MEETING MINUTES OF THE  
ARCHITECTURAL REVIEW COMMISSION  
OF THE VILLAGE OF SPRING GROVE  
NOVEMBER 6, 2017

Council Chambers, Spring Grove, Illinois, November 6, 2017; a meeting of the Architectural Review Commission was held this date at 6:02 p.m., at the Municipal Centre, 7401 Meyer Road, Chairperson McMahon presiding.

Call to Order. The following Commissioners were present: Chairperson Bob McMahon; Commissioners Mike Bukolt, Kevin Hessenthaler, Dawn Iselin, Jeff Letzter and Kelly Popelka - 6. Also present for the Village was Bob Walczak, Building & Zoning Officer, and Laura Frumet, Deputy Clerk.


New Business.
Review of wall sign for Wild Crab Boil at 2450 Route 12. Bryan Sterbenz, representative for the Wild Crab Boil, had another pressing commitment and was unable to attend. Another review will be scheduled for November 20. The Commissioners gave an initial review of the submittal.

Commissioner Bryan Heinrichs arrived at 6:07 p.m.

Size & Sign Message. The Wild Crab will take up three store fronts in Spring Creek Plaza with a 60 ft. frontage. Based on that and the setback of the building, the maximum allowable sign size is 39 sq. ft. The Wild Crab Boil sign is 29.75 sq. ft. and they are requesting two additional signs which equal another 25 sq. ft. Section 1203.1 of the Sign Ordinance states only one wall sign can be displayed by each establishment. The Commissioners felt that having extra signs on the sign band makes it too cluttered and confusing and felt only the name of the establishment - Wild Crab Boil - should be on the sign band.

Uniform Sign Plan & Location. The Uniform Sign Plan for Multi-Tenant Buildings specifies signs in the Spring Creek Plaza be Internally Illuminated White Channel Letters. The Wild Crab Boil sign has blue letters with an orange and brown crab logo. The Commissioners felt it is very important to adhere to the Uniform Sign Plan and the Wild Crab Boil sign should conform with white letters. The logo crab could remain orange and brown. The sign is centered over the entrance to the establishment which the Commissioners agreed was the best location.

Motion of Recommendation to the Village Board. No motion will be made to the Village Board until November 21.
Recommendation of approval of a change to the Sign Control Ordinance Section 1204.4 – L. Temporary Directional Signs for Seasonal Events. Chairperson McMahon described how subdivisions around the Richardson Adventure Farm were being inundated with hundreds of vehicles on the weekends trying to find the entrance to the Adventure Farm due to an error in GPS navigation systems. As the farm receives tens of thousands of visitors each fall, the village asked them to put up temporary directional signage to redirect traffic. The signs should not be an advertisement, but rather, just directional, with a minimum fee. The new sign regulation would read:

L. Directional Signs for Seasonal Events. Temporary directional signs for a seasonal event in an Agritourism Overlay Zoning District with an expected attendance of at least 2,000 people per week are allowed for a maximum period of nine weeks. Up to six signs may be located within the public right-of-way and shall not exceed 18 sq. ft. Such signs require a temporary permit with a fee of $25 for up to six signs with the design and locations approved by the Building and Zoning Officer.


Review of the Sign Ordinance. The Commission discussed Section 1207.1 of the Sign Ordinance – Sign Message – Items of Information. This section discusses the number of items of information which can be displayed by an establishment. After some discussion, it was the general consensus to limit items of information to the formal name of the bona fide occupant of the establishment and the occupant’s logo and to delete the rest of the wording in this section, along with Exhibit 1.

Public Comment. None.

Other Business. None.

There being no further business, the meeting was adjourned at 7:30 p.m.

Respectfully submitted,

Laura Frumet, Deputy Clerk