

Appearance Review Commission

Meeting Minutes

January 23, 2017

A meeting of the Appearance Review Commission was held on Monday, January 23, 2017 at 7:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Chairperson Lisa Dunn called the meeting to order at 7:38 p.m.

Present were

Lisa Dunn, Chairperson
Sherry Flores
Jason Golub
Elizabeth Low

Absent were:

Beth Chaitman
Daniel Moons

Also Present:

Jean Spagnoli, Village Planner

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Low moved to approve the minutes from the December 12, 2016 Appearance Review Commission meeting. Mr. Golub seconded the motion. The motion passed unanimously on a voice vote.

Business:

1. Koko Fit Club, 190 Waukegan Road - Wall Sign

Lea Zafiriadis, Permit Coordinator with tfa Signs representing Koko Fit Club was present. Ms. Zafiriadis explained the proposed wall sign will have front-lit channel letters with LED illumination that will be individually pin mounted. Ms. Zafiriadis explained the sign will be 31.6 square feet with orange translucent vinyl. Ms. Zafiriadis explained the first "K" is a little larger, but she proposes it as a logo. Ch. Dunn noted

the first "K" is 29" high and the petitioner is asking that it be considered a logo rather than a letter so it is exempt from the 24" high letter restriction stated in the Sign Criteria. She indicated there are two other businesses in the center that also have larger logos. Ms. Zafiriadis explained the sign would be centered vertically and horizontally between the columns. She noted the words Fit Club would be white. The entire sign would illuminate white at night and would have black returns. Ms. Spagnoli indicated the property owner was okay with the requested wall sign. The commissioners did not have any issues with the proposed sign.

Ms. Low moved to approve the request from Koko Fit Club for a wall sign to be centered vertically and horizontally between the columns. The word Koko will have orange translucent vinyl letters with black returns and the words Fit Club will have white letters with black returns. The first "K" in Koko will be considered a logo; the rest of the sign will be as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. McAlister's Deli, 663 Lake Cook Road - Façade Improvements and Signage

Syam Thotakura, Franchise Owner, proposes keeping the existing structure from the former TeddyFabz location at 663 Lake Cook Road. They would like to update the existing signage. Mr. Totakura explained the signage on the north elevation (front) would be 60.8" high and 186.7" wide. He indicated the letter color would be white acrylic with McAlister's green LED on a dark green background. Ch. Dunn explained the submittal does not provide enough information. She noted the wall signs on the submittal dated January 29, 2017 would not require variations. Mr. Thotakura noted the sign would be white during the day. Ms. Low questioned whether the proposed sign would be same size and location as the former TeddyFabz sign. Ms. Spagnoli questioned the visibility of the green sign at night. The commissioners expressed concern about the contrast.

The commissioners discussed the proposed wall sign for the east elevation which is 38" high and 124.37" wide. Ch. Dunn ensured the new sign would be located in the same location as the previous sign. Mr. Golub indicated the sign is slightly above the roof deck. Ms. Low questioned whether the east elevation sign is centered vertically within the panel. Mr. Thotakura indicated the sign should be centered. He noted the proposed monument sign would just change the face. Ch. Dunn indicated the Commission would need dimensions of the sign face including the letter height. The commissioners will consider the monument sign for fast track consideration.

The commissioners discussed the proposed building colors. The commissioners were okay with the building colors. Ch. Dunn noted there are three awnings on both the north

and west elevations. The commissioners were okay with the awning color and locations.

Mr. Golub asked about the landscaping, noting there are some dead plants. Mr. Thotakura explained they do not intend to change the landscaping. He will ask the management company to replace the dead plantings.

Ch. Dunn asked about the menu board sign. Mr. Thotakura explained there would only be certain items that can be picked up. He would use the same frame, but would update the menu board face. Mr. Thotakura indicated they would paint the frame cabinet with Sherwin Williams EP1 Pard Green.

Ms. Flores moved to approve the wall signage for the north and east elevations for McAlister's Deli at 663 Deerfield Road with the locations as depicted on the submittal dated January 19, 2017. The background color behind the logo will be Sherwin-Williams EP1 Pard Green, the parapet walls will be Sherwin Williams EP2 Whole Wheat and the base will be Sherwin Williams EP3 Antique White. The ribbon will be 751-083 Nut Brown outlined in Matte Black vinyl. The trim and returns will be Gloss Black. The north elevation sign will be 60.8" high and 186.7" wide. The east elevation sign will be 38" high and 124.37" wide. The ® will be removed from the signs. Ms. Low seconded the motion. The petitioner will submit a complete packet with correct information for fast track consideration.

Ms. Flores moved to approve the McAlister's Deli monument sign and pylon sign contingent upon receiving the colors and dimensions for fast track consideration.

Ms. Flores moved to approve the McAlister's Deli menu board. The petitioner will use the existing cabinet, paint the frame Sherwin Williams EP1 Pard Green and update the sign face. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ms. Flores moved to approve the four colors. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

3. Painting Time Now, 13 Waukegan Road – Signage

Diana Oriel, Owner of Painting Time Now and Al Santa Maria, Sales Manager with Olympic Signs were present. Mr. Santa Maria explained they propose two signs. The first is an internally illuminated LED channel letter wall sign and a pylon tenant panel sign for Lake Cook Road. The proposed wall sign will be 18 square feet and internally

illuminated channel letters. The logo will be a digital print on 3/16" white acrylic. It will be backlit with Samsung pure white, mini Q02 LED lamps, black trim caps and black returns. The letters will have black faces with perforated black vinyl, black trim caps and black returns. The letters will illuminate white at night. The disconnect switch will be mounted on the logo. The logo is 18" high and the letters are 14" high. The letters and logo will be flush mounted to the wall. The sign will be centered horizontally and vertically between the posts. Ch. Dunn indicated the logo will have five colors. Ms. Low questioned whether Cadwell's Corners has a maximum number of colors. Ms. Spagnoli noted the center does not have a maximum; it would just be the sign code. Ms. Oriel explained their logo has multi-colored letters, but they made the letters black so it would not be as busy.

The proposed pylon tenant panels are approximately 12" high by 3' long. The panel faces will have a white background with a black logo and words. The Painting Time Now panel is below the existing calico panel. The words will be stacked on two lines and the logo would be centered vertically in the panel. Ms. Low recommended removing the logo from the panel face, to allow the maximum size text. Ms. Oriel explained their logo tells a lot about the business. She believes the pylon sign looks better with the logo. Mr. Santa Maria would prefer to have color on the logo of the pylon sign. Ms. Low does not believe people would be able to tell the logo is a painter's palate. Ms. Flores agrees. Ms. Oriel showed a pylon panel without the logo. The commissioners prefer the text only version. Mr. Santa Maria will submit a text only pylon panel for fast track consideration.

Mr. Golub moved to approve the Painting Time Now wall sign as presented on the document dated January 5, 2016. The sign will have black channel letters that will illuminate white at night and the five-color palate logo adjacent to the text. The sign will be centered vertically and horizontally within the sign band. The disconnect switch will be attached to the side of the logo. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Mr. Golub moved to approve the pylon sign for Painting Time Now. The logo will be removed from the sign and the black letters will be centered horizontally in the sign panel. The petitioner will submit new drawings for fast track consideration.

4. Brunswick Zone, 10 S. Waukegan Road – Façade Improvements

Rudy Pagud, General Manager of Brunswick Zone Deerfield and Kevin Lauterbach, Area Manager with Brunswick were present. Mr. Pagud explained they have already painted the façade with Sherwin Williams Cherry Tomato SW6864, Sherwin Williams Extra White SW7006 and Sherwin Williams Grizzle Gray SW7068. Although they did not receive Village approval prior to changing their façade, they would prefer this color

scheme on the front of their facade. He noted they could remove the chevron, if the Commission would prefer. Ms. Low asked about the other options from the submittal. Ms. Spagnoli asked if the petitioners have paint samples, as requested. Unfortunately, the petitioners did not bring paint samples. Ms. Spagnoli indicated the Appearance Code talks about keeping bright colors to a minimum. She noted bright colors are supposed to be used as an accent.

The commissioners confirmed the red color on the building is the corporate color for Brunswick. Mr. Pagud suggested painting the Grizzle Gray over some of the Cherry Tomato, to reduce the brightness of the red. Ch. Dunn noted it is difficult to know how the Sherwin Williams Red Bay SW6321 would appear without seeing color samples. The commissioners discussed the possibility of having one color "wings" rather than multiple color "wings."

The commissioners would like to see the color samples before making a decision. Ms. Spagnoli indicated they would not be able to paint the building until the weather gets warmer. The commissioners prefer option 4 without the chevrons. The petitioner will provide paint samples for possible fast track consideration.

Adjournment

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Ms. Low seconded the motion. The meeting was adjourned at 9:04 pm.

Respectfully submitted,

Jeri Cotton
Secretary