

ADDITIONAL DOCUMENTS
PLANNING AND ZONING COMMISSION
February 5, 2020

Case

PZC 2020-01 7532 South Cass Avenue (Sign Variations)

Public Correspondence

1. D. Gombac email response 02.03.2020
2. D. Gombac additional correspondence 02.03.2020

From: [Dan Gombac](#)
To: [REDACTED]
Cc: [Eric Gustafson](#); [Tom Belczak](#); [Michael J. Coren](#); [Mary Sullivan](#); [Lester Vaughan](#); [Joseph Kenny](#); [Thomas Chlystek](#); [Bryon Vana](#); [Joseph Hennerfeind](#); [Lou Mallers](#); [Ted schauer](#); [Joe Marchese](#)
Subject: RE: Zoning Request for Electronic Signage at Cass and Plainfield
Date: Monday, February 3, 2020 2:27:57 PM
Attachments: [Goal Setting - Tuesday October 29th - 630 p.m..msg](#)

Good afternoon Chris,

Your e-mail was forwarded to me this morning and we appreciate your feedback. Please see the responses below to your inquiries and feel free to call me to discuss anything additional. We would also encourage you to attend the Public Hearing Meeting on Wed at 7:00 pm, at the City Hall.

Sincerely,

Daniel Gombac
Director of Municipal Services
630-353-8106

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DARIEN DIRECT CONNECT

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<http://www.darien.il.us/Reference-Desk/DirectConnect.aspx>

From: Eric Gustafson <egustafson@darienil.gov>
Sent: Monday, February 3, 2020 10:19 AM
To: Dan Gombac <dgombac@darienil.gov>
Subject: Fwd: Zoning Request for Electronic Signage at Cass and Plainfield

Sent from my iPhone

Begin forwarded message:

From: [REDACTED]
Date: February 1, 2020 at 5:50:29 PM CST
To: <tbelczak@darienil.gov>
Cc: <jmarchese@darienil.gov>, <mjcoren@darienil.gov>, <msullivan@darienil.gov>, <lvaughan@darienil.gov>, <jkenny@darienil.gov>, <tchlystek@darienil.gov>, <egustafson@darienil.gov>, <tschauer@darienil.gov>
Subject: Zoning Request for Electronic Signage at Cass and Plainfield

Mr. Belczak,

I am a Darien resident living within your ward. I have read through the packet regarding the zoning variance request which is to be reviewed this coming Wednesday,

which packet was (unfortunately) not made available for public review until yesterday.

The City posts materials (agenda/meeting packets) the week prior to meetings – this is in adherence with Illinois Open Meetings Act law, which requires local governments to post the agenda 48 hours in advance of a public meeting. The City also met the legal posting requirements for holding a public hearing by publishing a notice in the DuPage Chronicle on Jan. 22. It's important to note that the Feb. 5 meeting is one of several opportunities for public comment on the electronic message board signs. Other opportunities include upcoming Municipal Services Committee and City Council meetings (dates TBD). These meeting packets will also be available the week before the meeting. If you are unable to attend in person, you can call or email City Planner Joseph Hennerfeind at 630-353-8113 or jhennerfeind@darienil.gov. Written and verbal comments will be shared with the appropriate committees and City Council.

At base, I do not object to having a monument-style sign to “welcome” folks to Darien. I do however object to the physical scale of the proposed. At a minimum, there should be no variance permitted to go beyond the existing 12' height limit, nor a variance to allow for dual signage. Too much and out of scale as proposed. Let's stick to our agreed standards and codes.

The goal of the signs was to communicate City meetings, events, and seasonal info. We appreciate the note to the height and will forward your points to the Planning and Zoning Members. The height variance was requested for the following,

Landscape enhancement at the base

Optimal size for viewing to motorists and most importantly for Darien residents and businesses

Placement of the verbiage “City of Darien” to enhance “center of town” and compliment the City owned Clock Tower across the street

But more importantly, above any other concerns and misgivings I may have, I object in the strongest possible terms to the giveaway of rights to use land owned by the City of Darien to Chicago Billboard, a for-profit advertising corporation intent on using the land to earn large sums of money, and to doing so without competitive bidding or any tangible and appropriate rent or remuneration to the City and it's resident taxpayers.

The City does not and will not own the property for the sign

The City requested an easement from the property owner for the right to post City related items

The City will not own or maintain any portion of the signage and/or landscaping

- The “Privilege” of having one of eight advertising slots on these advertising billboards is, realistically, of absolutely no tangible value to the taxpayers. The city already has multiple ways to communicate with residents in physical and online formats. The marginal value of doing so on this signage is extremely minimal, especially in view of the high imputed cost to the City of Darien in

terms of forgone rental income, at a time when the City's needs for additional revenue are very clear and even acute.

The elected group held a had a Goal Setting Workshop on Oct 29, 2019. Please see the attached agenda under topic of Communications.

- In addition, it appears that this lucrative concession is being awarded to Chicago Billboard without competitive bid. Why?

The City does not and will not own the property or the sign.

Clearly, the concession being awarded is of great financial value, or else Chicago Billboard would not be interested. How is it that the rights to use this property, of which I and all the Darien taxpayers are joint owners, and the revenue stream which it will generate for Chicago Billboard, are being given away for free to a for-profit company without any effort to evaluate other potential offers?

Please feel free to provide any further feedback/offers.

- Further it seems to me that, rightly or wrongly, to a reasonable disinterested observer the last-minute delivery to the public of the details of the proposal could potentially be viewed as having been purposely planned to minimize scrutiny by the taxpayers. While the City's hand-written request for zoning variance was not officially processed until January 17, all the other project plans and documents were clearly complete months ago. With all documents being in hand by the 17th of the month, why should it take 2 weeks to post the details on the City's web site?

City Staff was directed to pursue opportunities with marquee signage as a result from the Goal Setting Workshop. The City requested of the developer consideration regarding an opportunity for the marquee signs and to allow the City to display info as stated above. The developer agreed to the concept and Staff reached out to neighboring municipalities regarding City owned marquee signs and were forwarded contact info for Chicago Billboards.

In other words, Darien's taxpayers have been allowed less than one calendar week to review these documents before the related Zoning Board meeting.

Please note the item regarding the signage was mentioned at the Public Hearing, Municipal Services, and the City Council, for the site development back on Dec 18, 2019. The posting regarding the variation was posted on Dec 4, 2019.

What is the rush?

There is no rush to this item

If technical or operational issues truly prevented the web posting of the detailed proposal packet from being completed any earlier, then why not reset the date for the Zoning Board meeting to allow more time for public input?

There were no technical or operational issue

The prior two Zoning Board meetings were cancelled, so it would not be an unusual occurrence.

In short, No-Bid, No Revenue and Rushed are *NOT* the attributes I would associate with a proper and prudently negotiated Real Estate rental contract. Especially not when the Lessor is a municipal government such as the City of Darien. To put I bluntly, given the no-bid, no revenue basis of the proposal, and the delayed availability of details for public review, the approach to this project could easily be viewed as having been, at best, rather rushed and flawed and, at worst, as being tinged with the appearance of potential insider politics and weak governance and stewardship by the Zoning Board and the entire City Council.

No further comments, items addressed above

In Summary, I feel strongly that both the Zoning Board and the City Council need to take a step back and carefully reconsider both the plan and the process for awarding this concession, and to consider the following contrary views:

- 1) No variance should be granted at the February 5 meeting of the Darien Zoning Commission.

Your comments will be forwarded into the record, to the Commission, Committee and City Council.

- 2) If such variance is recommended by the commission at this meeting, the full City Council should reject the variance as premature and make recommendations for further consideration of the City's options.

Please provide any additional feedback or options.

- 3) Any such concession by the City of Darien for the use of this or any other city-owned property by private individuals or for-profit organizations must include tangible, reasonable and fair financial compensation to the city and its taxpayers. To do otherwise would be nothing less than a breach of the City Council's

fiduciary duty to its taxpayer citizens.

City does not own, or maintain any land or signage.

- 4) Above all, the awarding of such a lucrative concession by the City of Darien MUST only be considered after conducting a fully transparent, open and free public bidding process. This concession is simply of too great a value to be granted as a no-bid, no revenue deal. I worry that to do otherwise could potentially open up the entire City Council to questions of impropriety in the awarding of the contract.

Same reply as above.

Thank you for taking the time to read this admittedly long note. I hope you and everyone on the Darien City Council will carefully consider my concerns while reviewing plans for this project.

Sincerely,

Chris Thomas



Darien

City Council Goal Setting Session Agenda

**Tuesday, October 29, 2019 - 6:30 p.m
Police Department Training Room**

Goal Setting Summary Memo

- 1 City Council Survey Review**
- 2 Community Events**
- 3 Resident Communications**
- 4 Economic Development Incentive Funding**
- 5 Environmental Activities**
- 6 Beautification Projects**

CITY OF DARIEN

MEMO

TO: Mayor Marchese, City Council, City Clerk, and City Treasurer

FROM: Bryon D. Vana, City Administrator

DATE: October 17, 2019

SUBJECT: Goal Setting Agenda– Tuesday, October 29, 2019, 6:30 p.m. PD Training Room

The agenda topics for the goal setting session scheduled for Tuesday, October 29, 2019, are listed below. Please note, an * indicates that back up material is included.

1 City Council Survey Review*

The staff conducted a survey of the elected officials and the results are included in the packet. The Council will have an opportunity to discuss the results and provide any additional feedback regarding their comments.

2 Community Events

The economic incentive agreement between the City and Carriage Greens allows the City to utilize the course grounds for community events. Festivals and events will give us the opportunity to continue to build a sense of community, foster pride within the community, and engage Darien residents.

Staff is seeking input and direction from the Council regarding interest and ideas for community events. The more common community events focus around food/drink, music, hobbies (car shows, dog palooza day), family events (movie nights, heritage celebrations, Police National Night Out), and seasonal events (fall fest, winter fest).

Specific discussion topics are:

- Types of events
- Number of events
- Goals for events
- Budget amount for events
- Potential partnerships with other local organizations
- Responsibility for planning, promoting, coordinating, etc, events which can be a significant amount of work

3 Resident Communications*

The City's primary source of communications include Direct Connect, Facebook, cable channel, website, twitter, and Neighbors of Darien magazine. Several of the Council members requested resident communications as a goal setting topic. The comments focused around enhancing our current communication efforts, updating our web site, and regular meeting with the other local taxing districts.

4 Economic Development Incentive Funding and Economic Development Committee (EDC) Projects

Treasurer Coren asked that the Council discuss the funding options for future economic incentives including how to replenish the amount the city already committed of the \$500,000 and what happens if those funds become fully depleted. This discussion will give staff direction as we begin to prepare for next year's budget. Additionally, Mayor Marchese wanted to update the Council on the projects the EDC is working on as well as reviewing the Committee's responsibilities.

5 Environmental Activities*

The City has engaged in many *sustainable community* programs in recent history. This topic will allow the Council to provide direction on any additional environmental policies and environmental health issues. Sustainability projects accomplished by the City include:

- Electronics Recycling Event (April 2018, October 2019)
- Rain Barrel (currently on display at City Hall since June 2018)
- Christmas Lights – recycling (last 4 years)
- Prescription Drug Drop Box (recent – July 2019)
- Sol Smart, bronze to silver
- Idling (revised ordinance March 2019)
- Sterigenics issue
- Monarch butterfly (Plainfield Road)
- Goodworx – Promoting their food
- Streetlights – LED (2016)
- City Hall/PD/Public Works – LED re-fixturing
- Environmentally friendly deicing applications in winter – more effective snow removal
- Road program – resurfacing using recyclables in the material
- Water plant – efficient pumping operations
- Stream bank inspections
- Building Codes (energy efficiency, water conservation, etc)
- Zoning Code Restrictions (Tier 2 chemicals)
- Water Leak Detection Program
- Mulch Program
- Public/Private Tree Planting Program
- Promote programs – ComEd Free Home Energy Assessments

Additionally, Alderman Chlystek identified environmental policies from Naperville and Downers Grove as good policies and those are also included in the packet.

6 Beautification Projects*

The City has completed a number of beautification projects including roadway landscape plantings, theme lighting, banners and welcome to Darien signs. Staff is seeking feedback to determine if the Council is interested in continuing to plan and budget for beautification projects. Included in the packet are the pages from Darien's Comprehensive Plan that discuss community corridor enhancement.

List of Requested Topics

COREN

How to Move Forward With Capital Improvement Fund – Emergency Reserve/Economic Incentive of \$500,000

- a. Does it get restored as Carriage Green's revenue pays back
- b. Where do new Economic Incentive Funds come if \$500,000 is exhausted?

GUSTAFSON

1. To increase the beauty and appeal of planted street medians and streetscapes within the City of Darien.
2. Promote and support Neighborhood Watch programs throughout the City of Darien.
3. Enhance the current communications strategy to get information out to its residents.

KENNY

1. Concrete Curb Cuts (Several sidewalks throughout the city end and should have a continuous route to parks and schools)
2. One Additional Police Officer per shift. I receive communication from residents that our officers aren't visible and with cannabis now legal in Illinois this may be a good time to discuss additional personnel.
3. Choose DuPage. Now that we have a new economic development committee I would like to see collaborative efforts with Choose DuPage

SULLIVAN

1. Growth of our community in terms of attracting new residents & businesses
2. Communication. Exploring alternatives and new ideas to reaching community members more frequently. Or even better use of current tools.
3. Establish a community connections group that meets quarterly or semi-annually with schools, park district, library, chamber, rotary, key non-profits etc. to discuss collaboration and support of our city.

CHLYSTEK

1. A city environmental policy to help reduce our carbon footprint and environmental impact. I will bring in a Copy of Naperville and Downer Grove policies. They have a good ones, and Downers have managed to reduce operating costs as well)
2. City compost pick up. I received this request from quite a few residents.
3. Review of bike markings between Cass and Clarendon hills on 79 street. Lots of bikers this summer, and reviewing if a painted bike lane might be if value.
4. Updated website. Residents concerns that ours seem dated.
5. Semi routing through town. This year I have received lots of complaints about semis illegally parked, and going wrong ways. I'll pass along some of the concerns later next week. On my side I will plan on calling Bolingbrook to understand how they address it. From what I hear they have introduced higher fines, and also tickets on trailers staying overnight to pay increased wear and tear on roads. I need to do more research on this one.

2019 Alderman Goal Setting Survey Results

1 Resident Communication

	Schauer	Vaughan	Kenny	Chlystek	Sullivan	Gustafson	Belczak	Coren
Direct Connect (DC)	B	A	A	A	B	A	A	A
Website	B	C	B	C	C	B	B	A
Neighbors Magazine	B	C	A	A	B	B	C	C
Cable Station	C	B	B	A	C	B	C	n/a
Staff Customer Service	A	A	A	A	A	A	A	A

Schauer – we need text messages info to send out. If someone says we already have it, I don't. We need more instant communication.

Vaughan – we should have more active & engaging social media presence (Facebook, Twitter)

Kenny – DC not only emails the notice but a history of connections is listed on the website. Website has a lot of great info just not very flashy. Neighbors Magazine has come a long way – an excellent resource. Staff deserves higher than an A

Chlystek – Adding some pizzazz to the website like other cities websites <https://www.naperville.il.us/>

Sullivan – all communication tools need updating and modernizing. Magazine needs to include pages for all schools and more organizations. DC should be condensed with hyperlinks – too long. Website needs a total redo – refresh – update. Very dated.

Gustafson – goal for 2020 should be to increase the level of communication to residents

Belczak – although Neighbor's Magazine is popular, everything is outdated by the time it reaches constituents; DC continues to be the most effective form of communication

2 Municipal Services

	Schauer	Vaughan	Kenny	Chlystek	Sullivan	Gustafson	Belczak	Coren
Street Repair	A	A	A	A	B	A	A	A
Storm Water Management	A	B	B	B	A	A	A	A
Street Cleaning	B	A	B	A	B	A	A	A
Parkway Tree Care	A	B	A	B	A	B	A	A
Snow Removal	B	A	A	A	A	A	A	A
Brush Pick Up	A	A	B	A	B	A	A	A
Sidewalk Maintenance	A	B	B	A	A	A	A	A
Multi-Year Planning of Municipal Capital Projects	B	A	A	A	B	A	A	B
Property Maintenance Enforcement	B	B	B	A	B	A	A	C
Monthly Economic Development Report	A	B	B	A	B	No grade	A	C
Monthly Property Maintenance Report	B	A	B	A	B	A	A	C

Schauer – we suffered some growing pains in snow removal this past year with some new hires. We will get that back to an “A”. I will always give property enforcement/maintenance a “B” because it’s an inherit system where both sides (notifiers and owners) feel like they are either being the bad guy or they are being targeted. The one thing I would recommend is that we have an automatic 2nd person come to people’s houses on major issues to help give suggestions on how to fix those issues. On monthly economic development report, I would give Steve an A+! The two things that I would recommend: 1) for multi-year planning, we, as a city, need to poll the aldermen and find out what each alderman believes is the best. Example, do businesses come first or is it the environment or what direction we need to go? I feel that everything we are doing now we have to adhere to the environment. If we do our job correctly, the environment will be taken care of. This is why I gave that a B. Finally, I want Dan Gombac to be in charge of municipal services for another 20 years (we know this won’t happen). I want Dan to take an active role in eventually finding his replacement. If Dan says he wants to be at Darien another 20 years (or even 30 years), then disregard this. Bottom line is I want Dan to name his replacement if he ever decides to retire because I don’t think we could fill his shoes without his input.

Kenny – street repair – reactive and quick. Parkway tree care – excellent job saving many trees from EAB. Sidewalk Mtce – not sure how this could be better without spending a great deal of money. MED Reports – good, basic info. Storm Water Mgmt – I have areas in my ward that flood with heavy rains. Snow Removal – best around. Planning of Capital Projects – lot of projects within budget. Property Mtce Report –good information. Street Cleaning is good just not often enough for higher grade. Brush pick up - again, not a lot of pick-ups in the year for higher grade. Property Mtce Enforcement – a good balance of neighborly and proactive enforcement.

Chlystek – if budget allows, a few more trees can be planted. On Farmingdale, a few trees I believe didn’t get mulched by contractor. With large rain events happening more often, looking at options to address the occasional storm drain overflowing might warrant consideration. Some trees appear to be dead on 75th but I believe they are county right-of-way

Sullivan – brush pick up should be every summer month. Would like executive summary of monthly property maintenance report. Need a better understanding of multi-year plan for streets.

Belczak – can’t say anything bad regarding Municipal Services

3 Administration and Finance

	Schauer	Vaughan	Kenny	Chlystek	Sullivan	Gustafson	Belczak	Coren
City Audit Process	A	A	A	A	A	No grade	A	A
Monthly Financial Reports	A	A	B	A	A	A	B	A
City Budget Process	A	A	A	A	A	No grade	A	B
City Financial Management	A	A	A	A	A	No grade	A	A

Schauer – we have tremendous checks/balances when it comes to city finances and we need to continue this. Believe me when I say that I was extremely happy when Mary replaced me as Chairman Admin/Finance. I say this not to justify that I am no longer the chairman (everyone knows I have no ego), but because I believe that chairmanship SHOULD change every 2-4 years so that a second set of eyes can take a look at the numbers in the city. The more transparent we can be when it comes to finances, the less we will get negative feedback from the residents. Nor would we ever get someone accusing us of impropriety.

Kenny – Audit – walk through City hall during summer when the auditors are present and then see the Afinished report a definite A. Monthly Financials – categories aren’t always clear. Budget Process – going through the budget line for line and taking ample time to discuss – great! City Financial Mgmt – plenty of eyes on what is happening.

Chlystek – seems to be working fine

Sullivan – I am new but thus far have been very pleased with reports, explanations and open communications.

Belczak – I'd like to see summaries of the monthly report reflecting good and bad trends regarding income and expenses; so we'd get a snapshot of whether we are staying on budget and bringing in the expected revenues.

Coren – would like to see more discussion on maintenance items in the budget

4 Police Services

	Schauer	Vaughan	Kenny	Chlystek	Sullivan	Gustafson	Belczak	Coren
Responding to Emergency Calls	A	A	B	A	A	No grade	A	A
Promoting Police Community Engagement	B	A	A	B	B	No grade	A	A
Proactive Crime Prevention	A	A	C	A	B	No grade	A	A
Traffic Enforcement	A	A	B	A	A	No grade	A	A
Police Staffing Level	?	A	B	A	A	No grade	A	A
Information Provided to the Public	B	A	A	A	B	No grade	A	B

Schauer – we will never do enough for community engagement. No matter what we do as a city, someone will have an issue with the police. The one thing we need to continue to do, is back our police. I question whether every alderman believes this 100% as I do, but that is my personal view. Again, I would recommend text messages to everyone for instant communication. This again should be our #1 priority for technology. Finally, when it comes to police staffing level, going forward, especially when it comes to this marijuana dispensary, we need to provide possible ancillary costs. If we need to hire 2 uniform police officers that will cost us \$280,000 a year, plus pension, to cover a new marijuana dispensary, then why are we approving this? We need to communicate this better to residents.

Kenny – Responding to calls – this is tough to gauge due to a third party receiving the actual calls. Traffic Enforcement – if we were to excel here would lacking somewhere else. I like the balance. Community Engagement – cop on the roof, night out. Police Staffing – would always like to see more staffing to cover vacations, sickness, FMLA etc. Crime Prevention – last thing I remember is the Lock It campaign

Chlystek – when asked, the police department always engages in the community. Good effort. I am only giving a B because I think we can find a few other ways to engage. Residents for some reason seem hesitant to call 911 at times. I am not sure if just scared or feel they don't want to bother the police. I believe working on eliminating that concern/feeling would help. Engagement in more events might help.

Sullivan – I think our police department is doing an excellent job. Would love to see cameras installed in/out of certain neighborhoods. Hold seminar for neighborhood watch. Be more proactive with community watch program.

Gustafson – I have not had enough exposure to these areas to rate or comment on

Belczak – No complaints regarding police

5 Miscellaneous Items

	Schauer	Vaughan	Kenny	Chlystek	Sullivan	Gustafson	Belczak	Coren
Staff Responsiveness to your Questions	A	A	A	A	A	A	A	A
Agenda Memos and Back Up Material Distributed for Council and Committee Meetings	A	A	A	C	A	A	B	A
Economic Development Program	?	B	N	A	B	B	B	C

Schauer – the jury is still out on the EDP. I think it was needed for Carriage Greens but if it gets to the point where everything is a handout for businesses, it will be a nightmare.

Kenny – Economic Development – too new to grade. Side note: rewrite the ordinance to include non-Darien residents for COY

Chlystek – For the Carriage Greens vote, I was taken back a bit how residents brought more information forward that council didn't know. For example, gaming revenue that wasn't in the packet, but a resident was able to provide. This would have been beneficial. As an example, if they received a \$100K in gaming, and if they anticipate that the improvements would bring 20% more people, then one could assume Carriage Green would potentially have \$20K more in revenue to pay off the loan. This would have been beneficial information in the decision-making process for members.

Sullivan – Need to educate community on what EDC means and how it benefits our city.

Belczak – Replenish economic incentive/emergency funds back to \$500K ASAP

Coren – Economic Development is very new and too focused on financial incentives which have almost been exhausted just as the revamped committee has just been established

Top Priorities

Schauer -

- 1) finding top notch replacements for our people (hoping Bryon, Dan and Greg never retire, LOL) but in case they do, that we have the right people to take over
- 2) business developments, WITHOUT necessarily having a committee to recommend money
- 3) need to establish the direction of the city, we need to speak in “one voice” (all of us as elected officials) what we want. If we can't do that, then we need to communicate that to the residents on a regular basis

Vaughan –

- 1) improve community engagement and awareness through social media and also creating a text alert campaign. Text alerts is the way to go to really engage and reach more residents. I believe this will increase resident participation in surveys and broaden awareness about activities in the community
- 2) improve safety for residents along Clarendon Hills Road between 67th Street and Plainfield Road, particularly (i) intersection of 67th Street and Clarendon Hills Road where accidents and near accidents occur too frequently and (ii) install sidewalks on the east side of Clarendon Hills Road (there is no safe way to cross Clarendon Hills Road that entire strip between 67th and Plainfield)

3) focus on environmental health and outdoor access. Especially after learning that our residents have been exposed to harmful toxins in our air for 30+ years, I think Darien could become a leader in focusing on environmental issues. For example, banning/reducing the use of dangerous pesticides in our public spaces, parks and playgrounds. Darien also has beautiful and unique outdoor spaces. We should do more to highlight Waterfall Glen, including making it more accessible to families with parking and sidewalks.

Kenny -

- 1) annexation
- 2) reduction of elementary school districts
- 3) homeowner incentives for home improvement and curb appeal

Chlystek -

- 1) Bring in new residents of course. Very open for suggestions.
- 2) Marking the City. We already have made a good start with the video. Also, promoting our lower taxes as well and city services. I believe we are a good value for residents.
- 3) Incorporating an environmental policy – which I believe we have started
- 4) We have many water main leaks. I'm not sure if there is a way to address it long term proactively? (For example, 4 water breaks at the end of my blocks)

Sullivan -

- 1) growth and sustainability of our community (residents – businesses)
- 2) safety of residents especially with cannabis law
- 3) connecting all areas in community and having either quarterly or bi-annual meeting

Gustafson –

- 1) maintain and promote business in Darien
- 2) Promote marijuana sales and related taxes
- 3) increase resident involvement

Belczak -

- 1) maintaining low business vacancies
- 2) exploring new 21st century businesses
- 3) grow economic development

Coren –

- 1) police/safety
- 2) streets, sidewalks and infrastructure (sewer, water)
- 3) snow management

Suggestions to improve city services

Schauer –

- 1) text messages to residents on what is going on in the city
- 2) better feedback program for possible resident complaints
- 3) need to revisit how we do snow removal – again, too many new hires.

Vaughan – communication media/text alerts

Kenny -

- 1) Ask the residents what they want to see
- 2) Neighborhood watch programs for both police and municipal services. Help identify issues
- 3) Collaboration with other government agencies for different resources

Chlystek – potentially a 4th branch pick up service if budget allows

Sullivan – 1) communication updates: new website
2) engage a community services coordinator for events
3) promote more about cost sharing with residents for projects

Gustafson – 1) increase the involvement of citizens
2) promote neighborhood watch programs throughout the city
3) beautification of roadsides

Belczak - 1) target new capital improvements after ditch program completes
2) add additional street lights

Coren – We do a great job now. I think we need to communicate what these services are with the public.

From: [Dan Gombac](#)
To: [REDACTED]
Cc: [Eric Gustafson](#); [Tom Belczak](#); [Michael J. Coren](#); [Mary Sullivan](#); [Lester Vaughan](#); [Joseph Kenny](#); [Thomas Chlystek](#); [Bryon Vana](#); [Joseph Hennerfeind](#); [Lou Mallers](#); [Ted schauer](#); [Joe Marchese](#)
Subject: RE: Zoning Request for Electronic Signage at Cass and Plainfield
Date: Monday, February 3, 2020 7:34:53 PM

Good evening Chris,

Thank you for your e-mail and understanding. Again, feel free to call me or any of Staff members any time.

Sincerely,

Daniel Gombac
Director of Municipal Services
630-353-8106

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Sent: Monday, February 3, 2020 6:15 PM
To: Dan Gombac <dgombac@darienil.gov>
Cc: Eric Gustafson <egustafson@darienil.gov>; Tom Belczak <tblczak@darienil.gov>; Michael J. Coren <mjcoren@darienil.gov>; Mary Sullivan <MSullivan@darienil.gov>; Lester Vaughan <lVaughan@darienil.gov>; Joseph Kenny <jkenny@darienil.gov>; Thomas Chlystek <TChlystek@darienil.gov>; Bryon Vana <bvana@darienil.gov>; Joseph Hennerfeind <jhennerfeind@darienil.gov>; Lou Mallers <l.mallers@comcast.net>; Ted schauer <tschauer@darienil.gov>; Joe Marchese <jmarchese@darienil.gov>
Subject: RE: Zoning Request for Electronic Signage at Cass and Plainfield

Dan,

Thanks for your note. And for your patience and your forbearance. It appears I owe you and everyone on this thread a major apology for over-reacting based upon a serious misconception.

I was working under the belief, based in part on the zoning variance request having been signed by you, that it was the city which owned the property on the periphery of the corner and that easement had been granted by the mall owner for the City to further encroach on the mall in order to accommodate the signage, as opposed to the other way around.

Given that this is not the case, clearly my concerns are invalid and moot.

Again, please accept my apology for injecting unnecessary and unwarranted concerns into to the discussion and adding to your workload. I do hope to be able to attend on

Wednesday, if at all possible.

Sincerely,

Chris Thomas

ADDITIONAL DOCUMENTS
PLANNING AND ZONING COMMISSION
February 5, 2020

Case

PZC 2020-01 7532 South Cass Avenue (Sign Variations)

Additional Documents

1. LED Billboard Sign Brightness & Capabilities
2. Signage Rendering w/ water feature.

January 20, 2020

Subject: LED Billboard Sign Brightness & Capabilities

Brightness Levels: The brightness level of all Watchfire digital billboards is pre-set at the factory not to exceed 7,500 NITS during daytime operation and 300 NITS during nighttime operation. These settings are compliant with standards as established by the Outdoor Advertising Association of America (OAAA). Both day-and-night maximum brightness is capped via software and cannot be brightened in the field.

A NIT is a measure of luminance and normally used to express the brightness of LEDs. LED sign brightness is commonly converted from NITs to foot-candles. Foot-candle measurements are generally taken at night from a distance of 100 feet or more. Watchfire billboard displays will not illuminate more than 0.3 foot-candles above ambient light when measured at night at a specified distance.

Automatic Dimming Capability: All Watchfire digital billboards automatically adjust their brightness as ambient light levels change. A 100-step photocell automatically and immediately adjusts the sign's light levels during storms and at dusk. At night, the LED operates at approximately 4% of its' daytime maximum brightness. The night time percentage varies based on ambient light conditions. A billboard operator can adjust the billboard to run dimmer than the standard established by the factory, but not brighter.

Hold Time: The hold time for an advertisement is controlled by the billboard operator and can be adjusted to standards established by local regulation. Most require an ad to hold for a minimum of 6-8 seconds. Tests run by the OAAA indicate a dwell time of 8 seconds is optimum for conveying the information in an advertisement in a safe manner. Watchfire billboards have no animation, flashing, or scintillating capabilities and can only display static messages at the preset dwell times.

Transition settings: All Watchfire billboards are designed to change from one ad to the next instantaneously. This cannot be changed by the billboard operator. The boards have no transition capabilities between slides such as slide-ins or slide outs similar to PowerPoint type presentations.

I hope this information has been of assistance. If you have questions or need more information please do not hesitate to contact me.

Thank you,

Ray Digby

ray.digby@watchfiresigns.com

Phone: (800) 637-2645

Fax: (217) 442-1020 | watchfiresigns.com



Outdoor Advertising Association of America

Explanation of OAAA Recommended Brightness Guidelines

There are at least two ways to evaluate the brightness of a LED digital display. A preferred method uses a footcandle meter to determine the amount of light that reaches various points in front of the digital display. A second method uses a luminance meter (frequently called a nit gun) to determine the amount of light emitted by a light source.

Explanation of Footcandles vs. Nits

A brightness standard measured in nits (candelas/square meter) typically contains a maximum value for daytime and nighttime. The footcandle standard has only one value but is measured from different distances based on display size.

An LED sign generates luminance at the source (measured in nits), but this raw source is not what the human eye sees from a distance. The human eye sees illuminance (measured in foot candles) from a point at a certain distance from the LED sign. Illuminance is greatly affected by ambient light and surrounding conditions. As such, it is usually preferred by regulators.

Q: What is the definition of Luminance¹?

lu·mi·nance/'lumənəns/ [loo-muh-nuhns]-noun

1. The state or quality of being luminous.
2. Also called luminosity, the quality or condition of radiating or reflecting light: the blinding luminance of the sun.
3. Optics - The quantitative measure of brightness of a light source or an illuminated surface, equal to luminous flux per unit solid angle emitted per unit projected area of the source or surface.

Q: What is the definition of Illuminance?

/i'lumənəns/ Compare irradiance E v, Sometimes called: illumination the luminous flux incident on unit area of a surface. It is measured in lux²

Q: What is a foot candle?

n. (Abbr. fc or ft-c)

[foot-kan-dl]

noun Optics.

A unit of illuminance or illumination, equivalent to the illumination produced by a source of one candle at a distance of one foot and equal to one lumen incident per square foot. Abbreviation: FC³

Also:

A unit of illuminance on a surface that is everywhere one foot from a point source of one candle⁴

¹ Dictionary.com <http://dictionary.reference.com/browse/luminance?s=t>

² Dictionary.com <http://dictionary.reference.com/browse/illuminance?s=ts>

³ Dictionary.com <http://dictionary.reference.com/browse/foot+candle?s=t>

⁴ TheFreeDictionary.com <http://www.thefreedictionary.com/Footcandle>

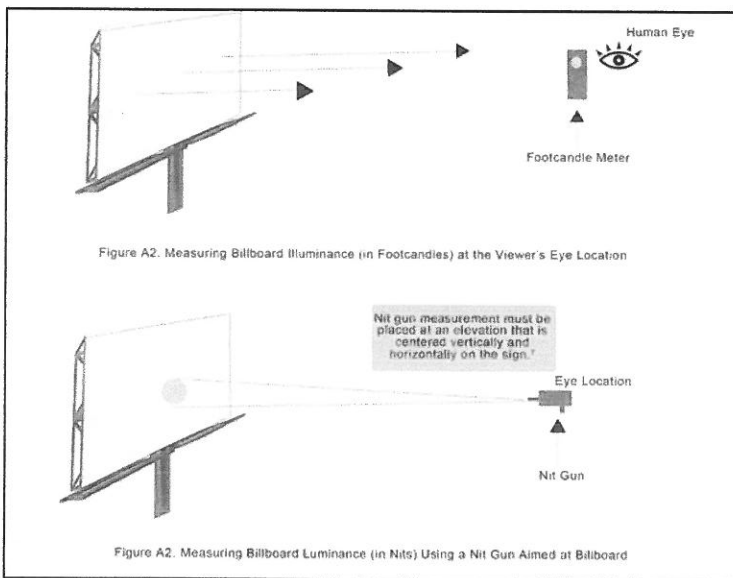
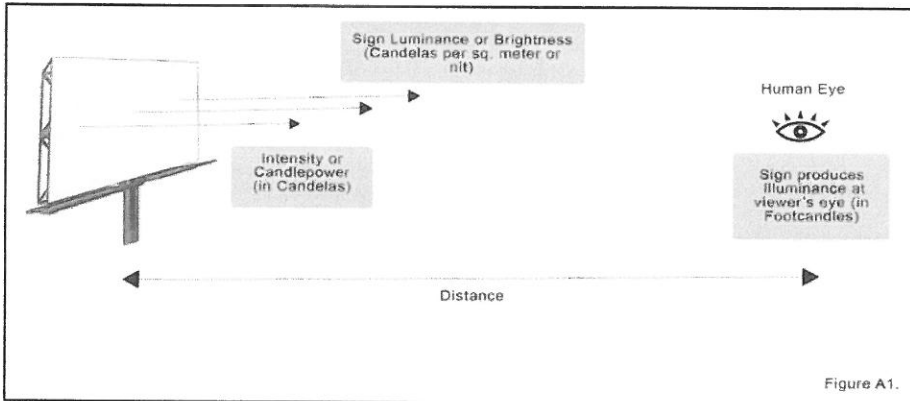
Q: What is a nit?

A:

noun Physics.

a unit of luminous intensity equal to one candela per square meter. Abbreviation: nt^5

-A unit of illuminative brightness equal to one candle per square meter, measured perpendicular to the rays of the source.⁶



⁵ Dictionary.com <http://dictionary.reference.com/browse/nits?s=t>

⁶ TheFreeDictionary.com <http://www.thefreedictionary.com/nit>

⁷ Nit gun readings are most accurate when the readings are taken directly perpendicular from the light source. As a result, the best place to take Nit gun readings is from a elevated height perpendicular to the digital display. If this is not possible, moving back from the digital display 350' to 500' on the center line will minimize the loss of accuracy. However, the distance away from the digital display cannot cause the nit gun measurement circle to fall outside the lighted digital billboard face.

-Source: Dr. Ian Lewin, Ph.D. Lighting Sciences, Inc. Digital Billboard Recommendations and Comparisons to Conventional Billboards.

Why use Foot candles over Nits as a unit of measurement?

- Foot candles measure the variance from ambient light. This assures a government that the sign will not be too bright for conditions. At different parts of a day the ambient lighting can be significantly different with clouds or fog. Conversely, the same can be true about nighttime conditions when an adjacent commercial lot turns on or off their parking lot lighting. Regulation using Nits merely sets a maximum and minimum level for day and night time conditions. Using the foot candle standard will not allow the sign to be too bright under a variety of conditions. (See Figure A2)
- Nits measure the brightness of the light at its source, without regard to ambient light. Establishing a lighting standard that ignores the brightness of the area (ambient light) allows the digital billboard to be too bright in dark environments and too dim in highly illuminated areas. In other words, fixed nit standards can allow the digital to operate at significantly higher luminance than is needed over the course of a 24 hour period.
- Nits: To measure nits you need to be directly perpendicular to the sign to measure, and get an accurate measurement. This is factored horizontally and vertically. There is a little bit of leeway on angle. Nits are directional in nature and billboard signs are usually aimed directly at the middle of the roadway. This in many cases puts the person performing the measurement in the travel lanes. In addition, due to the height of the average digital billboard a truck with a man-lift may be required. There is no specified distance you must be away from the sign to measure. (See Figure A2)
- Footcandles: With the footcandle standard you should be as perpendicular to the face as you can, but you do not have to be, to get a valid, accurate measurement. Footcandles can be measured multi directionally. You can take measurements at an angle to the sign face and receive valid measurements. The distance from which to measure is set at 250 ft away from the sign face for 14 x 48 size. This gives a regulator more options on places to stand.
- This makes the footcandle standard superior in ease of implementation. But even if we assumed they are both different, but similar in this regard, other more important factors tip the scales.
 - The footcandle standard is more restrictive in terms of lighting allowed, in a variety of conditions. As such, is usually preferred by regulators once they are educated on the differences.
 - The industry footcandle standard is tied to a required light sensor and dimming software.
 - Footcandles measure what the driver sees through their windshield in terms of light, where his car is.
 - Nits measure the light emanating from the sign face, typically a few hundred feet away. Not necessarily what the driver is seeing.
- It also can benefit a government to use foot-candles instead of Nits as Nit guns are very expensive (estimated cost \$3,000.00). Light meters can cost as little as \$250.00.

There are 3 necessary components to insure a digital billboard will never be too bright for conditions.

1. Maximum brightness limits incorporating a footcandle standard
2. An ambient light sensor installed on the sign structure
3. Dimming software

The ambient light level of a digital billboard will not vary significantly from that of a traditional billboard display and, in many cases it will be less. The light output levels will be set to be appropriate for the surroundings.

OAAA recognized/member companies utilize a photocell on digital billboards so that the display will easily be seen by motorists under changing light conditions. Sophisticated dimming software constantly changes the brightness of the display in response to changing ambient lighting conditions. This insures a digital billboard will never be too bright for conditions.

The range of brightness varies greatly between daytime and nighttime conditions. In bright daylight, the unit must have higher intensity in order to be seen. During darkness conditions, the brightness can be set low and still be easily seen by motorists.

Why was 0.3 Footcandles chosen as the limit?

The 0.3 footcandle maximum illuminance level was carefully derived from a report completed by a former president of the IESNA.⁸ The recommended technique is based on accepted IESNA practice for "light trespass."

The Outdoor Advertising Association of America (OAAA) commissioned Dr. Ian Lewin, in 2008 a principal at Lighting Sciences, Inc., Scottsdale, AZ, to recommend criteria for brightness levels on digital billboards⁹. The standards are designed to minimize the risk of glare or unreasonable driver distraction.

Footcandle measurements are commonly used throughout the United States. Footcandle measures are widely used in the lighting industry, photography, film, television, conservation lighting, and construction related engineering and building code regulations¹⁰. In addition, footcandles are frequently cited in OSHA regulations. The OAAA believes that these lighting standards reflect the best practices of the Out of Home Industry.

⁸ IESNA – Illuminating Engineering Society of North America

⁹ Digital Billboard Recommendations and Comparisons to Conventional Billboards, by Dr. Ian Lewin Ph.D., FIES, L.C. Lighting Sciences, Inc., 7826 East Evans Road, Scottsdale, Arizona 85260

¹⁰ wikipedia.org/wiki/Footcandles

Appendix

OAAA Recommended Brightness Guidelines

Criteria #1 - Lighting Standards – Measurements:

The industry recommended criteria follows the lighting standards established by the Illuminating Engineering Society of North America (IESNA). The OAAA and member companies voluntarily adhere to the following guidance.

Recommended regulatory criteria:

Lighting levels should not exceed 0.3 foot candles (over ambient levels) as measured using a foot candle meter at a pre-set distance.

Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign. Measurements should be taken as close to perpendicular to the face as practical.

Measurement distance criteria:

Nominal Face Size	Distance to Measure From
12' x 24'	150'
10'6 x 36'	200'
14' x 48'	250'
20' x 60'	350'

Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

Criteria #2 - Alternate Regulatory Criteria

The brightness of light emitted from a changeable message sign should not exceed 0.3 foot candles over ambient light levels measured at a distance of one hundred fifty feet (150') feet for those sign faces less than or equal to three hundred square feet (300 sq. ft.), measured at a distance of two hundred feet (200 ft.), for those sign faces greater than three hundred square feet (300 sq. ft.) but less than or equal to three hundred eighty-five square feet (385 sq. ft.), measured at a distance of two hundred fifty feet (250 ft.), for those sign faces greater than three hundred eighty-five square feet (385 sq. ft.) and less than or equal to six hundred eighty square feet (680 sq. ft.), measured at a distance of three hundred fifty feet (350 ft.) for those sign faces greater than six hundred eighty square feet (680 sq. ft.)

Or use Alternate Table:

Sign Face Size	Distance of Measurement
681-1200 square feet	350 feet
385-680 square feet	250 feet
300-385 square feet	200 feet
200-300 square feet	150 feet

Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

Criteria #3 - Optional Regulatory Addendum - (If standardized distances cannot be achieved in compliance with MUTCD roadside work, or if the site conditions will not allow measurements from the previous distances.)

In the event it is found not to be practical to measure a digital billboard at the set distances prescribed above, a measurer may opt to measure the sign at any of the alternative measuring distances described in the applicable table set forth below. In the event the sign measurer chooses to measure the sign using an alternative measuring distance, the prescribed footcandle level above ambient light shall not exceed the prescribed level, to be determined based on the alternative measuring distances set forth in the following tables (A), (B), (C), and (D), as applicable:

(A) For changeable message signs less than or equal to 300 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	0.68
125	0.43
150	0.3
200	0.17
250	0.11
275	0.09
300	0.08
325	0.06
350	0.06
400	0.04

(B) For changeable message signs greater than 300 square feet but less than or equal to 385 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	1.2
125	0.77
150	0.53
200	0.3
250	0.19
275	0.16
300	0.13
325	0.11
350	0.1
400	0.08

(C) For changeable message signs greater than 385 square feet but less than or equal to 680 square feet:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	1.88
125	1.2
150	0.83
200	0.47
250	0.3
275	0.25
300	0.21
325	0.18
350	0.15
400	0.12

(D) For changeable Message Sign greater than 680 square feet: Alternative Measuring Distance:
Prescribed Foot Candle Level:

Alternative Measuring Distance	Prescribed Foot Candle Level
100	3.675
125	2.35
150	1.63
200	0.92
250	0.59
275	0.49
300	0.41
325	0.35
350	0.3
400	0.23
425	0.2
450	0.18
500	0.15

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