

**Appearance Review Commission  
West Dundee Village Hall 7:30pm**

**Village of West Dundee  
Tuesday, September 3, 2013**

**I. CALL TO ORDER:**

The meeting was called to order at 7:35pm by Tom Baldoni, Chairperson.

**II. ROLL CALL:**

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

**III. APPROVAL OF AGENDA:**

Commissioner Browne moved to approve the agenda, and seconded by Commissioner Lemajeur. The motion carried by unanimous roll call vote.

**IV. APPROVAL OF MINUTES:** Commissioner Seifert moved to approve the Meeting Minutes of August 6, 2013 and was seconded by Commissioner Browne. The motion carried by unanimous roll call vote.

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

**VI. UNFINISHED BUSINESS:**

**Mr. Cronin's Driving School  
1947 Huntley Road  
Tartans Crossing Menu Sign**

Mr. Ron Meyer from Meyer Signs represented Mr. Cronin's Driving School for his recently installed menu sign nameplate. A wall sign for said business was approved in May, but the installed menu sign nameplate has not been reviewed and approved by the Appearance Review Commission. The installed sign is not in conformance of the previously approved standardization of menu signs. This sign has a white background with green lettering and a yellow background cloud.

Director Tymoszenko noted that the Commission must determine whether allowing a third deviation type to the monument sign will be allowed or not.

Discussion was held regarding the newly installed sign and it was agreed that the sign is too far of a deviation.

**MOTION:** Commissioner Browne made motion not to approve the monument sign and needs to go back to the original standard green lettering on a white background. After a second by Commission Davies, the motion carried by unanimous roll call vote.

**Brokerocity, Inc.  
601 Main Street  
Signage**

Brokerocity, Inc. has moved into the 601 W. Main Street, previously occupied by State Farm. The structure is known as the Dundee House Hotel and is on the Dundee Township National Register of Historic Places. Mr. Ron Meyer of Meyer Signs represented Mr. Richie of Brokerocity. Brokerocity is proposing a freestanding sign and a hanging sign.

The Commission discussed the hanging sign which will hang on the porch to face Sixth Street. It was noted that the sign is nicely done and provides just the name of the business.

Further discussion was held regarding the freestanding sign. Mr. Meyer noted that the same will be in the same location as the State Farm sign but will be replacing the poles. The sign will have a white background with a black border. The lettering will be white and blue. The Commission reviewed the graphic elements and noted that there are too many for the sign.

**MOTION:** Commissioner Browne made a motion to approve the proposed hanging sign as presented. The freestanding sign was approved as presented with the stipulation that only four graphic elements are be displayed; either the web address or the telephone number. After a second by Commissioner Seifert, the motion carried by a roll call vote of 3-1.

**VII. NEW BUSINESS:**

**Underground Retrocade  
121 Main Street  
Signage**

Underground Retrocade is relocating its East Dundee to 121 Main Street. Mr. Scott Lambert, owner of the arcade presented to the Commission with a preliminary draft of the designed front façade signage and application for appropriateness review and approval. Mr. Lambert is proposing to cover the windows with black vinyl material/banners. The building is a two story brick building and has large glass store front windows on both levels. Mr. Lambert noted that the banners on the second floor will be easily rolled up and removed. The black vinyl/material will have white vinyl lettering adhered to the black. He is also proposing that that the lower windows be darkened by window tint similar to the type that is used for car windows. The logo and words and images will attached to the tint with an adhesive. The tint would be adhered

directly to the windows and would last 5-7 years. The Commission noted that Village Ordinance prohibits any adhesive on the outside windows. Mr. Lambert mentioned he can change that and move to the inside of the windows using plexi-glass and will instead hang inside the windows.

The Commission discussed that there are a lot of graphic elements on the signs, but not as many words. The option of using black drapery was suggested to create depth. Another recommendation was that sign "Underground Retrocade" be put on an awning and that there are possibly grants that can be applied for in instances such as this.

The lower left window will display the arcade's logo and the lower right window will display the "back to the future" sign which is not copyrighted and is just a message to bring the adults back to their youth. It was suggested that this sign be reduced by 20%

Mr. Lambert noted that he needs logo name on the window and any other graphic elements can be rotational.

Chairperson Baldoni proposed of possibly using awnings and discussion was held regarding the use of grants for this project should they proceed with the suggestion.

Further discussion was held regarding the signs. It was suggested that the second floor sign be made smaller and moved down slightly, and that the vinyl stick on material Pac-man sign in the middle brick area also be made smaller as well.

It was recommended that the current outside lights not be used. It was also noted that the neon sign above the door is acceptable.

Discussion on the "No Quarters" sign was held and noted that although the sign is more of an advertisement sign than a business sign, it is an important business element. It was recommended that it be made smaller.

**MOTION:** Commissioner Davies made a motion to approve the proposed signage with the following recommendations:

1. No window tints except for angled glass in entryway and on door;
2. Paint sign board trim color to compliment brick coloring or cover with awning as per Chairpersons Baldoni's proposal;
3. Reduce Back from the Future sign - go smaller than 50% of window space;
4. Second story banners to be set back from window on flexible material and lettering to be reduced by 10-15%;
5. Something similar to second story windows should be done on ground level windows and create window space for window displays; and

After a second by Commissioner Browne, the motion carried by a roll call vote 3-1. Reason for opposed vote was that there is not a concrete design of recommendations.

**Riverwalk Apartments (3 Buildings, 34 Units)  
502-570 Lincoln Avenue  
Monument Sign**

The owner of Riverwalk Apartments has been working to improve the living conditions and aesthetics of the property. The owner has submitted a plan for the design of a wall design sign. The sign will be a concrete structure with the same stone used in the building's façade and will the sign face will have painted aluminum and pin mounted to the face stone and concrete.

Discussion was held regarding the design of the sign.

**MOTION:** Commissioner Browne made a motion to approve the sign as presented. After a second by Commissioner Lemajeur, the motion carried by unanimous roll call vote.

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

**IX. STAFF REPORTS:**

**Tartan's Crossing Rear Signage**

The Commission discussed the Tartan's Crossing request for rear signage and a proposed design was provided to the tenants but it was not desirable to them and they came back with a column concept for the Committee to discuss.

It was noted that any signage on the rear doors would be obstructed by the landscaping and that they only thing that work most likely work would be temporary signage.

The Commission recommended that the rear signage not be allowed, but are open to a menu board. They requested that they present some ideas to the Commission for approval.

**X. ADJOURNMENT:**

Commissioner Davies moved for adjournment, and Commissioner Russell seconded the motion. The meeting adjourned at 9:18 p.m.

  
Christin Mangan  
Commission Secretary