MEETING MINUTES
OF THE
PLAN COMMISSION
JUNE 5, 2019 – 7:00 P.M.

LINCOLNWOOD VILLAGE HALL
COUNCIL CHAMBERS
6900 NORTH LINCOLN AVENUE
LINCOLNWOOD, ILLINOIS 60712

MEMBERS PRESENT:
Chairman Mark Yohanna
Sue Auerbach
Adi Kohn
Henry Novoselsky
Don Sampen

MEMBERS ABSENT:
Steve Jakubowski
Anthony Pauletto

STAFF PRESENT:
Steve McNellis, Community Development Director
Kathryn Kasprzyk, Community Development Coordinator

I. Call to Order
Chairman Yohanna noted a quorum of five members and called the meeting to order at 7:03 p.m.

II. Pledge of Allegiance

III. Approval of Minutes

Motion to recommend approval of the May 1, 2019 Plan Commission Meeting Minutes was made by Commissioner Sampen and seconded by Commissioner Novoselsky.

Aye: Sampen, Novoselsky, Auerbach, Kohn, and Yohanna
Nay: None
Motion Approved: 5-0

IV. Case #PC-06-18: Zoning Code Text Amendment – Sign Regulations For Large-Scale Developments, Freestanding Sign Location, Portable Sign Requirements, and Temporary Signage

Chairman Yohanna announced Case #PC-06-18 for consideration of a Village Board Referral of Zoning Code Text Amendments proposed to modify the permissibility and requirements for certain signage including: 1) Permitting Electronic Message Signs, with specific regulations, for properties and/or developments deemed to be “large-scale”; 2) Amending existing regulations related to
Temporary Signs for Special Events and Grand Openings; 3) Permitting Temporary Sign Coverings/ Panels on Freestanding Signs; 4) Amending required setbacks for Temporary and Permanent Freestanding Signs; and 5) Amending existing regulations related to specific design limitations for Portable Signs.

Development Director McNellis provided background for the continued consideration of a Text Amendment to modify the permissibility of electronic message center signs (EMCs) to permit such signs under certain conditions. The goal of this Text Amendment is to provide appropriate flexibility for commercial signage, expand commercial signage to promote products and services, and to establish parameters for such signage.

The Village Code currently prohibits EMC and animated signs. Development Director McNellis noted that a benefit of EMC is the elimination of visual clutter by allowing multiple tenants and events to be advertised on one video board. He then presented results of a survey of six comparison communities on their permissibility of EMC signs, noting that all but one surveyed community permits EMC in some form.

Development Director McNellis noted in his presentation that there are eight issues to address including the definition of Electronic Message Center signs, permissible locations, sign types, sign sizes, approval process, brightness, movement, and hours of operation.

Staff’s recommended definition of an EMC is: “A sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.” Commissioner Novoselsky noted the definition should be combined with the International Sign Association’s definition which states “EMCs are digital signs that are located on the premises and that advertise goods and services that are available at the location”. There was general agreement on the part of the Commissioners and staff to make this change.

Staff now recommends that commercial properties of seven plus acres in size, instead of five, would be more appropriate for such signage. These lots include the Lincolnwood Town Center, District 1860, the School District 74 campus, Lowe’s, Loeber Motors, and Bryn Mawr Country Club. Staff was requested to return to the Plan Commission with a map showing properties of 5+ acres.

Staff recommends EMCs be permitted only for monument signs and not pole signs or wall signs. Pole signs are considered “Special Signs” which requires Variation approval. Similarly, staff recommends EMC follow the same review process as a Special Sign. There was consensus to permit EMC only on freestanding signs.

With regards to sign size, items to consider include height, area, and percentage of sign. The maximum monument sign height is currently eight feet, and pole signs are allowed up to eighteen feet. The Plan Commission requested staff further research this area.

Staff asked the Plan Commission if they believe EMC signs should be a Permitted Use, or require Special Use or Special Sign approval. Staff suggests the approval process should include Special Use approval, to which the Plan Commission agreed.

The International Sign Association recommends brightness should be measured in footcandles and not Nits, to which staff agrees. Staff also recommends EMC signs require automatic dimmers. Development Director McNellis inquired if animation should be permitted and what is the amount of time a static image must remain before it transitions to another image. Staff’s survey shows the typical static sign transitions
every five to ten seconds. The Plan Commission requested staff do further research and provide some local examples.

Staff suggested EMC signs should only be allowed to remain turned on when the business is in operation. Currently, the Village Code states all illuminated signs be turned off between the hours of 11:00 p.m. and 7:00 a.m.

In order to conduct the research directed by the Plan Commission, Development Director McNellis suggested a continuation to the August 7, 2019 Plan Commission meeting, especially in light of an anticipated busy July Plan Commission agenda.

Chairman Yohanna asked if there was anyone from the audience who would like to address the Plan Commission on this matter. Let the record state that no one came forward. With no further discussion, Chairman Yohanna requested a motion for continuance.

Motion to recommend continuation to the August 7, 2019 Plan Commission meeting was made by Commissioner Sampen and seconded by Commissioner Novoselsky.

Aye: Sampen, Novoselsky, Auerbach, Kohn, Sampen, and Yohanna
Nay: None
Motion Approved: 5-0

V. Next Meeting

The next meeting of the Plan Commission is scheduled for Tuesday, July 2, 2019.

VI. Public Comment

Chairman Yohanna asked if there was anyone from the audience who would like to address the Plan Commission on any matter. Let the record state that no one came forward. With no further discussion, Chairman Yohanna requested a motion to adjourn.

VII. Adjournment

Motion to recommend adjournment was made by Commissioner Sampen and seconded by Commissioner Novoselsky. Meeting adjourned at 8:23 p.m.

Aye: Sampen, Novoselsky, Auerbach, Kohn, Sampen, and Yohanna
Nay: None
Motion Approved: 5-0

Respectfully submitted,

Kathryn Kasprzyk
Community Development Coordinator