

MINUTES OF THE APPEARANCE REVIEW COMMISSION
November 19, 2018

The regular meeting of the Appearance Review Commission was called to order by Chairman John Robbins at 7:00 p.m. at the Village Hall.

Members Present: Chairman John Robbins, Tom Flader, Brad Meyer, Rich Seneczko and Jennifer Tarello.

Members Absent: None.

A quorum was established.

Village Staff Present: Chris Sandine, Associate Planner.

Commissioner Tarello made a motion, seconded by Commissioner Flader, to approve the October 15, 2018, Appearance Review Commission meeting minutes as written.

Motion carried 5 - 0.

OLD BUSINESS:

None.

NEW BUSINESS:

**ARC 18-57 North Shore Sign Co., Authorized Agent for Paul Cronin
168 Peterson Road**

Request is for approval of new signage.

Mr. Jeff Barmueller, representative for North Shore Sign Co., presented the proposed signage for 168 Peterson Road. Mr. Barmueller stated the business is relocating from their existing location in Libertyville to their new tenant space. Chairman Robbins questioned if the applicant has reviewed staff's comments. Mr. Barmueller confirmed he is able to comply with staff's comments regarding the opaque background. Mr. Barmueller noted the new Advance Auto Parts in the Village does not have an opaque background on their box signs.

Commissioner Meyer made a motion, seconded by Commissioner Tarello, to recommend the Village Board of Trustees approve the application for new signage at 168 Peterson Road, subject to the following condition: 1) The background is opaque so only the logo and letters shine through.

Motion carried 5 – 0.

**Minutes of the November 19, 2018, Appearance Review Commission Meeting
Page 2 of 4**

**ARC 18-58 Image360 Gurnee, Authorized Agent for Whitney M. Booth
1298 S. Milwaukee Avenue**

Request is for approval of new signage.

Mr. Denis DuBois, authorized agent for Image360 Gurnee, presented the proposed signage for 1298 S. Milwaukee Avenue. Commissioner Meyer questioned if this business has multiple locations. Mr. DuBois stated this is the client's only location. Commissioner Flader questioned the location of the proposed sign. Mr. DuBois stated the initial design from the architect included electric routed to this location. Commissioner Seneczko questioned the red and green color choices. Mr. DuBois stated the doctor was insistent about having the "Dental Care" be in red in order to attract attention, while the "Lake County Family" was in green to match their brand colors. Mr. DuBois stated the client is willing to change the color of the "Lake County Family" letters to a more neutral tone, such as gray or white. Commissioner Meyer stated the "Dental Care" letters do not seem to stand out against the red brick. Commissioner Meyer noted the sign does not add anything to the building, but rather take away from the building. Commissioner Flader questioned if the intent of the sign is to have the letters aligned to the left, rather than centered. Mr. DuBois stated the sign is aligned to the left because their usual brand includes a larger tooth that is not included.

Chairman Robbins stated he is not a fan of the color choice and the red seems to get lost within the red brick. Chairman Robbins stated his initial thought was a sign on this building would be individual aluminum letters that are back-lit. Chairman Robbins suggested shifting the sign to the left, lowering it on the building façade, and tweaking the colors. Chairman Robbins stated it might help with visibility to change the green color to a neutral gray color. Chairman Robbins stated the sign looks and reads like a box sign, but noted it may be better with two individual raceways to match the red brick. Commissioner Flader questioned the possibility of placing the sign above the front entrance on the architectural element. Commissioner Flader stated this location may give the client more visibility. Mr. DuBois requested more time to talk with his client about several options and return to the Commission next month.

Commissioner Seneczko made a motion, seconded by Commissioner Meyer, to continue the application for new signage at 1298 S. Milwaukee Avenue to the next meeting scheduled for December 17, 2018.

Motion carried 5 - 0.

**ARC 18-59 H.M. Witt & Co. Signs, Authorized Agent for Fr. John Trout
200 N. Milwaukee Avenue**

Request is for approval of new signage.

Mr. Steve Lawrence, representative for Baird & Warner, presented the proposed signage for 200 N. Milwaukee Avenue. Chairman Robbins questioned if the existing facade is rebranding at this location. Mr. Lawrence confirmed and stated the sign on the south facade is replacing an existing sign and the sign on the west facade is new.

Minutes of the November 19, 2018, Appearance Review Commission Meeting
Page 3 of 4

Commissioner Meyer made a motion, seconded by Commissioner Flader, to recommend the Village Board of Trustees approve the application for new signage at 200 N. Milwaukee Avenue, in accordance with the plans submitted.

Motion carried 5 - 0.

ARC 18-60 Daniela Fitzgerald, Authorized Agent for 755 Milwaukee MOB, LLC
755 S. Milwaukee Avenue

Request is for approval of new building facades.

Ms. Daniela Fitzgerald, representative for Lillibridge, presented the proposed building facades for 755 S. Milwaukee Avenue. Commissioner Seneczko confirmed the scope of work only includes the existing entrance. Commissioner Meyer stated the proposed entrance looks nice. Chairman Robbins questioned if there is any plans for illumination. Ms. Fitzgerald stated there may be a few wall sconces installed in the future, but not at this time. Chairman Robbins questioned if the colors on the rendering will closely match the actual design. Ms. Fitzgerald stated the colors will try to closely match the rendering, but also be similar to the buildings across the street.

Commissioner Seneczko made a motion, seconded by Commissioner Flader, to recommend the Village Board of Trustees approve the application for new building facades at 755 S. Milwaukee Avenue, in accordance with the plans submitted.

Motion carried 5 - 0.

ARC 18-61 Matthew Graham, Authorized Agent for Ray Nierstheimer
121 W. Park Avenue

Request is for approval of new landscaping.

Mr. Matthew Graham, representative for Ray Nierstheimer, presented the proposed landscaping for 121 W. Park Avenue. Mr. Graham stated the proposal includes removing nine (9) trees and trimming three (3) others on site. Mr. Graham stated these trees have been causing problems, including a couple of recent incidents with large limbs falling on power lines and near vehicles. Commissioner Seneczko questioned if there is a replacement plan for these trees. Mr. Graham stated there is not a replacement plan at the moment, but with the redevelopment of the site, he hopes to incorporate more landscaping into a larger landscaping plan. Commissioner Seneczko questioned if there was a timeframe for this landscape plan. Mr. Graham stated he is waiting to close on the property and does not have a timeframe. Commissioner Flader questioned the viability of placing trees along the south edge of the property. Mr. Graham stated he is unsure where the future buildings, drive aisles, and parking spaces will be installed. Mr. Graham stated he prefers including the replacements in a larger landscape plan to avoid jeopardizing any of the new trees or root systems. Mr. Graham noted there is a potential for more trees to be removed in the future.

Minutes of the November 19, 2018, Appearance Review Commission Meeting
Page 4 of 4

The Commission expressed concern over the timeframe on the landscape plan. Chairman Robbins questioned if there is a location for trees to be replaced now. Commissioner Flader stated that two (2) trees would be acceptable along the south property line. Commissioner Meyer questioned if it is possible to just remove the deadwood and dead trees, while trimming the others. Mr. Graham reiterated his preference is to remove all of the trees now, but is open to planting the two (2) trees along the south property line.

Commissioner Flader made a motion, seconded by Commissioner Tarello, to recommend the Village Board of Trustees approve the application for new landscaping at 121 W. Park Avenue, subject to the following condition: 1) The applicant install two (2) trees from the approved species list along the south property line adjacent to the bike path.

Motion carried 5 - 0.

COMMUNICATIONS AND DISCUSSION:

Commissioner Meyer made a motion, seconded by Commissioner Tarello, to approve the 2019 Appearance Review Commission meeting dates.

Motion carried 5 - 0.

Commissioner Tarello questioned the amount of signage in a window space allowed per the Zoning Code. Mr. Sandine stated that tenants are permitted 35% of their window space before being considered a sign.

Commissioner Meyer moved and Commissioner Flader seconded a motion to adjourn.

Motion carried 5 - 0.

Meeting adjourned at 7:44 p.m.