

Appearance Review Commission

Meeting Notes

July 10, 2019

A meeting of the Appearance Review Commission was held on Wednesday, July 10, 2019 at 8:00 p.m. at the McDonald's, 188 E. Dundee Road in Wheeling, Illinois. Chairperson Lisa Dunn called the meeting to order at 8:08 p.m.

Present were

Lisa Dunn, Chairperson
Sherry Flores
Amy Schneider

Absent was:

Beth Chaitman
Jason Golub
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There were no public comments on non-agenda items.

Business:

1. McDonald's, 50 N. Waukegan Road – digital menu boards, on-site visit to 188 E. Dundee Road, Wheeling, IL

The Commission viewed the existing menu board while in daylight. The screen was set to 45% (approximately 1,125 nits). Ch. Dunn said the screen looked bright, clean and readable. Ms. Schneider does not think the screen is too bright. Ms. Flores questioned the black background of the menu board. Ch. Dunn believes the menu boards look much better without the advertising caps on top of them. The Commission witnessed an order taking place by a customer and liked the order confirmation, which pops up in the lower left corner. Ch. Dunn notes that whether or not they like it, digital menu boards are the wave of the future. Ms. Delevitt mentioned that Highland Park has chosen not to allow any digital menu boards presently. The Commission is ok allowing digital menu boards as long as they have appropriate restrictions placed on them.

A discussion was had about the brightness of the board. Ms. Delevitt explained that luminance (brightness of the source) is used to measure brightness on the screen instead of illuminance (brightness of light falling on an object). McDonald's has provided the

measurement of luminance in nits. The screen at this location is set to go from 500 nits to 2,500 nits.

Ms. Delevitt used a remote control to change the brightness to 2500 nits after the sun had set. The Commission believes the background is too grey, and there is not enough contrast with the letters.

Ms. Delevitt used the remote to change the brightness to 2000 nits. Ms. Flores and Ms. Schneider note that the screen still appears too bright.

Ms. Delevitt used the remote to change the brightness to 1500 nits. The Commission thinks this brightness looks appropriate for the maximum brightness allowed.

Ms. Delevitt changed the brightness to 1000 nits. This brightness looks fine according to the Commission.

Ms. Delevitt changed the brightness to 500 nits. The Commission agreed this looks appropriate for the minimum brightness allowed.

Illumination measurements (in foot-candles) were taken at different brightness levels using a light meter provided by Ms. Delevitt. The measurements were taken at roughly 5' from the board, the location of a car pulled up to the menu board. The ambient lighting in the background made it difficult to get a brightness reading of the menu board. The data collected showed a range of 5.5 fc (at 500 nits), 8.7 fc (at 1500 nits) and 11.9 fc (at 2500 nits). The Commission agreed that using foot-candles to limit brightness for menu boards would be difficult to control.

The Commission discussed their recommendation for the proposed McDonald's menu boards in Deerfield. They would recommend the brightness to vary from 500 nits to 1500 nits.

Items from the Commission:

There were no items from the Commission.

Items from Staff:

There were no items from the Staff

Adjournment:

There being no further business or discussion, the meeting was adjourned at 8:52 p.m.

Respectfully submitted,

Elizabeth Delevitt
Planning & Design Specialist