

I. CALL TO ORDER:

Chairman Tom Baldoni called the meeting to order at 7:08 p.m.

II. ROLL CALL:

Present were Chairman Tom Baldoni, Commissioners Jo Lynn Seifert, Joel Davies, Cheryl Alopogianis, Jennifer Russell and Laura Lemajeur. Commissioner Donna Martin was absent.

Also present were Community Development Director Timothy Scott and four (4) people in the audience.

III. APPROVAL OF AGENDA:

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Seifert to approve the Agenda as presented. Motion carried by unanimous voice vote.

IV. APPROVAL OF MINUTES:

A. Special Meeting of July 31, 2018

MOTION: Moved by Commissioner Alopogianis and seconded by Commissioner Russell to approve the minutes of the Special Meeting of July 31, 2018 as amended. Upon roll call, motion was approved.

AYES: Commissioners Davies, Alopogianis, Russell and Chairman Baldoni

NAYS: None

ABSENT: Commissioner Martin

ABSTAIN: Commissioners Seifert and Lemajeur.

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS: There was none.

VII. NEW BUSINESS:

A. ARC2018-13 - 999 West Main Street - Discussion and Consideration of an Electronic Monument Sign Concept and Wall Signage for LifeZone 360.

Mr. Jeffrey Dunham of LifeZone 360 presented a power point presentation of the origins of signs, why signage is necessary for business identification and various signs, and both freestanding monument signs as well as electronic signs from different locations in and around the Illinois area and beyond.

He presented letters from the tenants in his building complex asking for signage on Route 72 to promote the visibility and vitality of their businesses. These letters have been entered into the record, August 14, 2018. (see attachment to minutes)

Mr. Dunham explained who/what LifeZone is and what he and his approximately twenty (20) tenants at the current time are requesting. He explained that it is a fusion of sports, fitness, and health and wellness, and announced its newest tenant, Advocate Medical Group.

He said that he is seeking a freestanding monument sign consisting of a masonry base and a single, integrated, high-resolution electronic display that would efficiently and effectively identify the facility's numerous recreational businesses.

He said it is the intention to use the electronic technology to employ a timed rotation of what would be the equivalent of "static" signs, similar to the First American Bank sign, but with a higher-resolution display.

He added that the sign would be placed along Route 72 at the perimeter of the site somewhere between the facilities two entries, and given some mature landscaping, where a natural opening exists. On the illustrative concept drawing, the sign's base is 4' high, the electronic panel measures 20' tall by 8' wide, producing a total height of 24'.

A lengthy discussion took place on a number of items, including: whether Advocate Medical Group would want their own monument sign at the far east end directing people to their part of the facility; spacing of the sign, size of the panels, static delivery method, rate of change of the message, dedicated text area; if it would ever be used as for messaging; tenant panel design, including frame vs. frameless layouts, use of logos, background color (dark with light reversed-out text), and the like.

Director Scott said that over the last few years, with technology rapidly changing, staff, ARC, and the Village Board have been cooperatively updating standards regarding the limited use of electronic signs throughout the various commercial districts/sub-areas.

He added that currently there no criteria exists for the use of electronic signs at the proposed level in the Spring Hill Mall area, and that as a result, a text amendment to the Village's sign regulations would be necessary to enable the sign either as proposed or potentially a design approximating it.

James "Mike" Schwartz, owner of WorkUp Fitness, a tenant in the building said signage is necessary so people know where they are and who they are as his training facility will be hosting competitions as other tenants within similarly host tournaments.

Karen Schane, another tenant from Bison Baseball, concurred with Mr. Schwartz on the necessity of having signage to identity their businesses, direct those coming to the facility, and generate potential interest from those passing by.

MOTION: Moved by Commissioner Lemajeur and seconded by Commissioner Davies to recommend that Staff draft regulations regarding the use of electronic signs in the Spring Hill Mall Area. Upon roll call, motion was approved.

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

NAYS: None

ABSENT: Commissioner Martin

Mr. Dunham said that he is interested in using the ARC-approved wall spaces that bookend the main entrance as identified in the approved plan passed by the Commission in December, 2016. He said the proposed signs will fit within the approved spaces and would be intended for temporary use, although he couldn't definitively state for how long.

A brief discussion ensued regarding the length of time for these signs and the materials and longevity of the sign materials.

MOTION: Moved by Commissioner Davies and seconded by Commissioner Lemajeur to accept the two (2) signs as presented and for the Commission to revisit this item in six (6) months. Upon roll call, motion was approved.

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

NAYS: None

ABSENT: Commissioner Martin

VIII. CHAIRPERSON'S REPORT: There was none.

IX, REPORTS & QUESTIONS FROM COMMISSIONERS: There were none.

X. STAFF REPORTS: There were none

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 8:45 p.m.

Respectfully submitted,



Barbara Traver
Village Clerk



To
City of West Dundee Appearance Review Commission

Re
Lifezone360 Building Roadside Signage

Dear Commission Members

As the first program ever offered in this building (now going back almost 3 years) we've had time to establish ourselves in the local marketplace and talk to thousands of families in the area.

The one thing we consistently hear from the community is that they have no idea what is available in the Lifezone360 building. As people walk in, they are surprised and often overwhelmed of all that is to offer here.

We invest in marketing and advertising. We have partnership with schools, community organizations, churches and more. However, the thousands of people who drive by our location each day have not idea what is inside the building.

Part of our decision to place ourselves in this building and in the West Dundee area was so we could benefit from the high traffic counts of Hwy 72. Without a robust sign that tells the story of all the amazing things offered in the building, we are doing the community a dis-service while limiting the job creation opportunities inside the building.

We ask that your consider the 75+ jobs being supported in this building and allow all the small businesses inside this building to thrive so we can have an even greater impact on the community.

Sincerely

A handwritten signature in black ink that reads 'Joe Abraham' followed by three dots.

Joe Abraham
Founder, Lifezone Sports Academy

Champions of West Dundee-

It has been said that a new idea either finds a champion or it dies. That no ordinary involvement with a new idea provides the energy required to cope with the indifference and resistance that innovative change provokes.

At LifeZone 360 we are on the brink of something new, something compelling and good, something for our shared community to build and benefit from. But how do we connect the champion with the new idea if it remains unseen?

The LifeZone model is made up of a plurality of businesses and offerings each of them needing to be seen if they are expected to prevail. Should they prevail, the hundreds if not thousands of fruits and relationships born from those transactions will yield lasting benefits not just to our community at large, but specifically to the people they touch. People who live and shop right here is West Dundee. People who are single, people who are married, people who have kids and people that are kids. This whole thing to us here at 360 is about PEOPLE.

The digital age is upon us. The market place is as competitive as ever and change remains its driving force. As evidenced across so many examples, online has replaced brick and mortar, digital has replaced print, and too often even the handshake has been replaced by a text. This is not to say that these changes are inherently negative, but they do represent a cultural shift in how we interact with the world around us and how we glean information from it.

At 360, we have a unique posture. We represent nearly two dozen business lanes under one roof, all of them with a dependence on being seen. As you consider our petition for permission to install a beautiful, modern and effective digital sign that our businesses and people desperately need, please realize with us that the future has always favored the early adopter, the visionary, the Christopher Columbus that resides inside each of us. Partner with us. We are committed to living out the definition of a good corporate citizen within our community. We aim to build and not to shrink back; to include and not to marginalize, to prosper and to serve.

Respectfully,
Gil Zambrano
LifeZone 360



August 13, 2018

To whom it may concern,

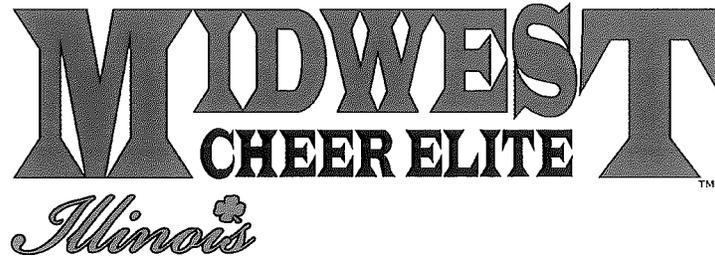
As a business owner in the West Dundee community, and a tenant in the LifeZone 360 facility, it is my desire to be heard on the matter regarding the disputed signage on Route 72. There is a great need for more visibility for our programs and associated businesses, especially as it concerns the traffic that passes by, and it is my belief that this is an essential feature in my future marketing and business expansion plans.

My LifeZone Team Handball Academy and Windy City Team Handball offer programming for players ages 2 to adult in programs ranging from recreational to developmental to elite. Without access to the future customer base that passes by each day unaware of what we offer, I fear my growth, and that of my facility partners, will be greatly limited and my revenues restricted.

I sincerely hope that you see to it that this vital issue is approved so that we can begin construction and installation on our new sign. We appreciate your time listening to us on this matter, and if you need any further information, I would gladly make myself available.

Cordially,

Craig Rot
President Windy City Team Handball
Director LifeZone Team Handball Academy
Cell: (847) 651-0913



August 14th, 2018

Dear Village of West Dundee,

In my absence from the meeting tonight I wanted to take a moment to share with you my thoughts on the need for outdoor signage at Lifezone 360. Midwest Cheer Elite is an All Star Cheer, Dance, Tumbling, and Ninja facility for kids located inside of Lifezone 360. We have been in business for just about 16 months, and our biggest struggle with growth has been the result of a lack of awareness. People don't know we are here. Having grown up in Dundee myself, I know the importance of knowing where things are in a small town. An outdoor road sign that is modern and eye catching would be invaluable to our business and establishing a sense of location for our customers and our community. We could spend lots of money and have a light up sign attached to the building but visually when all then tenants have signs on the building that is not going to look very nice nor will it give the impression we want and so desperately need.

Every car that passes our building is an opportunity to gain a new customer, we are constantly having to request temporary sign permits to promote our program and these signs often do not have the same visual impact or appeal that a digital sign can have. I enjoy being a business owner in a town that I have called home my whole life, I want to stay in West Dundee and grow my business. I feel that by the Village approving our request, they are supporting the growth and visibility of a small local business owner. Your time and consideration of this matter is deeply appreciated.

Sincerely,

A handwritten signature in black ink that reads "J.R. Vanko". The signature is written in a cursive style with a long horizontal flourish extending to the right.

J.R. Vanko
Co Owner & Director of Operations
Midwest Cheer Elite Illinois, LLC.



Your team of design professionals

999 W Main Street

West Dundee, IL 60118

847.571.8634

Date: 8/14/18

To Whom It May Concern,

I have run my business in West Dundee for about 10 years. My business is 22 years old. I currently find myself now running it out of the Life Zone 360 building. As a company, our location is obviously really important. People want to visit and interact. I want to expand my awareness of what I do to a larger audience, increasing my footprint. An illuminated sign will help increase that awareness.

At Life Zone, there is a community of businesses and we try to help one another. The added dimension of a powerful street sign that is classy and communicative is so important to all of us in this community. This would bring in more people to the facility and drive more success. The sign will also show a presence on this block. Currently I have to tell people I am in the old "Target" Building, or I'll say enter on the "Best Buy" side. I want to say come in to the "Life Zone 360 building" where I have a great office, alongside some other businesses.

A sign can punctuate awareness of what this space really is. A sign that is formidable helps us all in this facility. I want to reiterate about the community here. We have a cheerleading team, a gymnastics' group, a great Pizza place, a wonderful workout facility, basketball, handball, soccer and lacrosse clubs and of course a hard-working photography and design firm, Hot Potato Creative. I promise you this is not a Target. This is a great place that has transformed a Target into a West Dundee business community. This community can only benefit from this awareness. When we benefit, the Village does. This sign will illuminate our location in a classy way. This is not lights for the sake of lights – it's an invitation to explore this building and the businesses within it.

The word "Sign" is used to crystalize the presence or existence of something else – "signs of success" or "a sign of the times". This sign is a sign symbolizing the potential of success. This type of sign is the sign of the times – an electronic way of communicating.

Thanks for your time and thoughtful consideration.

Tom Anson

Hot Potato Creative

Thanks for any consideration!



August 14, 2018

To Whom It May Concern:

Please accept this letter on behalf of the Illinois Magic Basketball Club and Lifezone Basketball. The Illinois Magic Basketball Club has been operating at Lifezone360, where we moved from the Crystal Lake / Cary area. We are beginning our 19th year of basketball excellence. The change has been great but challenging as well. The need for exterior signage is of the utmost importance as we have moved to West Dundee. We are trying to develop a new customer base and the exterior signage would help us develop name recognition in the West Dundee area. It is our goal to have a great relationship with the West Dundee community and become a destination for the youth of the community. We are partners with USA Basketball, Jr. NBA, and the Illinois Basketball Coaches Association. We teach more than the game of basketball and our motto is "Giving players the skills they need on and off the court." All of our coaches are USA Basketball certified and many of them are current or former teachers that work in the school system.

The Illinois Magic services children from five years old through age 18. We operate a first class program but many of the families in the Kane County area do not know about us. This would give us a first class presence and allow us to be a viable option when parents are looking for basketball opportunities. We appreciate your time and consideration on this matter. This is a great opportunity for us to grow together.

Sincerely,

Eric Samuelson
President
Illinois Magic Basketball Club