

REGULAR MEETING MINUTES OF THE
PLANNING AND ZONING COMMISSION MEETING
HELD AT THE ROBERT J. HOMOLA
MUNICIPAL BUILDING, DUPAGE COUNTY
201 SOUTH BLOOMINGDALE, ILLINOIS 60108 ON
AUGUST 16, 2016 AT 7:00 P.M.

1. CALL TO ORDER

The Planning and Zoning Commission meeting was called to order by
Chairman Brice at 7:00 p.m.

2. ROLL CALL

Upon roll call by the recording secretary, the following Commissioners were:

Present: Commissioners King, Coleman, Shannon, Smith and
Chairman Brice

Absent: Commissioner Jaster

Quorum Present

Also Present: Mr. S. Gascoigne – Village Development & Planning
Mr. M. Castaldo – Village Attorney

3. PLEDGE OF ALLEGIANCE

4. APPROVAL OF MINUTES – JULY 5, 2016

Moved by Commissioner King, seconded by Commissioner Shannon to approve the
July 5, 2016 Planning and Zoning Commission meeting minutes.

Ayes: Commissioners King, Shannon, Coleman, Smith and Chairman
Brice

Nays: None

Absent: Commissioner Jaster

Motion Declared Carried

5. ER2 IMAGE/SUMMIT GROUP/280 MADSEN DRIVE/ORD
AMENDMENT/SIGNAGE - (FIRST HEARING) - 2016-111

The following exhibits were entered into the record.

Exhibit # 1 - Application for Hearing, dated July 28, 2016

Exhibit # 2 - Notice of Public Hearing, dated July 25, 2016

Exhibit # 3 - Affidavit of Compliance, dated July 28, 2016

Exhibit # 4 - Application Agreement, dated July 28, 2016

Exhibit # 5 - Affidavit of Disclosure – Will be Submitted

Exhibit # 6 - Notice to Surrounding Property Owners
(19) Notices Received, (2) Notices Not Received

Exhibit # 1 is introduced into the record, which is the Application for Hearing, dated July 28, 2016.

Exhibit # 2 is introduced into the record, which is the Notice of Public Hearing, dated July 25, 2016.

Exhibit # 3 is introduced into the record, which is the Affidavit of Compliance, dated July 28, 2016.

Exhibit # 4 is introduced into the record, which is the Application Agreement, dated July 28, 2016.

Exhibit # 5 is introduced into the record, which is the Affidavit of Disclosure, which will be submitted.

Exhibit # 6 is introduced into the record, which is the Notice to Surrounding Property Owners with (19) Notices Received and (2) Notices Not Received.

The following people were sworn in for the hearing.

Mr. Nick Francasso - ER2 Image Group, 556 Truman Drive, Bloomingdale, IL

Mr. Nick Francasso introduced himself to the Planning & Zoning Commission. He is with ER2 Image Group, located at 556 Truman Drive, Bloomingdale, Illinois. He stated that Summit Group is interested in getting a brand new logo up on the building in Pro Logis Park on Madsen. He believes that at least

one other company in that park has something that is outside of the Ordinance that Pro Logis originally put in when they built the park. Summit Group has been in business for 40+ years and thought it would be nice for them to have their logo up on the building since they are a marketing company; it would be nice to have when customers come to visit.

Chairman Brice confirmed that the company that Mr. Francasso represents wants to add a sign on their building that is bigger than what is within the Ordinance, and they want to do that because somebody else within the general area has already done so. Mr. Francasso stated that they would like to do it because they feel that it is important to their company standards to have their logo on the building, but they feel that they should be allowed to because another company already has something that is different than what the Ordinance states and has gone through a similar process to get their logo on their building. He stated that he does not necessarily think it is a bigger percent of square footage allowed, but the Ordinance states that you have to have a minimum certain height, which they do. The small letters "Group" under the word "Summit" is lower than the minimum that is required and then secondly, they do not have black block style letters on the building, and they would like to have their logo in their brand colors.

Mr. Gascoigne stated that the Pro Logis Park was built in 1997, and in 1999 they came through for some changes to allow some wall signage for the entire Park and established criteria for the entire Business Park at that time. The business that the petitioner is referring to is "Tom's Price" and part of the reason, at least from his understanding, was part of the reasoning behind allowing that logo was because they were a retail establishment versus a business that some of the other parks at that point were also interested in doing logos. The other thing to consider is that when this language was passed and when this was done, it is also his understanding, that the ground sign criteria was a little bit different as well for the Pro Logis Park, as well as the Bloomingdale Corporate Center, which is a lot of the Madsen properties that have been coming through here. Originally, each Office Park was allowed a monument sign and those businesses were permitted to put their individual tenant panel on that monument sign, which is why they restricted them that in terms of what they were able to put up on the wall. He said even the short term that he has been here that has changed significantly. The 260, 255 and 270 Madsen Buildings have all come through and all requested their own individual monument signs all with their own corporate identity and own corporate colors. The trend has been to kind of step away from the Corporate Center monument sign with individual tenants, and obviously, this Ordinance even though there were some pretty heavy restrictions placed in the wall signage, it acknowledged the fact that even though they had identification on that monument sign there was a value to having a wall sign

as well so that people coming in and out of the Office Park could identify the individual businesses. Now with the Madsen businesses and some of the other businesses over there and Toms Price they are seeing that evolving a little bit more.

He stated that the language itself is very specific. There are seven different requirements to that Office Park that were put in place back in 1990. Of those seven, the ones that they see up on the screen are the ones that they would be requesting: (1) exception for the total square footage of the sign. The petitioner is looking at 116 square feet in lieu of the 100 square feet that would be allowed; (2) exception to overall height being seven feet in lieu of three feet; (3) exception of individual letter height being 3 feet, 1 5/16 inches in lieu of the 3 feet allowed.; (4) exception being asked for a logo; (5) exception for colored text in lieu of the allowed black text; and (6) was an exception to be illuminated, but this signage would not be illuminated so this condition would not apply.

Chairman Brice stated that they are looking at (1) 116 square foot sign in lieu of 100 square feet so it is 16 square feet bigger, but basically it is bigger because of the logo; the Ordinance counts the logo when calculating square footage; (2) the height of the sign is 7 feet in lieu of the 3 feet allowed. This is over a 100% higher, which seems high; (3) the individual letter height is 3 feet, 1 5/16 inches in lieu of 3 feet, which is not much; (4) the sign has a logo, which is not allowed; and (5) the letters are colored instead of black.

Chairman Brice inquired to how many other businesses were given relief to have this type of change.

Mr. Gascoigne stated that currently there is only one other tenant in the Office Park that is part of Pro Logis that has received exceptions. He stated that they are not the same exceptions. He said Toms Price has a sign that is either black or silver color and that is larger than what is allowed. He said other than Toms Price there are none that have received approval, but they have received several phone calls from Pro Logis themselves as tenants have called them asking for that, but this is the first applicant that has actually wanted to pursue the request. It is something that seems to be of interest to the Office Park itself; he assumes that we would get more requests for it.

Chairman Brice stated again that Toms Price was retail, and now we are looking at different types of businesses.

Chairman Brice inquired about the business and what they do.

Mr. Francasso stated that they are a marketing brand company so they essentially take new clients or existing clients, and their whole purpose is to brand their company, whether it is a new logo or new website, where they are trying to create an image for a company that will be recognizable. Since they are a marketing company and brand recognition, it is important for them to have their logo if clients are passing by.

Chairman Brice inquired to how many businesses there are within Pro Logis. There are five or six Pro Logis buildings.

Chairman Brice inquired about the height of the sign being seven feet and not meeting the requirement of three feet.

Mr. Francasso explained this to the Planning & Zoning Commission.

Chairman Brice said that it looks like the gentleman that created the design did not create it with the Ordinance in mind. Chairman Brice is concerned that in six months someone might come in and say that they need a sign that is 8 feet, 2 inches. It is the same slippery slope that they are going to go down.

Commissioner King asked what are they trying to achieve in that Park with the signs and what is the Village's goals.

Mr. Gascoigne does not think that the Village in terms of staff or the Trustees have a goal in mind. Commissioner King stated that they do not want the place to look junky with a bunch of signs. Mr. Gascoigne agreed with him.

Commissioner King stated that they have to take these on a case-by-case basis. They need to be able to look at each one individually.

Mr. Gascoigne stated that is their discretion to be able to do that.

Commissioner Smith asked if the petitioner spoke with staff about the Sign Ordinance before the hearing.

Mr. Gascoigne stated that they spoke with them.

Mr. Francasso stated that they changed their signage a few times before this hearing, and this is what they decided to present to the Commission.

The Planning and Zoning Commission are concerned with other petitioners coming before them and asking for signage exceptions.

Commissioner Coleman suggested shrinking down the 116 square foot sign down to 100 square feet.

Mr. Francasso stated that he feels that Summit Group would not have any issues with abiding by the 100 square foot sign. By doing this, they should comply with the overall letter height.

The Planning and Zoning Commission talk about the Ordinance on this.

The Planning and Zoning Commission agree that the sign is too big. They decide that the petitioner should bring the sign down to 100 square feet in lieu of the 116 square feet and that would bring down the letter height to be in compliance. They would now only be looking at the exceptions for a logo, colored letters instead of black, and the overall height to be consistent with that required to obtain a compliant square footage and maximum individual letter height.

Moved by Commissioner King, seconded by Commissioner Smith to open up the floor to the public.

Ayes: All Commissioners Present

Nays: None

Absent: Commissioner Jaster

Motion Carried

No one came forward to address the hearing.

Moved by Commissioner King, seconded by Commissioner Shannon to close the floor to the public.

Ayes: All Commissioners Present

Nays: None

Absent: Commissioner Jaster

Motion Carried

Moved by Commissioner King, seconded by Commissioner Coleman to recommend approval of the following requests and relief relative to the request for the installation of a new wall sign for Summit Group at the property commonly referred

to as 280 Madsen Drive, and includes an amendment to Ordinance No. 99-50 to allow the following exceptions to the approved sign package, to install a sign that has: (1) an overall height to be consistent with that required to obtain a compliant square footage and maximum individual letter height; (2) a logo; and (3) colored text, in lieu of the black text required. The recommendation of approval made hereby shall be, and is hereby, made subject to the following conditions: (1) the individual letter height shall meet the required height, pursuant to Ord. No. 99-50 and (2) the total square footage shall meet the 100 square feet allowed, pursuant to Ord. No. 99-50.

Ayes: All Commissioners Present

Nays: None

Absent: Commissioner Jaster

Motion Carried

6. DR HORTON CAMBRIDGE HOMES/ARBOR POINTE/EAST OF MORNINGSIDE DR. & NORTH OF ARMY TRAIL ROAD AND 4N186 WALTER DRIVE/ANNEXATION/REZONING, SU, EXCEPTIONS, PRELIMINARY SUBDIVISION AND SITE PLAN APPROVAL - (SECOND HEARING) - 2016-107

NOTE: TO BE CONTINUED TO SEPTEMBER 6, 2016

Moved by Commissioner King, seconded by Commissioner Smith to continue this hearing to the September 6, 2016 Planning and Zoning Commission meeting.

Ayes: All Commissioners Present

Nays: None

Absent: Commissioner Jaster

Motion Declared Carried

7. OLD BUSINESS - None

8. NEW BUSINESS

Mr. Gascoigne stated that at the Aspen Dental site on the corner of Gary and Army Trail, McAllister's Deli and a laundry facility may be coming forward on the September 20, 2016 Planning & Zoning meeting.

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9. CITIZENS TO BE HEARD - None

10. ADJOURNMENT

Moved by Commissioner King, seconded by Commissioner Smith to adjourn the August 16, 2016 Planning and Zoning Commission meeting at 7:55 p.m.

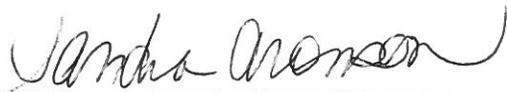
Ayes: All Commissioners Present

Nays: None

Absent: Commissioner Jaster

Motion Declared Carried

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Sandra Aronson", written over a horizontal line.

Sandra Aronson, Recording Secretary
of the Planning and Zoning Commission