



#2010-45
Halloween City (Gags and Games, Inc.)
Project Review for Planning and Zoning Commission

Meeting Date: July 21, 2010

Zoning Requests: Land Use Variation from Article 2 of the UDO, to allow a Halloween Store, classified a Temporary Retail Use/Activity as a Permitted Use in the “B-2” district.

Location: 5831 Northwest Highway

Acreage: Site: 2.08 acres

Existing Zoning: “B-2” General Commercial

Surrounding Properties: North: “B-2 PUD” General Commercial PUD
South: “B-2 PUD” General Commercial PUD
East: “B-2” General Commercial
West: “B-2” General Commercial

Staff Contact: Latika Bhide 815.356.3615

Background:

The property in question is the former Great Escape store, approximately 30,000 square feet in area, located on Northwest Highway, east of Main Street. The property is zoned “B-2” General Commercial. Per the Unified Development Ordinance (UDO) which was adopted by the City Council in 2009, a Temporary Retail Use/Activity is “a use or activity that operates or locates with an intention of operating for no more than four months in a year.” A Temporary retail use/activity is specifically prohibited through the UDO, primarily to encourage year-round “*brick and mortar*” stores to locate in vacant storefronts as well as recognizing existing stores in the community that retail the same products.

The petitioner’s request for a Halloween store at 5831 Northwest Highway that would retail Halloween costumes and decorations is considered a temporary retail use. The petitioner has indicated that the store will be operational starting the Tuesday after Labor Day through Halloween and therefore requires a (use) variation to allow the use at this location.

ARTICLE 2		Land Uses															
TABLE 2-300 PERMITTED USES TABLE																	
		F	E	RE	R-1	R-2	R-3A	R-3B	O	B-1	B-2	B-4	M-L	M	W	USE CRITERIA	NAICS
Retail Uses Continued																	
Miscellaneous Store Retailers	Pet and Pet Supplies Stores										P	P					453910
	Art Dealers										P	P					453920
	Manufactured (Mobile) Home Dealers										P		P				453930
	Tobacco Stores										P						453991
	All Other Miscellaneous Store Retailers (except Tobacco Stores)										P	P					453998
	Temporary Retail Use/ Activity ⁵																
Service Uses																	
Home and Garden Equipment and Appliances	Home and Garden Equipment Repair and Maintenance										P	P	P				811411

Land Use Analysis:

The petitioners are requesting to locate the Halloween store at the location of the former Great Escape store. The City recently approved an approximately 6,000-square-foot bar/lounge (Buzz Lounge) at this location.

The petitioners are requesting a 36-square-foot raceway wall sign that would be flush mounted to the fascia. As illustrated below, the sign would have a green raceway background and orange lettering with a black shadowing. There is an existing free-standing sign on this property with two panels measuring 31.88 square feet and 21.58 square feet. The petitioner has not submitted any information, but would be able to replace a panel on this free-standing sign.



In 1995, the City Council granted a variation to allow a reduced parking setback and a reduction in the required number of parking spaces for this location. In addition, a condition of the approval stated that “all general retail uses, not including those listed in Table 3 “Design Capacity Requirements” in the Zoning Ordinance shall be permitted regardless of the actual usage area”. Since variations run with the land indefinitely, this allows all uses permitted in the “B-2” district that are not specifically listed in “Table 3” of the (erstwhile) Zoning Ordinance to locate without any parking variations. “Table 3” is appended to this report for the Commission’s reference. Staff does not anticipate any parking issues with this use.

The petitioners are requesting a favorable consideration of their request because Gags and Games, Inc., the parent company for Halloween USA operates a year-round store, Factory Card and Outlet (now Party City) in the City.

Findings of Fact:

USE VARIATION

The granting of a Variation rests upon the applicant proving practical difficulty or hardship caused by the Zoning Ordinance requirements. It is the responsibility of the petitioner to prove hardship at the Planning and Zoning Commission public hearing.

No specific standards are spelled out in the Unified Development Ordinance for granting use variations. However, it is recommended that the Planning and Zoning Commission and City Council first determine and record its findings that the evidence justifies the conclusions that:

The property cannot be used for purposes permitted in the zoning district without the requested variance;

Meets Does not meet

The proposed use would not alter the essential character of the area in which the property is located;

Meets Does not meet

The proposed use will not reasonably diminish the value of adjacent property;

Meets Does not meet

The proposed use will not unreasonably increase the congestion in the public streets or otherwise endanger public safety; and

Meets Does not meet

The proposed use is in harmony with the general purpose and intents of the Unified Development Ordinance.

Meets Does not meet

Where the evidence is not found to justify such conditions, that fact shall be reported to the City Council with a recommendation that the Variation be denied.

Recommended Conditions:

If a hardship is found, the following conditions are recommended:

- 1) Approved plans, to reflect staff and advisory board comments, as approved by the City Council:
 - A. Application packet including sign information (received 7-2-10)
- 2) An occupancy/life safety inspection shall be completed through the Building Division prior to occupancy.
- 3) Sign permits are required for all exterior signage and all signage (including any window signage) must meet the requirements of the Unified Development Ordinance.
- 4) All signage shall be removed within one week after the space has been vacated, else sign penalties will apply. If the petitioner replaces the sign panel on the free-standing sign, that sign will also be replaced with a blank sign panel within one week after the space has been vacated.
- 5) Parking of a vehicle for the purpose of advertising is prohibited. Any vehicles with the Halloween City logo or lettering shall be parked in the rear of the building.
- 6) The petitioner shall address all comments of the Planning and Economic Development, Engineering and Building, Public Works, Fire Rescue and Police Departments.

L:\PLANNING AND ECONOMIC DEVELOPMENT\USER FOLDERS\LATIKA_B\Reports\1045 HalloweenCityUseVariation.docx

45 2010

City of Crystal Lake Development Application

Office Use Only
File # _____

Project Title: _____

RECEIVED
JUL 02 2010
BY: _____

Action Requested

- Annexation
- Comprehensive Plan Amendment
- Conceptual PUD Review
- Final PUD
- Final PUD Amendment
- Final Plat of Subdivision
- Preliminary PUD
- Preliminary Plat of Subdivision
- Rezoning
- Special Use Permit
- Variation
- Other

Petitioner Information

Name: Gags and Games Inc DBIA
Halloween City
 Address: 35901 Veronica
Livonia, MI 48150
 Phone: 734-591-1717 x5481
 Fax: 734-591-3822
 E-mail: PSD@Halloweenusa.com

Owner Information (if different)

Name: Cross Country Partners
 Address: 4123 W. Shamrock Lane
McHenry, IL 60050
 Phone: 312-498-4959
 Fax: _____
 E-mail: tchaffee@epublishing.com

Property Information

Project Description: Temporary Halloween retail store

Project Address/Location: 5831 B Northwest Highway
Crystal Lake, IL 60014

PIN Number(s): _____

Letter of Authorization

Tenant Name: Gags and Games DBA Halloween City

Tenant Address: 5381 B Northwest Highway
Crystal Lake, IL 60014

Property Owner Name: Cross Country Partners, LLC

Property Owner Address: 4123 West Shamrock Lane
McHenry, IL 60050-8289
(815) 385-1186

Telephone: 312.498.4959

Fax: 707.897.7199

To whom it may concern:

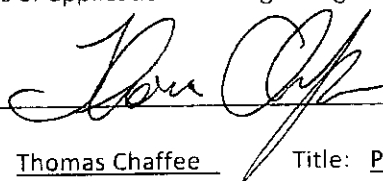
Cross Country Partners hereby gives permission to tenant, Halloween City, Company, to act as agent and sign any and all applications and install al signage approved by the city in accordance with all the applicable code requirements.

Type of Sign:

Wall Sign

Any permit fees or application fees regarding this matter shall be the sole responsibility of the tenant list above.

Signed by: _____



Printed Name: Thomas Chaffee

Title: Partner

PUBLIC NOTICE

**BEFORE THE PLANNING AND
ZONING COMMISSION
OF THE CITY OF CRYSTAL LAKE,
MCHENRY COUNTY, ILLINOIS**

IN THE MATTER OF THE APPLI-
CATION OF Gags and Games Inc.
DBA/Halloween City

LEGAL NOTICE

Notice is hereby given in compli-
ance with the Unified Development
Ordinance of the City of Crystal
Lake, Illinois that a public hearing
will be held before the Planning
and Zoning Commission of the City
of Crystal Lake upon the applica-
tion of Gags and Games Inc.
DBA/Halloween City, relating to the
following described real estate
commonly known as 5831 North-
west Highway (Route 14), Crystal
Lake, Illinois 60014, PIN: 19-09-
101-010 (the "Subject Property").

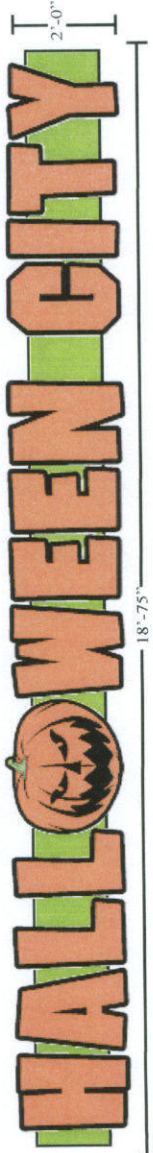
This application is filed for the
purposes of seeking a use variation
from Article 2, Land Uses of the
Unified Development Ordinance to
allow a Halloween store as a tem-
porary retail use at the Subject
Property and for such other vari-
ances that may be required for the
proposed use to be located at the
Subject Property.

A public hearing before the Plan-
ning and Zoning Commission on
the request will be held at 7:30
p.m. on Wednesday July 21,
2010, at the Crystal Lake City Hall,
100 West Woodstock Street, at
which time and place any person
determining to be heard may be
present.

Tom Hayden, Chairperson
Planning and Zoning Commission
City of Crystal Lake
(Published in the Northwest Herald
July 5, 2010)

4 5 2010

1 SIGN DIMENSIONS



2'-0" HIGH X 18'-75" WIDE X 1/4" DEEP NON-ILLUMINATED SIGN PANEL; WEIGHT LESS THAN 30 LBS; GRAPHICS CUT TO MIRROR LOGO REQUIREMENTS

2 STOREFRONT PHOTO RENDERING

NOT TO SCALE



4 SIGN PANTONE COLORS



5 LANDLORD APPROVAL / SIGN-OFF

Authorized Signature

Date

EXHIBIT A

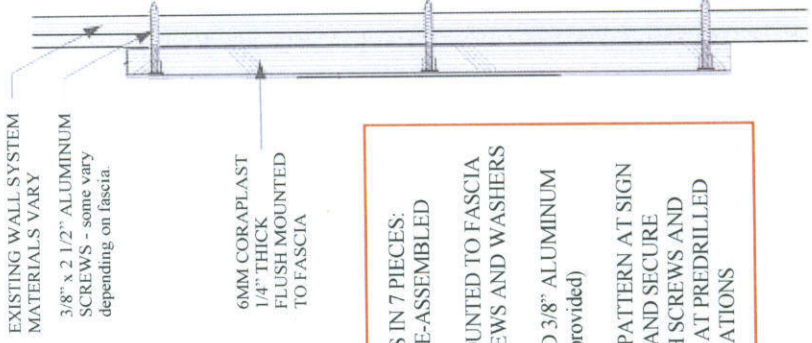
Crystal Lake, IL
5831 B Northwest Highway
Crystal Lake, IL 60014



3 TYPICAL SECTION @ SIGN

NOT TO SCALE

NOTES:
THIS DRAWING FOR GENERAL REFERENCE ONLY. SITE SPECIFIC CONDITIONS WILL VARY BY LOCATION. SIGN ATTACHMENT TO SIGN FASCIA TO BE APPROPRIATE FOR CONSTRUCTION MATERIAL AND ACCESS TO INSURE SECURE INSTALLATION.



EXISTING WALL SYSTEM MATERIALS VARY
3/8" x 2 1/2" ALUMINUM SCREWS - some vary depending on fascia.

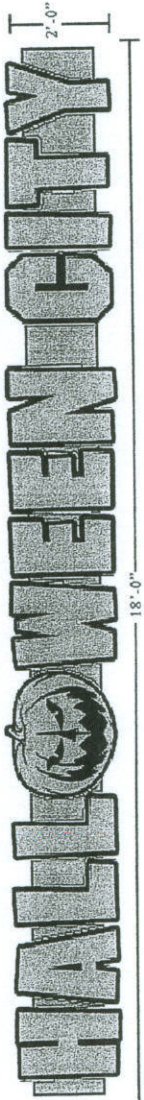
6MM CORAPLAST 1/4" THICK FLUSH MOUNTED TO FASCIA

SIGN SHIPS IN 7 PIECES:
PRE-ASSEMBLED
FLUSH MOUNTED TO FASCIA WITH SCREWS AND WASHERS
THREADED 3/8" ALUMINUM SCREWS (provided)
POSITION PATTERN AT SIGN POSITION AND SECURE SIGN WITH SCREWS AND WASHERS AT PREDRILLED HOLE LOCATIONS

EXHIBIT A

Crystal Lake, IL
5831 Northwest Highway
Crystal Lake, IL 60014

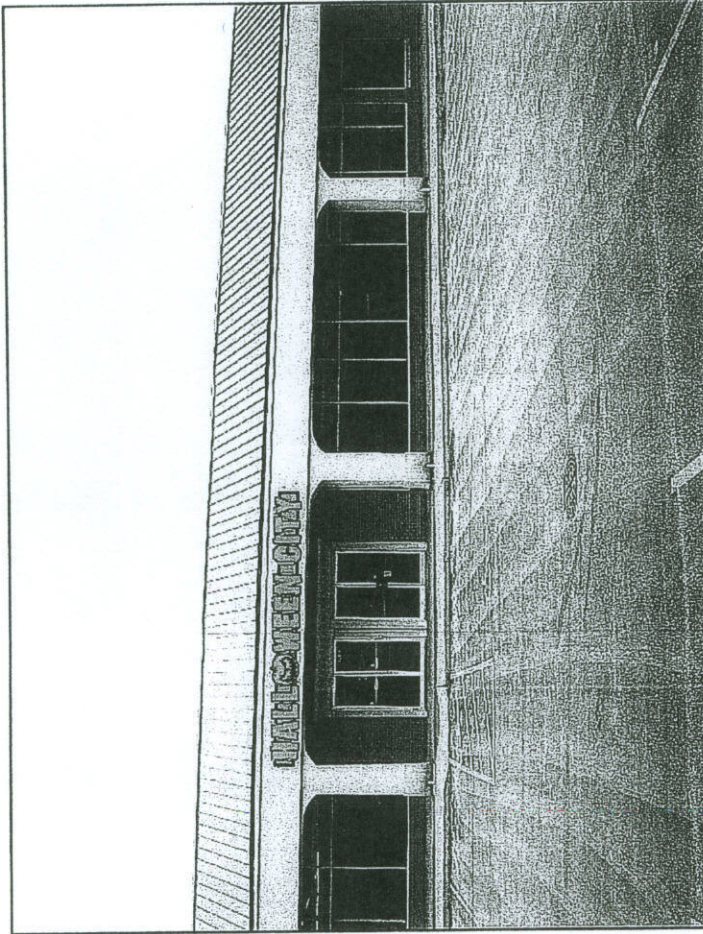
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2 STOREFRONT PHOTO RENDERING

NOT TO SCALE



4 SIGN PANTONE COLORS

ORANGE / 144C
GREEN / 361C
BLACK / process black C



5 LANDLORD APPROVAL / SIGN-OFF

Tom Chaffee

Authorized Signature

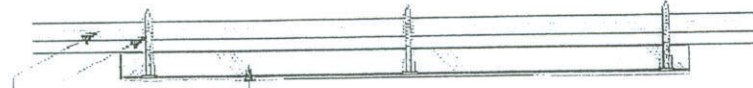
3 TYPICAL SECTION @ SIGN

NOT TO SCALE

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EXISTING WALL SYSTEM MATERIALS VARY
3/8" x 2 1/2" ALUMINUM SCREWS - some vary depending on fascia.

6MM CORAPLAST 1/4" THICK FLUSH MOUNTED TO FASCIA



SIGN SHIPS IN 7 PIECES:
PRE-ASSEMBLED

FLUSH MOUNTED TO FASCIA WITH SCREWS AND WASHERS

TREADED 3/8" ALUMINUM SCREWS (provided)

POSITION PATTERN AT SIGN POSITION AND SECURE SIGN WITH SCREWS AND WASHERS AT PREDRILLED HOLE LOCATIONS

DN: cn=Thomas Chaffee, o, ou,
email=thomas@chaffee.com, c=US
Date: 2010.06.28 18:36:13 -05'00'

Date

Retail Space for Lease

5831 Northwest Highway, Crystal Lake, Illinois



FORMER GREAT ESCAPE RETAIL STORE LOCATION FOR LEASE!

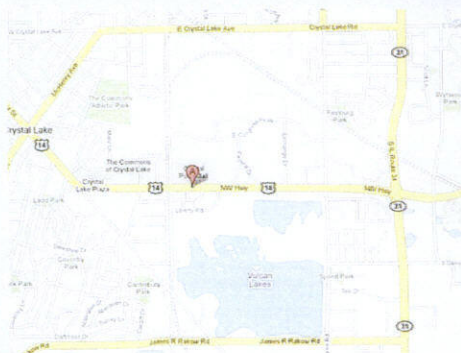


GENERAL INFORMATION

- Leasable area: 19,707 sf
- Frontage: Route 14
- Zoned: B-2 (Highway Service Business District)
- Ave. daily traffic: 28,500
- 107 parking spaces available

HIGHLIGHTS

- Excellent nearby tenant mix: Jamba Juice, Panera, Best Buy, Bed Bath & Beyond and Sports Authority
- Great visibility from Northwest Highway (also known as Route 14)
- Desirable location with great exposure and multiple access points



2007 DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
Population	6,621	60,678	136,004
HH Income	\$ 63,690	\$ 78,879	\$ 85,042



With a population of more than 40,000, Crystal Lake has grown from a resort community to a bustling business center in northern Illinois. Located 40 miles northwest of downtown Chicago, Crystal Lake business owners enjoy easy access to major interstate highways, major regional roadways, O'Hare International airport and passenger and freight railroad systems.

Crystal Lake is a hometown community with several national and international corporate headquarters. From the quaint shops in the historic downtown to the bustling Route 14 shopping malls, Crystal Lake is home to many of the nation's most popular retailers and a wide assortment of dining establishments.

Your business will be a perfect fit in Crystal Lake!

FOR FURTHER INFORMATION CONTACT:

Chicagoland Commercial
 1240 W. Northwest Hwy
 Palatine, IL 60067
www.chicagolandcommercial.com
 Randy Olczyk
 (847) 438-4300, x11

BROCHURE PROVIDED BY:

City of Crystal Lake
 100 W. Woodstock St., Crystal Lake, IL 60014
 Michelle Rentsch, (815) 356-3700 x 3612
planning@crystallake.org
 James L. Richter II, (815) 356-3700 x 4034
jrichter@crystallake.org

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