



**COMMITTEE OF THE WHOLE MEETING
MONDAY, DECEMBER 05, 2016
NORTH AURORA VILLAGE HALL - 25 E. STATE ST.
(Immediately following the Village Board Meeting)**

AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

TRUSTEE COMMENTS

DISCUSSION

1. Updates on Village Signage
2. Relocation and Extension of North Aurora Days

EXECUTIVE SESSION

1. Personnel

ADJOURN

Memorandum



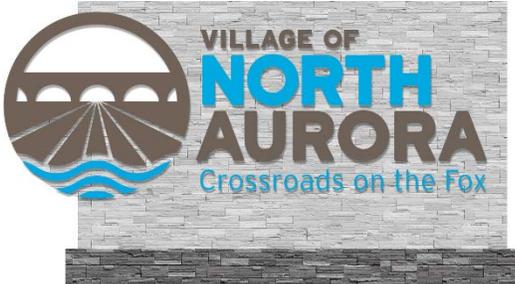
To: Village President and Village Board of Trustees
From: Steven Bosco, Village Administrator
Date: 12-1-16
Re: Update of Sign Projects

Prior to the start of the Village’s branding initiative, the Village’s welcome signs were in disrepair and needed to be replaced. Staff held off replacing the signs until the branding initiative began and a new logo was chosen. Since the new logo was selected several sign projects have been discussed and started. At this point staff would like to update the Village Board on the projects.

Welcome Signs

Staff is working with Identity Services, the sign company selected through a public bidding process, to install 10 new welcomes signs. The signs are currently being fabricated, with some, if not all, being installed by the end of the year. A slight modification of the sign may be made to change the faux brick veneer at the base of the sign to a solid gray aluminum metal façade. This would be to ensure the sign is more durable as landscaping equipment, among other factors, could chip away at the faux brick veneer at ground level. It would also provide easier access to the bracket and bolt structure of the interior of the sign. Below is a list of areas where the signs will be installed.

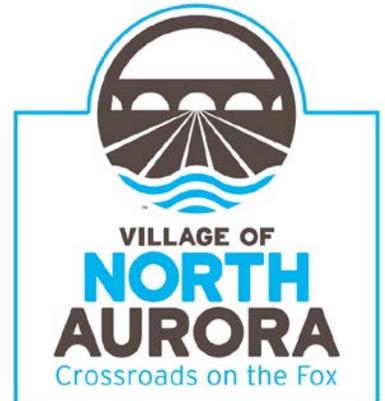
- 1) Route 56 just west of Mitchell/Hart Road
- 2) Route 25 near the southern border of the Village
- 3) Route 25 near the northern border of the Village
- 4) Route 31 near Sullivan Road
- 5) Route 31 near the I-88 off ramp
- 6) Route 31 at Mooseheart Road
- 7) Randall Road near Ice Cream Drive
- 8) Randall Road near Orchard Road
- 9) Orchard Road near I-88
- 10) Tanner Road near the western border of the Village



Secondary Welcome Signs

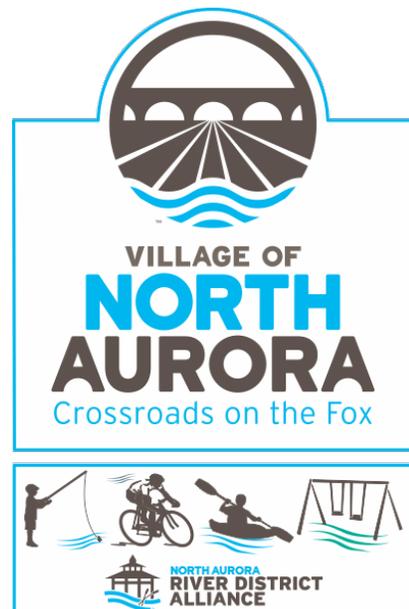
In previous discussion with the Village Board it was determined that the Village should put smaller scale and less expensive signage with the new logo at other entry points into the Village that are less visible, less traveled or are not on a main thoroughfare. As such, staff designed secondary signage to be posted at the locations below. Other locations may be added in the future.

- 1) Mitchell Road near the southern border of North Aurora
- 2) Hart Road near the northern border of North Aurora
- 3) Derby Drive north of Fairfield Way (Hartfield Estates Subdivision)
- 4) Banbury Road near Route 25
- 5) Deerpath Road near the southern border of the Village
- 6) Deerpath Road near the northern border of the Village
- 7) Seavey Road near the western border of the Village



Fox River Trail (Bike Path) Signs

Staff has designed a sign to be placed at the entrances to the Village on the Fox River Trail to signify when bicyclists and other pedestrians enter North Aurora. As of now, there is no distinguishing characteristics on the trail that would indicate to trail users they are in North Aurora. In addition, because of the Village's partnership with the North Aurora River District Alliance (NOARDA), staff incorporated the signage to include a small sign below the Village's which depicts the logo of NOARDA that would encourage people to experience the Fox River to fish, ride, float and play. Staff has worked with the Fox Valley Park District to let them know the Village's intention to potentially put signs up along the trail in North Aurora.



North Aurora Riverfront Park

With the Village acquiring North Aurora Riverfront Park from the Fox Valley Park District, there is a need to change the park district sign located in the park. Staff is currently working with Lake Country Corporation, the same company that has built the current park sign and other signage for the Fox Valley Park District. Staff's intention was to keep the design the same as the Fox Valley Park District's as a show of partnership in working with the Village to expand recreational opportunities near

the Fox River. Though the new sign and materials are currently anticipated to be the same, the color scheme would change as close as possible to the Village's two primary branding colors found in the logo. In addition, because of the ongoing partnership with NOARDA on their two phases of Water Wonders and events in the park, staff is currently proposing to add a sign below the Village's park sign that once again depicts NOARDA's encouragement for people to experience the Fox River amenities. The picture depicts the design of the sign. There will be tweaks to the color to get it as close to the branding colors as possible. The cost for the new sign is expected to be less than \$2,000.



Community Sign

In June, the Village Board discussed the current status of the community sign located at the northeast corner of Route 56 and Route 31. The sign was donated by the North Aurora Lions Club in the late 1980's with the Village taking responsibility of maintenance and updating the information on the letter board. Staff asked the Village Board if there was interest in the Village installing a new community sign with the possibility of opening up opportunities for local civic groups to sponsor the sign monetarily. The new sign would also include an electronic reader board or LED screen to allow for multiple messages to be circulated and to eliminate the need to have Village staff change messages. The Village Board's feedback was to move forward with a new community sign paid for by the Village at the same location. The Village Board also expressed that if a sponsorship opportunity is pursued, the opportunity would be given to the local civic groups of North Aurora. In this scenario, another discussion with the Village Board would take place to determine what would be required to provide sponsorship of the sign.

The current sign drew electricity from the North Aurora Activity Center. When the building was demolished the electricity for the sign was severed. With direction that the Village Board would like a new sign in the same location, staff has reestablished electricity at the site. Staff is beginning the process to meet with a sign company or multiple sign companies to discuss concepts. The Village Board will ultimately be given the opportunity to review and proposed designs and costs.

Memorandum



To: Village President and Village Board of Trustees

From: Steven Bosco, Village Administrator

Date: 11-30-16

Re: North Aurora Days Relocation and/or Extension

For several years the North Aurora Days Committee has reviewed options to grow the event. Two frequently discussed topics have been potential limitations to the event include, its current location and the main events of the festival being only for a two-day duration.

Though the Village is fortunate and grateful that the businesses and property owners have allowed the main event to be held on private property, the current event location requires approvals from separate entities to use the Clock Tower Parking Lot, the adjacent car wash parking lot and the empty lots in the Randall Square Development at the southwest corner of Oak Street and Randall Road for the fireworks show. The committee has also inquired about having a larger carnival in order to provide more entertainment options for both kids and adults as well as draw a larger number of people to the event. However, after contacting several amusement companies during the past few years, outside of companies not being available the dates of our events, the feedback received is that carnival companies want a minimum of three days to operate. Additional feedback received indicates that more space is needed than what the current location can provide if a carnival was to bring a fair number of larger rides (i.e. more than 10 rides or so).

Since the past North Aurora Days event, members of the Committee and staff have been working to determine options to grow the event and have located a potential new location for the event and possibly an amusement company that can provide up to 10 rides during the event. For reference, the current carnival at the event typically has two to four smaller scale rides with other small attractions such as carnival games, bounce houses and camel rides; however, the rides available are not always known until shortly before the event.

Location

As a result of discussions with the Fox Valley Park District and West Aurora School District #129, there is potential to relocate the North Aurora Days main events (i.e. the bands, carnival, food vendors and possibly even the fireworks) to Fearn Park and Jewel Middle School. As of now, no actual layout is proposed; however, the carnival would be located in the parking lot of Jewel Middle School along Waterford Road and the bands/beer tent and food vendors would primarily be located in Fearn Park. The size of the location also provides the ability to expand or add other aspects of North Aurora Days. However, this location is also located close to a number of residences and may require further investigation into parking options.

Regardless of whether the Village is able to secure a larger carnival, staff would like feedback from the Village Board regarding moving to this potential location.

Extension of the Number of Days

As aforementioned, amusement companies that can provide a larger carnival (large rides, games and food, etc.) typically want a minimum of three days to agree to an event. Larger carnivals bring more equipment that is often stored onsite as early as Monday. Thus, if the main events of North Aurora Days remain at the Clock Tower Plaza and a larger carnival is secured, Oak Street would need to be closed for an entire week (Monday through Sunday night). The North Aurora Days Committee has discussed a three-day event that would include the traditional Friday and Saturday, but would also include a carnival on Sunday. Discussion has also included opening the event with a carnival on Thursday night. If the location is moved to Fearn Park/Jewel Middle School, no streets are anticipated to be closed for the carnival; however, there could be additional concerns with noise and parking.

Staff is seeking feedback from the Village Board as to whether to extend the North Aurora Days event as it pertains to both the current location and the proposed alternate location of Fearn Park/Jewel Middle School.