sign. The panels would be images of a basketball player, swimmer, etc., basically identifying the facility and what amenities it serves.

Mr. Gugliotta advised that a master sign plan is an alternative to individual sign variations. The sign regulations that were adopted for Prairie Stone were intended to accommodate large corporate office buildings with big setbacks and were not designed with any retail presence in mind. As the uses have changed, the sign rules are less appropriate for the types of businesses that have been approved. Master sign plans have been granted for the shopping center at Route 59 and Hoffman Boulevard where Sports Authority is located, the Cabela's building and properties around it, and the Sears Centre. The Wellness Center is a comparable smaller facility more along the lines of the business/retail/entertainment type uses that the Village has been approving. Since this building has a large presence on Higgins Road the sign plan includes additional and larger wall signs that should fit appropriately within the architecture of the building. Other provisions in the sign plan allow for temporary signs for special events and enrollment periods.

Commissioner Questions

A Commissioner questioned how often the signs will be changed. Mr. Kies responded that the change of the image displays will be dictated by the condition of the sign; the temporary banners every 3 months or so depending on promotions. The Commissioner asked if they have any plans to have an electronic sign on the building and they responded it is not in the plans.

A Commissioner asked what material the signs will be made of and Mr. Kies responded the sign company has proposed aluminum or a hard plastic; it will be almost flush with the wall. The Commission asked if the signs will be illuminated and Mr. Kies responded yes, at night.

A Commissioner noted that the images vary in size and expressed his concern with the overall appearance of the building. He asked how the size of the images was determined. Mr. Kies responded that the sign

company determined the size of the signs as dictated by the speed of the traffic going by and the ability to convey the message that they are trying to convey. The banners will be centered between the windows to match the aesthetics of the facility.

The Chairperson questioned the legality of including a lessee in this request. Mr. Gugliotta explained that this approval allows this facility to have a secondary sign on the wall; the specific business is not being dictated. This is similar to approvals that have been granted to grocery stores to advertise smaller internal businesses inside the store. No specific rights are being granted to the specific company; the rights are being granted to the building for a sign.

Chairperson Combs opened the hearing to audience comments and there were none.

Commissioner Boomgarden moved, seconded by Commissioner Krettler, to close the public hearing. Voice Vote: 10 Ayes, 1 Absent (Wilson). *Motion Carried*

MOTION: Commissioner Boomgarden moved (seconded by Vice-Chairman Gaeta) to approve a request by the Hoffman Estates Park District for approval of a Master Sign Plan in accordance with Section 9-7-5-1 of the Zoning Code for the Prairie Stone Sports and Wellness Center property at 5050 Sedge Boulevard based on the Master Sign Plan dated September 5, 2012.

Roll Call Vote:

Aye: Boomgarden, Caramelli, Hehn, Henderson, Iozzo, Krettler, Patel, Wehofer, Gaeta, Combs

Nay: None

Absent: Wilson

Motion Carried

6. NEW BUSINESS – PUBLIC HEARING – HOFFMAN ESTATES PARK DISTRICT – TEXT AMENDMENT - SIGNS

Request of the Hoffman Estates Park District to consider a text amendment to Chapter 9 (Zoning Code) of the Municipal Code regarding signs.

Vice-Chairman Gaeta moved, seconded by Commissioner Boomgarden, to open the public hearing for a text amendment requested by the Hoffman Estates Park District regarding signs. Voice Vote: 10 Ayes, 1 Absent (Wilson). *Motion Carried*

Chairperson Combs noted that the petitioners, Dean Bostrom and Mike Kies, were sworn in at the previous hearing.

Mr. Bostrom stated that the Park District currently has four signs located throughout the community. There is one at Vogelei that has been there a long time and others at The Triphahn Center, Willow Rec Center and the Bridges of Poplar Creek. The signs are letter board signs and occasionally the letters are rearranged by passersby, specifically at the teen center located at Vogelei Park. It is difficult to keep the signs updated with the constant change of events and the signs are also limited on what can be displayed based on the limited space. They would like to update the signs at those four locations to electronic boards

which would allow for instant updating of the messages via computer. The signs would also be used for Village events such as the Germanfest that is going on this weekend and public safety notices. All of the signs are in high traffic areas and the existing signs have been there for a long time. They are also requesting that the signs include off-site advertising since there are a number of sponsors and businesses in the community that advertise through the Park District such as Fabbrini's Flowers or a car dealership. Off-site advertising would help to offset the cost of the sign so taxpayer dollars are not being used to pay for the construction of the sign. Surveys of the residents have yielded an overwhelming response in favor of sponsorship & advertising versus using tax dollars. They will limit by their own means what they would allow on the signs. The Park District has a policy that does not allow anything to do with tobacco, alcohol, sex, politics or firearms.

Mr. Gugliotta noted that the Zoning Code dictates what type of signage is allowed in each district. In the case of the Park District they have properties in 10 or 11 zoning districts throughout the community and each of the districts has different rules. Their request was to amend the Code in a way to have a comprehensive approach to their signs with one set of rules that would apply to their facilities. The Village has a provision that allows for electronic signs and the Village itself has installed two electronic signs in the community: one at the new police station and one at Beverly and Shoe Factory Roads. Those signs are used for community messages only. This proposal modifies the existing community message sign section of the Code to require a site by site process for each individual sign. The new text would permit these signs, however the location for a sign would have to receive a formal designation from the Village Board as a *Primary District Facility Site*. In this case they are asking for four locations that are all on state highways and are large facilities that serve the whole community. The Board would have to approve that list of sites. In the future the Park District could propose additional sites and the Board would determine whether the site is appropriate. This option would be available for any taxing body. The Code amendments include a definition of a *Primary District Facility Site*, sign design specifics, and limits on the brightness and time that off-site advertising can be displayed. The technology of electronic signs is becoming much more affordable and common in the commercial landscape and gives properties a way to convey changing messages in a neat and orderly fashion. Staff suggested, and the Park District has agreed to limit the electronic sign panels to no more than 200 square feet versus the 252 square feet originally requested.

Mr. Gugliotta noted that the other section being considered for an amendment addresses Temporary Special Event Signs. This would be open to any governmental body and allows them to display temporary banners on a property on an as-needed basis for events that benefit the community. This seems appropriate to allow taxing bodies to communicate to the residents. Both the Village and the Park District share a common goal of wanting to expand and enhance opportunities to communicate with the residents. It would provide a consistent set of rules that apply to any property in the Village that they own without having to worry about which zoning district it is in.

Commissioner Questions

The Chairperson confirmed that Mr. Bostrom agrees to Staff's recommendation that the electronic panel be limited to 200 square feet.

A Commissioner commented that he thinks the electronic signs are a good idea to keep the residents informed of weather alerts, road closings, etc. He asked how they came up with the 49% allowance for off-site advertising. Mr. Bostrom responded that it is less than 50% and they are looking at a four color

process sign that costs significantly more than the Village amber colored electronic signs. The 49% would help offset the initial construction cost as well as the cost to operate the sign. It is a not to exceed number depending on finances, obviously the more community messages they can do the better. The priority is to advertise the programs and events that generate their funding. The Commissioner commented that he would not like to see an emergency message interrupted by a Pepsi commercial on one of these signs. Mr. Bostrom stated that the intent is to communicate community messages to the public.

Mr. Gugliotta interjected that the Park District previously had electronic signs that become dated and were removed.

A Commissioner asked how soon this project would be started and Mr. Bostrom replied within the next 6 months.

A Commissioner questioned how the 49% of off-site advertising is calculated. Mr. Gugliotta and Mr. Bostrom both stated their belief that it would be measured over a 24 hour period; it is an industry standard and the details will get flushed out once the contracts are in place.

A Commissioner asked what recourse the Village would have if a message was displayed that the residents didn't like and Mr. Gugliotta replied that if any taxing body starts to behave in a way that's contrary to what the public wants, the public has the opportunity to do something about it at election time.

Mr. Bostrom advised that the District already has a Board adopted advertising policy that would be applied to these signs.

A Commissioner commented that she is troubled about the advertising issue; she doesn't want these signs to become Burger King's extension of advertising or anything like that. She questioned who will stand there with a stopwatch and calculate if it is 49%. She would rather see a lesser quality sign with less advertising, if not no advertising. She wants to see what the Park District is doing; not who is sponsoring the sign.

Mr. Bostrom stated that they deal with this question all the time. They put out a program guide on a quarterly basis and they always try to balance this to make sure that they don't cross the line with advertising. They are not a commercial business; they are in the public service business.

Chairperson Combs questioned what the sizes of the existing signs are. Mr. Bostrom replied they are substantially smaller; each sign is a different size. The Chairperson commented that these signs are very obtrusive and not friendly to the eye at all. She is concerned that the neighbors need to have some input before this is done. Once the signs go up and the money is spent she doesn't want to have a stampede by the residents. Mr. Bostrom advised that the any time public improvements are done they have a hearing process. The Chairperson commented that the Willow Creek area is dark and this sign will be very bright. She stated that she uses the dog park there and has been told that lights can't be installed there because the neighbors would object. She states that now there is a gigantic flag pole with a cell tower and they are going to put a gigantic sign in the corner, but no lights in the dog park; how do you rationalize this? Mr. Bostrom stated he is not sure how she heard about no lights at the dog park because of the residents but it did not come from him or the Park Board. The Chairperson stated her opinion that changing messages is not a good idea either since you are only going to get 51% of the people traveling by the sign to see Park District information and the rest will see advertising. She added that it is distracting to drivers and

questioned what the difference is between reading a sign and viewing a cell phone text message. She thinks this is an added distraction that is not needed at all. She also has problems with temporary signs; she thinks they look horrible and she knows her community doesn't like them.

Chairperson Combs opened the hearing to audience comments and there were none.

Commissioner Boomgarden moved, seconded by Commissioner Wehofer, to close the public hearing. Voice Vote: 10 Ayes, 1 Absent (Wilson). Motion Carried

The request was modified to replace the 252 square feet with 200.

MOTION: Commissioner Boomgarden moved (seconded by Vice-Chairman Gaeta) to approve a request by the Hoffman Estates Park District to consider a text amendment to Sections 9-2-1 and 9-3-8 of Chapter 9 (Zoning Code) of the Municipal Code regarding signs as modified.

Roll Call Vote:

Aye: Caramelli, Hehn, Henderson, Iozzo, Krettler, Wehofer, Gaeta

Nay: Boomgarden, Patel, Combs

Absent: Wilson

Motion Carried

The Chairperson advised the petitioner that the Planning and Zoning Commission is a recommending body and that the final decision will be made by the Trustees on September 10th at 7:00 p.m.

7. STAFF REPORT

Mr. Gugliotta advised that the next meeting will be September 19th.

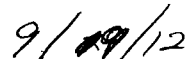
8. MOTION TO ADJOURN

Motion by Commissioner Krettler, seconded by Vice-Chairman Gaeta, to adjourn the meeting at 8:37 p.m. Voice Vote: 10 Ayes, 1 Absent (Wilson). Motion Carried

Minutes prepared by Paula Moore, Planning Services Coordinator



Chairperson's Approval



Date Approved