

Appearance Review Commission

Meeting Minutes

March 18, 2019

A meeting of the Appearance Review Commission was held on Monday, March 18, 2019 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 7:30 p.m.

Present were

Lisa Dunn, Chairperson  
Sherry Flores  
Elizabeth Low  
Amy Schneider

Absent were:

Beth Chaitman  
Jason Golub  
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the February 25, 2019 Appearance Review Commission meeting. Ms. Chaitman seconded the motion. The motion passed unanimously on a vote.

Business:

1. Taco Vida, 469 Lake Cook Road – Outdoor Seating Area

Susan Munic and Freddy Sanchez, Co-Owners of Taco Vida, were present. Mr. Sanchez explained they would like to have an outdoor seating area. They are proposing to add a 160 square foot patio with seven (7) tables and fourteen (14) chairs. They will also have a hot pink, canvas umbrellas to match their logo, a trash receptacle and four (4) planter boxes planted with chili peppers placed along the railings. Ms. Low noted there would be 5 feet of sidewalk between the railing and the sidewalk, which meets both Village, fire and ADA codes. Ms. Munic indicated the outdoor furniture would be stored offsite in a storage facility during the winter. Ms. Schneider ensured the trash receptacle would be located within the steel enclosure. Ms. Low questioned whether any other restaurants in the Mall

have outdoor seating areas. The Commissioners believe there may have been outdoor seating in the past, but there are no current restaurants with outdoor seating. Ms. Delevitt noted the existing liquor license only allows liquor to be served indoors. If the outdoor liquor license is granted, they will need to install the enclosure. The 36-inch-high steel pipe enclosure would be installed with a sleeve bolted into the sidewalk, instead of a steel plate so it does not encroach into the accessway. The steel would be painted black and galvanized so it does not rust.

Ms. Low questioned how the Taco Vida sign can be aligned with the adjacent MedSpa sign. Ms. Delevitt noted the Taco Vida sign was centered on the panel while the MedSpa sign was aligned with a previous sign that was since removed. Ch. Dunn ensured the umbrella would not have a logo or writing on it.

Ms. Low moved to approve the outdoor furniture and railing as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

## 2. 99 S. Waukegan Road, Chick-fil-A – Monument Sign Panels and Directional Signs

Tracey Diehl, Owner of Expedite the Diehl, was present. Ms. Delevitt explained Chick-fil-A has a new developer and sign company. The monument sign panels and directional signs were missing from the original submittal. Two (2) monument signs were previously approved. Ms. Diehl explained the border on the tenant panels would match the tenant panel background and be unnoticeable. The tenant panels would be flush mounted. Ms. Diehl explained they propose the Chick-fil-A standard logo on the larger sign panel. The registered trademark symbol (®) was removed. The sign would be constructed from 230-53 Cardinal Red translucent vinyl film and would illuminate red at night. Ms. Delevitt ensured the 1-inch negative space was maintained on all sides. Ms. Flores questioned the regulations for other sign panels on the monument sign. Ms. Delevitt noted the sign criteria states the background colors shall be consistent on all panels with the exception of tenant A (Chick-fil-A), the tenant panel logo, letters and graphics will be restricted to the color white.

Ms. Deihl discussed the proposed directional signs, which are standard for Chick-fil-A. She noted the signs are intended to be seen by vehicles and would be 7 feet high to the bottom of the panel. She explained the proposed directional signs have a reflective background with a red and white logo and lettering. The signs do not have Chick-fil-A logos. Ms. Low questioned the sign proportions. Ms. Delevitt explained directional signs, according to the Deerfield Zoning Ordinance, need to be non-illuminated and no larger than 2 square feet. The sign height is not specified in the Zoning Ordinance. Ms. Delevitt explained the previous discussion of the directional Drive-Thru signs had the Q1 and Q2 signs (at the interior of the property) at 4 feet high and the Q3 signs (along the east property line) at 6 feet high. Ms. Diehl explained the proposed signs are the same height

as the handicapped signs and stop signs. Ms. Low noted the proposed directional sign is smaller than a stop sign. Ms. Delevitt noted the Starbucks directional signs across the street are lower and the Commission wanted to keep signs lower. Ms. Low does not feel qualified to make a decision on the height of the pedestrian crossing sign. Ms. Diehl suggested making the approval contingent on a site visit after the signs are installed. Ms. Flores prefers the signs to be consistent. The Commissioners discussed the size of the handicapped parking signs and determined the pedestrian crossing signs (location L) should all be 6 feet to the bottom of the sign and the catering signs (location P1) should be 7 feet to the bottom of the sign for consistency.

Ms. Low moved to approve the monument sign panels A1 and A2 as presented. The pedestrian crosswalk signs (location L) will have a total height of 6 feet. The catering and carryout signs (location P1) will have the bottom of the panel at 7 feet to match the handicapped parking signs. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

### 3. Liquid Fusion, 461 Lake Cook Road – Wall Sign

Harley Chung, Owner of Liquid Fusion, was present. He explained they would be changing the name of Bubble Joy Cafe to Liquid Fusion, to match the name of their other two (2) locations. The proposed sign is 137.6 inches long by 20.01 inches high including a logo. The proposed letter height is 15.79 inches tall. The proposed letters are internally illuminated channel letters with black returns and trim caps. The illumination will be white LEDs. The word "Liquid" will be in red PMS 186C and the word "Fusion" will be white #2447 with black returns and trim caps. The logo will be Avery Sunflower Yellow PR800-240-T and white. The proposed font is outside of the Deerfield Park Plaza Sign Criteria, but the Owners of the shopping center have approved the font. The sign will be centered horizontally between the arches and vertically between the top of the arch and the bottom of the roof. Ch. Dunn noted the other two (2) locations have different signs and logos. Mr. Chung explained this logo matches their newly designed cups. He will be updating the signage in Lincolnshire, but the Northbrook location will not allow the logo or any color.

Ms. Schneider noted the facade color behind the sign was not properly matched when installing the Bubble Joy Cafe sign. Mr. Chung noted the wall behind the sign would be repainted to match the facade.

Ms. Flores moved to approve the wall sign for Liquid Fusion as proposed. Ms. Low seconded the motion. The motion passed unanimously by the following vote:

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

NAYS: None (0)

Items from the Commission:

Ch. Dunn noted there are clear porcupine spikes above the Whole Foods sign to deter bird nesting. Ms. Flores expressed concern about the south facing wall of Zupas that is opaque. She does not remember approving it. The Commissioners noted the gas meters are not screened. Ms. Delevitt explained the Zupas 'Now Open' sign meets the window signage criteria, because it covers less than 20 percent of their windows. Ms. Schneider noted MedSpa has a lot of window signage as well. Ms. Delevitt will look into it.

Items from Staff:

Ms. Delevitt contacted ArtVan Furniture about their mobile truck with LEDs and yard signs. She noted the Office Depot sign background panels do not match the other background panels in the center. The sign installer will correct this. Precor Home Fitness will be coming in next month for a new sign. REVA needs to come to the ARC for their remaining items. The Owners of Indigo contacted her about painting an Instagram-style mural on the Spa-O facade. It would be considered public art and would also need approval from the Fine Arts Commission. The ARC will need to ensure it is not a sign. Ms. Low expressed concern about safety, as people would be standing in the parking lot. Ms. Delevitt noted Deerfield Village Centre's first floor office space may come for signage along Deerfield Road.

Adjournment:

There being no further business or discussion, Ms. Schneider moved to adjourn the meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:42 pm.

The next regular meeting of the Appearance Review Commission will be held on April 22, 2019 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary