

MINUTES OF THE ZONING BOARD OF APPEALS
April 8, 2013

The regular meeting of the Zoning Board of Appeals was called to order by Chairman William Cotey at 7:00 p.m. at the Village Hall.

Members present: Chairman William Cotey, Scott Adams, Dan Donahue, Mark Moore, Walter Oakley, Kurt Schultz, and David Semmelman.

Members absent: None.

A quorum was established.

Village Staff present: John Spoden, Director of Community Development; David Smith, Senior Planner; and Fred Chung, Senior Project Engineer.

Board Member Oakley moved, seconded by Board Member Adams, to approve the March 11, 2013, Zoning Board of Appeals meeting minutes.

Motion carried 7 - 0.

OLD BUSINESS:

ZBA 12-24 PNC Bank, Applicant
325 North Milwaukee Avenue

Request is for variations to: 1) increase the maximum permitted number of freestanding business signs from one (1) to four (4); and 2) increase the maximum permitted number of business signs from two (2) to four (4) for property in a C-2, Downtown Community Commercial District.

Mr. David Smith, Senior Planner, stated that the petitioner, Icon Identity Solutions, was before them at their February 11, 2013 meeting requesting sign variations in order to install a multi-tenant sign to be located at the PNC Bank at 325 North Milwaukee Avenue. Mr. Smith stated that at the February 11, 2013 meeting, the petitioner proposed to install a three-panel multi-tenant sign on the subject property along Milwaukee Avenue while keeping the existing pylon sign. He stated that this would have required two sign variations due to having two freestanding signs on the property and the excessive panel area on the proposed multi-tenant sign.

Mr. Smith stated that during the course of the February 11, 2013 meeting, the Zoning Board of Appeals heard testimony, deliberated, and continued the sign variation requests to a future ZBA meeting in order to provide the petitioner the opportunity to revise their proposed sign plans in response to the comments given by Staff and the members of the ZBA.

Mr. Smith stated that the petitioner has revised their plans and is no longer proposing the multi-tenant monument sign. Mr. Smith stated that the revised proposal includes applying the PNC branding onto three (3) enter and exit directional signs. Mr. Smith stated that once the branding

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is applied to the signage, each sign becomes a business sign. Mr. Smith stated that the existing pylon sign is intended by the petitioner to remain, therefore the total number of free standing business signs shall increase from one (1) to four (4). Mr. Smith stated that the Zoning Code limits the overall number of business signs to two (2) for each business occupancy and limits the total number of free standing business signs to one (1) for each business occupancy.

Ms. Candance Williams, agent for the petitioner, stated that they are not changing the size of the existing directional signs, only adding the bank branding to three of them.

Board Member Schultz stated that the proposal looks fine, but is concerned about a precedent being set.

Board Member Adams stated that he does not support the variation request. He stated that he is concerned that the other office tenants in the office building will also want to add their branding to the directional signs.

Chairman Cotey stated that it appears that the proposed ordinance is more in line with the petitioner's proposal to add the bank branding to the directional signs.

Mr. John Spoden, Director of Community Development, stated that the proposed Zoning Code update would allow Private Traffic Direction Signs not larger than 2 square feet per sign face or 6 feet in height (when freestanding) to have up to, but not more than 20% of the sign face to include the business name or logo.

Ms. Williams asked if they can keep the directional signs at their existing 3 square feet sign area size with the condition that they do not add other tenant branding on those signs. Mr. Spoden stated that the petitioner would be limited to the plans as proposed if approved because the ordinance would stipulate that the approval is tied to the plans submitted. He stated that any changes after the ordinance is adopted would have to come back through the public hearing process.

Board Member Adams asked if it would be acceptable to add the bank logo without the lettering for the signage. Mr. Spoden stated that logos are defined by the Zoning Code as business signs. He stated that as proposed, the petitioner's signs may have both the branding and the text under the 20% of the overall sign area, but this needs to be confirmed by review and calculation.

Chairman Cotey asked the petitioner if they would be willing to reduce bank branding and text to be within 20% of the total sign area on the directional signs. Ms. Williams agreed to reduce the branding and bank name text to be within 20% of the total sign area for each directional sign.

In the matter of ZBA 12-24.1), Board Member Schultz moved, seconded by Board Member Donahue, to recommend the Village Board of Trustees approve a variation to increase the maximum permitted number of freestanding business signs from one (1) to four (4) for property in a C-2 Downtown Community Commercial District, subject to the following condition: 1) No more than 20% of the sign area of the 3 existing directional signs may be dedicated to the business name or business logo.

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Motion carried 6 - 1.

Ayes: Cotey, Donahue, Moore, Oakley, Semmelman, Schultz
Nays: Adams
Absent: None

In the matter of ZBA 12-24.2), Board Member Schultz moved, seconded by Board Member Donahue, to recommend the Village Board of Trustees approve a variation to increase the maximum permitted number of business signs from two (2) to four (4) for property in a C-2 Downtown Community Commercial District, subject to the following condition: 1) No more than 20% of the sign area of the 3 existing directional signs may be dedicated to the business name or business logo.

Motion carried 6 - 1.

Ayes: Cotey, Donahue, Moore, Oakley, Semmelman, Schultz
Nays: Adams
Absent: None

NEW BUSINESS: None.

COMMUNICATIONS AND DISCUSSION: None.

Board Member Oakley moved, seconded by Board Member Schultz, to adjourn the Zoning Board of Appeals meeting.

Motion carried 7 - 0.

Meeting adjourned at 7:25 p.m.