

Appearance Review Commission

Meeting Minutes

August 26, 2019

A meeting of the Appearance Review Commission was held on Monday, August 26, 2019 at 7:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Acting Chairperson Sherry Flores called the meeting to order at 7:30 p.m.

Present were

Sherry Flores
Jason Golub
Troy Mock
Amy Schneider

Absent was:

Beth Chaitman
Lisa Dunn
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 July 22, 2019 Appearance Review Commission meeting. Mr. Mock seconded the motion. The motion passed unanimously on a vote.

Business:

1. West Deerfield Township, 601 Deerfield Road – Ground Sign

Skip Spanjer, Sales Manager with North Shore Signs, showed a full-size mockup of the proposed sign. The revised ground sign has a parchment-like background and is proposed to be 20.4 square feet instead of their previous sign, which was 16.83 square feet.

Mr. Spanjer explained the proposed sign would be located 20' from the road and behind the flagpole. Ms. Delevitt explained when the road was widened it reduced their front yard, making it difficult to place the sign in front of the flagpole. Mr. Spanjer explained

they would remove the mailbox so there is a clear view. The proposed sign is 6 feet tall including the brick base and 3'-8" inches tall without the base.

Mr. Spanjer explained that the sign is composed of printed vinyl with a clear coat finish applied to the aluminum sign cabinet. Acting Ch. Flores questioned whether the name West Deerfield Township would be readable. Mr. Spanjer noted it is also on the building. Acting Ch. Flores questioned how long the laminate print would last. Mr. Spanjer explained it will last 3-5 years.

Mr. Golub asked if there are any stipulations on listing services. Ms. Delevitt noted these were listed on previous signs.

Mr. Golub moved to approve the ground sign for West Deerfield Township as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Mock, Schneider (4)

NAYS: None (0)

2. BP, 1460 Waukegan Road – Fuel Price Sign, Preliminary Review

David Welch, Owner of Deerfield BP, explained they are looking to replace their existing sign with an LED sign on a pole. He does not believe a lower monument sign will be visible, because people park in front of where it would be located. In addition, snowplows will shoot snow at the sign and destroy it. Sidewalk plows also dump snow in front of the sign location, which could block a low sign too. Mr. Welch explained the existing sign is 19 feet tall while the proposed LED sign would be lower at 16 feet tall.

Ms. Delevitt explained the Ordinance states LED signs can be 6 feet tall, 12 inches wide and 32 square feet per face. Because this sign falls outside of the Ordinance, the sign has to go before the BZA before the ARC can vote. The ARC's opinion on the proposed modifications will be passed to the BZA before their meeting.

Ms. Schneider asked about gas station sign regulations in the Village. Ms. Delevitt explained gas stations are unique and do not follow the typical set of standards. The Village drafted a new Ordinance in 2014, because of inquiries on LED signs for gas stations. Ms. Delevitt noted there are currently no gas stations with LED signs in the Village. Mr. Mock believes the stated hardship is real. He is concerned, however, about setting a precedent. Mr. Golub likes the brick and is ok with the sign, but suggested looking into the possibility of removing some of the copy. He would also like to see a sample of the brick at the final review. Mr. Golub suggested flipping the "to go" and the LED pricer for visibility. Ms. Schneider agrees. She questioned whether the brick on the sign matches the building brick. Mr. Welch explained the brick is a decorative veneer to hide the pole. He is unsure of the other options. Mr. Golub would like to see a brick sample at the final review. Mr. Mock noted this sign comes from the franchise and questioned whether there were smaller LED signs. Mr. Welch will see if other options exist. He also believes the size of this sign is appropriate for the location.

3. Planet Fitness, 35 Waukegan Road – Exterior Improvements & Signs, Final Review

Chris Korous and Jim Lekatson from Planet Fitness were present. Mr. Korous went over the proposed changes since the last Commission meeting. He explained they added one set of windows in front of the building to add light. The 4-pane window will remain. Mr. Korous explained the short knee wall mimics the entrance. The window metal will be dark anodized aluminum to match. Mr. Korous noted the ® symbols were removed from the signs. The color behind the sign will be Concorde Buff while the pylon sign will have a white background.

Mr. Golub reported the Board of Trustees granted a number of variances. Ms. Delevitt explained a vote could occur now that the variances were granted. Ms. Schneider questioned the dark window glazing. Ms. Delevitt explained they are referring to the frames.

Ms. Schneider moved to approve the Planet Fitness exterior improvements and signs as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Mock, Schneider (4)

NAYS: None (0)

4. Runway, 720 Waukegan Road – Wall Sign

Tim Harris with Kiefer Signs explained the proposed sign has LED internally illuminated white channel letters on a black backer panel. The backer panel will be new.

Mr. Golub moved to approve new wall sign. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Flores, Golub, Mock, Schneider (4)

NAYS: None (0)

Items from the Commission:

Mr. Mock asked about the second meeting in July. Ms. Delevitt explained the Commission had to investigate specific signage. This was a rare occurrence.

Ms. Schneider asked about Bartaco's exposed wall studs. Ms. Delevitt explained they would be coming back to the Commission for their awnings. She noted the exposed studs should be mostly covered after the awnings are installed. Ms. Delevitt noted the Board approved an additional sign on the west elevation at their last meeting. They currently have a blade sign and are permitted to have a second sign. Mayor Rosenthal asked Bartaco to try to redesign the sign on the west elevation to appease the ARC.

Ch. Flores noted the Goddard School has nicely contained their garbage cans. It looks very good. Ms. Schneider noted the Boston Blackies panel is still on the pylon sign. The center ownership mentioned they would remove them.

Items from Staff:

Next month, Mynd will come back to the Commission, Bartaco and Aura Nails will most likely be at next meeting as well.

Adjournment:

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:52 pm.

The next regular meeting of the Appearance Review Commission will be held on September 23, 2019 at 7:30 pm.

Respectfully submitted,

Jeri Cotton,
Secretary