

Petitioner Bob Davison, owner of the Blackberry Market at 401 N. Main Street, Glen Ellyn, Illinois stated they would like to install a projecting sign on the storefront due to the hardship of their location on the corner and signage frontage which hits 3 sides. He stated they looked at different options for this sign, but the projecting sign was the only one that made sense. He stated they have a large awning to deal with which the owner of the building will not remove. He showed a rendering of what the sign would look like if they followed the sign code and then showed a rendering of the proposed sign drawn to scale.

Adam Acosta, General Manager of Divine Signs, Inc. at 735 Estes Avenue, Schaumburg, Illinois, stated the sign will have a steel frame with the sign's wording digitally printed on its surface. He stated the sign will have light grey rings made from brushed aluminum. Commissioner Thompson asked if the building would be damaged if the sign was ever removed to which Mr. Acosta stated there will be 4 anchor points on the base plate of the sign which will be mounted to the building, and if this is removed, the spot could be plastered without an issue. Commissioner Wussow asked how the sign would stand up to high winds to which Mr. Acosta stated they designed the bracket for air passage, and they can access the wall from the back if the sign does need to be reinforced.

Commissioner Wussow stated she is concerned about the continuation of variances for bigger signs and asked if the petitioner would be willing to scale the sign down a bit so the sign would be 8.2 square feet as Career Vision has instead of the requested 8.75 square feet to which Mr. Acosta stated they could comply with this request.

Lee Marks, Chairman of the Historic Preservation Commission, 475 Hawthorne Street, Glen Ellyn, Illinois, stated this type of sign is attractive and well-received as it mirrors historical signage. He stated the Village of Wheaton has this type of signage, and new merchants are requesting this projecting type of signage.

Chairman Burdett asked about the petitioner's hardship for this sign variation request to which Mr. Davison stated they are in a corner location with a large awning that would block a flat sign.

Commissioner Hartweg made a motion to close the public hearing at 7:56 p.m. The motion was seconded by Commissioner Dohrer and carried unanimously by a vote of 7-0.

Commissioner Albrecht stated she understands the request due to the petitioner's hardship. She stated the projecting sign will be more effective with functional positioning. She stated she would not want the sign to have a larger square footage than Career Vision's projecting sign.

Commissioner Hartweg stated it is hard to see that corner as it is dark. He stated he likes the proposed structure of the sign and would like to have hidden guide wires on either side. He stated this sign will fit well on this corner location.

Commissioner Dickie stated the proposed sign is handsome and makes sense for this particular corner. He stated the corner location does qualify as a hardship. He stated he would also like to stick with precedence and not let the sign be larger than 8.2 square feet.

Commissioner Wussow stated the sign is a good proposal with a good design. She stated she is also in favor of limiting the square footage to 8.2 square feet. She stated she is concerned about

possible wind damage and asked the petitioner to think about what kind of force and sideway pressures this sign might take.

Commissioner Thompson stated the design of the sign is excellent and looks young and fun while also looking like the sign has been there a long time. She stated she is also in favor of keeping the sign to 8.2 square feet.

Commissioner Dohrer stated he thinks the sign is a good choice proportionally and sees the petitioner's hardship.

Chairman Burdett stated he does see the hardship between the awning and the corner location. He stated the consensus of the ARC is to limit the sign to 8.2 square feet.

Commissioner Wussow made a motion to recommend approval of:

1. A variation from Section 4-5-5(I)-1 of the Glen Ellyn Sign Code to allow 8.2 square feet of projecting signage on the property in lieu of the maximum area of 4 square feet permitted; and
2. A variation from Section 4-5-5(L)-4 of the Glen Ellyn Sign Code to allow signage that projects 5 feet 2 inches in lieu of the maximum projection of 2 feet 8 inches allowed;

based on the following findings of fact:

1. The requested variations comply with the purpose of the Glen Ellyn Sign Code because the purpose of the Code is to help people find what they need without difficulty or confusion.
2. If granted, the requested variations will not alter the essential character of the locality because a similar variation was granted for another business in the downtown. In addition, the projecting-style sign suits the downtown aesthetic well.
3. The petitioner has demonstrated a practical difficulty in adhering to the strict regulations of the Sign Code because the building is located on a corner lot and a large, fixed awning that covers much of building's façade limiting the amount of available space to install a visible wall sign.
4. The plight of the owner is due to unique circumstances because a large, fixed awning covers much of the building's façade limiting the amount of available space to install a visible wall sign.
5. The supplemental findings of fact in the petitioner's application packet dated September 4, 2013.

The motion was made subject to the condition that the signage shall be installed in substantial conformance with the plans as submitted and the testimony presented at the September 11, 2013 Architectural Review Commission meeting.

The motion was seconded by Commissioner Dohrer and carried unanimously by a vote of 7-0.

4. Community Wayfinding Study

Lee Marks, Chairman of the Historic Preservation Commission (HPC), 475 Hawthorne Street, Glen Ellyn, Illinois, stated several years ago, the HPC was instrumental in helping to create Village entrance signs which were historical-looking and received great reviews. He stated the HPC would like to see these entrance signs, but possibly done in new materials that hold up to the weather. He stated he met with the Village's Planning and Development team along with the Lakota Group to advise on new Village signage so as to reflect the Village's history.

Village Planner Stegall presented background on the proposed signage design and stated that earlier this year, the Village entered into a contract with The Lakota Group and Western Remac for completion of a community wayfinding study. She stated the study was recommended by the Downtown Strategic Plan and expanded to include the entire community. The purpose of the study is to strengthen the economic viability of the Village by better directing residents, visitors, shoppers and others to the community's shopping districts, parking facilities and abundant community assets and to provide a more unified image of the Village.

Zac McConnell, Project Manager at The Lakota Group, stated they want to solidify the branding and image throughout the community. He stated his team prepared potential signage designs which were shown to the Village staff and then narrowed down to 3 possible designs which were shared with the public by way on an online survey. He stated a large majority of the respondents expressed a preference for Sign Design A, which was the most traditional of the 3 designs.

Mr. McConnell stated after the survey was completed, they took Design A and expanded it to come up with different examples, including signs for Village gateways, directional, information kiosk, parking identifiers, street names and Village facility-site identifiers. He stated the colors are consistent throughout the signage to help identify different places. He stated more sign concepts are in the works for parks, parking lots and community message boards.

Mr. Marks asked why there are multiple color choices on the directional signage to which Mr. McConnell stated the color consistency helps to develop a theme for motorists to follow and also helps to break up the signage and add character. Commissioners Thompson and Albrecht stated they liked the consistency of sign colors in general. Mr. Marks stated the proposed scrollwork is more Victorian and would rather see metal finials on top of the signs.

Mike Conoscenti, Vice President of Sales at Western Remac, Inc., stated the vertical/columnar component on one of the proposed gateway signs allows a sign to be seen while limiting the space used. Commissioner Albrecht stated she liked this for Roosevelt Road.

Commissioner Thompson noted that using different colors on directional signs is another way to help people find their destination easier, particularly if they have poor eyesight, can't read or don't speak English which she has found from past work can include a number of individuals.

Commissioner Wussow stated she would prefer to see 2 colors throughout the sign design; however, she can see that the colors can help the community. She stated they should avoid colors that compete with the text. She stated she liked the idea of a dark sign with light-colored text so there would be no readability issues. She stated she would also like to avoid sign clutter. Mr. McConnell stated the Illinois Department of Transportation (IDOT) will require certain

readability on the signs, especially from a night standpoint. He stated they will do mock-ups in the field to check for readability. Commissioner Wussow stated she agreed that the current Village entrance signs do fit the Village and the issue with the finials rotting could be addressed as she would prefer a clean look to the proposed scrollwork.

Commissioner Wussow stated the GE initials say nothing about the community whereas the Clock Tower or Horse Trough images would. Mr. Conoscenti stated the Downtown Alliance uses a script "GE," and they wanted to give people the option of having consistency throughout the Village. Mr. Marks stated he would rather see the current Village logo used and that the Illinois Historical Preservation Agency (IHPA) likes this logo also. Chairman Burdett stated the script "GE" is inconsistent with being New-England like. There was a general discussion about what image was preferred.

Commissioner Albrecht stated she likes the wrought iron on the vertical signs and also would like to keep the New-England type feel with brick on the bottom of the sign pedestals.

Commissioner Hartweg stated it would be a plus to have consistent signage and thinks 3 colors on the signs would be fine.

Commissioner Dickie stated there should be consistency and color-balance. He stated they should continue to explore the historical direction of the signage.

Commissioner Wussow stated she would like to see consistency as well as all dark signs with light fonts or vice versa.

Commissioner Thompson stated the signs need a bit more refining, and it would be fun to have something unique on them. She indicated that with the prevalence of text messaging that she has begun to relate Glen Ellyn to "GE".

Commissioner Dohrer stated he likes the vertical signs and thinks their scale is appropriate. He stated he likes the brick base as opposed to stone. He stated he likes the existing Village entrance signs and hopes the consultants can find a balance.

Chairman Burdett stated he likes traditional consistent signage and would prefer a more New-England like approach. He stated he likes the brick base and the vertical signs. He stated he is open to multiple colors on the directional signage as long as the signs are legible.

Village Planner Stegall summarized a majority of the ARC's recommendation as being in favor of multiple colors on the directional signs, the use of brick bases, the use of the existing logo, a simpler New-England like look, the vertical gateway signs and preference for dark signs with a light colored font.

Susan Mocerino, with Bistro Monet at 462 N. Park Blvd., Glen Ellyn, Illinois, asked about examples of villages with successful wayfinding signage to which Mr. McConnell stated Elmhurst, LaGrange, Barrington, Kankakee and Homewood are good examples.

5. Discussion of Meeting Start Times

Village Planner Stegall stated some Village commissions are changing their start time to 7:00 p.m. and wanted feedback from the ARC about this. All commissioners were in agreement that the meetings could start at 7:00 p.m., starting in January 2014.

6. Public Comment

None

7. Chairman's Report

None

8. Trustee's Report

Trustee McGinley stated the Village Board will be discussing Lenox Road and the Lake Ellyn Park area as well as reviewing the finances for the Glen Ellyn Volunteer Fire Company. She stated there was a public hearing about the Roosevelt Road TIF, and this measure will come back before the Village Board in 45 days.

9. Staff Report

Village Planner Stegall stated the Commission will begin review of the Sign Code at the September 25, 2013 meeting.

10. Other Business?

None

11. Adjourn

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Hartweg moved, seconded by Commissioner Albrecht to adjourn the meeting at 9:50 p.m. The motion carried unanimously by a vote of 7-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed by: Michele Stegall, Village Planner

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