

Appearance Review Commission

Meeting Minutes

May 23, 2016

A meeting of the Appearance Review Commission was held on Monday, May 23, 2016 at 7:00 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Chairman Dick Coen called the meeting to order at 7:05 p.m.

Present were

Dick Coen, Chairman  
Beth Chaitman  
Lisa Dunn  
Sherry Flores  
Jason Golub  
Elizabeth Low

Absent was:

Daniel Moons

Also Present:

Jean Spagnoli, Village Planner  
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment.

Document Approval

Ms. Dunn moved to approve the minutes from the May 9, 2016 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously with Ch. Coen abstaining.

Business:

1. Movement Revolution, 158 S. Waukegan Road - identification sign

Eric Johnson, owner of Movement Revolution and Ken Pywell, owner of Signarama Deerfield were present. Mr. Pywell explained they propose a non-illuminated 18" high x 65" wide sign made from Dibond with digitally printed vinyl artwork and text. Mr. Johnson explained Movement Revolution specializes in adaptive exercise for people with neurological disabilities. They will have personal training, larger group and small group exercise as well as a variety of classes.

Ch. Coen noted the proposed sign would be navy blue and white and would be located on the canopy structure of the Joy of the Game building. Ms. Spagnoli indicated the existing banner sign needs to be removed. Mr. Johnson noted the existing banner was removed today.

Ch. Coen expressed concern that the words "Movement Revolution" will not be readable. He explained the location would be a destination. Ch. Coen explained the tag line "Neuro Intensive Exercise" is larger than the business name. He explained the petitioner is allowed a 10 square foot identification sign, but is only requesting 8.13 square feet. Ch. Coen suggested making the sign as useful and visible as possible. The commissioners agreed. Mr. Golub questioned why the petitioner is not using the block version of the sign. Mr. Johnson explained he would like to feature the Neuro Intensive Training Center as well as the Movement Revolution.

Ms. Chaitman questioned the sign location above the doorway rather than by the "V", where the supporting cable attaches to the canopy. She believes the "V" highlights the sign. Mr. Johnson would rather have the sign over the doorway.

Ms. Chaitman moved to approve the sign for Movement Revolution Neruo Intensive Exercise Center as submitted with navy blue and white signage located above the door. If the petitioner would like to go to the maximum of 10 square feet, they will submit scaled drawings for fast track consideration. The petitioner will also submit the PMS color of the blue. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

## 2. Chaube Coffee, 601 Lake Cook Road – wall sign

Karl Kaczmarczyk, chief operating officer of Chaube Coffee Co. and Jolanta Ciosmak with Blue Box, Inc. were present. Mr. Kaczmarczyk explained they would like to add color to the logo inside the letter "U". The rest of the sign is white, with black trim caps and returns. Ch. Coen recapped that at the last meeting the Commission was not in favor of multiple colors on the logo. Ms. Flores noted the petitioner has a one color logo which is shown on their bags and on their website. Mr. Kaczmarczyk explained the company's main sign has multiple colors. Ms. Flores believes the sign is easier to read without multiple colors. Ms. Low would not be in favor of a five-color sign. She believes the Commission should be consistent with other petitions and only allow a maximum of two or three colors. Ms. Ciosmak noted the Sign Code does not limit the number of colors on a sign. Ms. Spagnoli explained the number of colors is at the discretion of the Commission, based on the Appearance Code. Mr. Kaczmarczyk noted other businesses within a half mile have more colors on their sign. Ms. Spagnoli explained those are usually anchor tenants. Ms. Ciosmak explained the extra colors represent less than five percent of the sign. Mr. Kaczmarczyk explained they want to show their color. Ms. Flores believes the steam is more important than the colors inside the "U".

Ms. Low explained the Commission needs to be concerned about setting a precedent and requesting other petitioners to reduce the number of colors. Ms. Dunn added the Commission is charged with upholding the Appearance Code uniformly between all petitioners. The commissioners like legible signage. Mr. Golub would prefer a white sign with the steam, as shown on their website. He noted the inside of the "U" is filled in with white. Mr. Kaczmarczyk would prefer the color sign, as it is their main logo. Mr. Kaczmarczyk questioned whether the outline could be brown, yellow and green. Ms. Dunn explained any changes must be submitted to the Commission.

Ch. Coen indicated if the petitioner would like something different than what the Commission approves, they could appear before the Mayor and Board of Trustees. The commissioners would be in favor of a white sign with white steam and black trim caps and returns. The white color would be inside the "U" on the sign. Ms. Dunn expressed concern that the "U" would not be readable with white color filling in the "U". Ms. Chaitman suggested the petitioner submit a revised sign for possible fast track consideration.

Ms. Dunn moved to approve the 22 square foot wall sign for Chaube Coffee as submitted with the "U" having three color bands behind and steam in green. The sign would have white letters and black trim caps. Ms. Low seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

Ch. Coen noted the petitioner already has an approval for a sign. Ch. Coen discussed a second proposal, including the letter "U" with white letters with black trim caps and returns, a black outline of the "U", and black outline between the three white panels and white steam. Ch. Coen requested the petitioner send a revised submittal to Ms. Spagnoli with the second proposal for possible fast track consideration. Ms. Flores would not want to see the white in the center; rather, would like the steam on top of the "U".

Mr. Kaczmarczyk stated he would decline the wall sign and only put a panel in the monument sign. Ms. Spagnoli suggested the petitioner submit another drawing for possibly fast track approval showing the white sign with white steam, black returns and trim caps.

### 3. Subway, 70A S. Waukegan Road – outdoor furnishings

Mahmood Shah, Franchisee with Subway was present. Ch. Coen noted the petitioner is requesting eight tables with 30 chairs and four brown umbrellas without logos or verbiage. The tables and chairs will be stackable wrought iron, so they can be stored inside. Mr. Shah asked if he could cover the tables and chairs. Ch. Coen indicated most businesses remove the tables and chairs during the off season. Mr. Shah indicated the landlord is okay with just covering the tables and chairs. The

commissioners would like to see how the cover would appear. Mr. Shah noted the chairs and tables would be black.

The commissioners believe the table and chairs seem to be stable. Ch. Coen noted there will be 4 feet between the tables. Ms. Chaitman questioned whether there is a hole in the table for the umbrella. Mr. Shah explained every other table would have an umbrella, because some patrons like to be shaded from the sun while other want to be in the sun. Ch. Coen questioned the umbrella color. Mr. Shah does not have a color preference. The commissioners were okay with the brown umbrellas. Ms. Low would like the umbrellas to be evenly distributed.

Ch. Coen noted there is a large light pole where the tables are shown. Ch. Coen requested the site plan be marked up with the table locations and the light pole location shown. Mr. Golub would also like to see the umbrellas shown, as they are 9' in diameter. Ms. Chaitman expressed concern because the umbrellas are much larger than the tables. Ms. Spagnoli noted the site plan should be marked up in scale.

Ms. Low moved to approve the outdoor furnishings as submitted, subject to the petitioner submitting drawings showing the off-season coverings, a new dimensioned site plan showing the light pole, tables and umbrellas to scale as well as the location of the fence for fast track consideration. The umbrellas will be brown. Ms. Dunn second the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

#### 4. Portillo's, 700 Lake Cook Road – New Construction, final review

Sherri Abruscato, Portillo's, Jarret Jensen, president Jensen & Jensen Architects, Walter Sydor with Portillos, Jeffery Atkins with Mercury Studios Inc., Shawn Benson, project manager with Wight Company, Eric Pedersen, project manager with InSite and Robert Whitehead with Olympic Signs were present.

Mr. Jensen discussed the proposed changes, which will benefit the project while accommodating most of the Commission's requests. Mr. Jensen explained they removed the signage off the diamond soffit panels making them architectural features rather than signage on the east and west elevations. On the north elevation, the Portillo's sign was centered vertically and the gooseneck fixtures were lowered. Mr. Atkins noted the sign is now 3' above the roof deck. Mr. Jensen noted on the south elevation, which faces Lake Cook Road, they created a nicer stone feature for the corporate logo. They incorporated "barn door features" to break up the elevation. The color ties into the drive-thru elevation and decorative concrete fence and screening. They removed the words, "A Chicagoland Tradition" above the entry door on the north elevation. Mr. Adkins noted the bumped out wall on the north elevation was enlarged by 4 feet in length. He indicated the height did not change, but the width increased.

Ch. Coen was pleased to see the cleaner, more concise signage. The commissioners discussed the proposed signage. They discussed the monument sign, which the Board approved the modifications. The base of the sign will be made from aluminum, and will be painted to match the BR1 brick color from the main field. Mr. Golub noted the Commission requested the base be constructed from brick rather than aluminum. Mr. Atkins agreed. Mr. Whitehead indicated the background diamond behind the "Portillo's" would be removed from the ground sign. Ms. Flores questioned why the green drop shadow was removed. Mr. Whitehead explained they would have a green trim.

Mr. Golub moved to approve the Portillo's Monument Sign at 700 Lake Cook Road as submitted with the following changes: the base will be made of brick and the diamond background would be omitted. Ms. Low seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Golub, Low (5)

NAYS: Flores (1)

The commissioners discussed the proposed directional signs. Mr. Whitehead explained the signs will be 2 square feet and illuminated. He indicated the diamond background would be removed. Ms. Flores thinks the stop sign should have a red background. She believes the signs look too similar and the stop sign should be more noticeable. Mr. Whitehead explained this sign would be for patrons coming from the drive-thru and would be located right in front of vehicles. Mr. Pedersen explained there would be striping as well. The commissioners agreed. Mr. Atkins agreed. Mr. Jensen noted they could paint "Stop" on the pavement, if desired. Ms. Flores suggested the stop sign have a red background with light khaki letters stating "Stop" and "Thank You."

Ms. Low moved approval of the directional signs for Portillo's as presented with the change that the Stop Thank You sign would have a red background and khaki lettering. The diamond shape would be removed from the background of all directional signs. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

The commissioners discussed the proposed drive-thru menu signage. The commissioners did not have any changes. Ms. Dunn moved to approve the proposed drive-thru menu signage as shown. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

The commissioners discussed the proposed illuminated diamond displays. Ms. Chaitman questioned whether the diamonds would be considered decorative, as there

is no longer signage. Ms. Spagnoli confirmed that they are no longer considered a sign. Mr. Whitehead explained the sign cabinet would have a wave background with an illuminated LED halo along the edge. Mr. Whitehead confirmed the light source would not be visible. Ms. Flores asked about the colors. Mr. Whitehead indicated they would have both red and burgundy. Mr. Adkins suggested making the edges black, rather than burgundy, to match the light fixtures. Mr. Whitehead noted they are suggesting two red colors, but would change the stars to the PMS 187 red so there would be only one red. Ms. Low noted there are two beige colors as well. Mr. Whitehead noted they could make the background solid khaki. Mr. Atkins does not believe the waves will read as two colors. Ch. Coen, Ms. Dunn and Ms. Flores would not be in favor of this building element. Ms. Flores believes the stars appear more 50s than 70s, and this is a 70s theme restaurant. Ms. Low is not a fan of the diamonds, but believes they break up the blank wall. Ms. Flores agrees. She would prefer something other than the stars in the diamonds. Ms. Low would not be in favor of a sign with five colors. Mr. Atkins suggested changing the green band to black, so the diamond elements would now be four colors. Ms. Chaitman agreed that something is needed on this facade, but would not prefer the diamonds. Mr. Golub questioned where the diamond shape came from. M. Atkins explained the diamond shape comes from the inside of the building. Mr. Golub believes the diamonds are too large. Ms. Low could live with this building element. Ms. Chaitman is okay with this building element.

Ms. Low moved to approve the diamond shape building elements as presented with the following changes: The burgundy and green would be changed to black. The sign would have concealed halo illumination. The red stars will be one color, PMS 187 red solid. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: Low, Chaitman (2)

NAYS: Coen, Dunn, Flores, Golub (4)

The commissioners discussed the west elevation Portillo's sign. Ms. Spagnoli noted the 84 square foot sign was approved by both the Board of Trustees and the Appearance Review Commission. The commissioners discussed the east elevation sign.

Ms. Dunn moved to approve the east and west elevation signage as submitted with red lettering on a green background. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

The commissioners discussed the proposed north elevation, which shows an 84 square foot sign. The proposed south elevation signage is larger, because of the Beef Burgers and Salads. Ms. Spagnoli indicated the Board of Trustees granted a variation on the size and sign height.

Ms. Chaitman moved to approve the Portillo's exterior signage dated April 20, 2016 or the north and south elevations as submitted. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

The commissioners discussed the proposed mural. Ms. Dunn is not in favor of the mural. She does not believe the image can be understood. Ms. Chaitman is not in favor of the mural. She questioned how the mural reads as 1970s. Ms. Low would not have selected the mural content. She would be in favor of a different mural. Ms. Flores likes the idea of a mural but does not believe the chosen mural depicts the 1970s. Mr. Golub agreed with Ms. Flores and Ms. Low.

Mr. Golub moved to approve the art mural as shown above the front entry on the north elevation as proposed. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

The commissioners discussed the proposed colors, materials and furnishings. The commissioners questioned where the BR-3 Ebonite would be on the building. Mr. Atkins explained the Ebonite would be the accent bands. It would be a single row between four or five bands of brick. Mr. Adkins noted the door frames are green and the doors would be painted black magic. Ms. Low would prefer the color palate to be more streamlined. The other commissioners are okay with the proposed colors and materials. The commissioners discussed the proposed furnishings. Ms. Dunn would prefer green umbrellas. Ms. Low likes the red umbrellas as it ties in with the signage. Ch. Coen confirmed the outdoor furnishing would be stored offsite. Ms. Low ensured the outdoor seating is ADA compliant.

Ms. Dunn moved to approve the color palate as presented with color 7020 as Black Magic rather than Black Fox. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

Ms. Low moved to approve the outdoor patio furniture as presented including red 7' market umbrellas, 11 resin table tops, 44 aluminum frame chairs and black powder coated table aluminum table bases. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Flores, Golub, Low (5)

NAYS: Dunn (1)

The commissioners discussed the photometric plan. Ch. Coen was a bit concerned as some of the illumination levels are lower. The uniformity ratio, however, is good.

Ms. Chaitman moved to approve the photometric plan for Portillo's at 700 Lake Cook Road dated February 24, 2016. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

The commissioners discussed the proposed parking lot Quattro fixture with a square head. They did not have any changes and were in favor of the proposed fixture.

The commissioners discussed the proposed landscaping plan. Ch. Coen noted the commissioners previously discussed adding a landscape island on the west elevation. He indicated there is a block with 25 uninterrupted parking spaces. Mr. Jensen believes they have presented a luxurious landscape plan. The commissioners believe the petitioners should add a landscape island. Ms. Flores is in favor of removing the diseased trees. Ms. Low expressed concern about the perimeter trees getting hit by the elements. Ms. Golub asked about the irrigation. The petitioners will confirm the irrigation. Mr. Pedersen noted there are site constraints. Ms. Low asked about depicting the bed lines, grass and mulch.

Mr. Golub noted the planting area to the west of the drive-thru should have plantings. Mr. Benson explained they have grasses in that area.

Ms. Low moved to approve the landscape plan as presented on sheet L1.00 with the addition of an additional landscape island in the middle of the west parking aisle. The landscape island will have a tree. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

NAYS: None (0)

Ch. Coen noted there is a transformer shown on the west side of the building. There should be landscaping around the transformer. Mr. Benson explained they added shrubs around the transformer. Ms. Spagnoli will need an updated landscaping plan.

The commissioners discussed the proposed site plan on sheet C2.0. Mr. Benson noted the site plan did not change and the traffic flow is the same. Ms. Flores expressed concern about the cut-thru traffic. Mr. Jensen explained they discussed the cut-thru traffic at the Village Board meeting. Ms. Abruscato explained once they open, it will not

be as easy for cut-thru traffic. Ms. Low noted the additional landscape island would need to be added to the site plan. Mr. Golub previously requested the trash enclosure be moved. He questioned whether the petitioner would be ok with a 28x28'x8'h trash enclosure in front of their property.

The commissioners discussed the proposed outdoor seating area. Ms. Low expressed concern because of one table is outside the fence. Ms. Abruscato explained they would remove the table if it creates an issue.

The commissioners discussed the proposed trash enclosure with a decorative sheet metal plant box. Ch. Coen noted the color palate and materials are the same as what is on the building. Ms. Low asked if there would be plantings in the winter. Mr. Jensen explained they would not have plantings in the winter. Ms. Low noted the planters would match the brick.

Mr. Atkins noted the ghost signs have been removed from the building. Ch. Coen is not a fan of the false painted wood doors on the side of the building. Ms. Low noted the commissioners recommended windows. Mr. Atkins explained there are inset openings within the brick that were added when the ghost signage was removed. Ms. Dunn and Ms. Chaitman are not in favor of the barn doors. Ch. Coen does not know whether the barn doors add to the building and believes they may distract.

The commissioners discussed the light fixtures. Mr. Adkins explained the up and down light fixtures are for the south elevation. The goose neck fixtures would not be located high on the building; rather, they would be placed at 15'6". Ms. Low questioned whether the signs are illuminated. Mr. Adkins explained the signs are illuminated, but the fixtures highlight the sides of the sign. Ms. Low believes there is too much illumination on this portion of the building. Mr. Jensen explained the lights are very subtle. Mr. Adkins explained the down lights have 17 watt LED lamps and the up lights have 12 watt LED lamps. The commissioners discussed the proposed utility light. Mr. Adkins explained the light would be black.

The commissioners discussed the west elevation. Ms. Flores asked about the sun shades. Mr. Jensen explained the sun shades are like a louver, with vertical slats. Ch. Coen questioned why the north elevation entrance structure is angled and vertical. He is not in favor of having both an angled and a vertical corner. The other commissioners are okay with having both. Mr. Golub ensured the back side of the tower elements would be colored rather than white. Mr. Jensen explained the back side would be made to fade away.

The commissioners discussed the perimeter lighting around the building. Mr. Adkins explained the lighting housing would be painted to match the brick and would have a subtle glow at night. Ms. Low questioned what the Sign Ordinance states. Ms. Spagnoli noted the outlining of an entire building roof line has never been approved by the Commission in the past. Ms. Dunn would not be in favor of this lighting concept.

Ms. Low indicated the Appearance Code discourages this type of illumination. Ms. Flores, Ms. Chaitman and Mr. Golub agreed, and believe this would set a precedent in the Village.

Ms. Low moved to approve the reverse fascia LED lighting as presented. Ms Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Coen, Chaitman, Dunn, Flores, Golub, Low (6)

Ms. Dunn moved to approve the elevations as presented with the exception of what has been discussed. Ms. Low seconded the motion. The motion passed by the following vote:

AYES: Coen, Chaitman, Dunn, Flores, Low (5)

NAYS: Golub (1)

The commissioners discussed the roof plan. Ch. Coen noted the back side of the parapets would be painted so they fade away.

#### Items from the Commission

Ms. Low reported the streetscape recycling containers have been distributed. She believes they make the existing trash containers look drab in comparison.

Ms. Flores questioned what happened with the outdoor seating for Roti Modern Mediterranean. Ms. Spagnoli indicated the Board approved the petitioner's request.

#### Items from Staff

Ms. Spagnoli indicated there would be two meetings in June.

Ms. Spagnoli reported the updated Appearance Code will be an agenda item at the June 6, 2016 Board of Trustees meeting. She urged the commissioners to attend.

#### Adjournment

There being no further business or discussion, the meeting was adjourned at 10:30 pm. The next Appearance Review Commission meeting is scheduled for June 13, 2016 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary