

Call to Order

Chairman Susanke called the Planning and Zoning Commission meeting to order at 7:30 p.m.

Roll Call

Present were Chairman Susanke and Commissioners Gilmore, Kaufman, Kotleba, Martin and Shore. Also in attendance were Community Development Planner Jennifer Becker and Community Development Director Cathleen Tymoszenko, and Board Liaison Trustee Norm Ost.

Pledge of Allegiance

Commissioner Susanke led those in attendance in reciting the Pledge of Allegiance.

Approval of Agenda

MOTION: Commissioners Gilmore and Kotleba moved and seconded to approve the agenda. The motion carried by unanimous roll call vote.

Approval of Minutes

MOTION: Commissioner Shore moved and Kaufman seconded to approve the minutes of the September 25, 2009 meeting without amendment. The motion passed unanimously.

Questions from the Audience - None

New Business

**Public Hearing
Petition 01-10
Sign Variations – Sign Surface Area
And Electronic Sign Display Panel
Spring Hill Gateway Shopping Center**

MOTION: The public hearing was opened by unanimous roll call vote. Ms. Becker confirmed publication in the newspaper.

Chairman Susanke read background on the requested variation. Applicant Stelios Aktipis and Liz Ryder were present to answer questions from the Commissioners. Mr. Aktipis stated that the configuration of the existing shopping center doesn't lend itself toward the regular street-facing orientation that most grocery stores enjoy. As a result, he was attempting to assist the operators of the grocery store in improving the signage package. The variation request includes a 240 square foot sign cabinet on the back face of the tenant space and adding a 2' x 9' electronic display panel to the existing freestanding signs to show specials offered by the grocery store, and possibly other tenants. He then referred to a letter sent by the owner of Caputo's grocery chain speaking to the need to increase signage as a means to increase business.

The Commissioners had several questions about the need for the electronic sign. Commissioner Gilmore asked about the frequency of the copy change. Mr. Aktipis stated that he was open to any ideas the Commissioners had. A discussion followed about where the electronic message board would be located on the signs, which of the four freestanding signs would be included in the request and how the display would be formatted. Commissioner Kotleba expressed concern with opening the issue of non-fixed changeable copy signage to the Village as a whole, and thought that this shopping center could be considered a special circumstance to encourage development.

Commissioner Martin stated that the Planning and Zoning Commission has been strong at holding onto the idea of no electronic signs in the Village, there is no way to figure out who is advertising and he in particular didn't want to see the copy changing. Commissioner Shore stated that he was against the idea of the electronic sign.

A discussion then ensued about the linkage between electronic signage and increased business. Mr. Aktipis stated that to his knowledge, no studies had been conducted on this issue. The Commission was in general agreement that this new technology had to be recognized but stopped short of making a conclusion.

The Commission was in agreement that the sign cabinet at the rear of the building was a good idea to get the paper signage off the outsides of the existing faux window cabinets along the rear building face.

MOTION: Commissioner Shore moved and Commissioner Kotleba seconded to close the public hearing, which passed unanimously.

Commissioner Gilmore stated that he felt it would be most effective if the two sign types were addressed separately in regards to recommendations.

MOTION: Commissioner Gilmore then moved to recommend to allow the electronic sign panel on the lowest display slot on the monument signs for merchandising of the food store on two of the freestanding signs and to allow the electronic sign on the other two freestanding signs for identification purposes for other tenants. This motion was subject to the following conditions: no scrolling, five minute display change minimum, lit portion of sign be same color as sign. Motion was seconded by Commissioner Kotelba and was denied by a vote of 4 no's and 1 yes.

MOTION: Commissioner Martin then made a motion to approve the 240 square foot sign cabinet seconded the motion which passed unanimously by a vote of five yeas and zero nos.

The meeting was then adjourned by unanimous agreement at 8:45 pm.

Respectfully submitted,

Jennifer Becker, Acting Secretary