

Appearance Review Commission

Meeting Minutes

January 27, 2020

A meeting of the Appearance Review Commission was held on Monday, January 27, 2020 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

Lisa Dunn, Chairperson
Sherry Flores
Daniel Moons
Amy Schneider

Absent were:

Beth Chaitman
Jason Golub
Troy Mock

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Mr. Moons moved to approve the minutes from the December 16, 2019 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a vote.

Business:

1. Restore Hyper Wellness + Cryotherapy, 720 Waukegan Road – Wall Sign

Chris Siavelis with CRM Property Group representing Ownership at Deerfield Square. Restore Hyper Wellness and Cryotherapy recently leased the 2500 square feet next to Barnes and Noble in the former Cilento Photography tenant space. They are currently under construction. The proposed signage meets the Deerfield Zoning Ordinance and Deerfield Square Sign criteria. They will use the existing frame but will reskin the back panel so no holes are visible. The back panel will match the adjacent signs in color and material. The proposed sign will have flush mounted, internally illuminated, white channel letters with white trim caps and returns.

Mr. Moons moved to approve the Restore Hyper Wellness and Cryotherapy sign as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Dunn, Flores, Moons, Schneider (4)

NAYS: None (0)

2. A Plus Massages, 400 Lake Cook Road – Wall Sign

Sharon Mims, Owner of A Plus Massage and Joel Shayman, Owner of Northbrook Signarama were present. Mr. Shayman explained they have removed the tree portion of the sign and propose just their business name. The sign will have LED illuminated channel letters with white acrylic faces and black aluminum trim. The sign will be located in the same place as the former tenant. They will add a PMS 7530 painted raceway to blend in with the background shingle. The Commissioners believe it is more readable.

Ms. Schneider moved to approve the A Plus Massages wall sign as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Dunn, Flores, Moons, Schneider (4)

NAYS: None (0)

3. Jewett Park, 836 Jewett Park Drive – Preschool Playground Shade Structures

Jay Zahn, Director of Parks for the Deerfield Park District, was present. Mr. Zahn requested three (3) 10' deep by 15' wide by 9'-7" tall steel posts with fabric shade structures for the south end of the Jewett Park Preschool Playground. One of the biggest complaints from preschoolers is the lack of shade. Ch. Dunn questioned whether other park districts are adding these structures. Mr. Zahn explained it is becoming more popular. He indicated a not-for-profit company is interested in putting money toward this project. There are several of these structures at Mitchell Pool, and they plan to add more at Deerspring Pool. Mr. Zahn indicated the not-for-profit company would get a plaque. He noted the structure colors would match the playground. The steel posts would have a Latte Tan finish and the fabric canopies would be Forest Green. Ms. Flores asked if the canopies would be removed in the winter. Mr. Zahn confirmed the canopies would be removed in the winter, but the posts have footings with anchor bolts, which would stay all year.

Ms. Flores moved to approve the preschool playground shade structures for Jewett Park as proposed. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Dunn, Flores, Moons, Schneider (4)

NAYS: None (0)

4. Cadwell's Corners, Lake Cook and Waukegan Roads – New Exterior Lighting

Ilija Pod from Horizon Realty and Management was present. They propose new parking lot light fixtures as part of their exterior renovations. The proposal replaces all eight (8) parking lot lights with new LED floodlights, and replaces the 22 existing wall lights with new LED wall packs. The new fixtures are energy efficient and cost effective. Mr. Pod indicated the location of the lights are not changing and the photometric plan shows the illumination levels for the new fixtures will remain zero at the lot line. Mr. Pod noted they will get a reimbursement for the upgrade from ComEd. Ms. Delevitt mentioned the new lighting plan came about after the Plan Commission made an inquiry about the existing dark parking lot.

Ch. Dunn ensured the lights meet the criteria for foot-candles. Ms. Delevitt explained it was initially a little high near the residential property line and they made changes. Mr. Moons believes the LED lights are sleeker and the light is crisper. Ch. Dunn is pleased the Landlord is looking to improve the facility.

Mr. Moons moved to approve the exterior lighting plan for Cadwell's Corners as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Dunn, Flores, Moons, Schneider (4)

NAYS: None (0)

5. Sandwich Boards – Preliminary Discussion

Ch. Dunn did not realize the amount of visual clutter in Deerfield. Other towns restrict the size and locations of sandwich boards. Ch. Dunn believes it would be difficult to enforce the size and location of the sandwich boards if permitted, because there are so many of them. Ch. Dunn believes it would be easier to continue to restrict sandwich boards. She believes if the Village sends out enforcement letters on a regular basis and cites violators that business may start removing them. Ms. Flores is curious how it is working in Lake Forest, because they are known to be very strict. Mr. Moons likes the chalkboard ones. Ms. Delevitt indicated one of the municipalities she surveyed restricts plastic signs. Ms. Schneider believes it would be easier to restrict sandwich board signs and fine violators. She noted the Sleep Number sign obstructs the sidewalk making it difficult to walk to Starbucks. The Commissioners like some of the signs, such as Starbucks and Scout & Molly's. Ch. Dunn suggested limiting sandwich board signs to certain business districts and away from walking paths. Mr. Moons suggested allowing certain materials in areas where the sidewalk would not be obstructed. Ms. Delevitt explained the Village of Carol Stream is in the process of adopting regulations. Ms. Schneider would be okay if it didn't block sidewalk access. Mr. Moons would restrict sandwich boards if it obstructed a wheelchair from passing. Ms. Schneider noted the sidewalks need to be ADA compliant. The Commissioners believe the number should be restricted to one (1) per business and they must be removed at night. The size should be restricted to no larger than three (3)

feet tall. Mr. Moons believes the messaging should advertise a daily or weekly special. Ms. Flores noted Lake Forest requires the sign have a permit attached. Ms. Delevitt will contact Lake Forest. The Commission will continue their discussion at the next meeting but everyone except Ch.Dunn is in favor of exploring the option of permitting sandwich boards.

Items from the Commission:

Ms. Schneider noted Panera has two (2) large banners covering 80 percent of their windows. Ms. Delevitt noted that she contacted the new Panera to remove the banner in front of their new building. She believes the existing Panera will remove their banners when they close in less than two (2) weeks. Ms. Flores is happy Panera went back to their old logo.

Ms. Delevitt noted The Warehouse closed. Ms. Flores explained the buildings behind Sachs Center have been demolished.

Items from Staff:

Ms. Delevitt indicated Runway has removed their oversized window signs. Mattress firm has removed the feather signs.

Adjournment:

There being no further business or discussion, Mr. Moons moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:28 pm.

The next regular meeting of the Appearance Review Commission will be held on February 24, 2020 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary