



**AGENDA ITEM # 7**

**AGENDA ITEM EXECUTIVE SUMMARY  
Committee of the Whole Meeting  
January 8, 2018**

**Item Title:** Jimmy John’s Sign Variation

**Staff Contact:** Patrick Watkins, Community Development Director

**COMMITTEE OF THE WHOLE ACTION**

**Recommend approval of a wall sign variation for Jimmy John’s at 1450 W. Lake Street.**

**Executive Summary:**

The Planning and Zoning Commission recommended in favor (5-0) of the approval of a Variation to permit a wall sign area of 45 square feet in lieu of the 42 square feet permitted by code following their public hearing on December 5, 2017.

Michael Procaccio, owner of Jimmy John’s located at 1450 W. Lake Street, has requested a sign variation to in order to add a “drive thru” sign to the existing wall sign. When Mr. Procaccio opened the Jimmy John’s in 2008, Jimmy John’s corporate office did not offer a sign package with a “drive thru” option. Now that they offer this option, Mr. Procaccio would like to add “drive thru” to the existing sign to attract more drive thru customers. The existing sign will remain, Mr. Procaccio would only be adding the words “drive thru” to the sign, if the requested sign variation is approved. The existing sign is 37 square feet and adding “drive thru” to the sign will increase the square footage to 45 square feet, 3 square feet larger than what is permitted by code.

**Implications:**

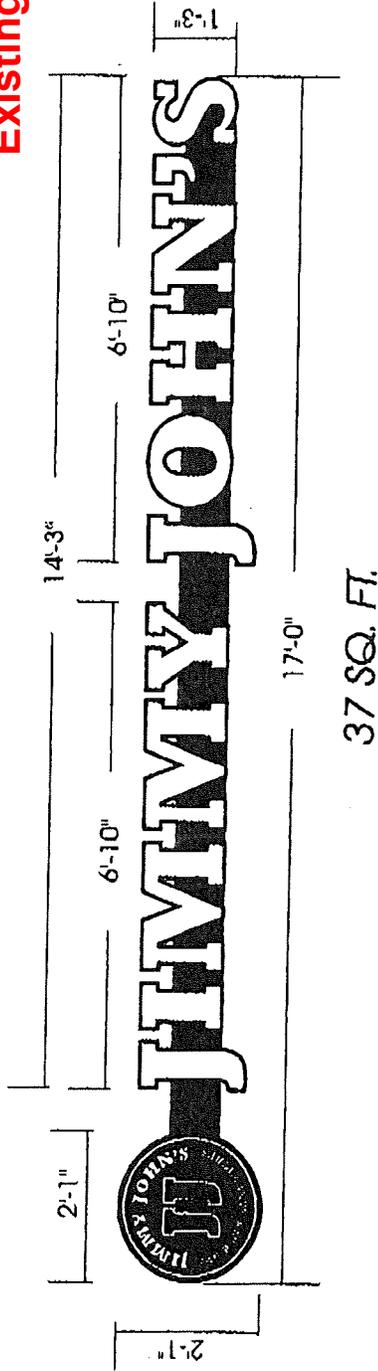
**Is this item budgeted?** N/A

**Any other implications to be considered?** N/A

**Attachments:**

- Existing Wall Sign
- P&Z Staff Report
- P&Z Minutes

**Existing Wall Sign**

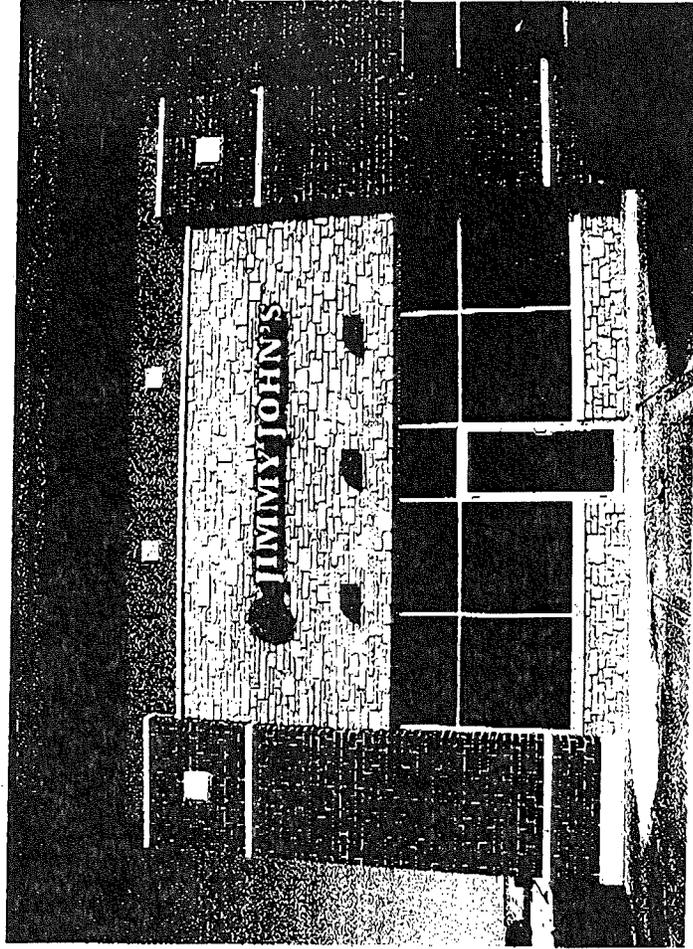


37 SQ. FT.

**OPTION 2A**

**ONE (1) SET OF CHANNEL LETTERS MOUNTED ON A RACEWAY**

- JIMMY JOHN'S LETTERS: WHITE NEON ILLUMINATION
- LOGO: NEON ILLUMINATION
- 0.125" WHITE ACRYLIC FACES W/ 0.5" BLACK VINYL BORDER
- 5" BLACK RETURN
- BLACK TRIM CAP
- 0.063 ALUMINUM BACK
- VINYL COLORS: FDC #033 RED; BLACK
- BLACK RACEWAY



\*ARTWORK IN PHOTO IS NOT TO SCALE

Client: JIMMY JOHN'S - ROSELLE	Drawing # 08.0001
Approved:	Date: 1-2-08
Sales: DAN	Rev Date:
Scale: 1/4" = 1'	Drawn by: JTG

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**GRATE SIGNS**  
6349 Hwy. 10, Ft. Worth, TX 76116



Andrew J. Maglio Mayor  
 Patty Burns Village Clerk

**MEMORANDUM**

**To:** Planning and Zoning Commission  
**From:** Caron Bricks, Planner  
**Date:** December 5, 2017  
**Subject:** PZ 17-1060, Sign Area Variation, Jimmy John’s (Michael Procaccio II d.b.a. Procaccio Corporation)

**SITE:** 1450 W. Lake Street

**ZONING:** B-5 Arterial Business District

**REQUEST:** **PUBLIC HEARING** to consider Sign Area Variation to permit a sign area of 45 square feet in lieu of the 42 square feet permitted by the Village Code.

**SURROUNDING LAND USE:**

	<b>Current Zoning</b>	<b>Land Use</b>
<b>Site</b>	<b>B-5, Arterial Business District</b>	<b>Cornerstone Retail Center</b>
North	B-5, Arterial Business District & R-3 PUD General Residence District	Pearl Banquets/Holiday Inn Express & Gables at Lake & Gary Subdivision
East	B-5, Arterial Business District	Cornerstone Retail Center
South	B-2, General Business District (Unincorporated DuPage County)	Work Yards
West	B-5, Arterial Business District	Cornerstone Retail Center

**BACKGROUND:** Michael Procaccio opened a Jimmy John’s in the Cornerstone Retail Center at 1450 W. Lake Street in 2008. A sign permit for the existing wall sign was applied for and received in April 2008.

When the petitioner originally opened his store (with the drive-thru), there was not an option for drive-thru signage. Jimmy John’s corporate office has now created that option for store owners with a drive-thru and the petitioner would like to take advantage of this opportunity to increase drive-thru traffic.

**PLANNING ANALYSIS:** The existing sign is 37 square feet. The petitioner is permitted to have 42 square feet as his leased space is 28 lineal feet. As the building is located 100 feet or more from the street, the permissible sign area is calculated by multiplying the lineal feet of the space by 1.5. The addition of the “DRIVE THRU” sign to the overall wall

sign would increase the total square footage to 45 square feet. This request for a variation is an increase of 7% above what is allowed by the Village Code.

**RECOMMENDATION FOR ZONING:** Planning staff recommends approval of the requested Sign Variation.

**FINDINGS OF FACT FOR SIGN VARIATIONS:**

- a. The Planning & Zoning Commission shall not vary the provisions of this ordinance as authorized in the Zoning Ordinance, unless it shall have made findings of fact based upon the evidence presented to it in the following specific cases:
  1. That the property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations governing the district in which it is located;
  2. That the plight of the owner is due to unique circumstances; or
  3. That the variation, if granted, will not alter the essential character of the locality.
- b. For the purpose of supplementing the above standards, the Zoning Board of Appeals shall also take into consideration the extent to which the following facts, favorable to the applicant, have been established by the evidence:
  1. That the particular physical surroundings, shape or topographical conditions of the specific property involved would bring a particular hardship upon the owner as distinguished from a mere inconvenience if the strict letter of the regulation were to be carried out;
  2. That the conditions upon which the petition for variation are based would not be applicable generally to other property within the same zoning classification;
  3. That the purpose of the variation is not based exclusively upon a desire to make more money out of the property;
  4. That the alleged difficulty or hardship has not been created by any person presently having an interest in the property;
  5. That the granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located; and
  6. That the proposed variation will not impair an adequate supply of light and air to adjacent property, or substantially increase the danger of fire, or otherwise endanger the public safety, or substantially diminish or impair property values within the neighborhood.

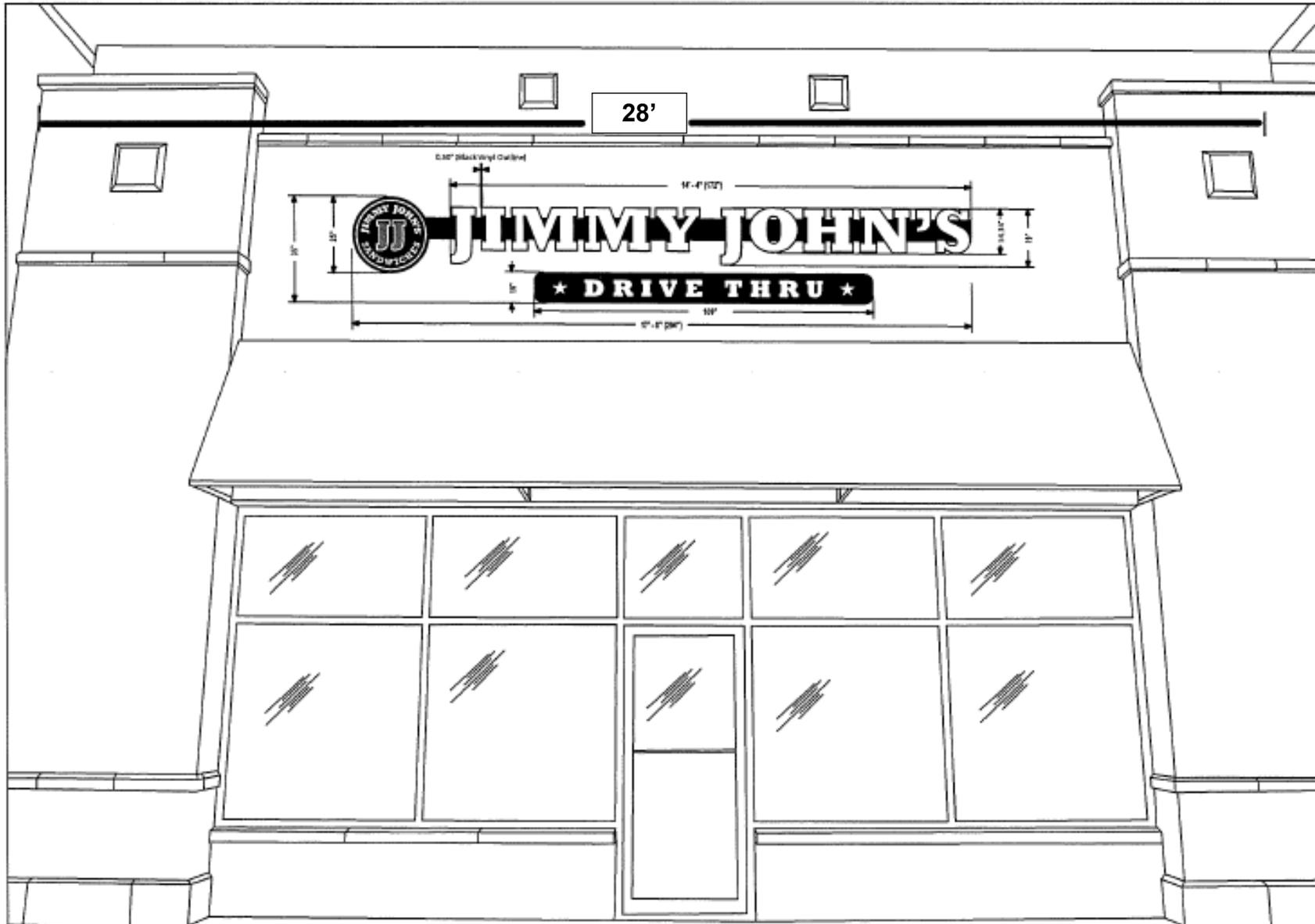
**ACTION NEEDED:**

1. Recommendation to the Village Board on the findings of fact for a Sign Variation for PZ 17-1060
2. Recommendation to the Village Board for PZ 17-1060

**ATTACHMENTS:**

1. Proposed Sign Elevation
2. Email from Jimmy John's Corporate Office
3. Petitioner's Statement

Volkan Signs & Lighting, Inc  
 602 Lunt Ave.  
 Schaumburg, IL 60193  
 Phone: 847-891-3155  
 Fax: 847-891-3154  
 www.volkansigns.com



PROJECT Jimmy John's  
 1450 W. Lake St  
 Roselle, IL 60172

CUSTOMER APPROVAL

AUTHORIZED SIGNATURE

DATE 10/11/2017

LANDLORD APPROVAL

AUTHORIZED SIGNATURE

DATE 10/11/2017

REPRESENTATIVE

AUTHORIZED SIGNATURE

DRAWN BY VSL

DATE 10/11/2017

SCALE N/A

SHEET # 1 of 1

DESIGN ORDER # 2017-1011-01

FILE NAME Jimmy John's

REVISIONS

- 1
- 2
- 3
- 4
- 5



Michael Procaccio II &lt;mprocaccio2@gmail.com&gt;

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**Jimmy John's Exterior Signage**

1 message

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**Tina Gilman** <tgilman@jimmyjohns.com>  
To: Michael Procaccio II <mprocaccio2@gmail.com>

Thu, Oct 26, 2017 at 4:52 PM

To whom it may concern,

I'm sending this note on behalf of Michael Procaccio, who owns the Jimmy John's franchise at 1450 West Lake Street, Roselle, Illinois.

Mr. Procaccio opened his Jimmy John's location with a drive-thru on 06.10.08. At that time, the Jimmy John's Franchise, LLC exterior sign package did not include an option for a 'Drive-Thru' sign for the building.

On June 14, 2017, Jimmy John's Franchise, LLC approved 'Drive-Thru' signage for the exterior of buildings.

Thanks,

Tina Gilman

Director of Communications

tgilman@jimmyjohns.com

217.369.9803

Michael Procaccio II  
The Procaccio Corp dba Jimmy John's  
24 E. Irving Park Rd., Roselle, IL 60172  
847-721-6045  
Mprocaccio2@gmail.com

Tuesday, December 5, 2017

Village of Roselle  
Planning and Zoning Commission  
31 S. Prospect St., Roselle, IL 60172

Planning and Zoning Commission,

I'm writing this letter to ask the P&Z commission to provide a variance to allow additional signage to my Jimmy John's at 1450 W. Lake St. Specifically, I would like to add "Drive Thru" to my current signage, which i believe will increase our drive thru traffic and overall business.

When I opened this Jimmy John's location in 2008, Jimmy John's did not offer a "Drive Thru" option in their sign package. At that time, the current exterior sign was created to maximize the the allotted space following the size specifications set by the Village of Roselle. Only this past June has Jimmy John's Corporate offered the option to have "Drive Thru" and I would like to take advantage of this option to increase awareness of our drive thru. The signage I am asking you to allow is adding "Drive Thru" as shown in the attached sheet.

When people think of Jimmy John's, they generally don't associate it with having a drive thru as it has not been the norm for store designs. To this day, we still get people asking when we added a drive thru to our store, despite having purposely built one of the first stores with this added benefit. I believe highlighting this benefit by adding the "Drive Thru" signage will increase traffic to the drive thru and increase business, especially because I have seen a spike in drive thru business the select months that I've paid for the billboard advertising across the street from the store. Unfortunately, that recurring cost is not a feasible option going forward, which is why I would like to add the verbiage to my permanent signage.

As stated above, I have used all of my allowed signage square footage up with the original sign. It would be very cost prohibitive to replace that sign with a completely new sign incorporating "drive thru", and I am concerned it would significantly decrease the legibility of the sign from Lake Street. For those reasons, I greatly appreciate you taking this variance into consideration.

Thank you,



**Michael Procaccio II**  
Owner – Jimmy John's Roselle

**Excerpt from Planning & Zoning Commission Minutes for December 5, 2017 pertaining to:**

PZ 17-1061, Michael Procaccio II d.b.a. Procaccio Corporation, 1450 W. Lake Street (Sign Variation to permit a wall sign of 45 square feet in lieu of 42 square feet permitted)

Commissioner Wurtz made a motion to open the public hearing for case PZ 17-1061, seconded by Commissioner Stare. The motion passed with a 5-0 vote.

Ms. Bricks presented the staff memo. She stated that the property is located at 1450 W. Lake Street. At the time that the petitioner opened the Jimmy John's at this location, Jimmy John's corporate office did not have a wall sign option for "drive-thru" which the petitioner has at this location. Now that the corporate office has added this option for wall signage, the petitioner would like to take advantage of it to attract more drive-thru customers. Ms. Bricks stated that the existing wall sign is 37 square feet and the petitioner would only like to add the "drive-thru" signage shown in the sign elevation. Adding the "drive-thru" signage, increases the overall size of the sign to 45 square feet. The size of the space only allows a maximum wall sign area of 42 square feet. Therefore, the petitioner is requesting a sign variation.

Michael Procaccio, 1450 W. Lake Street, was sworn in by Chairman Patel and stated that he would like to add this to his existing sign so that he can attract more customers.

Chairman Patel asked if the sign could be made smaller to meet the Village's sign requirements. Mr. Procaccio stated that he believes if he made the "drive-thru" portion any smaller, motorists would not be able to read the sign.

Hearing no further comments from the audience, Chairman Patel asked for a motion to close the public hearing for case PZ 17-1061, made by Commissioner Stare and seconded by Commissioner Keller-Stein. The motion passed (5-0).

Commissioner Keller-Stein made a motion to accept the findings of fact for the variation for case PZ 17-1058, seconded by Commissioner Stare. The motion passed (5-0).

Commissioner Keller-Stein made a motion to recommend approval of case PZ 17-1061 to the Village Board, seconded by Commissioner Stringfellow. The motion passed (5-0).