

**APPEARANCE REVIEW COMMISSION  
West Dundee Village Hall – 7:00pm**

**Village of West Dundee  
April 11, 2017**

**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, Russell, Martin and Lemajeur. Also present was Community Development Director Timothy Scott and three (3) people in the audience.

**III. APPROVAL OF AGENDA:**

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

**IV. APPROVAL OF MINUTES:**

**A. Meeting of March 14, 2017**

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Martin to approve the minutes of the meeting of March 14, 2017 as presented. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Russell, Martin, Lemajeur and Chairman Baldoni  
**NAYS:** None

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

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

**VII. NEW BUSINESS:**

**A. ARC2017-06– 4672 West Main Street -Consideration of Proposed Wall Signage for Tapered Edges**

Dedra Pfeiffer, from Tapered Edges, presented her petition for consideration of proposed wall signage for her business located at 4672 West Main Street.

Director Scott said the sign presents an individual identification for the business and is complementary to the building, adjacent commercial tenant spaces, property and Oakview Corporate Park. He added that the sign is classy with a black background, two lines of text in white lettering along with two decorative lines and an emblem below the text.

A brief discussion ensued with suggestions to make sure the proposed sign lines up with the other signs, is centered and a suggestion that a heavier weight sans-serif font be used for the words "Cuts for Men".

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the proposed wall sign for Tapered Edges located at 4672 West Main Street in the Oakview Corporate Park as presented with the following recommendation “cuts for men” have a heavier weight sans-serif font, to make sure the sign lines up with existing signs in the center and line the edges of sign with end columns.

**AYES:** Commissioners Seifert, Davies, Russell, Martin, Lemajeur and Chairman Baldoni  
**NAYS:** None

**B. ARC2017-07 – 637 South Third Street – Consideration of a Decorative Metal Fence in the Front Yard of a Corner Lot in the R-3 Zoning District**

Mr. and Mrs. Mike Donovan, property owners are proposing a black ornamental metal (aluminum) fence along the side and rear of their property.

Director Scott explained that the property has two street frontages and the fence which is to be four (4) feet in height and in the front yard which faces Third Street and Dunning Avenue. He said that by extending the fence to the front of the house, the yard would have more utility and the fence’s impact would be light given the openness of South End Park which is across the street.

Mr. Donovan said the fence would make their yard more livable and functional.

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve a front yard fence as proposed on the attached site plan for single family residential property located at 637 South Third Street. Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Russell, Martin, Lemajeur and Chairman Baldoni  
**NAYS:** None

**C. ARC2017-08 – Continental Properties – Springs at Canterfield – Consideration of a Modification to a Previously Approved Monument Sign to Include an Electronic Message Board**

Elizabeth Adler, from Continental Properties, said this is a request for consideration and approval of an electronic message board within the monument sign at its “Springs at Canterfield” development.

Director Scott said the Commission at its December 2016 meeting approved the sign design, which the petitioners are now requesting a modification of their previously-approved monument sign to include an electronic message board. He said approval would require that the code be amended.

Director Scott said the proposed sign is 9’ high with a total copy area of approximately 43 square feet including the 12.8 square feet of the electronic panel. He added that the setback from Route 31 to the proposed monument sign is approximately 400’ and the subject site has approximately 874 linear feet of frontage along Route 31.

Ms. Adler said the sign would have upcoming events on it, weather and would cycle through 6 or 8 messages.

Discussion took place regarding moving the sign down one foot to be at the pedestrian level, symmetry and proportion, perpendicular to Route 31, less changing of message is better, suggestions of 30 seconds to a minute for message change, dark background with white text, background colors to sync up between background panel and electronics, need for landscaping on sides to visually balance sign and letters to be pinned and haloed.

**MOTION:** Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve modification of a previously-approved monument sign for the Springs at Canterfield to include an electronic message board, subject to Village Board approval of amended sign regulations that enable the limited use of electronic panels within ground/monument signs for large-scale residential developments along Route 31 as presented with the following changes:

1. Using Director Scott's rendering of April 11, 2017;
2. Background of electronic portion of sign to match the silent night color of fixed panel upper sign;
3. To halo illuminate address with pinned letters;
4. The copy change on electronic sign to be at one (1) minute intervals;
5. The landscaping as presented in Continental's submittal as required by code.

Upon roll call, motion was approved.

**AYES:** Commissioners Seifert, Davies, Russell, Martin, Lemajeur and Chairman Baldoni  
**NAYS:** None

**D. Sign Regulations – Discussion and Consideration of a Potential Text Amendment to Address the Limited Use of Electronic Signs for Large Scale Residential Developments along Route 31.**

Director Scott explained that staff is raising for discussion the limited use of electronic signs for large-scale residential developments with underlining multi-family residential zoning. A text amendment would also control the proliferation of signs along Route 31.

A lengthy discussion took place regarding the setback for such signs (400'), multi-family residential/rental versus memory care/assisted living, embedding sign in their environment, consideration of size of sign, whether acreage would avoid proliferation, signs having a masonry base, establishment of basic rules, i.e., square footage, setback, state color, use of a dark background, contrasting text to match fixed panel, use of complimentary color or color cohesive with static signs, use of a higher resolution, sign not be visible from Route 31 and land mass a better regulator than size of development, height, width, square footage for ground sign, maximum copy area, use of a cap on sign, electronic panel near bottom of base and display area 60 seconds.

**MOTION:** Moved by Commissioner Davies and seconded by Commissioner Lemajeur to recommend to the Village Board approval for an advisory text amendment allowing the limited use of electronic signs for large-scale multi family residential developments along Route 31 per Appearance Review Commission's discussion and Director Scott's notes of April 11, 2017.

**AYES:** Commissioners Seifert, Davies, Russell, Martin, Lemajeur and Chairman Baldoni  
**NAYS:** None

**VIII. CHAIRPERSON'S REPORT: None**

**IX, REPORTS & QUESTIONS FROM COMMISSIONERS:**

Commissioner Davies inquired about 109-111 West Main Street signage. Director Scott said the code has been amended and signage must be done within a certain time frame.

**X. STAFF REPORTS:**

Director Scott gave a brief report on the Downtown Development Plan, Spring Hill Mall, Spring Hill Gateway and on the progress that has been made.

**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 9:06 pm.

Respectfully submitted,

*Barbara Traver*  
Barbara Traver  
Village Clerk