

Village Planner Stegall then displayed a copy of the original building elevation submitted by the petitioner which included a taller bump-out and the use of EIFS on the proposed bump-outs in two different colors and blue bands on the columns. She noted that in working staff the bump-outs were changed to brick to be consistent with the rest of the center, the height of the second bump-out was reduced, the blue-bands were eliminated and soldier course edging was added under the breezeway where the existing storefront windows will be filled in. She noted that staff appreciated the petitioner's willingness to compromise and make changes that bring the project closer into conformance with the Appearance Review Guidelines and result in improvements that are more consistent with the design and materials used in the rest of the shopping center.

Peter Theodore, architect with Camburas & Theodore in Des Plaines, Illinois, stated Ross Dress for Less will help to stabilize the shopping center as well as bring in great new tenants to the center. He stated they took their original plan to Village staff which was much different than the rest of the center, and as Ross Dress for Less does want to make the investment, they did deviate from the usual Ross brand prototype. He showed a sample board of the materials they are proposing to use with a new proposed light grey brick that he recommended be used behind the store sign in lieu of the white brick indicated on the plans. He stated since the ownership wants to distinguish the new space for Ross brand recognition, they are proposing to construct a façade that differs from the current elevation and are proposing a two bump-out façade and a larger area for the principal Ross sign than what is currently there. He argued that while the colored brick behind the sign is technically included in the sign area calculation that it is also an architectural element and encouraged the Commission to consider the area of the letters rather than the area of the brick.

Chairman Burdett asked about the windows to which Mr. Theodore stated the windows would be bricked in instead of using spandrel glass. Mr. Theodore stated they are proposing darker brick on bottom and soldier course edging with the remainder of brick matching the rest of the center.

Commissioner Albrecht asked about the massing square footage of the feature element to which Mr. Theodore stated the proposed height is the same as what is currently there, but since Ross will take three spaces, they are proposing to add more length and animation than what is there currently and indicated that the length of the feature element is probably about twice as long as what currently exists.

Commissioner Wussow stated she believes the proposed grey brick behind the Ross sign works and is a neutral color so if Ross did vacate the space, this portion of the building would not need to be redesigned. Mr. Theodore stated it is adaptive reuse. Commissioner Albrecht stated the massing and elongation of the sign along the bump-out is more attractive than what is there currently.

Commissioner Wussow asked if the bump-out would affect the sidewalk in front of the building to which Mr. Theodore stated the sidewalk would not change, but just have columns added. Commissioner Dickie asked about the height of the main bump-out to which Mr. Theodore stated the bump-out height is the same as the rest of the center.

Mr. Theodore stated the proposed lighting on the front of the building would be sconces on the four columns that will be pointing down and that the lighting would not be located across the

entire front of unit as shown on one of the elevations as keeping the lighting to the columns is more consistent with the rest of the shopping center which does not have exterior light fixtures in the front. Mr. Theodore stated the sign will be internally-illuminated individual letters. Commissioner Wussow asked if the lights would swivel to which Mr. Theodore stated the lights on the front of the building would not swivel and the lights on the back of the building are emergency lights that could be adjusted.

Commissioner Wussow asked about the sign-code bonus guidelines to which Ms. Stegall stated the petitioner starts with the maximum of 100 square feet and with the individual letter and setback bonuses, 124 square feet would be permitted. Mr. Theodore stated the Ross letters are 215 square feet and that the total sign area is 473 square feet with the colored brick background added. Commissioner Wussow asked if the sign letters could be reduced to 196 square feet which is the size of the Staples sign including the red background to which Mr. Theodore answered it likely could be. There was a discussion regarding the sign and the brick behind it with a majority of the Commission indicating that the size of the background played into the positive/negative color contrast in the feature element and that if the area of the brick were reduced that it would be inconsistent with the feature elements in the rest of the shopping center. Commissioner Thompson suggested that when Ross comes for the signage variation, it would be good to see the comparison to Jewel's signage.

Commissioner Thompson asked about the bollards in front of the main entrance to which Mr. Theodore stated they are standard sand-colored bollards.

Commissioner Albrecht stated the design is incredibly thoughtful and in keeping with the current vibe of the center. She stated she likes the brick and the windows, and the signage issue is workable.

Commissioner Hartweg stated the proposed design is better, and he likes that they have done their homework with the staff. He stated they have made great modifications, and the grey brick would be good.

Commissioner Dickie thanked the petitioner and architect for working with the staff. He stated he is excited to talk about the sign variation. He stated he likes the brick and the frame details.

Commissioner Wussow thanked the petitioner and architect for a quality proposal. She stated the design is very attractive, and she likes the grey brick. She stated she would like the rear lighting fixed and cast down. She stated for the sign, she would like Ross to keep the size of the letters in line with the size of the entire Staples sign, including the background.

Commissioner Senak stated this is a good example of how private industry and municipal government can work hand-in-hand. He stated the design is attractive, and Ross will be a great addition to the community. He stated that for the sign, he appreciates the willingness of the part of the business to be flexible and work with the staff.

Commissioner Thompson stated this is a great design. She stated she likes the windows and the bollards. She stated she is torn on the brick behind the signage and would like to see the scale of the sign compared to Jewel.

Chairman Burdett stated he thinks the bump-outs and staggered heights are good, and this design is consistent with the rest of the shopping center and in keeping with the Appearance Review Guidelines which encourage the mass of buildings to be broken up.

Commissioner Wussow moved to recommend approval of the proposed exterior appearance as presented with the following conditions:

1. That the project is constructed in substantial conformance with the plans presented at the April 23, 2014 Architectural Review Commission meeting.
2. That dark-bronze window systems be used on the front elevation consistent with the rest of the shopping center.
3. That the light fixtures on the front of the building be limited to the columns.
4. That the light fixtures on the back of the building be stationery and downward-pointing.
5. That light grey brick be used behind the store's principal sign as presented at the April 23, 2014 Architectural Review Commission meeting in lieu of the white brick shown on the plans and that the grey brick not be installed until the sign variation is acted on.
6. That any signage shown on the proposed plans is not included in the approval.

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

Commissioner Albrecht exited the meeting at this time.

5. Podcast of March 18, 2014 MDRN Event

Village Planner Stegall provided background on the Municipal Design Review Network (MDRN) and their events during the year. She introduced Professor Robert Rotenberg, DePaul Professor of Anthropology, who, along with John Hedrick, discussed the history of the Design Review process in the Chicagoland area at the March 18, 2014 MDRN event. Professor Rotenberg had attended design review meetings in several different Chicagoland municipalities to see how different municipalities handled the design review process.

A podcast of this talk was heard by the commissioners. This podcast contained Professor Rotenberg's research findings on the varied approaches to the design review process along with best practices and design standards and guidelines. Professor Rotenberg discussed Glen Ellyn's Cadence Health building at the event as an example of how a finished building was not in compliance with the approved plans for the building and how the ARC dealt with this issue.

Chairman Burdett stated it was interesting to hear the thoughts of an observer and thought Professor Rotenberg had some interesting conclusions. Professor Rotenberg stated that when he attended the design review meetings, he was listening more for the thoughts on how to justify conclusions and not necessarily the conclusions themselves. Professor Rotenberg stated he used

the Glen Ellyn case due to its weight and assertion that design review should matter. Professor Rotenberg stated the design review process can be an economic development tool as it helps to maintain property values, businesses like to locate in attractive and well maintained areas and it assists a community in building a brand. Chairman Burdett noted that the more flexible petitioners in front of the ARC seem to be national companies.

Commissioner Senak asked about an optimal process for design review to which Professor Rotenberg stated the top-functioning boards have village planners who are involved in the MRDN and talk to their peers and that how smoothly a process goes seems linked to how much time petitioners spend with staff ahead of time. Professor Rotenberg stated he thinks the process of staff review and recommendation, a pre-application meeting, formal meeting and then a village board review seems to do well. There was also a discussion about an advisory board for design review versus an approval board and Plan Commissions doing design review.

6. Chairman's Report

None

7. Trustee's Report

Trustee Burket stated the Board is still working on the budget and should vote on this by the end of the month. He stated the Board is finalizing the Wayfinding Study, and the preferred look for the signage is the finials on top instead of scrollwork. He stated there is a recycling fair this weekend. He stated President Demos is looking for a new student commissioner for the ARC. He stated the Honey space at the intersection of Main Street and Pennsylvania Avenue has been leased.

8. Staff Report

Commissioner Wussow asked about the restaurant sign outside the Village Links as it does not look very good. Trustee Burket stated they are currently working on a marketing plan for the Village Links, and they are working on fixing this.

9. Adjourn

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Senak moved, seconded by Commissioner Wussow to adjourn the meeting at 9:50 p.m. The motion carried unanimously by a vote of 6-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed by: Michele Stegall, Village Planner