

**APPEARANCE REVIEW COMMISSION
West Dundee Village Hall – 7:00 p.m.**

**Village of West Dundee
December 13, 2016**

I. CALL TO ORDER:

Chairman Baldoni called the meeting to order at 7:03 p.m.

II. ROLL CALL:

Present were Chairman Baldoni and Commissioners Davies, Russell, Martin and Lemajeur. Commissioners Camacho and Seifert were absent. Also present was Community Development Director Timothy Scott and six (6) 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. Special Call Meeting of October 27, 2016

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Russell to approve the minutes of the Special Call Meeting of October 27, 2016 as presented. Upon roll call, motion was approved.

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

NAYS: None

ABSENT: Commissioners Camacho and Seifert

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS: There was none.

VII. NEW BUSINESS:

**A. ARC2016-32– 999 West Main Street -Consideration of Signage for
Lifezone 360**

Joe Abraham and Kyle Walter addressed the Commission and provided a brief background about Lifezone360 and presented a wall sign master plan to help identify the facility's multiple recreational businesses.

Director Scott said the signs presented a unique set of circumstances because of the challenging site, with a setback of approximately 500' and an elevation for the building below that of the roadway, and the multiple concepts under one roof. He said the primary business entity and centrally-placed Lifezone should receive the largest presence followed by east and west recreational amenities, and then the café operation.

Director Scott said the proposed wall signs will provide significant utility by conveying businesses names and brand identities, and their designs (with proportionate sizes and compatible colors) will complement each other and the overall façade.

He noted that appropriately scaling the signs to the building and the setting is of great importance as identifying the facility is a challenge given its large setback and the building's deep-setting in relation to the elevation of Route 72.

Director Scott further added that the master plan for the wall signs should generate the visibility needed for those passing by and for those unfamiliar with the area yet seeking it out as a destination.

Discussion took place on the Lifezone logo design, about limiting color and accent and background color, the Hover Park sign (the size is proportionate and set back properly), the Brick Wood Fired Pizza sign with a circular logo, the color palettes, (black background, white pin lettering with red, orange or burgundy accent colors, and reducing the size of the Lifezone sign..

MOTION: Moved by Commissioner Russell and seconded by Commissioner Davies to approve a master wall sign plan as presented for Lifezone360 located at 999 West Main Street with the size of the Lifezone 360 sign to be reduced proportionately by 20% from what was presented, to work towards an appealing horizontal center line for the three signs on the building for consistency in placement, that all sign's text have raised letters excluding Bricks Wood Fired Pizza (unless the applicant chooses otherwise), that each sign incorporate a black background, white text, and up to two accent colors, and that the size of westernmost sign match that of the Hover Park. Upon roll call, motion was approved

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

B. ARC2016-33 –101 South First Street – Consideration of Proposed Signage and Exterior Appearance for Around the Corner Candy

Director Scott said that an application for Appropriateness Approval has been submitted for Around the Corner Candy and OTTO Engineering for a wall sign above the northernmost storefront at 101 South First Street.

Kim Srajer said the proposed horizontally-oriented wall sign will be located above the street level storefront windows. It will indicate the name of the business in black letters on a white background with a candy-inspired red and white striped pattern that will create a border for the sign. Mr. Roeser, building owner, is proposing gooseneck lights for illumination. She said she would also consider widow signage to identify the business.

Also presented was the idea of a projecting sign so that the store would have visibility from Main Street both day and night. The first, a Village-generated illustrative concept for an internally-illuminated, circular projecting sign evoked a peppermint candy pinwheel, and the second from Ms. Srajer, was evocative of a lollipop.

Discussion took place on how the projecting sign would be mounted (likely with one bracket),

the need for illumination to help the sign “pop,” whether a bow be employed at the base of the lollipop (as the bow broadens the message as the store sells gifts, too), and if awnings would be used (probably on the inside over a sales area).

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Russell to approve signage as presented with the following recommendations, the sign be lit from above, no more than three (3) goose neck lights, have the “t” of “the” in the business name be lower case, the projecting sign receive an approved exception so as to be internally-illuminated, and that the final sign design be approved at a later date. Upon roll call, motion was approved.

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

NAYS: None

ABSENT: Commissioners Camacho and Seifert

C. ARC2016-34 – 14N869 Route – Consideration of Continental Properties’ Proposed Springs at Canterfield Multi-Family Rental Housing Development

Elizabeth Adler and Eric Thom from Continental Properties presented their development known as Springs of Canterfield. Ms. Adler said it will be located on 231/2 acres in the northeast quadrant of Canterfield Drive and Route 31. Currently the site is mostly vacant with the exception of some accessory structures, which will be removed, and a silo at the north end of the property which will remain.

Ms. Adler said the complex will include thirteen (13) freestanding buildings with 20 apartment units per building for a total of 260 units and a clubhouse. Each unit features a private ground level entry. She said the color palette consists of two colors, blue and gray, to provide variety yet cohesion.

Ms. Adler said Continental is open to extending the board and batten siding downward to meet the brick on the buildings and remove the horizontal trim band (“belt”) between the board and batten and the brick.

Ms. Adler said there will be extensive landscaping with the addition of shade and ornamental trees and that there a number of mature trees being preserved throughout as well as a woodland area at the north end of the site. She added that exterior lighting will enhance the building design and adjoining landscape and the use of the Dundee Luminaire light fixture will identify the neighborhood as part of the community.

Mr. Thom said the results from the study of the detention pond showed that it would be mainly dry and was open to naturalizing the edge of the detention area with ornamental grasses and other landscaping around the perimeter.

Ms. Adler addressed the proposed fencing, which consists of a five-foot decorative fence on the west and south sides of the lot and a five-foot chain link fence on the north and east sides.

Ms. Adler said the development proposes installation of three freestanding signs and wall signage at the clubhouse. She said a ground sign is proposed at the entrance to the development and will feature a brick base and side pillars enclosing an internally-lit sign cabinet and an electronic message panel. The sign will read “Springs at Canterfield.”

She said two additional signs are proposed along Route 31. Both ground signs will be similar in appearance and will feature brick with a stone cap and a sign panel and will be spot lit from the ground.

Mr. Thom added that they are proposing a wall sign identifying "Springs" on the three walls of the tower above the entry to the clubhouse.

Discussion was held regarding the elevations and fencing (with the Commissioners favoring decorative aluminum fencing throughout).

Mr. Thom said the chain link is utilitarian and functional and is necessary to keep the dogs in the park spaces and that the chain link is also around the perimeter of the wooded area.

Further discussion was held regarding the sign design. Mr. Thom said the entrance sign is the same as the "Aml" sign across the road from the proposed development and that the middle piece is flexible (which was shown as reading "Commerce Center) and can be removed. He said the sign would be well-landscaped (and in lieu of masonry wing walls) have a low hedge around it as well as some taller trees behind it.

There was a discussion on the interior signs with the suggestion that a different shade of brick be used to tie into the buildings, questions on the sign ordinance, suggestions that the electronic sign be tucked more inside of the development (although Mr. Thom said if internal, the sign loses its function for "Commerce"). He also said that temporary signage would be used only a few times a year. Commissioners asked if the letters on the signs on the tower of the club house could be proportionately reduced to create additional blank space between the signs (when viewed on an angle) and avoid the appearance of continuously wrapped text.

MOTION: Moved by Commissioner Davies and seconded by Commissioner Lemajeur to approve the landscaping and lighting plan as presented with additional four-season landscape screening along the south property line and additional landscaping added to the perimeter of the detention area to create a naturalized edge. Upon roll call, motion was approved.

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

NAYS: None

ABSENT: Commissioners Camacho and Seifert

MOTION: Moved by Commissioner Davies and seconded by Commissioner Lemajeur to approve the monument signs (no. 2 and no. 3) as presented and approve monument sign no. 1 without the electronic message board and the tower signage to allow for extra spacing at the corners between "Springs" signs. Upon roll call, motion was approved.

AYES: Commissioner Davies, Russell, Martin, Lemajeur and Chairman Baldoni

NAYS: None

ABSENT: Commissioners Camacho and Seifert

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Davies to approve the site plan as presented with the addition of aluminum fencing to the east and northeast side and maintaining the chain link fencing in the wooded area and dog park areas; approve the elevation per last submittal today and remove horizontal trim ("belt") on the buildings and instead running the board and batten siding to the brick with the approved colors. Upon roll call, motion was approved.

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

VIII. CHAIRPERSON'S REPORT: None

IX. REPORTS & QUESTIONS FROM COMMISSIONERS:

Commissioner Martin asked about the double State Farm sign on Route 72. Director Scott noted that two total signs were approved and would see to it that the property manager is contacted for removal of ultimately one sign.

Commissioner Russell asked about the electronic sign at Century Plaza. Director Scott said it was approved before he came on board and noted that Board approval allowed for a great deal of flexibility with how it may be used. He added that the standards staff developed with ARC and that were approved by the Board regulate usage of electronic signage for the corridor (as with other areas) in a manner that appropriately manages character and that by creating such standards negative outcomes could be avoided and enforcement could take place.

X. STAFF REPORTS:

Director Scott said the movie theater (Cinemark) at Spring Hill Mall is opening to the public on Thursday the 15th.

XI. ADJOURNMENT

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Martin to adjourn the Appearance Review Commission meeting. The motion was unanimously approved.

The Appearance Review Commission meeting adjourned at 9:47 pm.

Respectfully submitted,

Barbara Traver

Barbara Traver
Village Clerk