

**VILLAGE OF HINSDALE
PLAN COMMISSION
MINUTES OF THE MEETING
Wednesday, December 14, 2022**

The regularly scheduled meeting of the Village of Hinsdale Plan Commission was called to order by Chairman Steve Cashman in Memorial Hall of the Memorial Building, 19 E. Chicago Avenue, Hinsdale, IL on Wednesday, December 14, 2022 at 7:31 p.m., roll call was taken.

PRESENT: Commissioners Jim Krillenberger, Patrick Hurley, Mark Willobee, Anna Fiascone, Scott Moore and Chairman Steven Cashman

ABSENT: Commissioners Cynthia Curry, Gerald Jablonski, and Julie Crnovich

ALSO PRESENT: Bethany Salmon, Village Planner

Public Comment on Non-Agenda Items

Chairman Cashman asked for public comments. There were no public comments pertaining to non-agenda items.

Approval of Minutes – November 9, 2022

With no questions or comments, a motion was made by Commissioner Moore, seconded by Commissioner Fiascone, to approve the November 9, 2022 draft minutes as submitted. The motion carried by the roll call vote of 4-0 as follows:

AYES: Commissioners Krillenberger, Fiascone, Moore, and Chairman Cashman

NAYS: None

ABSTAIN: Commissioners Hurley, Willobee

ABSENT: Commissioners Curry, Jablonski, and Crnovich

Sign Permit Review

a) Case A-34-2022 – Sign Permit Review – 50 S. Washington Street – Virgil Catherine Gallery – Installation of One (1) Projecting Sign and Permanent Window Signs

The applicant, Catherine Ponakala, was present to address the Commission. Ms. Ponakala stated that the application request was for a decal sign on the store window and projected bracket sign that would be moved over and up from its previous location to meet the code requirements for the mounting height for projecting signs.

Commissioner Moore asked about any potential issues arising from a sign hung between the gallery tenant space and neighboring business. Ms. Ponakala stated that she has been in communication with the new business owner and, at this time, there are no plans for the neighboring business to install a hanging sign. Ms. Ponakala stated that the proposed location is the best location with the small entry space and inability to raise the sign in the previous location due to the awning above.

Discussion followed about the neighboring business, which will sell high-end handbags and jewelry. Ms. Ponakala stated that she believes the neighboring business is planning minimal window signage only, which will avoid any conflict of the location of the gallery's projecting sign. Ms. Salmon confirmed the sign permit application for the neighboring business is scheduled for the next Plan Commission meeting and that it contains a request for a simple window sign.

Commissioner Moore asked for clarification on why the sign location cannot remain solely above the applicants business rather than in between two (2) business. Ms. Ponakala stated that in order to meet the sign mounting height code requirements, the bracket would need to be raised and mounted under the awning, greatly reducing visibility. Further discussion took place. It was stated that it made sense to hang the sign above the address number of the gallery. Commissioner Krillenberger stated that he believed it was helpful that Ms. Ponakala has already discussed the matter with the neighboring business.

A motion was made by Commissioner Hurley, seconded by Commissioner Krillenberger, to approve Case A-34-2022 – Sign Permit Review – 50 S. Washington Street – Virgil Catherine Gallery – Installation of One (1) Projecting Sign and Permanent Window Signs as submitted. The motion carried by a roll call vote of 6-0 as follows:

AYES: Commissioners Krillenberger, Hurley, Willobee, Fiascone, Moore, and Chairman Cashman
NAYS: None
ABSTAIN: None
ABSENT: Commissioners Curry, Jablonski, and Crnovich

b) Case A-35-2022 – Sign Permit Review – 28 E. First Street – Visual Comfort & Co. – Installation of Permanent Window Signs

Jerri Flood, representing Circa Lighting/Visual Comfort and Co, was present to address the Commission. Ms. Flood explained that as part of a re-branding process, the signs need to be changed to reflect the new name, Visual Comfort and Co. Ms. Flood reminded the Commission that the wall sign was approved at the September meeting and that tonight’s application included the window and door signage, a part of the company’s signature storefront. Ms. Flood shared a sample of the signage with the Commission, which is a sticker applied to make the glass appear to be etched in a simple, minimal design. It was stated that the window signage on the front entrance would communicate key information such as store hours, address, and the website in a subtle manner.

Ms. Flood stated that the signage on the rear employee door would include the Visual Comfort and Co. name and directional information directing customers to the location of the rear entrance to the left. It was stated that the total square footage of window and door signage proposed tonight is about ten and half (10.5) square feet and when combined with the approved wall sign will total under the allowed maximum of twenty five (25) square feet. Ms. Flood stated that this signage would complete the signature look that is part other locations.

Commissioner Moore asked about the size of the “& Co.” font relative to the words “Visual Comfort”. Ms. Flood responded that the design represents one of the business’ logos, intentionally stressing the culture of the people that are part of the company.

Commissioner Krillenberger and Chairman Cashman stated the sign looks great. No other Commissioners had questions.

A motion was made by Commissioner Willobee, seconded by Commissioner Krillenberger to approve Case A-35-2022 – Sign Permit Review – 28 E. First Street – Visual Comfort & Co. – Installation of Permanent Window Signs as submitted. The motion carried 6-0 by a roll call vote as follows:

AYES: Commissioners Krillenberger, Hurley, Willobee, Fiascone, Moore, and Chairman Cashman
NAYS: None
ABSTAIN: None
ABSENT: Commissioners Curry, Jablonski, and Crnovich

c) Case A-40-2022 – 5811-5815 Madison Street – Palgong Tea – Sign Permit Review – Installation of Permanent Window Signs

Premal Patel was present to address the Commission and explain the decal window sign proposed. Mr. Patel showed the actual sign decal to the Commission. It was confirmed that Bubble Tea and Korean Hotdogs would be sold and consumed on premises.

Commissioner Hurley asked what the inside of the business would look like. Mr. Patel stated that the ceiling would be black, white walls, gray flooring and ambient lighting. It was stated that the look would be “very clean”.

Chairman Cashman stated the sign looked great and asked Mr. Patel to describe the difference between a Korean Hotdog and a Chicago Style dog. Mr. Patel responded that a Korean Hotdog is battered and deep fried.

With no further questions, a motion was made by Commissioner Hurley, seconded by Commissioner Moore to approve Case A-40-2022 – 5811-5815 Madison Street – Palgong Tea – Sign Permit Review – Installation of Permanent Window Signs as submitted. The motion carried 6-0 by a roll call vote as follows:

AYES: Commissioners Krillenberger, Hurley, Willobee, Fiascone, Moore, and Chairman Cashman
NAYS: None
ABSTAIN: None
ABSENT: Commissioners Curry, Jablonski, and Crnovich

Adjournment

Chairman Cashman asked for a motion to adjourn. A motion was made Commissioner Krillenberger, seconded by Commissioner Willobee, to adjourn the regularly scheduled meeting of the Village of Hinsdale Plan Commission of the December 14, 2022.

The meeting was adjourned at 7:49 PM after a unanimous voice vote of 6-0.

ATTEST: _____
Jennifer Spires, Community Development Office