

**I. CALL TO ORDER:**

Chairman Baldoni called the meeting to order at 7:00 pm.

**II. ROLL CALL:**

Present were Chairman Baldoni and Commissioners Seifert, Davies, Camacho, Martin and Lemajeur. Commissioner Russell was absent. Also present was Community Development Director Timothy Scott and three people in the audience.

**III. APPROVAL OF AGENDA:**

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the agenda as presented. Motion carried by unanimous vote.

**IV. APPROVAL OF MINUTES:** There were no minutes.

**V. QUESTIONS FROM THE AUDIENCE:** There were none.

**VI. UNFINISHED BUSINESS:** There was none.

**VII. NEW BUSINESS:**

**A. ARC2016-16 – 2171 South Eighth Street - Consideration of a New Exterior Color Palette and Signage for the Thornton’s Gas Station**

Mr. Joe Defilippis, of defilippis + associates, presented the proposed new color palette and signage for Thornton’s gas station. He said the applicants are planning a renovation of the existing gas station including interior and exterior work. He said the exterior of the building is to be painted to match Thornton’s current brand standards, which include dark browns with accents in metallic and red colors. He said a red light-emitting diode (LED) strip would also be added to the perimeter of the canopy.

Mr. Defilippis explained the site plan with a grouping of equipment (ice machine, propane and cooler box) which will be on the left side of the building and the replacement of existing signage for the building, the canopy and the site

Discussion took place regarding sign regulations, specifically the size, the pole cover which requires a solid masonry base extending the full width of the sign when electronic panels are used, grading to ensure no gap is present between sign base and finished grade, having the masonry base match split-face material of the building, and landscaping with year-round appeal for the base of the proposed sign.

Further discussion took place regarding the metal roof; Mr. Defilippis said that the applicant wants the pyramid to be red. Commissioner Martin suggested that this paint be a specialized automotive paint to ensure durability and prevent maintenance problems.

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Martin to approve the Thornton's Gas Station changes as submitted with the darker color on the roof and canopy. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Camacho, Martin and Lemajeur, Chairman Baldoni

**NAYS:** None

**ABSENT:** Commissioner Russell

**MOTION:** Moved by Commissioner Lemajeur and seconded buy Commissioner Martin to approve the monument sign with the following changes: (1) the base shall be masonry and compatible with that of the building; (2) the width of the base shall extend a minimum of two inches (2") beyond the outer vertical edges of the sign cabinet; (3) grade shall be filled and contoured so that no gap shall exist between sign base and finished grade; (4) landscaping with year-round appeal shall be provided around the sign base. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Camacho, Martin and Lemajeur, Chairman Baldoni

**NAYS:** None

**ABSENT:** Commissioner Russell

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve site plan changes as presented and reflecting both the addition and new location of canopy signage and means of seasonal item storage outside. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Camacho and Lemajeur, Chairman Baldoni

**NAYS:** None

**ABSENT:** Commissioner Russell

**B. ARC2016-17 – Route 72 & 31 - Consideration of Monument Signs for the Heidner Plaza Located at the Corner of Routes 72 and 31**

Ms. Tara Gruber of Heidner Properties, Inc. and Mr. Mike Burcker of Boldmind, Inc., presented their request for new monument signs identifying tenants of Heidner Plaza located at the southeast corner of Routes 72 and 31.

Director Scott summarized the request as two monument signs that would be freestanding, electric, illuminated, and double-faced. He noted that sign regulations permit one sign per commercial frontage where the building elevation exceeds 50 linear feet and added that since the subject property and existing building meet these standards two signs were being proposed, with one oriented to traffic along Route 72 and the other oriented to traffic along Route 31.

Director Scott explained that it important to acknowledge the site's constraints, particularly its layout, limited parking supply, challenging access and circulation, and loss of lot area due to right-of-way expansion when the intersection was modernized. With such challenges in mind, relief from certain regulations would be warranted, particularly setback.

Director Scott added that a sign for the west side of the building along Route 31 frontage would have to be located so as not to interfere with the Village's red light camera system.

Director Scott noted the importance of scale- and site-appropriate signage in providing visibility to, and in turn contributing to, the viability of the center's businesses and the tax revenue they produce for the Village.

A lengthy discussion took place regarding the size and placement of the sign on Route 72, including: (1) moving the monument sign further west, so as not to sit too close to the historic Duff House; (2) reducing the sign height from 12'; (3) utilizing materials that reflect those of the strip center to be context-sensitive and ensure compatibility (i.e., red brick for the shaft and white/off-white stone block for the base); (4) scaling down the design for the proposed sign for Route 31 given its smaller side yard and with orientation primarily geared toward northbound traffic; (5) finishing the top of the signs not as flat but potentially instead with a shallow pitch to create visual interest and tie to the peaked parapet of the building's westernmost tenant space; and, (6) showing graphically how tenant signage would translate to and be represented in the panels.

While the importance of signage was acknowledged, given the specific design-oriented feedback it was decided that the proposal be revised and presented again to the Commission.

In addition to revised designs, recommended were photo simulations to show how the proposed monument signs would relate to the building and site. Also, while unrelated to the case, suggested was that consideration be given to slightly adjusting the Papa John's sign so that it may align better with the center's other wall signs. And, while also unrelated to the case, recommended was cleaning of the awnings and brick, which the applicant acknowledged was already planned for in the coming weeks.

**MOTION:** Moved by Chairman Baldoni and seconded by Commissioner Davies to deny the proposed monument signs as presented but with the understanding that they would be considered once revised to reflect feedback. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Camacho, Martin, Lemajeur, and Chairman Baldoni

**NAYS:** None

**ABSENT:** Commissioner Russell

**C. Sign Regulations - Discussion and Consideration of a Potential Text Amendment to Address the Limited Use of Electronic Signs on Route 72 east of Route 31**

Director Scott presented this item for discussion by starting with a review of the amended regulations which added electronic panels as a permitted sign type to supplement well-designed ground/monument signs for commercial properties along Route 31. He added that the amended code includes regulations with respect to resolution, brightness by way of ambient light sensing, and copy presentation.

Director Scott explained that due to inquiry the purpose of this discussion is to evaluate whether there is suitable potential to incorporate the limited use of electronic signs for properties on Route 72/Main Street east of Route 31. He added said that for consistency, the qualifying criterion for the potential, limited use of electronic signs could be linear frontage. Director Scott informed the Commission that after an analysis of the corridor, one threshold that could be

examined would be linear frontage of 180' or greater. If it were employed, he noted that five properties would potentially be affected/eligible, specifically, two banks, two churches, and one park.

Discussion took place regarding whether: (1) the technology could ever be used in a manner that would be compatible with and sensitive to the historic district; (2) a supplemental electronic sign could be deemed appropriate if eligibility was only for the large commercial sites (e.g., the two banks); (3) a use-based exception could be applied for a movie/live performance theatre given the functional challenges presented by the Clearwater Theater's projecting marquee, narrow sidewalk, and wide, highly-trafficked Main Street and given how marquees of the past were often bright and sometimes animated.

Intended to be preliminary, further discussion of the item could be had and consideration given at a future meeting of the Commission.

#### **VIII. CHAIRPERSON'S REPORT:**

Chairman Baldoni commented on the electronic sign that had been installed at Century Plaza, including comments on its size, use of its display, how it conformed with or potentially deviated from its original approval, and how its initial use relates to the corridor's new regulations.

#### **IX. REPORTS & QUESTIONS FROM COMMISSIONERS:**

Commissioners asked for an update on Spring Hill Mall. Director Scott provided updates on its construction, tenant attraction effort, and Rouse-reported timeline.

Commissioner Lemajeur showed the Commissioners a palette of colors from Benjamin Moore. She highlighted its updated tones and user-friendliness to determine compatibility. She suggested that it be considered at some point as a potential addition to the ARC's existing approved color palettes for the historic district.

#### **X. STAFF REPORTS:**

Director Scott informed the Commission that the Bright Oaks assisted living and memory care development had received final approval from the Village Board.

#### **XI: ADJOURNMENT:**

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to adjourn the Appearance Review Commission meeting. The motion was unanimous.

The June 14, 2016 meeting of the ARC adjourned at 9:34 p.m.

Respectfully submitted,



Barbara Traver  
Village Clerk