

Appearance Review Commission

Meeting Minutes

January 22, 2018

A meeting of the Appearance Review Commission was held on Monday, January 22, 2018 at 6:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Chairperson Lisa Dunn called the meeting to order at 6:30 p.m.

Present were

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Tony Fulmer
Jason Golub
Elizabeth Low
Daniel Moons

Also Present:

Harriet Rosenthal, Mayor
Jean Spagnoli, Village Planner
Jeri Cotton, Secretary

Role of the Appearance Review Commission

Ch. Dunn reported the Commission is comprised of seven volunteers. Lately, a number of recommendations made by the Commission have been overturned. Mayor Rosenthal thanked the commissioners for everything they do. They do a very good job and have a lot of expertise. The Board has a different charge than the Commission. Mayor Rosenthal explained the Board has to take into consideration the amount of money a business will bring into the Village. The Trustees look at the minutes from the Commission and determine whether the architectural changes are worth potentially losing a business. The Trustees weigh having a good business versus having the best look in the Village. She noted the retail environment is different than it was in previous years.

Ch. Dunn indicated the Commission has to follow the Appearance Code. Mayor Rosenthal suggested following the Appearance Code and if the petitioner is unhappy, they can appear before the Trustees. She explained the Board has made some tough decisions. Mayor Rosenthal hopes the commissioners understand the Village values the Commission. Ch. Dunn noted many times the Commission finds viable alternatives, but the petitioners are set in their ways. Mayor Rosenthal noted we are all working

toward the same goals. Ch. Dunn indicated the Commission has a different charge than the Trustees. Mr. Fulmer questioned whether the Village Codes are too stringent. Mayor Rosenthal explained it helps when the Commission says they are unable to approve something because of Code restrictions. Mayor Rosenthal noted some Villages are very restrictive, such as Lake Forest, and have lost major businesses. Ms. Low is frustrated because many petitioners feel the Board will overturn any of the Commission's decisions. The petitioners feel the Commission is just another hurdle. Mayor Rosenthal noted a lot of it depends on the business. There are some businesses that do not bring life into the Village. Ms. Low asked about a tipping point where the Village is able to promote their own brand. Mayor Rosenthal explained the Village was able to do this in the past, but the retail environment has changed. She will always push for a retail use over a service use, because of the taxes the Village receives. She will also push for something that will attract other businesses.

Ch. Dunn does not believe the Village has lost a business because of signage. Mr. Golub has worked as an architect for a number of businesses that have come into Deerfield and does not believe these businesses are telling the truth. They are coming into the Village because they want the demographics Deerfield has to offer. Mr. Golub believes Deerfield is becoming a push over. The petitioners are not showing hardships and are getting exactly what they want. Ms. Flores questioned why a business would walk away from the Village when they have already invested so much prior to appearing before the Commission. Mr. Moons noted as soon as a petitioner comes before a Village, they have already committed to open their business in Deerfield. It is very rare that signage or a façade will break a deal. Mayor Rosenthal understands but does not believe the Board is willing to take a chance.

Mr. Golub believes the Commission's recommendation does not matter when considering large petitions. Ch. Dunn noted there are a number of petitioners that are hostile because they feel the Commission does not matter. Mayor Rosenthal believes the Commission is important and there is definitely a place for the Commission in the Village. Mr. Fulmer questioned whether the Commission should be more lenient for higher profile petitions and retail over service. Ms. Low questioned how the Commission can enforce the Code unevenly, to be fair to the businesses and residents. Ms. Flores believes Deerfield has a brand identity that does not seem to be supported by the Trustees. Mayor Rosenthal believes there is a fine line between what the Board has to do and what the Commission has to do. The Board is looking for ways to keep the real estate taxes down. The Board is engaged and committed. Ch. Dunn noted the Commission is pro-business, but also looks at the Appearance Code and the "Deerfield Brand". She noted some petitioners do not show a hardship and expect the Commission to just approve something that is very clearly not within the guidelines of the Appearance Code.

Mayor Rosenthal explained the Board values the Commission. They are aware of the commissioner's backgrounds. Ch. Dunn questioned whether the Village could send the Board to a seminar on current design issues. Mr. Moons noted the Commission also

looks at a building rather than a business. A building will remain while a business may move on. Mayor Rosenthal does not believe a seminar would be well received. Ms. Low believes if the Board will be getting more appeal requests or deciding on aesthetic recommendations, they should be kept up-to-date on design standards and their value. Ms. Chaitman asked if the Mayor has heard the Commission is not welcoming. Mayor Rosenthal said she has heard that from more than one developer. Mayor Rosenthal appreciates everyone's time and effort. The Board would rather support the Commission, but there are times that cannot happen.

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Mr. Fulmer moved to approve the minutes from the December 11, 2017 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote with Ms. Chaitman and Ms. Low abstaining.

Business:

1. MOD Pizza, 70 S. Waukegan Road – Wall Sign

There was no one present for the petitioner, so the petition was not discussed. The white face of the letter pops out and is not a flat surface. The commissioners would like the sign to match the other signs. If the sign is the same as the other signs, the commissioners would consider the petition for fast track.

2. Tempur-Pedic, 720 Waukegan Road – Wall Sign

Chris Siavelis with CRM Properties, representing center ownership and Keith Hlad with Integrity Sign were present. Mr. Siavelis explained they are seeking approval of a Tempur-Pedic sign with a reused frame and replaced backer panel. The letters, trim caps and returns will all be white. The letters will be centered on the backer panel.

Ms. Low moved to approve the Tempur-Pedic wall sign as submitted. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Fulmer, Golub, Low, Moons (7)

NAYS: None (0)

3. Bed, Bath & Beyond, 96 S. Waukegan Road – Façade Changes

Scott Stoga, Store Manager with Bed, Bath & Beyond, was present. Mr. Stoga explained they are looking to refresh their exterior sign. The dimensions will remain the

same. They want to change the painted background from gray to black. They will also clean the bulbs and repaint the off-white border if necessary.

Ms. Low questioned whether they would consider repainting the green cap on top of the building entrance. Ms. Panovich explained they are looking into updating that portion of the facade.

Mr. Golub moved to approve the façade changes as presented. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Fulmer, Golub, Low, Moons (7)

NAYS: None (0)

4. Deerbrook Residential Development – New Construction, Preliminary Review

Michelle Panovich with Mid-America Asset Management, Gil Magnelli and Michael Fitzgerald with OKW Architects, Matthew Nix and Warren James, Principals with REVA Development Partners and Tait Pinnow, Vice President with Deutsch Asset Management representing Deerbrook Shopping Center ownership were present. Mr. James noted the space comes with a host of challenges. Mr. Fitzgerald shared their planning process. The site has a number of complexities including the site location being behind the shopping center, the high wires, the embankment, the highway and the eclectic architecture of the retail center. A key component of the residential is the entry drive that will be continued through the open area at Hobby Lobby to the residential. They want to ease the retail into the residential, with parking narrowing the drive aisle. The entry road leads to a vehicular and pedestrian court. They also have an internal Ring Road which lines the 3-story townhomes and a 5-story apartment building attached to a 4-level parking deck. The parking deck becomes a buffer separating the highway from the residential. The entry court is defined by the entry wing to the apartment building, two wings of the townhouse and a transition to the parking garage. Mr. Fitzgerald noted the apartment building has three wings with two, large courtyards. The parking garage will be virtually hidden. The courtyards are open on one side. One courtyard has a pool and a deck. The other courtyard has various garden and architectural features. The units in the main corridor and a number of townhomes look into the courtyard. On the west end of the property there is a smaller lawn area. The planning was about creating a residential-focused experience. The configuration of the ring road bends around the retail, rather than a grid.

Mr. Fitzgerald discussed the planning of the buildings. The property, which is just under 11 acres, will have 233 units. 177 units will be apartments and 56 units will be townhomes that ring the outer road. The townhomes are three-story living in a residential streetscape parklike setting. The townhomes have 3 bedrooms and a 2-car garage. 25 percent of the property is open space (green space or sidewalk). They have a lot of open, usable space. The apartments will have 25 studios, 102 1-bedroom

units and 50 2-bedroom units. The residents have direct access from the parking deck to their floor of units.

Mr. Fitzgerald discussed the proposed architecture. The building will be more contemporary with an expressed base, middle and top with varying parapets. The building will be broken up both horizontally and vertically with masonry, fiber cement shiplap siding accent brick, fiber cement clapboard siding, a blended brick, brick stacked bond, brick running bond with reveals, cast stone headers and metal frames. Having various sidings helps to break the scale of the building. Mr. Fitzgerald explained they are looking what to do with the ends of the garage.

The townhomes will vary in height from 39'6" to 43'4" above grade. Some of the townhomes have pitched roofs to differentiate the type of building and block some of the views of the shopping center rear facades from the apartments. The architecture of the townhomes will have the same colors and materials, but the windows will be a framed bay window to provide some relief. The roof forms and windows will be varied across the facades. The materials will be wrapped around all four sides of the buildings.

Mr. Nix discussed the proposed landscaping. He explained they are trying to present a residential enclave by opening up the mall. He explained there is almost 2 acres of green space on the property. The development has a designated dog park, townhome gardens, a pool courtyard with fire pits, garden courtyard and a trellis area. There will be a lot of pocket seating and a lot of green space. The entry drive has an inviting landscape area, along with signage on the eastern end of the property. There are sidewalks on both sides of the property to create a walkable environment. The landscaping creates a sanctuary leading from the retail to the residential area.

Ms. Flores asked about cut-thru traffic. Mr. Nix explained they are discouraging cut-thru traffic. Ms. Flores questioned whether Village residents could use the dog park or other amenities. Ms. Low asked about the separation from the rear of the townhouses to the shopping center. Mr. James explained they will try to create a green space with a steel fence and vines. There will be a pedestrian access point from the Sachs Center to the residential area. There is also an automobile access point. Mr. James explained they intend to have a path to the Metra platform as well. Mr. Golub asked about the current parking count versus proposed. Mr. Fitzgerald explained they will have 2.15 parking spaces per unit. Each townhome has two parking spaces inside. There are 284 parking spaces for the 177 apartment units. There is a lot of guest parking throughout the site. Mr. James explained the site is very well parked.

Mr. James discussed the traffic flow, which is intended to slow traffic and discourage cut-thru traffic. There are a lot of interruptions in the rear of the building. Mr. James explained the primary access is the signalized access on Waukegan Road. There is a single entrance to the parking garage. There is a single ramp with 2-way traffic. Mr. Golub asked what the garage will look like from the Metra or 294. Mr. James explained the existing Joy of the Game is about 40 feet high. The parking garage is 3 – 4 feet

higher than Joy of the Game. The apartment building will be more visible than the parking garage. The front, side and rear of the townhome building will be visible from the Metra. The building is 110 feet from the Metra. Ch. Dunn asked which units could see the giant billboard on the highway. Mr. James explained the primary living space and master bedroom are looking away from the highway. The frontage facing the highway has been minimized to give people a placid environment. Mr. Moons noted the access to Lake Cook Road is currently terrible. He asked if there has been any discussion with the owner of Lake Cook Plaza. Mr. James explained the owner of Lake Cook Plaza is very favorable to the residential proposal. Ms. Panovich explained the owners of Deerbrook are upgrading the traffic signal at Lake Cook Road. They are hopeful that adding dedicated lanes for exiting vehicles and will relieve the congestion. Ch. Dunn suggested adding a sidewalk to Lake Cook Road. Ch. Dunn asked whether the courtyards are fenced. Mr. James explained the pool deck is 2 – 3 feet higher than the road, and will be fenced. The other green spaces will be open.

Ms. Low noted the residential area changes the configuration of the shopping center because the residents will face the rear of the retail building. She asked if the rear of the retail would be changed. Ms. Panovich explained the new Office Max Office Depot building has a lot of landscaping because of the orientation of the building. Ch. Dunn is very excited about the development and believes it can be great.

Adjournment:

There being no further business or discussion, Mr. Moons moved to adjourn the meeting. Ms. Flores seconded the motion. The meeting was adjourned at 9:09 pm.

The next regular meeting of the Appearance Review Commission will be held on February 26, 2018 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary