

I. CALL TO ORDER:

The meeting was called to order at 7:38pm by Joel Davies, Acting Chairperson.

II. ROLL CALL:

Present were Commissioners: Joel Davies, Jo Lynn Seifert, Rick Browne and Jennifer Russell. Commissioners Tom Baldoni, Mike Camacho and Laura Lemajeur were absent. Also in attendance were Community Director Cathleen Tymoszenko and two (2) persons in the audience.

III. APPROVAL OF AGENDA:

Commissioner Russell moved to approve the agenda, and seconded by Commissioner Browne.

IV. APPROVAL OF MINUTES: Commissioner Davies moved to approve the Meeting Minutes of July 2, 2013 and was seconded by Commissioner Russell. The motion carried by unanimous roll call vote.

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS:

**DreamCo Design
102 W. Main Street
Art Graphic Poster Wall Sign**

DreamCo Design has submitted a revised design for the art graphic poster wall proposed for the east elevation of the DreamCo building for final determination.

The Commission discussed the new graphic and location and raised the concern that the graphic poster would be the entrance feature to the downtown area and is this something that the Village would like to see happen. It was noted that the proposed sign is designed to be a marketing tool and advertisement for DreamCo.

Discussion was also held as to what the Board's comprehensive plan might be for the entrance feature as you enter downtown West Dundee.

MOTION: Commissioner Davies made a motion to deny the proposed wall sign. After a second by Commissioner Russell, the motion carried by unanimous roll call vote.

Scott Yu and Associates, Ltd.
703 Main Street
Signage

Scott Yu and Associates, Ltd. are proposing a new sign for the freestanding sign at the building previously occupied by Remax. Nick Braico of Sign Depot was present and represented the applicant to discuss the proposed redesigned sign and the materials that will be used. The revised sign is a freestanding sign using the current posts.

Mr. Braico noted that the sign is a two dimensional sign (no depth) and made of aluminum and will be softened and rounded at the corners with a “bump” in the middle. The sign face will be white with red and black lettering. Mr. Braico noted it is slightly larger than the original sign, but it is less than a 10% increase. They will use the existing posts and paint the posts to match the sign face. Mr. Braico noted that they are also able to make the sign face beige to match the current posts, if that is what the Commission would like.

The Commission discussed the color red and noted that they would prefer to see a burgundy or maroon used instead of the chosen victory red. They provide Mr. Braico with the Benjamin Moore historical palate and gave a recommendation of color number 1301. Mr. Braico noted that that would not be a problem. Commissioner Russell noted that the telephone number seemed a little large and requested that it be reduced in size by 20%.

MOTION: Commissioner Browne made a motion to approve the proposed sign as presented with the following stipulations; that the revised color meets with Staff’s color palate in office, the phone number be reduced by 20% in scale and additional landscaping be installed immediately after the sign is installed. After a second by Commissioner Seifert, the motion carried by unanimous roll call vote.

VII. NEW BUSINESS:

Azarella Driving School
89 Main Street
Signage

Mr. Balbir Sinah, new owner of Azarella Driving School has moved the business location to another suite within the building and is proposing to modify the existing wall sign on the west elevation and add three window signs to the first floor and second floor windows. Mr. Sinah mentioned that the owner, Greg Samata gave him permission to use the entire wall sign on the west elevation for his business’s information. After brief discussion from the Commissioners, it was noted that the wall sign should remain a directory for all of the businesses located at that address.

Discussion moved on to the remaining proposed signs which will be white vinyl lettering on the glass and cover 50% of the window. Mr. Sinah mentioned that the first window sign would be on the first floor (ground level) and advertises the business and indicates where the business is located within the building. The remaining two (2) window signs will state just the business name and phone number and will be located on the windows of the suite his business occupies on the second floor.

Discussion was held regarding the signs and the necessity to have multiple signs.

MOTION: Commissioner Russell made a motion to approve all of the proposed window signs except directory sign which is to remain a directory sign for all of the tenant's use. After a second by Commissioner Browne, the motion carried by unanimous roll call vote.

**Brokerocity
601 Main Street
Signage**

Brokerocity Inc. is a real estate brokerage firm that has relocated to West Dundee from Elgin and is located 601 Main Street (formerly occupied by State Farm). They are proposing a freestanding sign and a hanging sign. Brief discussion was held regarding the signs and many questions were raised.

MOTION: Commissioner Browne made a motion to table the proposed signs until clarification from applicant is provided. After a second by Commissioner Russell, the motion carried by unanimous roll call vote.

VIII. REPORT OF THE CHAIRMAN, COMMISSIONERS, STAFF: There were none.

IX. STAFF REPORTS: There were none.

X. ADJOURNMENT:

Commissioner Davies moved for adjournment, and Commissioner Russell seconded the motion. The meeting adjourned at 8:40 p.m.

Christin Mangan
Commission Secretary