



## MEETING AGENDA

**MEETING OF THE  
HISTORIC PRESERVATION COMMISSION  
Wednesday, June 14, 2017  
6:00 P.M.  
MEMORIAL HALL – MEMORIAL BUILDING  
(Tentative & Subject to Change)**

**1. CALL TO ORDER**

**2. MINUTES** – Review and approval of the minutes from the April 12, 2017, meeting.

**3. PUBLIC MEETING – HPC PARTNERSHIP GRANT TO HINSDALE HISTORICAL SOCIETY**

- a) Hinsdale Historical Society for Historic Tours App and partnership proposal with the Historic Preservation Commission - \$5,000 Grant towards the Tours App

**4. SIGNAGE IN THE HISTORIC DOWNTOWN DISTRICT**

- a) Case A-19-2017 – 12 E. First St. – EFP Opticians – Wall and Window Sign (window sign retroactive) application in the Historic Downtown District.

**5. ADJOURNMENT**

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend any meetings and who require certain accommodations in order to allow them to observe and/or participate in these meetings, or who have questions regarding accessibility of the meetings or the facilities, are requested to contact Darrell Langlois, ADA Coordinator at 630.789-7014 or **by TDD at 789-7022** promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons. website: [www.villageofhinsdale.org](http://www.villageofhinsdale.org)



Approved

MINUTES  
VILLAGE OF HINSDALE  
HISTORIC PRESERVATION COMMISSION

April 12, 2017

Memorial Hall – Memorial Building, 19 East Chicago Avenue, Hinsdale  
6:00 P.M.

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Chairman Bohnen called the meeting of the Historic Preservation Commission (HPC) to order at 6:00 p.m. on April 12, 2017, in Memorial Hall in the Memorial Building, 19 East Chicago Avenue, Hinsdale IL.

Present: Chairman Bohnen, Commissioner D'Arco, Commissioner Weinberger,  
Commissioner Gonzalez and Commissioner Willett  
Absent: Commissioner Prisby  
Also Present: Applicant for Case A-01-2017 and Presenter for Discussion Item

**Minutes**

Chairman Bohnen introduced the minutes from the March 8, 2017, meeting and asked for any questions. The HPC reviewed and **unanimously approved, 5-0 (1 absent)** the minutes.

**Public Hearing – Certificate of Appropriateness**

**Case HPC-01-2017 – 605 S. Garfield Avenue – Request for Certificate of Appropriateness to Demolish the Existing Home and Garage in the Robbins Park Historic District to construct a new house. \*Continued from Feb. 8, 2017 HPC Hearing\***

**Please refer to Attachment 1, for the transcript for Public Hearing Case HPC-01-2017**

The applicant reviewed that some of the members of the HPC have visited the house and explained that Commissioner Prisby believes the current house is not in good condition.

A motion to **approve** the Certificate of Appropriateness was unanimously approved 5-0 (1 absent), with the condition that the applicant work with Commissioners Gonzalez and Prisby for exterior design recommendations for the new home.

**Discussion**

**Hinsdale Historical Society for Historic Tours App and partnership proposal with the Historic Preservation Commission**

Commissioner Weinberger summarized the Special HPC meeting on March 14, 2017, as it relates to the Commission potentially supporting the work by the Hinsdale Historical Society (HHS). The HHS has many projects going on currently, however, one in particular



is the development for a historic tours app. The HHS has not established a name for the app yet, but a lot of the work has been completed already. The app developer of choice is called "My Tours". To that end, Commissioner Weinberger invited the HHS staff to please review the additional details.

Ms. Karen Lopez reviewed that this project grew from a desire to broaden the HHS's exposure to some of the things it does. She acknowledged that they have a museum with short hours, and everyone is busy, and thus, the HHS would like to do something to break through that barrier to open up the awareness to the historical treasures we have in Hinsdale. To that end, they believed "Zook" was the perfect place to start. Ms. Lopez explained that they were very lucky to have an intern who was an architect, who could detail all the architectural features of a historic home. The HHS realized that geocoding all this information into a real time app would require a special service (programming). Having said this, My Tours, a 3<sup>rd</sup> party company rose to the top among the firms the HHS looked at. Ms. Lopez noted however, that this project was outside of what the HHS could afford. Thus, the HHS is currently seeking to identify potential funders, and is responding to a potential partnership with the HPC.

Chairman Bohnen expressed that he is thrilled about this, and believes it's a win-win situation between the synergies by the two organizations.

Ms. Karen Lopez also expressed the same thoughts and mentioned that we could continue to build off and expand the functions of the app once it's been established.

Chairman Bohnen asked if this app is for biking or walking.

Ms. Karen Lopez responded correct, and added running too. Since the locations and densities vary, some areas would be more appropriate for walking versus driving. She also mentioned that the app is projected to be ready by September, 2017, and will be available for Android and iOS.

Chairman Bohnen asked if the HPC has any questions or comments.

Commissioner Willett responded that he thinks this is a fantastic concept, and asked how they would measure success, and if there are metrics in place.

Ms. Karen Lopez replied that there are a number of things the HHS could look at, for example, the: number of downloads, and number of new memberships to the HHS/additional engagement with the HPC due to the app. She also mentioned that she is open to ideas if the HPC has any.

Commissioner Willett replied he will have to think about it some more, and explained he is intrigued because he has some experience in this area. Switching gears, he asked if there is a monthly maintenance fee and if there content updates.



Ms. Karen Lopez replied that there is an annual fee for the updates, and believes that is in the budget.

Commissioner Willett asked if there are a limited number of updates you would like to make.

Ms. Karen Lopez responded that she doesn't believe the Zook tour will have many updates since the work is essentially completed. However, if things went well, the next big update would be a new tour function on the app.

Commissioner Willett asked if it will be a free app or if there would be a cost.

Ms. Karen Lopez explained that's an interesting question. Some economic theory suggests that if the app is free, nobody would want it. Therefore, the app will probably have some charge, but the price has not been set.

Commissioner Willett asked if the format could be used on the phone, tablet and etc.

Ms. Karen Lopez responded it could work on tablets and smart phones, on both Droid and iOS. She will need to circle back on whether it would work on a desktop.

Commissioner Weinberger doesn't believe it will work on a desktop.

Commissioner Willett asked if it could play video content.

Ms. Karen Lopez replied no, but it does have audio capabilities, and likes the idea of an audio tour option.

Commissioner Willett asked if there is a "push" plan (marketing) to announce the new app.

Commissioner Gonzalez asked if there will be interior views of the homes on the tour.

Ms. Karen Lopez responded that each house is unique, so some homes will have interior shots and some will not. In addition, some may have past historic families who lived in the home.

Commissioner Gonzalez asked what if the residence doesn't want to supply any photographs.

Commissioner Weinberger responded that the photos would be historical and archived already.

Lynne Smaczny, Executive Director of the HHS, explained that the interior photos will pertain to Zook details, and clarified that they are not requesting for current interior photos of someone's home.



Chairman Bohnen explained that the HPC designated May to honor Zook this year, and would like to discuss potential activities for preservation month. After hearing the functions and vision for the app, the Chairman of the HPC proposed to authorize at the next meeting, to allocate a \$5,000 budget to help launch the App in conjunction with the HHS and to promote the App.

Ms. Karen Lopez added that the HHS has a very detailed marketing plan that includes a list of contacts, graphic designers for promotional materials and a marketing committee.

Prior to adjourning, Chairman Bohnen noted that next Wednesday (April 19), there is a ZBA meeting with the 444 E. 4<sup>th</sup> Street as an Agenda item (previous HPC Agenda item). He expressed that anybody with an interest in the preservation of the Zook house to attend and offer their opinions. Additional discussion about the ZBA request ensued.

### **Adjournment**

Commissioner Bohnen asked for a motion to adjourn. The HPC unanimously agreed to adjourn at 6:46 PM. on April 12, 2017.

Respectfully Submitted,



, Village Planner







<p style="text-align: right;">17</p> <p>1 ALSO PRESENT:</p> <p>2 MR. CHAN YU, Village Planner;</p> <p>3 MR. JAMES DOHERTY, Project Manager.</p> <p>4 _____</p> <p>5</p> <p>6 CHAIRMAN BOHNEN: Let's move on to the</p> <p>7 public hearing for case HPC-01-2017 for</p> <p>8 605 South Garfield Street if we may.</p> <p>9 Mr. Doherty?</p> <p>10 (Mr. Doherty sworn.)</p> <p>11 MR. DOHERTY: Good evening. I'm here</p> <p>12 again to request for a permit for the demolition</p> <p>13 of 605 South Garfield to build a new</p> <p>14 construction home.</p> <p>15 CHAIRMAN BOHNEN: And the Commissioners</p> <p>16 that wanted to go through that home, did</p> <p>17 everybody get a chance to go through it?</p> <p>18 MR. GONZALEZ: I didn't go through it,</p> <p>19 but I spoke with Prisby.</p> <p>20 CHAIRMAN BOHNEN: Jim Prisby.</p> <p>21 MR. GONZALEZ: Jim. And we had some</p> <p>22 communication, and he explained that the house</p>	<p style="text-align: right;">19</p> <p>1 MR. DOHERTY: I met with him at</p> <p>2 605 South Garfield.</p> <p>3 CHAIRMAN BOHNEN: Oh, did you?</p> <p>4 MR. DOHERTY: Yes.</p> <p>5 CHAIRMAN BOHNEN: Oh, good. Good. And</p> <p>6 did you folks have a meaningful conversation</p> <p>7 about --</p> <p>8 MR. DOHERTY: Yes, we did.</p> <p>9 CHAIRMAN BOHNEN: And what did you --</p> <p>10 Give me your take on that. What do you think?</p> <p>11 MR. DOHERTY: Well, his exact comments</p> <p>12 were it was a no-brainer. The brick and block</p> <p>13 foundation was in poor condition.</p> <p>14 CHAIRMAN BOHNEN: Yes.</p> <p>15 MR. DOHERTY: And he recommended that</p> <p>16 it was a teardown.</p> <p>17 CHAIRMAN BOHNEN: Yes. Right. And</p> <p>18 really where I was going towards the nature of</p> <p>19 this memorandum has to do with some design</p> <p>20 features. Did he speak to you at all about some</p> <p>21 modifications on your designs?</p> <p>22 MR. DOHERTY: No.</p>
<p style="text-align: right;">18</p> <p>1 basically was in fairly poor condition.</p> <p>2 CHAIRMAN BOHNEN: Right.</p> <p>3 MR. GONZALEZ: So I haven't walked</p> <p>4 through, but I will take his word. And I have</p> <p>5 driven by the house many times so I can see the</p> <p>6 condition.</p> <p>7 CHAIRMAN BOHNEN: Okay. Are there any</p> <p>8 comments about 605 South Garfield?</p> <p>9 I think our concern, if I may --</p> <p>10 Jim Prisby wrote a memorandum. Did you get a</p> <p>11 copy of that, Frank?</p> <p>12 MR. GONZALEZ: A memoranda? No.</p> <p>13 CHAIRMAN BOHNEN: I thought he said --</p> <p>14 Okay.</p> <p>15 MR. GONZALEZ: Not the memorandum.</p> <p>16 CHAIRMAN BOHNEN: It showed here you</p> <p>17 got a copy of it. Maybe I'm mistaken. I can</p> <p>18 paraphrase it for the Commission. Jim Prisby is</p> <p>19 one of the two architects that are on our board.</p> <p>20 MR. DOHERTY: Yes.</p> <p>21 CHAIRMAN BOHNEN: And we mentioned to</p> <p>22 you I think prior --</p>	<p style="text-align: right;">20</p> <p>1 CHAIRMAN BOHNEN: He did not?</p> <p>2 MR. DOHERTY: He did not, no.</p> <p>3 CHAIRMAN BOHNEN: Okay.</p> <p>4 MR. GONZALEZ: That's what he conveyed</p> <p>5 to me in an e-mail to me directly about the</p> <p>6 design.</p> <p>7 CHAIRMAN BOHNEN: Well, did he --</p> <p>8 That's probably --</p> <p>9 MR. GONZALEZ: About the design of the</p> <p>10 home, yes.</p> <p>11 CHAIRMAN BOHNEN: I think that, if I</p> <p>12 may, I'm going to quote from this. Jim Prisby,</p> <p>13 our architect, one of our two architects, had</p> <p>14 some concern about 2-story board and batten,</p> <p>15 which you were proposing for the bulk of the</p> <p>16 walls. He'd like to keep that smaller area as</p> <p>17 gables, and he says that he thinks that it would</p> <p>18 end up being done with 8-foot plywood sheets and</p> <p>19 it would be seamed at the joints. And in the</p> <p>20 long-term, he felt it would not hold up and</p> <p>21 maintain its appearance.</p> <p>22 I think the gist of this is -- and</p>



<p style="text-align: center;">21</p> <p>1 I do concur with him to a degree -- that the</p> <p>2 location of this house at 6th and Garfield is</p> <p>3 kind of a gateway to our historic neighborhood</p> <p>4 on 6th Street with our brick street there.</p> <p>5 And I think the concerns that --</p> <p>6 And he expressed this in our last meeting to</p> <p>7 some degree about the black windows, and he felt</p> <p>8 that the home could be tweaked --</p> <p>9 MR. DOHERTY: Okay.</p> <p>06:09:32PM 10 CHAIRMAN BOHNEN: -- in a fashion that</p> <p>11 would not really cost a lot of money in changes</p> <p>12 but might give it a little more importance in</p> <p>13 appearance so that it fit into that streetscape</p> <p>14 as people entered into the historic</p> <p>15 neighborhood.</p> <p>16 And he, what he would like to do --</p> <p>17 and with your concurrence, obviously -- but what</p> <p>18 he would like to do would be to meet with you.</p> <p>19 And I think my sense is that we are prepared to</p> <p>06:10:13PM 20 give you the Certificate of Appropriateness to</p> <p>21 tear it down, but there is some conditions here</p> <p>22 that Jim has outlined.</p>	<p style="text-align: center;">23</p> <p>1 that.</p> <p>2 MR. DOHERTY: Yes. Completely, yes.</p> <p>3 CHAIRMAN BOHNEN: This is done in the</p> <p>4 spirit of cooperation. And we would appreciate</p> <p>5 it if you would meet with the guys.</p> <p>6 MR. DOHERTY: Yes. I have already had</p> <p>7 a meeting with Jim.</p> <p>8 CHAIRMAN BOHNEN: And listen to what</p> <p>9 they have to say. And maybe some of it makes</p> <p>06:11:27PM 10 sense and maybe it doesn't.</p> <p>11 MR. DOHERTY: Yes.</p> <p>12 CHAIRMAN BOHNEN: Is that okay with</p> <p>13 you?</p> <p>14 MR. DOHERTY: We will listen to the</p> <p>15 ideas and take everything into consideration.</p> <p>16 MR. GONZALEZ: Okay. Okay.</p> <p>17 CHAIRMAN BOHNEN: That's right.</p> <p>18 MS. D'ARCO: I have seen your homes</p> <p>19 throughout town, and I think they are beautiful.</p> <p>06:11:43PM 20 I do think that within the last two years we</p> <p>21 have seen a lot of white farmhouse homes go up</p> <p>22 with the same aesthetics on the exterior. And</p>
<p style="text-align: center;">22</p> <p>1 MR. DOHERTY: Okay.</p> <p>2 CHAIRMAN BOHNEN: That if you would see</p> <p>3 fit to meet with Frank and with Jim and just</p> <p>4 bandy these things around a little bit.</p> <p>5 MR. DOHERTY: Yes.</p> <p>6 CHAIRMAN BOHNEN: So that he could give</p> <p>7 you some thoughts he had as to how to cast that</p> <p>8 house in a little more important light due to</p> <p>9 its location.</p> <p>06:10:44PM 10 MR. DOHERTY: Yes. We can meet and</p> <p>11 discuss the options to move forward.</p> <p>12 MR. GONZALEZ: Believe me, we are</p> <p>13 pretty careful. We try to offer opinions that</p> <p>14 are not costly and certainly work with your</p> <p>15 existing floor plan. We are not going to change</p> <p>16 the size. It's blending in the streetscape.</p> <p>17 And maybe we could toss around some ideas and</p> <p>18 you can suggest some, too. And we can say,</p> <p>19 okay, this works or doesn't work.</p> <p>06:11:10PM 20 CHAIRMAN BOHNEN: And we are advisory.</p> <p>21 MR. DOHERTY: Yes.</p> <p>22 CHAIRMAN BOHNEN: And you understand</p>	<p style="text-align: center;">24</p> <p>1 when you meet with Jim and Frank and maybe just</p> <p>2 toss around some design ideas to make it a</p> <p>3 little different so it's not the same style that</p> <p>4 keeps going up around town.</p> <p>5 I think most of the builder homes</p> <p>6 are pretty similar in that sense, and I know</p> <p>7 that there is a design that you have. And I</p> <p>8 respect that.</p> <p>9 MR. DOHERTY: Yes.</p> <p>06:12:13PM 10 MS. D'ARCO: And they are great. But</p> <p>11 because of where the position is in the district</p> <p>12 it would be nice to see something just a little</p> <p>13 bit, a little different.</p> <p>14 MR. DOHERTY: Okay.</p> <p>15 MS. D'ARCO: Tweaking the exterior a</p> <p>16 little bit.</p> <p>17 MR. DOHERTY: Okay.</p> <p>18 MS. D'ARCO: What I have just heard</p> <p>19 throughout town is, Oh, another white farmhouse,</p> <p>06:12:29PM 20 another white farmhouse. So it would probably</p> <p>21 be to your benefit, obviously, to maybe change</p> <p>22 it a little bit of --</p>



<p style="text-align: right;">25</p> <p>1 MR. DOHERTY: The existing home</p> <p>2 currently is white also.</p> <p>3 CHAIRMAN BOHNEN: Right.</p> <p>4 MS. D'ARCO: But it's a historical</p> <p>5 stucco home. It actually used to be a frame</p> <p>6 home.</p> <p>7 MS. WEINBERGER: I'd say I do know the</p> <p>8 historical society does have some original</p> <p>9 photos of the home.</p> <p>06:12:52PM 10 MR. DOHERTY: Yes.</p> <p>11 MS. WEINBERGER: And it was actually a</p> <p>12 clapboard Victorian with a beautiful front</p> <p>13 porch. So if you are interested at all, I mean</p> <p>14 maybe there is something you can grab out of</p> <p>15 those old photos.</p> <p>16 MR. DOHERTY: I think on the blueprints</p> <p>17 it shows we are proposing a large front porch on</p> <p>18 the building also.</p> <p>19 MS. WEINBERGER: Okay. Okay.</p> <p>06:13:11PM 20 CHAIRMAN BOHNEN: Well, based on your</p> <p>21 spirit of cooperation, Mr. Doherty, can I have a</p> <p>22 motion to approve the Certificate of</p>	<p style="text-align: right;">27</p> <p>1 college visit, a trip. He will be back in town.</p> <p>2 MR. DOHERTY: He's gone for ten days I</p> <p>3 believe.</p> <p>4 CHAIRMAN BOHNEN: Ten?</p> <p>5 MR. DOHERTY: Yes.</p> <p>6 MR. GONZALEZ: He gave me his schedule,</p> <p>7 yes.</p> <p>8 CHAIRMAN BOHNEN: Is that going to</p> <p>9 impede you if you --</p> <p>06:14:21PM 10 MR. DOHERTY: Well, as long as at some</p> <p>11 point if it doesn't impede us getting our permit</p> <p>12 from the building department.</p> <p>13 CHAIRMAN BOHNEN: I don't think so.</p> <p>14 No.</p> <p>15 MR. DOHERTY: Then I don't have any</p> <p>16 problems with it at all. No. No.</p> <p>17 CHAIRMAN BOHNEN: I mean you have</p> <p>18 demonstrated that you would like to have that</p> <p>19 conversation?</p> <p>06:14:35PM 20 MR. DOHERTY: For sure.</p> <p>21 CHAIRMAN BOHNEN: We appreciate it. No</p> <p>22 reason why everything can't progress. Right?</p>
<p style="text-align: right;">26</p> <p>1 Appropriateness to demolish the home and the</p> <p>2 garage at 605 South Garfield with conditions.</p> <p>3 MR. GONZALEZ: Yes. I approve with</p> <p>4 conditions, Frank Gonzalez.</p> <p>5 CHAIRMAN BOHNEN: Okay. Make a motion.</p> <p>6 MR. GONZALEZ: I'll make a motion.</p> <p>7 CHAIRMAN BOHNEN: To that effect?</p> <p>8 MR. GONZALEZ: To that effect, correct.</p> <p>9 CHAIRMAN BOHNEN: Second, please?</p> <p>06:13:42PM 10 MS. D'ARCO: I second that.</p> <p>11 CHAIRMAN BOHNEN: All in favor?</p> <p>12 (A chorus of ayes.)</p> <p>13 CHAIRMAN BOHNEN: So that motion</p> <p>14 carries, Mr. Doherty. And at your convenience,</p> <p>15 perhaps you guys can --</p> <p>16 MR. GONZALEZ: We will figure, I will</p> <p>17 speak to Jim and then we'll circle around some</p> <p>18 e-mails and what's convenient for you and myself</p> <p>19 but soon.</p> <p>06:14:04PM 20 MR. DOHERTY: Currently Jim is out of</p> <p>21 town. I think he left today.</p> <p>22 CHAIRMAN BOHNEN: He did. He went on a</p>	<p style="text-align: right;">28</p> <p>1 MR. DOHERTY: Welcome ideas from any</p> <p>2 architects. The more we get, the better.</p> <p>3 MR. GONZALEZ: We are malleable. We</p> <p>4 work with you. We're not going to throw in a</p> <p>5 monkey wrench into it.</p> <p>6 MR. DOHERTY: Sounds good.</p> <p>7 CHAIRMAN BOHNEN: So you just proceed</p> <p>8 as you would.</p> <p>9 MR. DOHERTY: Okay.</p> <p>06:14:54PM 10 CHAIRMAN BOHNEN: And when the meeting</p> <p>11 is held, then let us know.</p> <p>12 MR. GONZALEZ: Okay.</p> <p>13 MR. DOHERTY: Okay, thank you.</p> <p>14 CHAIRMAN BOHNEN: Have a good evening.</p> <p>15 So we can close that public hearing.</p> <p>16 * * *</p> <p>17 (Which were all the proceedings had</p> <p>18 in the above-entitled cause.)</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p>



1 STATE OF ILLINOIS )  
2 ) ss.  
3 COUNTY OF DU PAGE )

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5 I, JANICE H. HEINEMANN, CSR, RDR, CRR,  
6 do hereby certify that I am a court reporter  
7 doing business in the State of Illinois, that I  
8 reported in shorthand the testimony given at the  
9 hearing of said cause, and that the foregoing is  
10 a true and correct transcript of my shorthand  
11 notes so taken as aforesaid.

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## MEMORANDUM

**DATE:** June 14, 2017

**TO:** Chairman Bohnen and Historic Preservation Commissioners

**CC:** Kathleen A. Gargano, Village Manager  
Robb McGinnis, Director of Community Development/Building Commissioner

**FROM:** Chan Yu, Village Planner 

**RE:** Hinsdale Historical Society for Historic Tours App and Partnership Proposal with the Historic Preservation Commission - \$5,000 Grant towards the App and Marketing

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On April 12, 2017, the Hinsdale Historical Society (HHS) presented a partnership proposal to the Historic Preservation Commission (HPC) for funding assistance towards the development of a mobile application (App). The App will provide three (3) tours of the Roscoe Harold Zook buildings in Hinsdale. These three tours will be separated geographically. The first tour will include 10 Zook homes north of 47<sup>th</sup> Street in Hinsdale, the second tour will include 14 Zook homes south of 47<sup>th</sup> Street in Hinsdale, and the third tour will include 14 homes and businesses located in the downtown business district designed by Zook.

The HHS reviewed three software developer firms and has chosen My Tours to program the App. The HHS believes My Tours will provide the most flexible design options, maintenance services, upgrade opportunities, and is the best economical choice. The App will be compatible with both Android, and iOS smartphone and tablet platforms. The name of the App, and cost for download/users is still undetermined. Per the HHS, the App is anticipated to be ready by September, 2017.

The total cost for the App is \$2,370, and a detailed budget is attached in Attachment 1, Appendix C. Per the budget sheet, the \$2,370 covers the App for the initial three years. At the April 12, 2017, HPC meeting, the HPC Chairman recommended that the HPC discuss and consider authorizing a \$5,000 budget to help launch and promote the App in conjunction with the HHS.

**Attachment:**

Attachment 1 – HHS Hinsdale Historic Tours App Proposal for Partnership w/ the HPC – dated 04/05/17  
Attachment 2- HHS Hinsdale Historic Tours App Proposed Budget (received on 05/05/17)





# **HINSDALE HISTORICAL SOCIETY**

## **HINSDALE HISTORIC TOURS APP**

### **PROPOSAL FOR PARTNERSHIP WITH**

#### **THE HINSDALE HISTORIC PRESERVATION COMMISSION**

## **OVERVIEW**

April 5, 2017

### **Project Background and Description**

The Hinsdale Historical Society has a vast archival collection housed in the Roger and Ruth Anderson Architecture Center. A portion of this historical collection contains photographs, architectural plans, and other material detailing the stories of the built structures in and around the Village, including information on the people who designed, built, lived, and worked in them.

The Society has a small, dedicated volunteer pool and a part-time Executive Director, all who work tirelessly to provide educational programming and services to the Hinsdale community. Even with this diligent work to meet the mission of the Society, much of the community is unaware of our Village's architectural treasures. In order to engage the community with its architectural heritage, the Hinsdale Historical Society would like to showcase Hinsdale's history and architecture via a mobile application (for smartphones and tablets) for tours as a way to increase community knowledge, access to the Society's archival collection, and the relevance of the Society's mission.

In Year One, the mobile application will launch with three tours of the R. Harold Zook buildings in Hinsdale. Roscoe Harold Zook, one of Hinsdale's most noted architects, designed approximately 37 homes and buildings in the Village during the 1920's through the 1940's. This mobile application is designed to be expandable; therefore, upon success of the Year One launch, the Society plans to increase the number of tours available on the application. It is even possible that the work of the Hinsdale Historic Preservation Commission's latest update to its architectural tour could be included in this first phase of the mobile application.

### **Project Vendor Selection**

After reviewing the offerings and costs of various platform developers (see Appendix A), the Society has decided that **My Tours** would provide the most flexible design options, maintenance services, and opportunities for expansion while proving to be the most economical choice. They provide full support for multiple tour offerings, rich text and graphic integration, GPS mapping, in-app purchases and coupons, and multiple language options. The app is compatible with both IOS and Android smartphones and automatic upgrades for each new software version is standard in their maintenance package.

### **Project Scope**

Working with **My Tours**, a worldwide tour app developer, three separate tours will be available in Year One (see Appendix B for map and list of sites).

1. Zook Tour North - includes 10 Zook homes north of 47<sup>th</sup> Street in Hinsdale.
2. Zook Tour South - includes 14 Zook homes south of 47<sup>th</sup> Street in Hinsdale.
3. Downtown Walking Tour - includes 14 homes and businesses designed by Zook located in the central business district and nearby southeast Hinsdale.

Using **My Tours** codes for geofencing, the app will navigate the user from property to property in a logical flow. For each tour stop, the app will include:

- the site address



- an architectural description
- Zook features of the building
- a brief history of the building, if known
- images (exterior for all properties, interiors and details for some)

The app will also include a biography and image of R. Harold Zook and information about the relocation and rehabilitation of the Zook Home and Studio at Katherine Legge Memorial Park. The app developer allows unlimited expansions for the Society to add new tours focusing on other architectural styles or Hinsdale stories over time.

## **Audience**

The projected audiences of the Hinsdale's historic tours app are bicycle, walking, and driving enthusiasts, local residents of Hinsdale and its adjacent communities, and individuals interested in architectural heritage and local history. The tours will be accessible to people of all ages, and prospective users will include individuals, couples, families and bicycle groups and clubs. The Village of Hinsdale will serve as an outdoor museum for participants to explore and learn.

## **Project Costs**

The total cost of this project is \$2,370. A detailed budget and justification is outlined in Appendix C.

## **Marketing and Communication Plan**

Once the app is complete and available for download, the Hinsdale Historical Society will publicize the app to a variety of audiences through the Society's extensive media connections. Posts will be featured on the Society's website and its Facebook page which is updated regularly and has a growing number of followers. Additionally, the app will be promoted to over 1,000 Hinsdale area families through member/supporter communications such as monthly e-newsletters, email blasts, and the Annual Report. Press Releases will be shared electronically to local media outlets and over 40 local preservation groups. The Society has also discussed the idea of a community-wide launch event that might include scavenger hunt-type activities to encourage residents to explore their neighborhood.

## **Implementation Plan**

### **A. Content Creation**

Society staff and volunteers have substantially completed the first stage of app production with content creation and sourcing. Brief architectural descriptions have been completed for all 28 planned tour stops. Historical briefs have been prepared for 20 sites for which we have archival information. High quality images of all properties and their characteristic Zook architectural details have been digitally scanned.

### **B. Content Uploading**

Once project funding is secured, the Society will contract with **My Tours** to begin the second phase of production known as content uploading. Society volunteers will upload text, images and app graphics via the easy to use web based app builder. During this period, the Society will apply for both an Apple Developer and Google Play Account.

### **C. My Tours Review and Validation**

The **My Tours** Concierge will check the app content, prepare the app, and submit the app to both app stores.

### **D. App Goes Live**

Once the app goes live, in approximately two weeks from submission, the Society will implement the marketing and communication plan.

### **E. App Maintenance**



***My Tours*** will add new app features, and the Society may add or modify content via the web based tour builder. The Society will track the number of app downloads, site stops and other metrics through Google Analytics to evaluate app effectiveness and reach.

See Appendix D for a full Project Timeline.

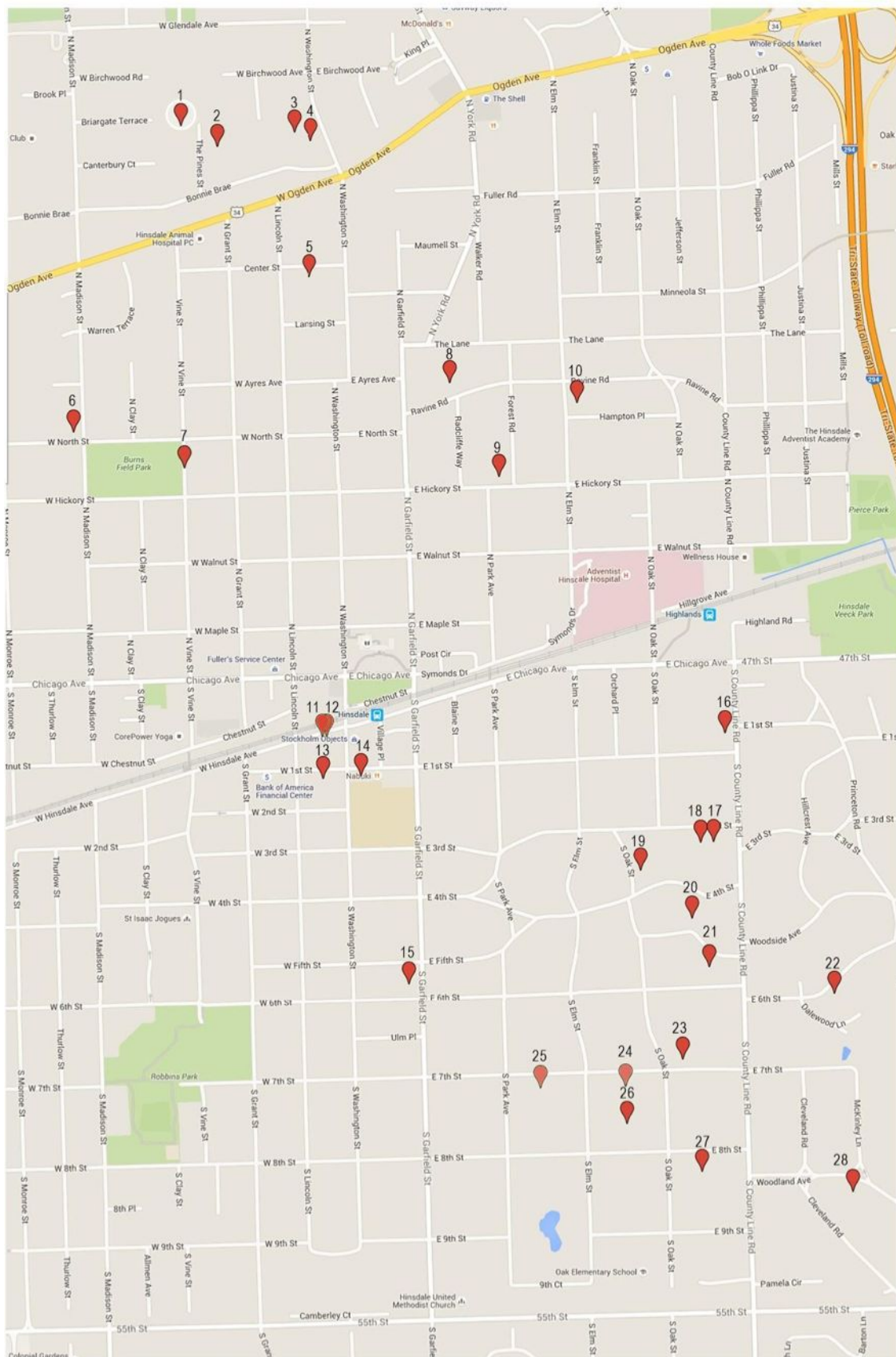


## Appendix A: App Developer Comparison

Name of Firm	Subscription Cost	Annual Cost	Advantages	Disadvantages
Chicago Area Development Firms and Developers	Hourly rates ranged from \$50-\$200 per hour  Any changes and updates due to software version changes billed at hourly rate.	N/A	Custom design	No expertise in tour apps; Pay for any changes; Ongoing payments for operating systems updates; Difficult to accurately predict number of hours needed to complete app
Tour Buddy	\$4000	\$2000	Experienced tour app developer	Limited to 3 tours on the app; No discounts for small not for profits; Not responsive to inquiries
My Tours	\$1995 business rate  \$995 small not for profit rate.	\$1495 business rate  \$350 small not for profit rate	Experienced tour app developer who has produced over 140 mobile applications for cultural and heritage organizations; Significant discount to small not for profits; Very Responsive to inquiries	



## Appendix B: Hinsdale Map of Zook-Designed Homes





## **Appendix B: Hinsdale Map of Zook-Designed Homes (cont.)**

### **Zook Tour Map**

- 1) 824 The Pines Street
- 2) 815 The Pines Street
- 3) 840 North Washington Street
- 4) 820 North Washington Street
- 5) 20 Center Street (demolished)
- 6) 501 West North Street (demolished)
- 7) 350 North Vine Street, Burns Field Warming Center
- 8) 133 Ravine Road
- 9) 300 Forest Road
- 10) 347 North Elm Street
- 11) 14-16 West Hinsdale Avenue
- 12) 8 West Hinsdale Avenue
- 13) 14 West First Street
- 14) 8 East First Street
- 15) 514 South Garfield Street
- 16) 46 South County Line Road
- 17) 434 East Third Street
- 18) 430 East Third Street
- 19) 327 South Oak Street (relocated)
- 20) 444 East Fourth Street
- 21) 439 East Sixth Street
- 22) 600 East Sixth Street
- 23) 405 East Seventh Street
- 24) 324 East Seventh Street
- 25) 220 East Seventh Street
- 26) 325 East Eighth Street (demolished)
- 27) 420 East Eighth Street
- 28) 566 Woodland Avenue

\*Not on map: Katherine Legge Memorial Lodge, Zook Home and Studio



## Appendix C: Budget and Budget Justification

### Budget for Initial Three Years

**My Tours** has offered the nonprofit pricing for the Hinsdale Historical Society. Retail pricing is included as a comparison.

	<u>Retail</u>	<u>Nonprofit</u>
Initial Setup Cost	\$1995	\$995
Annual Subscription to <b>My Tours</b>	\$1495 x 3 = \$4485	\$350 x 3 = \$1050
Annual Apple Developer Account Fee	\$100 x 3 = \$300	\$100 X 3 = \$300
Fee for Android Users	\$25	\$25
Zook building photography	HHS in kind donation by volunteers	
Archiving and collation of home histories	HHS in kind donation by volunteers	
Document and image uploading	HHS in kind	
<b>Total Project Costs:</b>	<b>\$6805</b>	<b>\$2370</b>

### **Budget Justification**

**Set-Up Cost** - The set-up cost includes access to a web based tour creator which features app theming, multiple platform support, powerful mapping, multimedia support of rich text, high quality images, audio and videos, GPS based alerts, support for in app purchases and coupons, multilingual capability, multi tour capacity, real time content updates, and app concierge and support. It is discounted from regularly advertised \$1995 setup cost due to application of the small nonprofit discount.

**Annual Subscription to My Tours** - A 3-year annual subscription includes coverage for all updates and changes to the app. The Hinsdale Historical Society will assume responsibility in its operating budget for the annual subscription costs commencing in Year 4.

**Apple Developer Account Fee** - This annual fee makes the app available in the Apple App Store. The Hinsdale Historical Society will assume responsibility for this annual fee beginning in Year 4.

**Fee for Android Users** - There is a one-off \$25 fee to make app available to non-Apple device users.



## Appendix D: Project Timeline

Project Month 2017-2018	1	2	3	4	5-12
Final Selection of Tour Stops					
Final Editing of Architecture and History Text					
Apply for Apple Developer and Google Play Accounts					
Upload Text					
Upload Images					
Upload App Graphics					
App Testing					
App Submission to Apple App Store and Google Play Store					
Press Releases Announcing App Prepared					
App Becomes Available for Download					
Press Releases Distributed					
Articles Posted on HHS Website and Facebook Group					
Promotional Information E-blasted to Membership					
Promotional Information E-blasted to Local Area Preservation Groups					
Identify and Conduct Outreach to Running and Bicycle Groups					
Update App Content as Needed					
Evaluate App Use Through Google Analytics					
Plan for Tour 2					



# Hinsdale Historic Tours App

## Proposed Budget

This budget covers the development of the app itself, a regional marketing campaign, and a community launch event.

### ***Project Costs*** **\$2770**

Initial Setup Cost	\$995
Subscription to My Tours (3 yrs x \$350)	\$1050
Apple Developer Account Fee (3 yrs x \$100)	\$300
Fee for Android Users	\$25
Zook Building Photography	In-kind HHS
Archiving and Collation of Home Histories	In-kind HHS
Document and Image Upload	\$200
Audio Recording and Upload	\$200

### ***Marketing Campaign*** **\$1330**

Community Events	\$150
Social Media Ads	\$180
Print Material/Mailing	\$1000
Graphic Design	In-kind HHS
Other Marketing	In-kind HHS

### ***Launch Event*** **\$900**

Coordination/Staffing	In-kind HHS
Water Bottle Giveaways	\$600
Food/Beverage	\$300

### ***TOTAL BUDGET*** **\$5000**

## Assumptions and Justification

**Project Costs** - for the contracting and creation of the final product

**Set-Up Cost** - The setup cost includes access to a web based tour creator which features app theming, multiple platform support, powerful mapping, multimedia support of rich text, high quality images, audio and videos, GPS based alerts, support for in app purchases and coupons, multilingual capability, multi tour capacity, real time content updates, and app



concierge and support. It is discounted from regularly advertised \$1995 setup cost due to application of the small nonprofit discount.

**Annual Subscription to *My Tours*** - A 3-year annual subscription includes coverage for all updates and changes to the app. The Hinsdale Historical Society will assume responsibility in its operating budget for the annual subscription costs commencing in Year 4.

**Apple Developer Account Fee** - This annual fee makes the app available in the Apple App Store. The Hinsdale Historical Society will assume responsibility for this annual fee beginning in Year 4.

**Fee for Android Users** - There is a one-off \$25 fee to make app available to non-Apple device users.

**Zook Building Photography** - Between images already in our collection and those taken by a volunteer last year, a majority of images of the Zook buildings are ready for upload.

**Archiving and Collation of Home Histories** - The narrative and descriptions for the Zook locations are just about complete, and with one last round of editing, they will be ready for upload.

**Document and Image Upload** - This includes a \$200 stipend for 10-20 hours of work by a summer intern for: file separation, naming, file backup, and uploading within the My Tours interface.

**Audio Recording and Upload** - This includes a \$200 stipend for 10-20 hours work by a summer intern for: recording, naming, saving, and file backup of audio files of house histories and architectural descriptions.

**Marketing Campaign** - includes App and Launch Event

**Community Events** - This includes the cost of a table at the Hinsdale Chamber of Commerce's Farmer's Market (\$50/table x 3 weeks = \$150) in August/September to promote the app and the launch event. Visitors will also be able to participant in a Zook inspired craft project.

**Social Media Ads** - The Hinsdale Historical Society already has a Facebook page and an Instagram account and is considering the addition of Twitter. Since the overall goal for the app is to reach regional audiences, the purchase of a few ads on Facebook and other social media platforms will increase the reach. The total number and final cost of these ads (and possibly post boosts, too) will depend how effective they prove to be.

**Print Materials/Mailing** - A printed half-sheet three-colored postcard would provide information on the app as well as the launch event. This card would be mailed to the Hinsdale Historical Society database of over a thousand members and supporters. It would be distributed to other interest groups such as bicycle clubs, architecture buffs, and local



history organizations. And it would be handed-out out at community events and distributed at the Hinsdale History Museum, Immanuel Hall, Hinsdale Public Library, and other locations in town.

**Graphic Design/Other Marketing** - The Marketing Committee of the Hinsdale Historical Society will coordinate the graphic design and creation of all materials and publicity. The app will be promoted through the Society's extensive media connections, including posts featured on the Society's website and its Facebook page, communicated to members and supporters through e-newsletters and email blasts, and shared in press releases to local media outlets and over 40 local preservation groups.

**Launch Event** - to be held Sunday, September 17, 2017, 1:00-5:00pm

This event will involve a scavenger hunt of Zook details using at least six properties close the the central business district with Immanuel Hall as the start/finish site.

**Coordination/Staffing** - Volunteers will coordinate the event set-up/clean-up and facilitate the start/finish. To staff tables stationed at the various locations along the scavenger hunt, local groups, such as Scouts and the National Charity League, will be invited to volunteer.

**Water Bottle Giveaways** - For event participation, water bottles designed with organizational logos and information about the app will be offered. The estimated cost includes logo setup, design, and delivery for 200 water plastic bottles.

**Food/Beverage** - Since participants will be receiving water bottles, water will be available in large beverage dispensers stationed at the various scavenger hunt locations. Food provided will include portable snacks such as granola, protein bars, and fruit.






## MEMORANDUM

**DATE:** June 14, 2017

**TO:** Chairman Bohnen and Historic Preservation Commissioners

**CC:** Kathleen A. Gargano, Village Manager  
Robb McGinnis, Director of Community Development/Building Commissioner

**FROM:** Chan Yu, Village Planner 

**RE:** 12 E. First Street – EFP Opticians (Historic Downtown District)  
1 New Wall Sign and 1 New Window Sign (retroactive window sign application)

---

### Summary

The Village of Hinsdale has received an application from EFP Opticians of Hinsdale LLC (EFP) requesting approval to install 1 new wall sign and 1 new window sign (retroactive window sign request) at 12 E. First Street. EFP is a new business and locating in the B-2, Central Business District, and within the Historic Downtown District boundary.

### Request and Analysis

The proposed wall sign is illuminated and features 2 colors, black and gold. To install the new wall sign, the applicant plans to remove the two existing awnings. After removal, per the applicant, will paint the upper wall gloss black and dark grey to keep the store front colors consistent (Attachment 2). The proposed wall sign is 33" tall and 65" wide for an area of 14.9 SF.

The applicant has also submitted for a retroactive window sign for the front door. The window sign is 39" tall and 18" wide for an area of 4.9 SF. It also features 2 colors, metallic gold and a white outline. The combined area of the 2 signs is 19.8 SF and Code compliant since it is under 25 SF.

### Process

Per Section 11-607(D) and the nature of the request, this application would require a meeting before the Plan Commission (PC) and does not require public notification. Per municipal code Section 14-5-1(B), the Historic Preservation Commission (HPC) shall review signage in the Historic District. The final decision of the HPC shall be advisory only. The PC maintains final authority on signage with no further action required by the Board of Trustees.

### Attachments:

- Attachment 1 – Sign Applications and Exhibits
- Attachment 2 - Wall Sign Installation Process
- Attachment 3 - Village of Hinsdale Zoning Map and Project Location
- Attachment 4 - Street View of 12 E. First Street





VILLAGE OF HINSDALE  
COMMUNITY DEVELOPMENT DEPARTMENT  
APPLICATION FOR SIGN PERMIT

**Applicant**

Name: EFP Opticians of Hinsdale, llc

Address: 12 East 1st Street

City/Zip: Hinsdale, IL 60521

Phone/Fax: (630) 325-2020 / 2021

E-Mail: hinsdale@efpopticians.com

Contact Name: Boyce Moffitt

**Contractor**

Name: Sign Identity

Address: 415 Taft Ave.

City/Zip: Glen Ellyn, IL 60137

Phone/Fax: (630) 942-1400 / 8400

E-Mail: steve@signidentity.com

Contact Name: Steve Peterson

ADDRESS OF SIGN LOCATION: 12 East 1st Street, Hinsdale, IL 60521

ZONING DISTRICT: B-2 Central Business District

SIGN TYPE: Wall Sign

ILLUMINATION Down Lit

**Sign Information:**

Overall Size (Square Feet): 14.91 (65" x 33")

Overall Height from Grade: 9 Ft.

Proposed Colors (Maximum of Three Colors):

- ① Gold
- ② Black
- ③ \_\_\_\_\_

**Site Information:**

Lot/Street Frontage: 19'

Building/Tenant Frontage: 19'

Existing Sign Information:

Business Name: none

Size of Sign: \_\_\_\_\_ Square Feet

Business Name: \_\_\_\_\_

Size of Sign: \_\_\_\_\_ Square Feet

I hereby acknowledge that I have read this application and the attached instruction sheet and state that it is correct and agree to comply with all Village of Hinsdale Ordinances.

Boyce Moffitt  
Signature of Applicant

04/17/17  
Date

J. Javorsky  
Signature of Building Owner

4.18.2017  
Date

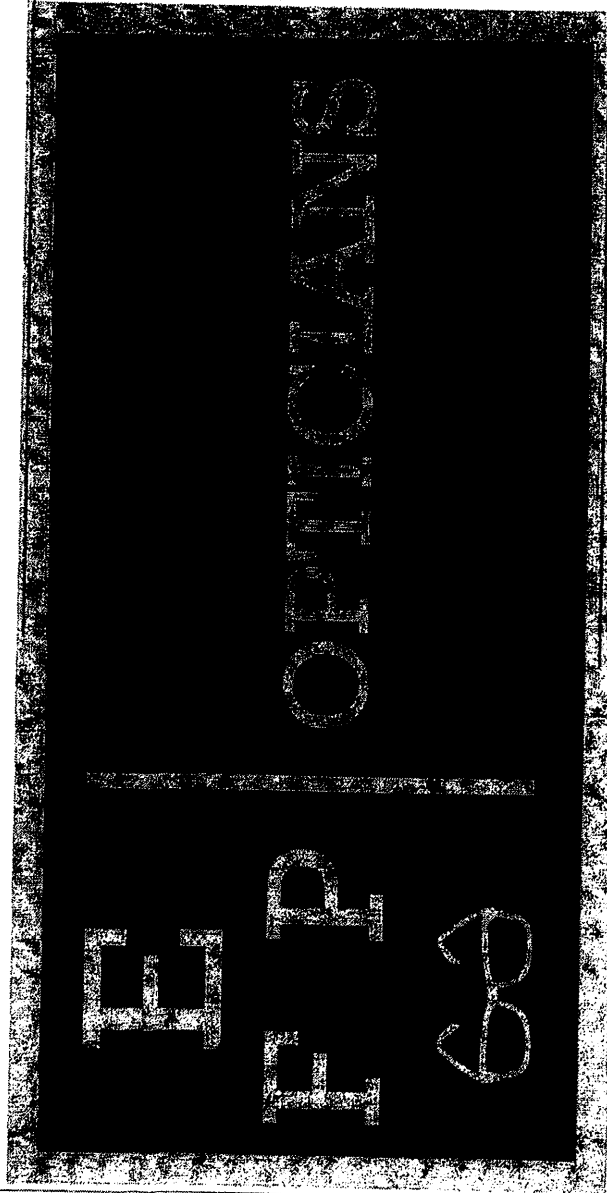
FOR OFFICE USE ONLY - DO NOT WRITE BELOW THIS LINE

Total square footage: \_\_\_\_\_ x \$4.00 = 0 (Minimum \$75.00)

Plan Commission Approval Date: \_\_\_\_\_ Administrative Approval Date: \_\_\_\_\_



65"



33"

**sign identity**

415 Taft Ave. Glen Ellyn, IL 60137  
630-942-1400 Fax: 630-942-8400

Client: **FFP Options**

Date: **4/17/17**

I have reviewed the above specifications and understand the scope of the work to be performed and approve this project to begin:

Client Approval: **Fuscaldo LLC**

Date: **04/17/17**

Date: **4/18/2017**

This drawing is the property of Sign Identity, Inc. and has been made available to the client to illustrate design, materials and manufacturing detail. Any alterations, reproductions in whole or part, or distribution for bid are prohibited without written approval and consent of Sign Identity, Inc. Copyright 2016





415 Taft Ave. Glen Ellyn, IL 60137-6214  
630-942-1400 Fax: 630-942-8400  
www.signidentity.com

## QUOTATION

Quote Number: Q1703038  
Quote Date: Mar 31, 2017  
Page: 1

**Quoted To:**

EFP Opticians  
Hinsdale, IL

**Shipped To:**

Hinsdale, IL

Customer ID	Contact	Good Thru	Payment Terms	Sales Rep
EF0020	EFP Opticians	4/30/17	50% deposit, bal. at install	

Quantity	Item	Description	Unit Price	Amount
		Custom sign 65" x 33" oval per layout, EFP Opticians. Two different materials, installed on exterior of building.		
<del>1</del>	<del>Signs</del>	<del>65" x 33" aluminum oval painted panel sign with 1/2" deep raised letters and eye glass per layout, installed on building</del>	<del>1,387.500</del>	<del>\$ 1,387.50</del>
	<b>Aluminum Metal Oval Sign:</b>			
1	Signs	65" x 33" HDU oval painted panel sign with routed deep raised letters, border and eye glass per layout, installed on building	2,035.000	\$ 2,035.00
	<b>HDU Oval Sign:</b>			
<del>1</del>	<del>Permit</del>	<del>Village of Hinsdale application and processing of permit (estimate, actual cost billed on final invoice)</del>	<del>350.000</del>	<del>\$ 350.00</del>
A 50% deposit is required to start production, credit card charges of \$500 or more, a 2% service fee will be added to the order. Production will begin after receipt of a signed proof and deposit. Customer will be allowed two proof changes with original design, all changes beyond that are charged at \$75.00 per hour. Final payment is due upon receipt of invoice at delivery. If account becomes delinquent, customer will be responsible for all legal, court and collection fees associated with collection of all unpaid invoices. All designs, proofs and drawings are the property of Sign Identity, Inc. until paid for by client.			Subtotal	See Prices Above
			Sales Tax	
			<b>TOTAL</b>	<b>See Prices Above</b>

Approved & accepted:



# EFP Opticians

12 East 1st Street, Hinsdale, IL

Sign Permit Request

Sign with store front measurements





# EFP Opticians

12 East 1st Street, Hinsdale

Sign Permit Request

Store Front with neighboring businesses







**VILLAGE OF HINSDALE  
COMMUNITY DEVELOPMENT DEPARTMENT  
APPLICATION FOR SIGN PERMIT**

**Applicant**

Name: EFP Opticians of Hinsdale, LLC  
Address: 12 East 1st Street  
City/Zip: Hinsdale, IL 60521  
Phone/Fax: (312) 325-2020 /2021  
E-Mail: hinsdale@efpopticians.com  
Contact Name: Boyce Moffitt

**Contractor**

Name: EFP Opticians of Hinsdale, LLC  
Address: 12 East 1st Street  
City/Zip: Hinsdale, IL 60521  
Phone/Fax: (312) 325-2020 /2021  
E-Mail: hinsdale@efpopticians.com  
Contact Name: Boyce Moffitt

**ADDRESS OF SIGN LOCATION:** 12 East 1st Street, Hinsdale, IL 60521

**ZONING DISTRICT:** B-2 Central Business District

**SIGN TYPE:** Window Sign

**ILLUMINATION** None



\*Illumination cannot exceed 50 foot-



candles as defined in Section 9-106(E)(b)

**Sign Information:**

Overall Size (Square Feet): 4.88 ( 1.5 x 3.25 )

Overall Height from Grade: 3.5 Ft.

Proposed Colors (Maximum of Three Colors):

- ① Metallic Gold
- ② Thin white outline
- ③ \_\_\_\_\_

**Site Information:**

Lot/Street Frontage: 19'

Building/Tenant Frontage: 19'

Existing Sign Information:

Business Name: none

Size of Sign: \_\_\_\_\_ Square Feet

Business Name: \_\_\_\_\_

Size of Sign: \_\_\_\_\_ Square Feet

I hereby acknowledge that I have read this application and the attached instruction sheet and state that it is correct and agree to comply with all Village of Hinsdale Ordinances.

Boyce Moffitt  
Signature of Applicant

05/25/17  
Date

[Signature]  
Signature of Building Owner

5-31-2017  
Date

**FOR OFFICE USE ONLY – DO NOT WRITE BELOW THIS LINE**

Total square footage: \_\_\_\_\_ x \$4.00 = 0 (Minimum \$75.00)

Plan Commission Approval Date: \_\_\_\_\_ Administrative Approval Date: \_\_\_\_\_



# EFP Opticians

12 East 1st Street, Hinsdale, IL

Sign Permit Request

Vinyl Door Decal

Sign with store front measurements





# EFP Opticians

12 East 1st Street, Hinsdale, IL

Sign Permit Request

## Installation Process:

### Step One:

Removal of existing awnings

### Step Two:

Painting of existing store front:  
Gloss black and dark grey to  
keep store front colors consistent.  
No structural changes involved

### Step Three:

Installation of new sign as  
noted. Signage installed with  
appropriate toggle bolts to  
existing structure.

### Step Four:

Installation of door vinyl  
Horizontal logo in gold with white  
outline.

Door glass = 2403 sq. inches

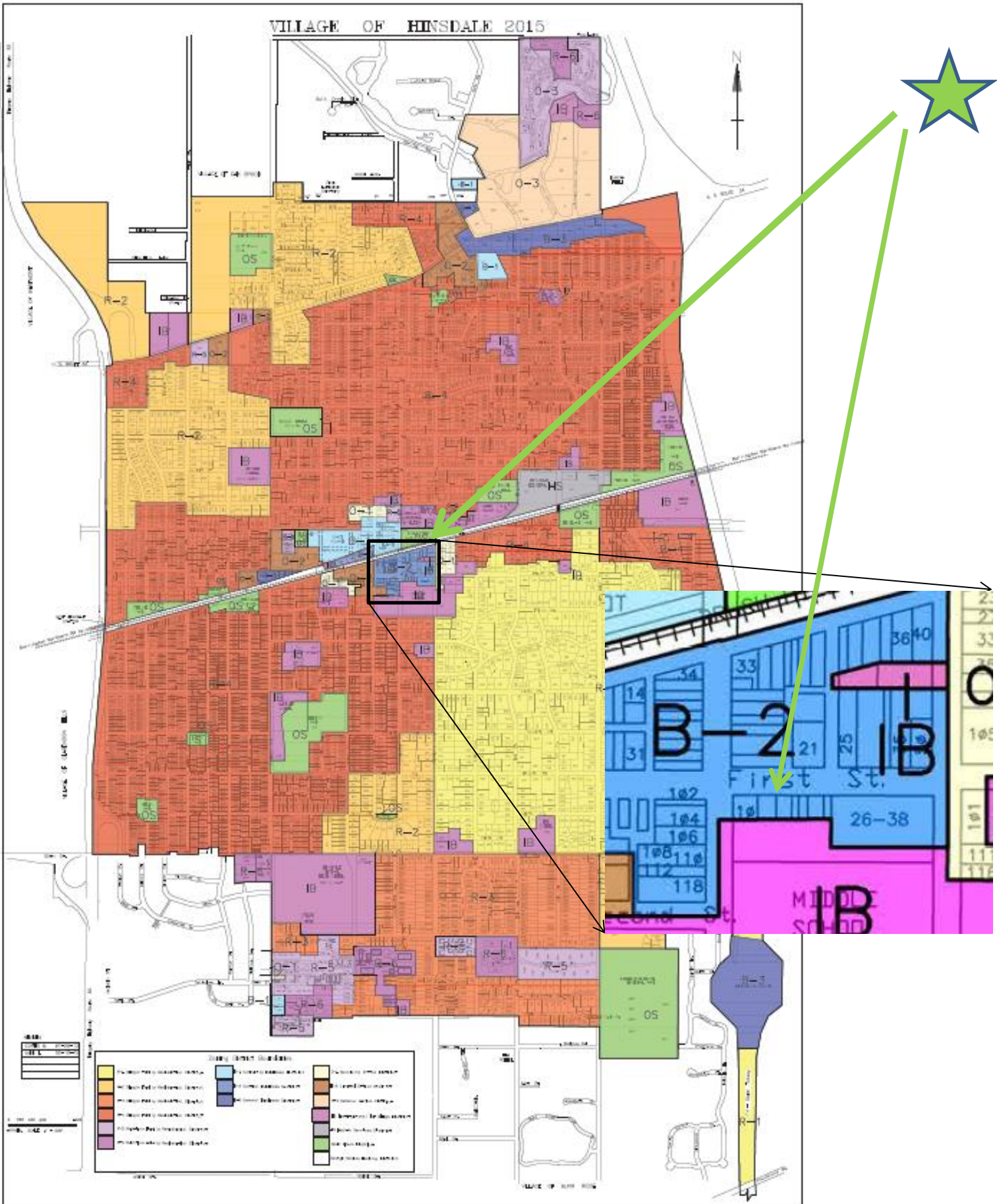
Vinyl signage = 684 sq. inches

No other vinyl signage to be  
utilized for entire store front.





# Attachment 3: Village of Hinsdale Zoning Map and Project Location





**Attachment 4: Street View of 12 E. First Street (facing southeast)**  
**Proposed Sign Location**

