

I. CALL TO ORDER:

Chairman Tom Baldoni called the meeting to order at 7:00 p.m.

II. ROLL CALL:

Present were Chairman Tom Baldoni, Commissioners Jo Lynn Seifert, Cheryl Alopogianis, Jennifer Russell, Donna Martin and Laura Lemajeur. Commissioner Joel Davies arrived at 7:05 p.m.

Also present were Community Development Director Timothy Scott and one (1) person in the audience.

III. APPROVAL OF AGENDA:

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Martin to approve the Agenda with New Business presented first then Unfinished Business. Motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

IV. APPROVAL OF MINUTES:

A. Meeting of October 9, 2018

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Martin to approve the minutes of the October 9, 2018 meeting as presented. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. NEW BUSINESS:

C. ARC2018-26 – 370 North Eighth Street - Discussion and Consideration of New Signage for Planet Fitness

Director Scott gave a brief synopsis of what has been taking place at the U-Haul property facing Route 31. He said tonight's discussion is about signage for Planet Fitness and consists of three wall signs and placards for the two multi-tenant monument signs.

Corey Kilsdonk and Chris Fish representing Planet Fitness said that the originally-proposed wall signs were reduced in size by the sign company with north and east signs reduced by 15% and

the west sign reduced by 20% to achieve compliance with the code's maximum 10% of wall area regulation. The petitioner also provided the ARC with a revised west side façade treatment which replaced the large purple wall backing with using the color in the inserts in the trim band and column bases (submission #2).

The Commission was in agreement regarding the north and east wall sign and with the monument sign placards which match the rest of the sign panels.

A lengthy discussion was held concerning the west sign, regarding color (purple), limiting the purple color in the synthetic stucco (EIFS) trim band, concerns about painting the entire brick surface, use of awnings, not painting the base, having a box around the sign, the need for brand identity, use of channel letters, suggestions for toning down the purple and the desire to keep the west sign compatible with the area.

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Martin approval of the east and north sign package and monument sign placard as presented. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

MOTION: Moved by Commissioner Davies and seconded by Commissioner Alopogianis to accept the west sign and façade submission #2 that was brought to the meeting tonight, minus the purple column bases.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell and Chairman Baldoni

NAYS: Commissioners Martin and Lemajeur

D. ARC2018-27- Discussion and Consideration of Proposed Regulations for Electronic Signs in the Spring Hill Mall Area

Director Scott gave a summary of the discussion which was presented by Lifezone360 to the Commission and said this discussion is a continuation of the regulations for electronic signs in the Spring Hill Mall Area. He said after the discussion and ARC's recommendations, this will be forwarded to the Village Board for their consideration.

Discussion took place regarding section **C- b**. Only one electronic sign is permitted per zoning lot (this is new language), **C- 1.b**, correction to this item that an electronic sign may not exceed fifty percent (50%) (should be thirty-five percent (35%), **C-3**, display area, **section d**, which the Commissioners approve of as **section d** allows for an electronic sign of one hundred (100%) of copy area shall not have more than twenty percent (20%) of its display area changing or transitioning at a given time (limits the effects and encourages visibility) and **section e** that an electronic sign of one hundred percent (100%) of copy area shall have each of its individual graphic sign panels restricted to a consistent appearance employing a dark background with maximum of three (3) accent colors in light or contrasting text.

Commissioners discussed animation, size, scale, interchangeability, static portion of the Mall sign, static time suggested for the Life Zone sign (5 minutes), transitioning from light to dark as acceptable, desire to keep tenant name with the message, the message taking no more than

1/3 of the area, having the message below the company name, limiting number of tenants on message sign and a maximum of five (5) static signs.

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve the electronic code language with the suggestions from the discussion. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

VII. UNFINISHED BUSINESS:

A. ARC2018-23 – 621 South Eighth Street – Discussion and Consideration of a New Sign for Doctors of Physical Therapy

Members were pleased that the applicant chose to upgrade the main sign from the light box originally-approved by the ARC to a sign consisting of channel letters. A brief discussion took place regarding the font and the desire to see it non-italicized or to use the DPT font. This would be presented to the applicant as recommended rather than be binding.

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve the internally-illuminated channel letter wall sign as presented for Doctors of Physical Therapy located at 621 South Eighth Street with the recommendation that the font be italicized or use the DPT font. Upon roll all, motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

B. ARC2018-22 – 763 South Eighth Street/Century Plaza – Discussion and Consideration of a New Sign for Essence of the Valley

Director Scott said that ARC already approved a sign for the new salon slated for Century Plaza that maintained the essence of the one proposed, but simplified the layout for legibility.

Discussion was held regarding the alternative that was proposed by the applicant which had the address on it and shadowed lettering.

MOTION: Moved by Commissioner Davies and seconded by Commissioner Russell to approve the sign previously approved and deny the current proposal for the purpose of readability. Upon roll call, motion was approved.

AYES: Commissioners Seifert, Davies, Alopogianis, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

VIII. CHAIRPERSON'S REPORT: There was none.

IX. REPORTS & QUESTIONS FROM COMMISSIONERS:

Commissioner Russell asked Director Scott about exterior paint colors for residential properties.

Director Scott said we do not have the ability to govern paint colors in residential areas and that the ARC has its approved palette for the Village's historic Main Street.

X. **STAFF REPORTS:** There was none.

XI. **ADJOURNMENT**

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

The Appearance Review Commission meeting adjourned at 9:10 p.m.

Respectfully submitted,

Barbara Traver

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Village Clerk