

VILLAGE OF GILBERTS

**87 GALLIGAN ROAD,
GILBERTS, ILLINOIS 60136**

Plan Commission/ZBA Meeting

MEETING AGENDA

Village Hall Board Room

87 Galligan Road, Gilberts, IL. 60136

May 10, 2017

7:00 p.m.

ORDER OF BUSINESS

- 1. CALL TO ORDER**
- 2. ROLL CALL / ESTABLISH QUORUM**
- 3. PUBLIC COMMENT**

Intended for public comment on issues not otherwise on this agenda, comments being solicited when individual issues are discussed

- 4. APPROVAL OF MINUTES**
 - A. A Motion to approve Minutes from the April 12, 2017 Plan Commission Meeting
- 5. NEW BUSINESS**
 - A. Dunkin' Donuts Site Plan Amendment
- 6. OLD BUSINESS**
- 7. ADJOURNMENT**

NOT APPROVED MINUTES

Village of Gilberts
87 Galligan Road
Gilberts, Illinois 60136
Plan Commission/Zoning Board of Appeals Meeting Minutes
(PC/ZBA Meeting Minutes)
April 12, 2017
7:00 p.m.

Call to Order

Chairman Mills called the meeting to order at 7:02 p.m.

Roll Call/Establish Quorum

Present were Commissioners del Vecchio, McHone, Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills. Absent was Commissioner Borgardt.

Chairman Mills welcomed Commissioner Page.

Public Comment - none

Approval of Minutes

A motion was made by Vice Chair Davidowski and seconded by Commissioner Sullivan to approve the minutes of January 11, 2017. Vote: 4 ayes. (Commissioners Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills). 0-nays. 2-abstain (Commissioners del Vecchio and McHone). Motion carried.

Public Hearing

- A. A petition by Dunkin Donuts for a Sign Height Variance**
- B. A Petition by Dunkin Donuts for a Special Use to allow LED Signage**

A motion was made by Vice Chair Davidowski and seconded by Commissioner Sullivan to open the public hearing at 7:03 pm. Vote: 6 ayes. (Commissioners del Vecchio, McHone, Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills). 0-nays. 0-abstain. Motion carried.

Administrator Sakas gave a brief overview of the petitioner's request.

Ron Meyer of Meyer Signs and Graphics gave a description of the proposed sign. A copy was provided in the packet for the Plan Commission members. Dunkin Donuts is requesting that the sign be 10 feet tall making it easier to read as drivers pass by and due to the distance the sign will be placed from the main road. The electronic message board would be utilized to promote specials.

Mark Ebacher, adjacent land owner, added that the sign being requested is consistent with the quality, type and design of the other signs which will be installed in the industrial park. He added that the additional height of two feet is necessary since the distance the sign is offset from Route

72. He added that the signs off Randall Road in the Grove (near I-90) are ten feet tall as well, if they are looking for an example.

Vice Chair Davidowski stated that the height restrictions were put in place to protect the surrounding homes against an overabundance of light, and that is why there is a specific ordinance in place allowing for a maximum sign height of eight feet.

Commissioner del Vecchio questioned whether it was common for new Dunkin Donuts to have electronic signs. Mr. Kunal Vashi, Dunkin Donuts manager, stated that most new stores have electronic message boards. He added that their store has some specials which are customary only to their location. They are not nationwide specials. The electronic sign would enable them to better promote those specials. He proceeded to show the commissioners examples of signs on his tablet. In his opinion, having a two line electronic message board is easier to read rather than displaying a message on a one line message board, which would then have to scroll. He added that he believes the electronic sign is a form of effective advertisement.

Vice Chair Davidowski questioned whether it was a possibility to take the Baskin Robbins portion off of the sign in order to make the sign shorter in height.

Commissioner McHone questioned the distance the sign was from the street. He was informed that it would be forty feet from the street. Commissioner McHone stated that when he drives by the Culvers off Rt. 47 in Huntley, he feels it is too difficult to read the electronic message.

Administrator Sakas went over the five components of the proposed sign. The bottom, which would be 21" tall, states the business park's name. Above that is a space, then the message board, which would be 26" tall. Above that would be an additional space, then the restaurant sign which would be 45" tall. Next would be the address (8" lettering), and on top of the proposed sign is a decorative feature which would be utilized on all of the signs in the business park.

Commissioner del Vecchio stated that if they did away with the 2 foot tall message board, the sign would meet the Village's sign height requirement of 8 feet. Mr. Vashi stated that the electronic message will be of benefit to the community as well. He stated that Dunkin Donuts helps sponsor events for the Police Department as well as for the school, and these would be displayed on the sign.

Commissioner McHone questioned the color of the LED lights. Mr. Meyer stated that they would be multi-colored. Commissioner McHone stated that he feels the red lighting is difficult to read. Dunkin Donuts will research which color of lighting is most effective.

Commissioner Sullivan questioned whether the sign would be lit 24 hours a day, seven days a week. The response from the petitioner was that it would be lit 24/7.

Commissioner Page stated that with his background in retail, he understands how important signage is for a business to succeed and how the lack of proper signage can hurt businesses. He suggested that the petitioner might like to look at reducing the sign so it would meet the 8' height requirement.

Mr. Ebacher reiterated that the proposed sign is consistent with the signs which would go up in the entire business park. He added that when the population increases, the petitioner wants to add a Baskin Robbins onto the location, and it would be difficult to add that title onto the sign if they reduce the size. In addition, once the Baskin Robbins were to be added on, the hours of operation would be increased since many go out for ice cream in the evening, so he thought this would be of benefit to the Village. It's his opinion that in reducing the sign height the petitioner will lose value to their business. He added that when designing the business park, he mirrored the surrounding buildings, so the park would be aesthetically appealing. He added that he feels the proposed sign will look nice against the landscaping once it has been completed.

Commissioner del Vecchio stated her concern for granting the variance due to the nearby residences.

Vice Chair Davidowski stated that she sees the virtue of the sign but is hesitant to grant a variance for the height.

Commissioner del Vecchio asked if there had been any studies done in regard to if there was an increase in sales for Dunkin Donuts restaurants after installing an electronic message board. Mr. Vashi stated that he does not have statistics on that. However, one of the restaurants in Hoffman Estates recently installed an electronic sign. Their sales stayed the same, whereas other Dunkin Donuts (including Gilberts) saw a decrease of 6% in sales. Mr. Ebacher stated that when the electronic sign in the Grove was installed, Big Sammy's, Dairy Queen, Physicians Immediate Care, and Jimmy Johns all saw a 15-18% increase in sales.

Commissioner McHone questioned whether they could put the electronic message to the right of the Dunkin Donuts sign to have a side-by-side sign. Ms. Anita Shah, owner of the Dunkin Donuts, stated that corporate does not allow side-by-side signs.

Mr. Meyer stated that if he lowers the height to 8' then the width of the sign would be longer, approximately 10' wide. "Baskin Robbins" could be taken out of the sign, other portions could be reduced and the electronic message section would be increased. He stated that the electronic components come in specific sizes. He didn't recall what the sizes were. However, he thought it might be 6" or larger than the proposed electronic message board size of 26."

A motion was made by Commissioner del Vecchio and seconded by Commissioner Sullivan to close the public hearing at 8:00 pm. Vote: 6 ayes. (Commissioners del Vecchio, McHone, Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills). 0-nays. 0-abstain. Motion carried.

A motion was made by Vice Chair Davidowski and seconded by Commissioner Page to recommend to the Village Board approval of an electronic message board located within the Dunkin Donuts sign not to exceed eight (8) feet in height and ten (10) feet wide, with the electronic message board not to exceed 35.” Vote: 6 ayes. (Commissioners del Vecchio, McHone, Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills). 0-nays. 0-abstain. Motion carried.

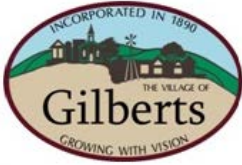
Communications

The next Plan Commission meeting is scheduled for May 10 with Dunkin Donuts and possibly the Conservancy being on the agenda.

Adjournment

A motion was made by Chairman Mills and seconded by Commissioner McHone to adjourn the meeting at 8:04 p.m. Vote: 6 ayes.(Commissioners del Vecchio, McHone, Page, Sullivan, Vice Chairperson Davidowski, and Chairman Mills). 0-nays. 0-abstain. Motion carried.

Respectfully Submitted,
Karen Danca



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Village Administrator Memorandum

TO: Planning and Zoning Commission
FROM: George Sakas, Village Administrator
DATE: May 5, 2017 for the May 10, 2017 meeting
Subject: Proposed Dunkin Donuts Site Plan Modification

On January 11, 2017 the Plan Commission approved the site plan for the Dunkin Donuts at 315 E. Higgins. The commission discussed the length of the by-pass lane and recommended to the Village Board a longer by-pass lane (allowing cars to leave the queue earlier – after ordering but before paying). The petitioner made the modification and the Village Board passed the ordinance with that site plan. This is also reflected in the commission meeting minutes.

Now in final permit approval, the petitioner seeks to build with the original shorter by-pass lane. Because this issue was discussed by the commission and was changed in the approved site plan, it requires re-hearing of the site plan for modification. The petitioner will present various traffic flow and business reasons for the shorter lane to keep customers that have ordered in queue all the way to the pay window.

Staff has no preference on the length of the by-pass lane. Lane length shows no appreciable difference in safety or traffic flow.

