

MINUTES OF THE REGULAR MEETING OF THE PLAN COMMISSION HELD ON WEDNESDAY, FEBRUARY 3, 2010, AT THE VILLAGE HALL, 7760 QUINCY STREET, WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

Chairman Kopp called the meeting to order at the hour of 7:00 p.m.

2. ROLL CALL

Those present at roll call were Commissioners Robert DelSarto, William Remkus, Joseph Heery, Vice-Chairman Wagner and Chairman Kopp. Also present were Planner Sara Hage, Director of Municipal Services Tim Halik and Secretary Joanne Prible. ABSENT: James Baker and James Soukup.

3. OMNIBUS VOTE AGENDA

The items on the Omnibus Vote Agenda were as follows:

- a. Waive Reading of Minutes (APPROVE)
- b. Minutes – Regular Meeting January 6, 2010 (APPROVE)
- c. Minutes – Village Board Meetings – December 14, 2009 and January 11, 2010 (RECEIVE)

MOTION: Made by Commissioner Remkus seconded by Commissioner DelSarto, to approve the Omnibus Vote Agenda.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. PLAN COMMISSION CONSIDERATION – Zoning Hearing Case 10-01: Hinsdale Lake Commons Special Use Amendment – 6300 S. Kingery Highway

PUBLIC HEARING

Chairman Kopp said the next item is the public hearing for zoning hearing case 10-01 Hinsdale Lake Commons Special Use Amendment. He said this is a public hearing of the Plan Commission of the Village of Willowbrook convened for the purpose of considering a request for an amended special use permit for a planned unit development for the Hinsdale Lake Commons Shopping Center. The applicant is Regency Centers. Specifically, the applicants are seeking to amend the previously approved special use permit for a planned unit development to allow the operation of a Goodwill retail store selling used goods. Notice of the public hearing on the matter to be considered was published in the Doings on January 14, 2010. A copy of the certificate of publication shall be made a part of this hearing record as village exhibit “A”. At this time I would ask the Plan Commission to consider rules of procedure for this evening’s public hearing and the further consideration of this matter. A copy of such rules has been provided to each of you.

MOTION: Made by Commissioner Remkus seconded by Commissioner DelSarto, to adopt the rules of procedure.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Chairman Kopp asked is the staff ready to present the case.

Planner Hage said this is an application submitted by Regency in support of a lease with Goodwill to occupy the vacant 22,000 square feet that was previously occupied by Electec and then later Murray's Party Time. Regency Center was before this body in late 2009 and at that time they did a sketch plan review to get an initial read on the proposed use. What Regency is requesting is a waiver from a requirement of the zoning ordinance that dictates that all retailers sell primarily new goods with an exception provided for antique shops. All of our retailers have to sell new goods. Goodwill is in the business of selling gently used goods and they also have a mix of new products, but their primary stock is used goods. So in order for Goodwill to operate, Regency has to amend the overriding special use permit for their PUD to incorporate the waiver from that provision. There are no modifications outside of general façade modifications to the building that would include reinstalling the window glazing along the pedestrian entrances, adding awnings along the building, new signage and restoring it to a retail presence. Goodwill does anticipate having a portion that is devoted to donations that would not be a drive in or a drop off. Customers would actually come in to a separate dedicated entrance where there would be staff people to accept their donations. There are representatives here from Goodwill and they are here to provide additional information. Planner Hage added in the staff report there are a number of items including the renderings of the plan, findings of fact and the letters that were received to date from the public. She entered into the record as Exhibit "A" the entire staff report and the attachments and the letters provided.

Mike Streit from Regency Center said we own the Hinsdale Lake Commons shopping center at Kingery and 63rd. We entered into a lease with Goodwill that is based on municipal approval and we think that it is important to liven up the shopping center. We have had a vacancy there for a few years and we have lost some tenants as a result so we are excited to have Goodwill. I think that there might be a stigma attached to Goodwill, but the more you learn about the company it is actually very interesting how the company has changed. Goodwill has been featured recently on Good Morning America and the Today Show and we will show a video shortly. Aside from the image that they are portraying, Mike Streit said he brought along some pictures of existing locations that Goodwill has done throughout the Chicagoland that is a very upscale and high-end build out. Goodwill has had great articles in the Chicago Tribune and the New York Times. Specifically at this shopping center, they are looking to spend 1.5 million dollars on improvements to the building which comes out to \$80.00 a square foot. You can build a new building for that amount. This is not an operation that is going to come in and put up rags and sell things out the door. Goodwill is making a serious investment in the community and the shopping center. On the renderings there is an example of the current façade in the front and on the bottom is the proposed façade. In the rear of the building Goodwill is looking into adding a loading dock.

(Regency then showed the Good Morning America and Today Show video clips)

Mike Streit said he would also like to introduce Jay Peirick who is the architectural consultant for Goodwill, Nick Wibbenmeyer from Regency Centers and Renee Bowerman, a consultant for Goodwill. He then noted that the video that was just featured was reporting from a grand opening in Carol Stream which is another shopping center that we own. Regency Center is very

familiar with Goodwill and they have been open in that shopping center for about a year and everyone in the shopping center is pretty happy with them and think they are a great store there.

Chairman Kopp asked if any Commissioners have any questions for the applicants.

Planner Hage said Mr. Streit you referenced the shopping center in Carol Stream and are there any similar tenants in the Carol Stream shopping center that would be similar to the tenants in the Willowbrook shopping center.

Nick Wibbenmeyer answered it is a very similar shopping center. Regency owns approximately 430 shopping centers throughout the U.S. Mike and I are responsible for about 23 shopping centers throughout the Chicago land area and 85 percent of our assets are grocery anchored. The shopping center in Carol Stream is not a carbon copy but very similar.

Chairman Kopp asked does Dominick's have the right to approve Goodwill in this shopping center.

Nick Wibbenmeyer answered in this particular shopping center Dominick's does not. However, they are very aware of Goodwill going in. We have had positive responses from the tenants.

Chairman Kopp asked if the Carol Stream location had the dead corner as we have here.

Nick Wibbenmeyer answered they have a very similar issue.

Chairman Kopp asked is Goodwill generating a lot of traffic.

Nick Wibbenmeyer answered absolutely.

Chairman Kopp asked if the types of shoppers going into Goodwill are just like the shoppers that are going into Dominick's.

Nick Wibbenmeyer answered absolutely. That is one stigma. As landlords we have the very best interest in our shopping center so when Goodwill originally looked at our shopping center in Carol Stream that was a concern. What type of customer will this bring? It is a stigma that it will attract lower income shopper, it actually is doing the opposite which is why they locate in high income communities. Goodwill needs a little bit of both. Goodwill needs more middle class and lower upper income that are looking for a discount in this economic times but Goodwill also needs a very high income (population) coming in to donate their merchandise. There are two different types of clientele. The very upscale clientele is donating and a lower income customer that is shopping there.

Chairman Kopp asked if there will be a big metal box for donations.

Nick Wibbenmeyer answered no. As the property manager and owner we do not want to see that. The Goodwill lease is very clear that no merchandise will be left outside. There is no drop off bins. There is nowhere to even attempt to leave merchandise exterior to the store. There is very clearly a second entrance specific for drop offs and Goodwill will have specific staff to take the goods in and make sure the place is spotless.

Commissioner Heery asked is Carol Stream a standalone building.

Nick Wibbenmeyer answered Carol Stream is similar to this. Actually Goodwill is in the Dominick's shopping center and then adjacent to Dominick's (there are) a couple small tenants similar to this and then there is Goodwill.

Chairman Kopp said we will now hear statements or testimony from persons in the audience who wish to be heard. There may also be additional statements from the village staff or additional questions from the Plan Commission so you can make a statement or cross-examine any of the applicants or anyone who has testified or spoken this evening either in support or against the applicants. Are there many people that would like to speak to this, if you could raise your hand?

Don Amirante President of Stanhope Condo Association said my question is suppose you buy something grossly defective is there a return policy or are all sales final.

Rene Bowerman answered to be honest with you I do not know the answer but I would be happy to get back to you.

Dominic Deleonardis said I have a comment and my experience with thrift stores is that they open well but after a while the store looks disheveled. I have been to T.J. Maxx and Marshalls and I have noticed that a lot of times at different times of day they look very shabby. One of my concerns is what your process is to inspect and insure that Goodwill does not look shabby.

Rene Bowerman said I appreciate your concern and we have the same concern as we are going out and publicizing our change of image and our new look and our new approach that that is something that we are very well aware of. We have opened 17 new stores in the greater Chicago area and we are opening new stores at the rate of about 5 per year. We ask people to go into our store in Naperville which is one of the first stores that we opened and I hope that we hear it looks just as good now as it did when it opened nine years ago. We have hired people with retail background with mall experience. We are not hiring people with thrift store experience; we are hiring people that have worked in mall stores and department stores. That is what we are looking for. We are very aware and concerned about that very same thing.

Director of Municipal Services Tim Halik said the village has adopted and enforces a series of property maintenance codes with regard to Goodwill and any other business or residential property in town. There are set standards that they must follow to ensure general upkeep. Willowbrook is currently taking an aggressive approach in that regard. We do employ a part time code enforcement officer that travels throughout the town looking for locations that are not following the village standards. We have, on many occasions, written letters or had face to face communications to prompt upgrades to keep properties in good shape.

Planner Hage added one of the things that we have to look at is the shopping center owner and how they are maintaining it. They are running a business. Our belief is that Regency will maintain the quality of the shopping center.

Resident, Patty Stachnik asked why you selected that particular spot for the Goodwill store.

Jay Peirick said I work with Goodwill on the construction side so to answer your question, the materials that are selected are to make sure that we are choosing materials that will last the length of time. Retailers are tough on buildings so we put a lot of time in choosing materials that do not wear overtime. Regarding the location for this center, Goodwill likes to go for convenience. One of the big things is the donations. We like to be near grocery stores and shopping centers that have an anchor because when someone goes to the store to pick up milk and if they have donations they can drop them off. One of the things that we like about Regency is that they put just as much into the building as we put into the building. We like having that relationship, that works well. For this center, it is the size that is vacant and that it is anchored by a grocery store and it is a convenient location for the shoppers or the donors to get to.

Rene Bowerman added we do have 17 stores in the Chicago area that are open already and Willowbrook is a whole different area where we do not have a location and we would like to.

Nick Wibbenmeyer added this is an upper income community and the other stores in Naperville, Lake Zurich, Arlington Heights are similar quality communities that have an upscale presence because that is what attracted Goodwill.

Resident, Patty Stachnik asked do you have problems with people opening a door and tossing the donation out. I can't see anyone stopping and parking their car and bringing in the donations.

Jay Peirick said we have not had any problems with that. He said that most people think it is a nice building and a nice area and they do not want to create garbage. Most people that donate live in the area.

Resident, Patty Stachnik said I do not want to drive by on a Saturday morning and see debris sitting there.

Nick Wibbenmeyer answered we do have a lot of staff so if by chance someone did that we have staff right there to pick it up. It would not stay there. The first person that we would receive a call from would be one of the other tenants. Nick Wibbenmeyer said if for some reason Goodwill does not notice the debris I can guarantee the gentleman that owns Ace or one of the other stores will be calling and we will have someone out there immediately.

Rene Bowerman said that is a fair question and it is something that we address with our employees. The first person there in the morning, if there is anything that has been left outside overnight, the first thing that they do is bring it in. She said I am not going to say that it has never happened but it does not happen very often. We try to have convenient hours and make it real easy for people. We have dedicated staff that will help you bring your donations in. We try to make it as easy as possible.

Vice-Chairman Wagner asked about the appearance of the building. He said this is the second time that the Plan Commission has seen the rendering. At the time I had asked whether this was what we were going to see as far as the blue awnings and so forth, which I think looks very attractive. Is there a commitment that this is what the shopping center is going to look like after this is done?

Nick Wibbenmeyer said that it is a formal exhibit to the approval. If we are able to get approval, this is what will be attached to it.

Resident Lois Kiupic said that her daughter lives in the Madison, Wisconsin area and she is a Goodwill shopper. When she expected her baby she bought 90% of her things at the Goodwill store. She is a working girl and she buys most of her clothes at Goodwill and they look pretty great. I think it is a wonderful thing. They have quite a few of those typical types of stores, like Goodwill in that area, and they do very well.

Resident Marie Melka said first I need to state that I need your approval because my question is for Regency. In your negotiating with Goodwill, have you given any consideration to the parking situation in the shopping center?

Mike Streit answered that we feel that there is ample parking in the shopping center so we did not address anything specifically, but the shopping center is designed to be fully occupied and we feel that there is ample parking. You might have to park further away from Goodwill than you want to, but I have never seen that shopping center with the parking lot 100% full. Customers generally want to be as close to the door as possible and I do not foresee them parking off site on a different property and walking all the way to the front door.

Nick Wibbenmeyer said we have a parking study for the shopping center. Typically you will see a shopping center this size having five parking stalls for every 1,000 square feet of retail. That is an average that is similar to the code here. My point is that, by no means, should there not be any parking.

Resident Marie Melka asked what time will the Goodwill open and close.

Rene Bowerman said we have someone at the donation drop off as early as 8:00 in the morning but the store opens at 9:00. On the weeknights, we close at 9:00 and Saturdays we close at 8:00 and Sundays we close at 7:00. We do try to have the donation drop off open a little bit earlier.

Planner Hage said she would like to respond to the parking question stating that first, we use an industry standard to allocate parking spaces for every use. The uses in that tenant space and the other tenant spaces have been in place for quite a while. Most recently Murray's occupied the space and they had a busy business especially around the holidays and 4th of July and different events. The Village has not seen a parking problem with other retailers. When the Village received the application we looked at whether or not it is a consistent use with what has already been in place. In this case, staff looks at this as a similar retail use to the business that has already been in place and the demand that they created. She said in addition, for any of these customers to get into Lake Hinsdale Village, that is a gated access and you have to go around and leave the shopping center.

Resident Marilyn Lupo said regarding the video that we saw, she noticed that in both the Today Show and Good Morning America, at times I saw a whole bunch of people that could hardly make it through the aisle and then sometimes I saw just one person walking and shopping and I want to know is that just PR, I look at that like it is just PR. She added that is not the shop that you have established, I know that, but I look at that as just PR. That is not actually going to be the store that is near us.

Nick Wibbenmeyer said it is just a video. The part that you saw where it was extremely busy was actually the grand opening of our other shopping center. At a grand opening you are going to have a significant amount of traffic.

Resident Marilyn Lupo said that was bologna to her. Both the Today Show and Good Morning America...that was bologna. Sometimes there was just one person walking and looking through the racks of clothing and then other times it was jammed with all kinds of people. I thought, this is just goofy. I just want to inform you that I noticed that and that is very poor because it does not show a true picture of what the store is going to be like. Also I noticed that you do not handle this business that I am talking about, but as an owner of a unit in the tower I come in and out and I use the back entrance. I noticed that their encroaching last year was worse than this year because we did not have as much snow. Actually we had to go in the wrong lane to get out onto the street and I am wondering if this is what we have to expect from your company and your Goodwill.

Nick Wibbenmeyer asked is this a snow plowing issue.

Resident Marilyn Lupo no it is not a snow plowing issue and I am wondering now if we are going to...everything looks good on paper and you can say whatever you want to say to sell your product or rent out your store but we have to live with this. And in the future it is going to start out great and I am wondering how you are going to stock the shelves in this new store. Whether you are expecting to get all new merchandise in there and I do not think it is going to happen and I think that I am going to be looking at a half empty store.

Rene Bowerman said we do rely on donations for much of the merchandise in our store.

Resident Marilyn Lupo said we have a parking lot out there and if I am going to carry something heavy like furniture I am going to pull up to the side and drop off my merchandise, I am not going to be carrying it from the parking lot to the door.

Rene Bowerman said absolutely and we have people that are going to help carry it in. There are employees that are directly responsible for handling the donations.

Jay Peirick said with the donations for the grand opening we bring in donations from other communities to make sure that this store is stocked and the shelves are full. If there are not enough donations we will bring them in from other stores to make sure the shelves are stocked.

Resident Marilyn Lupo said if I am going to shop there I want to see some merchandise.

Chairman Kopp asked are there any comments from the Plan Commissioners.

Resident Dan Amirante said with the new influx of people coming in, will there be any increased policing in the lot or maybe cameras to record and track what is going on as a crime prevention measure.

Director of Municipal Services Tim Halik answered that currently in our village code, there is no requirement for any commercial business to install cameras but as far as police presence it is a

requirement to drive through every street in town and every shopping center in town three times a shift, so it could be as much as a dozen times a day.

Chairman Kopp asked do the applicants need to respond to anything previously or to cross examine anyone.

Nick Wibbenmeyer answered we appreciate everyone's insight and questions.

Chairman Kopp asked is there anything more from the village.

Planner Hage said that she wanted to add to the point that was just made about drop off. If somebody comes with heavy merchandise it is logical that they would park in front of the door. It is permitted and there is a signed loading zone and that is what permits shoppers at Dominick's to pull up and have their groceries delivered to their car or anyone shopping at Ace Hardware to pull up and load. It would work in the very same manner. It is not a parking zone; it is a loading zone that is used for quick pick up and drop off. The police can and will enforce any parking in the area. They are not permanent parking spaces as Goodwill has stated. Goodwill has allocated spaces specifically for people who want to drop off.

Chairman Kopp said the Plan Commission will discuss and consider the recommendation during the course of tonight's regular meeting for this matter which will be immediately after we conclude this public hearing. That part of the meeting is not a public hearing and no additional statements or testimony will be permitted once the public hearing is closed. At this time I would ask for a motion to close the public hearing.

MOTION: Made by Commissioner Heery seconded by Commissioner Remkus, to close the public hearing.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Chairman Kopp said what he has seen from Goodwill is very favorable. I think the fact that Dominick's is in favor of this is very positive because Dominick's is going to be more worried than anybody about what happens with the shopping center and making sure that Goodwill operates a good business.

Commissioner Remkus said Regency has been a good community member. When we had the parking issue over there on the north side of the shopping center by Blockbuster Regency stepped in and added more parking and alleviated that problem. They have been good over the years with the Village as far as getting things done. They donated space for Toy Express which is much appreciated. Regency takes care of the shopping center and any problems that come up, Regency would take care of them.

Chairman Kopp asked for a motion.

MOTION: Made by Commissioner Remkus seconded by Commissioner Heery, to recommend to the President and Village Board adoption of the findings in the staff report dated February 3, 2010 and approval of the applicant's requests for a waiver from the zoning ordinance and an

amendment to the Special Use Permit for a Planned Unit Development for Goodwill subject to the substantial conformance with the plans listed in staff's report dated February 3, 2010.

ROLL CALL: AYES: Commissioners Heery, Delsarto, Remkus, Vice-Chairman Wagner and Chairman Kopp; NAYS: None. Absent: Commissioners Soukup and Baker.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. PLAN COMMISSION CONSIDERATION – Zoning Hearing Case 10-02: Patio Retail Center Special Use Permits for Bicycle Sales, Rentals and Repairs and an Indoor Amusement Establishment – 20 W. 75th Street/7450 S. Kingery Highway

PUBLIC HEARING

Chairman Kopp said the next public is for zoning hearing case 10-02, the Patio Retail Center Special Use Permit for bicycle sales, rentals and repairs and an indoor amusement establishment. This is for the Patio Retail center at 7444-7450 South Kingery Highway. The applicant is John Koliopoulos for JEK Development, LLC. The applicant is seeking approval of the issuance of said special use permits. Notice of the public hearing on the matter to be considered was published in the Doings on January 14, 2010. A copy of the certificate of publication shall be made a part of this hearing record as Village exhibit "A". At this time, I would ask the Plan Commission to consider rules of procedure for this evening's public hearing and the further consideration of this matter. A copy of such rules has previously been provided to each of you.

MOTION: Made by Commissioner Wagner seconded by Commissioner Remkus, to adopt the rules of procedure.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Chairman Kopp asked is the staff ready to present the case.

Planner Hage said we have the Patio Retail Center and JEK before us tonight to seek approval for a special use permit. They were here about a year ago seeking approval for the Jimmy John's which required a special use permit for a fast food establishment. Since that time the shopping center has had one vacancy left that takes up about 3,300 square feet. and the shopping center owner John Koliopoulos had secured a tenant, Endure it Sports, for that space. Endure it Sports sells bicycles and other cycling gear and specializes in triathlon-type training. She said they would be offering stationary bike training that is a simulated training facility. The important point is that both the bicycle sales, which includes rentals and repairs, and then the training, which is considered an indoor amusement establishment use, both of those uses require special use permits under the B-2 district (regulations). When the application was submitted we did look at the parking for the site and tallied the parking provided and the parking already allocated for each of their uses. The parking provided on site is more than what is required for all of their uses. The representatives are here from Endure it Sports and from John Koliopoulos' company.

Chairman Kopp asked would the applicant like to speak.

The owner of Endure it Sports, David Fix, said we are not doing bike rentals. If you have any questions about a computrainer, it is an off season tool. You can bring your bike in and cycle.

Chairman Kopp asked are you doing new bike sales and how are people going to test your bikes out.

David Fix answered typically with our price points, you are testing the bike on the computrainer as well as, before we sell a bike, you will be there for three appointments and do a fitting system.

Chairman Kopp said you are selling \$2,000 bikes.

David Fix answered we do have lower price bikes, one size fits all.

Chairman Kopp asked if the Plan Commission wanted to comment.

Commissioner DelSarto do you have a facility now?

David Fix answered this will be my third store. The other two stores are in Naperville.

Chairman Kopp asked if there is anyone in the audience who would like to comment.

Greg Porcaro, General Manager of Midtown Athletic Club asked if this is a membership based opportunity where people can come in and train.

David Fix answered there is a membership opportunity which is not an annual membership. Certain classes will fill up fast. There is an opportunity where you can pay a higher premium and get into the classes quicker than other people who are paying at a lower price. It is not a membership, we call it a monthly advantage program. It is a premium price point which allows you to get into time slots faster.

Greg Porcaro asked do you have to buy a bike to use your services.

David Fix answered you would have to bring a bike to use our service.

Chairman Kopp asked are there any other questions. He said the Plan Commission will discuss and consider its recommendation during the course of tonight's regular meeting which will immediately follow this public hearing. That part of the meeting is not a public hearing and no additional statements or testimony will be permitted once the public hearing is closed.

MOTION: Made by Commissioner Remkus seconded by Commissioner DelSarto, to close the public hearing.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Chairman Kopp asked for a motion.

MOTION: Made by Commissioner DelSarto seconded by Commissioner Remkus, to recommend to the President and Village Board adoption of the findings of fact and approval of

special use permits for bicycle sales, rentals and repair and an indoor amusement establishment at the Patio Retail Center.

ROLL CALL: AYES: Commissioners Heery, Delsarto, Remkus, Vice-Chairman Wagner and Chairman Kopp; NAYS: None. Absent: Commissioners Soukup and Baker.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

6. PLAN COMMISSION CONSIDERATION – Zoning Hearing Case 10-03:
Amendments to Title 9, Section 11: Signs

PUBLIC HEARING

Chairman Kopp said the next item is a public hearing of the Plan Commission of the Village of Willowbrook convened for the purpose of considering proposed amendments to Title 9, Section 2 and Title 9, Section 11 of the Municipal Code. The applicant is the Village of Willowbrook. Specifically, the Village has proposed amendment to the Willowbrook Sign Code and related definitions in the zoning ordinance. Notice of the public hearing on the matter to be considered was published in the Doings on January 14, 2010. A copy of the certificate of publication shall be made a part of this hearing record as Village Exhibit “A”. At this time, I would ask the Plan Commission to consider Rules of Procedure for this evening’s public hearing and the further consideration of this matter. A copy of such rules has previously been provided to each of you.

MOTION: Made by Commissioner Heery seconded by Commissioner Wagner, to adopt the rules of procedure.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Chairman Kopp asked if staff was ready to present the case?

Planner Hage thanked Chairman Kopp and the Plan Commission. This public hearing is to discuss the sign amendments that have been underway for the past several months and she said she would like to go over the general process that we have been through. As you will recall, we first held a joint workshop in May of last year with the Village Board and at that time we presented to you a series of amendments to the sign code and related definitions that addressed issues that we have experienced with the Village sign code and that our businesses had communicated with us. As a result, during the discussions that took place, there were a series of issues that were discussed at length and identified that really needed to be explored further. That led to the Village Board giving the Plan Commission the charge to carry on the discussion.

Pending our discussion last month, staff revised the code with the feedback received from the Plan Commission and came up with draft language which is the subject of this hearing and which has been posted on our website. For this public hearing, we did provide both the (required) notice of the hearing and advertised with the Chamber of Commerce and also through individual emails to business owners and several of our shopping center owners. Some of the issues that were debated during that first workshop and then carries over to the Plan Commission discussions over the past several months included sandwich board signs, which are the portable signs that are placed outside of businesses, window signs, illuminated, neon and paper window

signs as well as leasing and construction signs, retail grounds signs for all of our business districts and the variation process and then garage sale signs. We are specifically addressing the regulations cited in Section 9-11. The purpose of the public hearing is to share this information with you and to get additional feedback.

Planner Hage then said that we anticipate not closing this hearing, we are going to continue it until March so there is one month where we can obtain additional public input from the businesses and perhaps revise the language if necessary. To get into the heart of the sign code amendments, which are available on our website, we'll start with definitions. These are definitions that need to be clarified in order to make the sign code a working document. We added clarification of what we use to determine how much signage we calculate for businesses. Typically for a retail center it is still the unit width or for a standalone business, like Whole Foods or Midtown Athletic, it is still your lot width. So, we clarified that definition. We also added references to dynamic display signs which are seen along the interstate as video message boards and also specific references to sandwich board signs.

In the amendments to the sign code, which is section 9-11, we specifically added a more detailed prohibition on all manners of digital signs, except for gas stations. The Village currently allows gas stations to have digital signage because they change their pricing, which happens many times a day.

As part of the process, throughout all the debate that the Plan Commission had, it was not always unanimous, but the Plan Commission came to a consensus on many issues and provided staff with direction to prepare these amendments. This has been a collective group work; it is not any one individual.

One of the proposed amendments is to increase the allowance for construction signs for new developments in nonresidential districts, like the Town Center or a vacant property where construction will be soon, there will be an increase in the allowance for construction signs for properties over 10 acres. Leasing signs for shopping centers or other non residential properties that are 10 acres could not have 32 square feet of leasing sign. Many of these amendments, this is one in particular that addresses this, are supposed to codify some practices that the Village already uses. In some areas, there are people that have leasing signs that are larger than what is permitted and we are being more permissive, but still provide a parameter that is reasonable for our businesses.

Searchlights are prohibited by the Village Code. Some of our businesses have used them on occasion to advertise events even though they are specifically prohibited in our code. Under the code amendments, they would be under the permitted uses, but under very specific conditions. Mainly that you have to obtain a permit and that permit would be good for three days. The business or property would be allowed a maximum of two permits per year and only one permit could be in use at a time.

Relative to our retail districts, this is something that will be useful for our shopping centers, which is an amendment addressing sandwich board signs. Currently these signs are prohibited; certainly some of our businesses use them even though they are not permitted. For the amendment, every business that has street access or pedestrian access at the ground level would

be permitted to have one of the sandwich board signs up to 15 square feet; we have not regulated what they would look like other than that they be made of stable and sturdy materials.

Many of our businesses have illuminated window signs, such as an “open” and “closed” sign, “ATM”; currently these illuminated signs are not permitted. Under the code amendments, every business would be allowed to have one illuminated window sign which could be either neon or backlit, we are not specifying which, but they would be limited to a maximum size of four square feet and would count towards the forty percent window signage allowance that every business has. These can be a paper sign or vinyl sign covering 40 percent of your window. The lit sign would be included in that 40 percent.

Regarding the retail community, we looked at increasing the allowance for wall signs. The tenant unit width or the lot width is multiplied by an SSA rate for the total allowed square footage subject to a maximum. Currently our rate is 1.0. Per the Plan Commission direction and discussion that would be increased to 1.25 square feet. All of our businesses are capped at the amount of square footage that they have. Most retailers are capped at 120 square feet – those are retailers under 27,000 square feet. Under the proposal, that cap would be lifted. The amendment will also allow an opportunity for a bonus sign with a penalty to the square footage.

For the proposed amendments, all retail businesses in the B-1 through B-3 districts that are less than 35,000 square feet would be allowed to have 350 square feet. So if you have a 90 foot or 100 foot unit you can have 125 square feet. In the corner units where they have more of a presence, they are really going to see an increase. You can see that Buffalo Wild Wings took advantage of this through the PUD amendment; they were allowed to push their signage up to about 206 square feet. What we tried to do with these amendments is to equalize the provisions that are given to some shopping centers and give them to all based on the size of the shopping center.

Chairman Kopp said to the folks from Regency that the Commission did not think it was fair to give the Town Center all these rights and have our existing shopping centers, who have been great members of the community, stuck with lower limits. He said we almost always increased the signage so that the other shopping centers will be equal.

Nick Wibbenmeyer from Regency Center said that will be a tremendous benefit to them. We have always lacked exposure especially some of our smaller tenants on 63rd Street. It helps us and helps invigorate the shopping center.

Planner Hage continued that for larger businesses in the community, for those that are in the B-4 district, which includes our hotels and our car dealership, they would be subject to the same regulations. (However,) they would be permitted to go up to a maximum of 550 square feet. They have those increases and the opportunity to increase their retail presence along the interstate. As for the ground signs within the B district, for shopping centers less than 10 acres, they would see an increase in the allowance from 12 feet high to 16 feet high and then from 90 square feet in sign area to 100 square feet. In addition, the Village would not count that portion of the sign that is dedicated to the shopping center name. So if it is the Patio Retail Center or Hinsdale Lake Commons, that would not be included in that sign surface area. For shopping centers that are greater than 10 acres, there would be an increase in height from 16 feet to 24 feet and then the area would jump from 120 to 400 square feet with that same discount for the

shopping center name. It is really a significant increase given the size of the Regency Shopping Center which is almost 22 acres, which is similar to the Town Center. Our B-4 businesses would also receive the same signage allowance.

For our office and light industrial districts, they would also see an increase in signage. Currently our sign code requires that they are limited to a total of 45 square feet. You can use that as a monument sign or a wall sign but it is maxed at 45 square feet. If it is a multi-tenant building, you are also allowed signage for each individual tenant for a maximum of 15 square feet (each). This is calculated at $\frac{1}{2}$ square foot for each one foot of unit width. Under these provisions, we would separate the ground and wall sign provisions so that we could have both and the rate would increase from $\frac{1}{2}$ square foot to 1 square foot and the maximum wall sign area for a single tenant building would be 100 square feet and for a multi-tenant building it would go to 50 square feet. You could have a 50 square foot monument sign and a 50 square foot wall sign and then individual signs for your tenants would come out to an allowance of 30 square feet for each tenant. For any business that has a rather large parcel, greater than four acres, and a lot width of 250 feet, those properties could actually have two signs on the ground, 100 feet apart, as measured along the lot line, but not more than one.

Planner Hage noted that the changes she presented did not include all the minor changes to the code that were done to the structure to make each section consistent with the rest. These are the items that will change the content, the meaning and application of the code. Planner Hage said there is an opportunity for feedback from store owners and discussion with the Plan Commission.

Chairman Kopp said I did not recall the discussion that the name of the shopping center would not be counted. What does that mean? Does that mean that they could have a huge sign with their name?

Planner Hage answered no it does not. In our discussion in the joint workshop in May there were many items that were raised as issues and that was not one of them. Basically a shopping center can have a 100 square foot sign and 15% of their sign surface area can be dedicated towards the name of the shopping center. So if it is a 100 square foot sign they can have (an extra) 15 square feet that just reflects their name.

Chairman Kopp asked can it be only 15%. If the owner wanted it to be 50% could they do that?

Planner Hage said no that would count towards the overall sign area.

Chairman Kopp asked if they have 100 square feet of tenant signage can they have 115 square feet sign?

Planner Hage said yes with 15 square feet devoted just to their name.

Director of Municipal Services Tim Halik added what staff was experiencing with some of the major shopping centers in town was that they wanted to put their identity on the sign but since our previous ordinance, or current ordinance, it counted towards the sign surface area, the applicant would then forego putting the name of the shopping center up because they did not want to expend that SSA on their name.

Chairman Kopp said, actually the concern was the opposite; the shopping centers were putting their name on instead of giving that space to the tenants.

Director of Municipal Services Tim Halik said that may be occurring too. I know most recently some of the shopping centers said we would like to put our name on the sign but we want to devote most of our message to our tenant panels so we are going to opt not to put our name on it. Some of the elected officials felt it very important for the identity of the community to add the shopping center names on the signs. So we decided that perhaps we should exempt the ID name on the sign, but then again we were concerned that may be mute. Someone may want to double the size of their sign claiming the identifier be exempt so we decided to limit that.

Planner Hage added that some shopping centers have perhaps poorly chosen to allocate all of their signage to their name and not given any to their tenants; however, the more recent ones including Wingren Plaza and the Town Center, it has actually been a reverse trend where they want their presence, but they really do not want to sacrifice on the tenant signage. So this was really one that was driven by our Village officials.

Chairman Kopp said he does not have an objection to it.

Planner Hage said they are just giving the background. It did not come up as a discussion item here because it did not come up as a point of concern in the May meeting, which is why it did not get discussed further.

Nick Wibbenmeyer said we are actually rebuilding our sign for the Dominick's center and we went back and forth over this issue and a similar issue. I completely agree with the name of the center being absent from the calculation because the issue we ran into is exactly that. We want to give our tenants as much exposure as possible and if we are penalized because of that by putting the center name on, we typically choose not to put the center name on, but we think it is a benefit for everyone to have the center name on. If there is a security issue, if someone calls the police, whatever it is, it is nice to quickly see the name of the shopping center. The other issue I have is, we are trying to corporately do away with free standing leasing signage. The issue I run into is the wood leasing sign and after six months they start to look bad and what we prefer to do is put our leasing information and phone number on our pylon signs. On our sign in Glen Ellyn, the cap of the sign has the center name and down below the tenant panels in much smaller letters it has "for leasing and our phone number". It is permanent, it will not wear or tear and people can easily call us if they have questions about the shopping center. Some communities count that as their overall signage some communities do not.

Planner Hage said it would be included in the allowance, so while your name is exempt...

Nick Wibbenmeyer asked would we be allowed to take the bottom panel and have it list the leasing information.

Planner Hage answered yes. She then asked how long they have owned the shopping center.

Nick Wibbenmeyer said we opened our office here five years ago, but we bought it in 2000.

Planner Hage asked, on average, if you were to build a sign now, what would it cost you, just a rough figure.

Nick Wibbenmeyer said the Glen Ellyn sign cost about \$75,000 to \$100,000. It is very similar to the Town Center with masonry construction.

Polly Walgren, a representative of one of the units in the Woodland Park office building complex asked if you could tell me what the proposed changes mean in terms of signage for us as a tenant in Mr. McNaughton's building.

Planner Hage answered that you as the tenant would be allowed to double the signage that is over your business. Right now you can have 15 square feet that says your business name.

Polly Walgren asked is that at the door of the unit that we rent.

Planner Hage answered yes above on the building facade. Within your development as a whole, relative to all the other tenants there, Mr. McNaughton could erect a sign on one of the facades that faces Plainfield Road, a 50 square foot sign that says Woodland Park Willowbrook. In addition, the monument sign that is currently on the street, the overall sign surface area could be increased by 5 square feet, currently it is 45 square feet and it could go up to 50 square feet and it could actually increase in height to 12 feet. So it could actually be another 4 or 5 feet in height. Per our discussions that we had with Bill, there are some other things that are not related to the amendment, but from a design perspective and a location perspective, that could be done to that sign.

Polly Walgren asked if the sign on the building can be illuminated.

Planner Hage answered yes.

Bill McNaughton said he wanted to thank the Plan Commission and the Village for taking this sign ordinance and understanding that a lot of businesses needed some changes. I appreciate you working on this. I first would like to ask what is the reason behind the single entity building, for example Walgreens, being allowed 100 square feet of monument sign compared to myself which is a multi-tenant office building with roughly about twenty-two tenants. Currently, why are we limited to 45 square feet and hopefully 50 square feet. Is there a reason why you thought they deserved a larger square footage?

Chairman Kopp answered that they are in a different zoning district. They are in a retail or a business zoning district and you are in an office district.

Bill McNaughton said there are single tenant building owners, what is the reasoning behind them getting a larger square footage.

Planner Hage answered largely based on the fact that they have one sign instead of multiple signs. You can have a 50 square feet wall sign plus each of your tenants can have 30 square feet of signage. That is a lot of information and that is a lot of sign surface area. The Plan Commission did debate it, whether or not a multi-tenant building and a single-tenant building could have the same amount of wall signage. As for the staff perspective, one thing that we look

at is how much signage is given to an individual building and try to create a clear identity and not overpower the landscape.

Bill McNaughton said our concerns over at Woodland Park Office Park are a lot of the tenants would love to have some sort of signage and visibility from Plainfield Road. We are limited right now to 45 square feet and 5 square feet is obviously an increase but it still would never allow my office park, three buildings, the ability to have tenant signs or tenant representation on Plainfield Road. That is most of the tenant's level of concern in wanting to get better visibility for their company. My concern is now that we do not have the ability to get multiple tenant names on this sign, we have to utilize our 45 square feet or 50 square feet as a monument sign to promote Woodland Park Willowbrook. The other concern of the tenants is that we are having a hard time getting people to Woodland Park Willowbrook. With the increased speeds on Plainfield Road, they are flying by and not seeing the entrance and when they do get in, the visibility of the signage around the office park is another concern. So getting back to the monument sign, as a group representing all my tenants, we would like to see more visibility not just for Woodland Park Willowbrook, but to be able to get some of the larger tenants their presence upfront where they need it and they can gain a little business.

Vice-Chairman Wagner asked how many tenants you have.

Bill McNaughton said currently we have twenty-two tenants.

Vice-Chairman Wagner said your sign specifically was part of a discussion that went on for multiple hours because of one of your tenants. He said he came to the conclusion that the sign was lacking in location and a few other things that could have been more helpful. He said his concern specifically in this discussion about this group was the fact that there are so many tenants and if we were to give space for each tenant name on Plainfield Road we would have a sign bigger than Town Center. The zoning for these areas was supposed to be for single-story low-key office uses and not Walgreens or a retail building in another district. It was pointed out to me that it was very important that Woodland Center be on the sign. That it was the key recognition for people driving down Plainfield Road, that if they were looking for something, they would be looking for the Woodland Office Center and once they found that, then you would have this additional signage for each tenant on the building so they would know where to go. I cannot imagine seeing a sign that had the name in an adequate size to read for twenty-two tenants on Plainfield Road.

Bill McNaughton said I would agree with you. I think that our intent was not to take the smaller office user, but to take the larger tenants and have them on the signs with visibility. The 1,000 square foot office user, I do not think they need visibility, (that) does not make sense. With the limited space that we have, our intent is to make our monument sign, Woodland Park Willowbrook, stand out as much as possible. We need people to understand that this is where Woodland Park Willowbrook is located and with the limitations of 45 square feet, other than that head piece that we have, there is another 3 feet tall by 4 feet wide (sign) that just has building 535, building 545 and building 555. That is what we thought was the best way to use the 45 square feet that we had. Now that we can go taller, and with talking to Sara today, I think we can get closer to the property line, we hope to relook at how we can use this monument sign to capture the people. I still think it is going to be Woodland Park Willowbrook because that is all the space we have available. We do not need to have Woodland Park Willowbrook on the sign

to identify our company; we utilize it as a way to allow people to recognize where they are going.

Chairman Kopp asked if 50 square feet would not be enough for you to have four tenant names.

Bill McNaughton answered no it would not.

Chairman Kopp asked what would be enough.

Bill McNaughton answered that he had some renderings that we had our sign company come up with. We manage the office park in Burr Ridge, which has a very similar head board as Woodland Park Willowbrook, and they have multiple tenants and about eight to ten panels of tenant names on the boards. I do not think that would work on Plainfield Road, but we had six feet wide and basically another four to five feet high where we dedicated to certain tenants that qualify for the visibility and above that would be our standard Woodland Park headboard.

Chairman Kopp said I would be interested in seeing it, but in an office district I do not think there is going to be a lot of support for a retail-type monument sign like you see for big, multi-story office buildings. Again, I would be willing to look at it, but I am not sure this Commission would agree to double or triple the signage.

Bill McNaughton asked with the increase of 4 feet in height and where our sign is placed, obviously we have a berm in front which limits us to certain height restrictions. Does the height of the supporting columns count towards our 50 square feet?

Director of Municipal Service Tim Halik answered our definition in our sign code exempts the area for support of the sign.

Bill McNaughton asked, so would you be willing to incorporate that extra 4 feet, so we will be able to raise the sign up? Would you allow us to utilize that square footage where the posts are coming up to add signage? He said that it would help with the names, it would still be lower, but it would still give some visibility from the road.

Commissioner Heery said the name of the location and if there was an address 565 or 555, there would be more information driving down Plainfield than the name of the office park.

Vice-Chairman Wagner said we had a huge discussion about this sign and the numbers were there somewhere, but they were the same color as the background. There was no contrast and you could not see the numbers. I always recognize a sign by the address, I was told by a lot of people that they recognize the sign by the Woodland Plaza. When we looked at your sign, the numbers were on the sign but there was no contrast to be able to read the address number. We thought if it was silver on black or some heavier contrast, that in itself would make a big difference in being able to raise the sign up 4 feet and get it above the vegetation and then have more contrast with the address number and then the Woodland Plaza and it would be more recognizable than it is today.

Bill McNaughton said I do agree with you and we are looking into it in turns of getting more ideas. A little over a year ago, we did change that, it looked like a phone number and we worked

with Tim and he allowed us to change the sign to read building 545 and we agree, after a year and people commenting and seeing it, yes now they can see it is a building and not a phone number, but it does not have enough contrast to show up better and it is a little small.

Vice-Chairman Wagner said I would like to see the renderings if you would like to submit them to the Commission so we can look at them maybe for next month's meeting, since we are continuing this meeting anyway. He said I would like to see an example and many of the things that we discussed were signage and pictures generated by staff that gave us a better indication of what it would look like when it is in place and how big it would be. That would help us if you could submit something like that.

Polly Walgren said, if I understand correctly, we have 30 square feet above each business for a sign on the building and we have 50 square feet on the face of the building that faces Plainfield Road.

Chairman Kopp said correct.

Polly Walgren asked if that could be used for the tenants who are renting larger space and then there would be a monument sign out on the road with "Woodland Park" and the address on it with the name of the specific businesses on the building so when someone sees Woodland Park and turns in they see the name of the establishment they are looking for.

Bill McNaughton answered it would comply. The depth of the building, how far back it is from the street and how high we would have to put them up, we have a berm that is probably close to 5 feet off the average parking level, we would have to put those at the top and I do not think you will see the sign.

Polly Walgren said this is just a suggestion to get the names of the business visible from the street.

Commissioner DelSarto said he liked the idea of the Woodland Monument sign, just to get in the driveway, and as you go around the facility, you will find where you are going.

Bill McNaughton said the biggest concern with that are with Cingular's support center, that area and the southwest corner. Those are typically one time customers. All the other customers are typically repeat customers; therefore they know where they are going. We have had some situations where some people cannot find Cingular and that has caused problems with other tenants. We addressed that with Tim and interior signage and the replacement of some landscaping to try to help open it up and it seemed to help a little bit, but we are still struggling with directions once we get in the park.

Planner Hage asked to go back to the technical question Polly Walgren asked. She said that Polly asked if the one 50 square foot wall sign is one sign for all three of the buildings. Planner Hage confirmed that it was and stated that Mr. McNaughton can give it to you or he could give it to another tenant or he can reserve it for the name of the center.

Chairman Kopp said we assumed that you might put the tenant names on the street with the more prominent address and then put Woodland Business Center on the wall of the building, but that is

your decision. We are not looking to discriminate against people in office parks, but I do not think that people are going to feel that they should have the same signage as the retail districts.

Nick Wibbenmeyer asked when this will be presented at the board.

Planner Hage answered that it depends on what happens at the March meeting, including any discussion of proposed changes, it could be on the Board agenda for approval at the end of March. However, if there is a change to be made to the language, it might push it to the beginning of April, but hopefully it will be the end of March.

Chairman Kopp said to the audience you are the experts so if you have any thoughts the Plan Commission would love to hear them.

Nick Wibbenmeyer said I have not read all the details but I do think that these will help us tremendously.

Chairman Kopp asked if there is anything further from staff.

Planner Hage answered no but would ask that we continue the hearing.

MOTION: Made by Commissioner Heery seconded by Commissioner DelSarto, to continue this hearing to March 3, 2010.

ROLL CALL: AYES: Commissioners Heery, DelSarto, Remkus, Vice-Chairman Wagner and Chairman Kopp; NAYS: None. Absent: Commissioners Soukup and Baker.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

7. VISITOR'S BUSINESS

None.

8. COMMUNICATIONS

Planner Hage said that she met with Tim Halik, President Napoli and the Village Attorney to go over the amendments and received some very positive feedback.

Vice-Chairman Wagner said he noticed a great deal of truck traffic from the distribution center on Frontage road (the trucking company). There is a tremendous increase in semi-trailer traffic on Madison and Plainfield Road and I am assuming Madison is a truck route. Has there been a change?

Director of Municipal Services Tim Halik said that, to his knowledge, there had not been a change. We have been curious as to what effect the opening of Willowbrook Center Parkway may have on truck traffic, but I do not think that is the same issue. I think in general we have seen an increase in truck traffic in the Executive Plaza and our Police Department has been more active in parking enforcement.

9. ADJOURNMENT

MOTION: Made by Vice-Chairman Wagner, seconded by Commissioner DelSarto, to adjourn the regular meeting of the Plan Commission at the hour of 9:30 p.m.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

PRESENTED, READ AND APPROVED,

_____, 2010

Minutes transcribed by Joanne Prible.

Chairman