

Appearance Review Commission

Meeting Minutes

April 22, 2019

A meeting of the Appearance Review Commission was held on Monday, April 22, 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
Jason Golub
Elizabeth Low
Daniel Moons

Absent was:

Beth Chaitman
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Low moved to approve the minutes from the March 18, 2019 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a vote.

Business:

1. Top Fitness Store. 380 Lake Cook Road – Wall Sign

Ron Ottinger with Rainbow Signs was present. Mr. Ottinger reported Precor Home Fitness is changing its name to Top Fitness Store and would like to update their wall sign to reflect this change. He believes the sign meets the sign criteria, which was created by Rainbow Signs. The letters, returns and trim caps will be white with a non-illuminated, 36" tall black backer panel. The individual channel letters and logo will be illuminated with white LEDs.

Ch. Dunn noted logos are not allowed in the Ifergan Property Sign Criteria. Ms. Delevitt believes the latest version of the sign allowed logos, but she would double check the criteria. Ch. Dunn suggested taking two (2) votes; one (1) vote with the logo permitted and one (1) vote without the logo permitted.

Ms. Low moved to approve a wall sign for Top Fitness Store as presented, assuming the sign criteria allows a logo on the sign. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Low, Moons, Dunn (5)

NAYS: None (0)

Mr. Golub moved to approve a wall sign for Top Fitness Store as presented, based on the sign criteria restricting logos. Mr. Moons seconded the motion. The motion did not pass by the following vote:

AYES: Moons (1)

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

2. Deerfields Bakery, 813 Waukegan Road – New Awnings

The petitioners were not present. The Commissioners would like the petitioners to be present for the discussion.

3. React Physical Therapy, 710 Robert York Road, Unit D – Wall Sign

Mr. Ottinger explained React Physical Therapy proposes to reskin the entire fascia of the sign cabinet. The background is bronze and the reverse channel letters are metallic silver. Ms. Delevitt asked if the existing holes will be repaired once the new sign is installed. Mr. Ottinger ensured the new skin will cover any open holes.

Ms. Flores moved to approve the wall sign as presented. Ms. Low seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Low, Moons, Dunn (5)

NAYS: None (0)

4. Coldwell Banker Residential Brokerage, 675 Deerfield Road – Wall Signs

Anne Lee, Construction Project Manager with Realty, was present. They are relocating their office from Deerfield Square to Deerfield Village Center and would like two (2) wall signs: facing Deerfield Road and facing the parking lot. The illuminated channel letters will be front lit with white and blue graphics. The existing backer panel will remain and be painted Hartford Green to match the existing panels. Ms. Low questioned whether a third

color is allowed on the sign. Ms. Delevitt explained there are other businesses with three (3) colors on their signs. Ms. Low believes the logo is very small and not legible. Ms. Lee explained the company wants the logo box to be the same size as the letters.

Mr. Moons moved to approve the Coldwell Banker Signs as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Low, Moons, Dunn (5)

NAYS: None (0)

5. Walgreens, 780 Waukegan Road – New Awnings and Wall Signs

Michelle Reuss, Permit Facilitation Manager with Walgreens and Tim Harris, Install Coordinator with Kieffer & Co., Inc. were present. Mr. Harris explained they are looking to replace the existing awnings with Sunbrella Black material. They are also looking to reface the sign cabinet on the east elevation and add secondary, halo-lit letters on the drive-thru elevation to match the existing red script.

Mr. Moons noted the signs are outside of the Deerfield Appearance Code, because they list services offered by Walgreens. He would not be in favor of a variance as it is against the Code. Mr. Moons believes signs look bad when services are listed. Ch. Dunn noted the ARC cannot vote on the signs, because they are outside of the Code but will give a recommendation to the Plan Commission and Board of Trustees. Ms. Low noted Walgreens is very visible in Deerfield and the residents are very aware of what is offered inside. She believes it is an unnecessary exception. Ms. Reuss noted Walgreens now offers healthcare services, which are subcontracted out by other companies. As Walgreens expands throughout the nation, they are looking to become a community healthcare store, not just a pharmacy and retail convenience store.

Ch. Dunn believes every business would want to list their goods and services if this were allowed and it would set a precedent. Ch. Dunn indicated Walgreens services often evolve, and some services become discontinued. Walgreens would then be stuck with an irrelevant sign. Ms. Reuss noted they co-brand some of their stores. She questioned whether a Walgreens Lab Corp would be preferred. Ms. Low noted in the healthcare industry partnerships frequently change. Mr. Harris explained some Walgreens do not offer these services so the ones that do need to advertise them. The Commissioners questioned whether this would affect people driving by, or if they would look for the service on their phone or computer. Ms. Flores suggested possibly branding the store as Walgreens Plus or Super Walgreens. Ms. Low believes that would allow a service to be changed without changing the signage.

Mr. Golub inquired about using some of the historic windows for advertising. Ms. Delevitt noted that the historic windows are part of the approved elevations for Walgreens and would need to go back in front of the Board for any changes to them. She noted they could utilize up to 20 percent of their open windows for signage.

Mr. Golub suggested the petitioner offer the services on the awnings, but that would also be a variance from the Board. He believes the services should be advertised, but not on the sign as proposed. The extra verbiage as proposed is not legible. Ms. Flores would not be in favor of extra verbiage on the awnings, as it is not allowed in the Village. She would prefer to see the advertisements go on the windows. The Commissioners mentioned Leather Creations, Fleet Feet and Aligned Modern Health as good examples of windows listing goods and services. They would be in favor of allowing window signage, but are not sure if it can be in conjunction with the historical artwork in some of the windows. The Commissioners believe the signage above the door should have a larger Walgreens logo and no verbiage. On the north elevation, the descender on the "g" is very close to the extra text in order to stay within the allowable square footage.

The Commissioners discussed the black awnings. The Commissioners are in favor of the new awnings. Ms. Low moved to approve new black fabric awnings for Walgreens, which will replace the existing awnings. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Low, Moons, Dunn (5)

NAYS: None (0)

Items from the Commission:

Mr. Golub noted at Bartaco you can see the metal studs through the windows along Deerfield Road. Ms. Flores noted there are no signs facing west. Mr. Golub added the electrical boxes are visible. Ms. Flores noted the Goddard School playground slide seems close to the building. Ch. Dunn believes it was installed correctly.

Ch. Dunn shared pictures from a trip to China of a McDonalds with signage that fits nicely with the Chinese style of architecture.

Items from Staff:

Zupas Café removed their "Coming Soon" sign, but their "Now Open" sign is still visible.

Ms. Delevitt noted Office Depot fixed the background of their pylon panel, which was painted incorrectly. She looked at the MedSpa's window signage, but they appear to be close to 20 percent. She also noted Indigo is closing their store so the proposed mural will not be coming to that area.

Next month Exxon-Mobil will be on the agenda for their miscellaneous structures. Deerfield Bakery will also be back on the agenda. Planet Fitness will be coming to the ARC in the near future. They are going in the Fresh Thyme space.

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Adjournment:

There being no further business or discussion, Mr. Moons moved to adjourn the meeting. Mr. Golub seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:31 pm.

The next regular meeting of the Appearance Review Commission will be held on May 20, 2019 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary