

**Appearance Review Commission
West Dundee Village Hall 7:30pm**

**Village of West Dundee
Tuesday, May 6, 2014**

I. CALL TO ORDER:

The meeting was called to order at 7:33pm by Tom Baldoni, Chairperson.

II. ROLL CALL:

Present were Commissioners: Tom Baldoni, Joel Davies, Jo Lynn Seifert, Jennifer Russell and Laura Lemajeur. Commissioners Mike Camacho and Rick Browne were absent. Also in attendance were Community Director Cathleen Tymoszenko and two (3) persons in the audience.

III. APPROVAL OF AGENDA:

Commissioner Lemajeur moved to approve the agenda, and seconded by Commissioner Russell. The motion carried by unanimous roll call vote.

IV. APPROVAL OF MINUTES: Commissioner Lemajeur moved to approve the Meeting Minutes of December 10, 2013 and was seconded by Commissioner Seifert. The motion carried by unanimous roll call vote.

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS: There were none.

VII. NEW BUSINESS:

**Farmers Insurance
509 W. Main Street
Signage**

Mr. Dan Giacalone of Farmers insurance filed an application for Appropriateness Approval for a new sign at 509 W. Main Street. The applicant is proposing to replace the existing freestanding sign with a new sign containing Farmers Insurance new logo and colors that corporate is mandating. Mr. Giacalone is replacing the cedar posts and will be fabricated with flat composite poly metal panels. The sign will be in the same location, but the exact location will be provided prior to permitting.

The Commission briefly discussed the proposed sign and noted that it looks good.

MOTION: Commissioner Davies made a motion to approve the proposed freestanding sign as presented. After a second by Commissioner Seifert, the motion carried by unanimous roll call vote.

**Harris Insurance
609 W. Main Street
Signage**

Mr. Marc Harris has filed an application for Appropriateness Approval for a new sign at 609 W. Main Street. The applicant is proposing to replace the existing freestanding sign Mr. Harris was represented by Ron Meyer of Meyers Signs. The sign is fabricated from a high density urethane that will be sandblasted and painted. I will also have cedar posts and caps. The sign's exact location will be provided prior to permitting.

The Commission briefly discussed the proposed sign and noted that it looks too tall and Director Tymoszenko noted that is it and will be reduced from 5'6" to 5'. It was also asked if there will be plants around the sign and posts and Mr. Meyer replied that he did not know.

MOTION: Commissioner Russell made a motion approve the proposed freestanding sign as presented with the stipulation that the sign height be reduced to five feet at the time of permit and that plants should be planted after installation of the sign. After a second by Commissioner Davies, the motion carried by unanimous roll call vote.

**Something 4 U
1985 Huntley Road
Rear Signage**

Mrs. Josie Pucci of Something 4 U has submitted an application for a new rear sign. The proposed sign is a 48" x 96" (30.66 sq. ft) rear mounted sign. Mrs. Josie Pucci and Mr. Ron Meyer were present to discuss the sign.

Director Tymoszenko mentioned that there have been previous discussions regarding the rear signage for Tartan's Crossing and noted that perimeters should be set at some time in the near future for the rear signage.

Mrs. Pucci noted that the reason for the sign is to attract attention to the business from the park district fields that are located adjacent to the site. She is looking to have the top of the sign flush with the roof line and hang down 96" from there.

Discussion was held regarding the colors used and the main focal point of the sign as well as the different sizes of fonts. Mrs. Pucci noted she is willing to drop the yellow band. Chairperson Baldoni recommended bringing down the size of "Something 4 U" and add a black border and possibly reverse the band of color to be green band and white letter for "Gifts, Soda, Popcorn". The Commission also discussed the size and location of the sign. It was noted that the sign is 48" x 96" and that the sign would be visible to the fields.

MOTION: Commissioner Russell made a motion approve the proposed rear sign as presented with the following stipulations:

- The name "Something 4 U" be reduced 20% in size;
- "Gifts-Soda-Popcorn" be in reversed colors of white lettering and green outline and the Dots between the words be either yellow or white;
- A two (2) Inch black border be added;
- The sign will have a white background;
- The 48" x 96" sign should be centered in the span of the frontage;
- The sign will be placed 12 inches from the cap of the roof; and
- A final review of changes are to be submitted to Director Tymoszenko prior to permitting for determination of compliance.

After a second by Commissioner Davies, the motion carried by unanimous roll call vote.

**St. Catherine of Siena Church
845 W. Main Street
Monument Electronic Sign**

St. Catherine of Siena Church is proposing a new freestanding identification sign with a LED electronic changeable copy panel at the church and will replace the current changeable copy sign.

Mr. Bob Grant and Dan Biggins, were present to represent St. Catherine of Siena Church. Director Tymoszenko provided the Commission with a brief overview of the sign request. She noted that the proposed sign measures 56 sq. ft. and that they are requesting 50% of the face area to be electronic display. This is a 25% increase and requires a variance.

Mr. Biggins and Mr. Grant noted that the sign is used to announce many activities for both the school and the church and often times can't display the multiple activities being held. Mr. Biggins also mentioned that changing the current sign is at times dangerous and takes several people. In the winter, the sign can't be changed as often as they would like due to the weather.

The Commission discussed the graphics and colors of the changeable electronic sign. The timing of new messages and the ability to control the brightness of the sign was also discussed.

Commissioner Lemajeur inquired as to whether landscaping would be placed around the sign and Director Tymoszenko replied that landscaping was not recommended as the sign is already in a plush green area with a beautiful background.

MOTION: Chairperson Baldoni made a motion approve the proposed freestanding sign as presented with the approval of the variance allowing for 50% display area and with the exception to permit full color and graphic display to take advantage of the sign's

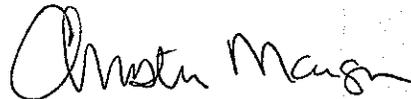
technology. A Text Amendment is also recommended to allow variance for institutional uses only. Commissioner Davies so moved and after a second by Commissioner Lemajeur, the motion carried by unanimous roll call vote.

VIII. REPORT OF THE CHAIRMAN, COMMISSIONERS, STAFF:

IX. STAFF REPORTS: Brief discussion was held regarding U-Haul and Director Tymoszenko noted that they will have a Special Use Permit issued. Director Tymoszenko also mentioned that American Eagle changed their name and a new sign will be installed.

X. ADJOURNMENT:

Commissioner Lemajeur moved for adjournment, and Commissioner Seifert seconded the motion. The meeting adjourned at 8:37 p.m.



Christin Mangan
Commission Secretary