

AUGUST 9, 2011

**PLAN COMMISSION
CITY OF MISHAWAKA, INDIANA**

A regular meeting of the Mishawaka Plan Commission was held Tuesday, August 9, 2011, at 7:00 p.m. in the Council Chambers, City Hall, 600 East Third Street, Mishawaka, Indiana. Commission members attending: Gary West, Matt Lentsch, Ross Deal, Ross Portolese, Murray Winn, Don McCampbell, Carol Sergeant, Edward Salyer, and Rosemary Klaer. In addition to members of the public, the following were also in attendance: Peg Strantz and Kari Myers.

Murray Winn explained the Rules of Procedure.

The Minutes of the July 12, 2011, meeting, were approved as distributed.

Conflict of Interest was not declared.

PUBLIC HEARING:

DESIGN REVIEW #11-06 A request submitted by KADA Partnership requesting a Waiver from the Mishawaka City Design Review Ordinance 105-170 Exterior Signage Colors and 105-174 Signage Size Limitations for **121 and 123 Lincolnway West**.

Dick Whitteberry, North American Signs, 3601 W. Lathrop, South Bend, presented the request. He said KADA has purchased the former South Bend Tribune building and has invested a considerable amount of money renovating the lower level and converting it into a training center and conference center for employees and clients and open to community activities. Mr. Whitteberry said the purpose of the signage is to beautify the building façade and to identify the building to anyone needing to find it.

Mr. Whitteberry said he has worked with David and Kathleen Sparks, KADA Partnership, regarding the design and colors and he directed them several times to reduce the size of the graphics. He said they want the signage to be low-key and not look like a garish retail establishment.

Mr. Whitteberry brought a sample of the signage material for the Commissioners to review. He said the McDonald's logo will appear only to identify that it is part of the McDonald's Corporation and the actual color of the graphics will be beige or ivory color rather than white as originally proposed.

Ross Deal asked what the life expectancy of the sign would be. Mr. Whitteberry said the aluminum background material could easily last 20 years without refurbishing and the manufacturer of the graphic material guarantees the product for a minimum of 8 years.

In Favor

Kathleen Sparks, KADA Partnership, said the use of the building would be a training and conference center. She said that her husband, David, started at the front counter at McDonald's 42 years ago. She said the regional Vice President from Chicago comes in from

Chicago and sees that the work is very well done. The Regional office also does training in the center.

Mr. Deal asked about space for community groups. Mrs. Sparks said the community group right now is the charity for Ronald McDonald House. She said about 40 kids come in on Sundays and the Ronald McDonald House Board meetings are also held there.

Mr. Winn closed the Public Hearing on Design Review #11-06.

Rosemary Klaer said it's a great addition to the downtown area.

Staff Recommendation

The Plan Staff recommends approval of Design Review Waiver 11-6 to permit the placement of non-illuminated façade signs on the north and west building facades of 121 and 123 Lincolnway West located on the southeast corner of Lincolnway West and Mill Street.

MOTION: Matt Lentsch moved to approve Design Review #11-06. Rosemary Klaer seconded; motion carried with a vote of 9-0.

ADJOURNMENT: 7:10 p.m.

Peg Strantz, Associate Planner

Kari Myers, Administrative Planner