

**APPEARANCE REVIEW COMMISSION
West Dundee Village Hall – 7:30pm**

**Village of West Dundee
December 1, 2015**

I. CALL TO ORDER:

Chairman Baldoni called the meeting to order at 7:32 pm.

II. ROLL CALL:

Present were Chairman Baldoni and Commissioners Seifert, Davies, Camacho, Russell and Lemajeur. Commissioner Anson was absent. Also present was Community Development Director Timothy Scott. There were 3 persons in the audience.

III. APPROVAL OF AGENDA:

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

IV. APPROVAL OF MINUTES:

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the Minutes of November 10, 2015 changing the words "concept drawings" to "elements" in the motion regarding Dylan's Pub – Consideration of Elevations. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Camacho, Russell and Lemajeur

NAYS: None

ABSENT: Commissioner Anson

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS: There was none.

VII. NEW BUSINESS:

A. 513 W. Main St –Consideration of a Freestanding Sign for Right at Home

Jeanette Palmer, owner of Right at Home gave a brief description of her business which offers at home care. She said it is important to have the phone number on the sign as her business is a service based business.

Ron Meyer, Meyer Signs, presented the design for the sign, which is a flat panel digital print, featuring the company's logo, company name, phone number and address.

MOTION: Moved by Commissioner Seifert and seconded by Commissioner Russell to approve the proposed freestanding sign for "Right at Home" located at 513 West Main Street as presented. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Camacho, Russell and Lemajeur.

NAYS: None

ABSENT: Commissioner Anson

B. 125 W. Main St. Consideration of a Wall Sign for The Fox and Filly (formerly Romantica)

Director Scott said the owner wishes to replace the existing wall sign with a sign for the rebranded business, which is changing its name from "Romantica" to "The Fox and Filly".

Commissioners commented that the sign is trendy, upscale with good color and conveys the message.

MOTION: Moved by Commissioner Davies and seconded by Commissioner Seifert to approve the proposed wall sign for "The Fox and Filly," located at 125 West Main Street as presented. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Camacho, Russell and, Lemajeur

NAYS: None

ABSENT: Commissioner Anson

C. Discussion of potential text amendment to address the limited use of electronic signs on business-zoned properties

Director Scott presented a potential text amendment for the use of electronic signs as he has received multiple inquiries from business property owners. He presented the current standards which regulate electronic signs and then asked for a discussion on the draft/proposed standards.

The proposed standards specifically apply to the Route 31 business corridor. Director Scott said electronic signs are permitted for properties with underlying business zoning or businesses component of Special Development District, and there are size restrictions. He added that the base of the electronic signs may only be incorporated into monument or ground signs with solid masonry bases and that the electronic sign panel must be placed directly on the base.

Director Scott said the proposed standards call for a higher resolution display panels and may not exceed 25mm pixel pitch spacing. Signs must be equipped with an automated ambient light sensor to adjust the brightness of the display to an appropriate level. He added that a sensor shall be set so that the sign at night and in overcast conditions will not be more than 40% of the daytime brightness level and it must be equipped with a mechanism that will stop the messaging or freeze the image when a malfunction occurs with the display.

A discussion took place among the commissioners regarding the proposed text amendment on the size of the sign, approval of concept of the masonry base, placement of the monument sign whether there would be variances or a place where you could deviate from the standards, incorporating some traditional aspect on Route 31, brightness of signs, the desire for no animation, copy only, limiting color to two, and allowing one electronic sign per zoning lot..

Director Scott will take all the comments into consideration and present the proposed changes to the Village Board.

VIII. CHAIRPERSON'S REPORT –There was none

IX. REPORTS & QUESTIONS from Commissioners

Commissioner Lemajeur commented on the sign at Tartans Crossings for Mr. Cronin's Driving School. Director Scott will check the code to see what is permitted.

X. STAFF REPORTS

Director Scott asked for specific feedback for the wall sign as presented by Dreamco. Comments included the desire to see a bi-plane or a more vintage plane instead of the plane in the drawing, removal of the name of the company from the lower portion of the poster, fix the awnings in the picture so they are all facing the same way and requesting two consecutive weeks, four times a year to put a poster in that frame for Village activities, i.e. Heritage Fest. Dickens in Dundee, Saint Patrick's Day and one more activity.

Direction was given to Director Scott to approve the graphic with the amendments.

Director Scott said that Life Zone 360 has the trusses loaded on the roof and are in the process of welding the trusses. He said two (2) turf fields are down and that the shipping containers have come in and are in place.

XI: ADJOURNMENT

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

The Appearance Review Commission meeting adjourned at 9:25 pm.

Respectfully submitted,

Barbara Traver

Barbara Traver
Village Clerk