



**MINUTES
VILLAGE OF GLENCOE
ZONING COMMISSION
REGULAR MEETING**

Village Hall Council Chamber
675 Village Court
Monday, August 7, 2017 - 7:30 PM

1. CALL TO ORDER AND ROLL CALL

The Regular Meeting of the Zoning Commission of the Village of Glencoe was called to order by the Chair, at 8:12 p.m. on the 7th day of August, 2017, in the Village Hall Council Chamber.

Attendee Name	Title	Status
Zoning Commission		
Howard Roin	Chair	Present
Deborah Carlson	Member	Present
Sara Elsasser	Member	Present
David Friedman	Member	Absent
Alex Kaplan	Member	Present
John Satter	Member	Absent
Village Staff		
Nathan Parch	Planning & Development Administrator	Present
Stewart Weiss	Village Attorney	Present

2. PUBLIC HEARING TO CONSIDER A REQUEST OF AUTOHAUS MERCEDES BENZ FOR A SPECIAL USE PERMIT TO ALLOW ONSITE SIGNAGE THAT EXCEEDS THE STATED LIMITS OF THE H-F HIGHWAY FRONTAGE ZONING DISTRICT FOR THE PROPERTY AT 1600 FRONTAGE ROAD

The Chair stated that the purpose of this meeting was to conduct a public hearing to consider an application from representative of Autohaus Mercedes Benz, 1600 Frontage Road, for new signage that is compliant with their revised corporate identity guidelines, but which exceeds the maximum height and/or sign area limits of the Sign Code.

Following consideration of the application, the Zoning Commission will provide a recommendation to the Village Board who will then consider the recommendation in approving, denying, or revising the request for a special use permit.

The Chair reported that notice of the public hearing was published in the August 20, 2017 issue of the Glencoe Anchor. Staff noted that no letters and no verbal inquiries had been received.

The Chair made part of the record, as additional testimony, the Agenda Supplement, which the Secretary was directed to preserve as part of the record in this matter.

Staff then swore in those in attendance expecting to provide testimony on this matter.

BACKGROUND OF REQUEST

The Highway Frontage Zoning District allows signage to exceed the stated limits in the Sign Code, but only with the approval and issuance of a special use permit. Specifically, the applicant is requesting to:

1. Increase in the permitted height of the proposed on-site informational signs from the maximum allowable height of four feet to up to four feet 5 3/4 inches;
2. Increase in the permitted sign area of the proposed on-site informational signs from the maximum allowable sign area of five square feet to up to 17.92 feet;
3. Increase in the permitted sign area of the proposed ground sign from the maximum allowable sign area of 100 square feet per side to 213.27 square feet per side; and
4. Increase in the permitted height of the proposed ground sign from the maximum allowable height of eight feet to 24 feet 9 7/16 inches.

SUMMARY OF TESTIMONY

Eduardo Martinez, of MTZ Architects, Inc., reviewed the proposed new signage for the auto dealership located at 1600 Frontage Road and stated that it is compliant with the new corporate identity guidelines for Mercedes Benz. All dealerships are required to comply with the Autohaus II Image Program, updating their interior and exterior branding elements as necessary. The existing Autohaus signage does not meet corporate branding standards.

Mr. Martinez submitted a letter to members of the Zoning Commission dated August 1, 2017 that addressed the Standards for Special Use Permits as outlined in Section 7-502 of the Zoning Code:

1. **Code and Plan Purposes.** The proposed signs are appropriately sized and the materials are in keeping with the intent of the Code. The pylon sign will not be intrusive on neighboring buildings. The sign will promote orderly traffic flow onto the facility and provide better visibility to traffic on I-94.
2. **No Undue Adverse Impact.** The proposed signs will not have an adverse effect on adjacent properties. The pylon sign is in keeping with monumental signs that neighboring dealerships have along I-94. The adjacent properties are I-94 to the east, Northbrook Toyota to the North, Commonwealth Edison to the west, and Northland Laboratories to the south.
3. **No Interference with Surrounding Development.** The proposed pylon sign is located 472'-5" from the south property line and 291'-0" from the north property line along Frontage Road. This sign will not dominate nor interfere with use and development of neighboring properties.
4. **Adequate Public Facilities.** The increase in height and area of the proposed signs will not have an impact on public facilities.
5. **No Traffic Congestion.** The proposed increase in height and area of the proposed signs will not cause traffic congestion. The increased visibility of the pylon sign will improve the flow of traffic on I-94; the current sign is not visible until traffic is within eyesight of the building. Have a large sign will allow traffic to recognize the location of the facility sooner.
6. **No Destruction of Significant Features.** Increasing the size and height of the signs will not result in the destruction, loss, or damage of any natural, scenic, or historic feature of significant importance.

7. **Compliance with Standards.** Except for the height and area relief for which the special use permit is being requested, the proposed signs comply with all provisions of the Village's sign regulations.

Following the presentation, members of the Zoning Commission discussed the application. Members concurred that the proposed increases in height and area did not negatively impact the site or surrounding area, and further that the updated signage would have little if any offsite impact to traffic congestion, or demand for parking, and that as proposed it was compatible with existing signage in the surrounding area. Both the nearby Carmax and Fields Infiniti dealerships previously received zoning relief for specific signs on their respective properties.

A motion was made and seconded to recommend to the Village Board approval of the special use permit requested by Autohaus Mercedes Benz, 1600 Frontage Road, per the plans presented.

RESULT:	APPROVED
AYES:	Carlson, Elsasser, Friedman, Kaplan & Roin (5)
NAYS:	None (0)
ABSENT:	Satter (1)

The Zoning Commission recommendation for approval will be forwarded to the Village Board for final consideration.

3. ADJOURN

There being no further business to come before the Zoning Commission the meeting was adjourned at 8:29 p.m.