

Appearance Review Commission

Meeting Minutes

November 26, 2018

A meeting of the Appearance Review Commission was held on Monday, November 26, 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
Jason Golub
Elizabeth Low
Daniel Moons
Amy Schneider

Absent was:

Sherry Flores

Also Present:

Liz Delevitt, Planning & Design Specialist
Minutes transcribed by recording

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Chaitman moved to approve the minutes from the October 22, 2018 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice.

Business:

1. Audiology Associates of Deerfield, 400 Lake Cook Road – Sign Face Change

Joel Shayman, owner of Northbrook Signarama, was present. He explained they propose replacing the front panel of the current box sign to make it translucent purple (Oracal 8500 translucent 403 light violet) with white letters. The size of the word Audiology will increase from 5 inches in height on the current sign to 12 inches in height. The text will be cut from the translucent vinyl background and will display as white. Mr. Shayman noted the business uses purple as part of their branding.

Ms. Delevitt noted the Commission has not approved new box signs since the Appearance Code was established in 2016, but has approved panel changes for existing box signs in the recent past. Ms. Chaitman questioned why the petitioner wants to change the panel. Mr. Shayman explained they would like to make the sign more visible and utilize their company colors. Ms. Low noted the word "Associates" would not be visible. Ms. Delevitt explained the petitioner asked if they could only have the word "Audiology" on their sign. She indicated the Commission has not approved the type of business rather than the registered business name for a sign, so she asked them to add the word "Associates". Ms. Low does not like the color but understands it is part of the brand. She would prefer to have both words legible. Mr. Golub indicated the word "Associates" appears off center. He would prefer to have the new sign panel appear similar to the current sign, without the words "of Deerfield" on the second line, and made in a larger font. Ch. Dunn noted the word "Associates" is not even 4 inches in height. Mr. Shayman noted this is what the client requested.

Mr. Moons moved to approve the new panel for the box sign as presented. Mr. Golub seconded the motion. The motion did not pass by the following vote:

AYES: Golub, Low, Schneider (3)

NAYS: Chaitman, Dunn, Moons (3)

2. Nailed It!, 837 Waukegan Road – Sign Face Change

Boo Kung You, owner of Nailed It! and Thomas Kim, owner of LED Sign Max were present. Mr. Kim explained there is an existing box sign and he would like to change the panel to reflect the new business. Mr. Kim explained he will remove the existing vinyl, clean and sand the panel, and apply new black vinyl for the "Nailed It!" logo. The Commissioners expressed concern that the existing white panel may be faded. Mr. Kim does not believe it will need to be replaced. Ms. Schneider would like to ensure the white panel is cleaned. Ms. Low asked about the poor condition of the mall's façade, mentioning the peeling paint and rotted windows throughout the building. Ms. Delevitt explained the Village has contacted the owner of Marshall Mall about maintaining the façade. The Commissioners ensured the exclamation mark was part of the business name. Ch. Dunn asked for the name of the font. Mr. Kim will provide it. Ms. Low suggested adding additional space between the letters "e" and "d" in the word "Nailed". Ch. Dunn asked for the lowercase letter height. Mr. Kim explained that the font is special and each letter is a different height. Ms. Delevitt noted that the 14 inch high exclamation point is the tallest character and the 12" noted on the drawing shows the average letter height.

Ms. Low moved to approve the sign for Nailed It! as presented with the following notations: the existing sign panel will be reused and restored to like new condition, the font name will be provided to Ms. Delevitt, and the sign will have additional space between the letters "e" and "d" in the word "Nailed". Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Dunn, Golub, Low, Moons, Schneider (6)
NAYS: None (0)

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

Michelle Panovich, Principal with Mid-America Asset Management, Mike Rupp, Designer with Answers, Inc., Bill Holley, President of Bright Light Sign Co., and Bill Ferguson, Associate with Daniel Weinbach & Partners, Ltd., were present. Mr. Rupp explained that they updated the plans since the last review. On the east elevation, they shortened the metal canopy and added fabric awnings over the windows. They moved the sign that was previously mounted on the metal canopy to the building wall, making all of the signage identical on all elevations. They also changed the placement of the signs to be higher on the elevations. Mr. Rupp explained, on the north elevation they made the “porthole” windows larger with fabric awnings above and added a new window to the east and extended the metal canopy overhead. On the south elevation, they added a fabric awning above the window. The fabric awning color was changed to Sunbrella Silica Charcoal on all elevations.

Mr. Rupp discussed the proposed materials shown on the sample board. The materials have not changed since the Preliminary Review. Most of the proposed materials were previously approved by the ARC and match the existing. A roof plan drawing was added to show how the fabric awnings and canopy are laid out. Mr. Rupp noted sight lines were included on the roof drawing to show that the front parapet of the building screens the rooftop units. The proposed trash enclosure will be 8’ tall and screened with 6’ tall landscaping on the Lake Cook Road side.

Mr. Rupp discussed the proposed lighting. There will be recessed canopy lighting as well as fixtures above the rear service door and trash enclosure. Ch. Dunn asked if there are any wall sconces or other lighting proposed. Mr. Rupp noted there are no additional sconces or fixtures.

Mr. Rupp explained the pylon sign panel was updated to have all white letters, per the Commission’s recommendation. The proposed building wall signs will have two (2) colors. Mr. Holley explained the letter is multi-dimensional with front and back illumination and showed the Commissioners a sample letter. The proposed signage includes internally illuminated channel letters that will be 3” deep and have a clear lexan backing with LED illumination. The letter illuminates out the back and to create a silhouette around the entire letter. The letter face is recessed 1” deep with ¾” blacked out Plexiglas on the front to create another silhouette of light in the front. Mr. Moons questioned whether the Deerbrook Mall Sign Criteria would allow the double illumination. Ms. Delevitt noted there is nothing in the Zoning Ordinance or Deerbrook Mall Sign Criteria that prohibits dual illumination. Ms. Low reminded the Commissioners

that multi-dimensional sign planes are not allowed. She asked if the same effect could be achieved if the sign was designed on a single plane. Mr. Holley explained it could be done, but the effect would appear different. It would create a brighter white illumination that would wash out the silhouette on the back of the letter. The proposed design is intended to appear softer. The Commissioners believe the proposed sign looks nice. Ms. Delevitt explained the Commission can make a recommendation for the Board to approve an exception to allow the sign but cannot approve the sign until the sign exception is approved by the Board of Trustees. Mr. Moons believes the sign, although outside of the Deerbrook Mall Sign Criteria, still follows the spirit of the code.

Mr. Ferguson discussed the proposed landscape plan. He made some changes including adjusting the layout to accommodate the new window configuration, adding an additional row of perennials to the north, and upright evergreen trees for screening of the refuse enclosure. He noted the evergreens will be planted at a 6' height.

The Commissioners discussed the proposed building changes. Mr. Moons and Ms. Schneider believe the changes were favorable. Mr. Golub expressed concern about the rooftop units sticking up above the roof deck. He also questioned the lack of exterior lighting on the building façade. Mr. Rupp explained the canopy over the patio will be illuminated. Mr. Golub stated the building's squareness and unvarying roofline are not consistent with the Deerfield Appearance Code. Mr. Rupp believes the rooftop units are screened from view. Mr. Golub noted that the drawings do not take into account the mechanical curb below the rooftop units which will raise the units further. Ms. Low shows an image of a Panera Bread Restaurant in Skokie which she believes breaks down the volumes better than the proposed Deerfield building. The Commissioners agree. Ms. Panovich explained there is a 22'-0" height restriction put forth by Jewel. Ch. Dunn believes the building can still be made more visually interesting while staying within the height limits. Ch. Dunn noted the Commission's comments at the last meeting stated the building looked too institutional. Mr. Moons likes the look of the proposed building better than the Skokie Panera Bread but feels it still does not meet our Code.

The Commissioners discussed the proposed landscaping plan. Ms. Low inquired about adding planter boxes. Mr. Rupp explained they would not have any planter boxes. The Commissioners discussed the proposed signs on all four (4) elevations. Ms. Delevitt suggested voting on the signage separately and providing their recommendations for the Trustees. Ch. Dunn noted the signs would be located above the roof deck, but as they are within 3 feet, the Commission could approve the location. The Commissioners noted they are in favor of moving the signs higher up on the wall.

The Commissioners discussed the proposed pylon sign panel. The petitioner made the sign solid white letters, based on the Commission's recommendation. Ms. Low questioned the white color and how it would look next to the Joy of the Game panel on the same pylon. Ms. Panovich will determine the white letter color to ensure it matches the Joy of the Game letters on the pylon sign.

Mr. Golub moved to approve the exterior design including the roof screening, building materials, and building lighting as presented. Ms. Chaitman seconded the motion. Ch. Dunn mentioned that the exterior materials and articulation should be further discussed before voting. Mr. Golub does not believe the proposed building meets the Appearance Code due to the lack of articulation and the very flat, rectangular façade even with the addition of the canopy and awnings. He notes having two (2) roof elevations with the lower roof in front may be a mistake. He is also concerned about the lack of exterior lighting for a national restaurant chain. Ms. Low does not believe the building is up to the same standards as Jewel and City Barbecue, which she feels are more interesting. Ch. Dunn expressed concern about the lack of lighting and roof screening as well as the lack of articulation. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Chaitman, Dunn, Golub, Low, Moons, Schneider (6)

Mr. Moons moved to approve the landscape plan as presented. Ms. Low seconded the motion. The motion passed by the following vote:

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

NAYS: None

Ms. Low moved to recommend approval of the exterior wall mounted signs on all four (4) elevations as presented. Ms. Schneider seconded the motion. Ch. Dunn likes the signs but noted the Zoning Ordinance does not allow signs on multiple planes. She believes this is an appropriate sign to grant an exception to be located 3 feet above the roof deck. The motion passed by the following vote:

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

NAYS: Dunn (1)

Ms. Chaitman moved to approve the pylon panels as presented with the exception that the sign will have the same white color as Joy of the Game. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None

Items from the Commission

Ms. Delevitt notified CosmoProf about the window signage violation. Ms. Schneider questioned the old businesses on the pylon signs near Dunkin' Donuts. Ms. Delevitt will mention something to the Deerfield Park Plaza owners when Goddard School adds their sign. Mr. Moons asked when the residential component of Deerbrook will be returning to the ARC. Ms. Delevitt explained Deerbrook Residential will return to the Village

Board next month to address affordable housing and other items before they return to the ARC.

Ms. Low provided an update from the Commissioners' Dinner she attended with the Mayor and Board of Trustees. She indicated that ever since the Commission completed the Appearance Code, it is now responsible for upholding petitioners to the Code. Ms. Low noted the Commission sees their role as protecting Deerfield's brand and suggested the future possibility of making changes to the Code where it is necessary, rather than having ad hoc discussions. She noted the Cable and Telecommunications Commission may want the Appearance Review Commission's assistance with micropole regulations.

Items from Staff

Ms. Delevitt noted Zupa's Café is close to opening.

Adjournment:

There being no further business or discussion, Ms. Low moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 9:15 p.m.

Respectfully submitted,

Jeri Cotton
Secretary