

Appearance Review Commission

Meeting Minutes

September 23, 2019

A meeting of the Appearance Review Commission was held on Monday, September 23, 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  
Sherry Flores  
Troy Mock  
Daniel Moons

Absent were:

Jason Golub  
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Public Comment:

Ch. Dunn welcomed the Deerfield High School students that were in attendance to meet their Civics requirement.

Document Approval

Mr. Mock moved to approve the minutes from the August 26, 2019 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote.

Business:

1. Aura Nails, 810 Waukegan Road – New Wall Sign

Kwan Kim from S.M. Deluxe Sign was present. He distributed samples of the material for the proposed sign. They will be adding an oval shaped PVC sign backer with the word "Aura" mounted in black vinyl letters. The existing gooseneck fixtures will illuminate the sign. The font for the word "Aura" will be Brush Script. The "A" will be 8-inches high and the remaining letters will be 4-inches high. The oval backer panel will be 14-inches x 28-inches. The letters will be flush with the panel.

Ms. Delevitt explained MG Nails changed their name to Aura Nails. At that time, they removed the “MG” from their sign and just had the word “Nails”. They received a violation from the Village for having a sign that doesn’t comply with the Appearance Code.

Ms. Flores moved to approve the Aura Nails wall sign as presented. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Mock, Moons (5)  
NAYS: None (0)

### 2. Coldwell Banker Residential Brokerage, 675 Deerfield Road – New Wall Signs

Anne Lee, Construction Project Manager with Coldwell Banker Residential Brokerage was present. Ms. Lee explained Coldwell Banker Residential Brokerage is changing their corporate identity. They came through the Commission earlier in the year to get wall signs at their new office. They came back to request revised signage, without the words “Residential Brokerage”. They would like to reuse the channel letters, which were fabricated for the previous approval. The sign will be the same, except the words “Coldwell Banker” and the logo will be centered on the backer panel. Ms. Lee noted they will be updating their logo in the near future, and she will come before the Commission at that time. Ch. Dunn believes the proposed sign is cleaner and more legible.

Mr. Moons moved to approve the Coldwell Banker sign as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Mock, Moons (5)  
NAYS: None (0)

### 3. Bartaco, 711 Deerfield Road -Signage and Building Improvements: Final Review

Amanda Stengel with Bartaco and Chris Siavelis from CRM Properties, representing mall ownership, were present. Mr. Siavelis discussed the proposed changes. The color of the awnings and wall sign letters match based on feedback from the ARC. The west wall sign will be reduced by 62 percent to a 4-foot by 4-foot sign. Ch. Dunn ensured the blue on the proposed sign will be the same as the awnings. Ms. Delevitt was asked by the Mayor to poll the Commissioners on the proposed sign. The results were a mixture of positive and negative feedback and were presented at the last Board meeting. Mr. Mock questioned why the sign is different on the west elevation. Mr. Siavelis explained the north and south elevations lend itself for wider signs. He believes this sign feels and looks better on the west elevation. Mr. Siavelis noted they are in process of looking for a better solution for screening the west elevation mechanicals. Ms. Flores expressed concern that the trees may cover the west elevation sign. Mr. Siavelis believes the trees will not cover this sign.

Ms. Chaitman moved to approve the smaller 48-inch square sign for the west elevation and awnings and paint color as well as the gooseneck fixtures, door sconce, bug screens

and outdoor patio heaters as shown on the September 12, 2019 submittal. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Mock, Moons (5)

NAYS: None (0)

4. Mynd Spa & Salon, 720 N. Waukegan Road – Signage, Awnings and Door; Final Review

Shahira Abadeer, General Manager with Mynd Spa & Salon was present. Mr. Siavelis explained the Commission requested a 10 percent reduction in the overall size of the wall sign. When they did that, the words “Spa & Salon” became too small; therefore, they are not proposing any changes. The Trustees and Plan Commission were okay with the proposal as presented. Mr. Siavelis noted all 28 Elizabeth Arden locations need to be rebranded by October 31, 2019. Ms. Delevitt explained the Board granted exceptions for the petitioner to have a sign greater than 24-inches in height and a 2<sup>nd</sup> sign in the form of door handles with etched logos. The Commission is considering the signs as presented, charcoal gray awnings, clear glazed doors and new door handles. Mr. Moons is in favor of the changes and believes the charcoal awnings will look nice. He believes this is a junior anchor store and was in favor of the larger sign.

Ms. Flores moved to approve the Mynd Spa & Salon signage, awnings and doors as proposed. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Mock, Moons (5)

NAYS: None (0)

Items from Staff:

Ms. Delevitt reported there will be a new cryotherapy business in Deerfield Square. It will replace the Cilento Photography space. There is a new learning center coming into the Village. Spa Organics may be looking at new signage.

Items from the Commission:

Ch. Dunn noted Aura Nails has a flashing sign on the west side of the building. Mr. Mock asked about the perforated window covering at Worldwide Liquors. Ms. Delevitt will look into it.

Adjournment:

There being no further business or discussion, Ms. Chaitman moved to adjourn the meeting. Mr. Mock seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:26 pm.

Appearance Review Commission  
September 23, 2019  
Page 4 of 3

The next regular meeting of the Appearance Review Commission will be held on October 28, 2019 at 7:30 pm.

Respectfully submitted,  
Jeri Cotton, Secretary