MEETING MINUTES OF THE
ARCHITECTURAL REVIEW COMMISSION
OF THE VILLAGE OF SPRING GROVE
NOVEMBER 20, 2017

Council Chambers, Spring Grove, Illinois, November 20, 2017; a meeting of the Architectural Review Commission was held this date at 6:00 p.m., at the Municipal Centre, 7401 Meyer Road, Chairperson McMahon presiding.

Call to Order. The following Commissioners were present: Chairperson Bob McMahon; Commissioners Bryan Henrichs, Kevin Hessenthaler, Dawn Iselin, Jeff Letzter and Kelly Popelka - 6. Absent: Commissioner Mike Bukolt – 1. 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, was in attendance along with another representative. Mr. Sterbenz gave an overview of the sign request. The Wild Crab Boil sign has blue letters outlined in white with an orange and brown crab logo. There are two smaller secondary signs in white letters. Although they know white letters are preferred, they are requesting to keep the blue lettering as that is the color they used for their other restaurant’s signs.

Inspector Walczak said the Uniform Sign Plan for Multi-Tenant Buildings specifies signs at this plaza be white channel letters. He felt the Wild Crab Boil lettering should be changed to white letters, although the crab logo could remain orange and brown. He also thought this was the only sign that should be allowed as the sign ordinance states only one sign is allowed per establishment. Commissioner Heinrich agreed, stating that allowing blue lettering would defeat the purpose of the Uniform Sign Plan. The other Commissioners were in agreement with changing the lettering to white, allowing the logo coloring as submitted and not allowing the secondary signs. Commissioner Letzter explained that the village is trying to simplify signs for a cleaner look and not have so many confusing and cluttering secondary signs. Commissioner Iselin added that the blue lettering could still be used on the ground sign and also as the other different colored wall signs at the mall need replacement, they will be required to update to white lettering.

Mr. Sterbenz stated it wasn’t their intent to diminish the sign code, but knowing the failure rate of restaurants they want to get their message out the best way they can. Chairperson McMahon agreed that restaurants do seem to have a high failure rate, but he thinks service, quality of food, experience and ambiance play a greater role than the sign. Lucky Bernie’s, which Mr. Sterbenz is involved with, is enjoying success because of these things. Mr. Sterbenz will come up with some window sign ideas to advertise the other restaurant offerings.

After more discussion, it was decided to allow a reversal of the submitted letter colors, changing them to white letters with a blue outline. The Wild Crab Boil sign is 29.75 sq. ft. and the allowable size is 39 sq. ft. based on the store frontage and building setback. Therefore, the sign can also be enlarged another 9.25 ft.
The way to do this would be to stretch the letters out and possibly enlarge the logo. They are already 21” tall which is the tallest they can be on the sign band. A new sign plan will be submitted and if it concurs with the conclusion of the Commission, will be approved by Chairperson McMahon and Inspector Walczak.

**Motion of Recommendation to the Village Board.** Commissioner Iselin moved, seconded by Commissioner Hessenthaler, to approve one wall sign for the Wild Crab Boil with white letters outlined in blue, and an orange and brown crab logo, not to exceed 39 sq. ft. with final approval of a new sign submittal to be made by Chairperson McMahon and Inspector Walczak. Roll call vote: Ayes: Heinrich, Hessenthaler, Iselin, Letzter, McMahon & Popelka – 6. Nays: None. Motion carried.

**Review Sign Ordinance.** The Commissioners discussed directory ground sign regulations. Currently there is nothing in the ordinance regulating the colors in the occupant’s portions of directory signs. After some discussion, the commissioners agreed that having a neutral background of white for all the occupants makes it less distracting when one or more occupants changes their background color to stand out. The fonts and letter colors can be unique, but they would like the backgrounds to remain white. An update will be made to the sign ordinance for future approval.

**Public Comment.** None.

**Other Business.** None.

There being no further business, the meeting was adjourned at 6:41 p.m.

Respectfully submitted,

Laura Frumet, Deputy Clerk