

MINUTES OF THE APPEARANCE REVIEW COMMISSION
January 20, 2020

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

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

Members Absent: Chairman John Robbins.

A quorum was established.

Village Staff Present: Christopher Sandine, Associate Planner.

Commissioner Tarello made a motion, seconded by Commissioner Flader, to approve the December 16, 2019, Appearance Review Commission meeting minutes, as written.

Motion carried 4 - 0.

OLD BUSINESS:

**ARC 19-58 Olympik Signs Inc., Authorized Agent for Pine Meadows II Associates, LLC
950 Technology Way**

Request is for new signage.

Mr. Rob Whitehead, authorized agent for Olympik Signs Inc., and Mr. Chris Nichols, authorized agent for Derick Dermatology, presented the proposed signage for 950 Technology Way. Mr. Whitehead stated they have provided additional sizes and sign packages for their client. Mr. Whitehead stated their preference is to have the initial signage approved based on where the building is located. Mr. Whitehead stated they also received a letter from the landlord that states no other tenants within the building will have rights to signage, other than the existing "Snap-On" sign. Commissioner Seneczko questioned what will happen if "Snap-On" leaves. Mr. Whitehead stated he is unsure what will happen if "Snap-On" leaves. Mr. Nichols stated that in his experience, having a tenant space does not guarantee signage on the building. Mr. Nichols stated the signage rights can be assigned on a purchase basis or due to significant square footage within the building. Mr. Nichols stated Derick Dermatology has negotiated an eleven-year right for signage on the building, which has not been granted to other tenants within the building, with the exception of the existing "Snap-On" sign. Mr. Nichols stated he cannot speak on what can happen if "Snap-On" leaves, but noted the other tenants do not have a right for signage on the building. Commissioner Meyer clarified that existing tenants do not have a right for signage, but future tenants might have a right for signage. Mr. Nichols confirmed that future tenants might have signage, but noted the landlord stated they do not have any intentions of having additional signage on the building in the future. Commissioner Meyer noted how "Snap-On" has a

Minutes of the January 20, 2020, Appearance Review Commission Meeting
Page 2 of 3

preferable sign location along Winchester Road. Mr. Nichols stated their current lease requires the signage to be located directly above their tenant space. Mr. Nichols stated that if the sign were to be placed along Winchester Road, then it would be hidden behind landscaping and a garbage enclosure. Mr. Nichols did note that there is a sliver of visibility from Winchester Road for where the sign is being proposed. Commissioner Meyer questioned what type of trees are along Winchester Road. Mr. Nichols stated the embankment is evergreen trees. Commissioner Meyer noted that it will be difficult to see any signage from Technology Way, given the perspectives included in the packet.

Commissioner Seneczko stated he is not happy with the larger options, but is okay with Alternate Option #3 (67 SF). Commissioner Meyer noted the code compliant option looks best on the building, from a scale standpoint. Commissioner Tarello questioned if thought was given to increasing the “Derick Dermatology” in relation to the “DD” logo. Mr. Nichols stated this is their standard from a branding standpoint. Mr. Nichols stated they also provided an actual square footage, as opposed to the overall square footage, as measured from the logo. Mr. Sandine confirmed the Sign Code measures the overall square footage from the logo, rather than splitting up the logo and letters. Mr. Nichols noted how their longer name makes it difficult to stay within the code compliance.

Commissioner Flader noted he is concerned with the precedent that might be set for future tenants in the building. Commissioner Flader stated he thinks it should stay at the code compliant standard. Mr. Nichols stated the building owners will make sure their buildings are attractive so they can keep their property values. Commissioner Seneczko stated that due to the size of the building, he is okay with Alternate Option #3. Commissioner Meyer noted that there were four (4) options proposed: 135 SF, 92 SF, 67 SF, or 32 SF. Commissioner Meyer stated he agrees with Commissioner Seneczko on Option #3. Commissioner Tarello noted she is okay with Option #3. Commissioner Flader stated Option #3 is about eight (8) feet longer and seven (7) inches taller than the code compliant option. Commissioner Tarello stated she does like the code compliant option and how it is scaled on the wall, but Option #3 on the entire façade is acceptable. Commissioner Flader noted that anything above the code compliance standard will set a precedent for future tenants. Commissioner Seneczko stated the proposed signage appears to be based on their square footage within the building and the overall size of the building works okay with Option #3. Mr. Nichols stated their use is a little unique for the area and the signage is important for their business needs.

Commissioner Seneczko made a motion, seconded by Commissioner Tarello, to recommend the Plan Commission/Zoning Board of Appeals approve the application for new signage at 950 Technology Way, subject to the following condition: 1) Approval for Option #3, 67 SF.

Motion carried 4 - 0.

NEW BUSINESS:

Minutes of the January 20, 2020, Appearance Review Commission Meeting
Page 3 of 3

**ARC 20-01 Signarama-Buffalo Grove, Authorized Agent for 801 Technology Way Investors, LLC
801 Technology Way**

Request is for new signage.

Mr. Chuck Hodes, representative for Signarama-Buffalo Grove, presented the proposed signage for 801 Technology Way. Mr. Hodes stated their proposal is for a thirty-two (32) square foot, front-lit channel letter sign. Commissioner Seneczko confirmed the signage for 801 Technology Way and 901 Technology Way will be on two separate buildings.

Commissioner Tarello made a motion, seconded by Commissioner Flader, to recommend the Village Board of Trustees approve the application for new signage at 801 Technology Way, in accordance with the plans submitted.

Motion carried 4 - 0.

**ARC 20-02 Signarama-Buffalo Grove, Authorized Agent for 901 Technology Way Investors, LLC
901 Technology Way**

Request is for new signage.

Mr. Chuck Hodes, representative for Signarama-Buffalo Grove, presented the proposed signage for 901 Technology Way. Mr. Hodes stated their proposal is for a thirty-two (32) square foot, front-lit channel letter sign.

Commissioner Tarello made a motion, seconded by Commissioner Seneczko, to recommend the Village Board of Trustees approve the application for new signage at 901 Technology Way, in accordance with the plans submitted.

Motion carried 4 - 0.

COMMUNICATIONS AND DISCUSSION:

Commissioner Seneczko noted how the pylon sign for HR Boost turned out nicely. Mr. Sandine noted that the applicant for 800 N. Milwaukee Avenue will petition the Village Board to have her signage approved, as submitted at the December 16, 2019, meeting.

With no further discussion, Commissioner Seneczko moved and Commissioner Flader seconded a motion to adjourn.

Motion carried 4 - 0.

Meeting adjourned at 7:21 p.m.