

I. CALL TO ORDER:

The meeting was called to order at 7:35pm by Tom Baldoni, Chairperson.

II. ROLL CALL:

Present were Commissioners: Tom Baldoni, Joel Davies, Jo Lynn Seifert, Rick Browne and Laura Lemajeur. Commissioners Mike Camacho and Jennifer Russell were absent. Also in attendance were Community Director Cathleen Tymoszenko and two (2) persons in the audience.

III. APPROVAL OF AGENDA:

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

IV. APPROVAL OF MINUTES: Commissioner Seifert moved to approve the Meeting Minutes of August 6, 2013 and was seconded by Commissioner Browne. The motion carried by unanimous roll call vote.

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS:

**Brokerocity
601 Main Street
Free Standing Sign**

Brokerocity, Inc. submitted a revised design for the freestanding sign. Mr. Frank Richier of Brokerocity and Mr. Ron Meyer of Meyer Signs were present to discuss the revised design. The Commission previously approved the sign with four graphic elements as originally submitted in August – specifically requiring only one graphic element at the bottom appear at the bottom of the sign face (either phone number or web address) and the revised design shows both the telephone number and web address. It was noted that the sign is currently in the process of being fabricated.

Discussion was held regarding the new design and the use of five elements. Mr. Meyer noted that the word Brokerage has been removed from the design and Real Estate now stands alone. It was noted that the spacing for the word Real Estate is too spread out and should have standard sign spacing. Mr. Meyer and Mr. Richier noted that The Giving Tree sign has five elements and includes both the phone number and web

address. The Commission advised that it isn't just the content of the sign, but the legibility elements and attention features of the sign that is taken into consideration.

It was discussed that the sign elements did not balance out and was suggested that possibly reducing the size of the logo by 5% as well font size of web address. It was also mentioned that they remove the "www" part of the web address.

MOTION: Commissioner Lemajeur made a motion to approve the proposed sign with the stipulation that the font size of the phone number and web address be reduced by 5%. After a second by Commissioner Seifert, the motion carried by unanimous roll call vote.

**Riverwalk Apartments (3 Buildings, 34 Units)
502-570 Lincoln Avenue
Monument Sign**

Riverwalk Apartments submitted a revised designed sign changing it from a wall sign to two freestanding wall signs. The signs will be fabricated from the same stone recently installed on the property's façade and the sign face will consist of white dimensional letters mounted on a bronze colored aluminum panels. It was noted that if the white dimensional letters are too costly, they may revert to using die cut vinyl letters adhered to the bronze panels.

Unfortunately, the applicant was lost in transit and was not present to provide the Commission with samples or discuss the materials to be used.

MOTION: Chairperson Baldoni made a motion to approve the proposed freestanding signs with the stipulation that if they use die cut material, it is to be brought before the Appearance Review Commission for approval. After a second by Commissioner Seifert, the motion carried by unanimous roll call vote.

VII. NEW BUSINESS: There was none.

VIII. REPORT OF THE CHAIRMAN, COMMISSIONERS, STAFF: Commissioner Lemajeur inquired about the rear signage for Tartans Crossing. Director Tymoszenko noted that they the tenants will have to provide example signage as to what they would like and that she was going to discuss this topic during Staff Reports.

IX. STAFF REPORTS:

Potential Modification for Temporary Signs.

Director Tymoszenko provided the Commission with a brief overview of the types of temporary signs that businesses are allowed to display. She mentioned that the Village Board has recently decided to relax regulations for temporary signage for businesses

within the construction zone to help the businesses affected stay viable while the work is being completed and is looking for the Appearance Review Commission for their opinion. It was mentioned that the signage would be only allowed on private property – not on the parkway and can be an a-frame sign or easel placed 10 feet from entrance. Promotional signs can be 16ft banners.

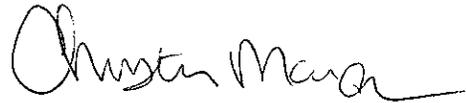
The Commission discussed that the daily temporary signs don't work for some of the businesses i.e. Oakview Park because they have a large set back, Tartans Crossing because of dense landscaping, therefore they have been taking advantage of the opportunity for promotional signage and has become overused.

Discussion on how other towns handle their signage was discussed.

The Commission noted that it would be best to hold off on a recommendation for promotional signage until they see what other towns allow.

X. ADJOURNMENT:

Commissioner Davies moved for adjournment, and Commissioner Russell seconded the motion. The meeting adjourned at 9:13 p.m.



Christin Mangan
Commission Secretary