

Board of Zoning Appeals

Minutes of Public Hearing

June 19, 2018

The Deerfield Board of Zoning Appeals held a Public Hearing on Tuesday, June 19, 2018 at 7:30 p.m. at the Village Hall Board Room, 850 Waukegan Road, Deerfield, Illinois. Chairman Robert Speckmann called the meeting to order at 7:30 p.m.

Present were:

Chairman Bob Speckmann

Len Adams

Karen Bezman

Herb Kessel

Ted Kuczek

Karen Scott

Absent was:

Jeff Auerbach

Also present:

Clint Case, Building and Code Enforcement Supervisor

Public Comment:

There was no Public Comment on non-agenda items.

Ch. Speckmann confirmed the mailings were in order for the petition and the Public Hearing was properly advertised and listed. The petitioners, Andrew Ingley, 1968 W. Wilson Avenue, Chicago from Aligned Modern Health and Lisa Stazak, 165 Tubeway Drive in Carol Stream from Parvin-Clauss Sign Company were sworn in. Ch. Speckmann opened the Public Hearing to consider the request for a sign modification for the property located at 200 Lake Cook Road, Deerfield, Illinois.

The petitioner is seeking relief from Articles 9.01-B, 2, a (1) of the Deerfield Zoning Ordinance for the property legally described as follows:

That part of Lot 1 in Block 2 in the original Plat of Deerfield being a Subdivision of part of the Southwest quarter of Section 28, Township 43 North, Range 12, East of third Principal Meridian, according to the plat thereof recorded March 16, 1857, in Book 27 Deeds, Page 167, Described as follows: Commencing at the Southeast Corner of Lot 1 Block 2: Thence Northerly on the East line of said lot, 100 feet; thence West parallel to the Southline of said lot, 100 feet; thence Southeasterly parallel to the East line of said lot, 100 feet; thence east along Southline of said lot to the Point of Beginning.

Said property is commonly known as 710 Deerfield Road, Deerfield, Illinois 60015.

The modification, if granted, would permit the establishment of a roof sign, prohibited by 9.01-B, 2 Limitation on Signs.

Mr. Ingley, one of the principal owners of Aligned Modern Health, is requesting a sign modification because their patients are having difficulty finding them with their existing awning signage. He is requesting the signage in the gable because it is the only place on the façade that can support an illuminated channel letter sign. Mr. Ingley noted the awning sign would be removed. The proposed sign is in line with the corporate branding. Ms. Stazak explained the sign would be flush mounted, face lit channel letters. She explained the number of windows makes the gable the only location to install the sign.

Mr. Kessel questioned why this was not part of the original proposal. Mr. Ingley noted the Appearance Review Commission suggested an awning. Unfortunately they are not getting the visibility they need. Mr. Ingley explained they have been open since December 14, 2017. Mr. Kessel noted there are currently no roof signs in the Village. Mr. Kessel questioned the window signage. Mr. Ingley noted they have put signage in the windows but do not believe it is visible from the street. He believes an illuminated sign would pop. Mr. Ingley believes the existing awning sign is too difficult to read.

Mr. Adams questioned whether the sign could be made smaller as the proposed sign would attract a lot of attention. Mr. Ingley explained their typical sign is 3 feet high and 14 feet long. The proposed sign is 2 feet high and 9 feet long. Ms. Scott noted one of the standards considered by the BZA is to ensure the modification would not be detrimental to the neighborhood and would not change the character of the neighborhood. As this is the only sign of this nature in the neighborhood, she questioned how it would not affect the character of the block. Mr. Ingley noted he would prefer a blade sign, but there are no blade signs in the neighborhood. He believes the signs on the south side of Deerfield Road would have illuminated channel letters. Mr. Ingley noted a gable is part of a roof, but this is not a typical roof sign. The proposed sign is contained within the silhouette of the building. Ms. Scott questioned the glare of the sign. Ms. Stazak explained the channel letters would be back lit with vinyl applied to the acrylic letters. The illumination would be LED, but it would not be as bright as a sign without the vinyl. Mr. Case noted the petitioner will appear before the ARC, who will discuss the sign size and brightness.

Mr. Kuczek asked about the uniqueness of the property. Mr. Ingley explained as a healthcare service business, they have a different type of clientele than other businesses. The channel letters with the distinguished apple log is important to their brand. They are also fairly new to Deerfield while the other businesses have been in Deerfield for several years. Mr. Kuczek asked if the petitioner considered locating the sign closer to the windows. Ms. Stazak explained that surface does not lie flat, so the letters could not be flush mounted. Mr. Kuczek questioned whether there have been discussions with the landlord about modifying the façade to create a flat surface for the sign. Ms. Stazak questioned whether they could get power to that area. In addition, they prefer the visibility of the sign on the gable. Mr. Kuczek noted the other business signs are a smaller size on the lower level. Mr. Ingley noted this would be the only sign facing south, so it would not interfere with the awning size. Mr. Kuczek explained all the south facing

signs are awning signs, so if the proposed sign were installed on the gable, it would not be in line with the other signs.

Ms. Bezman questioned whether the petitioner considered an illuminated sign inside the building. The proposed sign may be visible from vehicles going eastbound and possibly westbound. Mr. Ingley believes the sign would also be visible from northbound traffic on Waukegan Road. Ms. Bezman noted vehicles can only come into the property going westbound. Ms. Stazak noted the sign would be more visible than the awning.

Ch. Speckmann noted the petitioner has a sign on the west building facade. The only parking for the building is the lot to the west. Ch. Speckmann believes the building begs for uniformity. He questioned which door is used to enter the building. Mr. Ingley explained the westernmost door is used to enter the building, but both doors are functional. Ch. Speckmann noted the proposed sign would not be over that door. He observed the business is a destination. Ch. Speckmann does not believe a lot of thought went into the awning sign because it is not multi-faceted and does not have a fascia panel. He believes the building tenants should work together to create a uniform look. Ch. Speckmann does not believe the gable sign will be as visible as the petitioner expects. He also believes the main entrance should be better identified. Mr. Ingley believes more than half of their new patients are walk-ins so visibility is a key driver for their growth. They also bring a lot of foot traffic to the other businesses in the area. Ch. Speckmann noted there are other architectural features that could be used to mount signage. Ms. Stazak questioned whether the window line could be covered. She noted creating a sign band would be cost prohibitive. Ch. Speckmann noted the Village Ordinance does not allow what the petitioner is requesting. He does not see anything to allow the BZA to go against what is currently not allowed.

Mr. Kessel questioned whether any of the other Align Modern Health locations have roof signs. Mr. Ingley believes possibly one location may have a roof sign. Ms. Scott questioned whether there was a restriction on the awning lettering. Mr. Ingley explained there was a size restriction. Ms. Scott suggested requesting a variance on the size of the awning sign letters.

Ch. Speckmann closed the information gathering portion of the Public Hearing.

Ch. Speckmann believes the sign exposure is very limited and would not be visible from the sidewalk. He suggested the petitioner use the west elevation sign to better identify the business. Ch. Speckmann noted Ms. Bezman suggested also utilizing internal signage. He believes the entire building is disjointed and should be brought together. Mr. Adams suggested the proposed sign is advertising. Ms. Scott suggested adding an image with the building location on the business website.

Mr. Kessel moved to send a favorable recommendation to the Mayor and Board of Trustees to grant the modification as requested. Mr. Kuczek seconded the motion. In the absence of 4 favorable votes the motion failed to pass by the following vote:

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AYES: None (0)

NAYS: Adams, Scott, Kessel, Kuczek, Scott, Speckmann (6)

Ch. Speckmann reported the failure to recommend and report would be in front of the Mayor and Board of Trustees on July 16, 2018 at 7:30 PM. He suggested working with the Plan Commission to get a Text Amendment on the definition of a roof sign.

The meeting was adjourned at 8:16 PM

Respectfully submitted,

Jeri Cotton