

ITEM 4. OTHER BUSINESS

DC#14-103 – Uptown Corridor Beautification

Mr. Hautzinger said that a progress draft of the corridor study prepared by Teska Associates was presented to the Design Commission on October 28, 2014 for preliminary feedback. The purpose of the corridor study is to guide long range development of the TIF 3 and TIF 5 area that includes parts of Rand Road, Palatine Road and Arlington Heights Road. The goal is to create an identity for the area established through streetscape, gateway opportunities, and a sense of entry and presence to distinguish between other retail areas. This is a long range plan intended to be implemented in stages. Based on input from Staff, the Design Commission, business owners, and IDOT, the Uptown Corridor Beautification Study has now been completed and is being shared with the Design Commission for information and feedback. Formal action is not required at this time.

Mr. Hautzinger gave an overview of the final draft and highlights of the changes since the 2014 review that included the following:

1. (S2) District Gateway Signage, page 8 of 31. Corten steel has been changed to charcoal slate, and smaller gateway monument 'B' has been added.
2. (S4) District Gateway Signage, page 10 of 31. New gateway sign option added.
3. (S5) District Gateway Signage, page 11 of 31. New gateway sign option added. Pole mounted gateway sign 'B' to be installed in parkway instead of median.
4. (S7) Gateway Locations, Plan Views, page 13 of 31. Median gateway sign plan details added.
5. (S8) Gateway Locations, Street Views, page 14 of 31. Median perspective views added.
6. (V2) District Gateway Sign Visualization, page 16 of 31. New rendering added.
7. (V3) District Gateway Sign Visualization, page 17 of 31. New renderings added.
8. (P4) Landscape Clear Zone, page 22 of 31. Diagram provided to establish a clear zone for maintaining visibility of storefronts.
9. Cost Estimates, pages 28-31. Cost Estimates provided for banners, gateway signs, landscaping, illuminated street signs, landscape medians, crosswalks, and decorative paving.

Mr. Hautzinger reiterated that although the final draft is complete and formal action is not required tonight, Staff would welcome the commissioners' feedback for future reference to be considered when the plan is implemented.

Commissioner Fasolo liked the improvements to the medians with the landscaping and the up-lighting of the trees, and suggested that a bike lane should be included as well. He preferred the gateway sign designs shown on page 11. He did not like the logo design shown on pages 8, 9, & 10 with the 'A' horse head, which he felt was distracting. He felt that the 'Uptown' monument sign with metal grating on Page 7 did not fit in with the Village. Although there is not a heavy pedestrian flow in this area, he was in favor of the proposed intersection improvements.

Commissioner Bombick said he was not at the last review; however, he felt that overall, it was a very well thought through study of this very busy corridor. He liked the proposed pedestrian intersection improvements and commented that whatever could be done with paving textures and such to slow people down and become aware of their surroundings is really important. He felt it would be a good idea if there was even more specialty paving areas. He felt that the trees in the medians were fantastic which would have a similar character of North Arlington Heights Road, north of Hintz up to Dundee and Lake Cook which is wonderful and he hoped someday that the south end of town could be that nice. He felt that a lot has changed in two years since this study was started, and he felt a bike lane was a great idea that should be a requirement; it helps reduce traffic, it reduces congestion by slowing the traffic making it safer for pedestrians and bikes; the way to go in the future is to encourage people to get out of their cars and reduce car traffic. **Commissioner Bombick** also said that although the metal sign design shown on Page 7 was cool, it should be saved for when the Village gets the Silicon Valley tech companies moving into town. He liked the sign design on Page 8 with the angle and the small one being shown; however, he felt the largest one was a bit

much, and he felt the signage on Page 9 was very pedestrian and could be found anywhere. The signage on Page 10 related to the colors in the Downtown, which is very important; however, he felt the signage was too dull for the active, vibrant uptown area, which should be a stronger design element. He liked the idea of the pole sign on Page 11, although he did not like the curve, and he preferred something angular and more edgy. He concluded that the demographic in the Village is changing and we should create character that will attract the millennial homebuyer and not the older residents that have been here for years; the signage should be forward-thinking.

Commissioner Fitzgerald said that out of all the gateway sign options presented tonight, he liked the designs on Page 11, although he did not care for the stone base, and if the sign could be modernized it would be his favorite. He reiterated his comment from the last time this was discussed, which is that the larger monument signs are really big and six of these signs in the same area would lose its effectiveness. He felt the number of the large signs should be limited, with smaller signs sporadically located around. He liked the idea of the landscaping; however, he wanted to be sure that the landscaping was salt tolerant at a minimum or better to avoid having temporary protection barriers installed for months on end, otherwise he preferred to just see well maintained grass without the protection barriers. He liked the idea of dressing this area up with trees and the cut-outs for the crosswalks; however, he did not want this to become a maintenance nightmare that would look bad for half the year. He also liked the tree up-lighting being shown.

Chair Eckhardt felt this was a wonderful study and he completely encouraged the development of this area. He agreed with Commissioner Fitzgerald's concern about too many large signs and he suggested no more than 4 large signs in the entire area, with the smaller signs located at the entrances to the area and the larger signs at the center points of the intersections. He really did not like any of the sign designs being shown; however, he preferred the sign designs on Page 11 over any other, with the exception of the stone base which he suggested be changed to a metal panel or something really cool with lights inside. He felt that in general the "Uptown" area should be modern and different instead of the antique-like design that already exists in the downtown. He strongly felt there should be uplighting of the trees because of the impact at night.

There were no further comments.