

Appearance Review Commission

Meeting Minutes

October 22, 2018

A meeting of the Appearance Review Commission was held on Monday, October 22, 2018 at 7:30 p.m. at the Village Hall Conference Room, 850 Waukegan Road, Deerfield, Illinois. Ch. Lisa Dunn called the meeting to order at 7:30 p.m.

Present were

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Jason Golub
Daniel Moons
Amy Schneider

Absent was:

Elizabeth Low

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 September 24, 2018 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice.

Business:

1. Warwick House, 827 Waukegan Road – West Elevation

Robert Rosinski, owner of Warwick House, was present. Mr. Rosinski explained the proposed west elevation sign is a stained cedar board with steel letters attached. The store is a farmhouse style furniture and décor store. The proposed sign has two (2) lines. The W and H will be 9” high and the other letters on the top line will be 8” high. The “Modern Farmhouse Décor” letters on the second row will be 4” in height. The sign will be illuminated by an existing gooseneck fixture. The board will be stained with

Pittsburgh Paint Mountain Cedar wood stain and the letters affixed with flush screws to match the steel.

Mr. Rosinski explained the existing railing is white plastic. They want to remove the railing and replace it with a 42" high wood railing with metal spindles.

Mr. Moons moved to approve the proposed sign and railing for the front door as presented. Mr. Golub seconded the motion. Ms. Flores noted the font on the sample appears different than the font in the submittal. Mr. Rosinski explained the sample is correct and the font is Bodini and showed samples of the letters. The commissioners liked the sample letters. Mr. Moons modified his motion to stipulate the font as Bodini. Mr. Golub seconded the modified motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Moons, Schneider (6)

NAYS: None (0)

2. MOD Pizza, 70 S. Waukegan Road – West Elevation Wall Sign

Anthony Perna, Graphics Department Manager with Signco, was present. Mr. Perna explained MOD Pizza has signs on two (2) of the three (3) elevations. The west elevation does not have a sign. They propose an identical sign on the west elevation. Ch. Dunn questioned how the location of the sign for the west elevation was selected. Mr. Perna explained they tried to center the sign on the elevation, taking into consideration the existing light and downspout. He noted the sign would be centered vertically in the sign band and horizontally as close to center as possible, considering the existing structure. Mr. Perna noted the sign is to be centered between the two (2) expansion joints.

Ms. Flores moved to approve the wall sign for the west elevation of MOD Pizza. The sign would be centered vertically and horizontally between the two (2) expansion joints. The sign will be exactly the same as the existing signs. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Flores, Golub, Moons, Schneider (6)

NAYS: None (0)

3 Panera Bread, Deerbrook Mall, 385 Lake Cook Road – Building, Site and Signage Improvements; Preliminary Review

Randy Allen, Vice President of Financial Planning, Analytics and Facilities with Hamra Enterprises (Panera Bread), Michelle Panovich, Principal with Mid-America Asset Management, Mike Rupp, Designer with Answers, Inc., Bill Ferguson, Associate with Daniel Weinbach & Partners, Ltd. and William Holley, President of Bright Light Sign Co., were present. Mr. Allen explained they are relocating the existing Panera to Deerbrook Mall. This is a new building style for Panera. He feels the brand needs to be visible

and recognizable. Mr. Allen mentioned this building was already approved in 2015. Ms. Delevitt noted that the many changes to the building in making it a Panera require it to come through the commission again. She mentioned this is a Preliminary Review to discuss the building, site and signage improvements, no voting will occur.

Mr. Rupp explained the new footprint is larger from when it was initially approved. They tried to keep the materials the same and it matches the existing center with the addition of one (1) brick type. They added a metal canopy over a patio on the east elevation and the trash enclosure was moved from the side to the rear of the building. Mr. Rupp explained the proposed signs are located below the roof deck. On the east elevation the sign is attached to a metal canopy over the front entrance and the other elevation signs will be attached to the building. The proposed landscaping was slightly altered, to allow for the new building footprint.

Ms. Flores questioned whether the Panera logo has changed. Mr. Allen explained they removed the "mother bread" logo and script of the old image and replaced it with block letters. Ms. Flores ensured the logo would be changed throughout the chain. Mr. Allen said it is a national change and suggested looking at the Gurnee location to see the new signage. Mr. Holley explained the letters would be back and front lit. The letters will be spaced 1" off the wall in the back and have $\frac{3}{4}$ " push-thru acrylic in the front with a blacked out face to force light out the sides of the letters. Ms. Flores questioned whether the Deerbrook Mall Sign Criteria allows dual illumination. Ms. Delevitt will check into it.

The petitioners discussed the building's exterior. Mr. Moons asked if any windows near the kitchen area would be blacked out. Mr. Rupp noted the two (2) near the kitchen would not be blacked out. The rest of the windows are located in the dining area. Ch. Dunn asked about the canopy. Mr. Rupp noted the canopy extends 3' from the front of the building and is 13' over the patio. The canopy will have recessed lighting on its underside and they will also have outside heaters. Mr. Golub believes the roof line across the building is very linear and has a large band of brick in the front of the building. The east (front) elevation is lower than the west (rear) elevation of the building, allowing the back of the parapet from the taller portion of the building to be visible from the parking lot. Mr. Golub suggested adding more articulation on the roofline. Mr. Allen suggested the color is brighter than what is shown on the submittal. Mr. Golub noted face brick #2 is Monterey Ironspot, which is a one (1) color brick. In the submittal, the brick appears to be multi-toned. Ms. Panovich noted Desert Blend brick matches Jewel and City Barbeque. Ms. Chaitman believes it does not read like Jewel, because the façade is not broken up. Ch. Dunn suggested bringing the actual material samples and a rendition of the canopy. The commissioners believe the brick appears too much of the same, because of the lack of articulation in the building. Ms. Panovich noted the Jewel lease specifies the building height for the outlot building.

Mr. Golub questioned the size of the two (2) small windows on the north elevation. Mr. Allen noted it adds light into the restaurant. Mr. Rupp noted Panera is trying to go more

linear in their appearance. Mr. Allen indicated some of the locations have larger windows, but they are blacked out. He believes the smaller windows are more aesthetically pleasing. Ms. Schneider questioned if they could add a third (3rd) window to even it out. Mr. Allen explained the location for a third (3rd) window would be behind the oven. Mr. Golub suggested elongating the two (2) small windows, to make them more appealing. The petitioners will look at that elevation before they return to the ARC.

Ch. Dunn questioned the height of the trash enclosure. Mr. Rupp noted the trash enclosure is 8' high and will be a CMU block with a brick finish. Ms. Schneider questioned whether the trash enclosure should be relocated to the back of the building to be less visible from Lake Cook Road and closer to the service door. Mr. Rupp noted this would impede the delivery trucks from entering. Ch. Dunn suggested moving the trash enclosure so it is not as visible to the public. Ms. Flores expressed concern about the metal canopy. She noted other buildings in Deerfield have fabric awnings.

The commissioners discussed the proposed outdoor patio. Ch. Dunn suggested providing a furniture layout. Mr. Rupp assured there would be no umbrellas to be approved. Ms. Delevitt inquired if the furniture would still have umbrella holes. Mr. Rupp mentioned the holes could be covered with caps.

The commissioners discussed the proposed wall signs. Mr. Rupp noted they would like the signs to be higher, but the signs cannot be located above the roof deck. Ms. Delevitt noted the Commission can approve signs up to 3' above the roof deck. Ch. Dunn noted the Deerbrook Mall Sign Criteria, Appearance Code and Zoning Ordinance do not allow multi-dimensional signs. Ms. Delevitt explained the sign needs to be flat on the surface. Mr. Allen explained the proposed sign is part of their branding. Mr. Holley believes the sign is very special, but does not meet the Village criteria. This is Panera's new brand, which will be started in Deerfield. Ch. Dunn noted the placement of the sign on the east elevation does not meet the Deerbrook Mall Sign Criteria, it would need an exception. Mr. Holley noted the proposed east elevation sign would extend 3' from the building. Mr. Golub noted the Naf Naf sign appears similar. He likes the proposed sign and believes it is a fun part of the building. Mr. Moons agreed. Mr. Holley noted the Naf Naf sign is on a raceway. The proposed Panera sign would include 1" thick letters mounted on top of the canopy.

Ch. Dunn would like to see a single-dimensional sign. The commissioners expressed concern that the proposed sign is too busy and may not be legible. They were not in favor of the backlit illumination. Mr. Allen will submit a picture of the proposed sign for the Final Review. Ms. Flores believes the stacked logo has more character. Mr. Holley noted that creates a much shorter sign. Ms. Schneider asked for clarification on the letter colors. Mr. Holley noted the letters have two (2) colors plus a vinyl. Ms. Delevitt noted the Deerbrook Mall Sign Criteria has a maximum of two (2) colors on a wall sign. Mr. Holley noted the vinyl could match the paint color. He will provide a sample to clarify the colors.

The commissioners discussed the proposed pylon sign panels. Ch. Dunn explained the petitioner needs to submit colored, dimensional drawings. Mr. Holley noted the sign will be routed-out aluminum with vinyl. Ms. Delevitt explained the sign could be one (1) color plus the backer panel. Ms. Panovich explained some of the pylon signs are not legible. The commission members recommended removing the inlay from the letters for better legibility.

The commissioners discussed the proposed bollards. Mr. Rupp noted they propose three (3) short term parking signs with the bollards and two (2) handicapped parking signs with the bollards. The concrete bollards would be painted to match the building. They were looking at a different bollard type in areas where there are no signs, but it did not work with the handicapped access aisles.

Items from the Commission:

Ms. Flores noted Cosmo Prof appears to have posters covering their windows. Ms. Delevitt will look into it. Mr. Golub asked about the construction in the outlot at Deerfield Square. Ms. Delevitt noted Zupa's Café will be opening next month. Bar Taco is a bit delayed. Ms. Schneider noted there are a number of tenants shown on the pylon signs near Dunkin Donuts that are no longer in Deerfield.

Items from Staff:

Ms. Delevitt reached out to Fresh Thyme regarding the illuminated pylon panels.

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 9:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary