

**VILLAGE OF DOWNERS GROVE
ECONOMIC DEVELOPMENT COMMISSION
OGDEN AVENUE COMMITTEE
5202 Washington Street, Suite 2
Downers Grove, IL
Thursday, January 17, 2002
4:00 p.m.**

Co-Chairs Jan Kopis and Scott Krafthefer called the meeting to order at 4:00 p.m.

Present: John LaMotte, Phil Cullen, Steve Rockwell, Sue Brassfield, Joe Garafolo, Bob Schiller, Cathy Schuster, Jan Kopis, Scott Krafthefer, Phil Freres, Daniel Grove, Joe Skach,

John LaMotte reviewed the Lakota Group's Design Workbook with the Committee. The Lakota Group reviewed the rationale and the proposed designs for the Ogden Avenue directional, gateway and street signage. The Ogden Committee discussed each sign design and provided feedback to the Lakota Group.

The overall feeling of the Committee (and Village Council) was that the designs and logos possessed somewhat of an art deco theme. A more traditional design was desired. Joe Skach asked the Lakota Group to contact the Historical Society in an effort to find a historical item/concept/design that might serve as an inspiration for the Ogden logo. The Village might then be able to obtain grant monies from sources involved in historical preservation.

The Committee liked the blue/white and blue/gold street signs and thought that dark words on a light background were more visible to drivers. The street signs would have the street number and the Ogden logo displayed prominently.

The Committee liked the directional signs, which would be placed along the Corridor to guide motorists to the hospital, Central Business District, library, etc. This would eliminate sign clutter, as individual signs could be replaced with one large sign highlighting the more common destinations in Downers Grove. Approximately eight directional signs are needed.

The Committee asked the Lakota Group to rework the gateway designs to create a more traditional look. Placement of the gateways was discussed. Visibility at key intersections must be maintained and we must work around what is already at the locations (traffic boxes, store signs, etc.). The Committee favored the horizontal gateway signage over the vertical.

The Lakota Group would like to complete an audit to determine current conditions in the Corridor. The audit would involve working with Public Works staff and could be scheduled as early as February or March. Mock-ups of all signage can be placed out in the field to evaluate height, color, etc.

Bob Schiller will obtain a right of way map. He suggested we make every attempt to install the signs in Village right of way or the bases of the signs will need to be of a breakaway nature to comply with IDOT regulations.

Sources of funding for the signage were discussed. IDOT provided funds for the Morton Grove street improvements. Contacting our Congressman for discretionary contributions was also suggested. Money from the motor fuel tax may be available. Other potential sources of funding include the Society of Environmental Graphic Designers and Illinois First funds. Sue Brassfield will investigate possible sources of funds.

Steve Rockwell indicated that approximately \$80,000 in TIF funds would be available in early summer. Each year, the TIF funding increases - and should total approximately \$360,000 by the third year. John LaMotte suggested that the sign project be implemented in phases. Estimated signs costs are:

2 Gateways	(\$60,000)
8 Kiosks	(\$54,000)
36 Directional	(\$36,000)
196 Street Signs	(\$196,000)

The Lakota Group will work on designs that are more traditional. Sue Brassfield will investigate possible sources of funding. Steve Rockwell will work with Marty Lyons and the Council to research additional funding options. Bob Schiller will coordinate activities with Public Works and IDOT.

The meeting was adjourned.

Minutes submitted by Cathy Schuster.