

Approved

**Village of Gurnee
Planning and Zoning Board Minutes
February 17, 2021**

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, David Nordentoft, Edwin Paff, and Laura Reilly

Planning and Zoning Members Absent: Josh Pejsach

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

2. Pledge of Allegiance

3. Minor Sign Exception for Tsunami Car Wash (4145 Grove Avenue)

Minor Sign Exception for Tsunami Car Wash (4145 Grove Avenue) Tsunami Car Wash, located at 4145 Grove Avenue, is seeking a Minor Sign Exception to allow an increase to the height of a ground sign along Grove Avenue from 10' to 13' 5", which is 3' 5" (35%) taller than allowed by right.

Ms. Gable introduced the item by stating that Tsunami Car Wash, located at 4145 Grove Avenue, is seeking a Minor Sign Exception to allow an increase in the height of a ground sign along Grove Avenue from 10' to 13' 5", which is 3' 5" (approximately 34%) taller than allowed by right. The Minor Sign Exception process can be used to allow up to a 50% increase in the height of a sign. A Minor Sign Exception can be granted by the Planning & Zoning Board if they find 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 Planning & Zoning Board has the final decision making authority in this matter.

Mr. Art Solis, with North Shore Sign Company, presented on behalf of the applicant. He explained that the purpose of this request is to advertise the organization's "\$4 express" car wash, and that the proposed plan is to add to top of the existing double-faced sign. He shared that this plan is actually scaled-down from the applicant's initial idea of a channel-lettered sign on all three sides of the driveway into the car wash after his suggestion to the applicant that such a plan would likely not be approved by the Village. He stressed the decorative nature of the sign, despite the height it would add.

Mr. Sula responded by expressing concern that approving this request would, in his opinion, set back the standard set by the sign ordinance to encourage a high-quality monument signage. The existing sign is a higher quality sign and the additional height is added by a box sign on top of it. He stated that he feels the addition would not be comparable to other signs in the area.

Mr. Baugh concurred with Mr. Sula.

Mr. Nordentoft concurred, but questioned what alternatives the applicant may utilize, and if they would, perhaps, be less attractive.

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Ms. Gable advised that any other permanent type of signage would need to be petitioned for (and approved), but that a permit for temporary signage could be approved for 60 days at a time.

Mr. Baugh conceded that he would prefer to see the existing ground sign added to instead of temporary signs littering the frontage advertising \$4 express wash. He added that the nature of the latter relies on enforcement to ensure that it is actually only used hat it temporarily.

Mr. Sula countered having to tolerate the gaudiness of heavy temporary signage for 60 days as opposed to the proposed addition to this sign, which would be 365 days a year.

Mr. Paff pointed out that if an increase in size of the sign had been requested to accommodate this sort of tagline when the sign was originally proposed, it likely would have been approved.

Mr. Sula agreed, but stressed that it would have been a request within the creation of the high-quality sign.

Mr. Garrity asserted that such “what ifs” should not be considered when deciding on what is being requested at this time.

Ms. Reilly suggested that the addition of this topper may “cheapen” the look of what is an impressive sign and asked if improvements in the design would make a difference.

Mr. Sula discouraged elaborating on this, as it is what is being presented to them that must be considered. He noted that he didn’t want to get into designing their sign for them at this meeting.

Mr. Nordentoft ended with reflecting on the considerable efforts made to encourage high-quality signage within the Village, and suggested that no allowances be made to set those efforts back.

Mr. Sula then asked if anyone willing to advance a motion.

Mr. Garrity motioned, second by Mr. Paff, to approve the petition of Tsunami Car Wash, located at 4145 Grove Avenue, for a Minor Sign Exception allowing the height of the monument sign to increase from 10’ to 13’ 5”.

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

Roll Call Vote:

Ayes: None

Nays: Baugh, Garrity, Nordentoft, Paff, Reilly, and Sula

Abstain: None

Motion Failed: 0-6-0

After Confirming with Ms. Velkover, Sula offered that there is an appeal process, before the Village Board, to the PZB’s decision should the applicant wish to pursue this. He recommended the petitioner discuss options with staff.

4. Next Meeting Date: March 3, 2021

Ms. Sula confirmed with staff that a public hearing is scheduled for March 3rd.

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5. Public Comment

There were no public comments at this meeting.

6. Adjournment

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

Voice Vote:

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

Motion Carried: 6-0-0

The meeting was adjourned at 7:45 p.m.

Respectfully Submitted,

Joann Metzger,
Recording Secretary, Planning and Zoning Board