

Approved

**Village of Gurnee
Planning and Zoning Board Minutes
November 16, 2022**

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, R. Todd Campbell, Dane Morgan, David Nordentoft, Edwin Paff, Josh Pejsach, and Liliana Ware

Planning and Zoning Members Absent: none

Other Officials Present: Tracy Velkover, Planning Manager; and Gretchen Neddenriep, Acting Village Attorney

2. Pledge of Allegiance

3. Approval of the PZB's October 12, 2022 Meeting Minutes

Mr. Sula noted a typographical error on the 11th page of the minutes, in which the word "contact" should be changed to "connect" to describe what was being discussed.

Mr. Sula then asked if there were any more questions or comments and suggested that—if not—a motion would be in order.

Mr. Nordentoft motioned, seconded by Mr. Pejsach, to approve the minutes as amended.

Voice Vote:

All "ayes," no "nays," none abstaining

Motion carried: 7-0-0

4. Public Hearing: Signage Special Use Permit and Minor Sign Exceptions for Target (6601 Grand Ave.)

Andrew Blomfeldt with Kimley-Horn, on behalf of Target located at 6601 Route 132, is requesting the following: a. Special Use Permit for 2nd solar beacon directional sign, which exceeds the allowable height by greater than 50% (requesting 71% height increase); and b. Minor Sign Exceptions for: i. Drive-up parking signs which exceed the allowable size by up to 25% (requesting 25%); and ii. Increase to the aggregate wall sign area by up to 50% (requesting 22%).

Ms. Velkover stated that, due to the success of Target's online sales, they are looking to add additional drive-up/pick up parking stalls and signage associated with these stalls. Mr. Andrew Blomfeldt with Kimley-Horn, on behalf of Target, is requesting a Special Use Permit for a second 12-foot tall solar beacon sign. The sign will exceed the allowable height by greater than 50%

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(allowed to be 7 feet tall). Target received a SUP in 2018 for an identical 12-foot tall solar beacon sign used to identify the drive-up/pick-up parking stall location for online orders. The applicant is also seeking a Minor Sign Exception to allow the sign to be five square feet in size per face (allowed at four square). The Minor Sign Exception process contemplates an increase in the size of freestanding signs by up to 25%. A second Minor Sign Exception is requested to allow the aggregate wall signage to exceed the 281 square feet allowed by code. In 2017, a Minor Sign Exception allowed the aggregate sign area to increase to 307 sq. ft. which amounted to a 9% increase and was under the 50% increase established as the threshold for a Minor Sign Exception. The request is to add a fourth sign of 35 square feet that reads "Drive up" with a car logo in the red field that serves as the background for the Target Lettering and Logo (bottom right facing store). The addition of this sign increases the aggregate to 22% above allowed, but it remains under the 50% increase that is allowed as a Minor Sign Exception. Ms. Velkover noted that a Minor Sign Exception can be granted by the PZB if the board finds that the number, size, design, and placement of all proposed signs within the development are consistent with the stated purpose of the sign regulations. The PZB has the final decision making authority on Minor Sign Exceptions. The PZB is an advisory body for SUP requests and therefore, a recommendation on this request would be forwarded to the Village Board for their determination. A copy of the standards when making a recommendation on a SUP were included in the PZB's packet. The petitioner is here to present their requests.

As this was a Public Hearing, Mr. Sula asked that anyone wishing to speak on this matter be sworn in. Ms. Neddenriep conducted the swearing-in.

Mr. Sula then turned the floor over to the petitioner.

Andrew Blomfeldt, with Kimley-Horn, at 4201 Winfield Road in Winfield, gave an overview of the request on behalf of Target:

Target is rolling out their nationwide Drive-Up Program Expansion to service guests who place online orders. The work involved includes:

- Removal of 14 existing drive-up stall striping
- Installation of 24 striped drive-up areas with a sign at the head of each stall
- Installation of Target team member curb ramp, crosswalk and stop signs
- Installation of one (1) Drive-Up wall sign to the front building façade
- Installation of one (1) additional 12' high solar powered wayfinding beacon

Building Signage

- Proposing a 35 Sq. Ft Drive Up Wall Sign
- Existing wall signage to remain the same
- Target received a Minor Sign Exception in 2017 to allow total wall sign area of 307 sq. ft.
- Request is for a Minor Sign Exception for proposed 35 additional sq. ft. of signage for an total of 342 total square feet

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Parking Lot Signage

- Proposed double-sided signs placed at the head of each stall
- The existing 14 stall drive-up striping will be removed and replaced with 24 drive-up stalls
- Request is for a Minor Sign Exception as the Village of Gurnee allows for four square feet of signage, Target is proposing five square feet

Parking Lot Beacons

- Proposed scope will have 2 wayfinding beacons – one proposed and one relocated existing (Target received a Special Use Permit in 2018)
- Request is for a Special Use Permit for proposed drive-up beacon (Village of Gurnee allowable height: 7', Beacon height: 12')
- Drive-Up Beacon is self-contained, solar powered and visible above cars to allow for safe and efficient parking lot navigation

Mr. Blomfeldt asked if there were any comments or questions.

Mr. Sula asked if there were any questions or comments from members of the Board.

Mr. Nordentoft asked if this expansion would affect existing parking for visitors to the store, particularly those spaces designated as handicapped stalls.

Mr. Blomfeldt responded that there would be no real impact, as pick-up orders are brought out to arriving customers quickly and customers that aren't picking up on-line orders are still allowed to park in these stalls. Also, he noted that no handicapped parking stalls would be impacted.

Mr. Paff expressed concern with the height and width of the signs. He felt this would lead to more signage clutter and possibly block existing signs on the building. He mentioned signage at Walmart, for their pick-up service, and expressed surprise that they hadn't come before the Board for approval.

Ms. Velkover suggested that she is not aware of the specifics of the Wal-Mart pick-up service signs and that staff can look into that. She encouraged Board members to contact staff prior to the meeting with specific issues such as the Wal-Mart signs, so that staff can look into it and have answers for Board members at the meeting.

Mr. Paff asked if any other stores had a second beacon sign in their parking lots, questioning the necessity of the petitioner's need for one.

Ms. Velkover noted that Target is the only store to have such a sign (height and solar powered).

Mr. Pejsach expressed concern with the extent of the signage requested, especially after the Board having already approve more signage for this business.

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Mr. Campbell agreed that this amount of signage may create clutter.

Ms. Ware asked for clarification as to how a second beacon sign would aid customers coming into the lot.

Mr. Blomfeldt answered that it would aid in navigation and safety, noting that the beacon signs would denote the beginning and end of the pick-up parking area, as it does not include the enter row of parking space.

Mr. Morgan is okay with the existing signage, and is not particularly concerned with the additional signage. However, he expressed concern with the safety of employees bringing orders out to customers with the additional traffic created by more pick-up stalls.

A question was asked to staff about the “Now Hiring” signs at Target.

Ms. Velkover stated that the Village has traditionally allowed businesses to install temporary signage in order to find employees to staff stores. She indicated that she would check to see if this was still the case, but knowing how difficult it is for store managers to staff stores, she doubts this has changed.

Mr. Sula stated that he was not convinced that a sign on the building was necessary, as that’s not where customers go to pick up their orders. He thought it was confusing and might cause people to think they can pick-up in the drive aisle directly in front of the store. He was also concerned with the request for an additional beacon sign as it was not really on the opposite end of the full aisle of stalls.

Mr. Blomfeldt clarified that the second sign would be to delineate the pick-up stalls within the row of parking, as the pick-up stalls don’t include the entire row of parking.

Mr. Paff also questioned the need for a second beacon sign, expressing doubt that there would be any real confusion as to where these stalls are located, given the other additional signage.

Mr. Pejsach asked how often all the stalls in the pick-up area are filled. Mr. Sula advised that they somewhat have to rely on the petitioner’s analysis of its needs based on operations, and Mr. Pejsach—while acknowledging that point—seemed to feel that this extent of signage is more like advertising.

At this time, Mr. Sula opened the floor to the public. As there was no one in the audience who wanted to speak on the matter, he then closed the floor to the public.

Mr. Sula clarified that there are three decisions to make.

Approved

Mr. Paff also inquired as to the new sign at Jewel's pick-up area, asking why they didn't need to come before the Board.

Ms. Velkover reminded that businesses are allowed a certain amount of signage to begin with. As long as they are within the parameters allowed by the PUD (i.e., number and sign area) they don't need approval. It's only because Target exceeded the allowable signage that they needed to come before the PZB for these approvals.

Mr. Sula then asked if there were any more questions/comments, and suggested that—if not—motions would be in order.

Mr. Pejsach motioned, seconded by Mr. Paff, to forward a favorable recommendation on the petition of Andrew Blomfeldt, of Kimley-Horn, on behalf of Target, for a Special Use Permit to allow a second beacon sign that is 12 feet in height.

Mr. Sula then asked if there was any discussion to be had on the motion. As there was not, a vote was taken.

Roll Call Vote:

Ayes: Morgan, Nordentoft, Ware, Sula

Nays: Campbell, Paff, and Pejsach

Abstain: None

Motion Carried: 4-3-0

Mr. Pejsach motioned, seconded by Mr. Campbell, to approve a Minor Sign Exception to allow the pick-up parking signs for Target to be 1 sq. ft. larger than allowed by code (5 sq. ft. instead of 4 sq. ft.).

Mr. Sula then asked if there was any discussion to be had on the motion. As there was not, a vote was taken.

Roll Call Vote:

Ayes: Morgan, Nordentoft, Pejsach, Ware, Sula

Nays: Campbell and Paff

Abstain: None

Motion carried: 5-2-0

Mr. Pejsach motioned, seconded by Mr. Nordentoft, to approve a Minor Sign Exception to allow the aggregate wall sign area for Target to be 342 sq. ft.

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Roll Call Vote:

Ayes: Morgan, Paff,

Nays: Campbell, Nordentoft, Pejsach, Ware, Sula

Abstain: None

Motion Failed: 2-5-0

Mr. Sula then advised the petitioner as to the next steps in the application process.

5. Next Meeting Date: December 7, 2022

Mr. Sula asked if there items on the agenda for the next meeting, and Village staff responded that there should be a Public Hearing item scheduled for that meeting.

6. Public Comment

Mr. Sula opened the floor to comments regarding any issues not on this evening's agenda. As there was no one in the audience, he then closed the floor.

7. Adjournment

Mr. Campbell 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 8:10 p.m.

Respectfully Submitted,

Joann Metzger,

Recording Secretary, Planning and Zoning Board