

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
JUNE 27, 2017

Chair Fitzgerald called the meeting to order at 6:30 p.m.

Members Present: John Fitzgerald, Chair
Ted Eckhardt
Kirsten Kingsley

Members Absent: Jonathan Kubow

Also Present: Chris Russo, ALA Architects for *218 S. Evergreen Ave.*
Leslie Doherty, Owner of *218 S. Evergreen Ave.*
Kevin Davis, Fairfield Homes for *203 S. Prindle Ave.*
Brian Hyde, Greenscape Homes for *1612 N. Ridge Ave.*
Tom Abbatemarco, Prestigious Homes for *525 E. Frederick St.*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JUNE 13, 2017

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF JUNE 13, 2017. ALL WERE IN FAVOR. THE MOTION CARRIED.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO MOVE THE ITEM UNDER 'OLD BUSINESS' (DC#09-025) TO THE END OF THE AGENDA. ALL WERE IN FAVOR. THE MOTION CARRIED.

Chair Fitzgerald stated that a favorable vote from all three commissioners is required for approval of a project tonight.

ITEM 5. SIGN CODE MODIFICATIONS

DC#09-025 – Village-Wide Electronic Signs

Chair Fitzgerald asked if the discussion was time sensitive because only 3 of the 5 commissioners were here tonight. **Mr. Hautzinger** replied that Staff was seeking a motion from the Design Commission tonight, although a specific review date with the Village Board has not yet been determined. He stated that the intent is to allow electronic signs; however, this type of signage would require a Conditional Review with the Design Commission, who will be a recommending body to the Village Board for final approval, similar to a sign variation request.

Chair Eckhardt wanted to discuss a portion of this signage tonight because he had some concerns. **Chair Fitzgerald** said that this issue has been very important to all of the commissioners and he felt all commissioners should have an opportunity to discuss and vote on it. **Mr. Hautzinger** suggested tabling the discussion tonight and bringing it back at the next meeting, or reviewing it tonight for preliminary comments.

Mr. Hautzinger gave a brief summary of the history and background of electronic signs and discussions regarding the possible conditional review process, which concluded with the Village Board directing Staff to further research and draft a conditional use process to allow electronic signage that meets certain criteria. Staff has completed their research of other communities that allow electronic signs, and are here tonight to present the possible standards and Conditional Review Process that resulted from the research. Common standards for electronic signage include restrictions to locate the signs only along major roads, enforce a minimum spacing between signs, and limitations when adjacent to residential zoning districts. Common operational restrictions include minimum display change times, no flashing/scrolling/animation/video, and brightness limitations.

Mr. Hautzinger presented a draft of the ordinance to amend the sign code for electronic signs, which included the exact language being proposed, operational restrictions, standards for the design of the sign, and the process for approval. He referred to the map showing the 3 designated commercial corridors where electronic signage would be allowed.

Mr. Hautzinger also reviewed the Conditional Review Process and criteria required for all requests for electronic signage, which also included public notification of certified mailings to surrounding property owners within 100-feet. He also reviewed the Standards for Electronic Signs, which included the type of sign, display, size, quantity, spacing, separation from residential, orientation, and operational standards.

The commissioners agreed to continue the conversation when all 5 commissioners are present, but they provided the following preliminary feedback:

1. None of the 3 commissioners in attendance supported the idea of allowing electronic signs.
2. The commissioners expressed concern that their review and recommendations of individual electronic sign requests may be ignored by the Village Board, and will therefore be a waste of their time. Staff reiterated the importance of the Design Commission's input on this matter, and encouraged the Design Commission to remain involved with the review process.
3. A suggestion was made to send these requests directly to the Village Board, or give the Design Commission final authority for approvals/denials.
4. The question was asked if the Conditional Approval would be transferable to a new business in the same location. Staff to confirm.
5. A recommendation was made to review the proposed ordinance with the Chamber of Commerce.
6. A recommendation was made to allow electronic ink signs for schools, churches, and park facilities in Residential Zoning Districts.
7. Concern was expressed about the negative impact electronic signs will have on South Arlington Heights Road because this area already looks so poor and it is the gateway into Arlington Heights. Staff reported that studies are currently being conducted to beautify this area.

8. A suggestion was made to make a list of existing businesses in the designated corridors that will be likely to request electronic signs.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER ECKHARDT, TO CONTINUE THE DISCUSSION OF VILLAGE-WIDE ELECTRONIC SIGNS (DC#09-025) TO A MEETING WHEN ALL 5 COMMISSIONERS ARE IN ATTENDANCE.

KINGSLEY, AYE; ECKHARDT, AYE; FITZGERALD, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.