

Appearance Review Commission

Meeting Minutes

August 27, 2018

A meeting of the Appearance Review Commission was held on Monday, August 27, 2018 at 7:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Vice Chairperson Elizabeth Low called the meeting to order at 7:30 p.m.

Present were

Beth Chaitman
Sherry Flores
Jason Golub
Elizabeth Low, Vice Chairperson
Daniel Moons

Absent were:

Lisa Dunn, Chairperson

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the July 23, 2018 Appearance Review Commission meeting. Mr. Moons seconded the motion. The motion passed unanimously on a voice.

Business:

1. Charles Ifergan Property, 360-380 W. Lake Cook Road – Sign Criteria
Precor Home Fitness, 360 W. Lake Cook Road – Wall Sign, Preliminary Review

Ron Ottinger with Rainbow Signs, Charles Ifergan, President, CI Property were present. Ch. Low indicated there is a revised sign criteria. Mr. Ottinger explained they made the changes to the sign criteria as requested at the July 23rd Appearance Review Commission meeting. Ch. Low asked what would happen to the existing Charles Ifergan sign if the sign criteria were adopted. Mr. Ifergan would prefer his sign to remain as is without the new backer panel. He noted the development has two (2) addresses:

the salon is 380 W. Lake Cook Road and the rest of the development is 360 Lake Cook Road. He would like the sign criteria to be for the 360 W. Lake Cook Road tenants only. The commissioners discussed the proposed wall sign criteria item by item. Ch. Low noted the major changes from the sign criteria proposed in July: permitted colors are black and white only, no logos are allowed, and corporate identifying fonts are permitted. Ms. Flores confirmed the backer plates will all be black with white letters. Ch. Low requested the criteria be updated to reflect this clarification. Ms. Flores suggested if there were any sign changes in the 380 W. Lake Cook Road property, a backer panel would need to be added.

Ms. Flores moved to recommend the exterior wall sign criteria with the clarification that the backer panel is black and the letters are white. This is for the 360 Lake Cook Road building. If the existing Charles Ifergan sign is changed, a backer panel will be required. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Low, Moons (5)

NAYS: None (0)

The commissioners discussed the revised Precor Home Fitness sign. Ms. Delevitt explained that this is a preliminary review of the sign since the new sign criteria is not yet in effect, but can later be passed by fast track. Mr. Ottinger explained the logo and registered trademark were removed to conform to the proposed sign criteria. Ms. Chaitman questioned the sign location. Mr. Ottinger explained the sign is centered over the tenant's store front.

Mr. Moons moved to recommend approval of the Precor Home Fitness sign as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Low, Moons (5)

NAYS: None (0)

2. Hobby Lobby, 200 S. Waukegan Road – Pylon Sign Panel

John Doyle with Doyle Signs was present. Mr. Doyle explained they propose installing two (2) pylon panels on the third (3rd) panel from the top of the new Waukegan Road pylon sign. They propose an aluminum sign face with 1 inch acrylic, routed-out, push-through graphics. The color will be the same as the pylon panel on the existing Lake Cook Road pylon sign. The letter color is Arlon 2119 and the background color is MAP13914 (Greystack). The letters would illuminate, but the sign panel faces would not illuminate. Ms. Delevitt asked when the pylons signs would be installed. Mr. Doyle believes it will happen in September.

Mr. Golub moved to approve the Hobby Lobby pylon panels as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Low, Moons (5)

NAYS: None (0)

3. Northwestern Medicine, 350 S. Waukegan Road – East Wall Sign

Alexandra Westby, Project Manager with Cotter Consulting and Yoseph Obregon, Project Manager with South Water Signs were present. Mr. Obregon explained the previously approved sign location has an elevator shaft which has, by code, a 2-hour fire rated wall. The code prohibits them from puncturing this type of wall, making it impossible to run the electrical feed for the sign in this wall. They propose keeping the sign in the original, existing location but painting the sign white. Ms. Westby apologized for painting the sign and installing it in the original location without approval.

Ms. Chaitman moved to approve the relocation of the white sign to its previous location. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Low, Moons (5)

NAYS: None (0)

4. The Goddard School, 475 Lake Cook Road – Final Review

Levi Ottwell, Project Manager with Goddard Systems, David Carbol, Project Architect with Partners in Design Architects and Genia Kovelman, Franchisee of Goddard School were present. Mr. Ottwell explained the main change is the addition of a landscape plan. Mr. Carbol noted they have created a fence enclosure for the dumpster that will handle their trash as well as a neighboring restaurant. The proposed fence is chain link and has woven black vinyl slats.

The proposed north and south wall signs were reduced in area. Mr. Ottwell noted their marketing department requested a different logo to letter ratio, so the sign area was reduced. The letters and logo on the west elevation wall sign increased to fit in better on the large wall, but the 120 square foot sign is still within the sign criteria. Ms. Delevitt noted the west wall sign is to be centered vertically between the top of the arches and top of the parapet wall. The three (3) signs are now internally illuminated channel letters and the goose-neck fixtures were removed.

The proposed pylon and directional signs were changed to match the existing tenants. Ms. Flores questioned whether the tenant would prefer larger letters without the logo. Ms. Kovelman explained they feel the logo is important for brand identity. Ch. Low expressed concern about the visibility of the word “the” on the sign panel. Ms. Chaitman noted the pylon sign is meant to be seen by vehicles driving by. Ch. Low noted the commissioners want the petitioners to be happy with the visibility of their signs. The registered trademark was also removed. There were no concerns with the directional sign.

The commissioners discussed the proposed parking restriction signs. Mr. Carbol noted the time restriction was removed from the handicapped parking. They propose four (4) parking restriction signs; one (1) on each end. Mr. Golub suggested locating the signs in the island. Mr. Carbol noted this area is away from the general shopping area. Ch. Low suggested adding additional striping letting people know this is short term parking. Mr. Carbol indicated Goddard families will be informed of the parking restriction. Ms. Kovelman would prefer this to be designated parking, but it is restricted by their lease. Mr. Moons suggested adding an additional sign in the center of the west parking row, indicating the parking restriction. This sign would include arrows pointing in both directions.

The commissioners discussed the proposed landscape plan. Ch. Low noted there are no quantities or sizes noted on the plan. The landscape plan includes a mix of ornamental grasses and flowering perennials. There will be an ornamental iron fence adjacent to the landscaping. Ms. Delevitt noted that on the northeast side of the west parking lot is an additional 10' x 10' area to be planted with annuals. Mr. Golub questioned how the Commission could approve this without quantities. Ms. Kovelman noted they would not plant until next spring. She requested the landscape plan to be considered separately. Ms. Delevitt indicated the Commission could consider the landscaping plan for possible fast track approval.

Ms. Delevitt noted the fire department requested the fencing remain unlocked for egress both in between the archways and at the playground at all times. Mr. Carbol assured the fence would be unlocked for egress at all times.

Mr. Moons moved to approve the wall signs, pylon sign, directional sign and trash enclosure for Goddard School as presented with the addition of a third (3rd) parking restriction sign with two (2) arrows on the west elevation. The trash enclosure will be a chain link fence woven with black vinyl. The landscape plan will be considered at a later date. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Low, Moons (5)

NAYS: None (0)

Items from the Staff

Ms. Delevitt explained John Sciarretta and his wife, the owners of Italian Kitchen, came to meet with her earlier this evening. They have removed the unapproved planters from the front of their building, but still need to reposition the remaining approved planters to their appropriate positions. Ms. Delevitt noted they have temporarily put the planters behind the restaurant until they get approval for a new location. In addition, they removed their outdoor seating. Ms. Delevitt noted they will come before the Appearance Review Commission to get their vestibule approved.

Ms. Delevitt also noted that the Fresh Thyme wall sign has been removed.

Adjournment

There being no further business or discussion, Ms. Chaitman moved to adjourn the meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:30 pm.

The next regular meeting of the Appearance Review Commission will be held on September 24, 2018 at 7:30 pm.

Respectfully submitted,

Jeri Cotton, Secretary