

**MINUTES OF THE PLAN COMMISSION**  
**March 10, 2008**

A special meeting of the Plan Commission was called to order by Chairman Kurt Hezner at 7:05 p.m. at the Village Hall.

Members present: Chairman Kurt Hezner, William Cotey, Terry Howard, Howard Jaffe, Mark Moore, Walter Oakley, and Andy Robinson.

Members absent: None.

A quorum was established.

Village Staff present: John Spoden, Director of Community Development; David Smith, Senior Planner; and Karen Marren, Associate Planner.

Commissioner Jaffe moved, seconded by Commissioner Howard, to approve the February 11, 2008, Plan Commission meeting minutes, as amended.

Motion carried 7 - 0.

**OLD BUSINESS:**

**PC 07-04      Village of Libertyville, Applicant**  
**118 W. Cook Avenue**

**Request is for amendments to Chapter 26 of the Libertyville Municipal Code.**

Mr. John Spoden, Director of Community Development, presented the proposed Zoning Code updates. Mr. Spoden stated that it is Staff's intent to present proposed Sign Code changes to the Plan Commission tonight in order to get their reaction prior to noticing various local sign companies. He stated that the Village Attorney will complete his presentation of the C-1 District land use amendments. He stated that Staff will bring back responses to previously asked questions by the Plan Commission regarding proposed text changes already introduced in previous Plan Commission meetings. Mr. Spoden stated that Staff will present a proposal regarding Historic Preservation and additional information regarding Affordable Housing.

Mr. Spoden stated that the April 14, 2008 Plan Commission meeting will be for the proposed McShane Meyer Farm North planned development. He stated that April 28, 2008 will be for the parking deck planned development presentation. Mr. Spoden asked for a Plan Commission member consensus for meeting availability for March 31, 2008 and April 7, 2008 to continue the public hearings for the Zoning Code text revisions.

Ms. Karen Marren, Associate Planner, introduced changes to the Sign Ordinance. She stated that an attempt was made with the text changes that would help the aesthetics of signs blend in better with

**Minutes of the March 10, 2008, Plan Commission Meeting**  
**Page 2 of 3**

the character of the buildings. She stated that additional text changes will eliminate the three-sided freestanding signs and making two-sided signs the maximum permitted. She stated for illuminated signs the proposal is that only copy can be made of translucent material and the background shall be opaque material. She stated that electronic price panels for gas station signs are proposed to be added as permitted signs.

Commissioner Cotey asked if the TV monitors that are part of the gas pumps can be addressed in the Sign Code as they seem to be growing in number at various gas stations.

Commissioner Howard asked what the reason is for incorporating the electronic price board for the freestanding gas station signs. Ms. Marren stated that there have already been a few of the electronic price boards installed as part of other gas station sign improvements, but Staff has not interpreted them as flashing signs. She stated that the need for the text amendment is to help differentiate the gas station electronic price boards from other electronic message boards that would otherwise not be permitted.

Commissioner Howard stated that he is concerned about a precedent being set by allowing the electronic price boards. He stated that other requests may come in for messages other than gasoline prices.

Commissioner Cotey stated that the Village response should be proactive to regulate such signs as business property owners will make requests of a varying degree of signage. He stated that consideration should be given to providing a Sign Code provision to regulate projections screen type of advertising. He stated that there may be more LED and/or LCD type of technology incorporated into sign advertising.

Commissioner Moore stated that consideration should be given to allowing self-serve car washes, as an example, where products and services are provided outside the principal business facility, to allow the LED or LCD electronic advertising to be installed.

Commissioner Robinson stated that the LED advertising mechanisms being discussed such as the ones installed at the gas pumps should cater to customers who would benefit from a personal use type of marketing.

Chairman Hezner stated that the adjustments to the Sign Ordinance should take into consideration the brightness, size, and the advertising towards the customer's personal use versus the mass use.

Commissioner Moore asked how the ordinance should regulate the video dispensing machines located on the Jewel property. Mr. Spoden stated that the Village is currently confronted with the increasing number of these types of outdoor vending machines as a separate issue.

Chairman Hezner stated that it would be possible to reduce the proliferation of the outdoor vending machine with an enforceable Code requirement.

**Minutes of the March 10, 2008, Plan Commission Meeting**  
**Page 3 of 3**

Ms. Marren stated that additional text language is proposed to address the illumination of temporary signs. She stated that search lights and strobe lights are prohibited in the Village.

Ms. Marren stated that incidental information signs and private traffic direction signs have been re-written to be signs that will require a permit.

*In the matter of PC 07-04, Commissioner Oakley moved, seconded by Commissioner Howard, to continue this item to the March 31, 2008, Special Plan Commission meeting.*

*Motion carried 7 - 0.*

**NEW BUSINESS:** None.

**COMMUNICATIONS AND DISCUSSION:**

Commissioner Oakley moved and Commissioner Jaffe seconded a motion to adjourn.

Motion carried 7 - 0.

Meeting adjourned at 9:22 p.m.