

From: Bryon Vana
To: Joseph Hennerfeind; Dan Gombac
Subject: FW: Tonight's board meeting
Date: Monday, June 1, 2020 3:01:59 PM

Joe H

Info

Bryon D. Vana

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City Administrator -City of Darien, Office phone – 630-353-8114

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From: Matthew Stafford [REDACTED]
Sent: Monday, June 01, 2020 2:43 PM
To: Joe Marchese <jmarchese@darienil.gov>; Bryon Vana <bvana@darienil.gov>
Subject: Tonight's board meeting

Hello Mayor Marchese & City Administrator Vana,

I was hoping to be at the meeting tonight, but I won't be able to be there in person. I will attend the planning board meeting Wednesday, but wanted to get my thoughts to you regarding the sign.

When the original proposal was scrapped, I was overjoyed. I was just as disappointed to see it brought back to life in a new form. I understand that the city wants a better way to communicate with residents, but this sign is not the answer.

Residents that aren't able to follow Darien on social media and e-mail aren't going to get any value from a digital display either-especially when 80% of the content is advertising unrelated to city affairs.

I was concerned about questionable advertising that could be displayed, and I see that specific issue has been addressed. However, I still feel this will be bad for Darien businesses. How long can these businesses afford to pay to advertise before out-of-town companies swoop in and grab those ads and pull people out of town? Portillo's would love to grab business from Teddy's. Downers Grove sushi shops would love to poach business from Aokade. Meatheads or even Wendy's would target Culver's. Even our slot lounges will see business move elsewhere as flashy new ads for slot shops in other towns pop up.

If the city insists on doing a sign, I suggest a smaller sign- constructed and installed by a contractor of the city's choosing. Paid for by the city, and all content controlled by the city. Discounts for Darien advertisers.

Thanks for allowing me to present my opinions and thank you for your time.

Matthew Stafford



From: [Rich Brandeis](#)
To: [Joseph Hennerfeind](#)
Cc: [Joe Marchese](#); [Ted schauer](#); [Bryon Vana](#)
Subject: Darien sign
Date: Monday, June 1, 2020 7:32:29 PM

Joe, I am writing to express my opposition to a sign being placed in Darien. My understanding is that it is proposed to be placed at Cass and 75th. That is already a busy intersection and our small downtown is not large enough to accommodate a sign there.

I also have not read that the positives outweigh the negatives of having the sign. The city will not get much, if any revenue from it and it will distract drivers. I have also read that the city will not be 100% responsible for the content which I have real concerns about! I don't want others posting advertisements or announcements which may not be in Darien's best interest!

A number of businesses already have signs out front of their stores so there is no need for a large sign at that already busy intersection.

If part of the purpose is for city announcements or alerts that should be placed in front of city hall.

We are not Bolingbrook or Oak Brook. We are little Darien with a very small down town area that needs much needed work before an ugly sign is erected!

I hope you take my feedback into consideration when discussing the future course of the sign!

Thanks!

Joan Gundlach Brandeis



Sent from [Mail](#) for Windows 10