

I. CALL TO ORDER:

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

II. ROLL CALL:

Present were Chairman Baldoni and Commissioners Seifert, Davies, Alopogianis and Lemajeur. Commissioner Martin was absent. Commissioner Russell arrived at 7:06. Also present were Community Development Director Timothy Scott and one person in the audience.

III. APPROVAL OF AGENDA:

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to move New Business before Unfinished Business. Motion carried by unanimous voice vote.

IV. APPROVAL OF MINUTES:

A. Meeting of May 16, 2017

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the minutes of the meeting of May 16, 2017. Upon roll call, motion was approved.

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

NAYS: None

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. NEW BUSINESS:

A. ARC2017-11-721 West Main Street – Consideration of Proposed Wall Sign and Monument Placards for Midtown Vapor.

Jacquelynn Bezik, representing Midtown Vapor, is seeking approval for a new wall sign and monument sign placards for her business at 721 West Main Street.

The proposed wall sign features the name of the business "Midtown Vapor" in white and blue text. There will be a graphic representing vapor inside of the letter "O". The sign will be internally-illuminated.

The proposal also includes four (4) monument sign placards which will be added to the two (2) existing monument signs. The placards will feature the same sign design as the wall sign, which is similar to the signage for the other businesses at the center.

A brief discussion ensued regarding the panels on the monument sign and the suggestion for the letters for the word "Midtown" in black.

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the proposed wall sign and monument sign placards for Midtown Vapor to be located at Heidner Plaza, 721 West Main Street, with the wall as presented and for the monument sign placards, a white background with "Midtown" in black and "Vapor" in blue. Upon roll call, motion was approved.

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

NAYS: None

VII. UNFINISHED BUSINESS:

A. ARC2016-17 – 719 West Main Street –Discussion of Building Signage for State Farm

Director Scott noted that the monument signs approved by ARC for Heidner Plaza, with one on Route 72 and the other on Route 31, included sign placards for the State Farm on both. With the increased exposure afforded to State Farm by the signs and in particular the new sign on Route 31, the freestanding sign of the agency was removed from the ground. However, it has subsequently been placed up against the wall facing Route 31.

He reviewed the Code which allows for one surface-mounted sign per elevation facing a street or an access connection with a maximum copy area of 10% of wall area, but no sign shall exceed 150 square feet if the front yard setback is between 76 to 250 linear feet. He added that the Code also permits permanent window signs, but these shall not cover more than 50% of the total glass area of the first floor facing the street.

With this in mind, Director Scott noted that like the other adjacent businesses, State Farm is eligible for additional building signage. Members in turn discussed options for additional signage for the agency.

With numerous scenarios discussed, members focused on the most appropriate potential options: a hanging sign, a wall sign, and window sign(s).

For the hanging sign, it would be sized appropriately to an opening between columns, either facing Main Street or the northernmost porch section facing west.

For the wall sign, it would be sized appropriately to the northernmost section of the western façade compatibly placed in relation to the coach light.

If either a hanging or wall sign were employed, a window graphic would have to be appropriately scaled to one sash of one of the double-hung windows (and similarly proportioned for in the event a door sign were used instead).

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Russell to recommend the additional signage, either a proportionately-sized hanging sign in the porch area or a proportionately-sized wall sign, with the chosen sign containing just State Farm and its logo and using white lettering and symbol on a red background. Upon roll call, motion was approved.

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

B. ARC2017-01- 107 South Second Street –Discussion of Historical Placard for an Outdoor Area

Director Scott gave a brief background of the property located at 107 South Second Street and what is happening with that particular piece of property at the current time. He reminded the Commission that in January the property owner's representative presented a landscape-driven concept and direction was supplied to the property owner's representative. He added that formal consideration was in turn given in February including the idea of an historical plaque/placard to acknowledge and celebrate the history of the building.

He reminded members that their recommendation included acknowledgement and celebration of the building's history with a plaque, either freestanding or wall-mounted, which could be cost-effectively crafted and displayed prominently. The plaque would include imagery of the building along with its history. Discussed/reviewed were the other ARC items [crushed path/patio, tonally-painted north wall with trellises and vines, evergreen hedgerow to screen east view, low internal retaining wall (in lieu of a taller one at the edge with a fence] and so noted was that the historical plaque was the one remaining recommended item for this landscape-centric, re-conceptualized space. Also brought up was that this softer, less-intensive approach would flexibly allow for future investment in the building (i.e., internal combination or reconfiguration of tenant spaces or even a building addition/expansion).

With the review of the past discussion and recommendation complete, a conversation then ensued regarding the plaque/placard, including content, cost, materials, and its mounting. Noted was the potential for these placards to relay the history of the Village (and in this case, where a structure no longer stands). Also, a suggestion was given to have other plaques/placards at historical places in the Village, such as for the buildings removed along Main Street north of the old bowling alley and in Tower/Grafelman Park, and the suggestion that perhaps these plaques/placards could be sponsored in a manner similar to the way the flower boxes in the Village have been.

Commissioner Seifert gave a brief background on the 107 South 2nd Street address and offered to work on the content for the placard, as did Chairman Baldoni for its layout.

VIII. CHAIRPERSON'S REPORT:

Chairman Baldoni welcomed new ARC Commissioner Cheryl Alopogianis.

IX, REPORTS & QUESTIONS FROM COMMISSIONERS:

Commissioner Lemajeur inquired as to the Village's standard regarding landscaping around ground/monument signs and used the lack of landscaping around sign at Midwest Dental as an example.

Director Scott stated that the ARC has been encouraging the use of ground/monument signs more intensively than in the past and noted the group's text amendments to improve standards.

always recommends that there said there needs to be a text amendment to the sign code to address landscaping around a monument sign. He said that will be on the agenda for the next meeting.

Commissioner Lemajeur said the signage on the backs of the buildings at Tartans Crossings is blocked by trees.

A discussion followed about phasing out the signs at the rear of those buildings.

X. STAFF REPORTS:

Director Scott gave a brief update on the new Downtown restaurants in response to comments from Commissioners who have eaten at the new places. He also briefed the Commissioners about the signage at the Mall and the renovations being done at Olive Garden.

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 9:05 p.m.

Respectfully submitted,


Barbara Traver
Village Clerk