



VILLAGE OF ORLAND PARK

14700 Ravinia Avenue
Orland Park, IL 60462
www.orland-park.il.us

Meeting Minutes

Development Services, Planning and Engineering Committee

Chairman Kathleen M. Fenton

Trustees Patricia A. Gira and Daniel T. Calandriello

Village Clerk John C. Mehalek

Monday, April 21, 2014

6:00 PM

Village Hall

Electronic Sign - Discussion

Director Friling reported that on October 21, 2013, the Development Services & Planning Committee discussed a possible code change to allow for electronic message boards in the Village of Orland Park. This item has been discussed a number of times before the Village Board of Trustees, including on October 2, 2013 when the item was sent back to committee for further follow-up and discussion. At the October 21, 2013 meeting (reference minutes attached to the Committee Packet) there was not a consensus to move forward on initiating a code change to allow electronic message boards. Now that the LaGrange Road improvement project is well underway, the Mayor has requested that this be re-reviewed for consideration, as many businesses are in the process of finalizing their new permanent signage.

Attached to the Committee Packet is the exact staff report from the October 21, 2013 Development Services & Planning Committee meeting.

Chairmen Fenton asked if anyone in the audience had any questions.

Lori Stegren from Darvin Furniture stated that the past winter prohibited them from changing their message boards several times. She added that they are more than willing to work with the village and comply with their codes and would like to utilize the current technology available in order to make it easier and safer for their staff to change the messages that they would like to put out to the consumers.

Trustee Gira asked Ms. Stegren if she understood that staff is proposing just a small area on a sign that would be static in terms of the message being displayed.

Ms. Stegren responded that she completely understands what is being proposed and that it would be acceptable to Darvin Furniture.

Trustee Gira stated that she believed that it was time to bring the corridor up to date in regards to signs now that LaGrange Rd. is under construction.

Trustee Calandriello asked if the auto adjustment for brightness was added to the suggestions.

Director Friling stated that she believed that it was in the suggestions before and that the only new suggestions that were added were in red font. She stated that the nits were reduced to 200 at night and 1000 during the day. She added that it is much less restrictive than originally proposed in 2010.

Chairman Fenton commented that one of the questions that was asked before was in regards to how the amount of nits allowed would be controlled.

Director Friling responded that there is equipment that can be purchased to measure the light and verification from the individual business can be required. She added that the electronic message boards can pretty much do anything, so it is important that the village makes sure that they are programmed with the restrictions set forth by the code when purchased.

Trustee Calandriello asked why yellow letters are being proposed rather than other colors.

Director Friling stated that staff did not want multi-colors in order to be as consistent as possible. She added that only white and yellow lights would be allowed.

Village Manager Grimes asked if white and yellow light could be on a black background at the same time.

Director Friling responded that it has to be either white or yellow. It cannot be a mixture of both. She commented that the Committee can make any changes that they feel are appropriate based on their policy decisions.

Trustee Calandriello stated that he believed that it was a good time to address electronic signs and especially on LaGrange Road. He added that his thoughts were to possibly just do LaGrange Rd. regulations and require a brick look around the electronic signs. He commented that a uniform look should be used throughout Orland and suggested that all electronic signs get approval from the Committee or Mayor before they are built.

Chairman Fenton stated that she still has many issues regarding electronic signs and that there was only one surrounding town that does allow electronic signs. She added that there should be distances between the signs and that allowing them may change the whole look of the community. She commented she fears that it would have a Las Vegas look when you consider all the businesses that may want to have an electronic sign. She went on to say that she is hesitant and she knows the mayor put it on the agenda and she has not spoken to the mayor about the issue. She was surprised to see the item back so soon and believes that it should have only gone to the Board since it was for discussion.

Trustee Gira commented that Palos Park does allow electronic signs in limited capacities.

Chairman Fenton stated that there are very few towns that allow them.

Trustee Gira asked if the Walgreens near 131st in Palos had an electronic sign. She also commented that she thought Mokena had one at their Walgreens on Wolf Rd. as well.

Chairman Fenton stated that Mokena prohibits electronic signs and that there are some but there were grandfather through an annexation agreement. Palos Park only allows them on a limited capacity and any temporary electronic signs cannot have flashing, scrolling, tracking, etc. Palos Park's permanent signs can have changing copy but must meet the nits requirements. She then listed towns that do not allow and towns that do allow electronic signs.

Director Friling commented that Homer Glen does allow electronic signs, but they must fit in the existing code regulations. She added that if the Board wanted to go towards this policy direction or take baby steps towards it, additional provision could be added such as a required appearance review. This would allow a proposal for each electronic sign to be submitted to the Board for approval before being built.

Chairman Fenton asked how many businesses overall would be affected on LaGrange Road.

Director Friling stated that it was surveyed and is was believed there are between 56 and 60 businesses would switch out their signs.

Chairman Fenton asked what the distance between those signs were.

Director Friling stated that it would vary because each business is allowed to have a monument sign and some are allowed to have more than one depending on how much footage they have on a major commercial thoroughfare. She added that the lot dimensions are different from lot to lot and it would not be fair to some to put distancing from each individual piece of property. She commented that there are some places like Lakeview Plaza and Orland Park Place that are allowed to have up to two or three monument signs because of how much square footage and frontage they have. She said those areas could be restricted to have only one electronic sign as an option.

Trustee Fenton commented that she does not want more signs added.

Director Friling commented that they would be required to swap a current

monument sign out and not add another sign to what already exists. She stated that multi-tenant and office developments cannot have electronic signs. Commercial retail establishments are the only areas that are being referenced to in the proposed code changes.

Trustee Gira asked within what geography the estimated 60 businesses are.

Director Friling responded that it was Harlem, 159th, LaGrange and 143rd.

Trustee Gira asked if they were the main commercial thoroughfares.

Director Friling stated that they were the ones that were commercial and would most likely switch out their signs.

Chairman Fenton asked how many signs would be affected if it was only limited to LaGrange Rd.

Director Friling stated that she did not know the exact number, but it would still be many signs.

Trustee Gira asked if it was more than likely that the malls would not want to switch out their signs.

Director Friling said that she did not believe that the two malls would take advantage of it. She stated that she believes they would continue to have their multi-tenant signs because they are getting paid revenue for them.

Chairman Fenton asked if real estate agencies were considered office or retail.

Director Friling stated that they are office.

Trustee Gira said that she thinks that some of the signs that are very old should be upgraded.

Director Friling stated that different geographic sign codes could be proposed as an option.

Chairman Fenton asked it could be restrictive to a particular sign.

Director Friling responded that architects on staff could draft prototype sketches to meet what the Board likes.

Chairman Fenton said if there were not any other comments it would go to the Board.

Director Friling asked if comments and suggestions from the discussion should be incorporated when it goes to board or leave as is.

Chairman Fenton said to add what had been said at the meeting to what was already being suggested.

This item is for discussion only.

This item was for discussion only. NO ACTION was required.

Respectfully Submitted,

John C. Mehalek, Village Clerk

Recording Secretary