

Appearance Review Commission

Meeting Minutes

September 24, 2018

A meeting of the Appearance Review Commission was held on Monday, September 24, 2018 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 7:33 p.m.

Present were

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Elizabeth Low
Amy Schneider

Absent were:

Jason Golub
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

Ms. Chaitman moved to approve the minutes from the August 27, 2018 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice.

Business:

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

Ms. Delevitt indicated the petitioner has deferred their request to a future meeting.

2. Office Depot, 134 Waukegan Road – Wall and Pylon Signs

John Streetz with Doyle Signs, Inc. was present. Office Depot is seeking approval for a wall sign with internally illuminated channel letters as well as two (2) panels on a pylon sign. Mr. Streetz noted one of the elevation drawings in the submittal is an older

version of the proposed sign. An updated drawing was provided to the Commission. The sign location was shown correctly in the submittal, but the dimensions were inaccurate. Ms. Delevitt noted the façade has not changed from the approved building plans.

The proposed wall sign has channel letters with red faces that are internally illuminated by red LEDs. It is centered on the sign band between the canopy edge to the south and wall edge to the north. Ms. Flores noted the registration mark is shown on the detailed drawing. Mr. Streetz ensured the registration mark will be removed.

The proposed tenant panels will have red Office Depot letters and will be in line with the other panels in the pylon sign. The panel will have 8" margins on the left and right and 5-1/4" margin on the top and bottom. The tenant panels will be 0.125" flat aluminum painted MAP 13914 Grayshank with a suede satin finish. The graphics will be routed with 1" white acrylic push-thru letters with translucent 3632-53 red vinyl graphics applied. Ms. Low noted the sign would be located on the second panel from the top on Pylon B [Pylon 3]. Ms. Flores noted the red color would be the same as any other red on the sign.

Ms. Low moved to approve the Office Depot signage as requested including the wall sign and pylon sign. The wall sign registration mark will not be illuminated. The pylon sign will be located on Pylon B [Pylon 3], as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Low, Schneider (5)

NAYS: None (0)

3. Joy of the Game, 260 S. Waukegan Road – Pylon Sign

Mr. Streetz noted Joy of the Game is proposing to add their graphics to the newly installed pylon sign. Both sign panels will be located on the bottom position. The graphics will be white push-thru acrylic letters on the approved gray background. The panels will be installed on Pylon 1 which is the southernmost pylon sign on Waukegan Road. The commissioners believe it is nice they want to add the pylon signs when they will be closing.

Ms. Flores moved to approve the Joy of the Game pylon sign as proposed. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Low, Schneider (5)

NAYS: None (0)

4. Bubble Joy Café, 461 Lake Cook Road – Wall Sign

Harley Chuny with Bubble Joy Café and Joel Shayman, owner of Northbrook Sign-A-Rama were present. Mr. Shayman explained they would like to add a sign with 16” high illuminated channel letters that will be centered between the arches. Ch. Dunn noted the sign font would be Helvetica Bold. She questioned whether the sign is centered in the lease space. Ms. Delevitt noted the lease space is 19.67 feet wide. The commissioners discussed the sign color, size and font. Ms. Delevitt noted the sign font is slightly larger than what is allowed by code but approved by the owners. She explained the approved font is Helvetica Medium while this is Helvetica LT Std Bold. The commissioners did not have an issue with the use of Helvetica LT Std. Bold. Mr. Shayman noted the sign color will be Pantone 021C Orange. Mr. Chung noted the sign is very bright. He would prefer Pantone 200CP Red instead of the proposed orange color.

Ch. Dunn noted the commissioners could not vote on the sign as they are unsure where the sign would be located on the building. The petitioner should submit dimensioned drawings, along with the location, for Fast Track consideration. Ms. Chaitman suggested submitting architectural drawings.

5. Jimmy Thai/Ramen Time, 406 Lake Cook Road – Wall Signs

Jimmy Seriruk, owner of Jimmy Thai/Ramen Time, was present. Mr. Seriruk noted they will be relocated to the previous Boston Blackies location. On the north elevation, they would like a new sign that incorporates “Ramen Time” into their business. Ms. Delevitt noted they could not have two (2) signs with different business names on them. On the west elevation, the existing Jimmy Thai sign will be relocated.

The commissioners discussed the west elevation sign, which was moved from the previous location. Mr. Seriruk noted the background would be painted before the new signs are installed.

The commissioners discussed the north elevation signs. The commissioners believe there is a lot going on with the sign. Mr. Seriruk noted the two (2) restaurants are different entities. Ms. Chaitman questioned how the red color was selected. Mr. Seriruk believes the red color is bright and happy. Ms. Low noted it’s confusing because there are two (2) fonts and three (3) colors on the same sign. Ms. Flores suggested adding a rule between the two (2) signs to separate them. The rule would not be illuminated and the colors need to be specified. Mr. Seriruk suggested the red color would be Pantone 485C. Ch. Dunn suggested a Fast Track submittal for the north elevation sign.

Ms. Chaitman moved to approve the relocation of the current Jimmy Thai sign on the north location with the background painted and cleaned so there are no remnants from Boston Blackies sign. The sign will be centered over the arch. Ms. Low seconded the motion. The motion passed by the following vote:

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

Items from the Commission:

Ms. Flores questioned what happened with Baskin Robins. Ms. Schneider noted the owner had health issues. Ch. Dunn reported the sign has been taken down.

The commissioners welcomed Amy Schneider. Ms. Schneider moved to Deerfield eight months ago. She is an accountant and has worked for civil engineering and landscape architect firms.

Ch. Dunn noted Fleet Feet has a number of new window signs. She questioned whether they are exceeding the sign criteria.

Items from Staff:

Ms. Delevitt noted Center Stage Dance and Deerfield Township will be on the agenda for the October meeting.

Adjournment:

There being no further business or discussion, Ms. Low 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 take place on October 22, 2018.

Respectfully submitted,

Jeri Cotton
Secretary