

Appearance Review Commission

Meeting Minutes

June 24, 2019

A meeting of the Appearance Review Commission was held on Monday, June 24, 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
Amy Schneider

Absent was:

Jason Golub
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Chaitman moved to approve the minutes from the May 20, 2019 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a vote.

Business:

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

Ron Ottinger with Rainbow Signs explained Top Fitness Store is looking to install a secondary wall sign on their east elevation so they have visibility for westbound traffic. The proposed sign meets the criteria. The letters, trim caps and returns are white with internally illuminated channel letters. The proposed sign backer panel is 103" x19.5". Mr. Ottinger noted the proposed sign is similar to the newly installed south elevation sign, only shorter. Ms. Delevitt noted the Board passed an Ordinance in 2016 allowing a secondary sign on this elevation.

Ms. Flores moved to approve the east wall sign for Top Fitness Store as proposed. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. McDonalds, 50 N, Waukegan Road – Digital Menu Boards

Brian Hiestand and Michelle Freeman, Project Managers with Keyser were present. Mr. Hiestand explained McDonald's is looking to replace all of their drive-thru menu boards nationwide with digital menu boards. The proposed screens would not flash, but would change for the meal period. There would be no dynamic movement on the menu boards. The proposed menu boards will be 2 feet closer to the speaker than the existing menu boards and the width is reduced to 60 inches. The menu boards have an ambient light sensor as well as a night mode to reduce brightness. Mr. Hiestand indicated in the future the menu boards would have the technology to be customized to the customer's needs. Ms. Freeman explained the menu boards are programmed to adjust the lighting from 500 nits to 2500 nits. Nits are units of measurement used to describe brightness on a digital screen. 1 nit = 1 candelabra/square meter and 1/10 Nit = 1 Lumen. The proposed menu board will create a cleaner board with greener technology.

Ms. Delevitt explained the Plan Commission also needs to vote on the digital menu boards. Mr. Hiestand noted they can create a maximum number of nits that is lower than 2500 nits, if desired by the Village. Mr. Hiestand mentioned that the existing order confirmation screen will be covered up and the new menu board will display the orders. Ms. Flores questioned whether this type of digital menu board has been installed in any nearby communities. Mr. Hiestand showed some pictures of an installation in the Village of Itasca. He noted franchises are no longer permitted to add toppers for additional advertisement on top of the menu boards, because they void the warranty.

Ch. Dunn noted the Village has the authority to control the sign brightness. She explained at this location, the signs would not face the street or residential. Ms. Freeman indicated the current lighting is estimated at 56,850 lumens while this is about 8,565 to 32,910 lumens. She stated even the maximum screen brightness has an output of less lumens than the existing lighting. Ch. Dunn asked about the structure. Mr. Hiestand explained the structure will be made of steel set in a concrete foundation. The base is similar to the existing base. Ms. Freeman noted one (1) municipality created a digital menu board request form with specific lumen, size and advertising requirements. Ch. Dunn believes the Village should look into the brightness and set guidelines for it. Ms. Chaitman noted the proposed sign will be less bright than what is there now. Ch. Dunn asked if other municipalities have brightness requirements for menu boards. Ms. Delevitt will check into it. Ch. Dunn believes the Commission's approval should consider the brightness. She likes the neater, smaller sign but is concerned about the brightness. Ms. Chaitman is not concerned about this particular digital menu board, but believes the Commission should limit the brightness. The other Commissioners would like to know more about the

brightness prior to voting. The Commissioners will also go to the Wheeling location (188 E. Dundee) to see the existing digital menu boards.

Ms. Chaitman moved to approve the upgraded McDonald's digital menu boards as presented, with the 27 square foot digital screen. Ms. Flores seconded the motion. The motion did not pass by the following vote:

AYES: Chaitman (1)

NAYS: Dunn, Flores, Schneider (3)

3. Bartaco, 711 Deerfield Road – Signage and Building Improvements

Amanda Stengel, Director of Design with Bartaco and Chris Siavelis with CRM Properties were present. Mr. Siavelis explained Bartaco was purchased by Del Friscos last year, and the new management team is requesting the changes. They would like to add two (2) fabric awnings on the north and south elevations. The color will be Captain Navy, which is used for the restaurant's interior fabric. Ms. Flores noted that the awning color appears to be different from the sign color. Ms. Stengel confirmed that they are different colors. Ms. Flores would like to see the colors match. Mr. Siavelis noted they want to add matching blue paint to the brick border around the north and south signs.

Mr. Siavelis noted they would also like to add standalone heaters for the outdoor patio. He noted Bobby's has similar heaters. Ms. Schneider expressed concern, because there is a lot going on in the patio. Mr. Siavelis explained the standalone heaters would be located outside the canopy while the suspended heaters are under the canopy. He explained they would like to add a sconce to the west of the door. Ch. Dunn noted the sconce is different from the other fixtures on the building. Mr. Siavelis noted they propose adding insect screens. The proposed screens are retractable and have a built-in housing that blends into the elevation. Ms. Stengel explained the screens are electronically controlled.

The Commissioners discussed the proposed paint for the brick border. The paint will match the existing Bartaco logo, which is different from the awnings. Mr. Siavelis explained all the painting will be the same color while the awnings will be a different blue color. The Commissioners believe the brick border will look better painted.

The Commissioners discussed the proposed awnings. Ms. Stengel will look into making the awnings and paint color match, as specified on the drawings. The Commissioners would like to see a paint sample. Ms. Chaitman noted if the paint is changed to match the awning, it would not be the same as their logo color. Ms. Flores suggested they bring a copy of their logo on printed material when they return.

The Commissioners discussed the west wall sign with gooseneck lighting. The sign will be 6'-8" x 6'-8". The Commissioners questioned the blade sign. Mr. Siavelis explained the blade sign flags the door. Ch. Dunn noted this would be the fourth (4th) building sign

and the second (2nd) sign on the west elevation. Ms. Schneider believes this sign would draw attention to the already busy looking patio and the electrical boxes. Ms. Chaitman and Ch. Dunn are not in favor of the additional sign. Ms. Flores believes the painted brick on the north and west will assist with visibility so another sign is not needed. Ch. Dunn explained that because the Commissioners are not in favor of the sign; therefore the proposed exceptions do not need to be discussed. Ch. Dunn noted the proposed sign is hard to read because the dragonfly is so much larger than the letters. Ms. Flores and Ms. Schneider believe the sign should be consistent with the other signs. Mr. Siavelis noted they are trying to make the building more interesting. Ch. Dunn questioned the location of the proposed sign.

The Commissioners discussed the retractable bug screen and six (6) portable outdoor heaters. They did not have concerns. Mr. Siavelis does not believe the screens will be visible.

The Commissioners discussed the proposed wall sconce. Ms. Schneider questioned why the proposed sconce does not match the other building lighting. Ms. Stengel noted the wall sconce matches the hardware.

4. Deerfield Village Residences, 625 Deerfield Road – New Wall and Blade Signs

Joel Shayman with Northbrook Signarama explained they have four (4) items in their proposal. The first is adding channel letters on the north wall where there is currently no existing sign. Ch. Dunn noted the sign meets the Deerfield Village Centre Sign Criteria. The proposed sign will be 159.5" w x 24" h. The Commission thinks the sign will be legible from the street.

The proposed blade sign will use their pineapple logo. Ch. Dunn believes the sign is redundant. Ms. Delevitt explained they are allowed a blade sign with only a logo in this shopping center. Ms. Flores expressed concern that a pineapple will make the building appear like a restaurant. Mr. Shayman noted the pineapple is part of their logo, which is next to their name on all of their printed material. Ms. Flores noted the proposed wall signs do not have the logo next to their name. She doesn't think having a blade sign is necessary and will only confuse people.

The proposed wall sign for the east elevation is similar in appearance to the north sign, but non-illuminated. The sign has white letters, which will be centered between the canopy support brackets. The final sign is an address sign that is less than 10 square feet. The fonts used are Montserrat Bold for "Deerfield Village" and Montserrat Regular for "Residences" and the address sign. The Commissioners believes the regular font does not look the same between the word "Residences" and the address. Mr. Shayman will confirm the fonts match.

Ms. Schneider moved to approve the north elevation wall sign as submitted. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Schneider (4)
NAYS: None (0)

Ms. Schneider moved to approve the blade sign on the west elevation as submitted. Ms. Chaitman seconded the motion. Ch. Dunn believes it is repetitive to have a second sign at that location and questioned the pineapple. The motion did not pass by the following vote:

AYES: None (0)
NAYS: Chaitman, Dunn, Flores, Schneider (4)

Ms. Schneider moved to approve the east elevation, non-illuminated wall sign with acrylic letters as submitted. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Schneider (4)
NAYS: None (0)

Ms. Schneider moved to approve the identification sign as submitted with the Montserrat Regular Font. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Schneider (4)
NAYS: None (0)

5. Panera Bread, 385 Lake Cook Road – New Wall Signs, Pylon Signs and Awnings

Bill Holley, President of Bright Light Sign Co., explained the company is going back to their original branding with an updated version of their mother bread logo and a cleaner font. The sign will have back-lit aluminum letters 1.5 inches away from the wall, casting light on the building. The logo is both back-lit and front-lit.

The north and south elevations will have the same signs. The signs are 17.5' w x 1.83' h, which meets the criteria. The east and west elevation signs are 21.54' w x 2.25' h, which is also within the allowable area. Ch. Dunn noted the "P" is 27" high on the larger signs and 22" high on the smaller signs. The Commissioners are okay with the signs, as they are consistent and meet the criteria. Ms. Delevitt noted that the north, south and west signs are above the roof deck by 3', but within the purview of what the ARC can approve.

The Commissioners discussed the proposed pylon panel signs. Mr. Holley explained the letters are made from 1" thick push-thru Plexiglas. Ms. Delevitt noted the Panera white is supposed to match the Joy of the Game white. The Commissioners were okay with the pylon signs.

Mr. Holley explained the awning color changed; it is now Firesist® Cedar. The Commissioners were okay with the awnings.

Ms. Flores moved to approve the Panera Bread wall signs, pylon sign and awnings. The new wall signs on the north, south and west elevations are 3' above the roof deck. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from the Commission:

Ms. Schneider noted Integrity Taekwondo has a sign on the McDonalds fence. Ms. Delevitt reported that they are moving and will take their signs with them.

The Commissioners noted Taco Vida has illuminated alcohol signs showing brand names. Ms. Delevitt will go look at it.

Items from Staff:

Ms. Delevitt reported Chick-fil-A will come back next month with some landscaping and possibly a gas station that wants a monument sign.

Adjournment:

There being no further business or discussion, Ms. Chaitman moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 9:37 pm.

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

Respectfully submitted,

Jeri Cotton
Secretary