

**MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, AUGUST 27, 2019**

Mayor Bukiewicz called the meeting to order at 6:00 p.m. The following Commissioners were present at roll call: Commissioner Hanna, Commissioner Sullivan, Commissioner Carrillo, Mayor Bukiewicz, Alderman Guzikowski, Commissioner Siepert. and Commissioner Chandler. Alderman Loreck and Commissioner Oldani were excused. Also present: Kari Papelbon, Planner.

Minutes of the August 13, 2019 meeting

Commissioner Siepert moved to approve the minutes of the August 13, 2019 meeting. Commissioner Chandler seconded. On roll call: all voted aye. Motion carried.

PUBLIC HEARING

SIGN APPEAL

MCDONALDS

8800 S. HOWELL AVE.

TAX KEY NO. 860-9018-000

Planner Papelbon read the public notice into the record.

Mayor Bukiewicz made three calls for public comment. Seeing none, the public hearing was declared closed.

PUBLIC HEARING

SIGN APPEAL

MCDONALDS

9471 S. 13TH ST.

TAX KEY NO. 877-9002-001

Planner Papelbon read the public notice into the record.

Mayor Bukiewicz made three calls for public comment. Seeing none, the public hearing was declared closed.

SIGN APPEAL

MCDONALDS

8800 S. HOWELL AVE.

TAX KEY NO. 860-9018-000

Planner Papelbon provided an overview of the sign appeal. (See staff report for details.)

Commissioner Chandler asked for more information on why there is a need for double screens and two signs. Michelle Freeman, Kaiser Industries, 9015 S. Kedzie, Evergreen Park, IL, responded that McDonalds gave the following background:

Corporate McDonalds has this experience of the future, and has switched to digital menu boards. They even have self-service kiosks. If a full complete remodel is being done, they will have all of the signage inside and then it continues into the driveway-through. The drive-throughs have the digital menu boards as well. Existing signage (with the manual changeable copy) has four panels

and are 47 square feet. The new digital menu boards have two panels, which are about 19.97 square feet. The single unit is what they are calling a “pre-browse,” and that is a single panel at about 10 square feet. In most cases, if there is a dual lane drive-through, they have two manual changeable copies (84 square feet.) If they were to have two new digital signs and the pre-browse sign, it would actually be going down to about 60 square feet. This particular part of the project is called ODMB (outdoor digital menu board), and McDonalds stated that they are moving to the digital signage. This allows for owner/operators to have consistency with all of their pricing from inside the restaurant to outside drive-throughs. They do not have to go outside to manually change the pricing, and that is a safety/security feature. There will be less paper waste because right now at the top of the menu boards, they have extra point of purchase (POP) materials, and also staked flag items. Those will be eliminated with the digital signage. The lighting has auto sensors so it automatically adjusts to the natural ambient lighting. The point of the pre-browse is to help people make selections before they get to the ordering window.

Commissioner Chandler asked what the purpose of the pre-browse menu board is. Ms. Freeman explained that the second car waiting in line views a menu board that is set to change screen, just like the manual changeable copies are now. They can then reprogram the menu boards dependent on how many requests they are getting. The only time it would change is if they developed a late-night menu. The pre-browse signs are set to change every 7 seconds, but can also be adjusted after installation. It does not have video or animation. In the case of the Oak Creek locations, this is a corporate demand and that is one of the variance requirements. Also, the manual changeable copy boards are no longer being manufactured.

Commissioner Siefert asked if this is going to be standard throughout the whole US. Ms. Freeman responded yes, they are being done across the nation. Some are being done in conjunction with a full remodel and some are being done with just the outdoor digital board.

Discussion ensued about the maintenance of the signs should there be a glitch and that each store is required to have a plan in place in the event something happens.

Mayor Bukiewicz stated he likes this idea. It takes up less space and gets McDonalds into the modern age, while using less energy. He thinks it is the way to go.

Alderman Guzikowski moved that the Plan Commission approves a sign variance allowing the installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through area of the McDonald's restaurant located at 8800 S. Howell Avenue. Commissioner Hanna seconded. On roll call: all voted aye. Motion carried.

**SIGN APPEAL
MCDONALDS
9471 S. 13TH ST.
TAX KEY NO. 877-9002-001**

Planner Papelbon provided an overview of the sign appeal request. (See staff report for details.)

Planner Papelbon noted that the only difference between this location and Howell Avenue is that this location will have the pre-browse menu boards. They will be the same size for the double menu boards, and then they will have single-pane menu boards, and the locations are in the drive-through. The drive-through goes along the back side of the building. The pre-browse menu boards are in the islands along with the menu boards themselves.

Planner Papelbon mentioned that there is a typo in the suggested motion in the staff report, and the address should read 9471 S. 13th St.

Alderman Guzikowski moved that the Plan Commission approves a sign variance allowing the installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through area of the McDonald's restaurant located at 9471 S. 13th St. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried.

Commissioner Carrillo moved to adjourn the meeting. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried. The meeting was adjourned at 6:39 p.m.

ATTEST:



Douglas Seymour, Plan Commission Secretary

9-10-19

Date