

**MINUTES OF THE APPEARANCE REVIEW COMMISSION**  
**October 18, 2021**

The regular meeting of the Appearance Review Commission was called to order by Chairman John Robbins at 5:29 p.m. at 118 W. Cook Avenue.

Members Present: Chairman John Robbins, Sarah Burger, Les Galo, James Hartshorne, and Casey Rooney.

Members Absent: Tom Flader and Mike Kollman.

A quorum was established.

Village Staff Present: Christopher Sandine, Associate Planner, and John Spoden, Director of Community Development.

Commissioner Rooney made a motion, seconded by Commissioner Hartshorne, to approve the September 20, 2021, Appearance Review Commission meeting minutes, as written.

Motion carried 4 - 0. Chairman Robbins abstained.

**OLD BUSINESS:**

None.

**NEW BUSINESS:**

**ARC 21-53 North Shore Sign Co., Authorized Agent for Narek Howczarenko  
221 N. Milwaukee Avenue**

**Request is for new signage.**

Mr. Matt Laska, authorized agent for North Shore Sign Co., presented the proposed signage for 221 N. Milwaukee Avenue. Mr. Laska stated the existing sign will be removed and a new tenant panel will be installed. Mr. Laska stated the height and width of the posts will not change. Chairman Robbins confirmed there is currently an address label on the sign. Mr. Laska stated the proposed panel will be smaller than the existing panel. Commissioner Rooney questioned how the signage will be illuminated. Mr. Laska stated there is currently ground lighting on either side of the sign. Mr. Laska stated the word "Gladiola" will be raised slightly and the rest of the signage will be vinyl.

*Commissioner Hartshorne made a motion, seconded by Commissioner Rooney, to recommend the Village Board of Trustees approve the application for new signage at 221 N. Milwaukee Avenue, in accordance with the plans submitted.*

*Motion carried 5 - 0.*

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**ARC 21-54 North Shore Sign Co., Authorized Agent for Jim Hara**  
**705 E. Park Avenue**

**Request is for new signage.**

Mr. Matt Laska, authorized agent for North Shore Sign Co., presented the proposed signage for 705 E. Park Avenue. Commissioner Rooney stated she has no issues with the proposed sign. Chairman Robbins questioned if the pole would need to be repainted. Mr. Laska stated the sign may need to be touched up, but it will remain the same blue color.

*Commissioner Galo made a motion, seconded by Commissioner Hartshorne, to recommend the Village Board of Trustees approve the application for new signage at 705 E. Park Avenue, in accordance with the plans submitted.*

*Motion carried 5 - 0.*

**ARC 21-55 Gries Architectural Group & Autobuilders, Authorized Agent for 1620 Milwaukee, LLC.**  
**1620 S. Milwaukee Avenue**

**Request is for new landscaping and signage.**

Mr. Bill Holly, authorized agent for 1620 Milwaukee, LLC, presented the proposed landscaping and signage for 1620 S. Milwaukee Avenue. Mr. Holly stated the wall signage includes an individual back-lit channel letter box sign that displays “Acura” with silhouette lighting and a white border. Mr. Holly stated the “McGrath” letters represent the dealer name and they will be individual, LED, face-lit, channel letters. Mr. Holly stated the “Service” sign is non-illuminated. Mr. Holly stated they are ½” aluminum letters that will be pin mounted over the service entrance and painted a black color. Mr. Holly stated the ground (monument) sign is an 8’ x 20’ double-face sign. Mr. Holly stated the channel letters will be backlit with LED lighting and there will be a recessed LED strip around the perimeter of the sign to provide a silhouette detail. Mr. Holly stated landscaping around the base of the monument sign will be 172 SF and consist of mulch, arborvitae, and flowering plants.

Commissioner Rooney questioned if the proposed freestanding sign is a face-change. Mr. Holly stated the proposed freestanding sign will be brand new. Commissioner Hartshorne questioned the height of the existing freestanding sign. Mr. Holly stated he is unsure on the exact height, but it is shorter. Mr. Holly stated there the sign will be located further south. Mr. Holly stated the proposed sign will provide additional visibility for the dealership. Commissioner Hartshorne questioned if there are any requirements for the height of a sign. Mr. Sandine stated the Zoning Code allows signs within the C-5 Zoning District to be 27-feet, as measured from grade. Mr. Holly stated most of the dealership signs along Milwaukee Avenue are taller signs. Mr. Holly stated the ID portion of the sign is similar to the existing sign.

Chairman Robbins stated the proposed sign will fail if the intention is to be more visible, given the existing trees along Milwaukee Avenue. Chairman Robbins stated the other signs along

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Milwaukee Avenue are irrelevant to this situation. Chairman Robbins suggested a shorter sign will be better for visibility to avoid the taller tree branches. Chairman Robbins stated the other signage on the building is terrific in terms of its appearance and aesthetic. Chairman Robbins stated he thinks the taller freestanding sign is a missed opportunity. Mr. Holly stated the sign is being moved further south, which may help the visibility. Chairman Robbins stated the visibility will still be affected by the tree trunks and branches. Mr. Sandine stated the owner of this property removed five (5) trees along Milwaukee Avenue a few years ago and replanted with newer trees in the same location. Mr. Sandine noted the previous trees were causing a maintenance issue for their vehicles. Chairman Robbins stated the concerns with the trees remain, even with smaller trees. Chairman Robbins stated it is nonsense that the Acura dealership cannot amend their sign package.

Commissioner Rooney stated her issues stem from the locations of the planted trees and the proposed freestanding sign. Commissioner Rooney stated she does not want to see the trees be trimmed to fit in with the sign. Commissioner Rooney stated the sign should fit in with the development of the trees. Mr. Holly showed the Commission a site plan with the location of the proposed freestanding sign. Commissioner Hartshorne stated it appears a tree will need to be removed. Mr. Holly questioned when the previous trees were planted. Commissioner Rooney estimated about 25-years ago. Commissioner Galo stated the sign at Cadillac is significantly taller than the proposed Acura sign. Chairman Robbins stated the Cadillac sign is at the maximum height allowed due to a series of topographical challenges. Chairman Robbins stated he would like to see the sign in relation to the tree positions. Chairman Robbins stated repositioning the sign further south is a good move. Mr. Holly stated it will be important to have the sign closer to the intersection for visibility.

Commissioner Rooney questioned next steps. Mr. Sandine stated the applicant will need to appear before the Plan Commission/Zoning Board of Appeals, so the applicant is able to reappear before the Commission in November and still stay on their normal schedule. Chairman Robbins suggested the Commission continue this item until the November meeting date. Mr. Holly confirmed the only issue is the location of the freestanding sign in relation to the trees. Chairman Robbins suggested providing the back of curb in relation to the location of the sign and the location of the trees in relation to the signs position in the space. Mr. Holly confirmed the back of curb should be shown from Milwaukee Avenue. Mr. Holly stated he will be able to provide additional photos of the trees, too. Chairman Robbins stated recommends showing the trees and curb line on the Site Plan with any additional photos. Mr. Holly questioned if the trees along Milwaukee Avenue are city-owned. Chairman Robbins stated they are privately-owned. Mr. Holly confirmed the landscaping at the base of the sign is acceptable.

*Commissioner Rooney made a motion, seconded by Commissioner Galo, to continue the application for new landscaping and signage at 1620 S. Milwaukee Avenue, to the Appearance Review Commission meeting on November 15, 2021.*

*Motion carried 5 - 0.*

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**COMMUNICATIONS AND DISCUSSION:**

With no further discussion, Chairman Robbins moved and Commissioner Hartshorne seconded a motion to adjourn.

Motion carried 5 - 0.

Meeting adjourned at 6:03 p.m.