

Appearance Review Commission

Meeting Minutes

April 23, 2018

A meeting of the Appearance Review Commission was held on Monday, April 23, 2018 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

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Jason Golub
Elizabeth Low

Absent were:

Tony Fulmer
Daniel Moons

Also Present:

Jean Spagnoli, Village Planner
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 26, 2018 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice.

Business:

1. Precor Home Fitness, 360 Lake Cook Road – Wall Sign

Ron Ottinger with Rainbow Signs was present. Mr. Ottinger explained Precor Home would like to move next door to the location of the former American Mattress space. They will remove the existing signage and repair the building façade. They would reuse the existing sign but, instead of stacking the sign, would install the sign on one line. Ms. Low asked if the former Precor façade would also be fixed. Mr. Ottinger noted he would fix the Precor façade and replace the panels.

Ms. Low moved to approve the sign relocation and reconfiguration for Precor Home Fitness as presented. The panels behind the sign will be in like-new condition. The sign will be centered over the door. Mr. Golub seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Jewett Park, 836 Jewett Park Drive – Playground Area with Fencing

Jeff Nehila, Executive Director with the Deerfield Park District, was present. Mr. Nehila explained they propose replacing their preschool play area at Jewett Park with a fenced-in area. The grade needs to be changed, to be ADA compliant, so they propose adding a retaining wall. The existing 5 – 12 year old play area will remain. Mr. Nehila explained the surface will be AstroTurf with rubber pellets. He noted they will lose one tree, which is not in good condition.

Ms. Flores believes the grade change will be easier for parents pushing strollers. Mr. Nehila noted they would move the playground west to allow for a future sidewalk along the playground area. He noted the retaining wall would be a stone blend. The proposed fence is DCFS approved. Mr. Nehila explained the proposed picnic shelter is on an alternate bid, but he believes it will be part of the proposal. If approved, the construction would begin after summer camp is completed.

Mr. Golub moved to approve the Jewett Park playground and fencing as presented. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

3. Northwestern Medicine, 350 S. Waukegan Road

Adrian Mois with South Water Signs was present.

a. Wall Signs

Mr. Mois explained they would like to replace the three existing wall signs. They will patch and paint the façade behind the existing channel letters. The proposed north and south signs will be on a 1" deep gray backer panel and will have white, 3" deep channel letters. The wiring will be behind the backer panel. The Waukegan Road east elevation sign will have white letters on the brick façade. The sign will be 2'6" in height. Ch. Dunn noted the window sign is not included in what the Commission should be reviewing. The commissioners believe the new signs are more readable.

Ms. Flores moved to approve the three wall signs for Northwestern Medicine. The sign letters will be white. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

b. Ground Sign Landscaping

Mr. Mois explained they propose three evergreens on the front and rear of the sign and feather reed grasses on the sides of the ground sign. Ms. Low believes it is a very minimal landscape plan.

Ms. Chaitman moved to approve the ground sign landscaping plan. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

4. Massage Heights, 711 Deerfield Road

Eric Carlson, Architect with ECA Architects, was present.

a. Wall Signs (continued)

Mr. Carlson presented revised wall signage. He explained they propose signs on the north, west and corner elevations. The signs would be the same as previously presented, but the extra verbiage (face and body) was removed. The north elevation sign has a 2' graphic with 1'9" high letters. The corner elevation sign has 11" high letters with an 8'9" width. The west elevation sign has a 1'9" graphic with 1'8" and a 6'10" overall width. The signs will be centered horizontally and vertically in the space. The sign panels will remain dark green. The logo is gold and blue with white letters.

b. Windows – Opacity and Redundancy

The proposed window coverings will block the entire windows on the north elevation. Mr. Carlson explained the massage rooms are along the north elevation and need to be screened for privacy. There is also a storage room and kitchen on the north elevation. Mr. Carlson proposes a wall behind the window. This graphic images that may change would be on the outside of the glass. Ms. Spagnoli noted any graphic change would need to come before the Commission. Mr. Carlson explained if the graphic were placed behind the glass, they would not be changeable. The proposed windows have a bronze tint as well as white behind the bronze film. The films will be placed inside the window, before the wall is built, so you cannot see through the windows. Mr. Golub believes the bronze tint would be better than the white. Ms. Flores would like to see a mock up on the building. Ms. Low questioned the graphics rather than just covering the windows with film. She is not in favor of graphics, but would prefer them inside the glass rather than outside the glass. Mr. Carlson believes the film creates a nice backdrop for the vibrant graphic on the outside of the windows.

Ch. Dunn believes the logo/verbiage redundancy is too much. Ms. Low would be okay with the logo without the verbiage. Ch. Dunn prefers the black windows rather than the tinted windows. Ms. Low questioned whether any of the windows on the north elevation would be natural. Mr. Carlson explained they would all be covered.

Mr. Golub believes the tan is better than the white film. Ms. Chaitman, Dunn, Low agree. Ms. Flores would prefer to see a mock up. The Commissioners discussed the proposed graphics. Ms. Low is not comfortable with the graphics and does not believe they relate to the business. This is a very visible location in the Village and she does not believe the graphics add to the building or business. Mr. Carlson questioned whether a different graphic or different graphic size would make a difference. He suggested having the logo on the bronze windows. Ms. Flores would not want the business name repeated. Ms. Low suggested using an etched band, so it looks like something is going on. Mr. Golub and Ms. Flores agreed. The commissioners discussed the proposed Massage Heights Logo with verbiage on the 5 windows. Ms. Chaitman expressed concern because it is highlighting the graphic and does not have a lot of contrast if placed on the bronze-colored window. The commissioners believe the logo looks washed out. Ms. Low suggested having fewer repetitions of the logo. Mr. Golub suggested having a larger, frosted logo on each bay. Mr. Carlson believes the beige windows need a graphic but the black windows would look okay without graphics. Ms. Flores would like to tie in the corporate colors.

Ms. Low moved to approve the 3 wall signs for Massage Heights as presented on exhibit 1 and exhibit 2. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ms. Chaitman moved to approve the opaque window films in black and beige, along with the graphic images and logos and signage on the windows. Mr. Golub seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Chaitman, Dunn, Flores, Golub, Low (5)

5. Multi-Tenant Building, 99 S. Waukegan Road – Material Revisions

Brett Katz, President of Aries Real Estate, Mike Fitzgerald, Architect with OKW Architects and Josh Levy President of Levco Development were present. Mr. Fitzgerald explained the elevations have not changed. They are proposing using Harvard Brick masonry on the north elevation, wrapping around to the east elevation, in lieu of the brick-looking EIFS. This would match the clay brick on the front of the building with a structural brick. They propose using a 50-50 blend of a darker and lighter tone Harvard Brick. The standard clay brick product size will be changed to 8" wide and 4" high on the front and the structural brick will be 16" wide x 4" high on the north, east and south elevations. Mr. Fitzgerald explained they propose a different cast stone product because the approved stone does not have an econo model. A econo brick is a veneer over the storefront, and it 4" thick. Structural brick is 8" or 12" thick and supports the structure. Ms. Flores appreciates the attention to detail and noted the two bricks would

be separated by cast stone. Mr. Fitzgerald noted they do not want the two sizes of brick to be that noticeable.

Mr. Golub moved to approve the multi-tenant building material revisions. In lieu of EIFS, they will use both structural and econo brick. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

6. Red Roof Inn, 340 S. Waukegan Road – Sign Revisions and Building Elements

Richard Singapori, Owner of the Deerfield Red Roof Inn, was present. Mr. Singapori explained the corporate office is changing their branding to remove the word “Inn” and replace it with the word “Plus+”. The “Plus+” will be yellow (3M Golden Yellow 3630-125). The ground sign will be changed, not replaced. Ms. Flores expressed concern about possible color variations and holes in the cabinet face. The commissioners are not in favor of the yellow color and would prefer white on the ground sign to match the other lettering.

The commissioners discussed the proposed east and west elevation signs. Mr. Singapori explained they propose a 1’11-1/4” high Plus+ sign that will be 8’5-13/16” wide. Ch. Dunn is not in favor of the yellow and believes it should be red. Ms. Flores agreed. Mr. Singapori noted Plus+ is an upgrade and should be different. Ms. Flores noted the font is different. Ms. Flores would like to see the proposed sign to scale on the elevation. The commissioners noted the drawings presented do not appear to be accurately dimensioned and requested properly dimensioned drawings. The drawings should show the size relationship as well.

The commissioners discussed the proposed directional sign. Ms. Low noted the + does not appear to be centered.

The commissioners discussed the proposed accent lighting on the building. Ms. Low noted the Appearance Code does not allow for strip lighting on the roofline. The proposed LED stripe tube lighting would glow. The Commission does not typically approve this type of lighting as it is not allowed per the Appearance Code.

The commissioners discussed the proposed illuminated canopy. Mr. Singapori noted this would be at the entrance. Ch. Dunn believes the canopy lights would not be allowed per the Appearance Code as they allow the translucent red roof to glow. Ms. Flores questioned how the canopy would fit with the building. Ms. Low believes the proposed canopy does not match what is on the submittal. Ms. Low would like more dimensions on the canopy as well as the proposed location. Mr. Golub would also like to know about the water drainage, how the canopy is attached, etc. Ch. Dunn suggested the petitioner come back with dimensioned drawings so the Commission could review it again.

Ms. Low moved to approve the sign revisions and building elements including changes to existing signs, the addition of roof lighting and a canopy with lights. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Chaitman, Dunn, Flores, Golub, Low (5)

Items from the Commission

Ms. Flores questioned why Fresh Thyme is closing. Mr. Golub noted the Naf Naf Grill sign conduit is still hanging.

Ms. Low questioned the temporary signs at the base of the monument sign at Deerbrook. One side has Hobby Lobby and the other side has another store. Ms. Spagnoli explained they are testing different color background panels for contrast. Ms. Low noted the sign looks temporary because it is on the ground. Ms. Flores added the "A" is missing on the sign near City Barbeque.

Ch. Dunn noted the trash enclosures at Walden School are very nice.

Items from the Staff

Ms. Spagnoli noted Mattress Firm still has feather flags. She has sent numerous emails and believes the building department will handle the matter.

Ms. Spagnoli reported the canopy lighting at Exxon was not on during the three times she went to inspect it. She asked Mr. Golub, who initially expressed concern about the blinding light, if he has noticed the bright lights recently. Mr. Golub has not noticed it recently.

Adjournment

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Ms. Low seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 9:30 pm.

The next regular meeting of the Appearance Review Commission will be held on May 21, 2018 at 7:30 pm.

Respectfully submitted,

Jeri Cotton, Secretary