

Approved

**Village of Gurnee
Planning and Zoning Board Minutes
November 15, 2017**

1. Call to Order and Roll Call

The meeting was called to order at 7:30 p.m.

Planning and Zoning Board Members Present: Chairman James Sula, Brian Baugh, Tim Garrity, Richard McFarlane, David Nordentoft, Josh Pejsach, and Edwin Paff

Planning and Zoning Members Absent: None

Other Officials Present: Tracy Velkover, Planning Manager; and Clara Schopf, Associate Planner

2. Pledge of Allegiance

3. Approval of Meeting Minutes: November 1, 2017

Mr. Garrity motioned, seconded by Mr. Paff, to approve the meeting minutes for November 1, 2017.

Voice vote:

All "Ayes," no "Nays," none abstaining

Motion carried: 7-0-0

4. Minor Sign Exception: Target (6601 Grand Avenue)

Target is undergoing a façade renovation that includes new exterior signage. They are seeking a Minor Sign Exception to allow the size of the main business sign to exceed the allowed sign code size by 31% and to allow the aggregate sign area to increase by 9%.

Ms. Schopf stated that Target, which is located at 6601 Grand Avenue, is requesting a minor sign exception to allow one wall sign to exceed 200 sq. ft. and to allow an increase to the aggregate sign area from 281 sq. ft. to 307 sq. ft. The main sign on the northeast elevation of the building, which includes the Target lettering and bullseye logo, is proposed to be 262 sq. ft. in size. The building's east elevation will also have "Order Pickup" and "CVS Pharmacy" signs. Although this property is regulated by a Planned Unit Development Agreement, the Zoning Ordinance provides the Administrative Modification process for amending sign standards in a PUD when the signs are in conformance with the sign code. In this case, the signs are not in conformance with the sign code, but would be in conformance with the sign code if a Minor Sign Exception is approved. The Minor Sign Exception allows "an increase in the size of wall signs, up to 50%, for retail and recreation/social/assembly uses with over 75,000 sq. ft. of gross floor area". A 31% increase to the maximum sign size is requested, as the maximum allowed size is 200 sq. ft. and the proposed sign is 262 sq. ft. In addition, a 9% increase to the total sign area is requested, as the maximum total of all wall signs is allowed to be 281 sq. ft. and the total will be 307 sq. ft. The Planning and Zoning Board is authorized to approve minor sign exceptions if the members find that the number, size, design, and placement of the sign are consistent with the stated purpose of the sign regulations.

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Ms. Michaela Schuering, with Kimley-Horn and Associates, Inc., stated that this request is being made as Target undergoes nationwide rebranding. Mr. McFarlane confirmed with Ms. Schuering that the colors of the signs (red and white) are being reversed and that there is new material (wood) being added to the signs.

Mr. Paff expressed concern over the deviation in the background color of the sign from other signs in the area; Ms. Velkover responded, stating that—while stores in the area followed suit with each in choosing background color for their signs—nothing in sign code requires them to do so.

When Mr. Nordentoft asked staff how the maximum size of signage for stores such as Target (200 square feet) was decided on, Ms. Velkover stated that the Grand-Hunt PUD predates her and that this was one of the first PUDs in the area. This PUD established a hierarchy for sign size based on whether the business was an anchor, major store, or shop. She stated she is not certain why 200 square feet was chosen as the maximum size for anchor stores, but that this size threshold was used for most of the PUDs that followed in that area. She noted that the size was set at 200 sq. ft. because that size allows for reasonable signage for the largest stores in centers in the area, given the buildings' setbacks to the major roadways. She also pointed out that 200 sq. ft. is the current maximum sign size allowed in the Village's sign ordinance.

Mr. Nordentoft then asked Ms. Schuering if Target's logo and wording could be adjusted to fit into a 200-square-foot sign. Ms. Schuering responded that it could, but explained that the company has placed more emphasis on recognition by the logo itself (rather than its name) and larger signage helps make the logo stand out; she further explained that larger signage would also aid in the effort to direct customers arriving to pick up order made online as the store aims to accommodate customers who are now opting to shop this way. She also

Mr. Sula noted that some consideration should be given to the uniqueness of Target's location within the strip mall; lying diagonally across the lot--angled toward the intersection--and the number of outlot structures between the store and the roadways make visibility of signage more of a challenge; he added that the necessity to now include the CVS logo into the signage should be considered, as well.

Mr. McFarlane asked if the 262-square-foot sign size included the red background where the sign is mounted; Ms. Velkover responded that the size does not include the red background, but only the illuminated bullseye and "Target" letterset. Ms. Schuering added that this is in line with Target's intent to place focus more on the (bullseye) icon of their logo, rather than their name itself.

Mr. Garrity noted that there are a handful of Targets closing in the Chicago metro area and that it is great that Gurnee's Target is reinvesting in the store with the intent to remain in the Village; he also acknowledged the intent to drive customers into the store as they pick up their online orders.

Mr. Sula reminded that the Board has final say on this matter.

Mr. Garrity motioned, seconded by Mr. Paff, to approve the Minor Sign Exception as proposed.

Mr. Sula then asked if there was any discussion on the motion; as there was not, a vote was taken.

Roll Call Vote:

Approved

Ayes: Baugh, Garrity, McFarlane, Paff, Nordentoft, Pejsach, and Sula

Nays: none

Abstain: none

Motion carried: 7-0-0

5. Next Meeting Date: December 6, 2017

Ms. Schopf stated that there will be a Public Hearing on a Zoning Map Amendment at the December 6, 2017 meeting. Therefore, unless something happens between now and Friday, there will be a public hearing scheduled for the next PZB meeting.

6. Public Comment

Mr. Sula asked if anyone from the public has any questions or comments regarding anything not on the evening's agenda. As there were no responses, Mr. Sula closed the floor to the public.

7. Adjournment

Mr. Baugh motioned, seconded by Mr. Pejsach, to adjourn the meeting.

Voice vote:

All "Ayes," no "Nays," none abstaining

Motion carried: 7-0-0

The meeting was adjourned at 7:50 p.m.

Respectfully Submitted,

Joann Metzger

Recording Secretary, Planning and Zoning Board