

Appearance Review Commission

Meeting Minutes

February 28, 2022

A meeting of the Appearance Review Commission was held on Monday, February 28, 2022 at 7:30 p.m. via Zoom. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present:

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

Absent:

Jason Golub
Troy Mock

Also Present:

Liz Delevitt, Planning & Design Specialist (Present at Village Hall)
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment on non-agenda items on email, via Zoom or in person.

Document Approval

Ms. Chaitman moved to approve the minutes from the January 24, 2022 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Business:

1. Old National Bank (continued), 725 Waukegan Road - Signage

Bill Holley with Bright Light Sign Company was representing Old National Bank. They propose a new signage package that would repurpose two (2) existing monument signs with new cabinets, replace a non-illuminated letterset on the east elevation, and replace an illuminated box sign on the west elevation.

The structure inside the two (2) monument signs would remain as is with new cabinets added to each side of the double-faced signs. The proposed signs are painted silver to match the existing aluminum bases. They have small blue and yellow logos with blue lettering reading "Old National Bank". The proposed signs are 4' wide x 6' tall x 23½" deep. Ch. Dunn noted the depth is greater than the 12 inches restricted by the Zoning Ordinance. Mr. Holley explained they need the additional depth, because they are leaving the existing structures and adding Lexan faces to each side. The current signs have depths of 20", which are greater than permitted. Mr. Holley explained they are trying to repurpose the signs by using the original structure. Ch. Dunn noted the existing signs were installed without Board approval. Ms. Delevitt confirmed that First National Bank installed the existing signs illegally. Ch. Dunn questioned why the proposed signs do not comply with the Zoning Ordinance requirements. Mr. Holley explained they would have to replace the entire sign structure including the footings. The bank would prefer to repurpose the existing signs. Ms. Delevitt noted the Commission will discuss a possible text amendment regarding sign depths later on the agenda. Mr. Moons and Ms. Schneider are okay with the sign depths as they are recycling the signs.

Ms. Flores prefers this sign package to the previous sign package. Ms. Chaitman questioned the readability of the signs. Ms. Delevitt suggested stacking the words on three (3) lines and making the letters larger. Mr. Holley explained the bank's brand guidelines only allow the stacked copy inside the larger version of the logo. He noted only the letters and logo will illuminate. Ms. Flores does not mind the smaller copy.

Mr. Holley discussed the non-illuminated sign on the east elevation. The blue aluminum letters will be 8" high x ¼" deep. The logo is 16" high x ¼" deep. The proposed sign is in the same location as the existing sign and would be pin-mounted to the masonry wall. Ch. Dunn ensured the wall would be cleaned before the new letters are installed. Mr. Holley explained the holes would be caulked in a similar color to the brick before the new letters are installed. Ms. Delevitt noted the wall is currently full of holes from previous signage. Mr. Holley indicated it is their standard procedure to clean the brick and caulk the holes to make the old sign disappear. The Commissioners were okay with this sign.

Mr. Holley discussed the proposed box sign replacement on the west elevation. The proposed sign is a 2' x 26' aluminum sign, which is the same as the existing sign. The only difference is the new logo and bank name. The sign will be installed in the same location. Ch. Dunn inquired as to why this sign is different than the east elevation. Mr. Holley believes the signs were created differently because one was illuminated and the other was not. The Commissioners were okay with this sign.

Ms. Schneider moved to approve the Old National Bank signage as presented, pending Board approval for the zoning exception for the monument sign depths greater than 12 inches. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Starbucks, 675 Deerfield Road – Outdoor Patio

Keelan Collins, District Manager and Cloteal LaBroi, Senior Manager for Government Relations representing Starbucks were present. Ch. Dunn noted the changes have already been completed, without Village approval. Mr. Collins explained they enhanced the patio to provide a space that the customers have been requesting. They removed the railing enclosure and added planter boxes. They replaced the outdoor furniture and umbrellas with new furniture to better serve the customers. Mr. Collins explained they propose adding string lights to provide soft illumination and to further define the space. The proposed lights will be attached to six (6) poles that are 10 feet high and grounded with concrete blocks. Ms. Schneider asked if the concrete was patched or repaired when the railing was removed. Mr. Collins explained that was part of the scope of work. Ms. Schneider noted the concrete was not patched when the railings were first removed. Mr. Collins will check on the concrete patching. Ms. Delevitt noted the planters may have been moved to cover the holes. Ms. Flores asked if they want additional umbrellas for the summer. Mr. Collins explained the fourth umbrella is on back order. Ms. Delevitt noted the Fire Department and Code Enforcement Supervisor need to sign off on the accessibility of the patio. She believes it will be difficult to maintain the required 3 feet wide clearance with an additional umbrella. Ms. Flores suggested doing a canopy like they installed at Bobby's Deerfield. Ch. Dunn noted the current request is for three (3) umbrellas, so the petitioner would have to come back before adding any additional furniture. The petitioners were okay with the furniture in the proposal.

The Commissioners discussed the proposed string lights, with the exposed bulbs. Ch. Dunn questioned whether the exposed bulbs are desirable as they are outside of the Appearance Code. She asked about the hours of operation. Mr. Collins explained they are open until 8 pm. Ch. Dunn questioned the need for the lights if they close before dark during the outdoor dining season. Ms. Chaitman believes the lights look nice and define the space. Mr. Moons believes the lights provide a nice ambience. Ms. Flores expressed concern about the appearance of the poles. Ch. Dunn questioned how the petitioner would ensure the string lights do not sag too low. Mr. Collins explained they will work with facilities to ensure the lights are placed and maintained appropriately. Ms. Delevitt noted the proposed lighting will only go around the perimeter of the patio. Mr. Collins noted the bulbs give off a clear, warm light. Ch. Dunn suggested the lights be turned on 30 minutes before sundown and turned off at the close of business. She questioned the number of bulbs and the distance between bulbs. Ms. Delevitt noted there would be 24 bulbs per 48-inch string. The patio space is 36'-8" x 16'-1" and approximately 60 linear feet. The 10' tall poles will be placed on movable concrete bases with the lighting height of about 9 feet from the ground. Ms. Delevitt questioned how the power source would work. Ch. Dunn noted the first pole is 5' from the building (outlet). Ms. Schneider believes there will be a wire. She questioned whether the electrical box would be visible as the awning is lower than the panel and believes the electrical box needs to be concealed.

Ms. Schneider asked about the storage boxes inside the building that are visible through the windows. Mr. Collins explained they have addressed this issue at the store level.

Mr. Moons moved to approve the Starbucks outdoor patio furniture and lighting as presented with the electrical box concealed. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from Staff

Ground Sign Depth – preliminary discussion

Ms. Delevitt explained the existing Deerfield Zoning Ordinance restricts the sign depth for ground and monument signs to 12 inches. In 2018, the ARC had discussed increasing the sign depth maximum to 20 inches to accommodate the sign's structural elements and space out the LED fixtures to avoid hotspots. Several petitioners have come through requesting deeper signs. Changing the Code would require a text amendment to the Deerfield Zoning Ordinance. The ARC would come up with parameters and Ms. Delevitt would write a report for the Plan Commission to make a recommendation to the Village Board for approval. Mr. Moons noted sign companies have mentioned it is both a structural and hotspot issue. Ms. Delevitt explained many other municipalities do not limit sign depths. They only limit the number of signs and the size of the faces. Ms. Delevitt noted that the current Code has a condition that when a variation is approved to permit a greater sign depth, the area of the two (2) sides are also included in the gross surface area of the sign. This helps prevent the signs from getting too wide. Ms. Schneider asked if there have been specific requirements given by sign manufacturers for LED lights. Mr. Moons believes there should be a depth limit but wants to allow modern technology to dictate the maximum. Ms. Flores suggested allowing a maximum range that would not exceed 20 inches. Ch. Dunn noted Portillo's and Northwestern Medicine signs both have an 18-inch depth. Mr. Moons would like to change the depth to what the professionals state is the minimum necessary for ground signs. Ms. Schneider wants to ensure the sign does not inhibit visibility. Ms. Delevitt explained the Village has to maintain the clear sight triangle for safety reasons. Ch. Dunn would like additional information from lighting professionals. Ms. Delevitt will survey sign companies for guidance before continuing the discussion on ground sign depths.

Ms. Delevitt reported the animal hospital has removed their holiday lights. Sweetgreen installed their last window vinyl. She noted the rooftop screening is still in process. Dollar Tree will remove the excess paper on their windows. City Barbeque's trash doors are broken and she will address that with the Deerbrook Mall property manager. McDonald's and Portillo's had banners. Ms. Delevitt reached out to both businesses.

Ms. Delevitt noted that next month they will have a Final Review for the 728 Building in Deerfield Square. They will also see a couple of new businesses coming to Deerfield Square and a new pylon panel for Deerbrook Mall. She also noted she attended a meeting with Deerbrook Mall about the road between the mall and the residential project.

Items from the Commission

Mr. Moons noted the conduit for the Joe Donut sign is still visible. He thinks it looks fine, but it wasn't handled exactly how they had discussed in the meeting. Ms. Flores noted Sweetgreen looks very nice. She likes how they painted the interior elements green to match the opaque windows. Ms. Schneider reported Kay's Foot Spa has holiday lights and flashing twinkle lights in their windows. River Trails Animal Hospital has not installed the approved blinds and the kennels are visible. Ms. Delevitt noted they were looking at other options. She will look into what is considered an unsightly view.

Ms. Flores inquired about the Covid-19 testing site that has a sign across from Jewel-Osco on Lake Cook Road. Ms. Delevitt noted it came through the Village as a temporary sign and will be removed once their permit expires, or they will ask for a permanent sign.

Ch. Dunn asked if any businesses are planning to take part in the Business Façade Rebate Program. Ms. Delevitt noted that several businesses have asked about eligibility for their improvements. She is hopeful some will move forward with the program.

Public Comment:

There was no Public Comment on non-agenda items on email, via Zoom or in person.

Adjournment:

There being no further business or discussion, Ms. Flores moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

The meeting was adjourned at 9:13 p.m. The next regular meeting of the Appearance Review Commission will be held on March 28, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary