

Approved

**Village of Gurnee
Planning and Zoning Board Minutes
February 21, 2024**

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, and Liliana Ware

Planning and Zoning Members Absent: Josh Pejsach

Other Officials Present: Tracy Velkover, Planning Manager, and Atrian Fard, Senior Planner

2. Pledge of Allegiance

3. Approval of the PZB's December 6, 2023 meeting minutes

Mr. Sula asked if there were any questions or comments regarding the minutes. As there were none, a motion was made.

Mr. Campbell motioned, seconded by Mr. Paff, to approve the December 6, 2023 meeting minutes, as presented.

Voice Vote:

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

Motion Carried: 6-0-0

4. Minor Sign Exceptions: The Lovesac Company (6430 Grand Avenue, Suite 102)

Omega Sign & Lighting, on behalf of The Lovesac Company located at 6430 Grand Avenue, Suite 102, is requesting a Minor Sign Exception to allow the height for lettering in their business name to be less than 6" on three existing multi-tenant monument signs.

Ms. Fard stated that Omega Sign & Lighting, on behalf of The Lovesac Company, located at 6430 Grand Avenue, Suite 102, is proposing to replace a total of five (5) tenant panels within three existing multi-tenant development signs. The signs are located at: the southeast corner of the site along Grand Avenue, northeast entrance to the site on Prairie Creek Drive, and farther northeast of the site, on Gurnee Mills Circle. In order to do so, the applicant is requesting a Minor Sign Exception to allow the height of lettering in their business name to be 4.37" in lieu

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of the minimum 6" required. She stated that the subject tenant panels range from 5.8 to 6.5 square feet in area and that the signs will feature the business brand, all in uppercase letters. She noted that the PZB has the final decision-making authority in this matter and can grant the Minor Sign Exception if they find that the number, size, design, and placement of the proposed sign are consistent with the stated purpose of the sign regulations. The applicant is in attendance and will answer any questions the PZB may have.

Mr. Vini Tonelli, with Omega Sign & Lighting, stated that Lovesac, as proposed on one line, is their trademark logo, and that they cannot achieve the required 6" letter heights on any of the signs due to the constraints of the existing sign panels.

Mr. Nordentoft stated that the PZB sees this request often when a business is trying to retrofit an existing sign and has to work within the parameters of the existing sign dimensions. He noted that he doesn't see a problem with the proposal and that they are achieving the tallest letters possible.

Mr. Sula stated that the signs, especially the ones interior to the mall, are fairly close to the ring road and therefore, should be legible with the proposed letter height.

Mr. Paff concurred that the proposed letter height is acceptable given the retrofit of the signs.

Ms. Ware stated that there are other sign faces in the area with what appear to be similar smaller lettering heights and they are legible (i.e., she noted Xfinity but also noted how their lettering is darker than that proposed by Lovesac).

Mr. Campbell agreed with the other board members that the proposed letter height should be legible and is a result of the retrofitting of existing multitenant ground signs.

Mr. Paff motioned, seconded by Mr. Morgan, to approve the petition of Omega Sign & Lighting, on behalf of The Lovesac Company located at 6430 Grand Avenue, Suite 102, to allow the letter height on three multi-tenant ground signs to be less than the 6" requirement, and in substantial conformance with the plans provided at this meeting.

Roll call vote:

Ayes: Campbell, Morgan, Nordentoft, Paff, Ware, and Sula

Nays: None

Abstain: None

Motion carried: 6-0-0

5. Next Meeting Date: March 6, 2024

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Ms. Fard stated that there are two public hearings scheduled for the night of March 6th, both for the use of the property. There may be additional non-public hearing items associated with each, as staff further reviews the plans.

6. Public Comment

Mr. Sula opened the floor to the public. As there was no one in the audience, he then closed the floor to the public.

7. Adjournment

Mr. Campbell motioned, seconded by Mr. Nordentoft, to adjourn the meeting.

Voice vote:

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

Motion carried: 6-0-0

The meeting was adjourned at 7:40 p.m.

Respectfully Submitted,

Joann Metzger

Recording Secretary