

Appearance Review Commission

Meeting Minutes

May 20, 2019

A meeting of the Appearance Review Commission was held on Monday, May 20, 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

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Daniel Moons
Amy Schneider

Absent was:

Jason Golub
Elizabeth Low

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Schneider moved to approve the minutes from the April 22, 2019 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a vote.

Business:

1. ExxonMobile, 650 Waukegan Road – Miscellaneous Structures

Dunkan Senisse, Permit Coordinator with ExxonMobile, explained they are requesting approval of red architectural elements near the gas pumps, which appear as vertical accents with a horizontal valance. The canopy columns, bollards and fuel islands will be repainted in the existing color and the gas pump decals will be replaced. Ms. Delevitt noted the structure cannot have signage or logos on them.

Mr. Senisse noted the “Synergy Wave” island mounted structures will be installed to give this location a distinct brand identity. Ch. Dunn noted they do not have any purpose. Ms. Chaitman questioned whether the red would match the “o” in the Mobile signage. Mr. Senisse noted they would match. Ch. Dunn noted the petitioner is also looking for

“Synergy Blades” that do not have any purpose as well. The Commissioners discussed the “Synergy Koala”, which are a three (3)-piece element that hugs the poles and are purely aesthetic. Ms. Flores is not in favor of the new imaging, as she believes it is too much. Ms. Delevitt noted these are considered “Miscellaneous Structures” in the Appearance Code and can be approved if the ARC feels they are appropriate.

Ch. Dunn noted the petitioner is also asking for eight (8) number wedges, which serve the purpose of identifying the gas pumps. Ch. Dunn is not in favor of the waves, blades and koalas, as they do not serve any purpose and may interfere with the vehicular line of site. She is in favor of the pump identifiers (wedges) as they do serve a purpose. Mr. Senisse explained the elements are aesthetic. The triangular shaped elements are from the Art Deco movement and provide a continued flow of motion. He also noted that the Exxon next door to this station has installed koalas and wedges currently. Ms. Delevitt noted that they did not install waves, which are more noticeable, nor did they come to the ARC for approval for these elements.

Ms. Schneider questioned whether the Synergy Waves would be on the inside or outside of the bollards. Mr. Senisse explained they will be placed outside of the bollards. Ms. Schneider expressed concern that the Synergy Waves would be one additional obstacle to drive around in the tight parking lot.

Ms. Chaitman believes the structures may provide the gas pumps with some protection. Ms. Flores prefers the simplicity of the existing layout.

Mr. Moons moved to approve the eight pump number identifiers as presented, including the wedge shown on page 10 of the submittal. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Moons, Schneider (5)

NAYS: None (0)

Mr. Moons moved to approve the remainder of the architectural elements presented on May 20, 2019 for ExxonMobile. The motion includes all elements excluding the eight (8) pump number identifiers and wedges. Ms. Schneider seconded the motion. The motion did not pass by the following vote:

AYES: Moons (1)

NAYS: Chaitman, Dunn, Flores, Schneider (4)

2. Deerfields Bakery, 813 Waukegan Road – New Awnings

Ford and Mariana Culbertson, the new owners of Deerfields Bakery, explained a recent windstorm blew away one (1) of the existing awnings. Mr. Culbertson noted they do not own the property; rather, have a lease agreement with the former owners. Mr. Culbertson noted they did not know they could not change the color of the awnings and changed the

maroon color to black. They used the existing structures. The Commissioners believe the new awnings look good.

Ms. Flores moved to approve the new awnings for Deerfields Bakery as shown. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Moons, Schneider (5)

NAYS: None (0)

3. Walgreens, 780 Waukegan Road – New Wall Sign

Michelle Rouse, Permit Facilitation Manager with Walgreens and Timothy Harris with Kieffer Signs were present. Mr. Harris explained they propose refreshing the sign above the door at the Walgreens in Deerfield Square. In their previous submittal, they also proposed secondary signage advertising goods and services, but they took into account suggestions from the Commissioners and used windows for these signs. The revised proposal is for a panel sign on the east elevation. The sign will have a black background, to match the awnings, with 1-inch routed-out, push-thru letters. The 24-inch high letters will have Cardinal Red faces. Ms. Delevitt noted the Commission will not vote on the window signage, as it complies with the Village Window Ordinance. Ch. Dunn confirmed the sign met the criteria for the Village and Deerfield Square.

Ms. Schneider moved to approve the Walgreens signage for the location at 780 Waukegan Road. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Moons, Schneider (5)

NAYS: None (0)

4. Planet Fitness, 35 Waukegan Road – Exterior Improvements and Signs, Preliminary Review

Chris Kouros and Jim Lekatsos with Planet Fitness were present. Mr. Kouros explained they are looking to take 21,637 square feet of the 32,309 square foot building that used to be Fresh Thyme. They would like to add windows to the front of the building to bring more light into the facility. Mr. Kouros explained they need to make a decision on the aluminum finish for the windows. Ms. Delevitt noted most of the center has dark, anodized aluminum. Mr. Kouros noted the proposed business entrance will be moved just left of the existing entrance. Mr. Moons questioned what the criteria stated about having their sign over another tenant space. Ms. Delevitt noted it would require an exception. She mentioned there are a number of items that are outside of the Cadwell's Corners Sign Criteria that would require exceptions. Mr. Kouros noted the wall space above the entrances will not be shared with another tenant. The landlord is proposing putting the next tenant's signage on the lower portion of the wall to the right instead of sharing the same sign space. Ch. Dunn noted the proposed sign location would require an exception to the Zoning Ordinance.

Mr. Moons is not in favor of the proposed sign locations. Ms. Chaitman noted the majority of the proposed sign would be above a different lease space. Ms. Schneider questioned whether the other tenant would be moving their door to be under their sign. Ms. Delevitt explained the other proposed tenant is aware they would not get this sign panel. Ch. Dunn does not believe it makes sense to have the Planet Fitness sign over a different storefront. Mr. Kouros explained this is a larger space than most, and a larger space would not work economically. Ms. Chaitman does not know what else could be done. She believes it is the landlord's challenge. Mr. Moons would have preferred the landlord to add a small amount of additional square footage to their entrance so they could take up the entire front portion of the tenant space. Mr. Kouros noted their presence tends to revitalize shopping centers.

Ch. Dunn noted they are proposing two (2) additional windows on the north side of the lease space as well as a new door. They will be bricking over two (2) windows currently adjacent to the door. Ms. Schneider questioned whether the full-length windows match other windows in the center. Mr. Kouros explained they propose adding a short knee wall to the south of the existing entrance to match the other windows in the shopping center. The final review drawings will reflect this change.

Ch. Dunn summarized the Commissioners are in favor of the new door and windows as well as filling in the existing window openings with matching brick. The sign band will be painted Sherwin Williams 7684 Concord Buff to match the cream color used elsewhere in the center.

Ch. Dunn questioned why the proposed wall sign depth is at 7-inches in lieu of the maximum allowed depth of 6-inches. Mr. Lekatsos noted the sign is back lit for a halo effect. The channels are pre-cut at 5-inches deep and are mounted 2-inches from the building. Ch. Dunn indicated both the logo and letters are 7-inches deep. Ch. Dunn noted the depth requires an exception. Mr. Lekatsos explained they have not requested the maximum sign area. The Commissioners do not have an issue with the additional depth.

The Commissioners discussed the proposed letter height, which is 5/8" higher than what is allowed in the Sign Criteria for Cadwell's Corners. Ms. Delevitt explained the sign criteria for the center is older and many tenants are requesting variations. If Planet Fitness had upper case letters instead of just lower case letters, they would have been allowed 36-inches in height and the proposed letter height would be allowed. The Commissioners were okay with the text height.

Ch. Dunn noted the total text height is 84-inches in lieu of the maximum text height of 52-inches when the text is stacked. Mr. Kouros explained they are trying to keep the sign proportional and stay within the Sign Criteria. Ms. Chaitman noted the sign is set back. Mr. Moons and Ms. Flores believe the sign looks proportional.

Ch. Dunn noted the sign is 6'-5" above the roof deck. Mr. Kouros believes the sign would look better aesthetically above the roof deck. Ch. Dunn noted the sign would have to be

brought down to the awning or bricks. The Commissioners are good with the sign above the roof deck.

The Commissioners discussed the logo on the sign. Mr. Kouros noted all of their locations have a logo in the signage. Ch. Dunn indicated a number of businesses in Cadwell's Corners have logos. Ms. Chaitman noted the logo helps fill up the façade. The Commissioners were okay with the Planet Fitness logo.

The Commissioners discussed the proposed letter stroke. The Cadwell's Corners Sign Criteria limits the letter stroke to 3 to 4-inches while the petitioner is requesting a 7½-inch letter stroke. Ch. Dunn indicated the sign would not be as readable if the letter stroke were reduced to 3 or 4-inches. The Commissioners agreed.

Ch. Dunn summarized the Commissioners are in favor of the sign and proposed sign exceptions, but two (2) Commissioners are not in favor of the sign placement.

The Commissioners discussed the proposed pylon panels. Mr. Kouros noted Planet Fitness typically has a bright yellow background color. Based on the Plan Commission's recommendation, he asked Planet Fitness Corporate to approve a white background to blend in better with rest of the tenant panels. The proposed pylon panels meet the Sign Criteria. Ms. Schneider ensured the white background would match the existing white backgrounds. Ms. Flores noted that because Planet Fitness is the anchor store, they are not restricted to specific colors and allowed a logo on the pylon panels. Ch. Dunn is in favor of the proposed pylon signs.

Items from the Commission:

Ms. Schneider noted Cafe Zupas has removed their "Now Open" sign facing east. The Commissioners discussed Bartaco. Ms. Delevitt noted the Village has received a number of comments about the electrical boxes and they requested they work to camouflage the mechanicals. Ms. Flores noted that Italian Kitchen has put back out the planters, which they were requested to remove last year. Ms. Schneider indicated McAlister's has installed a number of banners. Ms. Flores mentioned the "D" on the Deerbrook pylon sign is crooked. Ms. Delevitt will contact them. Mr. Moons believes Exxon installed LED lights without approval.

Items from Staff:

Ms. Delevitt noted Bartaco would be back next month for a new sign and a few extra additions. Ms. Delevitt mentioned Aura Nails next to Cherry Pit removed the name of the former business and just has "Nails" displayed on their sign currently. They received a violation and will come to the ARC for a new sign.

Adjournment:

There being no further business or discussion, Mr. Moons moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:59 pm.

The next regular meeting of the Appearance Review Commission will be held on June 24, 2019 at 7:30 pm.

Respectfully submitted,

Jeri Cotton, Secretary