

**PLAN COMMISSION  
VILLAGE OF DEERFIELD  
Minutes**

The Plan Commission of the Village of Deerfield called to order a Public Hearing at 7:30 P.M. on January 10, 2019 at the Village Hall, 850 Waukegan Road, Deerfield, Illinois.

Present were:           Larry Berg, Chairman  
                              Al Bromberg  
                              Jennifer Goldstone  
                              Elaine Jacoby  
                              Blake Schulman  
                              Stuart Shayman  
                              Justin Silva

Also present:           Jeff Ryckaert, Principal Planner

Chairman Berg swore in all who plan to testify before the Commission.

**Public Comment on a Non-Agenda Item**

There were no comments from the public on a non-agenda item.

**PUBLIC HEARING**

**(1)    Public Hearing: Request for an Amendment to the Sign Plan for a Larger Wall Sign on the West Wall of the 200 Wilmot Road Building facing the Tollway – Walgreens Co.**

Chairman Berg asked for proof of publication from the Petitioner. The Petitioner provided the certified mailing receipts to the Commission. Mr. Ryckaert reported that the legal notice was published in the Deerfield Review on December 20, 2018.

The Petitioner Attorney Bernard Citron of Thompson Coburn LLP in Chicago reported that he is joined by Eric Friedman of Walgreens. They are here to request additional verbiage to the building wall sign at 200 Wilmot Road as they continue to make improvements to the Walgreens corporate campus in Deerfield. He commented that they are good corporate citizens of Deerfield. This request relates to Walgreens branding which is going back in time and incorporating versions of slogans previously used by the company. They are requesting that the phrase "Trusted Since 1901" be added to the wall sign facing the tollway, which would change the previously amended sign plan and require approval.

Mr. Friedman stated that his role at the Walgreens corporate campus in Deerfield is working in the property division on the architectural design of all corporate facilities. He stated that their request tonight is to make a change to the existing wall sign on the 200 Wilmot Road building. He showed images of the existing sign and a rendering of what it will look like with "Trusted Since 1901" added below the Walgreens script. He shared that Walgreens old branding slogan was "The Pharmacy America Trusts" and after other branding initiatives, they are now returning to incorporating trust as the core of what is important to Walgreens and what differentiates them from other options. They want to add the new slogan "Trusted Since 1901" in as many places

that say Walgreens as possible. This new slogan incorporates the trust and the fact that the company has a trusted pharmacy retailer since 1901.

Mr. Friedman showed another rendering of the sign closer with a more recent photo that includes the newly added "W" pylon sign to show how the "Trusted Since 1901" sign works with the existing sign as well as this new sign. He stated that included in the packet there are more detailed diagrams with dimensions and size details. He then showed other examples of where the "Trusted Since 1901" slogan is being used including at checkout areas in Walgreens stores, on delivery vehicles, on their website, and in corporate communication materials. He added that this slogan is not a one-off initiative and they are seeking to put it in front of themselves and consumers as much as possible.

Chairman Berg asked if there have been any changes since the Prefiling Conference. Mr. Friedman replied that there have been no changes and the only addition to the was the new rendering including the pylon sign.

There were no other comments or questions from the Commission.

Mr. Friedman thanked the Commission for their consideration in this matter as Walgreens works to continually improve the property.

There were no comments from the public on this matter.

Chairman Berg stated that the Plan Commission will now meet in an open workshop setting to deliberate their recommendation on this matter. He stated that a written recommendation will be made to the Village Board who will take final action on this matter. He stated that this portion of the meeting is open to the public, but no new testimony will be taken unless requested by the Commission.

There being no further discussion, the Public Hearing adjourned at 7:41 P.M.

Respectfully Submitted,  
Laura Boll

**PLAN COMMISSION  
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Minutes**

The Plan Commission of the Village of Deerfield called to order a Workshop Meeting on January 10, 2019 at the Village Hall, 850 Waukegan Road, Deerfield, Illinois.

Present were:           Larry Berg, Chairman  
                              Al Bromberg  
                              Jennifer Goldstone  
                              Elaine Jacoby  
                              Blake Schulman  
                              Stuart Shayman  
                              Justin Silva

Also present:           Jeff Ryckaert, Principal Planner

**WORKSHOP MEETING**

**(1a) Discussion of Walgreens west wall sign facing the Tollway**

Commissioner Shayman commented that this request is straightforward and that during the Prefiling Conference the Commissioners agreed that there are no issues or concerns. The larger wall sign is not excessive and is tastefully done. All other Commissioners agreed.

Commissioner Shayman moved, seconded by Commissioner Bromberg, to approve the request for an amendment to the sign plan for a larger wall sign on the west wall of the 200 Wilmot Road Building facing the tollway – Walgreens Co. The motion passed with the following roll call:

Ayes: Silva, Bromberg, Jacoby, Shayman, Goldstone, Schulman, Berg (7)  
Nays: None (0)

Mr. Ryckaert reported that this matter will go before the Village Board on February 4, 2019.

**Document Approval**

The documents were approved with corrections provided by Commissioner Bromberg.

**Items from the Staff**

Mr. Ryckaert reported on upcoming Plan Commission agenda items

**Items from the Commission**

Chairman Berg thanked Commissioner Shayman for his years of service on the Plan Commission as this is his last meeting.

There being no further discussion, Commissioner Bromberg moved, seconded by Commissioner Jacoby to adjourn the Workshop Meeting at 7:49 P.M. Said motion passed with a unanimous voice vote.

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Respectfully Submitted,  
Laura Boll