



to which Ms. Stegall answered it is a painted design to which the staff does not object as it breaks up the long side of the building and adds interest. Commissioner Dieter asked about other downtown businesses that have blade signs, and Ms. Stegall named a few.

Jill Foucré, owner of Marcel's Culinary Experience at 490 N. Main Street in Glen Ellyn, was sworn in and showed a rendering of the proposed building. Ms. Foucré stated they have an opportunity to create a different vision for the southbound gateway into the downtown. She stated Marche would be a sister business and a brand extension to Marcel's which is a few doors down. She stated they are proposing a warm, inviting contemporary look for the exterior of the building. She stated the building's current brick is mismatched and damaged so a lot of work needs to be done to the exterior. She stated they are opting to paint the brick as it will be very difficult to get new brick to match or to find a stain that would cover the problem brick. She stated they are adding a new window and a door with a recessed entry on Pennsylvania Avenue.

Ms. Foucré stated the Marche signs would be brass dimensional letters that are flush to the building. She stated the blade signs would then help pedestrians see what the business is and help to draw pedestrians' eyes down Pennsylvania Avenue to other businesses. She stated the medallions on the awnings are a branding piece and help to tie Marche to Marcel's. She showed a sample board of the paint and stated the Club Navy color will give the building a warm and inviting look.

Ms. Foucré showed a mock-up of what the building would look like in a panoramic view of downtown. She stated the building color will be complementary to the rest of the downtown buildings and will be a point of sophistication and elegance on the corner.

Commissioner Loftus asked about the color on the doors and windows to which Ms. Foucré stated the door frames will be red and the window frames will be bronze. Commissioner Loftus asked about the color of the awning frame to which Ms. Foucré stated the frames will be black so they will match the awnings.

Commissioner Thompson asked about possible seating outside to which Ms. Foucré stated they think they will have space for this on the north side of the building. Chairman Burdett asked about planters to which Ms. Foucré stated there will be planters outside, but they have not talked about the specifics on this yet.

Commissioner Senak asked why more signs than 2 are needed to which Ms. Foucré stated the bronze-letter signs on the building are needed for people seeing the building from a distance and the blade signs are needed for pedestrians. Ms. Foucré stated the medallions on the awnings create interest and are a branding element. Commissioner Senak asked if pedestrians would not be able to see the store's wall signage to which Ms. Foucré stated it would be hard for pedestrians to see the signs on the top band of the building so that is why the blade signs are so important. Chairman Burdett asked about the hardship for the sign variation to which Ms. Foucré stated the variation request is due to the corner location as well as the need to address vehicular and pedestrian traffic. Commissioner Loftus asked about the projection of the channel lettering to which Ms. Foucré stated the letters would project four to six inches from the building.

Commissioner Dickie stated he thinks it is great they will do work on the brick as there is a significant amount of damage.

Commissioner Senak asked how the building would conform to the other buildings in the Historic District to which Ms. Foucré stated the building is not historically significant, but they are adding color and brass elements which are more consistent with buildings that are historically significant. Commissioner Senak asked if there is any other alternative to painting the brick to which Ms. Foucré stated they looked into matching the brick or staining the brick, but neither option would work so painting the brick was the best option. Ms. Foucré stated they looked at neutral colors first, but then the building seemed to look drab and settled on the blue color.

Chairman Burdett asked about the chimney to which Ms. Foucré stated the chimney is brick with a galvanized cap, and both the brick and cap would be painted to match the building.

Commissioner Loftus moved to close the public hearing at 7:32 p.m. The motion was seconded by Commissioner Dickie and carried unanimously by a vote of 7-0.

Commissioner Senak stated the business will be a nice addition to the downtown and that they have created a great design that is architecturally complementary and distinctive. He stated the Commissioners need to be sensitive to what impact that granting variations may have on the downtown as he is concerned how this precedent could affect future businesses that want to move to the Village. He stated he understands why the sign variation is needed.

Commissioner Dickie stated that painting the brick is an excellent way to deal with a difficult building. He stated the color chosen is great and appropriate. He stated he is in favor of the sign variation due to vehicular and pedestrian customers. He stated he likes all the great touches.

Commissioner Thompson stated she likes this design and appreciates that the “gateway to the downtown” piece was well thought out. She stated she likes the window addition and the design elements. She thanked the petitioner for accurate renderings and samples.

Commissioner Loftus stated he understands the choices for the proposed colors and materials. He stated he is glad to see the structure re-used. He stated the color is a good contrast to the rest of the downtown. He stated he likes the blade signs as they go with the Historic District feeling.

Commissioner Dieter stated it would be difficult to manage the brick without doing something to it and the color seems to work. He stated he was reluctant on the sign variation, but now thinks the number of signs is good.

Commissioner Albrecht stated the color is thoughtful and impactful and thanked the petitioner for bringing good samples. Commissioner Albrecht stated she likes the contemporary look of the building as it is classic with clean lines. She stated she understands the signage variance request as the building feels like two buildings with the long part on the north side.

Chairman Burdett stated he is in favor of the exterior appearance and likes the door and window addition. He stated the paint color is good. He stated the petitioner has met the burden for the sign variance and thinks the medallions are more decoration than additional signage.

Commissioner Loftus made a motion to recommend approval of the proposed exterior appearance and requested sign variation based on the following findings of fact for the sign variation.

1. The request complies with the Statement of Purpose found in Section 4-5-2 of the Glen Ellyn Sign Code because the proposed wall and blade signs will provide effective communication to both motorists and pedestrians and the awning medallions are design elements to an otherwise blank canvas.
2. The plight of the owner is based on unique circumstances due to an unusual physical limitation, such as an irregular lot shape, substantial lot depth, unusual geographic location, exceptional topographic feature or other condition that is peculiar to the subject property or establishment and the conditions upon which the request is based are not generally applicable to other property within the same zoning district because multiple signs are necessary for the corner lot and for clear communication and support of branding.
3. The variation, if granted, would not have an adverse impact on property values in the surrounding area or be injurious to other property or improvements in the neighborhood in which the property is located because the proposed signs would not detract from the surrounding business signage.
4. The variations, if granted, would not have an adverse impact on the existing or desired character of the surrounding area because the signs would enhance the character of the property.
5. The variations, if granted, would not endanger the public health, safety of welfare.

As well as the following supplemental findings:

6. The purpose of the variation is not based exclusively upon a desire to make more money out of the property because the purpose of the proposed signage is for communication and identification whether by car or on foot and branding.
7. The requested variation is the minimum variation necessary because the requested signage meets the aesthetic and communication needs while complying with the stated dimensional requirements.

Subject to the condition that the project shall be constructed in substantial conformance with the plans as submitted and the testimony presented at the public meeting of the Architectural Review Commission.

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

#### **4. Chairman's Report**

Chairman Burdett asked if there are any updates on the OPUS project. Ms. Stegall stated there is not much to report as there are no revised plans yet. Ms. Stegall stated the project may go to the Village Board next for their feedback.

#### **5. Trustee's Report**

Trustee Ladesic stated there is a new developer for the McChesney property that is working on this project. Commissioner Albrecht asked about the Dominick's property to which Trustee Ladesic stated there is a letter of intent on the property by an interested retailer. Commissioner Albrecht asked about the timing on Marche to which Ms. Stegall stated the project should move quickly after review by the Village Board.

#### **6. Staff Report**

Ms. Stegall stated there are three projects that should come before the commissioners soon: 487 Duane Street; 369 Roosevelt Road; and 10 N. Park Boulevard

#### **7. Adjourn**

As there was no other business to discuss, Chairman Burdett asked for a motion to adjourn. Commissioner Loftus moved, seconded by Commissioner Senak to adjourn the meeting at 7:52 p.m. The motion carried unanimously by a vote of 7-0.

Submitted by: Debbie Solomon, Recording Secretary

Reviewed by: Michele Stegall, Village Planner