Council Chambers, Spring Grove, Illinois, October 15, 2018; a meeting of the Architectural Review Commission was held this date at 6:06 p.m., at the Municipal Centre, 7401 Meyer Road, Chairperson Letzter presiding.

Call to Order. The following Commissioners were present: Chairperson Jeff Letzter; Commissioners Mike Bukolt, Dawn Iselin (arrived at 6:14), Kelly Popelka and Mike Starsiak - 5. Absent: Commissioner Bryan Henrichs & Kevin Hessenthaler – 2. Also present for the Village was Bob Walczak, Building & Zoning Officer, and Laura Frumet, Deputy Clerk.


New Business.
Review ground sign for Schroeder Performance located at 2919 Route 173. Bryant Schroeder, owner of Schroeder Performance, was in attendance to answer questions from the Commission. Chairperson Letzter gave an overview of the application and the variances that would be required to approve the application as submitted. The sign and height of the sign from grade and center line of road meet code. The sign will be constructed of aluminum posts with cedar painted post caps. The post caps on the sign rendering are not the caps that will be used and a separate drawing was submitted. The sign will be marine-grade 1” thick plywood with a special sealcoating and airbrushed graphics. Mr. Schroeder noted the material and color of the posts and background of sign was chosen to match the white aluminum fence that surrounds the property. The shop is over 300 ft. from the road and can’t be seen well from a moving car, but the white fence is very noticeable. The commissioners agreed to issue a variance for the sign materials and color to match the fence and not the building which can’t be seen well from the road.

The location of the sign is closer to the lot line and easement than allowed by ordinance which states the sign can’t be located within 10 ft. of the road right-of-way or lot line. The Route 173 right-of-way is 102.5 ft. from the centerline of the road for future widening. Mr. Schroeder requested a variance to locate it on their property in the ROW, 30 ft. from the edge of the road and 2 ft. from the lot line or the fence would have to be removed and the sign would be so far away from the road it couldn’t be seen. He acknowledged the sign will have to be moved if the road is ever widened. The commissioners agreed to a variance to allow the placement of the sign as submitted.

The sign message consists of the business logo in red, white and turquois, a business description “Motorcycle Shop” in red letters and another line of information in black letters. Mr. Schroeder wants “Motorcycle Shop” on the sign because the business name is already in the logo and people often think he works on cars. The additional line of information, “Motorcycle Aftermarket Parts”, would bring in new customers who don’t realize they can buy aftermarket parts from him instead of a dealer. Chairperson Letzter said the village has been intent on cleaning up signs by limiting the language to the logo and name of business and while he is agreeable to adding “Motorcycle Shop” as a brief description, he felt another line of information makes
the sign too busy and could set a precedent. The ordinance states only the business name and logo are allowed; therefore, the “Motorcycle Shop” and additional line of information would both require a variance. Some Commissioners felt positive about more information and discussed if there could be a way to work the information into the Motorcycle Shop line or to change the wording to describe the additional services offered. Mr. Schroeder said he would prefer to keep the original wording of “Motorcycle Shop” and would submit another rendering with just the logo and this wording, with both being a little larger since the bottom line would be removed, for final approval by Chairperson Letzter and Inspector Walczak. The Commissioners agreed to allow this with a variance since it is not the name of the business. It was mentioned that permits can be issued for temporary signage to advertise promotions four times a year.

The landscape plan showed seasonal colors with flowers, evergreens and deciduous shrubs. Commissioner Popelka questioned where the LED lighting will be placed as attention should be made to make sure the lights don’t blind drivers. Mr. Schroeder said the lighting will be on the ground by the rock border, shining up on the sign which should not impair drivers. There is also an existing light post in the landscape bed which will light up the driveway. He wants at least 400 ft. of visibility for the safety of motorcycles slowing down to turn on the high-speed road.

Motion of Recommendation to the Village Board. Commissioner Starsiak moved, seconded by Commissioner Iselin, to recommend approval of the ground sign with a variance for the sign material and color to match the fence instead of the building, a variance to allow the sign to be erected two ft. from the lot line which is within 10 ft. of the road right-of-way and lot line, with the acknowledgement that the sign will be moved if the road is widened, a variance to allow the wording “Motorcycle Shop” which is not the name of the business, and the final rendering to be approved by Chairperson Letzter and Inspector Walczak. Roll call vote: Ayes: Bukolt, Iselin, Letzter, Popelka and Starsiak – 5. Nays: None. Motion carried.

Public Comment. None.

Other Business. A new ground sign was approved for the WAGs business on Route 12 by Chairperson Letzter and Inspector Walczak after spending much time with the sign designer to make sure the sign met all the sign codes and was visually appealing.

There being no further business, the meeting was adjourned at 6:57 p.m.

Respectfully submitted,

Laura Frumet, Deputy Clerk