

Appearance Review Commission

Meeting Minutes

February 22, 2016

A meeting of the Appearance Review Commission was held on Monday, February 22, 2016 at 7:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Acting Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present were

Beth Chaitman  
Lisa Dunn, Acting Chairperson  
Sherry Flores  
Jason Golub

Absent were:

Dick Coen, Chairman  
Elizabeth Low

Also Present:

Jean Spagnoli, Village Planner  
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment.

Document Approval

Ms. Chaitman moved to approve the minutes from the February 8, 2016 Appearance Review Commission meeting. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub (4)  
NAYS: None (0)

Business:

1. Starbucks, 675 Deerfield Road – Outdoor Fencing and Furnishings

Amanda Martin, Designer with PM Design Architecture, was present. Ms. Martin explained Starbucks is starting an “Evening” program and will start serving beer and wine. For locations with outdoor seating, they need to add a decorative fence enclosure. She explained the railing would be 42” high and made from black metal. The railing would be topped with a Scandinavian wood. Acting Ch. Dunn asked about

the patio furniture. She noted they would like seven tables of four and one table of eight chairs. They would also have four umbrellas. Acting Ch. Dunn ensured the umbrellas would not have logos. She indicated the Commission previously approved six tables with four chairs each. Ms. Martin explained the fence would have a gate that will be an emergency exit only. Ms. Chaitman believes it would be nice to have a gate for people with dogs. Ms. Martin explained they could have a second gate if the Commissioners would like. Mr. Golub asked about winter storage. Ms. Martin explained they could remove the gate for the winter if desired. Ms. Chaitman does not know why it would need to be removed. She asked if the fence could be made larger. Ms. Spagnoli explained the petitioner initially proposed a larger fenced-in area, but center ownership expressed concern about going into the walking path.

Ms. Chaitman moved to approve the railing at the Starbucks located at 675 Deerfield Road per the drawings dated January 11, 2016 with the railing detail materials, tables and chairs and green awnings without a logo or name. There will be seven tables of four and one table of eight. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub (4)

NAYS: None (0)

## 2. Wheelhouse Studio, 49 Waukegan Road – signage

Stephanie Rubinstein and Donnie Stutland co-owners of Wheelhouse Studio and Ken Prywell, owner of Signarama Deerfield, were present. Mr. Prywell explained they need to change the name of the store from Wheelhouse Studio to Wheelpower Studio. Ms. Stutland explained they removed the word Studio from the pylon sign and the letters will be black, giving better legibility to the sign panel.

The wall sign will have perforated gray vinyl letters to illuminate white at night. The colors will be Pantone Cool Gray 9 and Teal Pantone 326. The white color will be white. The returns and trim caps will be dark bronze. Acting Ch. Dunn indicated the proposed sign is a few inches longer. Mr. Prywell explained the new sign will be 3” longer. Ms. Stutland explained the sign would be centered between the two columns on the left side of the tenant’s elevation. Ms. Chaitman believes the sign looks to be centered between the two light fixtures, which are located on the columns.

Ms. Chaitman moved to approve the Wheelpower Studio wall sign that will be 194” wide, centered between the columns vertically and between the off white panel horizontally. The colors will be teal and gray with the gray vinyl illuminating white at night. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub (4)

NAYS: None (0)

Ms. Chaitman moved to approve the pylon sign panel that will say Wheelpower in black letters on a white background. The letters will be centered both vertically and horizontally in the panel. The letters will be no larger than 40" wide. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub (4)

NAYS: None (0)

### 3. 636 Deerfield Road – Façade Improvements, preliminary review

Martina Stoycheva and Werner Briske architects with Partners in Design Architects and David Vinny with Berger Asset Management were present. Since the last meeting, the petitioner has appeared before the Plan Commission. Mr. Briske explained they want the building to be a multi-tenant building that is lively. He explained they made a few changes to the building, based on the Commission's comments. They chose not to make holes in the metal for signage, removed the gooseneck lighting and made changes to the planting. They created a steel brow for the tenant business signage. He noted the brow is outside the sign provision in the Zoning Ordinance. The proposed criteria for the tenant signage includes one sign per tenant elevation, white text, additional colors for a logo, any font and a text height of 24" for a one line sign and 36" for a two line sign. The signs would be steel brow mounted on the west, south and east elevations.

Mr. Briske explained they changed the front façade base material to a slab material rather than a modular material. He noted there is a grade change and existing sidewalk, which they will need to consider.

Mr. Briske discussed the planting area. They will add a knee wall of salvage brick material and keep the curb in front of the southeast planting area.

Mr. Briske explained they will add the numbers directly onto the masonry fin. The signage will be approximately 20 feet, which is higher than the allowed 15 feet in height. They propose a new entrance facing west toward the rear of the building. The entrance will be connected to the street sidewalk by a proposed walkway. The walkway will be enhanced with a landscape area of ornamental grass. Mr. Briske explained they are considering adding artwork in the square patterned area.

Acting Ch. Dunn explained the identification sign will be 10 square feet, but the numbers need a height variance. Ms. Flores is okay with the numbers, as it is less of a focus point. Mr. Golub agreed. Ms. Chaitman noted the numbers are an identification sign. Acting Ch. Dunn believes the sign looks appropriate on the fin architectural element.

The commissioners discussed the proposed wall signage on the metal brow. Acting Ch. Dunn questioned if the letters and brow would foster nesting. Mr. Briske will look into

it, but believes it is more open than a raceway. The commissioners discussed the colors. Ms. Chaitman explained the commissioner prefers limiting the number of colors. She believes keeping only white letters, in various fonts, would look nice. She would prefer the logo to have no more than three colors, including white.

Ms. Chaitman is okay with the identification sign on both sides of the fin as well as the height modification. She noted the maximum distance from a wall is 1 foot. The petitioner is proposing a 6" deep sign floating 1'6" from the wall. The returns and trim caps would be white. Ms. Spagnoli noted the Village signs are attached to the wall, while this sign would be floating in front of the wall. Ms. Chaitman noted the petitioner did this signage tastefully, but not every petitioner will present a tasteful floating sign. Ms. Flores questioned whether a two-line stacked sign would have a justification requirement. Ms. Flores believes the sign looks a little different, but wants to ensure the signs are not too hodgepodge. Mr. Golub likes the floating signs. He believes it goes with the modern feeling of the building. The commissioners agreed. Acting Ch. Dunn is not in favor of the floating signs.

The commissioners believe the bike racks should be moved toward the rear of the building.

#### 4. Roti Modern Mediterranean, 720 Waukegan Road – Building Elements and Wall Sign

Michele Dodd, Director of Real Estate with Roti Modern Mediterranean, James Wood, National Sales Manager with Kieffer & Co., Inc. and Chris Siavelis with CRM Property Management representing center ownership were present.

Mr. Siavelis explained Roti is looking for approval of their signage and the awning. The individual letters will have white letters and returns. The back panel is currently a sandstone color. The petitioner is requesting a black backer panel that is the same dimensions as the existing sandstone backer panel. Mr. Siavelis explained the white letters against the sandstone sign panel will not be effective signage. In addition, the corporate colors are black and white. Mr. Siavelis explained they are also seeking a non-illuminated black awning rather than the taupe awning. Ms. Flores noted the stores that have black awnings have black metal window and door framing. The proposed Roti location has taupe framing. The commissioners expressed concern about having an aluminum panel black and the rest of the panels taupe. Ms. Chaitman wanted to ensure the awning and panels would be taupe or black only. Ms. Spagnoli noted the panels are a building element and not part of the signage.

Ms. Flores believes the black backer panels work in the first quadrant of stores. Ms. Chaitman believes the white letters on the black backer panels pop better and look classier. Mr. Golub expressed concern on what would happen with new tenants. Acting Ch. Dunn is not in favor of changing the backer panel for one tenant. The proposed awning would be Sunbrella Jet Black.

Ms. Flores moved to approve the Roti Modern Mediterranean signage at 720 Waukegan Road, contingent on Board approval. The sign will have LED internally illuminated channel, face lit white letters with white returns on a black backer panel. The awning will be fabric, Sunbrella Jet Black. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: Chaitman, Flores (2)

NAYS: Dunn, Golub (2)

Mr. Siavelis explained the lease is contingent upon the signage and awning. He will have to try to appeal before the Mayor and Board of Trustees. Mr. Siavelis questioned whether the Commission could vote contingent on the four backer panels being painted black over time. Acting Ch. Dunn would like a time frame for the backer panels to be replaced.

#### Items from the Commission

Ms. Flores noted the garbage dumpsters outside Abruzzo are terrible. Ms. Spagnoli will look into it. Acting Ch. Dunn expressed concern about vehicles that have not moved in the parking lot.

#### Items from Staff

Ms. Spagnoli noted the next meeting may have a petitioner instead of Code review.

#### Adjournment

There being no further business or discussion, the meeting was adjourned at 9:25 pm.

Respectfully submitted,

Jeri Cotton  
Secretary