

VILLAGE OF SOUTH BARRINGTON
COOK COUNTY, ILLINOIS
30 South Barrington Road
South Barrington, IL 60010

NOTICE OF PUBLIC MEETING
BUILDING & ZONING COMMITTEE
Held at the South Barrington Village Hall

LOWER LEVEL

MONDAY OCTOBER 19, 2009

7:30 P.M.

MINUTES

CALL TO ORDER

At 7:37 P.M. Chairman Guranovich called the meeting to order.

ROLL CALL

Committee Members present: Chairman Guranovich and Trustee Abbate.

Committee Members absent: Trustee Pecora.

Village Officials present: President Munao and Trustee McCombie.

Village Committees present: Architectural Control Commission

Village Staff present: Building and Zoning Officer Ray Wolfel

Members of the Arboretum LLC present: Michael Jaffe, Samantha Duff, Yeani Yi, and Michael Eizenga.

Members of the Identity Resources present: Michael Sicher, Jack Frasier, George Novac, and Mitch Zanker.

Ted Shew of the Structural Engineering Group.

Josh Sprecher of Daktronics

MINUTES

Approval of the September 21, 2009 Building and Zoning Committee Meeting Minutes.

A motion was made by Trustee Abbate, and seconded by Chairman Guranovich, to approve the September 21, 2009 meeting minutes. By unanimous voice vote the motion carried.

AGENDA

1. Discussion of the proposed electronic sign at St. Rt. 59 & St. Rt. 72.

Mike Jaffe of the Arboretum LLC made a PowerPoint presentation to the Committee describing the physical installation and intended content for the electronic billboard.

Committee Chairman Guranovich made the following observations:

- a. He asked if the existing billboards would go away. Mike Jaffe confirmed yes.
- b. He expressed concern that the sign would be too bright. Mike Jaffe stated that the illumination would be 9,500 nits during the day and reduced to 500 nits at night.

- c. He expressed his concern that movie clips would be too distracting to traffic. Mike Jaffe answered that the ability to play movie clips was not essential.
- d. He stated that there should be no sound. Mike Jaffe confirmed that there would not.
- e. He asked if smaller sign size was possible. Mike Jaffe stated that the size has been carefully considered and the proposed 10 x 20 is appropriate.

Architectural Control Commission member and Plan Commission Chairman Mike McCombie made the following comments:

- a. He suggested that the “Mercedes” sign be omitted and that the Arboretum signs at the cornice of the sign be moved down to that location decreasing the overall height and mass of the sign. Lowering the sign would better coordinate with the roof lines of the adjacent buildings Q and R.
- b. The applicant has proposed too many trees for the north side of the sign wall.
- c. The signage content must be in “good taste” and the Village needs to have adequate control to pull anything that they declare not to be so.

Trustee Abbate observed:

- a. That the LED sign unit, at 8-weeks to construct, appeared to be the critical path item. Mike Jaffe stated his wish that he be allowed to go ahead with the LED sign construction and that the details of use and content be worked out during the 8-week process.
- b. That the replacement of the billboard signage existing at the intersection will be a good thing for aesthetic reasons.

Architectural Control Commission Chairman Bill Merci made the following comments:

- a. If the concept of the sign is acceptable he can convene a preliminary meeting of the Committee to generate a list of issues and concerns for the Applicant to address.
- b. The Village will need a mechanism to control message content.
- c. He expressed concern for the integration of the structure and utilities. The pier construction must be sensitive to the existing structures.
- d. The Architectural Control Commission will need a thorough explanation and understanding of nits and their use as a unit of measure. (Standard unit of luminance is candela per square meter (cd/m², also called Nits in the USA, from the Latin "nitere" = "to shine").
- e. He will submit questions to Mike Jaffe within days for his consideration and resolution at the Architectural Control Commission meeting.
- f. He will convene a meeting of the Architectural Control Commission and request the attendance of the Building and Zoning Committee members.

Arboretum LLC’s Mike Jaffe asked:

- a. To be allowed to purchase the sign, set it up in a temporary manner on the corner, and work-out the details at a later date. This was not approved by any of the Village Officials present.

Village President Frank Munao made the following comments:

- a. This is a very important matter for the Village to resolve in a responsible manner. The Village does not want to see the proliferation of these types of signs within the Village.
- b. A decency code will be needed for the displayed text and graphics.
- c. Victoria Secret’s suggestive type of graphics will not be allowed.
- d. This will require an amendment to the sign ordinance.

- e. The time a graphic is displayed will need to be determined by the amount and type of information the viewer will be asked to comprehend. More information will require longer display times.
- f. Any agreement and ordinance changes will have to be sensitive to limiting the proliferation of these signs.
- g. Any ordinance or agreement will have to be defensible. They cannot be arbitrary or capricious.
- h. Other Village's ordinances on this electronic sign topic will need to be researched and considered.
- i. The Village Attorney will need to analyze the impact on existing development agreements and ordinances.
- j. It is his opinion that this is a major change to the PUD and that the plan Commission process in place for major changes to the PUD will need to be followed.
- k. He will need a thorough explanation and understanding of nits and their use as a unit of measure. A Commission may need to be created to handle complaints of too bright an illumination emanating from the sign.
- l. The sign must be limited to displaying on site tenant and event information only.
- m. No sound is to emanate in conjunction with the sign.
- n. The signs physical design must be architecturally acceptable.
- o. The "Mercedes" type sign will not be allowed as it advertises that which is not contained on site.
- p. The Village Board will need to be the issuing party for control purposes.
- q. The Village Architectural Control Commission will review and approve for height, design, proportion, etc.
- r. Landscape planting material species and sizes are to be stipulated.

Mike Jaffe again asked for permission to proceed with the purchase of the sign with the details to be worked out at a later date. This was not approved. The Village President stated that he has not heard anyone speak out against the sign but that the details will have to be worked out. The Village President reiterated that the only advertised topics should be onsite tenants and events. Mike Jaffe responded by requesting that major event sponsors and multi year contract advertising like Honda or Lexus be allowed with all monies collected being tied to the marketing efforts of the shopping center.

BUILDING OFFICER REPORT

None

NEW BUSINESS

None

OLD BUSINESS

None

ADJOURNMENT

At 9:20 P.M. Trustee Abbate made a motion, seconded by Chairman Guranovich, to adjourn. No discussion.

By unanimous voice vote the motion carried.