



**Wednesday, November 19, 2025
Plan Commission Regular Meeting Agenda**

PUBLIC NOTICE - in accordance with the applicable statutes of the state of Illinois and Ordinances of the Village of Wheeling, notice is hereby given that the Regular Meeting of the Wheeling Plan Commission will be held in the Board Room, Wheeling Village Hall, 2 Community Boulevard, Wheeling, Illinois, at 6:30 PM, during which meeting it is anticipated there will be discussion and consideration of and, if so determined, action upon the matters contained in the following agenda:

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

4. **Changes to the Agenda**

5. **Citizen Concerns and Comments**

Members of the public may address the Commission with comments regarding issues relevant to Commission business. No citizen shall speak for more than five minutes without consent of the Commission. Members of the general public who wish to address the Commission must sign the request to speak form prior to the commencement of the public meeting.

6. **Consent Items**

7. **Items for Review**

- A. Docket No. PSU25-0021, Request for Special Use Approval to Permit a Snow Plow Contractor Business for DGO Premium Services, Co. (952 Seton Court). **PUBLIC HEARING**
- B. Docket No. PSU25-0023, Request for Special Use Approval to Permit a Gaming Establishment for Bonnie's (31 N. Elmhurst Road). **PUBLIC HEARING**
- C. Docket No. PV25-0009, Request for a Variation to Permit an Increase in the Maximum Sign Area for a Blade Sign on the East Facade from 14.4 Sq. Ft. to 29.5 Sq. Ft. for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**
- D. Docket No. PV25-0010, Request for a Variation to Permit a Wall Sign on a Non-Permitted Facade on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**
- E. Docket No. PV25-0011, Request for a Variation to Permit an Awning/Canopy Sign on a Non-Permitted Facade on the West Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**
- F. Docket No. PV25-0012, Request for a Variation to Permit a Wall Sign to Project Above the Roofline of a Building on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**
- G. Docket No. PV25-0013, Request for a Variation to Permit a Cabinet Wall Sign on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC**

HEARING

8. **Approval of Minutes**

- A. Approval of Minutes of the Regular Meeting of November 5, 2025 (including the Findings of Fact for Docket Nos. PSU25-0022 and PTA25-0002) .
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9. **Other Business**

10. **Adjournment**

This meeting will be televised on channels 17 and 99. If you would like to attend a Village meeting but require an auxiliary aid such as a sign language interpreter, call 847-499-9085 AT LEAST 72 HOURS PRIOR TO THE MEETING. To view the full agenda packet, visit <https://wheelingil.portal.civicclerk.com/>.



MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PSU25-0021, Request for Special Use Approval to Permit a Snow Plow Contractor Business for DGO Premium Services, Co. (952 Seton Court). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PSU25-0021**, granting Special Use, as required under Title 19, Zoning, of the Wheeling Municipal Code, Chapter 19-10 Use Regulations, and associated sections, in order to permit a snow plow contractor business for DGO Premium Services, Co., located at 952 Seton Court, in accordance with the Petitioner's Project Description Letter received by the Village 9/24/2025 and Floor Plan, received by the Village 10/7/2025, and subject to the following conditions:

1. All materials and equipment shall be located inside the building as shown on the Floor Plan, received 10/7/2025.
2. All vehicle parking, including employee vehicles and fleet vehicles, shall occur entirely on paved surfaces; parking on grass or unpaved areas anywhere on the subject site is prohibited.
3. Any repair shall be limited to the petitioner's fleet vehicles or equipment, which all work shall be conducted indoors.
4. Outdoor storage of materials is not permitted.
5. Any trash bins and dumpsters shall be stored within the building at all times, except for a limited period for scheduled refuse collection.
6. Trailers are not permitted to be parked or stored within the parking lot or elsewhere on the property.
7. Vehicles are not permitted to be double parked anywhere at the subject property.
8. The maximum number of company/fleet vehicles permitted to be parked and/or stored within the off-street parking areas of the subject property shall not exceed seven (7) at any given time, with a maximum of five (5) vehicles allowed to remain parked overnight.

EXECUTIVE SUMMARY

Docket No. PSU25-0021: Luis Olaguez (952 Seton Court, Wheeling, IL 60090), lessee, is seeking special use approval pursuant to Title 19, Zoning, of the Wheeling Municipal Code, Chapter 19.10 Use Regulations, and associated sections, in order to operate a snow plow contractor business for DGO Premium Services, Co., located at 952 Seton Court, which is zoned I-1, Light Industrial and Office.

GENERAL PROPERTY INFORMATION

Applicant: Luis Olaguez (President of DGO Premium Services, Co.), lessee

Property size: 96,828 sq. ft. (2.22 acres)

Building size: 30,795 sq. ft. (building) / 4,800 sq. ft. (unit)

Neighboring Property Land Use(s):

North: Commercial

East: Commercial

South: Single-Family Residential (across Hintz Road)

West: Single-Family Residential

Existing Use of Property: Commercial Multi-Tenant Building

Existing Zoning: I-1, Light Industrial and Office

Comprehensive Plan Designation: Industrial

Zoning History for Building:

- Ordinance No. 5553, approved 12/5/2022, granting special use approval for the operation of a business maintenance service for Apollo Commercial Maintenance located at 966 Seton Court (Docket No. 2022-42).
- Ordinance No. 5596, approved 5/15/2023, granting special use approval to permit the operation of an animal boarding and training facility for Waggles Pet Resort located at 530 W. Hintz Road (Docket No. 2023-16).
- Ordinance No. 5414, approved 6/7/2021, granting special use approval to permit a recreation and instruction facility for AP Stretching Studio / AP Rhythmic Academy located at 970 Seton Court (Docket No. 2021-13).

SUMMARY OF REQUEST

The applicant, Luis Olaguez (lessee), is seeking special use approval to operate a “snow plow contractor business” for DGO Premium Services, Co., located at 952 Seton Court. A “snow plow contractor” is defined as an establishment that maintains a permanent business office along with storing and maintaining equipment and other materials customarily used by the snow plow contractor. As such, an approved site plan designating material storage area and type of materials, equipment location, and type of equipment located on site is required as part of the special use review.

In addition to the snow plow operations, the business will also function as a contractor shop, which is a permitted use within the I-1 Zoning District.

SPECIAL USE ANALYSIS

A Special Use is the use of land in which, because of their unique characteristics, cannot ordinarily be allowed in a particular zoning district without consideration of their impact upon neighboring land uses and would not be detrimental to the public health, safety or general welfare. After review of the Standards summarized in this staff report, the Commission may impose reasonable restrictions that make the special use more compatible for the zoning district in which it is located, which may include conditions related to site plan aspects to mitigate adverse effects.

DGO Premium Services is seeking Special Use approval to operate a snow plow contractor business/contractor shop providing mobile power washing services to automobile dealerships and snow removal services to municipalities. The subject space would be used for the storage of work materials, tools, and fleet vehicles. Administrative functions such as scheduling, billing, and customer support would be managed within the on-site office, while all field work is performed at client locations.

As indicated in the attached Floor Plan, one (1) snow plow truck and seven (7) pickup trucks equipped with plow attachments and salt spreaders would be stored inside the facility. Further, no salt or de-icing materials will be stored at this location, as all off-site serviced properties provide their own materials. The petitioner has indicated that limited light vehicle maintenance would occur within the facility, including checking and topping off fluids (such as transmission fluid, antifreeze, and windshield washer fluid) and conducting basic pre-diagnostic inspections, which is permitted by the “contractor shop” use (indoor repair and maintenance of contractor’s vehicles and equipment is permitted). Major vehicle repairs, including engine work, tire replacement, wheel alignment, and balancing, are performed off-site by an authorized service provider. Company vehicles are also cleaned and washed inside the facility.

The business will operate Monday through Friday from 9:00 AM to 4:00 PM with 12 full-time and 4 part-time employees. During snow events, the facility will operate 24 hours a day, seven days a week, as necessary to support snow removal operations.

No materials, apart from fleet vehicles, will be stored outdoors.

Parking

A parking analysis was conducted for the subject site, as summarized in the table below. The petitioner will maintain a total fleet of 11 vehicles (7 pickup trucks, 3 box trucks, and 1 van), of which the petitioner indicates 7 vehicles will be parked inside the facility overnight, while 5 vehicles will be parked in the parking lot. Based on the cumulative parking demand generated by all tenants at the subject site, a total of 60 parking spaces are required and 51 spaces are currently provided.

Although the available parking is below the calculated requirement, the balance of business tenants at the subject site are non-concurrent operations that allows for a distribution of parking demand throughout the day/evening rather than all at once. Winsome Pet Services (located at 500 and 530 W. Hintz Road) operates as a pet training facility that primarily consists of a large open indoor training area accommodating a limited number of trainers and pets at any given time. The business experiences brief periods of higher parking demand during morning drop-off and evening pick-up hours. Outside of these short peak periods, the facility does not generate significant customer parking activity throughout the remainder of the day. AP Stretching Studio (located at 970 Seton Court) operates during evening and weekend hours, which do not overlap with the standard day-time operating hours of the other industrial and service-oriented businesses at the site.

Based on these observations and operational characteristics, staff concludes that the proposed use will not create adverse parking impacts and that the existing parking supply is adequate to support all tenants within the industrial center.

Parking Analysis

Unit	Business	SQ FT.	Parking Required
500 & 530 W Hintz	Winsome Pet Services	8,595	9
852-954 Seton	American Building Services	10,000	10
970 Seton	AP Stretching Studio LLC	4,545	5
966 Seton	Apollo Maintenance	7,500	24
952 Seton	DGO	4,800	12
		TOTAL SPACES NEEDED	60
		TOTAL SPACES ON SITE	51
		TOTAL SPACES SHORT	-9

Standards for Special Use: The petitioner has submitted the following responses to the standards for special use. (Any staff comments follow the petitioner’s response).

1. State why the Special Use is necessary for the public convenience at the proposed location.

Petitioner: The proposed Special Use is necessary for the public convenience at this location because it provides essential vehicle care and maintenance services that directly benefit local residents, businesses, and the community-at-large. Our operations include mobile power washing for dealerships and other businesses, as well as snow removal for municipalities and commercial properties. Both services are vital in ensuring that vehicles and properties remain clean, safe, and accessible throughout the year.

In addition, the business creates local employment opportunities and contributes to the overall upkeep and

appearance of the community.

Staff: The proposed use is consistent with the multi-tenant land uses at the subject site and compatible within the I-1, Light Industrial and Office, zoning district.

2. State how the Special Use will not alter the essential character of the area in which it is to be located.

Petitioner: The proposed Special Use will not alter the essential character of the area. Our business operations are primarily focused on equipment storage, vehicle parking, and administrative work, with the majority of services provided off-site at customer locations. Because our work is mobile in nature, there will be minimal on-site activity, noise, or traffic generated.

The facility will maintain a clean, orderly appearance that is consistent with surrounding commercial and light industrial uses. All vehicles and equipment will be stored neatly within the designated areas, and regular upkeep will ensure the property blends appropriately into the neighborhood.

Staff: The proposed use will not alter the established industrial character at the subject site and along Seton Court.

3. State how the location and size of the Special Use, the nature and intensity of the operation involved in or conducted with it, the size of the site in relation to it, and the location of the site with respect to streets giving access to it will be in harmony with and not impede the normal, appropriate and orderly development of the district in which it is to be located and the development of surrounding properties.

Petitioner: The proposed Special Use will not alter the essential character of the area. Our business operations are primarily focused on equipment storage, vehicle parking, and administrative work, with the majority of services provided off-site at customer locations. Because our work is mobile in nature, there will be minimal on-site activity, noise, or traffic generated.

The facility will maintain a clean, orderly appearance that is consistent with surrounding commercial and light industrial uses. All vehicles and equipment will be stored neatly within the designated areas, and regular upkeep will ensure the property blends appropriately into the neighborhood.

Staff: As the area along Seton Court is developed and the proposed use will occur entirely within the existing building, this request would not impede appropriate development of surrounding properties.

4. State how the location, nature and height of buildings, walls and fences, and the nature and extent of the landscaping on the site shall be such that the use will not hinder or discourage the appropriate development and use of adjacent land and buildings, or will not impair the value thereof.

Petitioner: The location, nature, and height of buildings, walls, and fences on the site are modest and consistent with surrounding commercial and light industrial properties. No structures or site features will obstruct visibility, access, or the ability of adjacent properties to be developed or used appropriately.

Our operations primarily involve the storage of vehicles and equipment, along with office use inside the building. All activities will be conducted in a clean and orderly manner, with landscaping maintained to preserve the property's appearance and compatibility with the neighborhood.

Because the proposed use does not generate excessive traffic, noise, or other disturbances, it will not impair the value of adjacent properties and will not hinder or discourage their appropriate development. Instead, it will remain compatible with and supportive of surrounding land uses. The location, nature, and height of buildings, walls, and fences on the site are modest and consistent with surrounding commercial and light industrial properties. No structures or site features will obstruct visibility, access, or the ability of adjacent properties to be developed or used appropriately.

Staff: There will be no changes to the exterior of the building and no other changes to the site that would hinder or discourage the appropriate development or use of adjacent land and buildings.

5. State how the parking areas will be of adequate size for the particular use, properly located and suitably screened from adjacent residential uses, entrance and exit drives shall be laid out so as to prevent traffic hazards and nuisances and the development will not cause traffic congestion.

Petitioner: The parking areas on the site are of adequate size to accommodate the company's vehicles and equipment, as well as employee parking, without impacting surrounding properties. Parking is properly located within the property boundaries and is organized to ensure safe and efficient use of the site. Where applicable, parking areas are screened from adjacent residential uses to minimize visibility and potential disturbance.

Entrance and exit drives are designed to allow safe access to and from the property, preventing traffic hazards or nuisances. Since our operations are mobile in nature and most work is performed off-site, the number of daily vehicle trips to the facility will be limited, and the use will not create traffic congestion.

Staff: The proposed use will be located in an existing multi-tenant industrial building which shares parking with other units. The non-concurrent business patterns of various business operations at the subject site reduces the likelihood of overlapping parking demand.

6. State how the property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulation in that zone.

Petitioner: The property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulation in this zone, because the nature of our business requires space for the storage of vehicles, equipment, and administrative functions that support our off-site operations. Without the Special Use approval, the property would be limited to more traditional uses that do not align with the unique operational needs of our company.

Staff: The proposed use is consistent with the I-1, Light Industrial and Office Zoning District and the Comprehensive Land Use designation of Industrial.

STAFF REVIEW

Fire Department Review: No comments from the Fire Department related to the Special Use.

Engineering Division Review: No comments from the Engineering Division related to the Special Use.

Staff Recommended Action: Staff recommends approval of the special use, subject to the following conditions:

1. All materials and equipment shall be located inside the building as shown on the Floor Plan, received 10/7/2025.
2. All vehicle parking, including employee vehicles and fleet vehicles, shall occur entirely on paved surfaces; parking on grass or unpaved areas anywhere on the subject site is prohibited.
3. Any repair shall be limited to the petitioner's fleet vehicles or equipment, which all work shall be conducted indoors.
4. Outdoor storage of materials is not permitted.
5. Any trash bins and dumpsters shall be stored within the building at all times, except for a limited period for scheduled refuse collection.
6. Trailers are not permitted to be parked or stored within the parking lot or elsewhere on the property.
7. Vehicles are not permitted to be double parked anywhere at the subject property.
8. The maximum number of company/fleet vehicles permitted to be parked and/or stored within the off-street parking areas of the subject property shall not exceed seven (7) at any given time, with a maximum of five (5) vehicles allowed to remain parked overnight.

If the Plan Commission finds that the petitioner has satisfied the requirements for the granting of a special use for the operation of a snow plow contractor business, the appropriate motion would be to:

Recommend approval of Docket No. PSU25-0021, granting Special Use, as required under Title 19, Zoning, of the Wheeling Municipal Code, Chapter 19-10 Use Regulations, and associated sections, in order to permit a snow plow contractor business for DGO Premium Services, Co., located at 952 Seton Court, in accordance with the Petitioner's Project Description Letter received by the Village 9/24/2025 and Floor Plan, received by the Village 10/7/2025, and subject to the following conditions:

1. All materials and equipment shall be located inside the building as shown on the Floor Plan, received 10/7/2025.
2. All vehicle parking, including employee vehicles and fleet vehicles, shall occur entirely on paved surfaces; parking on grass or unpaved areas anywhere on the subject site is prohibited.
3. Any repair shall be limited to the petitioner's fleet vehicles or equipment, which all work shall be conducted indoors.
4. Outdoor storage of materials is not permitted.
5. Any trash bins and dumpsters shall be stored within the building at all times, except for a limited period for scheduled refuse collection.
6. Trailers are not permitted to be parked or stored within the parking lot or elsewhere on the property.
7. Vehicles are not permitted to be double parked anywhere at the subject property.
8. The maximum number of company/fleet vehicles permitted to be parked and/or stored within the off-street parking areas of the subject property shall not exceed seven (7) at any given time, with a maximum of five (5) vehicles allowed to remain parked overnight.

ATTACHMENTS:

Attachments to Staff Report (Staff)

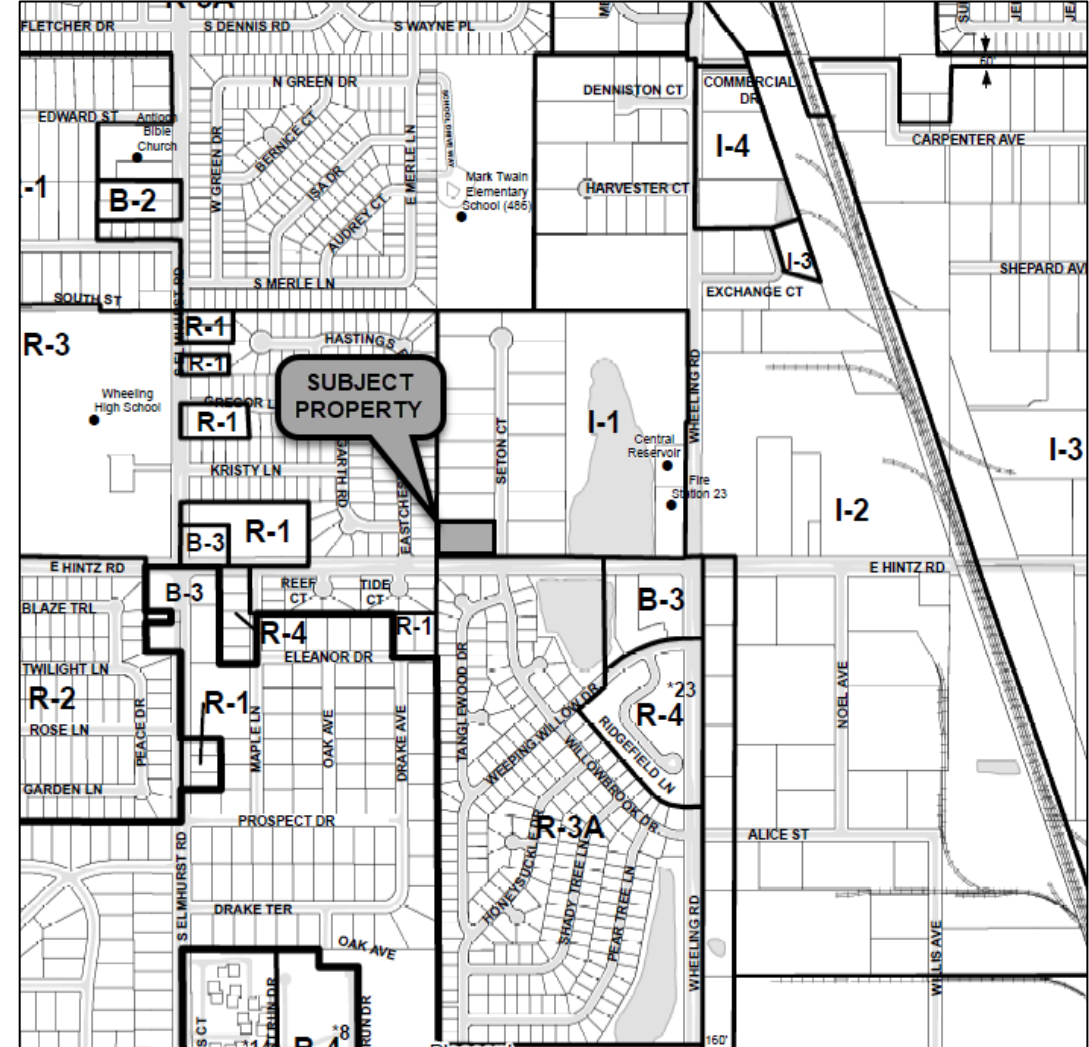
Petitioner's Project Description Letter received by the Village 9/24/2025

Floor Plan, received by the Village 10/7/2025

Special Use Request for Building Maintenance Contractor Business & Snow Plow Contractor's Storage Yard



Location Map



Zoning Map

Special Use Request for Building Maintenance Contractor Business & Snow Plow Contractor's Storage Yard)



Front Entrant to Business

Special Use Request for Building Maintenance Contractor Business & Snow Plow Contractor's Storage Yard)



DGO Parking Spaces

Special Use Request for Building Maintenance Contractor Business & Snow Plow Contractor's Storage Yard)



DGO Parking Spaces



Subject: Cover Letter

On behalf of **DGO Premium Services Co**, I am pleased to provide this cover letter describing our proposed business operations. Please find the requested information below:

Business Description

DGO Premium Services Co provides **mobile power washing and snow removal services**. We specialize in servicing **automotive dealerships/powerwashing, municipalities/snow removal**, delivering reliable and professional maintenance solutions directly at our clients' locations. Customers receive our services entirely at their locations: no customer visits are required at our facility. Scheduling, billing, and customer support are managed through our office, while the actual work is performed in the field by our service teams.

Hours of Operation

Our standard hours are **Monday through Friday, 9:00 AM – 4:00 PM**.

Number of Employees

Currently, our team consists of **12 full-time employees** and **4 part-time employees**.

List of Services

- Mobile Power Washing for dealerships.
- Snow Plowing and Removal for municipalities.

Business Vehicles

Vehicle Type	Quantity	Stay Overnight
Pick Up Truck	7	3
Box Truck	3	3
Semi-Truck	0	0
Van <i>Equipment</i>	1	1

I wanted to provide clarification regarding our vehicles. We currently have a total of 11 **vehicles**, however, only **7 remain overnight in the warehouse**, (1 OPEN TRAILER-1 CLOSE TRAILER ARE IN THE BACK)

Preparer Information

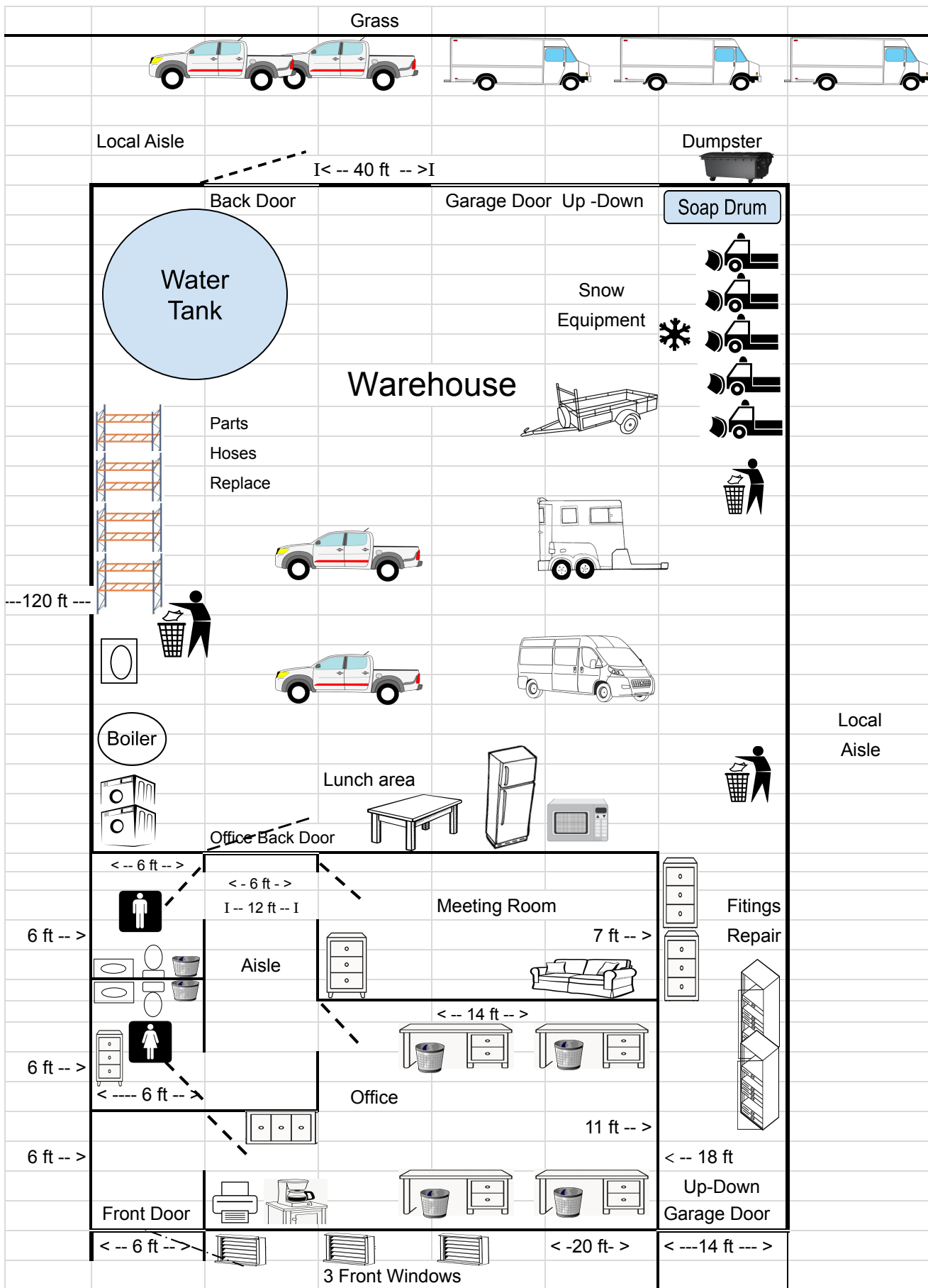
Prepared by: **Luis Olaguez**
Title: President
Phone: **224-578-8648**
Email: lolaguezd@gmail.com

We look forward to the opportunity to serve the community with our professional services. Please do not hesitate to contact me with any questions or requests for additional information.

Sincerely,



Luis Olaguez
President
DGO Premium Services Co





MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PSU25-0023, Request for Special Use Approval to Permit a Gaming Establishment for Bonnie's (31 N. Elmhurst Road). **PUBLIC HEARING**
RECOMMENDED ACTION: Recommend approval of Docket No. PSU25-0023, granting Special Use Approval as required under Title 19, Zoning, of the Wheeling Village Code, Chapter 19-10 Use Regulations and associated sections, to permit the operation of a gaming establishment for Bonnie's, located at 31 S. Elmhurst Road, which is zoned MXT, Transit-Oriented Mixed Use, in accordance with the Project Description Letter prepared by Bonnie Singer, dated 10/8/2025 and Floor Plan Submitted to the Village 10/22/2025, and subject to the following conditions:

1. The hours of operation shall be consistent with the associated Wheeling Liquor License.
2. The area on the Floor Plan labeled "Kitchen, Not In Use" shall not be used for any purpose, including but not limited to, the preparation, handling, or service of open food.
3. Pennants, streamers, banners, posters, ribbons, strings of light bulbs, spinners, inflatable objects, the outlining of windows with neon tubing or strings of lights, blinking or flashing, or other attention getting devices are prohibited.
4. Food service shall be limited to pre-packaged food items only. The preparation, handling, or service of open food is prohibited.
5. A building permit shall be obtained from the Department of Community Development prior to any commencement of any interior and/or exterior construction.
6. A Wheeling Sign Permit shall be applied for and received prior to the installation of exterior signage, except for signage pursuant to Chapter 21.6 of the Wheeling Sign Code.

EXECUTIVE SUMMARY

Docket No: PSU25-0023: Bonnie's Gaming, Corp., DBA Bonnie's, 31 N Elmhurst Road, Wheeling, IL 60090, lessee, is seeking special use approval pursuant to Title 19, Zoning, of the Wheeling Municipal Code, Chapter 19.10 Use Regulations, and associated sections, in order to permit a gaming establishment located at 31 N. Elmhurst Road, which is zoned MXT, Transit-Oriented Mixed Use.

GENERAL PROPERTY INFORMATION

Petitioner: Bonnie's Gaming, Corp., DBA Bonnie's, lessee

Unit size: 1,548 square feet

Neighboring Property Land Use(s):

North: Commercial
West: Commercial (Across N. Elmhurst Road)
NW: Residential (Across N. Elmhurst Road)
South: Commercial (Across Dundee Road)
East: Commercial

Existing Use of Property: Vacant unit in multi-tenant commercial center

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Commercial

Zoning History: None

SUMMARY OF REQUEST

The petitioner, Bonnie's Gaming, Corp., DBA Bonnie's, is seeking special use approval to permit the operation of "Bonnie's", a gaming establishment.

SPECIAL USE ANALYSIS

A Special Use is the use of land in which, because of their unique characteristics, cannot ordinarily be allowed in a particular zoning district without consideration of their impact upon neighboring land uses and would not be detrimental to the public health, safety or general welfare. After review of the Standards summarized in this staff report, the Commission may impose reasonable restrictions that make the special use more compatible for the zoning district in which it is located, which may include conditions related to site plan aspects to mitigate adverse effects.

The petitioner is seeking to operate a gaming establishment at the subject location, which was previously occupied by "Moe's Café", a full-service restaurant that included gaming terminals. This request would be limited to a gaming establishment operation, with very limited drinks and food; therefore, the existing kitchen will not be used.

The Zoning Code defines gaming establishments as "an establishment at which gambling activities, pursuant to the state of Illinois regulations, are the primary business conducted on the premises. The term does not include a tavern, restaurant, or entertainment establishment". The Zoning Code limits gaming establishments to one per shopping center/property/development. The proposed Bonnie's would be the only gaming establishment at the subject retail development at the northeast corner of Dundee Road and Elmhurst Road. If approved, no other gaming establishments would be permitted while Bonnie's is in operation. However, full-service restaurants with gaming terminals would continue to be permitted.

As identified in the project description letter, the proposed gaming establishment will offer complimentary sodas and snacks. Alcohol will be available for purchase as well as 6 gaming terminals, as shown in the attached Floor Plan. Six tables with 2-3 chairs per tables will also be provided in the central portion of the establishment. The establishment will staff two to four employees, with proposed hours of operation daily from 9:00 AM to 2:00 AM.

No exterior changes are proposed to the building façade or site.

Standards for Special Use: The petitioner has submitted the following responses to the standards for special use. (Any staff comments follow the petitioner's response)

1. State why the Special Use is necessary or desirable to provide a service or a facility which is in the interest of public convenience or need and will contribute to the general welfare of the neighborhood or village.

Petitioner: Special Use is necessary so that the Establishment can offer video gaming and serve alcohol in the same location. We plan to offer a unique customer service experience to the community by providing a new gathering place where people can enjoy an exciting gaming experience.

Staff: The proposed gaming establishment would be consistent with the MXT, Transit-Oriented Mixed Use Zoning District and provide additional services within the multi-tenant retail building.

2. State how the Special Use will not, under the circumstances of the particular case, be detrimental to the health, safety, morals or general welfare of the adjoining area or village and will not be injurious to property values or improvements in the vicinity.

Petitioner: Moe's Cafe previously occupied this location. We seek to continue providing a substantially similar service, without selling food, while updating the image. The proposed use will not alter the established commercial character of the building. We intend to limit alcohol to 3 drinks per person per visit to keep the atmosphere fun and safe.

Staff: The proposed use will remain commercial in nature that would be consistent with the commercial character of the surrounding retail building.

3. State how the establishment of the special use will not impede or interfere with the normal and orderly

development and improvement of surrounding property for uses permitted in the district.

Petitioner: The strip center has ample parking spaces. Since our business model will typically have 6-10 people at one time, there is more than enough parking to accommodate. This type of business typically has people coming and leaving at different times. It is not a high traffic business. There will not be a conflict with adjacent businesses and there will be no smoke or odors. This business is substantially similar to Moe's Cafe.

Staff: The existing tenant space is already in existence and has adequate off-street parking.

4. State how the proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries and schools or the applicant will provide adequately for such services.

Petitioner: This business model will have no impact or place any burden on the municipal systems or public safety services.

Staff: No changes will occur to the exterior of the facility. The proposed use will be similar to the former restaurant/gaming use.

5. State how the proposed use or development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets. Parking areas and driveways shall be designed so as to prevent traffic hazards, eliminate nuisance and minimize traffic congestion in the public streets.

Petitioner: The strip center has ample parking spaces. Since our business model will typically have 6-10 people at one time, there is more than enough parking to accommodate. This type of business typically has people coming and leaving at different times therefore the business will not cause so much traffic as to cause congestion. It is not a high traffic business. There will not be a conflict with adjacent businesses and there will be no smoke or odors. This business is substantially similar to Moe's Cafe.

Staff: The existing parking spaces and parking lot are sufficient for the proposed use.

6. State how the proposed use will comply with the regulations and stipulations specified for such use.

Petitioner: This business is substantially similar to Moe's Cafe. The proposed use is consistent with the B-3, General Commercial & Office Zoning District and the Comprehensive Land Use designation of Commercial. No activities within the location will cause any fire hazards or other life safety issues.

Staff: The proposed use is consistent with the MXT-Transit-Oriented Mixed Used Zoning District and the Comprehensive Land Use designation of commercial for the subject site.

STAFF REVIEW

Fire Department Review: The Fire Department has reviewed the plans and there are no conditions of approval at this time.

Engineering Division Review: The Engineering Division has reviewed the plans and has indicated there are no comments at this time.

Health Division Review: Food service shall be limited to pre-packaged food items only. The preparation, handling, or service of open food is prohibited.

Staff Recommended Action: Staff recommends approval of the special use for a Gaming Establishment, subject to the following conditions:

1. The hours of operation shall be consistent with the associated Wheeling Liquor License.
2. The area on the Floor Plan labeled "Kitchen, Not In Use" shall not be used for any purpose, including but not limited to, the preparation, handling, or service of open food.
3. Pennants, streamers, banners, posters, ribbons, strings of light bulbs, spinners, inflatable objects, the outlining of windows with neon tubing or strings of lights, blinking or flashing, or other attention getting devices are prohibited.
4. Food service shall be limited to pre-packaged food items only. The preparation, handling, or service of open food is prohibited.
5. A building permit shall be obtained from the Department of Community Development prior to any commencement of any interior and/or exterior construction.
6. A Wheeling Sign Permit shall be applied for and received prior to the installation of exterior signage, except for signage pursuant to Chapter 21.6 of the Wheeling Sign Code.

If the Plan Commission finds that the petitioner has satisfied the requirements for the granting of a special use, the appropriate motion would be to:

Recommend approval of Docket No. PSU25-0023, granting Special Use Approval as required under Title 19, Zoning, of the Wheeling Village Code, Chapter 19-10 Use Regulations and associated sections, to permit the operation of a gaming establishment for Bonnie's, located at 31 S. Elmhurst Road, which is zoned MXT, Transit-Oriented Mixed Use, in accordance with the Project Description Letter prepared by Bonnie Singer, dated 10/8/2025 and Floor Plan Submitted to the Village 10/22/2025, and subject to the following conditions:

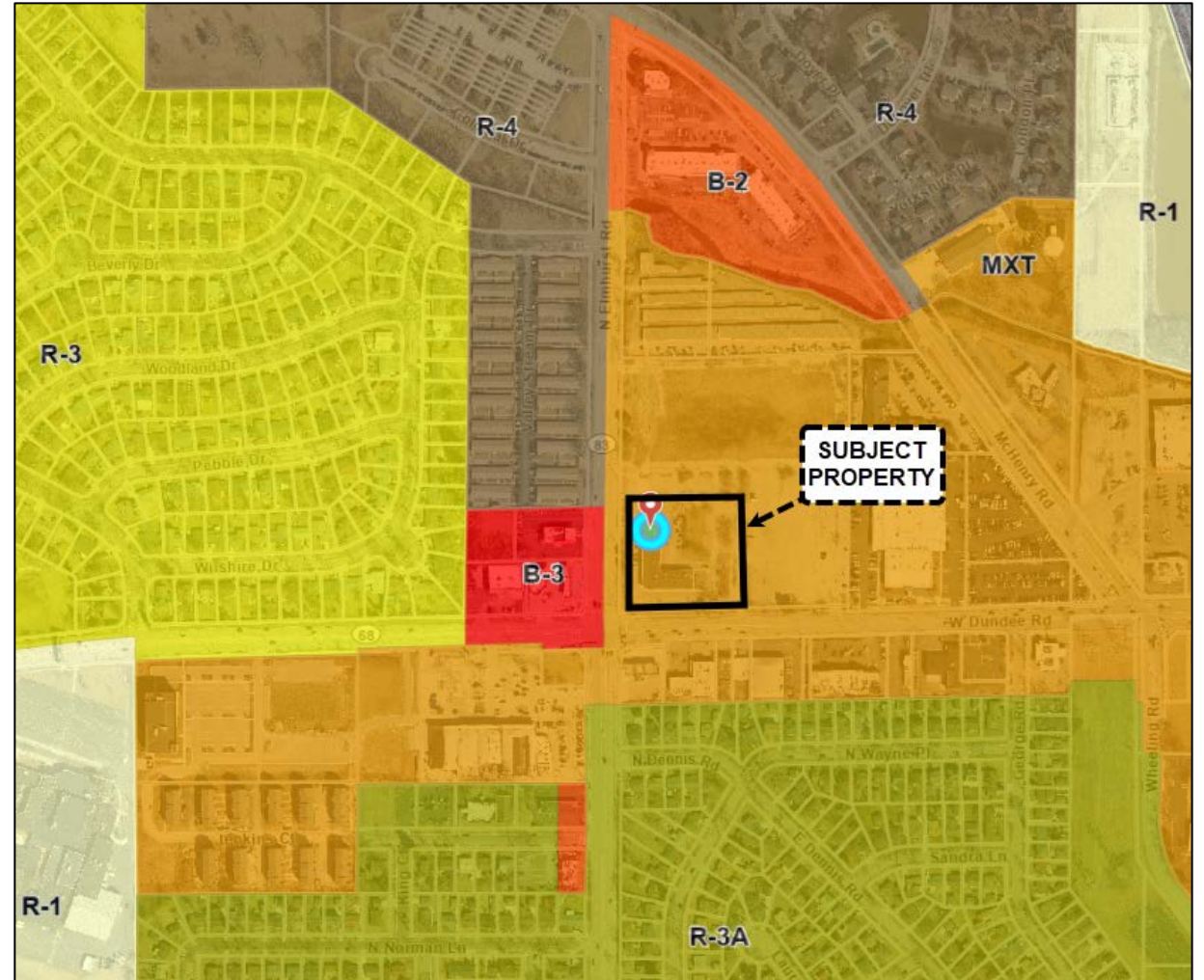
1. The hours of operation shall be consistent with the associated Wheeling Liquor License.
2. The area on the Floor Plan labeled "Kitchen, Not In Use" shall not be used for any purpose, including but not limited to, the preparation, handling, or service of open food.
3. Pennants, streamers, banners, posters, ribbons, strings of light bulbs, spinners, inflatable objects, the outlining of windows with neon tubing or strings of lights, blinking or flashing, or other attention getting devices are prohibited.
4. Food service shall be limited to pre-packaged food items only. The preparation, handling, or service of open food is prohibited.
5. A building permit shall be obtained from the Department of Community Development prior to any commencement of any interior and/or exterior construction.
6. A Wheeling Sign Permit shall be applied for and received prior to the installation of exterior signage, except for signage pursuant to Chapter 21.6 of the Wheeling Sign Code.

ATTACHMENTS:

Photos of Existing Conditions (staff)
Project Description Letter prepared by Bonnie Singer, dated 10/8/2025
Floor Plan Submitted to the Village 10/22/2025



Location Map



Zoning Map



Front of Proposed Business Location facing Southeast.

BONNIE'S

October 8, 2025

Village of Wheeling
2 Community Boulevard
Wheeling, IL 60090

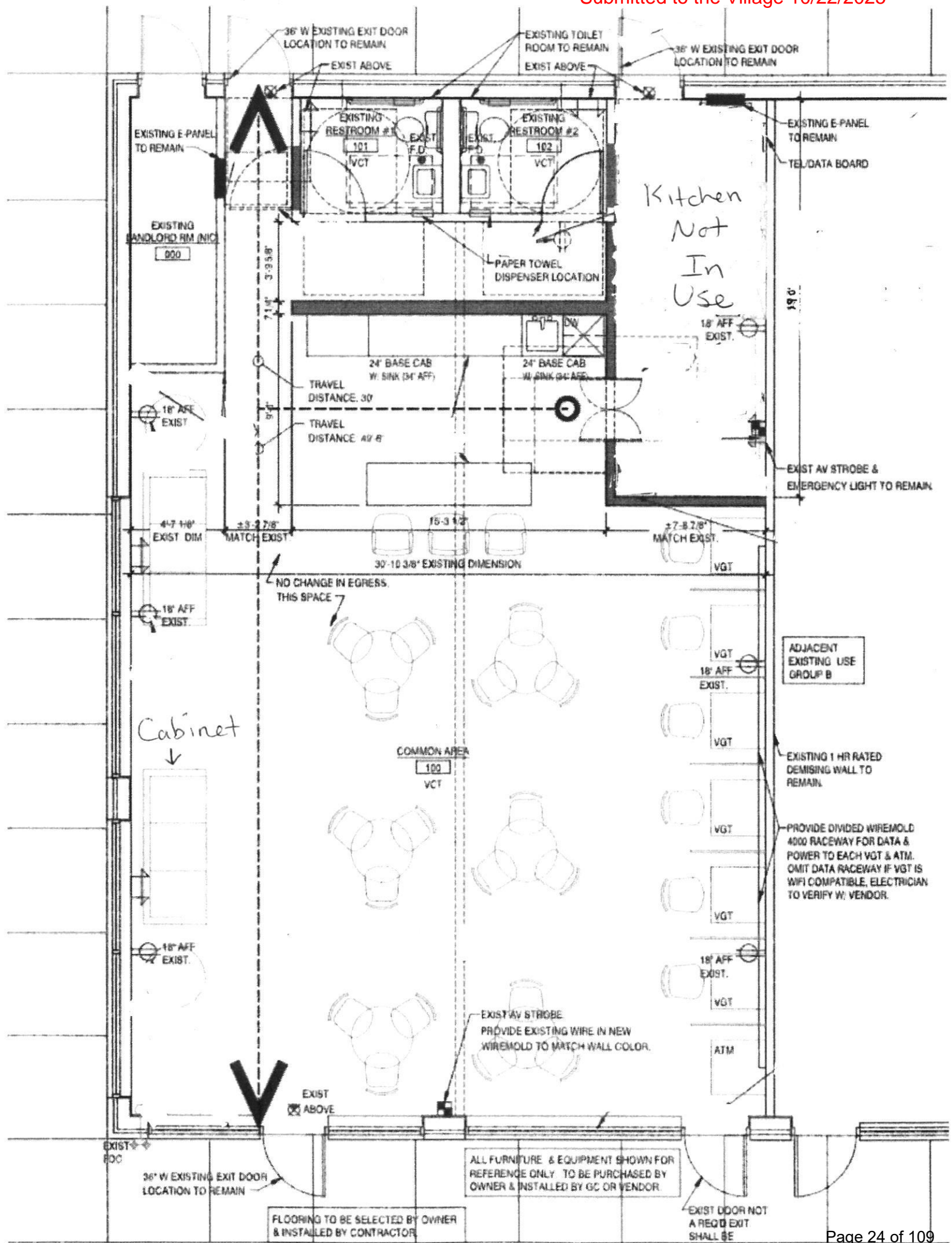
Bonnie's is applying for a special use permit to allow it to operate as a video gaming cafe at 31-33 N Elmhurst Road, the previous location of Moe's Cafe. We intend to offer an exciting gaming experience to the local community and become a safe gathering place where local residents can meet to socialize and have fun while playing the most modern slot machines in Illinois. We pride ourselves on providing a clean, safe environment for our customers and employees.

We will serve complimentary sodas in cans and/or bottles including Coke and Pepsi products. Bottled water will also be complimentary. We will offer complimentary snacks such as candy, nuts, goldfish, and chips. For those patrons who would like to purchase alcohol, we sell alcoholic beverages with a variety of beers and wines.

Bonnie's will have 6 seating tables with 2-3 chairs per table for patrons and 6 video gaming terminals. The hours of operation will be 9 am to 2 am (or based on Village requirements), 7 days a week. Bonnie's will hire 2-4 employees, including 1-2 managers and 1-2 employees. 1 employee will be on site at a time. The site has ample parking and will not require any parking variance. Bonnie's will be placing a sign on the exterior of the building after necessary permits are obtained.

We look forward to meeting members of the community to socialize and have fun while playing Illinois' newest gaming machines.

Bonnie Singer
President of Bonnie's Gaming, Corp.
850 Checker Drive
Buffalo Grove, IL 60089
(847) 334-4003
bonnie_singer@comcast.net



EXISTING E-PANEL TO REMAIN

36" W EXISTING EXIT DOOR LOCATION TO REMAIN

EXISTING TOILET ROOM TO REMAIN

36" W EXISTING EXIT DOOR LOCATION TO REMAIN

EXISTING RESTROOM #1
101
VCT

EXISTING RESTROOM #2
102
VCT

EXISTING E-PANEL TO REMAIN
TEL/DATA BOARD

Kitchen
Not
In
Use

PAPER TOWEL DISPENSER LOCATION

EXISTING PAN/OILOID RM (NIC)
900

71.6"

3'-9.58"

24" BASE CAB
W/ SINK (34" AFF)

24" BASE CAB
W/ SINK (34" AFF)

TRAVEL DISTANCE 30'

TRAVEL DISTANCE 40' 8"

18" AFF EXIST.

18" AFF EXIST.

4'-7 1/8" EXIST DIM

±3'-2.78" MATCH EXIST.

±7'-8.28" MATCH EXIST.

15'-3 1/2"

30'-10 3/8" EXISTING DIMENSION

EXIST AV STROBE & EMERGENCY LIGHT TO REMAIN

NO CHANGE IN EGRESS THIS SPACE

Cabinet

ADJACENT EXISTING USE GROUP B

COMMON AREA
100
VCT

EXISTING 1 HR RATED DEMISING WALL TO REMAIN

PROVIDE DIVIDED WIREMOLD 4000 RACEWAY FOR DATA & POWER TO EACH VGT & ATM. OMIT DATA RACEWAY IF VGT IS WIFI COMPATIBLE. ELECTRICIAN TO VERIFY W/ VENDOR.

EXIST AV STROBE
PROVIDE EXISTING WIRE IN NEW WIREMOLD TO MATCH WALL COLOR.

EXIST 900

36" W EXISTING EXIT DOOR LOCATION TO REMAIN

ALL FURNITURE & EQUIPMENT SHOWN FOR REFERENCE ONLY TO BE PURCHASED BY OWNER & INSTALLED BY GC OR VENDOR.

FLOORING TO BE SELECTED BY OWNER & INSTALLED BY CONTRACTOR

EXIST DOOR NOT A REQD EXIT SHALL BE



MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PV25-0009, Request for a Variation to Permit an Increase in the Maximum Sign Area for a Blade Sign on the East Facade from 14.4 Sq. Ft. to 29.5 Sq. Ft. for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PV25-0009**, granting a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. for Finn McCool's Irish Pub & Moretti's Unique Events, for the property located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

EXECUTIVE SUMMARY

Docket No. PV25-0009: A petition from Ala-Carte Entertainment seeking a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign for Finn McCool's Irish Pub & Moretti's Unique Events on the east façade from 14.4 sq. ft. to 29.5 sq. ft., for the property located at 373 W. Dundee Road, Wheeling, Illinois.

GENERAL PROPERTY INFORMATION

Petitioner: Ala-Carte Entertainment

Location: 373 W. Dundee Road (currently addressed as 371-373 W. Dundee Road)

Building: 6,500 sq. ft. (approximately)

Neighboring Property Land Use(s):

North: Commercial (Moretti's)

West: Commercial (Cinergy)

East: Commercial (daycare facility)

South: Residential

Existing Use of Property: Vacant restaurant (former Mia's Cantina and Arctic Spoon Restaurants)

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Transit-Oriented Mixed Use

Zoning History:

- Ordinance No. 5033, approved October 17, 2016, granting Final PUD approval for Wheeling Town Center

Retail and Residential Planned Unit Development (Docket #2016-20A).

- Ordinance No. 5157, approved February 5, 2018, amending Ordinance No. 5033, to amend the site plan to reflect tenant and market driven modifications to some building footprints and landscaped areas of the Wheeling Town Center Development (Docket #PC17-19.)
- Resolution No. 16-115, approved May 1, 2017, granting Final Plat of Subdivision for Wheeling Town Center (Docket #PC17-03).
- Resolution No. 18-050, approved March 19, 2018, First Amendment to the Plat of Subdivision for the Wheeling Town Center (Docket #PC18-04).
- Resolution No. 18-132, approved September 17, 2018, Second Amendment to the Final Plat of Subdivision for Wheeling Town Center
- Resolution No. 18-140, approved October 1, 2018, Repealing and Replacing Resolution No. 18-132 to correct a Scrivener's error related to the second amended plat of Wheeling Town Center (Second Amendment).
- Docket #PSUBPP24-0004, approved September 16, 2024, granting Final Plat of Subdivision for the Third Amended Plat of Wheeling Town Center .
- Ordinance No. 5672, approved September 16, 2024, Amending Ordinance No. 5151, Which Amended Ordinance No. 5033, Which Granted Special Use Approval for Final Planned Unit Development Approval for Wheeling Town Center Planned Unit Development (Docket #PSU24-0014).
- Ordinance No. 5697, approved November 4, 2024, granting a variation to permit a wall sign on a non-permitted façade for Ala-Carte Entertainment (Docket #PV24-0010).
- Ordinance No. 5729, approved April 7, 2025, Amending Ordinance No. 5672, Which Amended Ordinance No. 5151, Which Amended Ordinance No. 5033, Which granted Special Use Approval for Final Planned Unit Development to modify the permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to allow for projecting/blade signs that are larger than the maximum permitted by the Wheeling Sign Code (Docket #PPUD25-0001).
- Ordinance No. 5747, approved September 15, 2025, granting special use approval to permit the operation of a tavern for Ala-Carte Entertainment (Docket No. PSU25-0013).
- Ordinance No. 5748, approved September 15, 2025, granting special use approval to permit the operation of an assembly use for a banquet facility for Ala-Carte Entertainment (Docket No. PSU25-0016).

SUMMARY OF REQUEST

The applicant, Ala-Carte Entertainment, is seeking a variation the approved design standards and permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. for the proposed Finn McCool's Irish Pub & Moretti's Unique Events (Finn McCool's).

The petitioner is also seeking the following sign variations associated with Finn McCool's:

- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit a wall sign on a non-permitted façade on the north façade of the building (Docket No. PV25-0010)
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit an awning/canopy sign on a non-permitted façade on the west façade of the building (Docket No. PV25-0011)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs to permit a wall sign to project above the roofline of a building on the north façade of the building (Docket No. PV25-0012)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs to permit cabinet style wall sign on the north building facade (Docket No. PV25-0013)

VARIANCE

A Variation is to grant relief from the literal requirements of the zoning ordinance when unique circumstances, applicable to the property, deprive it from enjoying privileges commonly enjoyed by other properties in the same zoning district. After review of the Standards summarized in this staff report, the Commission must find beyond a reasonable doubt that all of the standards are met.

As part of Finn McCool's transition of the former Mia's Cantina/Arctic Spoon building, the petitioner is requesting a

variation to allow an increase in the maximum permitted blade sign area on the east façade from 14.4 sq. ft. to 29.5 sq. ft.

Under the Wheeling Town Center Sign Regulations that were amended in April 2025, blade signs are limited to a maximum of 10% of the allowable wall sign area for the same building façade, which exceeds the maximum 8 sq. ft. area permitted by the Wheeling Sign Code. For the east façade of Finn McCool's building, the maximum permitted blade sign area is 14.4 square feet. The proposed Finn McCool's blade sign measures approximately 29.5 sq. ft., exceeding the maximum permitted size by 15.1 square feet.

The proposed blade/projecting sign is comparable in size to the blade sign on the east façade of the adjacent Moretti's building (also owned and operated by Ala-Carte Entertainment), which was used by the petitioner to design the proposed Finn McCool's blade sign rather than adhering to the recently amended Wheeling Town Center Sign Regulations. However, the Moretti's building has a greater linear wall length, which results in a larger allowable blade sign area under the current Town Center regulations.

The proposed sign is a double-faced, externally mounted blade sign projecting perpendicularly from the building façade. The sign design features the business name "Finn McCool's Irish Pub" in stylized white lettering on a green background with a white outline. The sign has an irregular, custom shape that follows the text contour. The proposed signage utilizes the corporate logo for the established "Finn McCool's" brand.

The proposed sign will be suspended from a horizontal metal bracket mounted to the building at a height of 15 feet, providing adequate clearance beneath the sign. The sign extends 8 feet 3 inches from the wall, which complies with the maximum allowable projection for blade signs within Wheeling Town Center (9 feet).

STANDARDS FOR VARIATION

Following are the petitioner's responses to the standards for sign variation. (Any staff comments follow the petitioner's response)

1. State how the literal interpretation and strict application of the provisions and requirements of the code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question.

Petitioner: Staff determined for the East projecting sign on a wall 96 feet long is allowed to be 10% or 143.94 sq. ft. which equals 14.39 sq. ft. Our proposal if rectangular is a for a 41.25 sq. ft. sign or if for the actual shaped outline of 29.5 sq. ft. This East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had a large sign on the East Facade that was much larger than Ala Carte proposes. Arctic Spoon also had a sign on the East Elevation.

Staff: In conjunction with the petitioner related to signage for the Moretti's building, the permitted deviations for the Wheeling Town Center Retail and Residential Planned Unit Development were amended earlier this year to allow for larger projecting/blade signs to improve identification for many of the buildings that are internally oriented and set back a considerable distance from Dundee Road, including the subject Finn McCool's building. In order to ensure suitable scale of signage to the buildings, the increase in projecting/blade sign area is based on a ratio (10% of the allowable wall sign area/façade) rather than a standardize size that would not be fitting for the various buildings within the Town Center. As a result, there is no evidence the strict interpretation of the provision of the Wheeling Town Retail and Residential Planned Unit Development standards creates a hardship or unique condition from complying the maximum size requirements for projecting/blade signs, which already exceeds the maximum permitted by the Sign Code.

2. Indicate how the granting of the requested variation would not be materially detrimental to the property owners in the vicinity.

Petitioner: The five replaced Mia's & Arctic signs with 3 new consistent Finn McCool's logo signs present a much cleaner look to neighboring property owners. The use of the building will also generate business for Cinergy Theater and be a welcome entertainment venue for Apartment Residents. The view of only one projecting sign on the East is less dominating from the view from The Learning Center than all the signage that was there previously

Staff: The granting of the variation is not expected to be materially detrimental to nearby property owners in the vicinity.

3. Describe how the unusual conditions applicable to the specific property do not apply generally to other properties in the village.

Petitioner: Visible distance from the North Roadways and obstructions of The Learning Center Building need special allowances for this hidden building tucked away further back from Moretti's. In our view the size of this sign if rectangular to be 26,86 sq. ft. or if calculated by it's shape size it is proposed to be just over 15 sq. ft. larger or if placed on the same elevation flat on the wall like Mia's was it would be allowed to be about 100 sq. ft. larger. This tucked away area needs this viewable size for adequate marketable identity.

Staff: The subject property does not demonstrate unusual conditions that would prevent compliance with the installation of a compliant projecting/blade sign. The approved design standards and permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development permit the installation of a projecting/blade sign subject to an establish size that is applicable to all other buildings within the Town Center.

4. State how the granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.

Petitioner: A consistent look reduces the cluttered look of the five now replaced Mia's & Arctic Signs and the number of signs now on the building is reduced by two and only one projecting sign for the East Elevation. The sizes are appropriate for the wall areas viewable from a distance and placement needs for identifiable marketing.

Staff: The variance, if approved, would allow for a deviation from the approved design standards and permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development that are intended to create cohesive and unified standard for signage.

STAFF REVIEW

Staff Recommended Action: Staff does not support the variation request.

If the Plan Commission deems the petitioner has addressed the standards for the requested variations, an appropriate motion would be to:

Recommend approval of Docket No. PV25-0009, granting a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. for Finn McCool's Irish Pub & Moretti's Unique Events, for the property located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

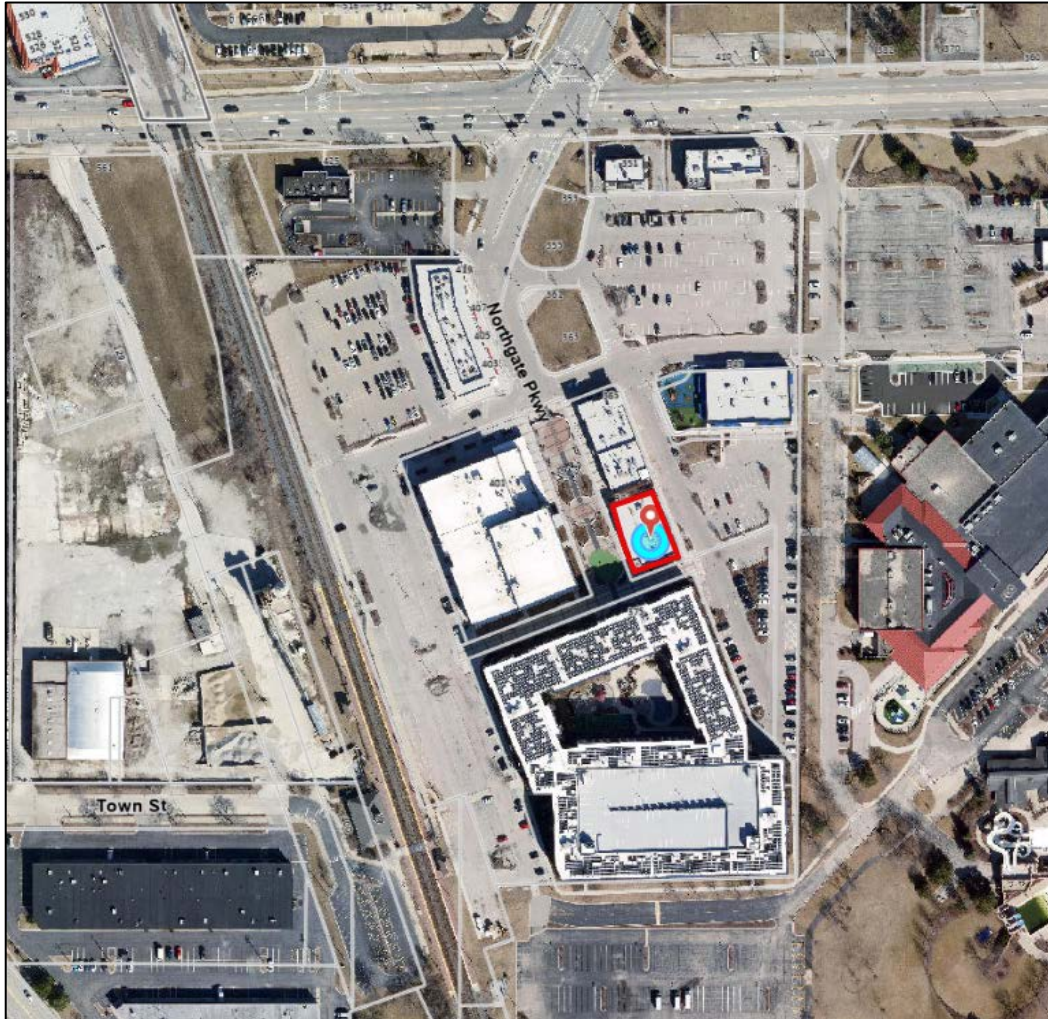
- 1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

ATTACHMENTS:

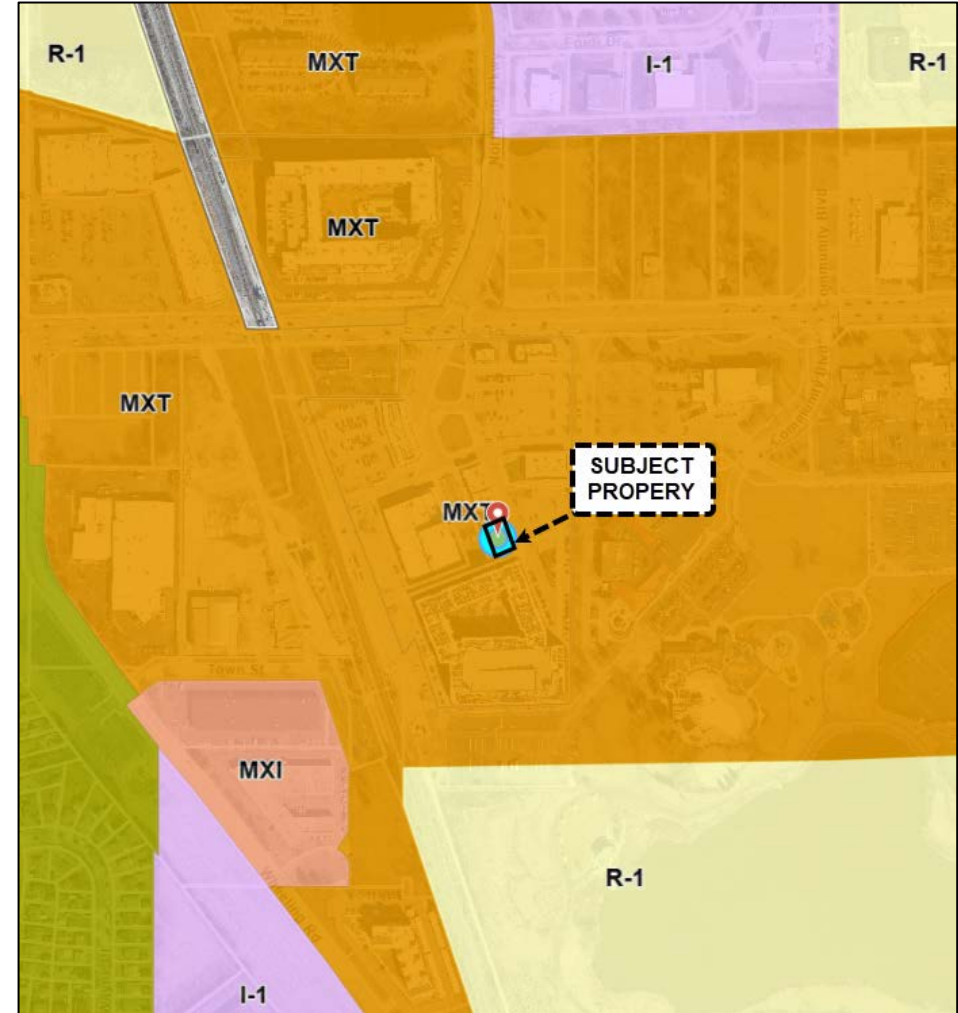
Report attachments (staff)

Project Description Letter prepared by Mark Hoffman, dated 10/24/2025

Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025



LOCATION MAP



ZONING MAP



East façade, proposed location for Blade Sign.



Southwest corner of building, location for canopy sign.



North side of the building, location for wall sign extending above roofline.



ALA CARTE ENTERTAINMENT

CORPORATE OFFICES

2330 HAMMOND DR. SUITE G
SCHAUMBURG, IL 60173

TEL: (847) 303-4400 FAX: (847) 303-0112

BELLA NAPOLI WOODFIRED PIZZA

BELLAWOODFIRED.COM

1540 N. ROSELLE RD, SCHAUMBURG, IL 60195
(847) 519-7555

CHANDLER'S

CHANDLERSCHOPHOUSE.COM

401 N. ROSELLE RD, SCHAUMBURG, IL 60194
(847) 885-9009

DRINK

DRINKNIGHTCLUB.COM

871 E. ALGONQUIN RD, SCHAUMBURG, IL 60173
(847) 397-3100

FAMOUS FREDDIE'S ROADHOUSE

FAMOUSFREDDIESROADHOUSE.COM

510 S. PARK AVE, FOX LAKE, IL 60020
(847) 587-9677

FINN MCCOOL'S

IRISH SPORTS PUB

FINNMCCOOLSPUB.COM

1941 E. ALGONQUIN RD, SCHAUMBURG, IL 60173
(847) 303-5100

**LP'S T.A.P. HOUSE
& THE LOFT**

LPSTAPHOUSE.COM

2251 N. LINCOLN AVE, CHICAGO, IL 60614
(773) 348-5100

MORETTI'S

MORETTISRESTAURANTS.COM

TWELVE LOCATIONS

128 S. WOOL ST, BARRINGTON, IL 60010
(847) 469-1300

1175 W. LAKE ST, BARTLETT, IL 60103
(630) 837-4992

6500 S CENTRAL AVE, BEDFORD PARK, IL 60638
(773) 974-7774

6727 N. OLMSTED AVE, EDISON PARK, IL 60631
(773) 631-1223

2300 BUSHWOOD DR, ELGIN, IL 60124
(847) 303-4444

164 S. ROUTE 12, FOX LAKE, IL 60020
(847) 973-1800

2475 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 885-0400

220 N. RANDALL RD, LAKE IN THE HILLS, IL 60156
(847) 854-7220

6415 DEMPSTER ST, MORTON GROVE, IL 60053
(847) 469-1200

1799 S. BUSSE RD, MOUNT PROSPECT, IL 60056
(847) 593-2200

9519 W. HIGGINS RD, ROSEMONT, IL 60018
(847) 692-6600

1893 WALDEN OFFICE SQUARE

SCHAUMBURG, IL 60173

(847) 397-4200

SNUGGERY RIVER ROADHOUSE

SNUGGERYMCHENRY.COM

801 N. RIVER RD, MCHENRY, IL 60050
(815) 578-9600

MORETTI'S UNIQUE EVENTS

MORETTISEVENTS.COM

2525 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 519-7575

October 24, 2025

Village of Wheeling Plan Commission,

Ala Carte Entertainment has presented a sign package for 373 W. Dundee Road Finn McCool's & Moretti's Unique Events prepared by Omega Sign & Lighting, Inc. for preliminary review by staff on October 14th. The Staff review came back with comments on the signs presented with the following Variances that would be needed:

1. Other than projecting box signs, prohibited cabinet wall signs without individual letters require a variance review.
2. Signs are not allowed above the roofline of the building. North Wall sign also slightly exceeds 1.5 square feet per lineal feet of North wall length. Two Variance reviews needed.
3. Canopy sign size shall have maximum area 1.5 sq. ft. per lineal feet of canopy. Variance review needed.
4. Projecting sign is allowed up to 10% of the applicable wall sign area based on length of wall it is mounted from. Variance review needed.

We have prepared an A-8 Sign Variance Response sheet for each of these items for your review that address the hardships that created the need for different viewpoints from the basic generic Wheeling sign code for normal building conditions.

The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location. There are also obstruction hardships especially during the Tuesday Night Markets tent setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship. The East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had two large signs on the East and West Facades that were larger than Ala Carte proposes. Arctic Spoon had three Cabinet-type signs with script lettering on East, North & West Brick walls near where Ala Carte is only proposing one similar-sized logo sign but elevated higher than the obstructions above the roof coping but much less above the roof than the huge vertical Cinergy sign is. Therefore these proposed signs are less intrusive to the neighboring buildings than what was there previously. Visible distance and obstructions need special allowances for this hidden building setback nearly 1,000 feet from Dundee Road to generate an acceptable marketable exposure. I'm sure the Village of Wheeling feels the success of Wheeling Town Center is vital to be a go-to destination for the enjoyment of it's residents and to bring in tax dollars from the surrounding community. The signage proposed utilizes the Corporate Logo for the established "Finn McCool's" brand so the signage should reflect that. The proposed Canopy sign on the Southwest corner is the only place a sign can be seen from the distant Train Station and West Parking Lot between Cinergy & the apartment building. That is the only sign that is proposed facing West.

Sincerely,

Mark Hoffmann
Ala Carte Entertainment



P1	DOUBLE FACE FLAG MOUNTED SIGN - EAST ELEVATION	SHEETS 2,3
E	LOGO CABINET SIGN - WEST ELEVATION	SHEETS 2,4,
F	LOGO CABINET SIGN - ABOVE ROOF LINE NORTH ELEVATION	SHEETS 2,5



OMEGA
Sign & Lighting Inc.
630.237.4397
OMEGASIGNCHICAGO.COM

**Moretti's
Unique Events
& Finn Mcools**
Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	001
△ Revision Number	Date
△ 1	00/00/00
△ 2	10/08/25
△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO
Sign Sq. Ft.
No. of Lamps/LEDs
Total Wattage
No. of Power Supplies
Total Amperage
Ext. 20 Amp Toggle Switch w/Rubber Boot

Signature	modify
Cust. Approval	Date
Signature	modify
Landlord Approval	Date

This Document, and the information contained, is the property of Omega Sign & Lighting Inc. (the Company). By receipt of this Document, the holder agrees not to distribute to any other entities, nor reproduce this Document and the information contained, without the prior written approval by the Company. The Customer agrees that Omega Sign & Lighting Inc. will fabricate signs as per the above rendering(s) and Customer agrees to all charges to fabricate sign(s) including permit & procurement fees & storage fees. The colors depicted in the rendering(s) are not an exact color match that will appear in the sign(s) construction, and exact color swatches can be provided only at the Customer's request.

630.237.4397
OMEGASIGNCHICAGO.COM

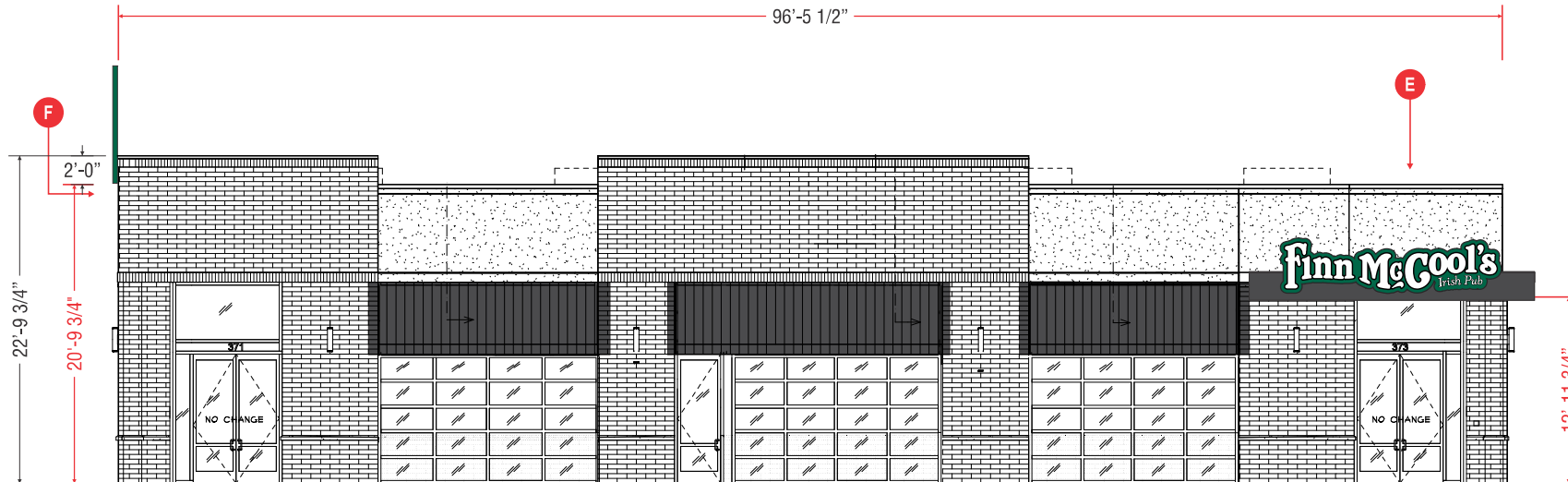


ELECTRICAL NOTES

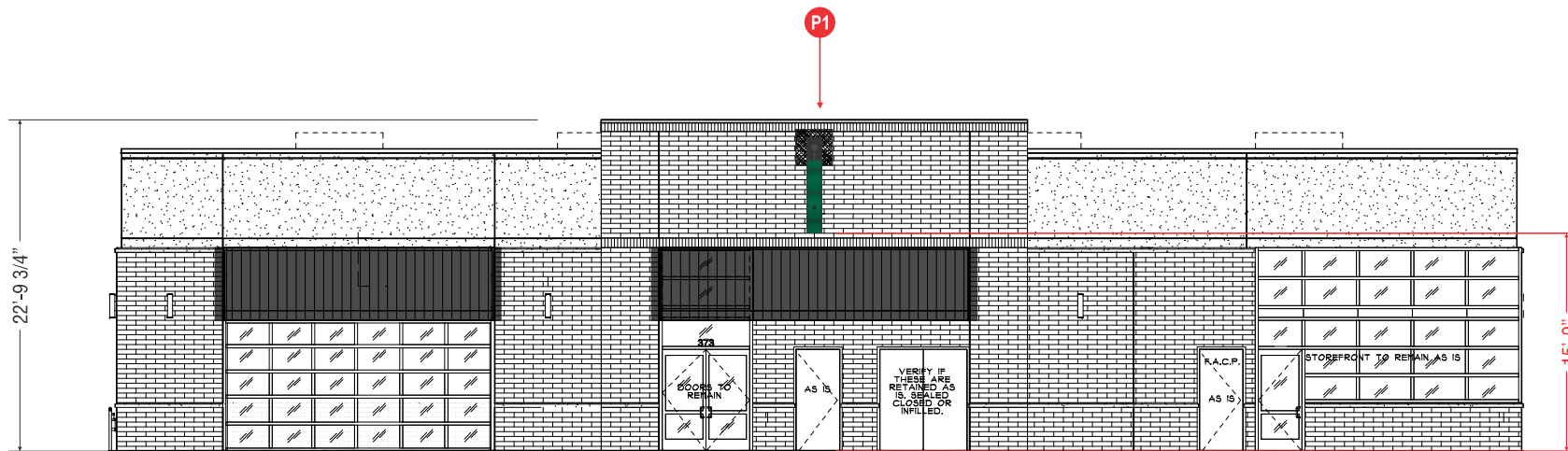
Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

Each Sign Must Have:

1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.



WEST ELEVATION 1/8" = 1'



EAST ELEVATION 1/8" = 1'

OMEGA
Sign & Lighting Inc.
630.237.4397
OMEGASIGNCHICAGO.COM

**Moretti's
Unique Events
& Finn Mcools**
Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	002
△ Revision Number	Date
1	00/00/00
2	10/08/25
3	10/14/25
4	
5	
6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO

Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	_____ Date
Cust. Approval	_____ Date
Signature	_____ Date
Landlord Approval	_____ Date

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630.237.4397
OMEGASIGNCHICAGO.COM



ELECTRICAL NOTES
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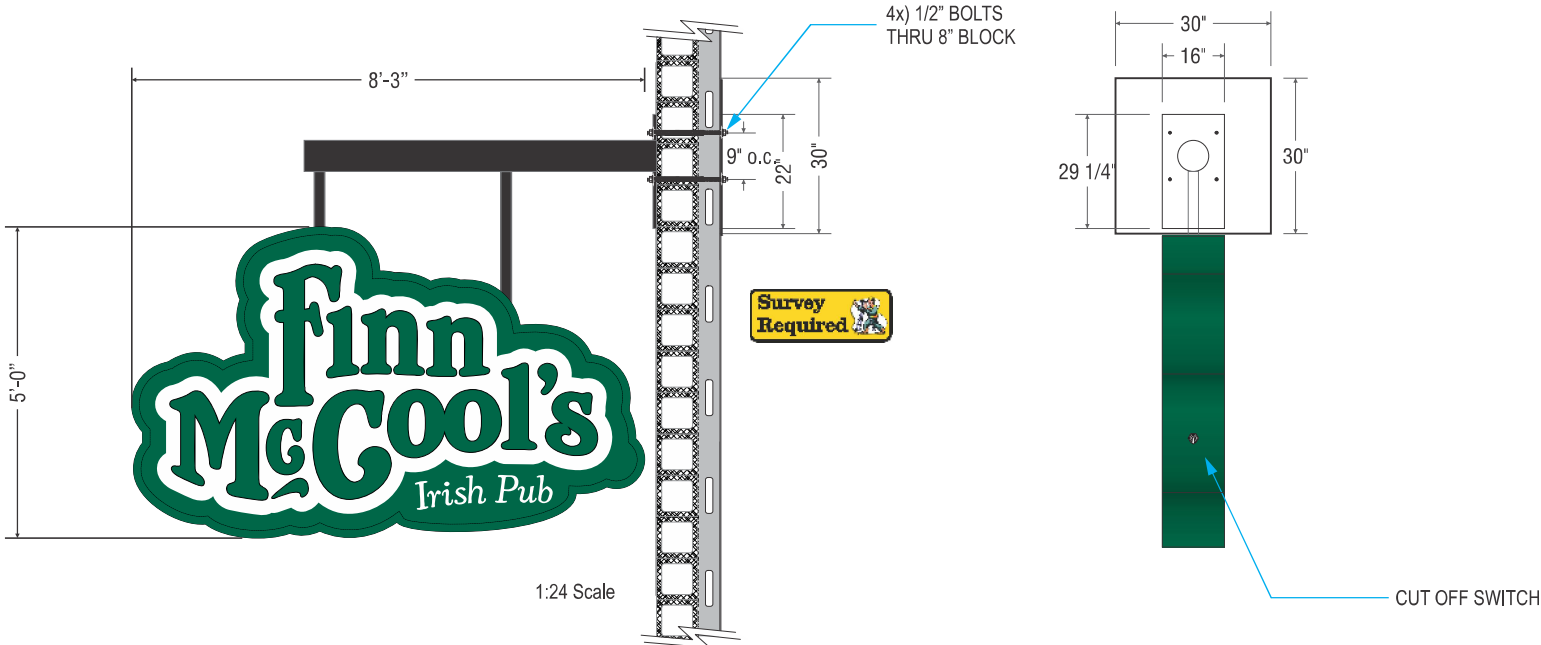
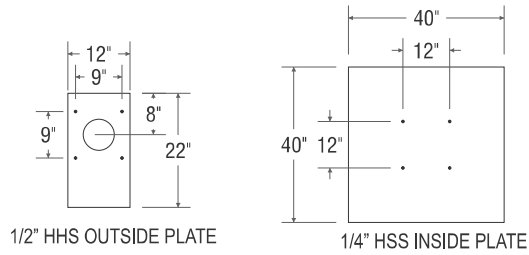
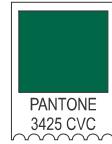
P1 QTY(1x) S/F FLAG MOUNTED SIGN - EAST ELEVATION

29.5 SQ. FT.

Quantity: 1
 O.A.H.: 5'-0"
 O.A.W.: 8'-3"
 Face: Polycarbonate
 - Face-Lit
 Returns: Aluminum / Painted PMS 3425
 Vinyl: PMS 3425

Illumination: Internal LED
 Face-Lit Polycarbonate

Notes: Single Face / NO Copy or Illumination
 Facing the Apartment Building



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**Moretti's
 Unique Events
 & Finn Mcools**
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	003
△ Revision Number	Date
△ 1	00/00/00
△ 2	10/08/25
△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
 SQC # 251409-03

PERMIT INFO	
Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	month/day
Cust. Approval	Date
Signature	month/day
Landlord Approval	Date

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ELECTRICAL NOTES

Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

Each Sign Must Have:

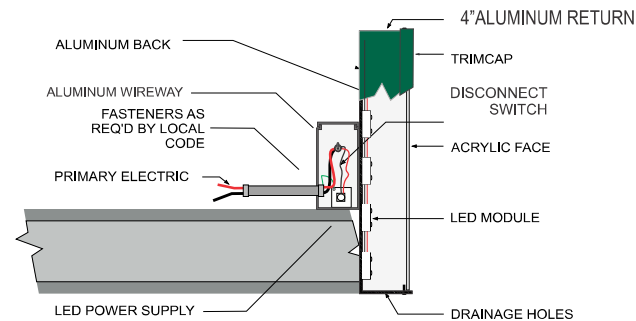
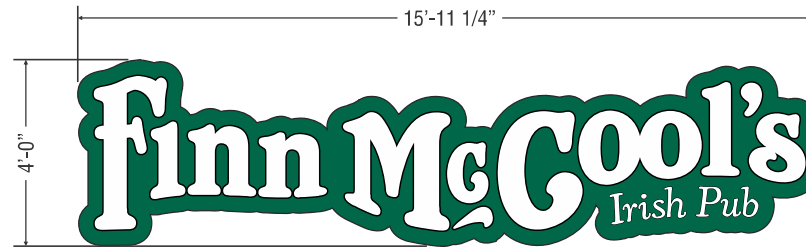
1. A minimum of One(1) dedicated 120V/ 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

E CHANNEL LETTER STYLE LOGO CABINET

Quantity: 1
 O.A.H.: 4'-0"
 O.A.W.: 15'-11 1/4"
 Face: Polycarbonate = Face-Lit
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply



Notes: Raceway mounted above existing canopy.
 41.49 SQ. FT.



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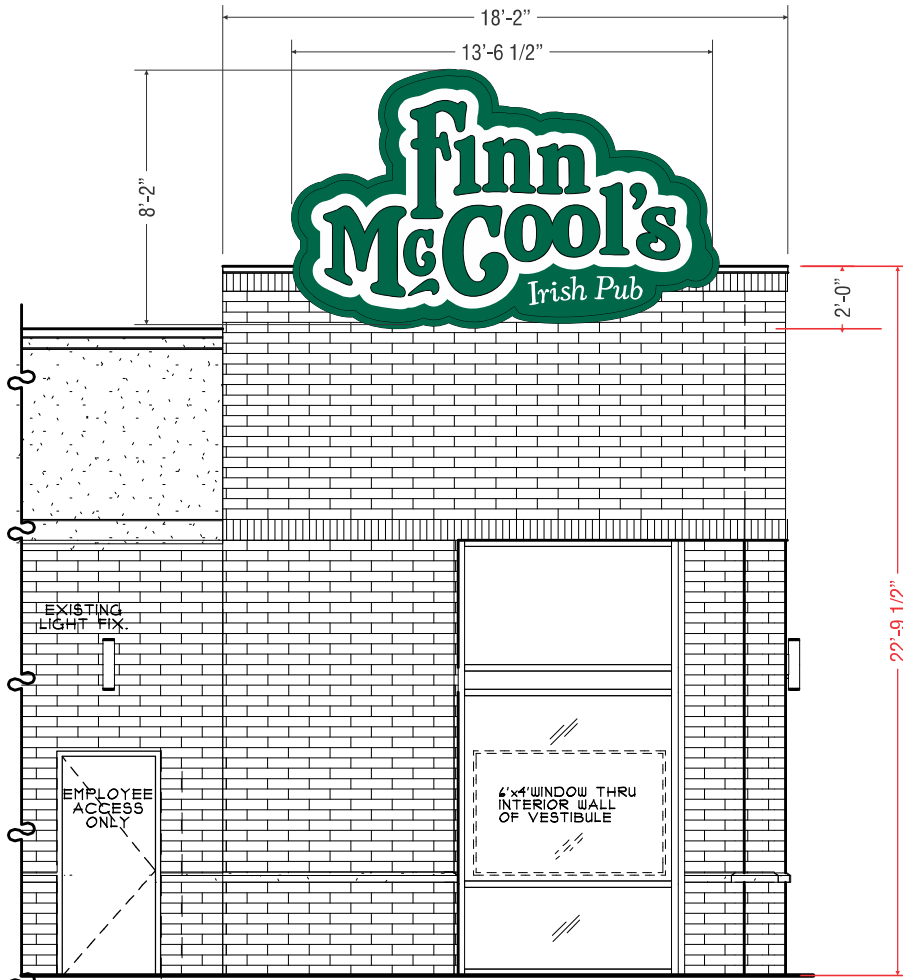
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2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

F QTY(1) ILLUMINATED S/F CONTOUR CABINET @ NORTH COURTYARD ROOFLINE

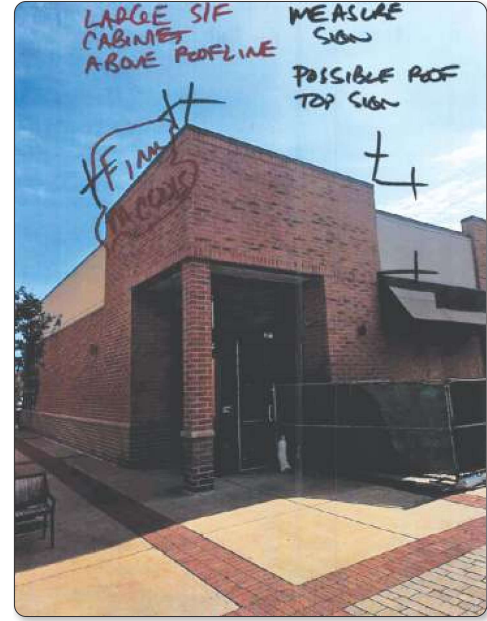


PARTIAL NORTH ELEVATION

SCALE 1/4" = 1'-0"

Quantity: 1
 O.A.H.: 8'-2"
 O.A.W.: 13'-6 1/2"
 Face: Polycarbonate = Face-Lit
 Trim: Aluminum / Painted Green
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply

Notes: 72.92 SQ. FT.



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 2. Junction box installed within Six(6) feet of Sign.
 3. Three Wire: Line, Ground, and Neutral.



MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PV25-0010, Request for a Variation to Permit a Wall Sign on a Non-Permitted Facade on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PV25-0010**, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit a wall sign on the north façade without street frontage or being adjacent to an off-street parking area, for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

EXECUTIVE SUMMARY

Docket No. PV25-0010: A petition from Ala-Carte Entertainment seeking a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, and associated sections, to permit a wall sign on a façade (north façade) without street frontage or being adjacent to an off-street parking area, for Finn McCool's Irish Pub & Moretti's Unique Events located at 373 W. Dundee Road, Wheeling, Illinois.

GENERAL PROPERTY INFORMATION

Petitioner: Ala-Carte Entertainment

Location: 373 W. Dundee Road (currently addressed as 371-373 W. Dundee Road)

Building: 6,500 sq. ft. (approximately)

Neighboring Property Land Use(s):

- North: Commercial (Moretti's)
- West: Commercial (Cinergy)
- East: Commercial (daycare facility)
- South: Residential

Existing Use of Property: Vacant restaurant (former Mia's Cantina and Arctic Spoon Restaurants)

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Transit-Oriented Mixed Use

Zoning History:

- Ordinance No. 5033, approved October 17, 2016, granting Final PUD approval for Wheeling Town Center Retail and Residential Planned Unit Development (Docket #2016-20A).
- Ordinance No. 5157, approved February 5, 2018, amending Ordinance No. 5033, to amend the site plan to

reflect tenant and market driven modifications to some building footprints and landscaped areas of the Wheeling Town Center Development (Docket #PC17-19.)

- Resolution No. 16-115, approved May 1, 2017, granting Final Plat of Subdivision for Wheeling Town Center (Docket #PC17-03).
- Resolution No. 18-050, approved March 19, 2018, First Amendment to the Plat of Subdivision for the Wheeling Town Center (Docket #PC18-04).
- Resolution No. 18-132, approved September 17, 2018, Second Amendment to the Final Plat of Subdivision for Wheeling Town Center
- Resolution No. 18-140, approved October 1, 2018, Repealing and Replacing Resolution No. 18-132 to correct a Scrivener's error related to the second amended plat of Wheeling Town Center (Second Amendment).
- Docket #PSUBPP24-0004, approved September 16, 2024, granting Final Plat of Subdivision for the Third Amended Plat of Wheeling Town Center .
- Ordinance No. 5672, approved September 16, 2024, Amending Ordinance No. 5151, Which Amended Ordinance No. 5033, Which Granted Special Use Approval for Final Planned Unit Development Approval for Wheeling Town Center Planned Unit Development (Docket #PSU24-0014).
- Ordinance No. 5697, approved November 4, 2024, granting a variation to permit a wall sign on a non-permitted façade for Ala-Carte Entertainment (Docket #PV24-0010).
- Ordinance No. 5729, approved April 7, 2025, Amending Ordinance No. 5672, Which Amended Ordinance No. 5151, Which Amended Ordinance No. 5033, Which granted Special Use Approval for Final Planned Unit Development to modify the permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to allow for projecting/blade signs that are larger than the maximum permitted by the Wheeling Sign Code (Docket #PPUD25-0001).
- Ordinance No. 5747, approved September 15, 2025, granting special use approval to permit the operation of a tavern for Ala-Carte Entertainment (Docket No. PSU25-0013).
- Ordinance No. 5748, approved September 15, 2025, granting special use approval to permit the operation of an assembly use for a banquet facility for Ala-Carte Entertainment (Docket No. PSU25-0016).
- Docket No. PSPMIN25-0024, approved November 5, 2025, granting minor building appearance approval for changes to the exterior façade of the building for Finn McCool's.

SUMMARY OF REQUEST

The applicant, Ala-Carte Entertainment, is seeking a variation to permit a wall sign on the north façade which does not have street frontage or is adjacent to an off-street parking area, for the proposed Finn McCool's Irish Pub & Moretti's Unique Events (Finn McCool's).

The petitioner is also seeking the following variations:

- Request for a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. (Docket No. PV25-0009)
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit an awning/canopy sign on a non-permitted façade on the west façade of the building (Docket No. PV25-0011)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs to permit a wall sign to project above the roofline of a building on the north façade of the building (Docket No. PV25-0012)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs to permit cabinet style wall sign on the north building facade (Docket No. PV25-0013)

VARIANCE

A Variation is to grant relief from the literal requirements of the zoning ordinance when unique circumstances, applicable to the property, deprive it from enjoying privileges commonly enjoyed by other properties in the same zoning district. After review of the Standards summarized in this staff report, the Commission must find beyond a reasonable doubt that all of the standards are met.

As part of Finn McCool's transition of the former Mia's Cantina/Arctic Spoon building, the petitioner is requesting a

variation to permit a wall sign on a non-permitted (north) façade of the building which does not have the required street frontage or is adjacent to an off-street parking area. The wall sign meets the required sign area as shown in the table below:

Sign Area Analysis– North Facade

Length of Wall	67 FT
Allowable Sign Area (length X 1.5)	100.5 Sq. Ft.
Proposed Sign Area	72.92 Sq. Ft.

The proposed wall sign is an illuminated single-face contour cabinet sign that projects approximately 2 feet above the north courtyard roofline, which also requires a variation from the Sign Code (refer to Docket No. PV25-0012). The sign features the business name “Finn McCool’s Irish Pub” in white stylized lettering on a green background with painted green aluminum trim and returns. The sign face is composed of polycarbonate with internal LED illumination.

The design is consistent with the pub’s branding and provides primary identification for the north elevation, oriented toward the internal courtyard/Village Green of the Wheeling Town Center.

STANDARDS FOR VARIATION

Following are the petitioner’s responses to the standards for sign variation. (Any staff comments follow the petitioner’s response)

1. State how the literal interpretation and strict application of the provisions and requirements of the code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question.

Petitioner: Signs are allowed on facades that have street frontage or face a parking lot. Although our proposed North Sign does have some partially obstructed view from the Main Entrance drive to Wheeling Town Center it is not directly on the street as interpreted by the generic sign code. That exposure is very necessary for customers wishing to visit as they enter the WTC streets from the North off of Dundee Road.

Staff: The lack of street frontage along the north façade is unique to the subject premises due to the design of Wheeling Town Center. The primary customer entrance is located on the west façade, adjoining the Village Green courtyard of the Town Center rather than a parking lot or street. Additional signage is necessary to sufficiently identify the new restaurant.

2. Indicate how the granting of the requested variation would not be materially detrimental to the property owners in the vicinity.

Petitioner: Arctic Spoon had a wall sign in the same North location as what we are proposing and in fact they had two signs on both faces of that corner. Our one sign reduces that number with a very pleasant look to the neighboring buildings and Village Green.

Staff: The proposed wall sign is intended to enhance visibility for customers and the entrance which is not directly accessed from an adjacent street frontage or parking lot. The proposed sign location would not pose a detriment to the property owners in the vicinity.

3. Describe how the unusual conditions applicable to the specific property do not apply generally to other properties in the village.

Petitioner: This proposed sign is in a narrow courtyard entry to the Village Green and set back a great distance from Dundee Road. This location is the only place it can be seen from the entry drive.

Staff: The lack of street frontage along the north façade is a unique condition to the subject premises based on the design of the Wheeling Town Center.

4. State how the granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.

Petitioner: The smaller irregular shaped size than Arctic Spoon's signs is deemed acceptable size-wise by staff and it is less cluttered than what Arctic Spoon had displayed.

Staff: Although the sign is located on a façade without direct street frontage, it is intended to serve internal circulation areas within the Town Center and improve wayfinding for pedestrians and motorists navigating the site.

STAFF REVIEW

Staff Recommended Action: Staff recommends approval to permit a wall sign on the north façade without street frontage or being adjacent to an off-street parking area, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

If the Plan Commission deems the petitioner has addressed the standards for the requested variations, an appropriate motion would be to:

Recommend approval of Docket No. PV25-0010, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit a wall sign on the north façade without street frontage or being adjacent to an off-street parking area, for Finn McCool’s Irish Pub & Moretti’s Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

ATTACHMENTS:

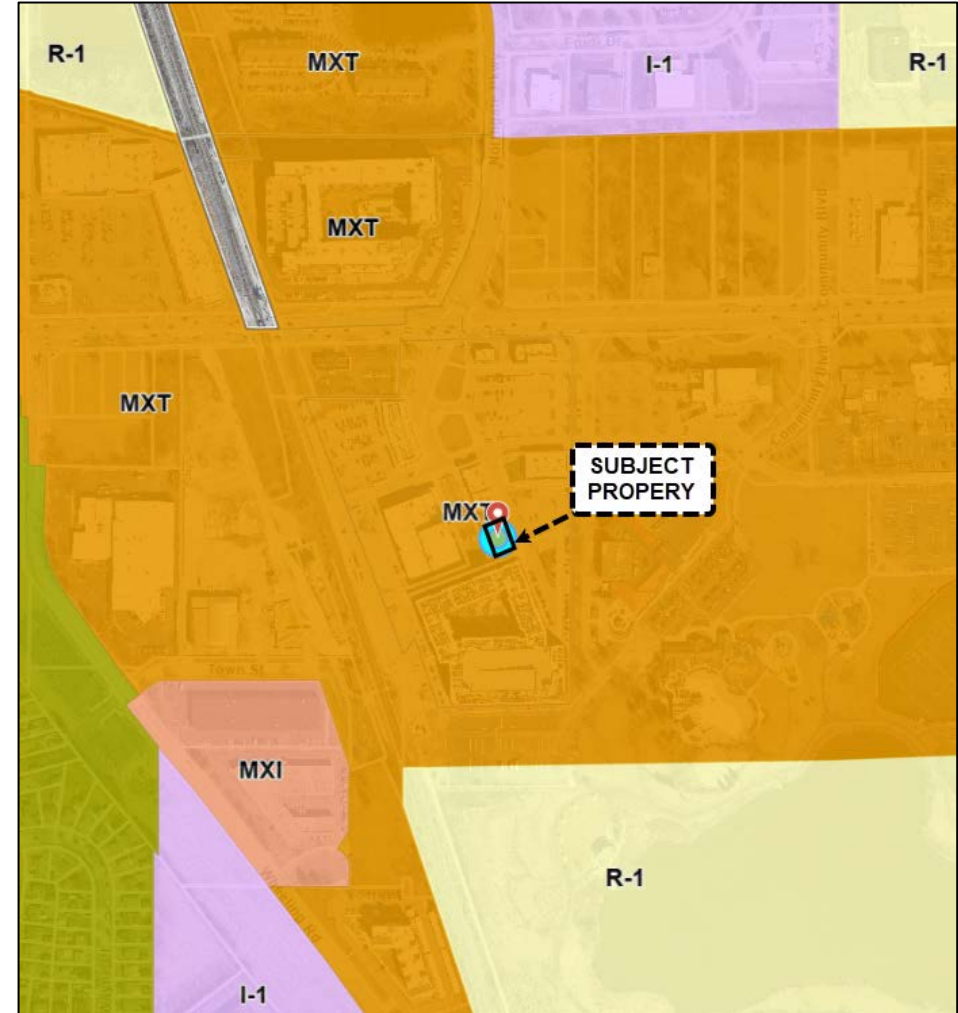
Report attachments (staff)

Project Description Letter prepared by Mark Hoffman, dated 10/24/2025

Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025



LOCATION MAP



ZONING MAP



East façade, proposed location for Blade Sign.



Southwest corner of building, location for canopy sign.



North side of the building, location for wall sign extending above roofline.



ALA CARTE ENTERTAINMENT

CORPORATE OFFICES

2330 HAMMOND DR. SUITE G
SCHAUMBURG, IL 60173

TEL: (847) 303-4400 FAX: (847) 303-0112

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CHANDLERSCHOPHOUSE.COM

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(847) 885-9009

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DRINKNIGHTCLUB.COM

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FINN MCCOOL'S

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MORETTI'S

MORETTISRESTAURANTS.COM

TWELVE LOCATIONS

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1175 W. LAKE ST, BARTLETT, IL 60103
(630) 837-4992

6500 S CENTRAL AVE, BEDFORD PARK, IL 60638
(773) 974-7774

6727 N. OLMSTED AVE, EDISON PARK, IL 60631
(773) 631-1223

2300 BUSHWOOD DR, ELGIN, IL 60124
(847) 303-4444

164 S. ROUTE 12, FOX LAKE, IL 60020
(847) 973-1800

2475 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 885-0400

220 N. RANDALL RD, LAKE IN THE HILLS, IL 60156
(847) 854-7220

6415 DEMPSTER ST, MORTON GROVE, IL 60053
(847) 469-1200

1799 S. BUSSE RD, MOUNT PROSPECT, IL 60056
(847) 593-2200

9519 W. HIGGINS RD, ROSEMONT, IL 60018
(847) 692-6600

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(815) 578-9600

MORETTI'S UNIQUE EVENTS

MORETTISEVENTS.COM

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(847) 519-7575

October 24, 2025

Village of Wheeling Plan Commission,

Ala Carte Entertainment has presented a sign package for 373 W. Dundee Road Finn McCool's & Moretti's Unique Events prepared by Omega Sign & Lighting, Inc. for preliminary review by staff on October 14th. The Staff review came back with comments on the signs presented with the following Variances that would be needed:

1. Other than projecting box signs, prohibited cabinet wall signs without individual letters require a variance review.
2. Signs are not allowed above the roofline of the building. North Wall sign also slightly exceeds 1.5 square feet per lineal feet of North wall length. Two Variance reviews needed.
3. Canopy sign size shall have maximum area 1.5 sq. ft. per lineal feet of canopy. Variance review needed.
4. Projecting sign is allowed up to 10% of the applicable wall sign area based on length of wall it is mounted from. Variance review needed.

We have prepared an A-8 Sign Variance Response sheet for each of these items for your review that address the hardships that created the need for different viewpoints from the basic generic Wheeling sign code for normal building conditions.

The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location. There are also obstruction hardships especially during the Tuesday Night Markets tent setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship. The East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had two large signs on the East and West Facades that were larger than Ala Carte proposes. Arctic Spoon had three Cabinet-type signs with script lettering on East, North & West Brick walls near where Ala Carte is only proposing one similar-sized logo sign but elevated higher than the obstructions above the roof coping but much less above the roof than the huge vertical Cinergy sign is. Therefore these proposed signs are less intrusive to the neighboring buildings than what was there previously. Visible distance and obstructions need special allowances for this hidden building setback nearly 1,000 feet from Dundee Road to generate an acceptable marketable exposure. I'm sure the Village of Wheeling feels the success of Wheeling Town Center is vital to be a go-to destination for the enjoyment of it's residents and to bring in tax dollars from the surrounding community. The signage proposed utilizes the Corporate Logo for the established "Finn McCool's" brand so the signage should reflect that. The proposed Canopy sign on the Southwest corner is the only place a sign can be seen from the distant Train Station and West Parking Lot between Cinergy & the apartment building. That is the only sign that is proposed facing West.

Sincerely,

Mark Hoffmann
Ala Carte Entertainment



P1	DOUBLE FACE FLAG MOUNTED SIGN - EAST ELEVATION	SHEETS 2,3
E	LOGO CABINET SIGN - WEST ELEVATION	SHEETS 2,4,
F	LOGO CABINET SIGN - ABOVE ROOF LINE NORTH ELEVATION	SHEETS 2,5



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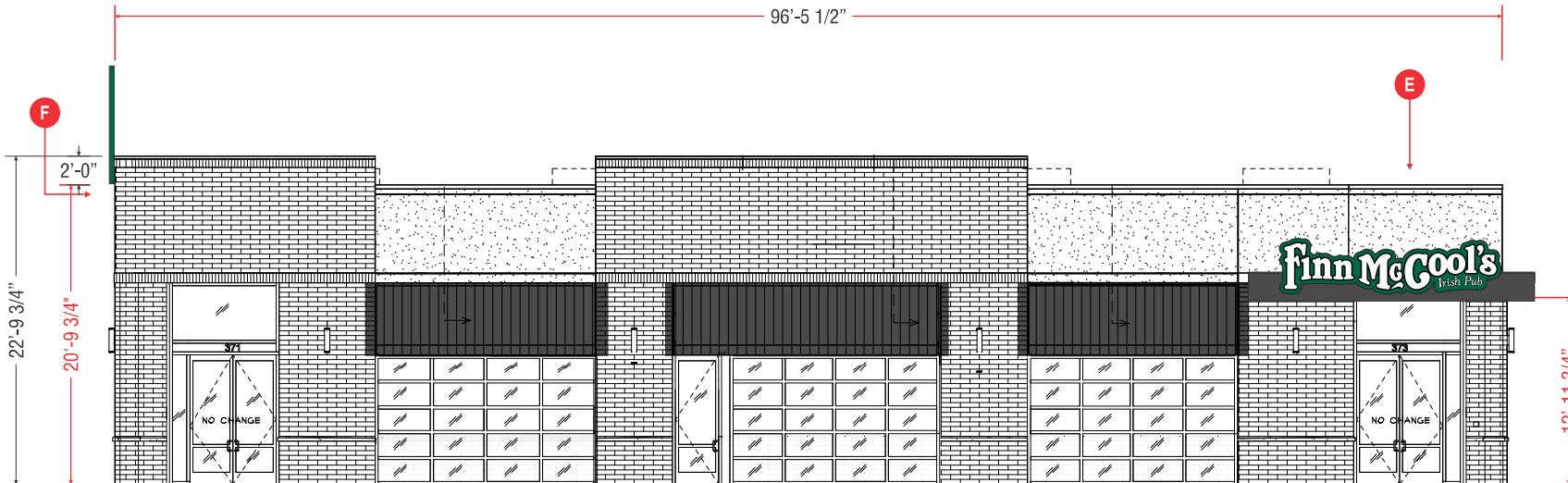
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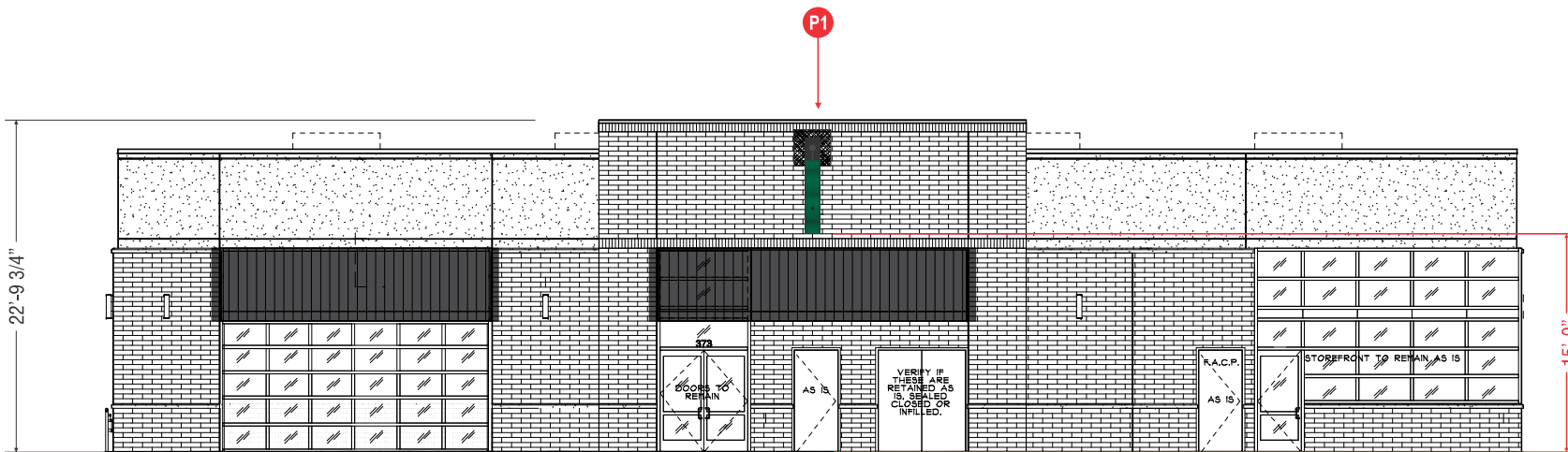


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WEST ELEVATION 1/8" = 1'



EAST ELEVATION 1/8" = 1'

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Signature	_____ Date
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ELECTRICAL NOTES

Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

Each Sign Must Have:

1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

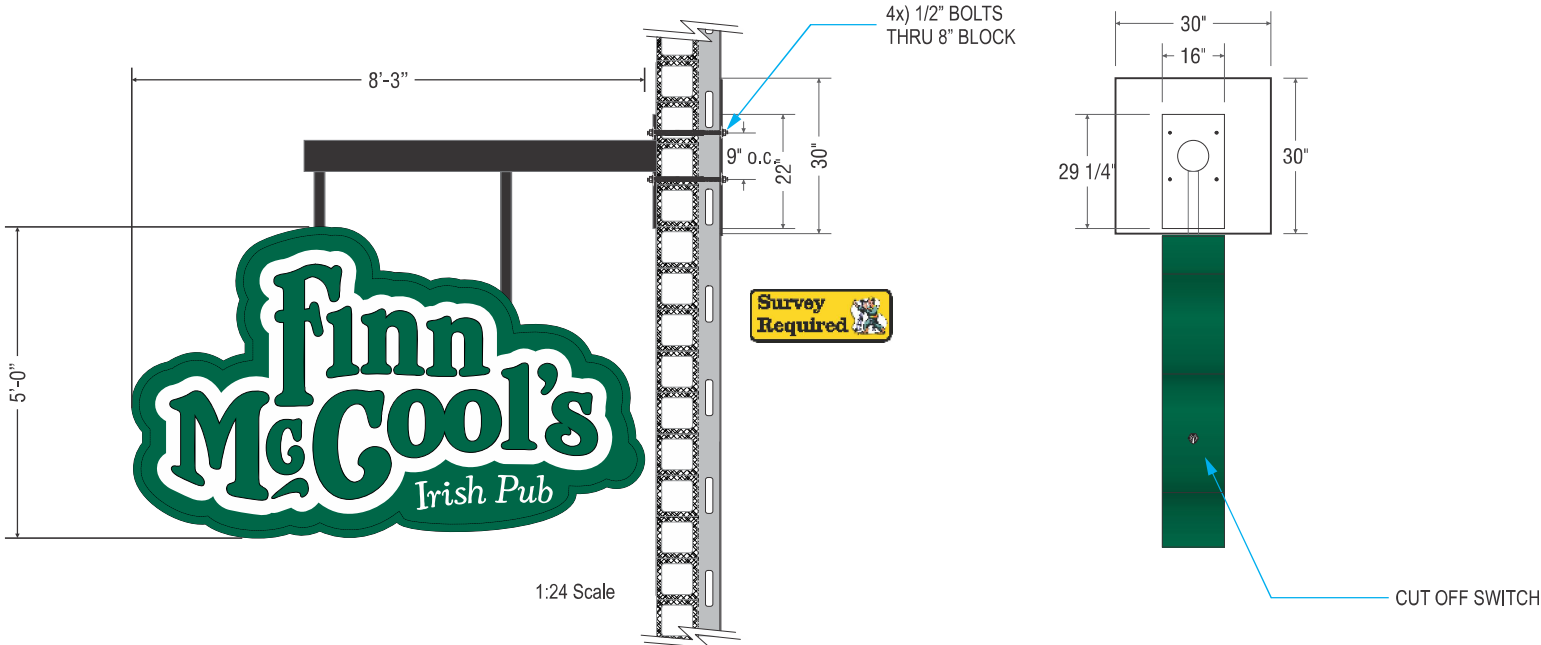
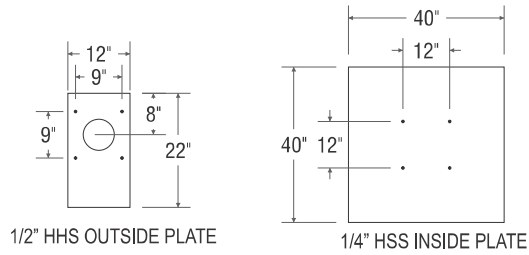
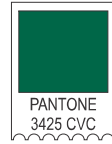
P1 QTY(1x) S/F FLAG MOUNTED SIGN - EAST ELEVATION

29.5 SQ. FT.

Quantity: 1
 O.A.H.: 5'-0"
 O.A.W.: 8'-3"
 Face: Polycarbonate
 - Face-Lit
 Returns: Aluminum / Painted PMS 3425
 Vinyl: PMS 3425

Illumination: Internal LED
 Face-Lit Polycarbonate

Notes: Single Face / NO Copy or Illumination
 Facing the Apartment Building



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**Moretti's
 Unique Events
 & Finn Mcools**
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	003
△ Revision Number	Date
△ 1	00/00/00
△ 2	10/08/25
△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO	
Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	month/day
Cust. Approval	Date
Signature	month/day
Landlord Approval	Date

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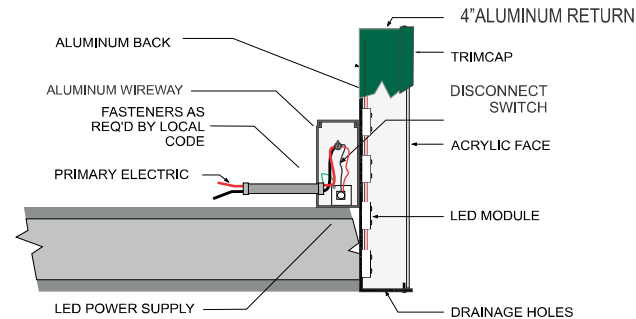
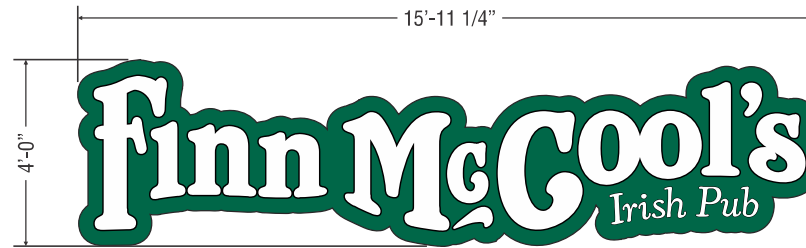
1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

E CHANNEL LETTER STYLE LOGO CABINET

Quantity: 1
 O.A.H.: 4'-0"
 O.A.W.: 15'-11 1/4"
 Face: Polycarbonate = Face-Lit
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply



Notes: Raceway mounted above existing canopy.
 41.49 SQ. FT.



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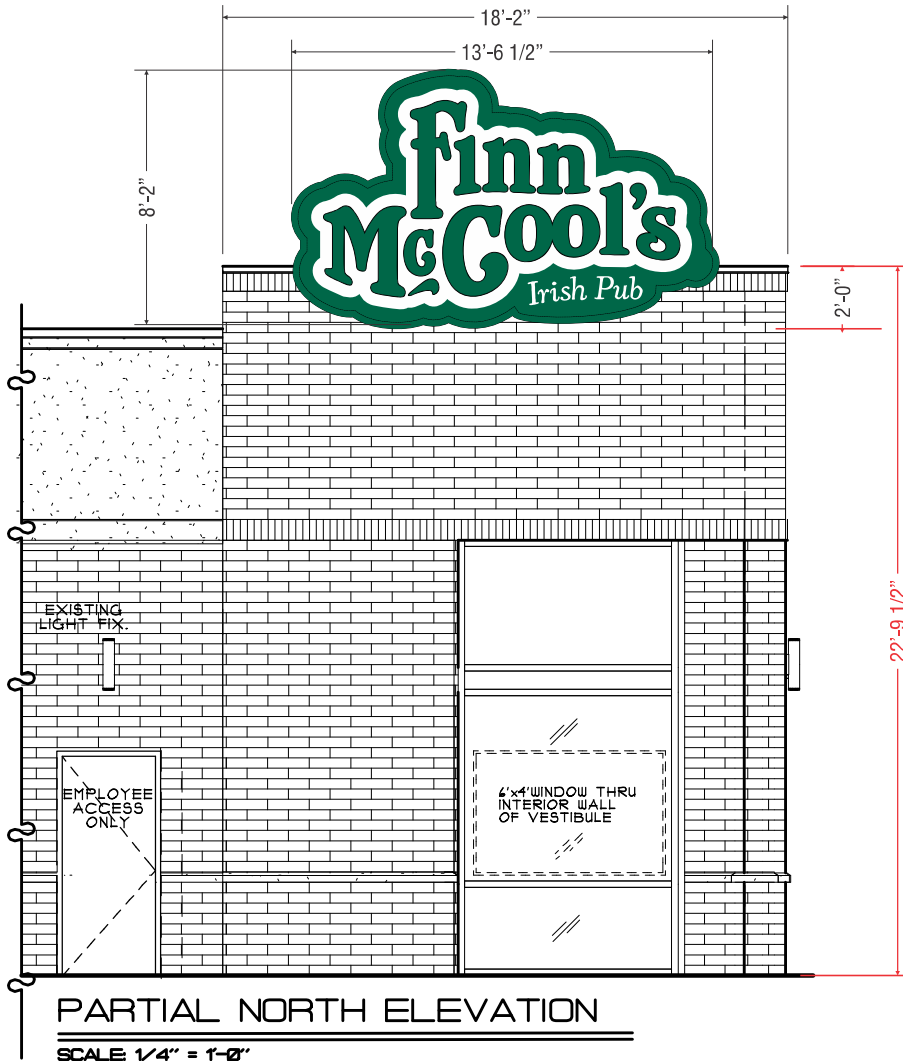
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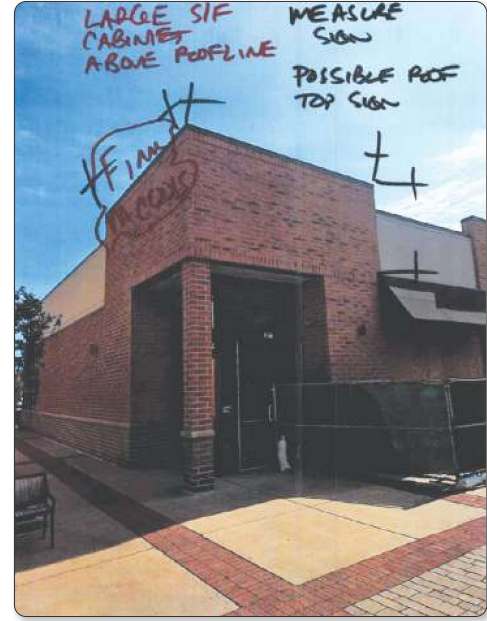
1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

F QTY(1) ILLUMINATED S/F CONTOUR CABINET @ NORTH COURTYARD ROOFLINE



Quantity: 1
 O.A.H.: 8'-2"
 O.A.W.: 13'-6 1/2"
 Face: Polycarbonate = Face-Lit
 Trim: Aluminum / Painted Green
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply

Notes: 72.92 SQ. FT.



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 2. Junction box installed within Six(6) feet of Sign.
 3. Three Wire: Line, Ground, and Neutral.



MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PV25-0011, Request for a Variation to Permit an Awning/Canopy Sign on a Non-Permitted Facade on the West Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PV25-0011**, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit an awning/canopy sign on the west façade without street frontage or being adjacent to an off-street parking area, for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

EXECUTIVE SUMMARY

Docket No. PV25-0011: A petition from Ala-Carte Entertainment seeking a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, and associated sections, to permit an awning/canopy sign on a façade (west façade) without street frontage or being adjacent to an off-street parking area, for Finn McCool's Irish Pub & Moretti's Unique Events located at 373 W. Dundee Road, Wheeling, Illinois.

GENERAL PROPERTY INFORMATION

Petitioner: Ala-Carte Entertainment

Location: 373 W. Dundee Road (currently addressed as 371-373 W. Dundee Road)

Building: 6,500 sq. ft. (approximately)

Neighboring Property Land Use(s):

North: Commercial (Moretti's)

West: Commercial (Cinergy)

East: Commercial (daycare facility)

South: Residential

Existing Use of Property: Vacant restaurant (former Mia's Cantina and Arctic Spoon Restaurants)

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Transit-Oriented Mixed Use

Zoning History:

- Ordinance No. 5033, approved October 17, 2016, granting Final PUD approval for Wheeling Town Center Retail and Residential Planned Unit Development (Docket #2016-20A).
- Ordinance No. 5157, approved February 5, 2018, amending Ordinance No. 5033, to amend the site plan to reflect tenant and market driven modifications to some building footprints and landscaped areas of the Wheeling Town Center Development (Docket #PC17-19.)

- Resolution No. 16-115, approved May 1, 2017, granting Final Plat of Subdivision for Wheeling Town Center (Docket #PC17-03).
- Resolution No. 18-050, approved March 19, 2018, First Amendment to the Plat of Subdivision for the Wheeling Town Center (Docket #PC18-04).
- Resolution No. 18-132, approved September 17, 2018, Second Amendment to the Final Plat of Subdivision for Wheeling Town Center
- Resolution No. 18-140, approved October 1, 2018, Repealing and Replacing Resolution No. 18-132 to correct a Scrivener's error related to the second amended plat of Wheeling Town Center (Second Amendment).
- Docket #PSUBPP24-0004, approved September 16, 2024, granting Final Plat of Subdivision for the Third Amended Plat of Wheeling Town Center .
- Ordinance No. 5672, approved September 16, 2024, Amending Ordinance No. 5151, Which Amended Ordinance No. 5033, Which Granted Special Use Approval for Final Planned Unit Development Approval for Wheeling Town Center Planned Unit Development (Docket #PSU24-0014).
- Ordinance No. 5697, approved November 4, 2024, granting a variation to permit a wall sign on a non-permitted façade for Ala-Carte Entertainment (Docket #PV24-0010).
- Ordinance No. 5729, approved April 7, 2025, Amending Ordinance No. 5672, Which Amended Ordinance No. 5151, Which Amended Ordinance No. 5033, Which granted Special Use Approval for Final Planned Unit Development to modify the permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to allow for projecting/blade signs that are larger than the maximum permitted by the Wheeling Sign Code (Docket #PPUD25-0001).
- Ordinance No. 5747, approved September 15, 2025, granting special use approval to permit the operation of a tavern for Ala-Carte Entertainment (Docket No. PSU25-0013).
- Ordinance No. 5748, approved September 15, 2025, granting special use approval to permit the operation of an assembly use for a banquet facility for Ala-Carte Entertainment (Docket No. PSU25-0016).
- Docket No. PSPMIN25-0024, approved November 5, 2025, granting minor building appearance approval for changes to the exterior façade of the building for Finn McCool's.

SUMMARY OF REQUEST

The applicant, Ala-Carte Entertainment, is seeking a variation to permit an awning/canopy sign on the west façade which does have street frontage or is adjacent to an off-street parking area, for the proposed Finn McCool's Irish Pub & Moretti's Unique Events (Finn McCool's).

The petitioner is also seeking the following variations:

- Request for a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. (Docket No. PV25-0009)
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit a wall sign on a façade (north façade) without street frontage or being adjacent to an off-street parking area of the building (Docket No. PV25-0010)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs to permit a wall sign to project above the roofline of a building on the north façade of the building (Docket No. PV25-0012)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs to permit cabinet style wall sign on the north building facade (Docket No. PV25-0013)

VARIANCE

A Variation is to grant relief from the literal requirements of the zoning ordinance when unique circumstances, applicable to the property, deprive it from enjoying privileges commonly enjoyed by other properties in the same zoning district. After review of the Standards summarized in this staff report, the Commission must find beyond a reasonable doubt that all of the standards are met.

As part of the Finn McCool's transition of the former Mia's Cantina/Arctic Spoon building, the petitioner is requesting

a variation to install an awning/canopy sign on an existing canopy on the west façade which does not have street frontage or is adjacent to an off-street parking area. The awning/canopy sign exceeds the maximum permitted sign area as shown in the table below:

Sign Area Analysis– West Facade

Length of Canopy	42' 7" FT
Allowable Sign Area (length X 1.5)	63.88 Sq. Ft.
Proposed Sign Area	41.49 Sq. Ft.

The sign features the business name “Finn McCool’s” in white stylized lettering on a green background with painted green aluminum trim and returns. The tagline “Irish Pub” is located below the main lettering in smaller white text. The sign face is composed of polycarbonate with internal LED illumination.

STANDARDS FOR VARIATION

Following are the petitioner’s responses to the standards for sign variation. (Any staff comments follow the petitioner’s response)

- 1. State how the literal interpretation and strict application of the provisions and requirements of the code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question.**

Petitioner: Signs are allowed on facades that have street frontage or face a parking lot. Although our proposed West Canopy Sign does have some partially obstructed view from the West parking lot between the gap between Cinergy & the "One" building, it is not directly on the street as interpreted by the generic sign code. That exposure is very necessary for customers wishing to visit from the Village Green, Cinergy Theater, or riding by in the Metra Train.

Staff: The lack of street frontage along the north façade is unique to the subject premises due to the design of Wheeling Town Center. The primary customer entrance is located on the west façade, adjoining the Village Green courtyard of the Town Center rather than a parking lot or street. Additional signage is necessary to sufficiently identify the customer entrance which is not directly accessible from a parking lot or street frontage.

- 2. Indicate how the granting of the requested variation would not be materially detrimental to the property owners in the vicinity.**

Petitioner: Mia's Cantina had a much larger wall sign on the nearby West wall as what we are proposing at the main entrance canopy. Our proposed sign is in a location that directs customers to the preferred entrance with a very pleasant look to the neighboring buildings and Village Green.

Staff: The variation would not be materially detrimental to adjacent property owners or tenants.

- 3. Describe how the unusual conditions applicable to the specific property do not apply generally to other properties in the village.**

Petitioner: This proposed sign's only chance of exposure on the West is facing the Village Green and set back a great distance from Dundee Road or an adjacent parking lot but needs to identify with where you should enter.

Staff: The customer entrance at the west building façade is not located along a street frontage or a parking lot is a unique condition to the subject building based on the design of the Wheeling Town Center.

- 4. State how the granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.**

Petitioner: The irregular shaped size is deemed acceptable size-wise by staff and its placement is at a lower pedestrian view level with more character than the Mia's Cantina sign is in place of.

Staff: Although the sign is located on a façade without direct street frontage, it is intended to serve internal circulation areas within the Town Center and improve wayfinding for pedestrians and motorists navigating the site.

STAFF REVIEW

Staff Recommended Action: Staff recommends approval of the variance for the installation of an awning/canopy sign on the west façade without street frontage or being adjacent to an off-street parking area, subject to the following condition:

1. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

If the Plan Commission deems the petitioner has addressed the standards for the requested variations, an appropriate motion would be to:

Recommend approval of Docket No. PV25-0011, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit an awning/canopy sign on the west façade without street frontage or being adjacent to an off-street parking area, for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following condition:

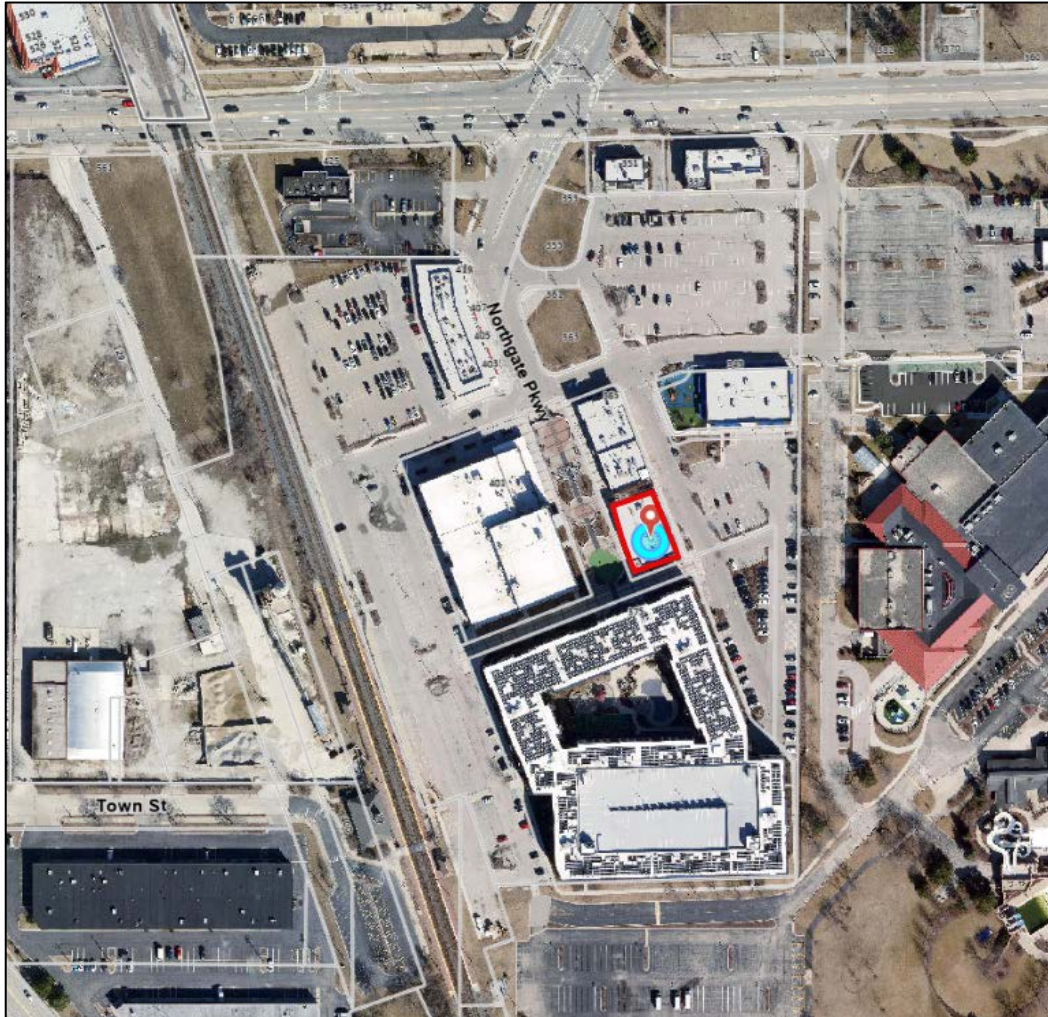
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ATTACHMENTS:

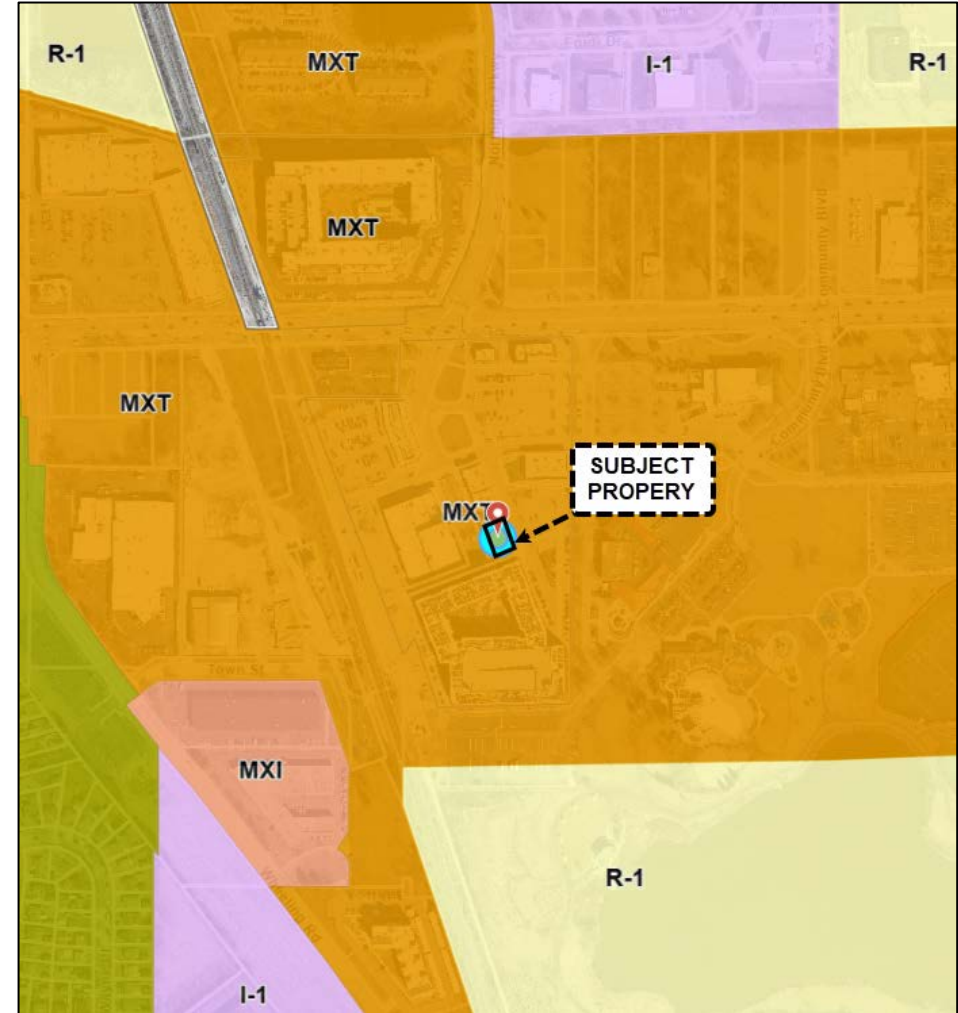
Report attachments (staff)

Project Description Letter prepared by Mark Hoffman, dated 10/24/2025

Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025



LOCATION MAP



ZONING MAP



East façade, proposed location for Blade Sign.



Southwest corner of building, location for canopy sign.



North side of the building, location for wall sign extending above roofline.



ALA CARTE ENTERTAINMENT

CORPORATE OFFICES

2330 HAMMOND DR. SUITE G
SCHAUMBURG, IL 60173

TEL: (847) 303-4400 FAX: (847) 303-0112

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MORETTI'S

MORETTISRESTAURANTS.COM

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(847) 469-1300

1175 W. LAKE ST, BARTLETT, IL 60103
(630) 837-4992

6500 S CENTRAL AVE, BEDFORD PARK, IL 60638
(773) 974-7774

6727 N. OLMSTED AVE, EDISON PARK, IL 60631
(773) 631-1223

2300 BUSHWOOD DR, ELGIN, IL 60124
(847) 303-4444

164 S. ROUTE 12, FOX LAKE, IL 60020
(847) 973-1800

2475 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 885-0400

220 N. RANDALL RD, LAKE IN THE HILLS, IL 60156
(847) 854-7220

6415 DEMPSTER ST, MORTON GROVE, IL 60053
(847) 469-1200

1799 S. BUSSE RD, MOUNT PROSPECT, IL 60056
(847) 593-2200

9519 W. HIGGINS RD, ROSEMONT, IL 60018
(847) 692-6600

1893 WALDEN OFFICE SQUARE

SCHAUMBURG, IL 60173

(847) 397-4200

SNUGGERY RIVER ROADHOUSE

SNUGGERYMCHENRY.COM

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(815) 578-9600

MORETTI'S UNIQUE EVENTS

MORETTISEVENTS.COM

2525 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 519-7575

October 24, 2025

Village of Wheeling Plan Commission,

Ala Carte Entertainment has presented a sign package for 373 W. Dundee Road Finn McCool's & Moretti's Unique Events prepared by Omega Sign & Lighting, Inc. for preliminary review by staff on October 14th. The Staff review came back with comments on the signs presented with the following Variances that would be needed:

1. Other than projecting box signs, prohibited cabinet wall signs without individual letters require a variance review.
2. Signs are not allowed above the roofline of the building. North Wall sign also slightly exceeds 1.5 square feet per lineal feet of North wall length. Two Variance reviews needed.
3. Canopy sign size shall have maximum area 1.5 sq. ft. per lineal feet of canopy. Variance review needed.
4. Projecting sign is allowed up to 10% of the applicable wall sign area based on length of wall it is mounted from. Variance review needed.

We have prepared an A-8 Sign Variance Response sheet for each of these items for your review that address the hardships that created the need for different viewpoints from the basic generic Wheeling sign code for normal building conditions.

The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location. There are also obstruction hardships especially during the Tuesday Night Markets tent setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship. The East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had two large signs on the East and West Facades that were larger than Ala Carte proposes. Arctic Spoon had three Cabinet-type signs with script lettering on East, North & West Brick walls near where Ala Carte is only proposing one similar-sized logo sign but elevated higher than the obstructions above the roof coping but much less above the roof than the huge vertical Cinergy sign is. Therefore these proposed signs are less intrusive to the neighboring buildings than what was there previously. Visible distance and obstructions need special allowances for this hidden building setback nearly 1,000 feet from Dundee Road to generate an acceptable marketable exposure. I'm sure the Village of Wheeling feels the success of Wheeling Town Center is vital to be a go-to destination for the enjoyment of it's residents and to bring in tax dollars from the surrounding community. The signage proposed utilizes the Corporate Logo for the established "Finn McCool's" brand so the signage should reflect that. The proposed Canopy sign on the Southwest corner is the only place a sign can be seen from the distant Train Station and West Parking Lot between Cinergy & the apartment building. That is the only sign that is proposed facing West.

Sincerely,

Mark Hoffmann
Ala Carte Entertainment



P1	DOUBLE FACE FLAG MOUNTED SIGN - EAST ELEVATION	SHEETS 2,3
E	LOGO CABINET SIGN - WEST ELEVATION	SHEETS 2,4,
F	LOGO CABINET SIGN - ABOVE ROOF LINE NORTH ELEVATION	SHEETS 2,5



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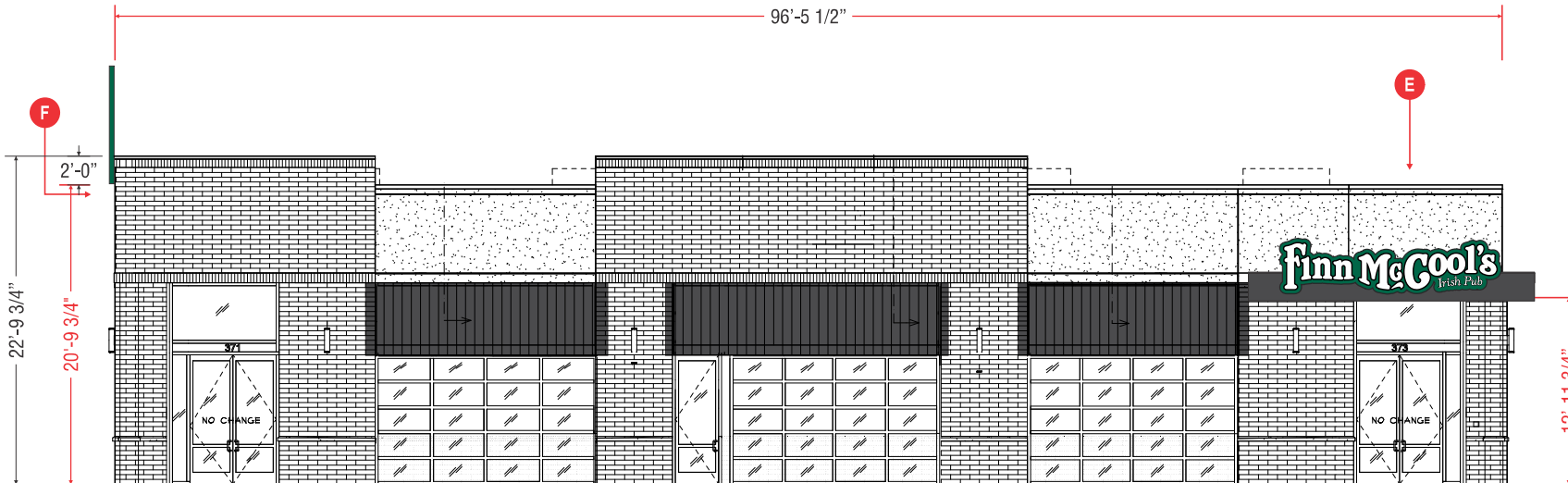


ELECTRICAL NOTES

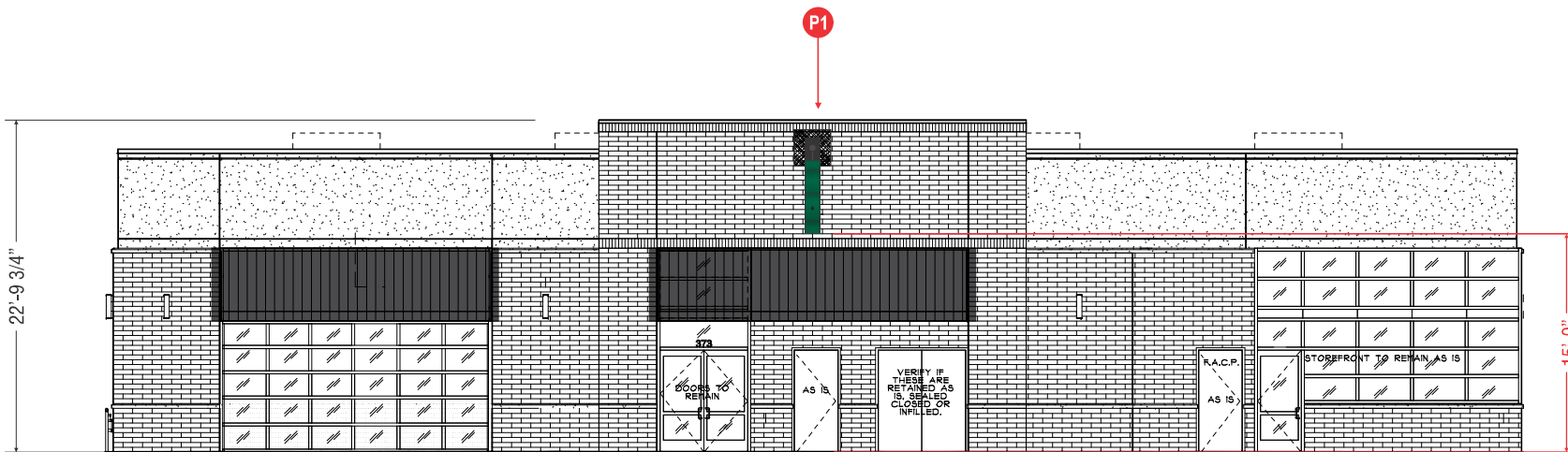
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2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.



WEST ELEVATION 1/8" = 1'



EAST ELEVATION 1/8" = 1'

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**Moretti's
Unique Events
& Finn Mcools**
Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	002
Revision Number	Date
1	00/00/00
2	10/08/25
3	10/14/25
4	
5	
6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO	
Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	_____ Date
Cust. Approval	_____ Date
Signature	_____ Date
Landlord Approval	_____ Date

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ELECTRICAL NOTES

Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

Each Sign Must Have:

1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

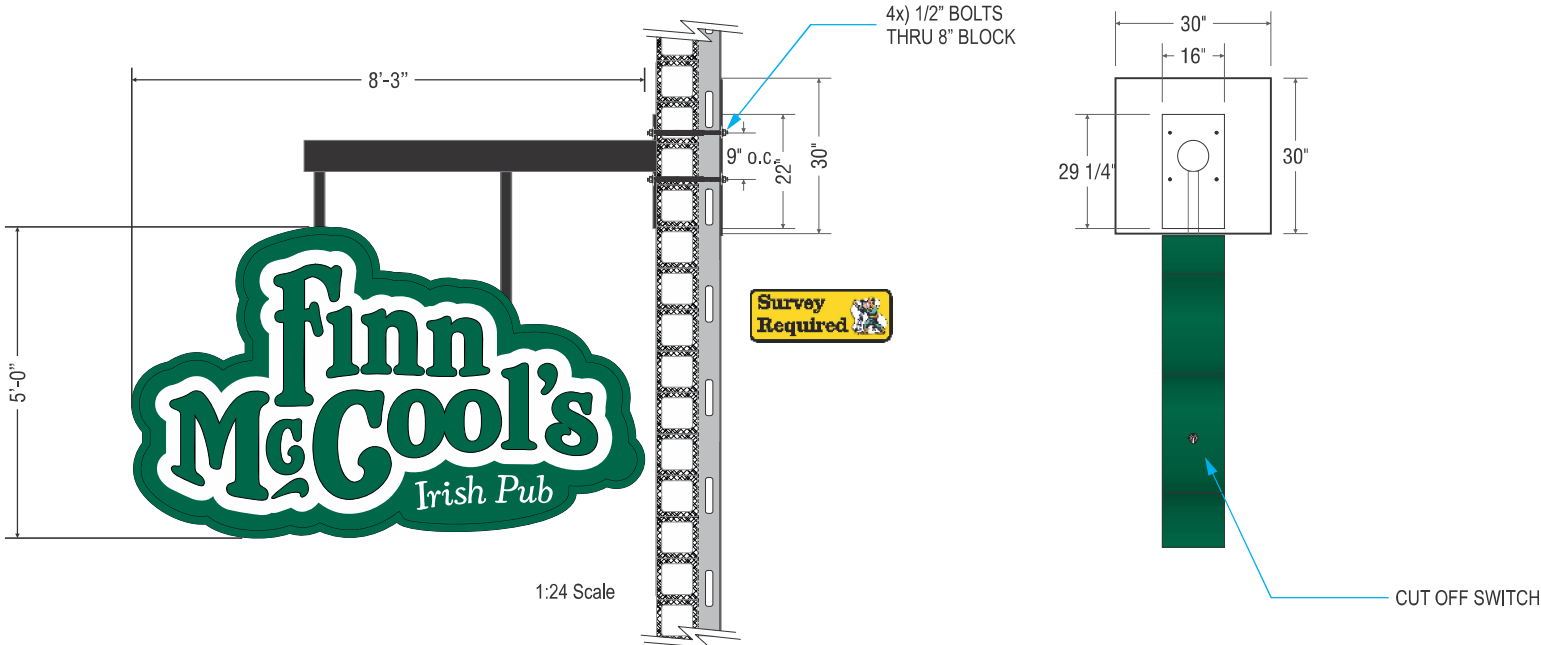
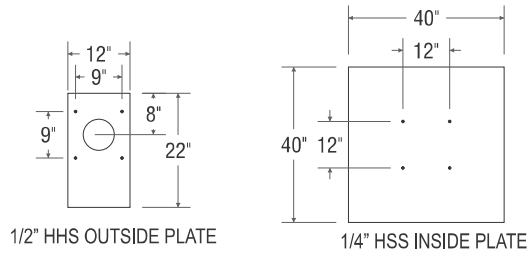
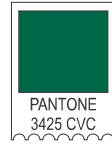
P1 QTY(1x) S/F FLAG MOUNTED SIGN - EAST ELEVATION

29.5 SQ. FT.

Quantity: 1
 O.A.H.: 5'-0"
 O.A.W.: 8'-3"
 Face: Polycarbonate
 - Face-Lit
 Returns: Aluminum / Painted PMS 3425
 Vinyl: PMS 3425

Illumination: Internal LED
 Face-Lit Polycarbonate

Notes: Single Face / NO Copy or Illumination
 Facing the Apartment Building



**Moretti's
 Unique Events
 & Finn Mcools**
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	003
△ Revision Number	Date
△ 1	00/00/00
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△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO	
Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	month/day
Cust. Approval	Date
Signature	month/day
Landlord Approval	Date

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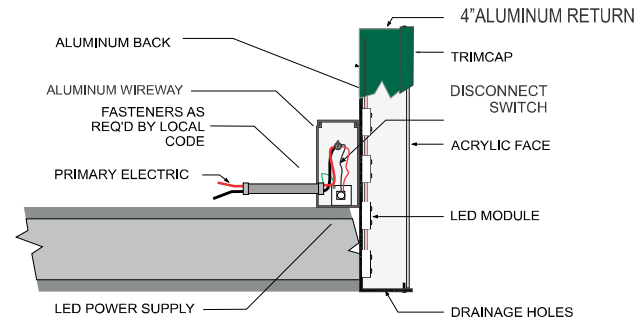
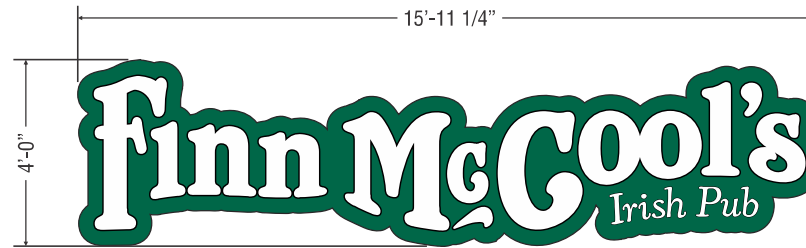
1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

E CHANNEL LETTER STYLE LOGO CABINET

Quantity: 1
 O.A.H.: 4'-0"
 O.A.W.: 15'-11 1/4"
 Face: Polycarbonate = Face-Lit
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply



Notes: Raceway mounted above existing canopy.
 41.49 SQ. FT.



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PERMIT INFO

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No. of Lamps/LEDs	
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No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	initials
Cust. Approval	Date
Signature	initials
Landlord Approval	Date

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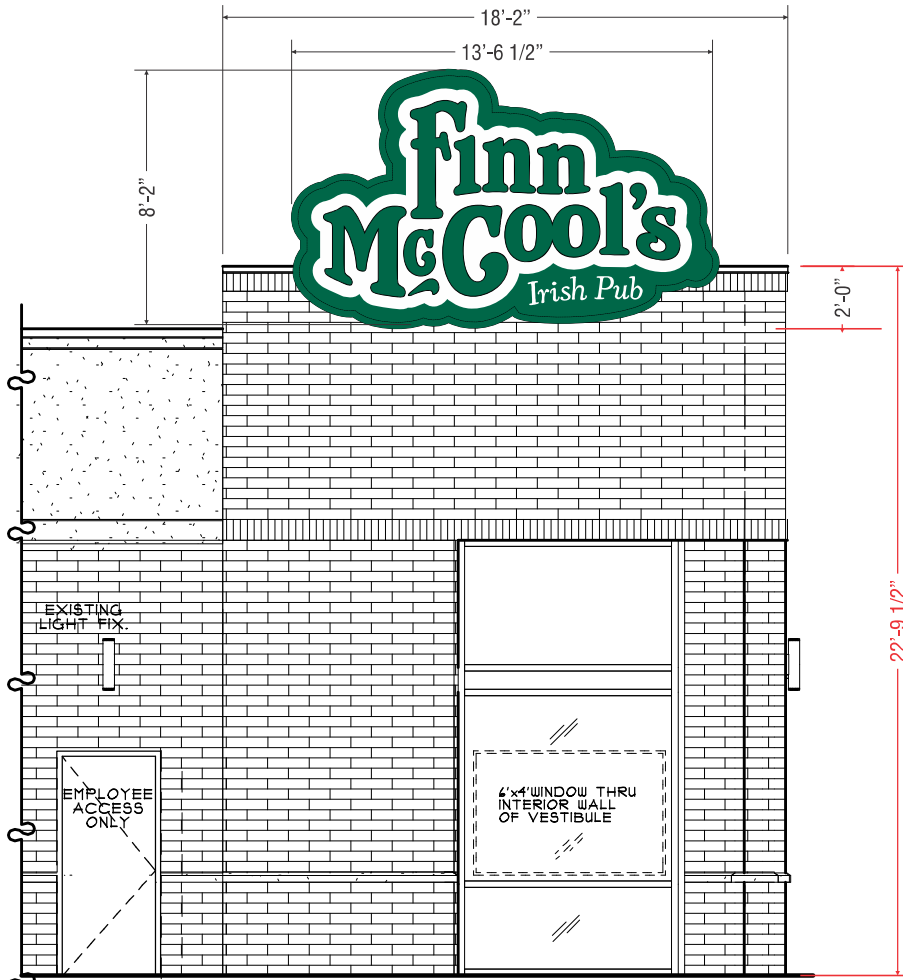
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2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

F QTY(1) ILLUMINATED S/F CONTOUR CABINET @ NORTH COURTYARD ROOFLINE

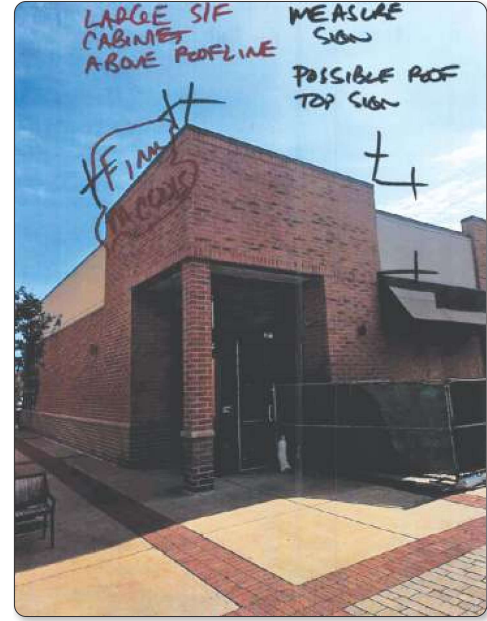


PARTIAL NORTH ELEVATION

SCALE 1/4" = 1'-0"

Quantity: 1
 O.A.H.: 8'-2"
 O.A.W.: 13'-6 1/2"
 Face: Polycarbonate = Face-Lit
 Trim: Aluminum / Painted Green
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply

Notes: 72.92 SQ. FT.



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Drawn By	D.Townson

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 3. Three Wire: Line, Ground, and Neutral.



MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PV25-0012, Request for a Variation to Permit a Wall Sign to Project Above the Roofline of a Building on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PV25-0012**, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit a wall sign to project above the roofline of a building (north façade), for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following conditions:

1. This variation shall not be transferable to any future business, tenant, occupant or owner of the premises. Any subsequent signage for a new tenant shall be required to comply with the Village Sign Code.
2. The wall sign shall be mounted to the building façade and shall not have any structural supports or elements that extend above the roof line of the subject building.
3. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

EXECUTIVE SUMMARY

Docket No. PV25-0012: A petition from Ala-Carte Entertainment seeking a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, and associated sections, to permit a wall sign to project above the roofline of a building (north façade), for Finn McCool's Irish Pub & Moretti's Unique Events located at 373 W. Dundee Road, Wheeling, Illinois.

GENERAL PROPERTY INFORMATION

Petitioner: Ala-Carte Entertainment

Location: 373 W. Dundee Road (currently addressed as 371-373 W. Dundee Road)

Building: 6,500 sq. ft. (approximately)

Neighboring Property Land Use(s):

North: Commercial (Moretti's)

West: Commercial (Cinergy)

East: Commercial (daycare facility)

South: Residential

Existing Use of Property: Vacant restaurant (former Mia's Cantina and Arctic Spoon Restaurants)

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Transit-Oriented Mixed Use

Zoning History:

- Ordinance No. 5033, approved October 17, 2016, granting Final PUD approval for Wheeling Town Center Retail and Residential Planned Unit Development (Docket #2016-20A).
- Ordinance No. 5157, approved February 5, 2018, amending Ordinance No. 5033, to amend the site plan to reflect tenant and market driven modifications to some building footprints and landscaped areas of the Wheeling Town Center Development (Docket #PC17-19.)
- Resolution No. 16-115, approved May 1, 2017, granting Final Plat of Subdivision for Wheeling Town Center (Docket #PC17-03).
- Resolution No. 18-050, approved March 19, 2018, First Amendment to the Plat of Subdivision for the Wheeling Town Center (Docket #PC18-04).
- Resolution No. 18-132, approved September 17, 2018, Second Amendment to the Final Plat of Subdivision for Wheeling Town Center
- Resolution No. 18-140, approved October 1, 2018, Repealing and Replacing Resolution No. 18-132 to correct a Scrivener's error related to the second amended plat of Wheeling Town Center (Second Amendment).
- Docket #PSUBPP24-0004, approved September 16, 2024, granting Final Plat of Subdivision for the Third Amended Plat of Wheeling Town Center .
- Ordinance No. 5672, approved September 16, 2024, Amending Ordinance No. 5151, Which Amended Ordinance No. 5033, Which Granted Special Use Approval for Final Planned Unit Development Approval for Wheeling Town Center Planned Unit Development (Docket #PSU24-0014).
- Ordinance No. 5697, approved November 4, 2024, granting a variation to permit a wall sign on a non-permitted façade for Ala-Carte Entertainment (Docket #PV24-0010).
- Ordinance No. 5729, approved April 7, 2025, Amending Ordinance No. 5672, Which Amended Ordinance No. 5151, Which Amended Ordinance No. 5033, Which granted Special Use Approval for Final Planned Unit Development to modify the permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to allow for projecting/blade signs that are larger than the maximum permitted by the Wheeling Sign Code (Docket #PPUD25-0001).
- Ordinance No. 5747, approved September 15, 2025, granting special use approval to permit the operation of a tavern for Ala-Carte Entertainment (Docket No. PSU25-0013).
- Ordinance No. 5748, approved September 15, 2025, granting special use approval to permit the operation of an assembly use for a banquet facility for Ala-Carte Entertainment (Docket No. PSU25-0016).
- Docket No. PSPMIN25-0024, approved November 5, 2025, granting minor building appearance approval for changes to the exterior façade of the building for Finn McCool's.

SUMMARY OF REQUEST

The applicant, Ala-Carte Entertainment, is seeking a variation to permit a wall sign to project above the roofline of the north building façade, for the proposed Finn McCool's Irish Pub & Moretti's Unique Events (Finn McCool's).

The petitioner is also seeking the following variations:

- Request for a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. (Docket No. PV25-0009)
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit a wall sign on a façade (north façade) without street frontage or being adjacent to an off-street parking area of the building (Docket No. PV25-0010)
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, and associated sections, to permit an awning/canopy sign on a façade (west façade) without street frontage or being adjacent to an off-street parking area (Docket No. PV25-0011)
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs to permit cabinet style wall sign on the north building facade (Docket No. PV25-0013)

VARIANCE

A Variation is to grant relief from the literal requirements of the zoning ordinance when unique circumstances,

applicable to the property, deprive it from enjoying privileges commonly enjoyed by other properties in the same zoning district. After review of the Standards summarized in this staff report, the Commission must find beyond a reasonable doubt that all of the standards are met.

As part of the Finn McCool's transition of the former Mia's Cantina/Arctic Spoon building, the petitioner is requesting a variation to permit a wall sign to project above the roofline of the north building façade. This sign also requires a variation to permit a wall sign on a façade (north façade) without street frontage or being adjacent to an off-street parking area (refer to Docket No. PV25-0010).

The proposed sign for Finn McCool's is an illuminated single-face contour cabinet sign that projects approximately 2 feet above the building roofline of the north building façade. The Sign Code prohibits signs from projecting above the roofline of a building, except signs mounted on mansard roofs or pent eaves.

STANDARDS FOR VARIATION

Following are the petitioner's responses to the standards for sign variation. (Any staff comments follow the petitioner's response)

- 1. State how the literal interpretation and strict application of the provisions and requirements of the code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question.**

Petitioner: The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location, not seen from the WTC entrance drive. There are also obstruction hardships especially during the Tuesday Night Markets tent roof setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship.

Staff: The strict application of the Wheeling Sign Code prohibits roof signs for the purpose of preserving and further improving the physical aesthetics of the Village by establishing regulations for the design, location, construction, and maintenance of all signs; and to contribute to the attractiveness of the traffic corridors within the Village by requiring signs to be an integral architectural element of the building and property that is consistent with the overall architectural concept and proportion of the site and buildings. Further, there are not any observed unique or unusual conditions to the specific building that prevent the installation of a sign in compliance with the Wheeling Sign Code.

- 2. Indicate how the granting of the requested variation would not be materially detrimental to the property owners in the vicinity.**

Petitioner: The five replaced Mia's & Arctic signs with 3 new consistent Finn McCool's logo signs present a much cleaner look to neighboring property owners. The use of the building will also generate business for Cinergy Theater and be a welcome entertainment venue for Apartment Residents.

Staff: While the proposed sign may not directly harm adjacent property owners, granting this variation could establish an undesirable sign appearance from the established standard of wall sign placement. The Wheeling Town Center development maintains a coordinated and high-quality appearance, and approval of improper placement of a wall sign would detract from that consistency and diminish the overall design integrity of the center.

- 3. Describe how the unusual conditions applicable to the specific property do not apply generally to other properties in the village.**

Petitioner: Ala Carte is only proposing one similar-sized logo sign as Arctic Spoon had on the North Wall but elevated higher than the obstructions in front of it, above the roof but much less above the roof than the huge vertical Cinergy sign is. Nearby Rosebud Steakhouse also has a roof that goes higher than the roof coping.

Staff: There are no observable unusual conditions that apply specifically to the subject building that prevent installation of signage in compliance with the Wheeling Sign Code.

- 4. State how the granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.**

Petitioner: A consistent look reduces the cluttered look of the five now replaced Mia's & Arctic Signs and the

number of signs now on the building is reduced by two. The sizes are appropriate for the wall areas viewable from a roughly 1,000 foot distance from Dundee Road and placement needs for identifiable marketing above obstructions.

Staff: The granting of the variance would be contrary to the objectives of the Wheeling Sign Code with the purpose of preserving and further improving the physical aesthetics of the Village by establishing regulations for the design, location, construction, and maintenance of all signs; and to contribute to the attractiveness of the traffic corridors within the Village by requiring signs to be an integral architectural element of the building and property that is consistent with the overall architectural concept and proportion of the site and buildings.

STAFF REVIEW

Staff Recommended Action: Staff does not support the variance request.

If the Plan Commission deems the petitioner has addressed the standards for the requested variations, an appropriate motion would be to:

Recommend approval of Docket No. PV25-0012, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall-Mounted Signs, and associated sections, to permit a wall sign to project above the roofline of a building (north façade), for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following conditions:

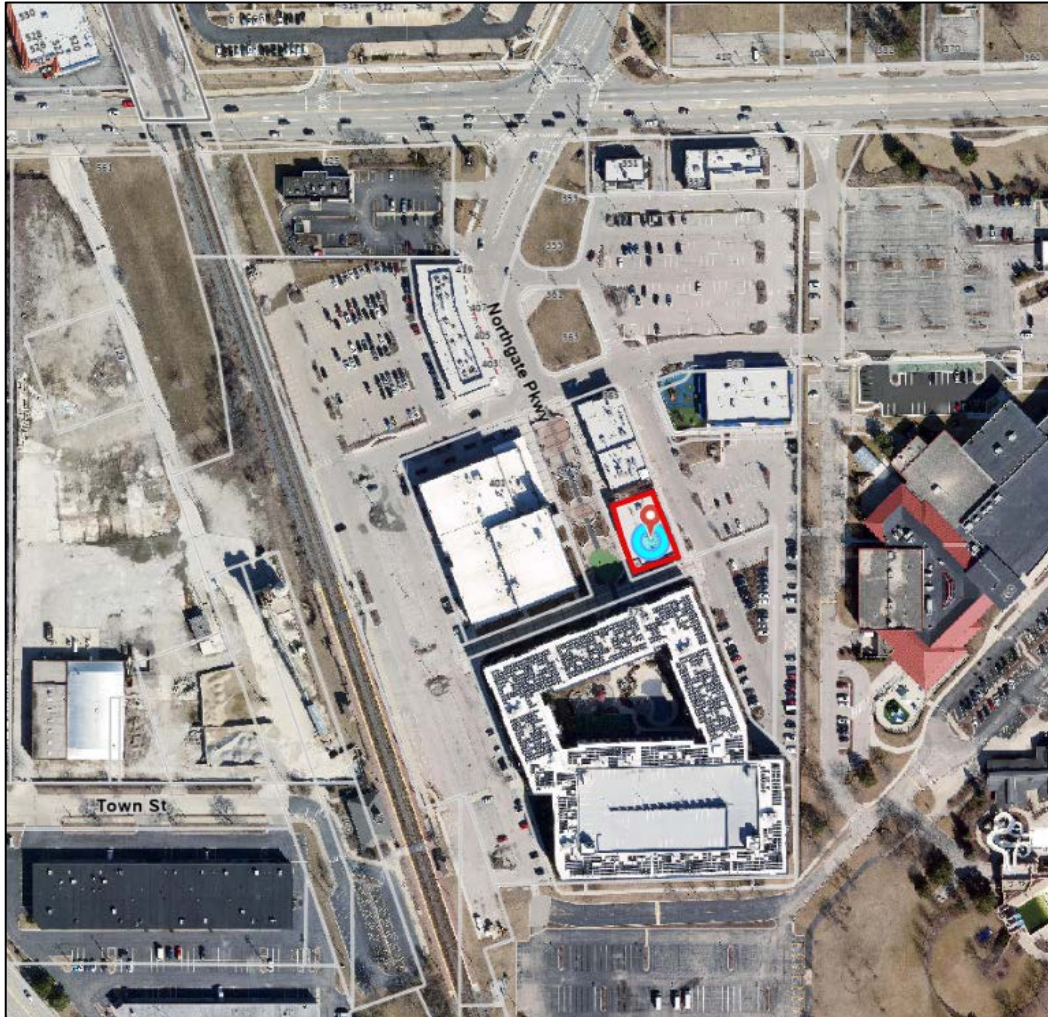
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ATTACHMENTS:

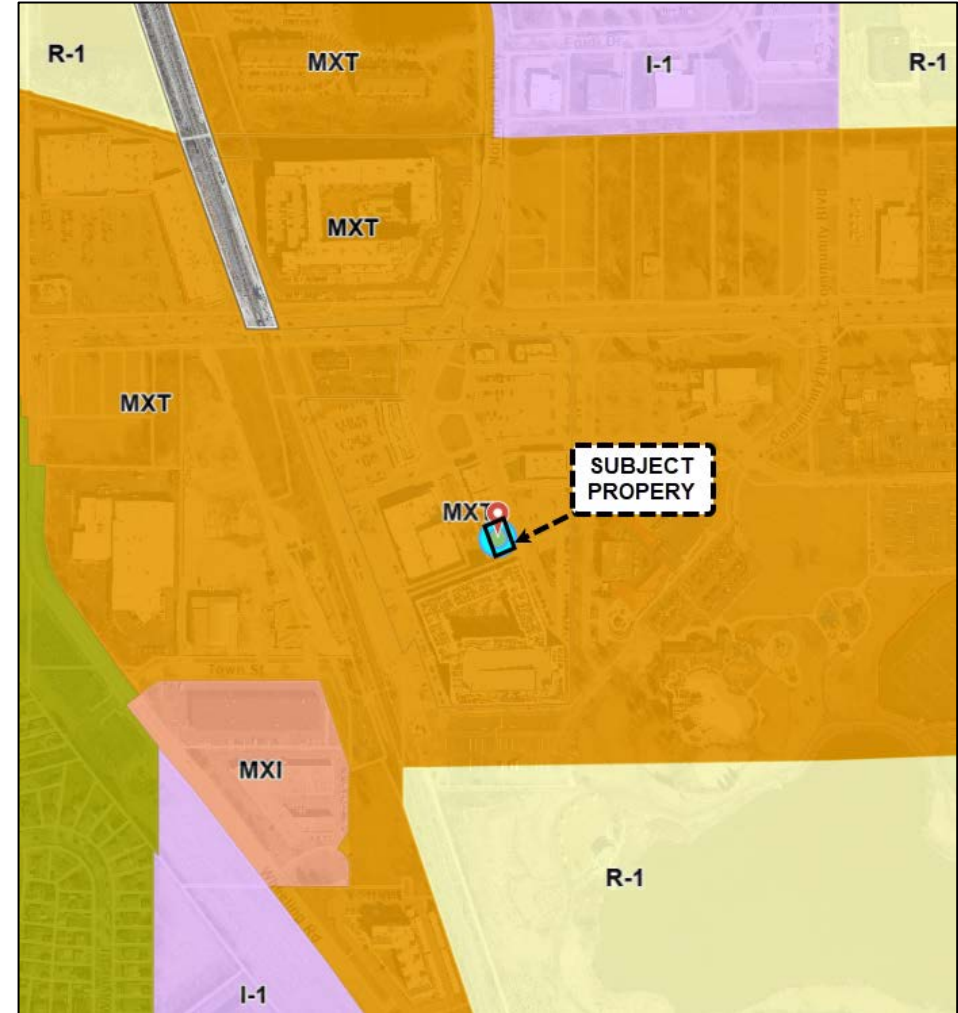
Report attachments (staff)

Project Description Letter prepared by Mark Hoffman, dated 10/24/2025

Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025



LOCATION MAP



ZONING MAP



East façade, proposed location for Blade Sign.



Southwest corner of building, location for canopy sign.



North side of the building, location for wall sign extending above roofline.



ALA CARTE ENTERTAINMENT

CORPORATE OFFICES

2330 HAMMOND DR. SUITE G
SCHAUMBURG, IL 60173

TEL: (847) 303-4400 FAX: (847) 303-0112

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(773) 348-5100

MORETTI'S

MORETTISRESTAURANTS.COM

TWELVE LOCATIONS

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(847) 469-1300

1175 W. LAKE ST, BARTLETT, IL 60103
(630) 837-4992

6500 S CENTRAL AVE, BEDFORD PARK, IL 60638
(773) 974-7774

6727 N. OLMSTED AVE, EDISON PARK, IL 60631
(773) 631-1223

2300 BUSHWOOD DR, ELGIN, IL 60124
(847) 303-4444

164 S. ROUTE 12, FOX LAKE, IL 60020
(847) 973-1800

2475 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 885-0400

220 N. RANDALL RD, LAKE IN THE HILLS, IL 60156
(847) 854-7220

6415 DEMPSTER ST, MORTON GROVE, IL 60053
(847) 469-1200

1799 S. BUSSE RD, MOUNT PROSPECT, IL 60056
(847) 593-2200

9519 W. HIGGINS RD, ROSEMONT, IL 60018
(847) 692-6600

1893 WALDEN OFFICE SQUARE

SCHAUMBURG, IL 60173

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SNUGGERY RIVER ROADHOUSE

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801 N. RIVER RD, MCHENRY, IL 60050
(815) 578-9600

MORETTI'S UNIQUE EVENTS

MORETTISEVENTS.COM

2525 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 519-7575

October 24, 2025

Village of Wheeling Plan Commission,

Ala Carte Entertainment has presented a sign package for 373 W. Dundee Road Finn McCool's & Moretti's Unique Events prepared by Omega Sign & Lighting, Inc. for preliminary review by staff on October 14th. The Staff review came back with comments on the signs presented with the following Variances that would be needed:

1. Other than projecting box signs, prohibited cabinet wall signs without individual letters require a variance review.
2. Signs are not allowed above the roofline of the building. North Wall sign also slightly exceeds 1.5 square feet per lineal feet of North wall length. Two Variance reviews needed.
3. Canopy sign size shall have maximum area 1.5 sq. ft. per lineal feet of canopy. Variance review needed.
4. Projecting sign is allowed up to 10% of the applicable wall sign area based on length of wall it is mounted from. Variance review needed.

We have prepared an A-8 Sign Variance Response sheet for each of these items for your review that address the hardships that created the need for different viewpoints from the basic generic Wheeling sign code for normal building conditions.

The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location. There are also obstruction hardships especially during the Tuesday Night Markets tent setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship. The East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had two large signs on the East and West Facades that were larger than Ala Carte proposes. Arctic Spoon had three Cabinet-type signs with script lettering on East, North & West Brick walls near where Ala Carte is only proposing one similar-sized logo sign but elevated higher than the obstructions above the roof coping but much less above the roof than the huge vertical Cinergy sign is. Therefore these proposed signs are less intrusive to the neighboring buildings than what was there previously. Visible distance and obstructions need special allowances for this hidden building setback nearly 1,000 feet from Dundee Road to generate an acceptable marketable exposure. I'm sure the Village of Wheeling feels the success of Wheeling Town Center is vital to be a go-to destination for the enjoyment of it's residents and to bring in tax dollars from the surrounding community. The signage proposed utilizes the Corporate Logo for the established "Finn McCool's" brand so the signage should reflect that. The proposed Canopy sign on the Southwest corner is the only place a sign can be seen from the distant Train Station and West Parking Lot between Cinergy & the apartment building. That is the only sign that is proposed facing West.

Sincerely,

Mark Hoffmann
Ala Carte Entertainment



P1	DOUBLE FACE FLAG MOUNTED SIGN - EAST ELEVATION	SHEETS 2,3
E	LOGO CABINET SIGN - WEST ELEVATION	SHEETS 2,4,
F	LOGO CABINET SIGN - ABOVE ROOF LINE NORTH ELEVATION	SHEETS 2,5



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Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO

Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	modify
Cust. Approval	Date
Signature	modify
Landlord Approval	Date

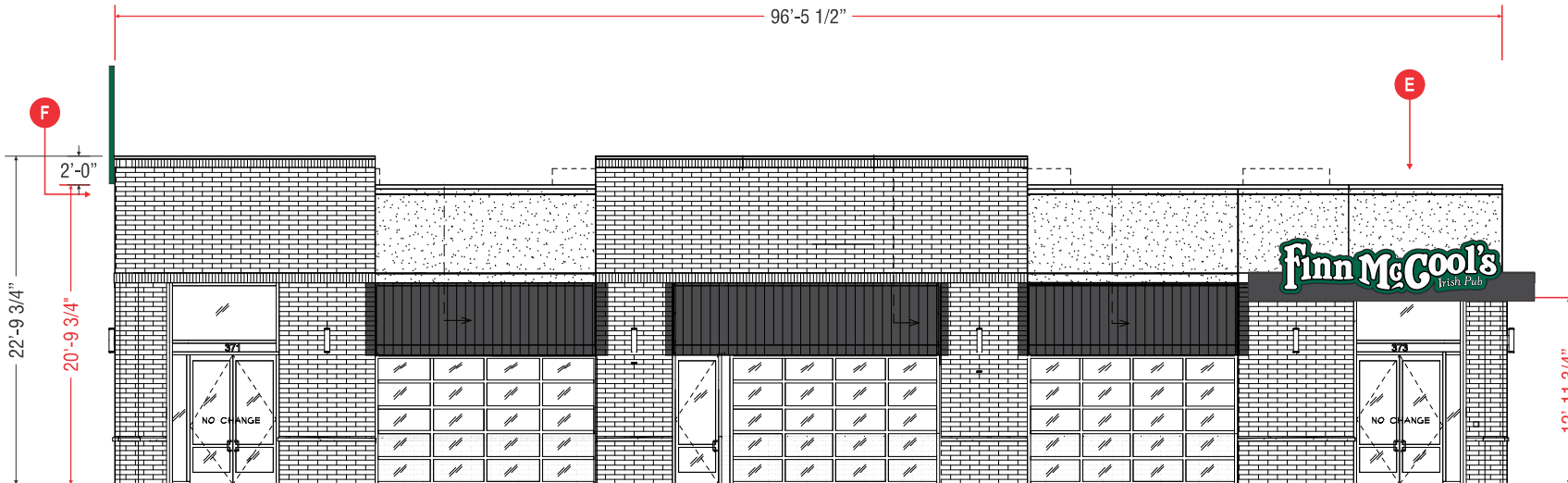
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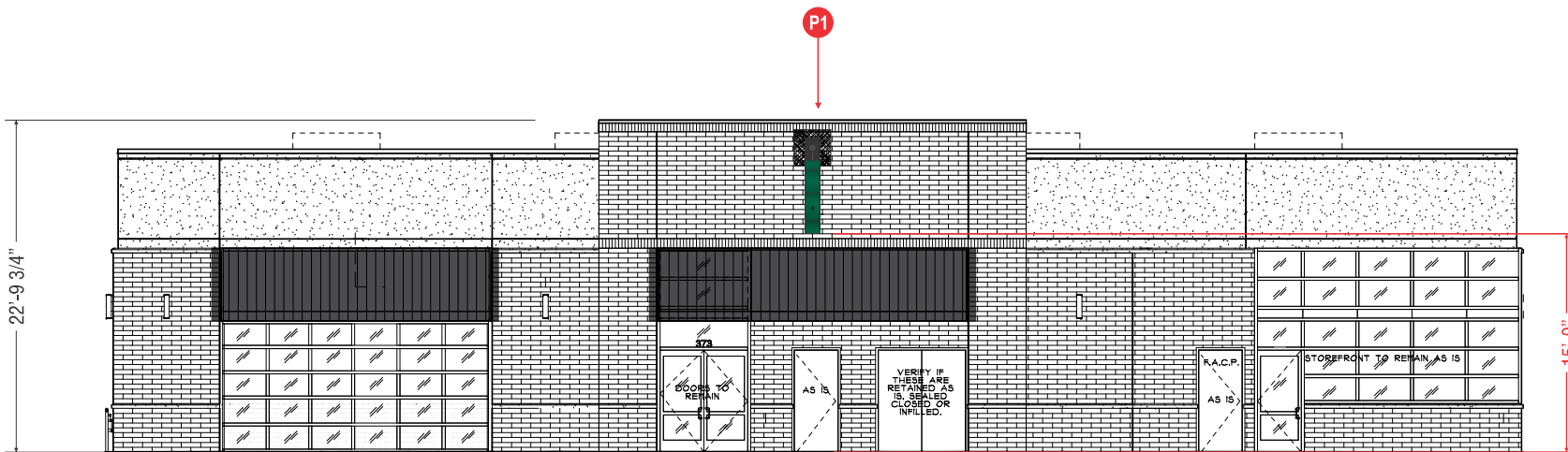


ELECTRICAL NOTES
Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

- Each Sign Must Have:**
1. A minimum of One(1) dedicated 120V 20A circuit.
 2. Junction box installed within Six(6) feet of Sign.
 3. Three Wire: Line, Ground, and Neutral.



WEST ELEVATION 1/8" = 1'



EAST ELEVATION 1/8" = 1'

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**Moretti's
Unique Events
& Finn Mcools**
Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	002
△ Revision Number	Date
①	00/00/00
②	10/08/25
③	10/14/25
④	
⑤	
⑥	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO

Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	_____ Date
Cust. Approval	_____ Date
Signature	_____ Date
Landlord Approval	_____ Date

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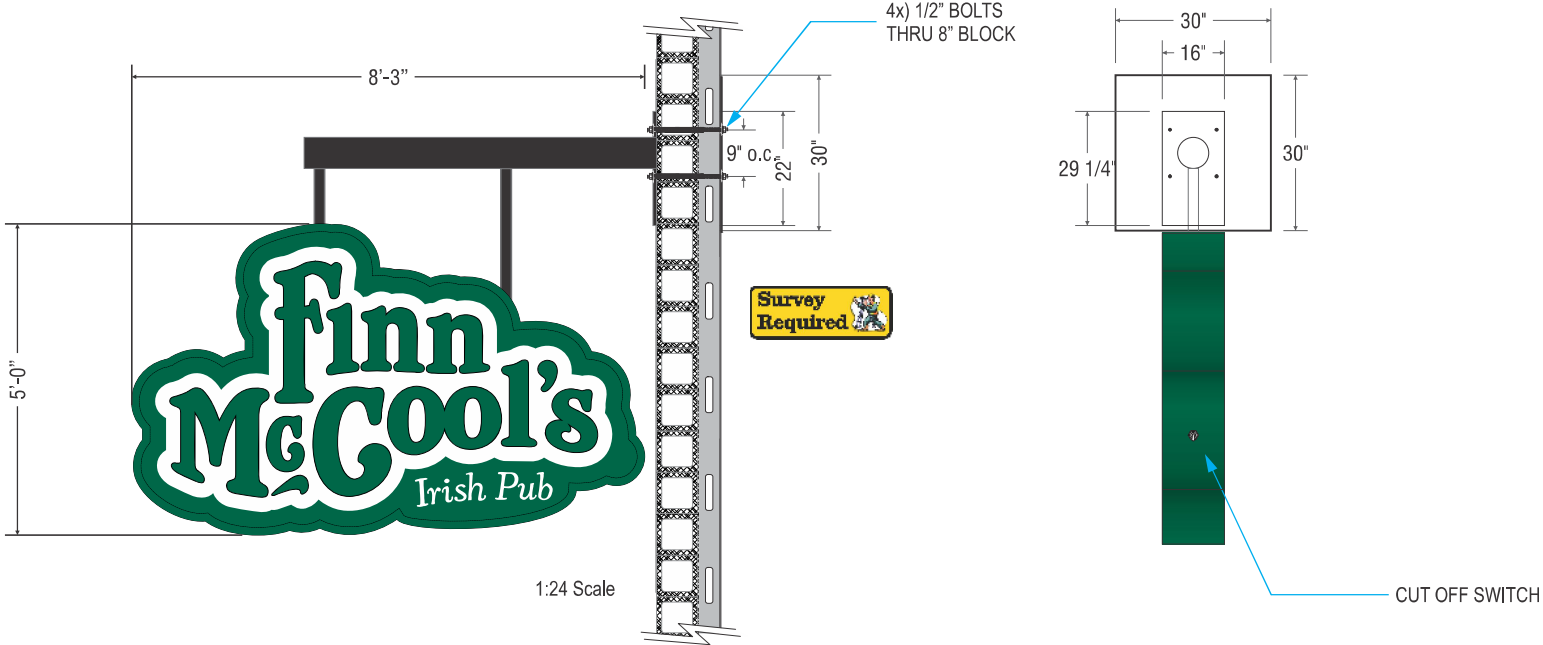
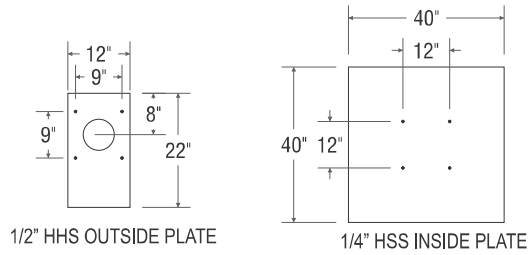
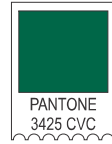
P1 QTY(1x) S/F FLAG MOUNTED SIGN - EAST ELEVATION

29.5 SQ. FT.

Quantity: 1
 O.A.H.: 5'-0"
 O.A.W.: 8'-3"
 Face: Polycarbonate
 - Face-Lit
 Returns: Aluminum / Painted PMS 3425
 Vinyl: PMS 3425

Illumination: Internal LED
 Face-Lit Polycarbonate

Notes: Single Face / NO Copy or Illumination
 Facing the Apartment Building



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Moretti's Unique Events & Finn Mcools
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	003
Revision Number	Date
1	00/00/00
2	10/08/25
3	10/14/25
4	
5	
6	
Drawn By	D.Townson

****For Design Intent Only****
 SQC # 251409-03

PERMIT INFO

Sign Sq. Ft.	
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Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	month/day
Cust. Approval	Date
Signature	month/day
Landlord Approval	Date

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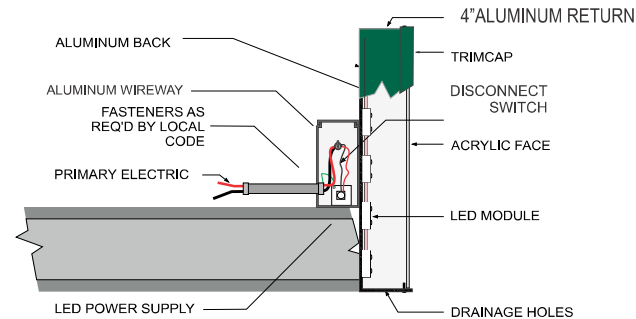
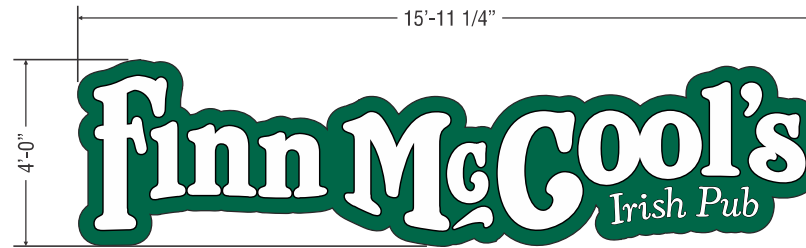
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 2. Junction box installed within Six(6) feet of Sign.
 3. Three Wire: Line, Ground, and Neutral.

E CHANNEL LETTER STYLE LOGO CABINET

Quantity: 1
 O.A.H.: 4'-0"
 O.A.W.: 15'-11 1/4"
 Face: Polycarbonate = Face-Lit
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply



Notes: Raceway mounted above existing canopy.
 41.49 SQ. FT.



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**Moretti's
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 Wheeling Town Center
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Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	004
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Drawn By	D.Townson

****For Design Intent Only****
 SQC # 251409-03

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Sign Sq. Ft.	
No. of Lamps/LEDs	
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Signature	initials
Cust. Approval	Date
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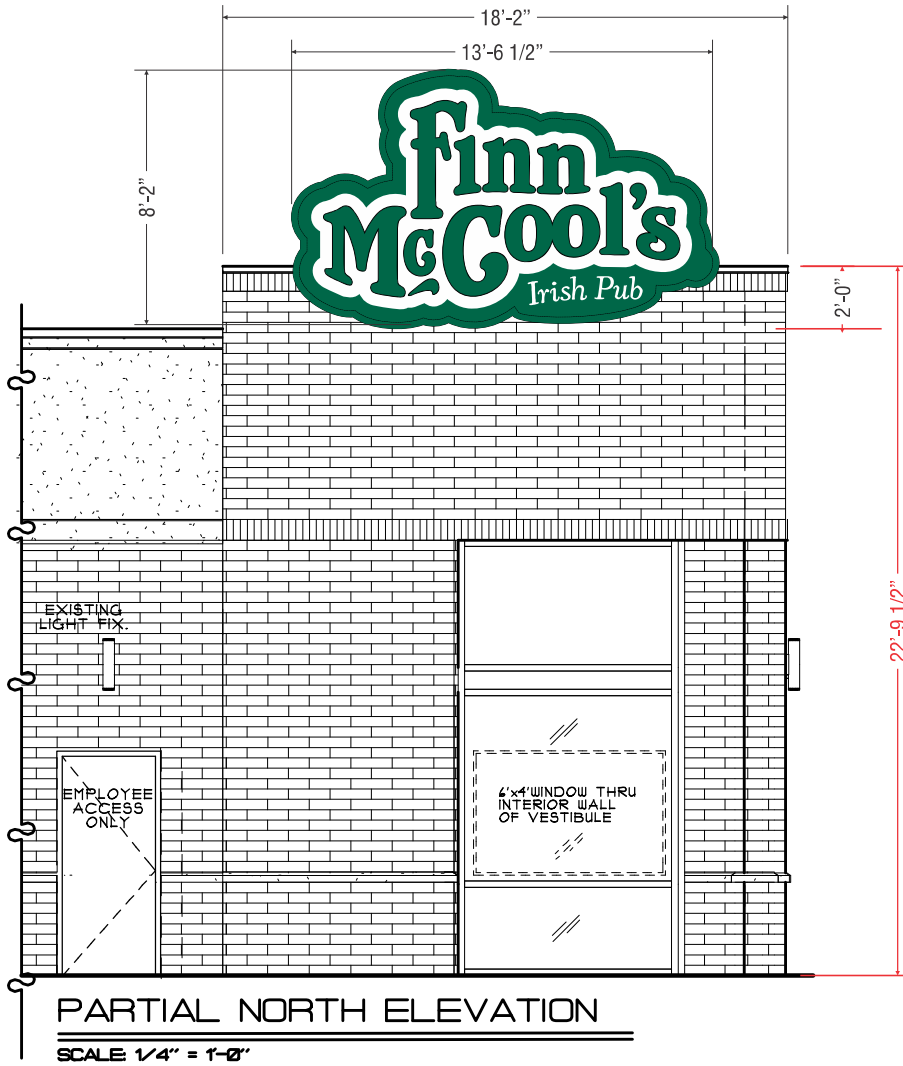
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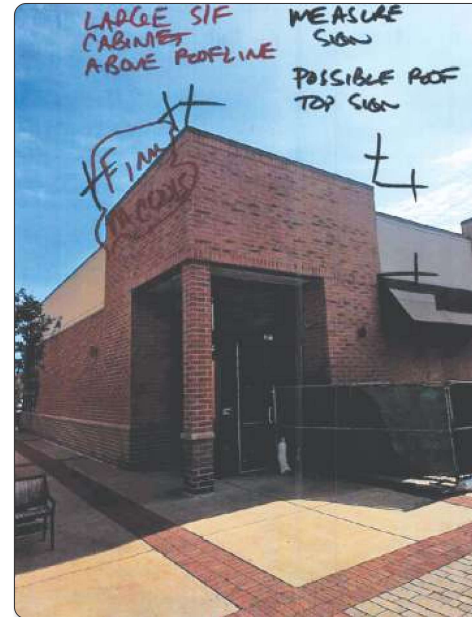
1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

F QTY(1) ILLUMINATED S/F CONTOUR CABINET @ NORTH COURTYARD ROOFLINE



Quantity: 1
 O.A.H.: 8'-2"
 O.A.W.: 13'-6 1/2"
 Face: Polycarbonate = Face-Lit
 Trim: Aluminum / Painted Green
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply

Notes: 72.92 SQ. FT.



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**Moretti's
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 & Finn Mcools**
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	005
△ Revision Number	Date
1	00/00/00
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Drawn By	D.Townson

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MEMORANDUM

DATE: November 19, 2025
FROM: Marcy Knysz, Village Planner
SUBJECT: Docket No. PV25-0013, Request for a Variation to Permit a Cabinet Wall Sign on the North Facade of the Building for Finn McCool's Irish Pub & Moretti's Unique Events (373 W. Dundee Road). **PUBLIC HEARING**

RECOMMENDED ACTION: **Recommend approval of Docket No. PV25-0013**, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs, and associated sections, to permit internally illuminated cabinet style wall sign on the north building facade, for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following conditions:

1. This variation shall not be transferable to any future business, tenant, occupant or owner of the premises. Any subsequent signage for a new tenant shall be required to comply with the Village Sign Code.
2. A Wheeling Sign Permit shall be applied for and received prior to the installation of all exterior signage.

EXECUTIVE SUMMARY

Docket No. PV25-0013: A petition from Ala-Carte Entertainment seeking a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs, and associated sections, to permit a cabinet wall sign on the north facade of the building, for Finn McCool's Irish Pub & Moretti's Unique Events located at 373 W. Dundee Road, Wheeling, Illinois.

GENERAL PROPERTY INFORMATION

Petitioner: Ala-Carte Entertainment

Location: 373 W. Dundee Road (currently addressed as 371-373 W. Dundee Road)

Building: 6,500 sq. ft. (approximately)

Neighboring Property Land Use(s):

North: Commercial (Moretti's)

West: Commercial (Cinergy)

East: Commercial (daycare facility)

South: Residential

Existing Use of Property: Vacant restaurant (former Mia's Cantina and Arctic Spoon Restaurants)

Existing Zoning: MXT, Transit-Oriented Mixed Use

Comprehensive Plan Designation: Transit-Oriented Mixed Use

Zoning History:

- Ordinance No. 5033, approved October 17, 2016, granting Final PUD approval for Wheeling Town Center Retail and Residential Planned Unit Development (Docket #2016-20A).
- Ordinance No. 5157, approved February 5, 2018, amending Ordinance No. 5033, to amend the site plan to

reflect tenant and market driven modifications to some building footprints and landscaped areas of the Wheeling Town Center Development (Docket #PC17-19.)

- Resolution No. 16-115, approved May 1, 2017, granting Final Plat of Subdivision for Wheeling Town Center (Docket #PC17-03).
- Resolution No. 18-050, approved March 19, 2018, First Amendment to the Plat of Subdivision for the Wheeling Town Center (Docket #PC18-04).
- Resolution No. 18-132, approved September 17, 2018, Second Amendment to the Final Plat of Subdivision for Wheeling Town Center
- Resolution No. 18-140, approved October 1, 2018, Repealing and Replacing Resolution No. 18-132 to correct a Scrivener's error related to the second amended plat of Wheeling Town Center (Second Amendment).
- Docket #PSUBPP24-0004, approved September 16, 2024, granting Final Plat of Subdivision for the Third Amended Plat of Wheeling Town Center .
- Ordinance No. 5672, approved September 16, 2024, Amending Ordinance No. 5151, Which Amended Ordinance No. 5033, Which Granted Special Use Approval for Final Planned Unit Development Approval for Wheeling Town Center Planned Unit Development (Docket #PSU24-0014).
- Ordinance No. 5697, approved November 4, 2024, granting a variation to permit a wall sign on a non-permitted façade for Ala-Carte Entertainment (Docket #PV24-0010).
- Ordinance No. 5729, approved April 7, 2025, Amending Ordinance No. 5672, Which Amended Ordinance No. 5151, Which Amended Ordinance No. 5033, Which granted Special Use Approval for Final Planned Unit Development to modify the permitted list of deviations for the Wheeling Town Center Retail and Residential Planned Unit Development to allow for projecting/blade signs that are larger than the maximum permitted by the Wheeling Sign Code (Docket #PPUD25-0001).
- Ordinance No. 5747, approved September 15, 2025, granting special use approval to permit the operation of a tavern for Ala-Carte Entertainment (Docket No. PSU25-0013).
- Ordinance No. 5748, approved September 15, 2025, granting special use approval to permit the operation of an assembly use for a banquet facility for Ala-Carte Entertainment (Docket No. PSU25-0016).
- Docket No. PSPMIN25-0024, approved November 5, 2025, granting minor building appearance approval for changes to the exterior façade of the building for Finn McCool's.

SUMMARY OF REQUEST

The applicant, Ala-Carte Entertainment, is seeking a variation to permit cabinet style wall sign on the north building facade, for the proposed Finn McCool's Irish Pub & Moretti's Unique Events (Finn McCool's).

The petitioner is also seeking the following variations:

- Request for a variation from Title 19 Zoning, of the Wheeling Municipal Code, Chapter 19.09 – Planned Unit Developments and associated sections, and the Design Standards for Wheeling Town Center, and associated sections, to permit an increase in the maximum sign area for a blade sign on the east façade from 14.4 sq. ft. to 29.5 sq. ft. (Docket No. PV25-0009).
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, to permit a wall sign on a façade (north façade) without street frontage or being adjacent to an off-street parking area of the building (Docket No. PV25-0010).
- Request for a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs, and associated sections, to permit an awning/canopy sign on a façade (west façade) without street frontage or being adjacent to an off-street parking area (Docket No. PV25-0011).
- Request for a variation from Title 21 Signs, of the Wheeling Municipal Code, Chapter 21.4 Wall – Mounted Signs to permit a wall sign to project above the roofline of a building on the north façade of the building (Docket No. PV25-0012)

VARIANCE

A Variation is to grant relief from the literal requirements of the zoning ordinance when unique circumstances, applicable to the property, deprive it from enjoying privileges commonly enjoyed by other properties in the same zoning district. After review of the Standards summarized in this staff report, the Commission must find beyond a reasonable doubt that all of the standards are met.

As part of Finn McCool's transition of the former Mia's Cantina/Arctic Spoon building, the petitioner is requesting a variation for the installation of internally illuminated cabinet style wall sign on the north building facade. The north wall sign also requires a variation as the north building façade does not have street frontage or is adjacent to an off-street parking area of the building (refer to Docket No. PV25-0010), as well as, a variation to permit a wall sign to project above the roofline (refer to Docket No. PV25-0012).

The Wheeling Sign Code requires wall signs to consist of individual letters or other creative features that improve visual interest (typically made of aluminum and acrylic), where each letter is internally illuminated, with the light contained within the individual letter housing. This design allows the sign to appear lighter, more refined, and architecturally integrated with the building. Cabinet style signs consist of a single, enclosure that contains all the lettering and graphics on a single illuminated face. The entire face illuminates as one fabricated panel.

Individual letter wall signs are preferred and required by the Village because they provide a cleaner, more architecturally integrated appearance than cabinet-style signs. Unlike cabinet signs, which illuminate a large background area and can appear bulky, individual channel letters better complement the building's design and surrounding development. For this reason, staff cannot support the variation to permit cabinet signs.

STANDARDS FOR VARIATION

Following are the petitioner's responses to the standards for sign variation. (Any staff comments follow the petitioner's response)

- 1. State how the literal interpretation and strict application of the provisions and requirements of the code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question.**

Petitioner: The signage proposed utilizes the Corporate Logo for the "Finn McCool's" brand so their signage needs to reflect that as individual letters do not relate to their established identity. This can't be created without the use of a cabinet-type sign. Arctic Spoon and Mia's signs had logos and combined script letters on box signs on this building previously.

Staff: The petitioner's desire to use a cabinet-style sign for brand consistency does not constitute a hardship under the Wheeling Sign Code. The property's location and visibility constraints do not prevent the use of a channel letter sign that incorporates the same branding elements. The request is therefore based on design preference rather than a unique physical hardship related to the property.

- 2. Indicate how the granting of the requested variation would not be materially detrimental to the property owners in the vicinity.**

Petitioner: The five replaced Mia's & Arctic signs with 3 new consistent Finn McCool's logo signs present a much cleaner look to neighboring property owners.

Staff: While the proposed sign may not directly harm adjacent property owners, granting this variation could establish an undesirable sign appearance where individual wall sign letters are the established standard. The Wheeling Town Center development maintains a coordinated and high-quality appearance, and approval of a cabinet sign would detract from that consistency and diminish the overall design integrity of the center.

- 3. Describe how the unusual conditions applicable to the specific property do not apply generally to other properties in the village.**

Petitioner: Individual letters not in a cabinet set back far from Dundee road would not express the established Corporate Logo Identity that Finn McCool's needs.

Staff: There are no unusual conditions specific to this property that would warrant deviation from the Village's preference for individual wall sign letters.

- 4. State how the granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.**

Petitioner: A consistent look reduces the cluttered look of the five now replaced Mia's & Arctic Signs and the number of signs now on the building is reduced by two. The sizes are appropriate for the wall areas viewable from a distance and placement needs for identifiable marketing.

Staff: Cabinet signs create large, illuminated surfaces that can appear bulky and obtrusive, contributing to visual clutter. Individual letter signs, by contrast, provide a more refined appearance with focused illumination limited to individual characters. Therefore, staff does not support the requested variation as it would be contrary to the objectives of the Wheeling Sign Code.

STAFF REVIEW

Staff Recommended Action: Staff does not support the variance request.

If the Plan Commission deems the petitioner has addressed the standards for the requested variations, an appropriate motion would be to:

Recommend approval of Docket No. PV25-0013, granting a variation from Title 21, Signs, of the Wheeling Municipal Code, Chapter 21.7 Prohibited Signs, and associated sections, to permit internally illuminated cabinet style wall sign on the north building facade, for Finn McCool's Irish Pub & Moretti's Unique Events, located at 373 W. Dundee Road, Wheeling, Illinois, in accordance with the Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025 and Project Description Letter prepared by Mark Hoffman, dated 10/24/2025, subject to the following conditions:

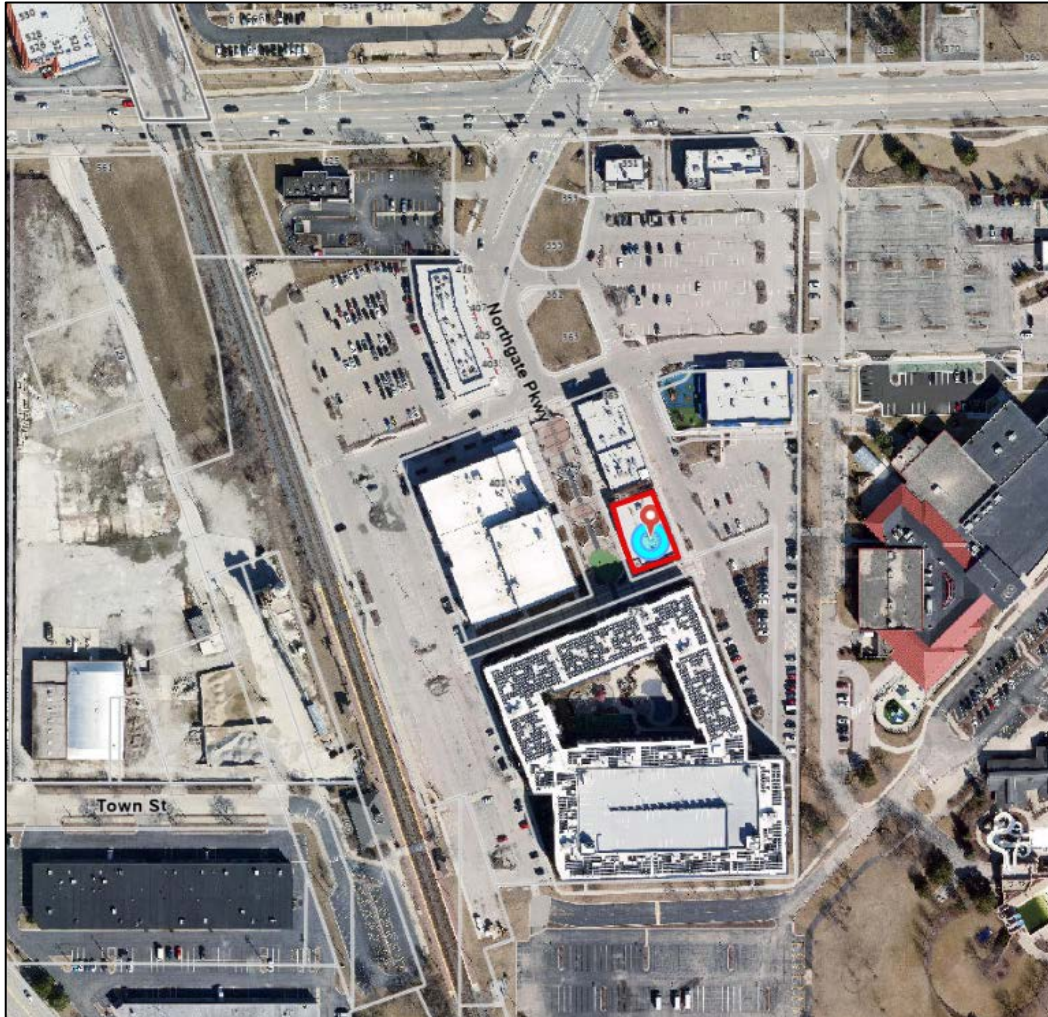
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ATTACHMENTS:

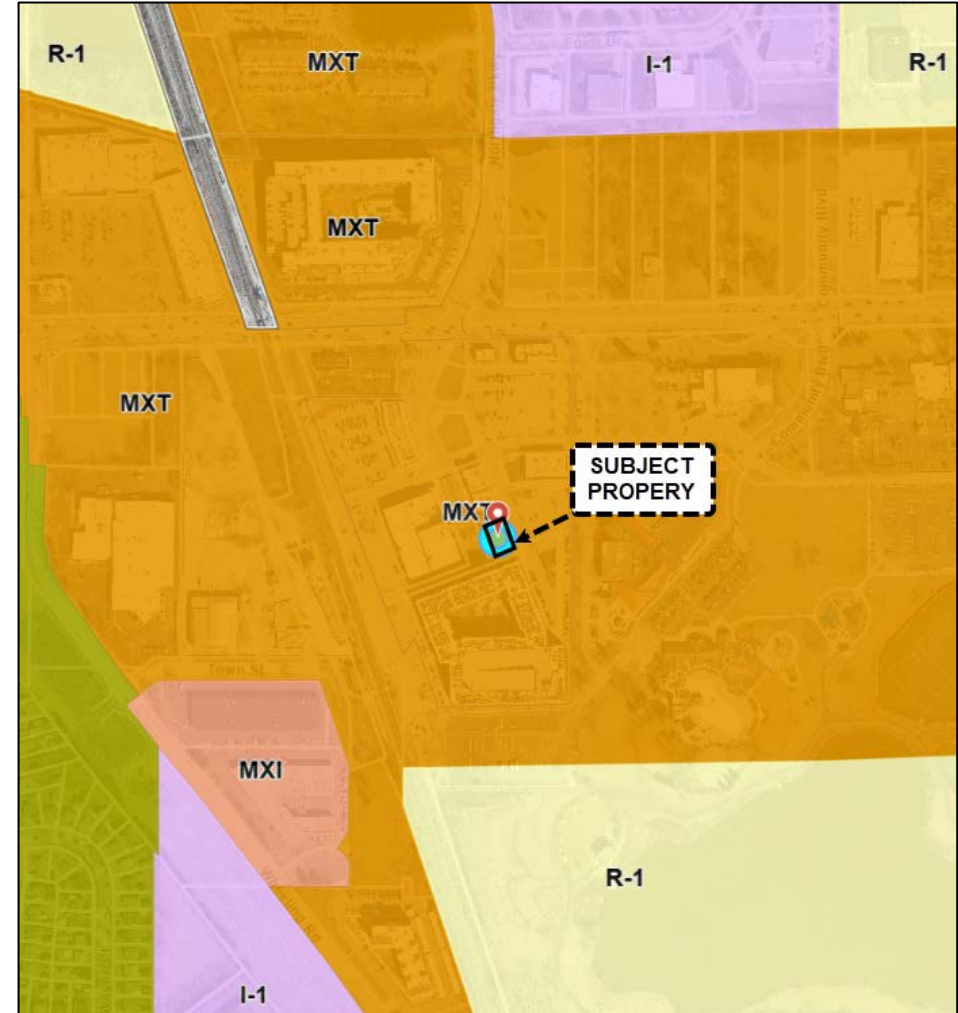
Report attachments (staff)

Project Description Letter prepared by Mark Hoffman, dated 10/24/2025

Sign Plans prepared by OMEGA Sign & Lighting, Inc. last revised 10/14/2025



LOCATION MAP



ZONING MAP



East façade, proposed location for Blade Sign.



Southwest corner of building, location for canopy sign.



North side of the building, location for wall sign extending above roofline.



ALA CARTE ENTERTAINMENT

CORPORATE OFFICES

2330 HAMMOND DR. SUITE G
SCHAUMBURG, IL 60173

TEL: (847) 303-4400 FAX: (847) 303-0112

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MORETTI'S

MORETTISRESTAURANTS.COM

TWELVE LOCATIONS

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(847) 469-1300

1175 W. LAKE ST, BARTLETT, IL 60103
(630) 837-4992

6500 S CENTRAL AVE, BEDFORD PARK, IL 60638
(773) 974-7774

6727 N. OLMSTED AVE, EDISON PARK, IL 60631
(773) 631-1223

2300 BUSHWOOD DR, ELGIN, IL 60124
(847) 303-4444

164 S. ROUTE 12, FOX LAKE, IL 60020
(847) 973-1800

2475 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 885-0400

220 N. RANDALL RD, LAKE IN THE HILLS, IL 60156
(847) 854-7220

6415 DEMPSTER ST, MORTON GROVE, IL 60053
(847) 469-1200

1799 S. BUSSE RD, MOUNT PROSPECT, IL 60056
(847) 593-2200

9519 W. HIGGINS RD, ROSEMONT, IL 60018
(847) 692-6600

1893 WALDEN OFFICE SQUARE

SCHAUMBURG, IL 60173

(847) 397-4200

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SNUGGERYMCHENRY.COM

801 N. RIVER RD, MCHENRY, IL 60050
(815) 578-9600

MORETTI'S UNIQUE EVENTS

MORETTISEVENTS.COM

2525 W. HIGGINS RD, HOFFMAN ESTATES, IL 60169
(847) 519-7575

October 24, 2025

Village of Wheeling Plan Commission,

Ala Carte Entertainment has presented a sign package for 373 W. Dundee Road Finn McCool's & Moretti's Unique Events prepared by Omega Sign & Lighting, Inc. for preliminary review by staff on October 14th. The Staff review came back with comments on the signs presented with the following Variances that would be needed:

1. Other than projecting box signs, prohibited cabinet wall signs without individual letters require a variance review.
2. Signs are not allowed above the roofline of the building. North Wall sign also slightly exceeds 1.5 square feet per lineal feet of North wall length. Two Variance reviews needed.
3. Canopy sign size shall have maximum area 1.5 sq. ft. per lineal feet of canopy. Variance review needed.
4. Projecting sign is allowed up to 10% of the applicable wall sign area based on length of wall it is mounted from. Variance review needed.

We have prepared an A-8 Sign Variance Response sheet for each of these items for your review that address the hardships that created the need for different viewpoints from the basic generic Wheeling sign code for normal building conditions.

The building at 371 & 373 W. Dundee Road housed former failed businesses Mia's Cantina & Arctic Spoon. These didn't do well due to the setback and hidden nature of the location. There are also obstruction hardships especially during the Tuesday Night Markets tent setups and being behind Moretti's. The proposed North Facade sign, still somewhat hidden, is of a size and elevated height that solves that hardship. The East sign needs to project for visible exposure from the North roadways and is proposed to be a similar size as the one for Moretti's further to the North. Mia's Cantina had two large signs on the East and West Facades that were larger than Ala Carte proposes. Arctic Spoon had three Cabinet-type signs with script lettering on East, North & West Brick walls near where Ala Carte is only proposing one similar-sized logo sign but elevated higher than the obstructions above the roof coping but much less above the roof than the huge vertical Cinergy sign is. Therefore these proposed signs are less intrusive to the neighboring buildings than what was there previously. Visible distance and obstructions need special allowances for this hidden building setback nearly 1,000 feet from Dundee Road to generate an acceptable marketable exposure. I'm sure the Village of Wheeling feels the success of Wheeling Town Center is vital to be a go-to destination for the enjoyment of it's residents and to bring in tax dollars from the surrounding community. The signage proposed utilizes the Corporate Logo for the established "Finn McCool's" brand so the signage should reflect that. The proposed Canopy sign on the Southwest corner is the only place a sign can be seen from the distant Train Station and West Parking Lot between Cinergy & the apartment building. That is the only sign that is proposed facing West.

Sincerely,

Mark Hoffmann
Ala Carte Entertainment



P1	DOUBLE FACE FLAG MOUNTED SIGN - EAST ELEVATION	SHEETS 2,3
E	LOGO CABINET SIGN - WEST ELEVATION	SHEETS 2,4,
F	LOGO CABINET SIGN - ABOVE ROOF LINE NORTH ELEVATION	SHEETS 2,5



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**Moretti's
Unique Events
& Finn Mcools**
Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	001
△ Revision Number	Date
△ 1	00/00/00
△ 2	10/08/25
△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO

Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	modify
Cust. Approval	Date
Signature	modify
Landlord Approval	Date

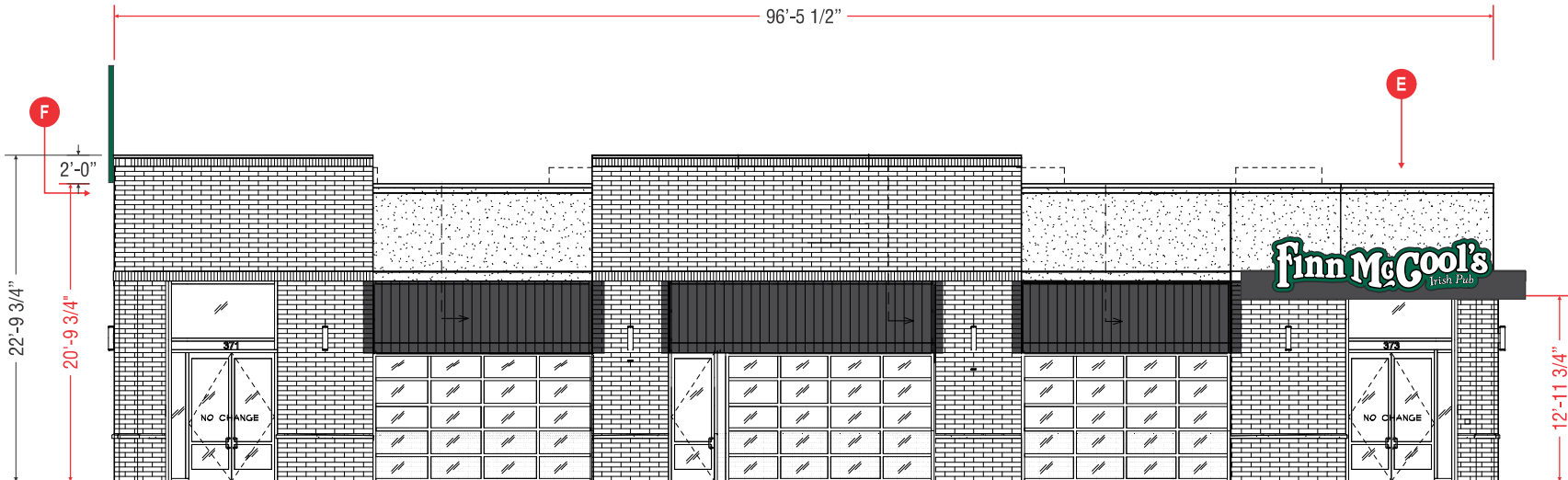
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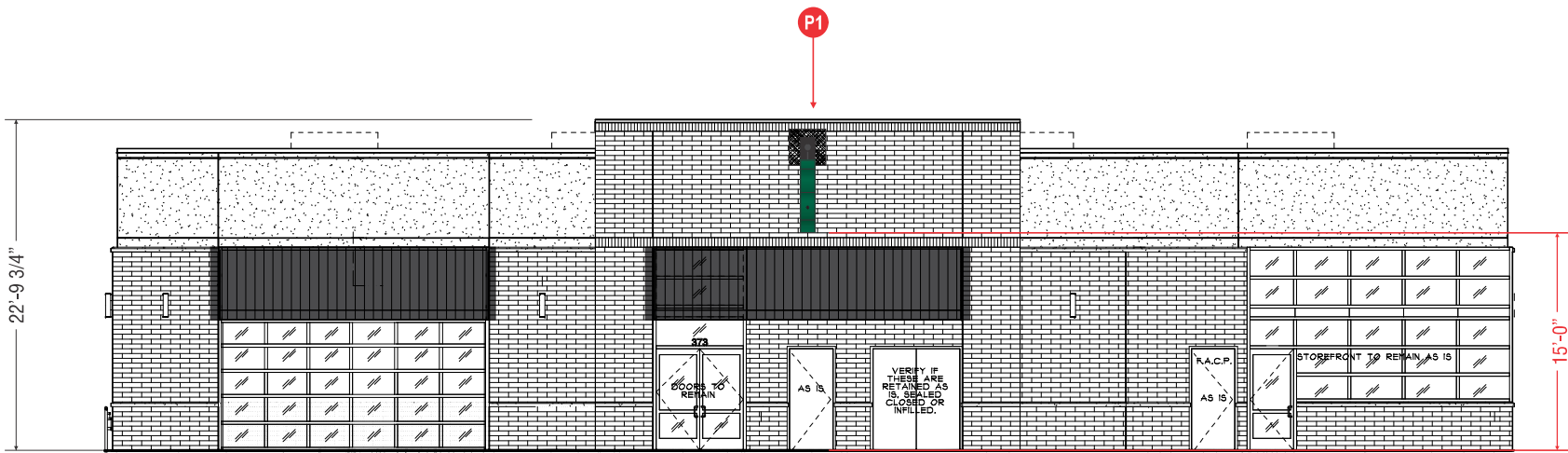


ELECTRICAL NOTES
Sign company DOES NOT provide Primary Electrical to Sign. Power to the Sign must be done by a licensed electrical contractor or licensed electrician.

- Each Sign Must Have:**
1. A minimum of One(1) dedicated 120V 20A circuit.
 2. Junction box installed within Six(6) feet of Sign.
 3. Three Wire: Line, Ground, and Neutral.



WEST ELEVATION 1/8" = 1'



EAST ELEVATION 1/8" = 1'

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**Moretti's
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Wheeling Town Center
Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	002
Revision Number	Date
1	00/00/00
2	10/08/25
3	10/14/25
4	
5	
6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO

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Total Wattage	
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Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	_____ Date
Cust. Approval	_____ Date
Signature	_____ Date
Landlord Approval	_____ Date

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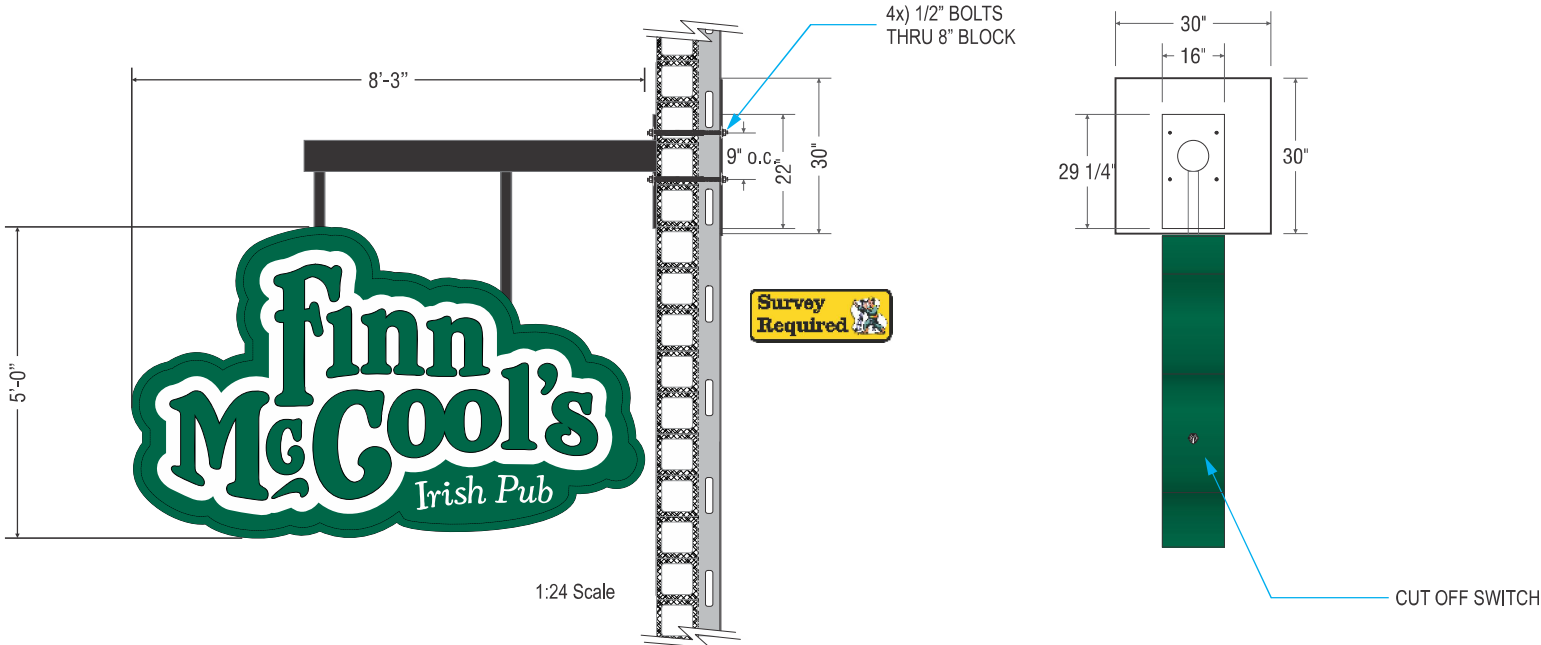
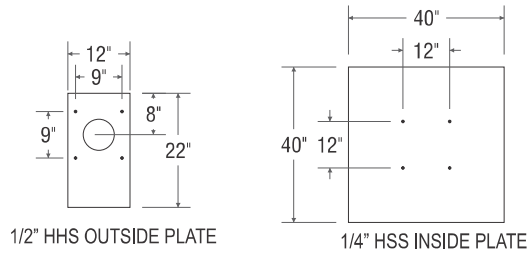
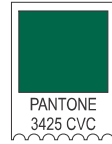
P1 QTY(1x) S/F FLAG MOUNTED SIGN - EAST ELEVATION

29.5 SQ. FT.

Quantity: 1
 O.A.H.: 5'-0"
 O.A.W.: 8'-3"
 Face: Polycarbonate
 - Face-Lit
 Returns: Aluminum / Painted PMS 3425
 Vinyl: PMS 3425

Illumination: Internal LED
 Face-Lit Polycarbonate

Notes: Single Face / NO Copy or Illumination
 Facing the Apartment Building



**Moretti's
 Unique Events
 & Finn Mcools**
 Wheeling Town Center
 Wheeling, 60090

Date	10/02/25
Acct. Executive	Sam Menna
Sheet #	003
△ Revision Number	Date
△ 1	00/00/00
△ 2	10/08/25
△ 3	10/14/25
△ 4	
△ 5	
△ 6	
Drawn By	D.Townson

****For Design Intent Only****
SQC # 251409-03

PERMIT INFO	
Sign Sq. Ft.	
No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	month/day
Cust. Approval	Date
Signature	month/day
Landlord Approval	Date

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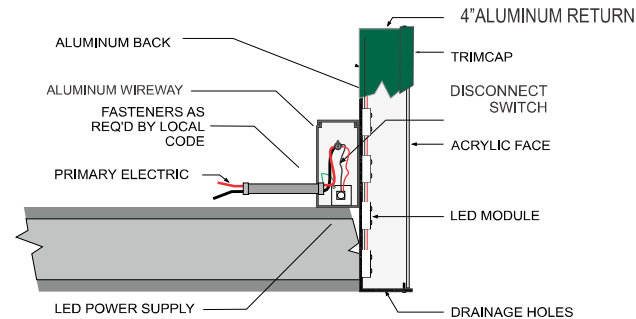
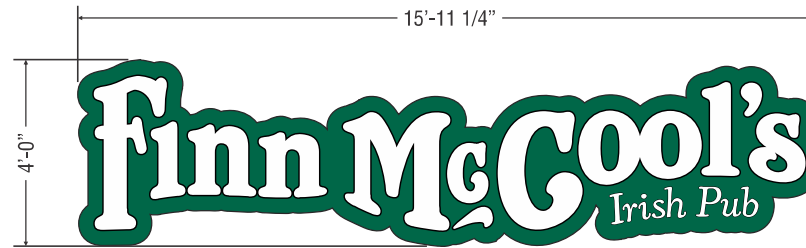
1. A minimum of One(1) dedicated 120V/ 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

E CHANNEL LETTER STYLE LOGO CABINET

Quantity: 1
 O.A.H.: 4'-0"
 O.A.W.: 15'-11 1/4"
 Face: Polycarbonate = Face-Lit
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply



Notes: Raceway mounted above existing canopy.
 41.49 SQ. FT.



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Drawn By	D.Townson

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 SQC # 251409-03

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No. of Lamps/LEDs	
Total Wattage	
No. of Power Supplies	
Total Amperage	
Ext. 20 Amp Toggle Switch w/Rubber Boot	

Signature	initials
Cust. Approval	Date
Signature	initials
Landlord Approval	Date

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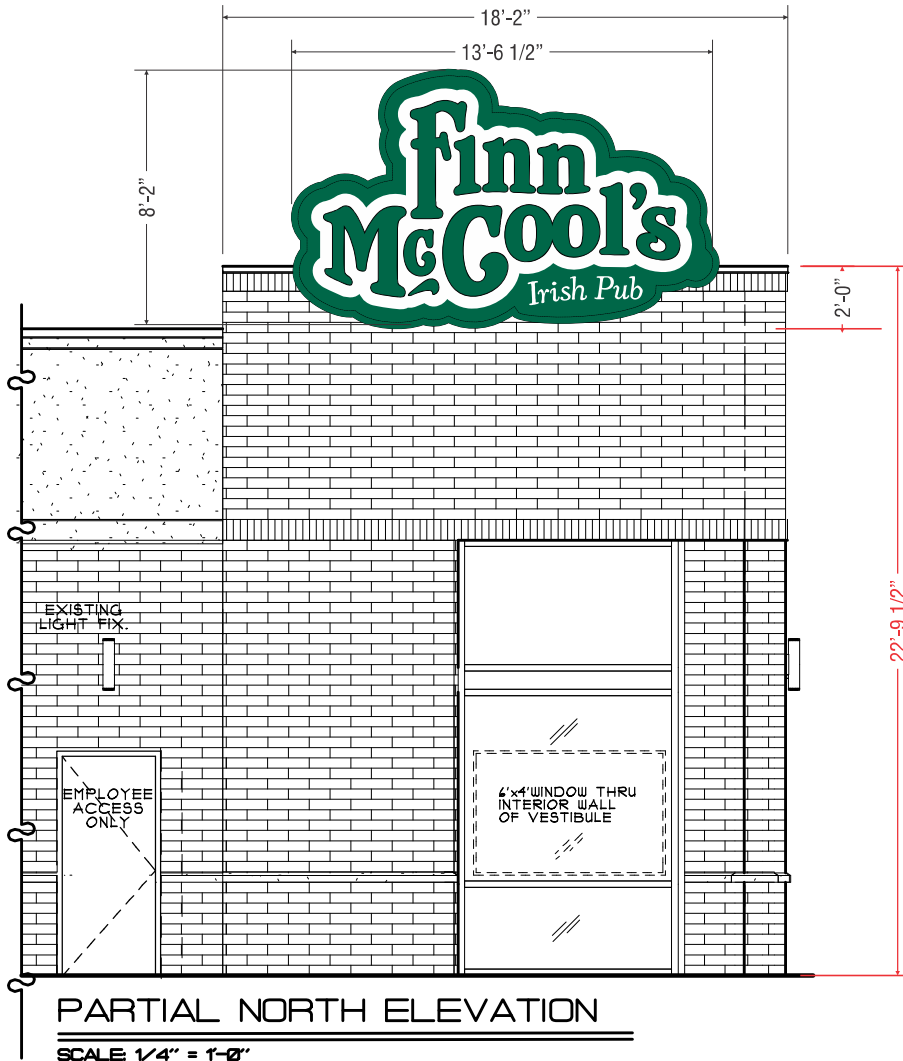
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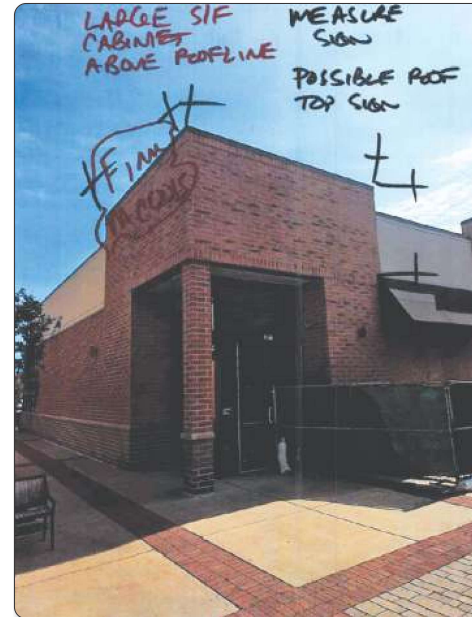
1. A minimum of One(1) dedicated 120V 20A circuit.
2. Junction box installed within Six(6) feet of Sign.
3. Three Wire: Line, Ground, and Neutral.

F QTY(1) ILLUMINATED S/F CONTOUR CABINET @ NORTH COURTYARD ROOFLINE



Quantity: 1
 O.A.H.: 8'-2"
 O.A.W.: 13'-6 1/2"
 Face: Polycarbonate = Face-Lit
 Trim: Aluminum / Painted Green
 Returns: Aluminum / Painted Green
 Vinyl: Vinyl Color PMS 3425
 Illumination: Internal LED & Power Supply

Notes: 72.92 SQ. FT.



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Acct. Executive	Sam Menna
Sheet #	005
△ Revision Number	Date
1	00/00/00
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Drawn By	D.Townson

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Signature	modify
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Meeting Minutes
Wednesday, November 5, 2025
Wheeling Plan Commission Regular Meeting
Board Room, Wheeling Village Hall, 2 Community Boulevard, Wheeling, Illinois
6:30 p.m.

1. CALL TO ORDER

Chairman Johnson called the meeting to order at 6:30 p.m. on November 5, 2025.

2. PLEDGE OF ALLEGIANCE

Everyone stood for the Pledge of Allegiance.

3. ROLL CALL

Present were Commissioners Karl, Riles, Myer, Hyken, Sprague, Smart and Chairman Johnson. Also present were Village Planner Marcy Knysz and Village Attorney Mallory Milluzzi.

4. CHANGES TO AGENDA – Agenda Items 7E, F, and G were withdrawn, and the petitioner would be moving out of the location.

5. CITIZENS' CONCERNS AND COMMENTS – None

6. CONSENT ITEMS – None

7. ITEMS FOR REVIEW

7A. Docket No.: PSMPIN25-0021

Applicant: Riverside Plaza

Address: 395 E. Dundee Road

Request: Request for Minor Building Appearance Approval for Changes to the Building Façade

Ms. Knysz provided an overview, reporting that the petitioners were proposing to paint or stain the brick. The wood shingles would be replaced with metal, and the brick would be stained in an off-white color. There were two different colors of metal and three colors on the roof material.

Ms. Knysz read the items that staff requested that the Commission consider:

1. If the “PAC CLAD HWP Series” metal wall panels differ significantly in appearance or profile from standard corrugated metal panels.
2. The appropriateness of covering the brick wall of Building B with metal panels, or

whether the stain treatment would provide a more suitable finish and appearance.

3. Should the east portion of Building B be painted, adjacent to the Forest Preserve.

Pictures were reviewed.

The representative of the petitioner, Chanelle Stum, provided examples of the panels. She reported that there would be some areas of the panel that would be vertical, and the customer wanted to cover the brick with the metal panel for consistency and a cleaner look. The color of the sign would also be changed. The colors were similar, but a distinct difference could be seen in the sun. The petitioners were aiming to have a modern, clean look.

Commissioner Riles commented that he liked the design plan. He asked what aging with grace related to. Chanelle Stum discussed that the material was more durable in terms of weather resistance, it was easy to maintain, no fading was anticipated for 25 years, and fading was not noticeable when it began.

Commissioner Smart commented that it looked great. She asked about the coloring of the lettering for the signs. Chanelle Stum confirmed that it would remain the same coloring. Commissioner Smart asked if the petitioner was up to staining the back. Chanelle Stum explained that the area was not easily seen, and it was a way to save money by only focusing on the area that would be seen by the public.

Commissioner Hyken asked if the current shingles would be taken down. Chanelle Stum confirmed that they would be removed first. Commissioner Hyken commented that he would like to see something put in the back area. He asked if anything would be placed on the clock tower. Chanelle Stum reported that the only item would be the mosaic.

Commissioner Sprague commented on the back wall and suggested that either the front brick or the back wall should be painted the same color as the metal, or both should be covered with metal. Chanelle Stum stated that they could look into it. Commissioner Sprague commented that the panels looked somewhat similar to corrugated. Chanelle Stum explained the difference between their panels and corrugated panels, noting that corrugated panels had exposed fasteners and looked more industrial. She stated that there was a vast difference between the two. Commissioner Sprague asked if the return on the north end of the east side, before the back end of the building, could be painted since it could be seen from the road. Chanelle Stum stated that they would try to get it as close as possible so that it would not be seen. Commissioner Sprague asked if the doors would be painted for consistency. Chanelle Stum stated that the only doors they planned on painting were on the U-side, but not the back side. She stated that she believed they could make them, so they all matched.

Commissioner Karl asked if a gutter system was being used so that they all matched. Chanelle Stum stated that the downspouts behind the clock tower would be changed to the box style, which was the same as what was on the back of the building, and they would be painted to match the brick.

Commissioner Myer asked how tenants could mount signage on the material without having to replace it every time. Chanelle Stum stated that they had been looking into that so that they would not have to remove it every time. If they could not figure out a way, they would be able to add panels for the signage to the material. Commissioner Myer echoed her support for Commissioner Sprague's request to paint or panel the side facing the river for consistency.

Chairman Johnson commented on the ability to mount signage. Chanelle Stum discussed mounting a bracket and being diligent that signs had to stay within a certain size. Chairman Johnson asked how wide the panels were. Chanelle Stum reported that they were 30 feet long and 16 inches wide. The installation process would be done in a strategic way so that overlapping lines would not be seen. Chairman Johnson stated that he was okay with the backside not being painted. He commented that there was no trash enclosure. Ms. Knysz clarified that the trash enclosure requirement was for new developments.

Ms. Knysz read the proposed conditions:

1. The east façade of Building B shall be included in the brick staining portion of the project.
2. All wall sign raceways that currently match any of the existing exterior building materials shall be painted to match the new exterior building siding/material as part of the project.
3. The materials shown on the Façade Plans prepared by Tu Construction dated 10/16/2025 shall be used for construction.
4. A building permit must be obtained from the Community Development Department prior to commencing any construction.
5. All components of the project must be completed, including removal of cedar shingles, installation of metal wall panels and Nichiha Siding Accent Areas, brick and soffit staining, coping and flashing replacement, and ground sign painting (2 signs).

A poll was conducted to decide whether or not to keep the first condition. Commissioners Myer and Smart voted yes, and Commissioners Karl, Sprague, Hyken, and Johnson voted no. The first condition was replaced to require that the brick portions of the northeast façade of Building B visible from Dundee Road be painted.

The Commissioners had no further questions.

MOTION: Commissioner Hyken moved, seconded by Commissioner Smart, to approve Docket No. PSMIN25-0021, Request for Minor Building Appearance Approval for Changes to the Building Façade.

There being seven affirmative votes, the motion was approved.

7B. Docket No.: PSPMIN25-0027

Applicant: Finn McCool's

Address: 373 W. Dundee Road

Request: Request for Minor Building Appearance Approval to Paint Portions of the Exterior Façade

Ms. Knysz reported that the petitioners wanted to paint the tan stucco green.

Mark Hoffman stepped to the podium and was sworn in. He explained that the building previously had a generic look, and they wanted to bring more curb appeal to their second concept. The only other change to the building was to match the black on the existing doors and awnings.

It was commented that the emerald green and black looked nice.

Commissioner Sprague commented that there were two different green colors. Mark Hoffman confirmed that the green in the picture would be the final color. Commissioner Sprague asked about the black trim. Mark Hoffman explained that they were painting the trim on the bottom that looked like cement, and it would match the top trim and awning that were already black.

MOTION: Commissioner Myer moved, seconded by Commissioner Hyken, to approve Docket No. PSPMIN25-0027, Request for Minor Building Appearance Approval to Paint Portions of the Exterior Façade.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,

NAYS: None

ABSENT: None

ABSTAIN: None

There being seven affirmative votes, the motion was approved.

7C. Docket No.: PSPMIN25-0029

Applicant: Crescent Cardboard

Address: 100 Willow Road

Request: Request for a Minor Site Plan Approval to Permit the Installation of an Electric Vehicle (EV) Charging Station and Associated Improvements

Ms. Knysz reported that it was an after-the-fact approval for one EV charging station. The EV charging station included the actual charger and a bollard, and the ADA space was added. Everything met code, and there were no proposed conditions. It was a requirement that all EV chargers on public properties require site plan review.

The petitioner stated that it was not used for public use at all.

Commissioner Sprague asked why a permit was not first obtained. The petitioner reported that they applied and ordered materials, but the materials came in first, so they went ahead and did the work. He stated that they had learned and knew better for the future.

The Commissioners had no further questions.

MOTION: Commissioner Myer moved, seconded by Commissioner Riles, to approve Docket No. PSPMIN25-0029, Request for a Minor Site Plan Approval to Permit the Installation of an Electric Vehicle (EV) Charging Station and Associated Improvements.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

7D. Docket No.: PSU25-0022

Applicant: DNA Tumbling

Address: 636 Wheeling Road

Request: Request for Special Use Approval to Permit a Recreation and Instruction Facility

See the Findings of Fact for Docket No. PSU25-0022.

MOTION: Commissioner Myer moved, seconded by Commissioner Smart, to approve Docket No. PSU25-0022, Request for Special Use Approval to Permit a Recreation and Instruction Facility.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

Ms. Knysz noted that the petitioners would attend the November 17 Village Board meeting.

MOTION: Commissioner Myer moved, seconded by Commissioner Sprague, to approve closing Docket No. PSU25-0022.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

7E. Docket No.: PSU25-0020

Applicant: Motivated Learners, LLC

Address: 712 & 714 S. Milwaukee Avenue

Request: Request for Special Use Approval to Permit the Operation of a Specialized Daycare Center

This item was withdrawn.

MOTION: Commissioner Karl moved, seconded by Commissioner Myer, to approve closing Docket No. PSU25-0020 and PV25-0008.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

7F. Docket No.: PV25-0008

Applicant: Motivated Learners, LLC

Address: 712 & 714 S. Milwaukee Avenue

Request: Request for a Variation to Permit a Reduction in the Required Fence Height from 6 Feet to 4 Feet and to Permit the Use of an Alternative Fence Material (Chain Link) in Place of a Solid Fence Associated with the Relocation of an Unpermitted Playground

This item was withdrawn.

7G. Docket No.: PSMPMIN24-0035

Applicant: Motivated Learners, LLC

Address: 712 & 714 S. Milwaukee Avenue

Request: Request for a Minor Site Plan and Appearance Approval Related to an Unpermitted Playground

This item was withdrawn.

7H. Docket No.: PTA25-0002

Applicant: QuickKill Extermination Co.

Address: 94 Messner Drive

Request: Request for Text Amendments to Title 19, Zoning, of the Wheeling Municipal Code and Associated Sections to Modify Regulations Concerning Business and Contractor-Related Services

See Findings of Fact for Docket No. PTA25-0002.

MOTION: Commissioner Myer moved, seconded by Commissioner Sprague, to approve Docket No. PSU25-0022, Request for Text Amendments to Title 19, Zoning, of the Wheeling Municipal Code and Associated Sections to Modify Regulations Concerning Business and Contractor Related Services.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

MOTION: Commissioner Myer moved, seconded by Commissioner Karl, to approve closing Docket No. PSU25-0022, Request for Text Amendments to Title 19, Zoning, of the Wheeling Municipal Code and Associated Sections to Modify Regulations Concerning Business and Contractor Related Services.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Smart, Sprague, Riles,
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

Ms. Knysz reported that the petitioner for QuickKill should attend the November 17 Village Board meeting.

8. APPROVAL OF MINUTES

MOTION: Commissioner Myer moved, seconded by Commissioner Smart, to approve the Minutes of the Regular Meeting of October 22, 2025 (including the Findings of Fact for

Docket Nos. PSU25-0014 and PV25-0007).

AYES: Commissioners Hyken, Johnson, Karl, Myer, Riles, Smart, Sprague
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

9. OTHER BUSINESS

Ms. Knysz reported that it was the last night they were using BoardDocs, so she provided tips for using CivicPlus. There was a public version for CivicPlus as well as a Board version. Ms. Knysz noted that the agenda emails would come from CivicPlus instead of Ms. Knysz directly. Ms. Knysz stated that she would see if there was a phone app, and she confirmed that everyone could go back into old documents on BoardDocs through the end of the year.

10. ADJOURNMENT

MOTION: Commissioner Myer moved, seconded by Commissioner Riles, to adjourn the meeting at 7:30 p.m. The motion was approved by a voice vote.

**FINDINGS OF FACT
AND RECOMMENDATION**

To: Village President and Board of Trustees

From: Wheeling Plan Commission/Sign Code Board of Appeal

Date: November 5, 2025

Re: Docket No. PSU25-0022
Request for Special Use Approval to Permit a Recreation and Instruction Facility for DNA Tumbling (636 Wheeling Road).

Chairman Johnson called Docket No. PSU25-0022 on November 5, 2025. Present were Commissioners Riles, Myer, Hyken, Karl, Johnson, Sprague and Smart. Also present were Village Planner Marcy Knysz and Village Attorney Mallory Milluzzi.

The petitioner is seeking to operate an indoor instructional gym specializing in cheer tumbling classes that will accommodate 10-15 students per class. As outlined in the Petitioner's Project Description Letter, the facility will offer morning classes from 9:00 AM to 12:00 PM and afternoon sessions from 4:00 PM to 8:00 PM.

Staff has included a condition that the facility shall be used exclusively for cheer tumbling training; no unrelated activities, parties or events shall be permitted. Limiting the use will prevent the facility from evolving into a general event venue (e.g., special events, parties, etc.) that does not align with the intent of the zoning district.

Recreational facilities are considered compatible with the I-2 Zoning District, as they effectively utilize large, open floor areas suitable for indoor sports and other large-scale recreational activities.

Petitioners Alexia Calistri and Danielle Haro stepped up to the podium and were sworn in.

Commissioner Myer asked about staffing and hours of operation. Ms. Haro stated that they are operating at later hours from 6:30 PM to 8:30 PM at their current facility. With the new facility, they plan to start around 4:30 PM and end around 7:00 PM. They also plan to run classes in the morning on days when they are off school. One of the petitioners will always be on site along with 3-4 coaches.

Commissioner Karl asked about the type of equipment. Ms. Calistri responded that they will have a spring floor along with a dead mat and some tumbling mats. They will also have a small training trampoline (Tumble Track). In response to Commissioner Karl's question, Ms. Haro responded that the parents drop off and wait in the parking lot. Some of the parents of the younger students will stay inside until the kids are comfortable enough for the parents to drop them off.

Commissioner Sprague asked about the experience level of the coaches. Ms. Haro responded that the coaches have all been experienced cheerleaders themselves, working with the group for at least 3 years, and all are USA Cheer certified.

Commissioner Hyken did not have any additional questions.

Commissioner Smart asked about the ages of the students. Ms. Haro responded the ages range from 6-14 and they are hoping to add a mom and tot class. They intend to run weekly camps over the summer. In response to Commissioner Smart's question, the petitioners confirmed there would not be any competitions at this location as the facility does not meet the minimum competition facility standards.

Commissioner Riles asked about the coach to athlete ratio. Ms. Calistri stated that they have a lot of coaches, which has helped make them very successful. Ms. Haro stated they have a maximum ratio of 5:1 (student to coach), plus one of the two petitioners is always present. Commission Riles asked the petitioners to explain their process for dealing with medical situations. They maintain logs, discuss injuries with the parents, call 911 when necessary, and also have waivers signed for each student. They also require a doctor's note to return to class.

Chairman Johnson did not have any questions.

MOTION: Commissioner Myer moved, seconded by Commissioner Smart to recommend approval for Docket No. PSU25-0022, granting Special Use, as required under Title 19, Zoning, of the Wheeling Municipal Code, Chapter 19-10 Use Regulations, and associated sections, in order to permit a recreation and instruction facility for DNA Tumbling, located at 636 Wheeling Road, in accordance with the Petitioner's Project Description Letter received by the Village on 9/25/2025, Floor Plan received by the Village 9/26/2025, and subject to the following conditions:

1. A minimum of one (1) employee shall be on-site at all times during the facility's hours of operation.
2. The facility shall be used exclusively for cheer and tumbling training and classes; no unrelated activities, parties or events shall be permitted.
3. All activities shall be conducted entirely within the indoor facility.
4. A Wheeling Sign Permit shall be required prior to the installation of any exterior signage at the subject property, subject to the requirements of Title 21 - Signs.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Sprague, Smart, Riles
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

MOTION: Commissioner Myer moved, seconded by Commissioner Sprague to close Docket No. PSU25-0022.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Sprague, Smart, Riles

NAYS: None

ABSENT: None

ABSTAIN: None

There being seven affirmative votes, the motion was approved.

DRAFT

**FINDINGS OF FACT
AND RECOMMENDATION**

To: Village President and Board of Trustees

From: Wheeling Plan Commission/Sign Code Board of Appeal

Date: November 5, 2025

Re: Docket No. PTA25-0002
Request for Text Amendments to Title 19, Zoning, of the Wheeling Municipal Code and Associated Sections to Modify Regulations Concerning Business and Contractor Related Services for QuickKill Extermination Co. (94 Messner Drive).

Chairman Johnson called Docket No. PTA25-0002 on November 5, 2025. Present were Commissioners Riles, Myer, Hyken, Karl, Johnson, Sprague and Smart. Also present were Village Planner Marcy Knysz and Village Attorney Mallory Milluzzi.

Village staff recently learned that the business has been operating without a Business License for several months. Upon review, staff determined that the proposed operations fall under the category of "building maintenance services", which is not permitted in the I-3 Zoning District. Therefore, QuickKill is requesting a text amendment to permit "building maintenance services" in the I-3 Zoning District.

In staff's review of the petitioner's request and the related Zoning Code use classifications, it was determined that expanded text amendments were necessary to fully remedy zoning regulations center around contractor related uses. Currently the Zoning Code provides for five defined terms for such contractor related uses, as follows:

- Building maintenance service, Business service, Contractor's shop, Contractor's yard, and Snow plow contractor's storage yard.

In reviewing the above terms and associated land use regulations, emphasized that terms could be consolidated and others expanded to align with modern business services.

Contractor Service - A new business classification termed "Contractor service" is proposed to encompass a variety of businesses previously classified under "Building maintenance services" as well as "Contractor's shop". The new "Contractor service" classification would consolidate all contractor related services/business into one expanded term as proposed:

"Contractor service" means an establishment that maintains a permanent business office engaged in providing the following services, and may include the storage and maintenance of equipment and other materials customarily used in the provision of said services:

- (a) Construction-related services on an individual or commercial basis; including but not limited to, general contracting, carpentry, mechanical, electrical, plumbing, roofing, masonry, painting, other construction trades, or fabrication excluding Manufacturing (Light, Medium, or Heavy) and Motor Vehicle related establishments.
- (b) Services that support the routine maintenance, cleaning, repair and general upkeep of buildings and property; including but not limited to, janitorial and custodial services, pest control, extermination, cleaning/disinfecting services, landscaping and lawn maintenance, carpet and upholstery cleaning, or security and alarm monitoring services.
- (c) Repair, installation, or servicing of commercial grade equipment, or similar large scale machinery and equipment, including but not limited to, hydraulic systems, electrical systems, printer and copier repair service, medical and dental equipment servicing, telecommunications equipment repair, and point-of-sale system repair, excluding Motor Vehicle (heavy and light) repair facility, body shops, and Household maintenance and repair service.

Additionally, this review identified the need to update the definitions of “Business services,” “Household maintenance and repair service,” and “Snow plow contractor’s yard” to ensure consistency, clarity, and alignment within the Zoning Code.

Appendix A (Use Table) – With the updates to the existing definition and the creation of the new “Contractor service” classification, staff assessed the Appendix A Use Table to align with the updated terms and evaluate the appropriateness of each land use within the various Zoning Districts. The following summarizes the key changes to the Appendix Use Table:

- Since the prior “Building maintenance services” category will no longer be a standalone classification and be merged into the proposed “Contractor service” classification, this classification has been removed from the Use Table.
- The terms “Building maintenance services,” “Contractor’s shop,” and “Contractor’s yard” have been removed from the Municipal Code and incorporated into the new “Contractor services” definition. Contractor-related businesses will now be a permitted use within the MXI, I-1, I-2, or I-3 Districts.
- “Household maintenance and repair” will remain a permitted use in the B-1, B-3, MXC, and MXT Districts, and will now also be permitted in the B-2 and MXI Districts. Within the I-1 District, this use will change from a special use to a permitted use.
- “Snow plow contractors” will remain a Special Use in all Industrial Districts, but will be removed from the MXI and I-4 Districts.

- “Tool/equipment rental facilities” will be removed from the B-1, B-3, MXC, MXT, and MXI Districts, and will be permitted by Special Use in the I-1, I-2, and I-3 Districts. Facilities with outdoor display will no longer be permitted in any District.

Additional text amendments to Title 19

- Updates to the B-2 and B-3 Commercial Districts Chapters to update the Statement and Intent of each district to align with the proposed changes to the definition of “business services”.
- Updates to the Off-Street Parking Chapter to match the updated contractor definitions/terms and further establish parking requirements to include company fleet vehicles.

As with all text amendments, the proposed changes are subject to review and input from the Plan Commission before being forwarded to the Village Board for consideration. Staff recommends that the Plan Commission review the proposed amendments, provide feedback, and direct staff to finalize the text changes for consideration by the Village Board.

There was general discussion related to the tool/equipment rental facilities business category. There were no other questions from the Plan Commission.

MOTION: Commissioner Myer moved, seconded by Commissioner Sprague to recommend approval for Docket No. PTA25-0002, amending Title 19 – Zoning of the Wheeling Municipal Code, specifically Chapter 19.01 (Definitions), Chapter 19.06 (Commercial Districts), Chapter 19.11.010 (Off-Street Parking and Loading), and Appendix A (Use Table), to better regulate business and contractor related services in the Village of Wheeling.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Sprague, Smart, Riles
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

MOTION: Commissioner Myer moved, seconded by Commissioner Karl to close Docket No. PTA25-0002.

On the roll call, the vote was as follows:

AYES: Commissioners Hyken, Johnson, Karl, Myer, Sprague, Smart, Riles
NAYS: None
ABSENT: None
ABSTAIN: None

There being seven affirmative votes, the motion was approved.

DRAFT