

Village of Prairie Grove
Architectural Review Commission
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ARC Review Meeting

Date: 6/12/10 8:10 AM – Saturday, _____

Attendance: Peter Davies and Ed Radwanski

Absent: Mike Magnussen

Call to Order: 8:10 am by Ed Radwanski

ARC Review Minutes:

Reviewed Project proposed at: 4410 176 mini mall. This project is for a business sign for the Invisible Fence Co. In attendance was John Jaimson of NU-GIO Sign Company the sign supplier and representative of the petitioner. Mr. Jaimson was in phone contact with the business manager / owner. As part of the pre-ARC review process, ARC requested a copy of the Invisible Fence Co.'s corporate sign guidelines. The guidelines were provided to ARC members at the meeting.

The mall at 4410 176 has about 17 small store fronts. The mall has a gateway sign that has a small designated space for most storefronts. The mall was annexed into the village as a completed mall partially occupied. The mall does not fully comply with our village codes and design guidelines. Some store fronts have boxed letter illuminated store name race way signs, others have temporary banner signs and lettered windows. Several stores have their name on the gateway sign. The small size of the store names on the gateway sign are difficult at best to read at the posted speed limit along 176.

The petitioner ideally wanted a 4'X20' box sign with the corporate logo and minimal lettering. As an alternative they would be willing to agree to a 5'X15' box sign or a boxed letter store name with the corporate logo.

ARC will not intentionally approve a petition known to be in conflict with village code or regulations. Chapter 24 Page 20 E 2 A and B cover business signs in malls. It should be noted that the focus of these sections of the code are written for stores in new larger size malls built under village regulations. Section A of the above referenced code prohibits wall signs in an approved planned development. Since this mall was not an approved planned development ARC felt this wording should not be considered.

Section B allows a corporate logo as part of a single business sign. Mr. Jaimson of NU-GLO signs advised a logo is added to a boxed letter race sign by the addition of a small oval box sign attached to the raceway. This was viewed by ARC as having two signs.

ARC felt a 4'X20' box sign with corporate logo would overpower the store front and would stretch out the sign content. A boxed letter single race way sign with a logo was also felt to stretch out too much across the store front. A two line race sign with a logo was felt to have too much hardware on the store front. (Even given the near invisible nature of the sign's raceways).

After review and discussion, ARC recommends a 5'X15' box sign with logo subjected to a village code review as being the best overall option given the circumstances. ARC notes other malls in the area allow

both box and race letter sign with logo in the same mall. If the code review found this option as unacceptable, a raceway sign with logo would be the alternative recommendation. A Village Board Review is suggested if both recommendations fail code review.

Adjourned: 9:45 am

Ed Radwanski – ARC Chairman