

Appearance Review Commission

Meeting Minutes

July 11, 2016

A meeting of the Appearance Review Commission was held on Monday, July 11, 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  
Elizabeth Low  
Daniel Moons

Also Present:

Jean Spagnoli, Village Planner  
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment.

Document Approval

Mr. Golub moved to approve the minutes from the June 13, 2016 Appearance Review Commission meeting. Mr. Moons seconded the motion. The motion passed unanimously on a voice vote with Low, Flores and Dunn abstaining.

Business:

1. N.S.S.E.D. Northern Suburban Special Education District, 405 Lake Cook Road – signage

Heather Miehl with N.S.S.E.D. and Ken Pywell, owner of Deerfield Signarama were present. Mr. Pywell explained they would like to update a monument sign on Lake Cook Road, at the entrance of Deerfield Park Plaza, with two panels as well as a ground sign outside the office location. The materials and size will be the same. The panels will be replaced with a white polycarbonate material that allows the light to show through. The text would be black. Mr. Pywell explained the small letters would have 4" high letters. Acting Ch. Dunn believes the letters are small. Mr. Pywell explained the petitioner would like the description to be added, as many people do not know the acronym. Ms. Flores suggested removing the periods to allow space for the text to be

larger. Ms. Chaitman believes this will be a destination and people would be looking for N.S.S.E.D. Mr. Golub suggested making the third line of the text bold, to match the second line. Mr. Pywell explained the horizontal space is limited.

Ms. Low expressed concern about the readability of the pylon sign letters. She suggested either using the acronym or the letters/text, but not both. Mr. Pywell believes having the description would add to the pylon sign. Ms. Low believes having the acronym and text make sense on the monument sign but not the pylon sign. Ms. Flores questioned why there are periods between all the letters except the final "D". Acting Ch. Dunn suggested abbreviating the word "District" to allow additional horizontal space. She does not believe people will be able to read 4" letters. Ms. Miehl would be okay removing the text and having the pylon sign with only N.S.S.E.D. The commissioners would rather have a readable sign. Acting Ch. Dunn suggested voting on this sign and if it does not pass, submitting a different sign for fast track consideration.

Ms. Low moved to approve the N.S.S.E.D. pylon sign as presented, with the addition of a period after the "D". Mr. Moons seconded the motion. The motion did not pass by the following vote:

AYES: Dunn, Golub, Moons (3)

NAYS: Chaitman Flores, Low (3)

Ms. Chaitman moved to approve the N.S.S.E.D. monument as presented, with the addition of a period after the "D". Mr. Golub seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

## 2. Nothing Bundt Cakes, 190 Waukegan Road – wall sign

Siddharth Patel, franchisee, Tony Stephens with Heritage Companies representing the property owner and Michelle Sanders, project manager with South Water Signs were present. Ms. Sanders explained they would like to install internally LED illuminated letters on a flush-mounted backer panel centered over the tenant space. She explained they also have an option without the backer panel with the overall sign height of 21".

The illuminated backer panel would be 1/8" thick and painted black. The letters will be blue and outlined in white. The letters illuminate as blue. The flower logo will be digitally printed vinyl. The height would be 21'5/8".

Ms. Sanders explained the individual channel letters have black returns and trim caps and would have an overall height of 21". The sign would be centered in the sign band, over the door.

Ms. Low indicated the sign would have five colors. The trim caps are black, the letters are blue and are outlined in white and the flower is yellow and brown. The commissioners would prefer the individual letters. Acting Ch. Dunn asked if the flower could be removed. Mr. Patel explained this is part of the brand. Ms. Low suggested removing the white outline. Mr. Patel agreed to remove the white outline. The commissioners would prefer to remove the flower, but understand it is not overbearing.

Mr. Moons moved to approve the individual channel letter sign for Nothing Bundt Cakes revised 6/10/2016 replacing the ½" white contour with a ½" black contour centered horizontally and vertically under the gable. The sunflower will remain as submitted. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

### 3. Center Stage Dance, 465 Lake Cook Road – wall sign and façade revision

Roberta Casanova, owner of Center Stage Dance and Sherwin Blitstein representing Deerfield Park Plaza were present. Ms. Casanova explained they are currently located in Highland Park and are excited to move to Deerfield Park Plaza. She explained they are proposing smaller words "Center Stage" on the top line and a larger "Dance" underneath. The sign will be Red Acrylite #211-1 faces with 2" black trim caps and black returns. Mr. Blitstein explained they propose removing the front door and adding two side doors. The doors will match the existing doors. The existing door, which is located behind the pier, will be removed and replaced with clear glass. He would be amenable to modifying the glass to opaque. Acting Ch. Dunn noted there would be a portion of the glass that would be opaque, as it will cover the wall end. Ms. Chaitman would like better façade revision drawings. Mr. Golub suggested adding a 6" wide piece of opaque construction or aluminum to cover the end of the interior wall. Spandrel and opaque glass were discussed. Mr. Blitstein will submit corrected drawings for possible fast track consideration. Ms. Flores would prefer opaque glass.

Ms. Chaitman moved to approve option b dated 6/21/2016 for the wall sign as submitted. The sign will be centered horizontally and vertically per the drawings. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

### Items from the Commission:

Ms. Flores expressed concern about the trash cans behind Abruzzo. Mr. Blitstein explained it is difficult as Lakeshore does not place them properly. Acting Ch. Dunn noted they are frequently in the drive aisle. Mr. Blitstein agreed the trash cans can be placed closer to the building and stacked nicer. He will speak with representatives from

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Lakeshore again. Ms. Spagnoli noted the Village receives many complaints about the improper placement of the trash receptacles, as many times they are left in the drive aisle.

Ms. Flores noted Sleepy's has been bought out by Mattress Firm. Ms. Spagnoli explained they will appear before the Commission for new signage shortly.

Ms. Chaitman suggested the Commission could go paperless. Ms. Spagnoli noted the Appearance Review Commission is the only commission that uses paper.

Adjournment:

There being no further business or discussion, Ms. Low moved to adjourn the meeting. Mr. Moons seconded the motion. The meeting was adjourned at 8:43 pm.

The next regular meeting of the Appearance Review Commission will be held on July, 2016 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary