

Appearance Review Commission

Meeting Minutes

March 20, 2023

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A meeting of the Appearance Review Commission was held on Monday, March 20, 2023 at 7:30 p.m. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present were:

Beth Chaitman (arrived 7:36 pm)  
Lisa Dunn, Chairperson  
Jason Golub  
Daniel Moons  
Amy Schneider

Absent were:

Sherry Flores  
Troy Mock

Also Present:

Liz Delevitt, Planning & Design Specialist

Document Approval

Mr. Golub moved to approve the minutes from the February 27, 2023 Appearance Review Commission meeting as corrected. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There was no Public Comment on non-agenda items.

Business:

1. Fixer, 405 Lake Cook Road – Wall Sign and Pylon Signs

Chang Lee, representing Fixer, explained they are a nationwide handyman service. He requested a wall sign and pylon sign panels that meet the Village Codes and Deerfield Park Plaza Sign Criteria. The proposed wall sign will be 2' high and 6'-10" wide and centered between the arch openings of the storefront. Ms. Delevitt noted the facade needs to be painted and repaired before the sign is installed. Mr. Lee explained the former Cosmo Prof sign has been removed. Ch. Dunn explained the proposed sign size meets the criteria, but there are lower case letters greater than 18 inches high, letter stroke is greater than 6", and a different font than required. Ms. Delevitt explained there is a clause in the sign criteria that allows deviations with a Landlord signature of approval.

The petitioner has received approval from the Landlord. Ms. Delevitt noted the Landlord should return to the ARC to revise the outdated sign criteria. The Commissioners were okay with the proposed wall sign.

The pylon sign panel font will be Myriad Pro to match the other pylon panels, which is different than the Arial Black listed in the sign criteria. The panels will have a white background.

Ms. Schneider moved to approve the wall sign and pylon sign panels for Fixer as presented. The existing facade will be painted and repaired. Mr. Golub seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

## 2. Brunch Cafe, 250 Lake Cook Road – Tagline Signage

Andy Zatos from Brunch Cafe explained the restaurant is open, but they would like to add the tagline “Breakfast • Lunch” to their wall signs. They have the tagline at every other location, on their uniforms, hats, business cards, pens, etc. Neighboring brunch restaurants, within the Village, have been permitted similar taglines. Ms. Delevitt explained, Brunch Cafe appeared before the Commission in 2019 and were denied taglines on their wall signs. Mr. Zatos reached out to appeal the ARC’s decision right as the Covid-19 shutdowns began. He recently contacted the Village now that they are opening the restaurant and put together a new proposal. The previous proposal had a white, illuminated tagline sign. The new proposal has a black, non-illuminated tagline sign that better matches their branding.

Ms. Schneider noted the tagline is not part of their registered business name, so she would not be in favor of adding the tagline sign. She noted the Portillo’s tagline is part of their legal name. The Scrambled sign was approved, because it is a shared space with Demetri’s Greek Restaurant, and the sign looked off-balance without it. Ms. Chaitman noted the Commission tries to stay away from taglines, and the business name, Brunch Cafe, is very specific. Mr. Moons believes the sign looks sharp as is and would not be in favor of adding a tagline. Ch. Dunn agrees. She believes it is clear what they are selling. Mr. Golub believes the black balances the sign, but does not find the tagline readable

Mr. Moons moved to approve the tagline sign for Brunch Cafe as proposed. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: None (0)

NAYS: Chaitman, Golub, Moons, Schneider, Dunn (5)

Ms. Delevitt noted the petitioner can try to appeal the Commission’s decision by appearing before the Mayor and Board of Trustees.

Items from the Staff:

Ms. Delevitt spoke with Dunkin' Donuts, and they will fix their trash doors. Brunch Cafe installed a raceway behind one of their signs. She is working with them to amend the sign. The Coder School installed the lighting conduit incorrectly. They will reinstall it correctly.

Ms. Delevitt noted the Deerfield Park District will be returning in the near future for a final review of Jewett Park Phase 2. She mentioned Italian Kitchen will also be coming for an approval of their outdoor furniture.

The next item discussed was the possibility of a C-4 Zoning District in Deerfield used for entertainment uses. Currently, an area south of Lake Cook Road is being evaluated for a TIF district, which would help draw developers.

Items from the Commission:

Ms. Schneider noted the Walgreens Pharmacy pylon panel is a different color than the others. Ms. Delevitt has already contacted them. She had instructed Walgreens Pharmacy to repaint their panel to match Chick-fil-A. Ms. Schneider noted the dental office appeared to match Chick-fil-A, but Walgreens Pharmacy is darker.

Mr. Golub noted the vehicle loading cars have moved away from Deerbrook Mall. Ms. Delevitt noted the mall will be installing "No Overnight Parking" 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 8:15 pm.

The next Appearance Review Commission meeting will be April 24, 2023 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary