



STREETSCAPE AND ECONOMIC ENHANCEMENT COMMITTEE **MINUTES**

Committee Date: October 3, 2016
Present: Ald. Sonny Sorrentino, Ald. Art Woods, Steve Mikos, Mike Melone, Mitchell Tau, Shirley Siebert
Absent: Linda Lucania
Also Present: Kelley Chrissie, Mo Khan
Meeting Convened at: 6:34 p.m.

CALL TO ORDER

Alderman Woods called the meeting to order. A quorum was present.

APPROVAL OF MINUTES

S. Sorrentino motioned to approve the minutes of the September 12, 2016 meeting, which was seconded by S. Mikos. Minutes were unanimously approved as presented via voice vote.

OLD BUSINESS

A. Veteran's Memorial Park Enhancements

Committee began discussion regarding the general condition of the Veteran's Memorial Park and the need for maintenance and up-keep of the park. M. Melone stated number of items that need maintenance or up-keep; these included: conditions of paver bricks; stain fading on the benches; deterioration of the medallions in the ground, oil stains coming from the flame on the obelisk, condition of trees and landscaping. Committee then began discussing how to improve the quality of the Park. S. Sorrentino suggested replacing the existing benches with a bench made out of a dark metal, adding some type of metal accent feature to the bridge; S. Sorrentino also stated that he believes that the park is unsafe spot at night and ability to commit a crime there at night is higher due to lack of sufficient lighting. S. Mikos and A. Woods concurred that the lighting is not adequate for users of the park at night. A. Woods also stated that the design/color of the benches should be consistent with benches used at other parks/locations throughout the City. M. Tau stated that there is a need for additional garbage cans at the park since currently there is only one. Committee requested Staff to provide options and costs for the benches, lighting options, metal accent features for the bridge, and garbage cans at the next meeting.

Discussion regarding the Veteran's Memorial Park switched to how to better identify the Park to passerby specifically those driving eastbound on Irving Park



Road. S. Sorrentino stated it is hard to recognize and know that the Veteran's Memorial Park exists at its current location to passerby heading eastbound on Irving Park due to a lack of land markings to signify such. A common suggestion among Committee members was to install medallions for each of the five branches of the military on the curved wall that is visible for traffic heading eastbound on Irving Park Road. M. Tau and M. Melone both stated that though the medallions will be seen at the present, the medallions will be obscured by the trees as they mature over the years. M. Tau stated that placing the medallions there would be a waste of money. The Committee agreed that placing the medallions on the curved wall as originally desired would not be an ideal answer to the identification problem.

S. Sorrentino asked the other Committee members to suggest ideas as how to better identify the Parks to passersby especially those in passing in vehicles. M. Melone suggested building a brick wall facing towards the eastbound traffic and put the medallions or something else on there to identify the park. K. Chrisse suggested possibly extending the freedom sign and placing medallions on there. S. Sorrentino suggested putting the flags of each of the 5 branches behind the freedom sign, since the flags can be seen from all directions. S. Mikos suggested removing some of the landscaping around the freedom sign to make it more pronounced and adding the medallions there; S. Sorrentino agreed that may be a good idea. Woods suggested that the Committee should focus on adding lighting and sprucing up the existing features at the park. S. Sorrentino stated that it may be best for first clean-up the site and maintain the landscaping then decide what to do for the identification problem after seeing how the site would look after it has been maintained. M. Melone stated a company, Project Green, will work with a ComEd program to replace older lighting with new LED lights at a reduced price and to look into them to help with the lighting problem. K. Chrisse stated for the landscaping it would be a good idea to coordinate the landscaping of the Park with the Clock Tower landscaping. Committee asked staff to come back to the next meeting with information for improving the lighting, costs/options for benches, designs/options for addressing identification problem, and landscaping options.

B. *Entrance & Roadway Signage*

The Committee continued discussions from last month's meeting on the Entrance & Roadway Signage. At the last month's meeting, Committee requested Staff to present mock-ups of the street signs that the City can use for their new street signs. Staff presented the four different color options with the City's leaf incorporated into the street name sign design. M. Khan stated the brown color scheme would contest with the honorary street name signs; the green color



scheme is the most common and would not help creating a unique image for Wood Dale; the blue color scheme does not match any other colors being used in the City's rebranding effort. The black/white color scheme would be the best option to use since it matches with the new gateway and directional signs. M. Melone made a motion, seconded by S. Sorrentino, to recommend using the black/white color scheme for the new City street name signs to the City Council. Motion was carried with Melone, Tau, Siebert, Sorrentino and Woods voting Yes and Mikos voting No.

Staff continued the discussing regarding the landscaping around the new gateway signs. K. Chrisse suggested to the Committee to use their budget to recommend to the City Council approving a contract with Lakota to have them create a landscape design for each of the gateway sign since each sign has different limitations. S. Sorrentino asked if Staff got multiple bids for the landscape design. K. Chrisse stated that staff had not and the reason for that is because Lakota was the company that created the original plan so it would make best sense to have them do the update since they have all the information already and that Lakota as part of the contract would not only come up with landscaping design but also update the sign location map with the correct location and type of sign. S. Sorrentino suggested that Staff should come back with multiple bids because the City Council will not be supportive of awarding a contract with knowing that multiple bids were not asked for. A. Woods stated that he thinks going back to Lakota for another plan is a waste of time and money since the City already has a plan and that the City should first implement that plan before going out for another.

K. Chrisse stated that what Lakota would be doing would not be an entirely new plan but rather an update and revision to the current plan so that it is easier to implement since with the current plan there are multiple items that are inaccurate and are unable to be implemented. K. Chrisse gave an example of installing a major gateway sign on Irving Park Rd. on the eastern edge of the City where there may not be sufficient space to install a major sign and a similar problem existing for the sign that is proposed to be installed by the intersection of Devon Ave. & Wood Dale Rd. A. Woods stated that he believed that all those issues were addressed when the original plan was created. K. Chrisse stated that she is not aware of any other documents regarding the original plan other than the initial design plan and the preliminary location map.

M. Melone stated he would like some revisions to some of the locations and type of signs being proposed. M. Melone stated the sign on Devon Ave. by the VideoJet Lake should be a minor gateway sign and be closer to Mittel Blvd. since



the existing sign in the current location gets hidden by the tree growth and moving it closer to Mittel Blvd. would help with that problem. M. Melone also suggested making the proposed sign on Addison Rd. a major sign. The Committee agreed to both suggestions and asked for those changes to be made in the Gateway Sign Plan. K. Chrissie asked the Committee to provide Staff with an overall direction of what the Committee would like to see with the design and overall concept of the gateway sign rather than focusing on the granular details. A. Woods stated that Staff should come with suggestions to the Committee and propose ideas as to what should be done and let the Committee vote on Staff's suggestions. K. Chrissie stated that staff can go ahead and install the signs as shown in the preliminary plan and landscape it similar to the sign located in front of the Dunkin' Donuts but said Staff is concerned about the locations that have construction limitations.

A. Woods posed to the Committee to direct staff to install the signs that have no issues based on the original Lakota plan and the signs to have similar landscaping as the sign in front of Dunkin' Donuts with the exception of planting taller plants on the side and shorter plants in the front of the sign. A. Woods also stated to have Lakota to look at the two locations, (1) Irving Park Rd. on the eastern edge of the City and (2) Devon Ave. & Wood Dale Rd, to propose a plan as how to move forward with signs at those locations. S. Mikos stated that he would like to see some type of solar power be incorporated into the designs to power the gateway signs since it would be earth friendly. M. Tau agreed that would be a good idea and especially for those locations where existing electrical utilities are hard to access. M. Khan stated that solar power may not be the best option due to the initial cost, the ability to incorporate it into the design, and whether solar power can create enough energy to power up the sign for the duration it is lit. Committee asked for Staff to look into the ability to use solar power/panels to provide electricity for the signs.

ADJOURNMENT

A motion to adjourn was made by S. Mikos, seconded by S. Siebert and carried by voice vote. The meeting adjourned at 8:53 pm

The next meeting is November 7, 2016.

*Minutes taken by Mo Khan
Approved on December 5, 2016*