

**MainStreet Commission Meeting Minutes
May 18, 2016**

Members Present

Beth Fahey
Dennis Suglich
Dr. Robert Thies
Bob Haustein

Staff Present

Donna Framke, Marketing Director
Stephanie Kisler, Planner 1
Nancy Byrne, Commission Secretary

Also Present

Brian Maher, Liaison Trustee

Acting Chairman Bob Haustein called the May 18, 2016 MainStreet Commission meeting to order at 6:15 p.m. There was a motion made by Beth Fahey, seconded by Bob Thies, to approve the agenda for tonight's meeting with the addition of Signage Review by Stephanie Kisler and a review of the Hollywood Casino Amphitheatre marketing video. Vote by voice call: Acting Chairman Haustein declared the motion carried.

There was a motion made by Beth Fahey, seconded by Bob Thies, to approve the minutes from the April 20, 2016 MSC meeting. Vote by voice call: Acting Chairman Bob Haustein declared the motion carried.

Review of Downtown Tinley Marketing Video – The commissioners reviewed the 30-second video and gave their input. Donna noted that it may not be ready for the first concert because it takes 48-72 hours to get the contract approved.

Discuss STIHL Timbersports Event Participation – Donna reported that for the upcoming STIHL Timbersports event at the Convention Center we will send something out and ask the businesses if they want to participate in a marketing piece that will be at the hotels at check-in or in the hotel rooms. It will contain our Downtown Tinley event information and information from businesses and restaurants. This should be ready for the event in July. If this is beneficial, it is something we could do for all large shows at the Convention Center.

Signage Regulation Review – Stephanie Kisler informed the group that the Planning Department is looking at making some changes to the Village Sign Regulations specifically within the Legacy District, and in particular, ground signs and the required setback from the street. They are also looking at a comprehensive update of all signage in the Village. The Legacy District requires lesser building setbacks than other zoning districts. Ground signs in the Legacy District are required to be 10 feet from all property lines and access drives. There are issues with businesses that want to make changes to signs that do not meet codes. It is possible that the building itself and the signs on the building may be enough and the ground signs may not be needed. There are no sign setback requirements in other parts of town. She noted several examples of signs within the Legacy District and also pointed out two businesses that have requested variances for sign setbacks. If they grant a variance, then they would have to grant variances for other businesses as well. Therefore, thought should be given to whether the code should be changed. Stephanie explained that they are looking for direction from the MainStreet Commission on whether a setback is necessary and whether the intent would be even to have a free-standing sign or not.

Dennis noted that this is a touchy subject and being “business friendly” is important. Almost every business' sign does not meet the ten foot setback and this setback is unreasonable, especially if a business is on the street. Plus the small size of the signs is unreasonable. People are not walking at the far ends of the street outside of the core. He feels that the Legacy Code should apply only within the three blocks at the center of

the core. Dennis stated that the setback requirement should be eliminated. If they do not want ground signs and if the building is within five feet of the property line in front, then you do not have the space, but you cannot say ten feet. If the building is closer than five feet to the property line then they should not have a ground sign.

Stephanie asked the group's thoughts on if you do not have a setback requirement, then do you think it is okay to have a ten foot sign or should it be a smaller sign? Donna stated that these smaller signs would help us to transition to the next step. Trustee Maher stated that a lower monument sign might make sense outside of the core.

Bob Thies stated that when trying to design a pedestrian friendly downtown it can have a negative impact in many ways, especially with signage. He completed a very expensive, total reconstruction of his building 12 years ago. They were told they could only have signage on the front of the building. The signage faces the street. When the Liberty building was built next door, they added ten feet to the front of their building, and now his building is completely hidden and his sign is now useless. His only option is to put something on the sidewalk and he cannot put anything on the building projecting out because it cannot be seen. He thinks a big mistake was made. He would have to reconfigure his building to make the parking in the rear in order to put signage in the front.

Dennis asked what the purpose of the setback is and why is it different in downtown from other parts of the Village. Bob Thies stated that the setbacks were put in place in the hopes of a walkable downtown. The Legacy Code did not have the foresight it should have had. Stephanie stated that setbacks were established because of the character of downtown and that is why the Legacy Code was established. That is why they are different from other areas of town. Stephanie stated that each section of the Legacy District is different. Stephanie suggested that maybe we should lessen or remove the setback requirement because we do want to be business friendly.

Bob Haustein asked if we could come up with something uniform based on the most common setback. Stephanie stated that the concern is the safety aspect whether you are walking or driving. He stated that signs are not cheap and we do not want everyone to have to redo their signs. Dennis suggested that if you are within five feet of the property line then there is no space to put a ground sign. If the sign is not offensive, if it is safe and does not encroach on a neighbor, then signs should be allowed. Bob Haustein asked if we could do an average distance from the sidewalk – say maybe three feet from the sidewalk? Stephanie agreed to look into average setbacks. Blade signs down Oak Park Avenue can be seen and are a good idea. You should be able to do it off the building and you could do both.

Stephanie suggested requiring one foot off the property line with a six foot maximum size in height and a review of the location for safety. If staff or the Police Department believes it is a line-of-sight issue then it could be moved side to side on the driveway. Her recommendation would be to go lower with height and go one foot off the property line. Dennis asked how we address multiple businesses. Stephanie indicated that a multi-tenant sign with panels could be done.

Beth noted that some of the current signs do not look good and are falling apart and the code needs to be enforced. Dennis remarked that businesses are afraid to change their sign because they are not in code, therefore, maybe an overall sign incentive is necessary to encourage businesses to update their signs. Stephanie thanked everyone for their feedback and stated that she looks forward to drafting some proposed changes and bringing some ideas back to the MainStreet Commission.

Dennis asked again about temporary way-finding signage directing people into Downtown Tinley. Stephanie stated that she will inquire with Public Works about designing and making some signage. Donna mentioned that wayfinding signage will be part of the branding project. Dennis also asked for an update on food trucks. Stephanie will get an update.

Discuss Downtown Tinley Planters – Donna reported that Kelly wants to replace the Downtown Tinley planters with another type of planter. The group reviewed the photos and size of the planters. Brad recommended replacing the existing planters and purchasing eight more for a cost of \$15,000. The funds would come out of the video gaming funds.

Summer Events Update – Donna reported that an ad will be in the newspapers this week and it went out to the schools as well. She gave a Cruise Night, Block Party and Music in the Plaza update. Jim Palermo (VFW) will be running the car show. Meet the Artist night is June 18th from 6:30-8 p.m. The retail businesses did not show a strong interest in the scavenger hunt idea for this event. Businesses are being encouraged to have bands and music by their shops during Friday Frolics.

Bob Haustein discussed holding afternoon concerts from 3-6 p.m. on the Music in the Plaza nights. They have an agreement with Live Nation to give away 30 tickets per concert at Hollywood Amphitheatre and they will draw names and give tickets away for the concert at the Amphitheatre that night. Bettenhausen would pay the band and the extra sound guy. The dates are June 25, July 9, August 6 and August 20.

Trustee Update – Trustee Maher reported that Kevin Suggs was appointed as a new Village Trustee at the May 17th Board Meeting. Roger Brooks was approved as the branding consultant. They will be in town July 7th. A Branding Development Team needs to be formed. Beth volunteered. A Mental Health Center Steering Committee meeting will be held next week. Trustee Maher gave a report on current projects.

The MainStreet Commission presented Nancy with a cake on her retirement. Dennis thanked Nancy for her many years of service to the MainStreet Commission and the Village, and the commissioners wished her well on her retirement.

There was a motion made by Bob Thies, seconded by Dennis Suglich, to adjourn the meeting. Vote by voice call: Acting Chairman Haustein declared the motion carried and adjourned the meeting at 8:10 p.m.

*Reminder
Next MSC Meeting
June 15, 2016
6:00 p.m.
Fulton Conference Room*

Upcoming Events -

- Benches on the Avenue – Wednesday, May 11th to Oct. 1st
- Cruise Nights – Every Tuesday June 7 – Aug. 30th
- Farmers Market – Saturdays June 7 – Oct. 8th
- Music in the Plaza – Saturdays June 18 – Aug. 27th
- Meet the Artists Night – Saturday, June 18th

Convention Center Upcoming Public Events –

- 6/4-6/5/16 - Body Mind Spirit Expo
- 6/30-7/2/16 - Tim Gardner Productions: Chicago FIT & FLEX Expo
- 7/15-7/16/16 - STIHL Timbersports Series
- 8/13/16 - Back on the Bus – A Back to School Expo
- 8/18/16 – National Career Fairs
- 8/27/16 – 350 Brewing Fest 2