

Appearance Review Commission

Meeting Minutes

July 22, 2019

A meeting of the Appearance Review Commission was held on Monday, July 22, 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
Jason Golub
Amy Schneider

Absent was:

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

Mr. Golub moved to approve the minutes from the June 24, 2019 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a vote.

Ms. Flores moved to approve the notes from the July 10, 2019 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote.

Business:

1. Mynd Spa & Salon, 720 Waukegan Road – Signage, Awnings and Doors

Carolyn Keats, Vice President of Design Construction Facilities with Elizabeth Arden Red Door Salon and Chris Siavelis with CRM Properties were present. Mr. Siavelis explained Elizabeth Arden Red Door Salons are going through a nationwide rebranding. The petitioner is asking for all of the awnings on the building to be changed from red to charcoal gray. The awning design will remain the same, and the frames will be reused.

Mr. Siavelis explained they are also seeking new wall signage to reflect the name change from Elizabeth Arden to Mynd Spa and Salon. The letters will be off-white. They propose two (2) plaques flanking the new doors. The existing plaques will be replaced with new plaques with a black background, off-white letters and the Mynd logo. Mr. Siavelis explained they propose changing the door from solid red to clear glazing. There will be cast aluminum handles with the Mynd logo in an antique [hammered] finish. The handles form a circle when closed with a diameter of 16 inches. Ms. Keats explained they have to have all of the rebranding completed nationwide by October 31, 2019.

Ch. Dunn noted the proposed sign is 50 inches tall in lieu of the allowed 24 inches, so the petitioner will need a variation. Mr. Golub is okay with the two (2) colors and logo. Ms. Schneider noted the sign with the logo does not appear centered. Mr. Siavelis explained the sign is centered above the double entry doors. Ch. Dunn questioned why the sign could not just say "Mynd", so it would fit within the 24 inch height limitation. Mr. Siavelis explained this is a new brand with a new name that is not known to the public. Ms. Keats explained they are putting "Spa and Salon" on all of their signage. Mr. Golub is in favor of the larger sign, as this is on such a prominent intersection. Ms. Flores believes having "Spa and Salon" is important for the business identification. Ms. Delevitt noted other anchor tenants in this shopping center have received variations for larger signs. Ch. Dunn does not believe the sign needs to be quite this large and does not believe it appears to be centered. Ms. Schneider noted the sign appears to be centered with the logo instead of just the text, which makes it appear off center. Ms. Keats explained the logo is 50 inches tall while the word "Mynd" is 1'-5" and "Spa and Salon" is 6". Ms. Flores questioned whether there is any flexibility in the sign size.

The Commissioners discussed the identification sign on the sides of the doors. There were no objections. The Commissioners discussed the new awnings. Ms. Flores questioned whether the charcoal would look washed out compared to the other black awnings in the center. Ms. Keats explained they selected the gray because black fades so easily.

The Commissioners discussed the proposed doors with the logo handles. Ms. Delevitt noted the logo on the handles are a sign. Ms. Keats explained the handle is cast aluminum with an antiqued [hammered] finish. The Commissioners did not have an issue with the doors or door handles.

Ms. Schneider believes the logo on the wall sign is too large and makes the sign not appear to be centered properly. She is okay with the letter size, but believes the logo is too repetitive on the door handles. Ch. Dunn also believes the sign is too large and does not appear to be centered. The other Commissioners were okay with the sign. Ms. Flores recommends making the entire sign 10 percent smaller. Ms. Schneider believes that may assist with the centering challenge. Mr. Golub and Ms. Chaitman were okay either way.

Ms. Chaitman would prefer black awnings, to match the others in the center. Mr. Siavelis noted the center has a lot of black and would welcome the charcoal awnings. Ms.

Chaitman believes the gray is too close to black. Ms. Delevitt noted she will write up a summary of their recommendations for the Plan Commission hearing.

2. The Shoppes of Deerfield, 190 Waukegan Road – Exterior Improvements

Skip Spanjer, Sales Manager with North Shore Sign, Brett Webster, Senior Project Architect with Ware Malcomb and Anthony Stephens with Heritage Companies were present. Mr. Stephens explained they want to refresh the center and update the building elements. The roof and gutters will be sanded and painted in SW 2816 Rookwood Dark Green and the EIFS and downspouts replaced and painted in SW 6252 Ice Cube. The Commissioners like the proposed colors. Ms. Flores noted that she likes that the downspouts will match the walls and the elimination of the wall medallions. Mr. Golub ensured that the EIFS would be replaced, not just repaired. Mr. Webster explained some of the extreme weather created water damage to the existing EIFS, so they will replace it with entirely new EIFS.

The Commissioners discussed the proposed light fixtures. The existing fixtures will be replaced with new fixtures in the same locations. There will also be seven (7) vents added to allow the attic to breathe.

Ms. Schneider moved to approve the exterior improvements including the EIFS, colors and lighting. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Schneider (5)
NAYS: None (0)

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

Michelle Freeman, Project Manager with Keyser Industries, was present. Ms. Delevitt noted the only change from the initial proposal was the Commission's recommendation on the brightness. Ch. Dunn indicated the Commission requested the menu boards have brightness restrictions placed on them. The minimum brightness will not go below 500 nits and the maximum brightness will not exceed 1500 nits.

Ms. Flores moved to approve the digital menu boards. The brightness will be set between 500 and 1500 nits. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Schneider (5)
NAYS: None (0)

4. Chick-fil-A, 99 Waukegan Road – Detention Pond and Landscaping

Kathryn Talty, Landscape Architect, KM Talty Design and Joseph Vavrina, Senior Project Manager with HR Green were present. Mr. Vavrina explained this area of the project

originally showed that the existing vegetation would remain, but the engineering department later requested an increased capacity detention pond for storm water management. Ms. Talty explained they lost the natural screening on Waukegan Road when they cleared the site, and a neighbor complained to the Village. In an effort to rescreen the property, they propose shade trees and deciduous flowering trees to create visual interest for people traveling Waukegan Road as well as the neighboring properties. It will also allow for a higher screen. The next challenge was the plantings along the new driveway from Waukegan Road, which needed reconfiguring due to the increased detention area. Further along Waukegan Road, there will be evergreens, ornamental shade trees and shrubs to provide multiple layers of plantings and screenings. The plant varieties are similar to the original project drawings with the addition of burr oak trees. Ms. Delevitt noted a 42-inch high aluminum perimeter fence was added to the detention area for safety. It will be the same style fence as the patio fence. Ms. Talty noted the fence would blend in with the plantings.

Mr. Golub moved to approve the revisions to the landscaping and detention area, including the fence as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Schneider (5)
NAYS: None (0)

5. Worldwide Liquors, 833 Waukegan Road – Sign Face Change

Zeeshan Ali, Owner, Worldwide Liquors, explained he is the new business owner and the sign has not changed for about 15 years. The sign is old and rusty and they want to give a new look to attract more customers. Ms. Delevitt explained Mr. Ali did not know he needed a permit and installed a sign without approval. The initial sign had text, which read “Beer – Wine – Spirits” on it, which are not allowed. The proposed new sign will be Pantone 1795C bright red with a Pantone 304C gradient background. The shadows will be black. Mr. Ali noted there is a tree that covers his sign. Mr. Ali cleaned up the windows and removed any window signage, which violated the Window Signage Ordinance. Ms. Delevitt suggested adding window signage on the bottom of the window to advertise his store. Mr. Ali indicated they also have an open sign. He questioned whether anything could be done about the tree covering his sign. Ms. Delevitt suggested contacting the Public Works Department to inquire about trimming the tree in front of his sign.

Ms. Flores questioned whether the petitioner could add a sign on the south (alley) elevation. Ch. Dunn suggested contacting Ms. Delevitt for the specifications. Ms. Flores questioned whether they could add a Grand Reopening sign.

Ms. Chaitman moved to approve the Worldwide Liquors sign as submitted. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Schneider (5)
NAYS: None (0)

Items from the Commission:

Ms. Flores questioned what happened to Bentley's PETstuff in Deerfield Square. Ms. Delevitt explained it used to be Runway and the Owner is going back to retail. They will come before the Commission within the next couple of months.

Ms. Schneider asked if there are updates to the Taco Vida name brand liquor signs. Ms. Delevitt explained the signs are outside of what is allowed. The signs could be put on the inside wall.

Mr. Golub noted the Bar Taco windows that face north have exposed metal studs from the wall cavity. Ms. Delevitt believes the awnings will hide them when installed.

Items from Staff:

Ms. Delevitt noted Troy Mock, an architect, will join the Commission.

The petitioners for the August ARC meeting will include BP, Bar Taco for awnings, outdoor elements and a sign for the west elevation, Planet Fitness and possibly Kumon Learning Center.

Adjournment:

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:54 pm.

The next regular meeting of the Appearance Review Commission will be held on August 26, 2019 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary