

Appearance Review Commission

Meeting Minutes

April 25, 2022

A meeting of the Appearance Review Commission was held on Monday, April 25, 2022 at 7:30 p.m. in the Council Chambers at Village Hall, 850 Waukegan Road. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present:

Lisa Dunn, Chairperson
Sherry Flores
Daniel Moons
Amy Schneider

Absent:

Beth Chaitman
Jason Golub
Troy Mock

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There was no Public Comment on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the March 28, 2022 Appearance Review Commission meeting. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Business:

1. Curaleaf, 677 Lake Cook Road – Signage (continued)

Attorney Lawrence Freedman explained at the last meeting, they requested an exception for three (3) wall signs, 36 square feet each, in lieu of a single 10 square foot wall sign. They are now requesting an exception for two (2) wall signs, still 36 square feet each. At the last meeting, the Commission recommended changing the signs to be individually illuminated, front-lit channel letters on backer panels instead of box signs. They felt the

backer panels would look better and solve the issue of housing the electrical components for the signs. The Commissioners were in favor of permitting larger signs as well as having more than one wall sign, due to the poor visibility of the site. The proposed signs are seven (7) inches above the roof deck to center them within the sign band, which is within the Commission's purview to approve. Ms. Delevitt added the backer panel depths would be 2.5 inches to house the electrical. The Commissioners were okay with two (2) signs and the sizes as presented.

Ms. Schneider moved to approve the Curaleaf signage as presented, pending Board approval of the Zoning exceptions. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ms. Delevitt noted the petitioner will be replacing the HVAC units. The new units are expected to be lower than the existing parapet walls; otherwise, the petitioner would need to return to the ARC for additional screening.

2. Deerfields Bakery, 813 Waukegan Road – Wall Signs

Robby Whitehead from Olympik Signs, representing the petitioner, was present. He explained they would like to update the existing signage for better visibility. The proposed wall signs will have individually illuminated, back-lit channel letters that will be centered on the existing sign bands, along with a face-lit black, white and silver cake logo. The two (2) signs are 36.12 square feet each.

Ms. Schneider asked about the new logo. Mr. Whitehead explained they are trying to rebrand and tie-in with their other location. The letters and returns will be black. Ms. Flores questioned why they need illumination, because they are only open until 5 pm. Mr. Whitehead believes they want as much exposure and identification as possible. The Commissioners are okay with the Deerfield Bakery portion of the sign but not in favor of the cake logo, as it does not add anything. Mr. Whitehead explained they use the cake logo for their branding on social media and marketing. Mr. Moons noted the cake logo is not on the petitioner's website. Mr. Whitehead would be okay without the cake logo and explained the words would then be centered in the sign band.

Ms. Schneider moved to approve the Deerfields Bakery wall signs with the cake logos removed and the signs re-centered on the sign bands, pending approval from Staff and the ARC Chairperson. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

3. The Goddard School, 475 Lake Cook Road – Building Expansion

Genia Kovelman from The Goddard School explained they are expanding into the former MedSpa tenant space, which will add an additional classroom to their school. They are replacing the storefront door and window to match the rest of the school and adding new fencing and bollards in front of the arcade openings. DCFS requires all outdoor areas to be protected.

Mr. Moons asked about blocking the arcade walkway. Ms. Delevitt explained The Goddard School can block the walkway in front of their property. There is still a walkway on the other side of the arcade. Taco Vida, whose outdoor seating goes through the arcade, will have to reconfigure their outdoor seating area. Ch. Dunn noted The Goddard School will fill any holes from previous signage and repaint the facade. Ms. Delevitt noted the petitioner has agreed, and this should be added to the motion.

Mr. Moons moved to approve The Goddard School building expansion as presented. The facade for the new space will be restored to its original condition. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

4. Starbucks Coffee, 60 S. Waukegan Road – Digital Menu Board and Exterior Updates

Katie Slonski, Senior Design Manager for Starbucks Coffee, was present. She explained they would like to enhance the existing location and bring it up to the current brand standards. The exterior changes include: a new digital menu board (confirmation screen), directional sign, new patio furniture and exterior lighting changes.

The Commissioners discussed the proposed digital menu board. Ms. Slonski explained the digital menu board is actually a confirmation screen. Its location will be next to the clearance bar, which already has anchor bolts and footings. She noted the existing ramp will be moved, and the existing five-panel menu board will be re-installed in that location. Ms. Delevitt noted relocating the existing menu board was never pointed out as part of the proposal. Ms. Schneider is okay adding a digital confirmation board, but questioned the proposed location. Ms. Flores noted there are challenges with vehicle congestion in the drive-thru. Ms. Delevitt explained moving the menu board to a location earlier in the line does not appear to alleviate the situation. Ms. Slonski explained the digital screen will visually confirm customer orders, which speeds up the service. Ms. Flores believes the challenge is the beverage production not the ordering time. Ms. Schneider does not believe moving back the menu board will work with the parking lot. She is also not in favor of having (2) menu boards. Ms. Schneider believes the wait currently occurs behind the menu board. Moving the menu board back would move vehicles further into the parking area. Ch. Dunn is not in favor of the two (2) menu boards. Ms. Slonski explained

the digital confirmation screen should not be considered an additional menu board. The five-panel menu board plus the digital confirmation screen is their current standard.

Ms. Delevitt explained the proposed confirmation screen is the same brand as the existing McDonald's menu boards. Ch. Dunn believes the brightness standards the Commission set for McDonald's should be followed. Mr. Moons likes the concept of adding the confirmation screen, but is concerned about moving the ordering point back. Ms. Flores, Ms. Schneider and Ch. Dunn would prefer consolidating the two (2) signs into one. Ms. Schneider suggested bringing the drive-thru issue to the landlord at this time. Ms. Slonski explained they have an option of a smaller menu board with the digital order confirmation. Ms. Delevitt showed an example of the proposed two (2) menu boards from a location in Ohio. Ms. Slonski suggested the possibility of keeping the five-panel menu board but replacing the speaker post with the order confirmation screen in the existing location. She believes the two (2) signs would look ok in the existing, tucked back location. The Commissioners agreed and would be open to seeing revised drawings of this option. Ms. Delevitt requested the petitioner submit drawings for the revised menu boards along with the brightness restrictions.

The Commissioners discussed the proposed directional sign. The petitioner is requesting a 2.6 square foot, illuminated directional sign. Ms. Delevitt explained the Deerfield Zoning Ordinance restricts directional signage to 2 square feet and non-illuminated. Ms. Slonski explained illumination is important due to the early hours of operation. There used to be a directional sign at the drive-thru entry, but it no longer exists. The proposed location would be near the patio. Ch. Dunn believes the directional sign should be located near the entry of the drive-thru. Ms. Delevitt explained this is more of a safety sign to ensure vehicles do not enter the drive-thru at the exit. Ms. Schneider does not like that the size is larger than the Code allows. The Commissioners were ok with the illumination, but would prefer the sign to conform to the allowable size. Ms. Slonski explained they will reduce the size of the sign to conform with the Code.

The Commissioners discussed the proposed patio furniture. Ch. Dunn noted this furniture was recently approved at the other Deerfield location. Ms. Delevitt noted the Village's Building and Code Enforcement Supervisor and the Northbrook Fire Department approved the patio layout.

The Commissioners discussed the proposed exterior lighting. They were okay with the proposed string lighting located over the patio in a triangular pattern. Ms. Delevitt noted the lights would be anchored to the concrete patio with a metal plate. Ms. Slonski noted the power source for the lights would be located on the building and concealed. The Commissioners were also ok with the proposed satin brass wall sconces on either side of the pickup window.

Mr. Moons moved to approve the patio furniture, string lights and wall sconces as submitted. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ms. Flores moved to continue the discussion on the drive-thru menu board and directional sign to the next Appearance Review Commission meeting. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from Staff

Ms. Delevitt reached out to Kay's Foot Spa about their twinkling lights. She believes they will agree to remove the lights or change the mode to static.

She noted next month they will see the revised Starbucks Coffee proposal and possibly another business in Deerfield Park Plaza that is coming to Deerfield. There is also an automobile repair shop that will eventually come to the Commission.

Items from the Commission

The Commissioners discussed Sweetgreen. Ms. Schneider explained the first window panel needs to be better screened. Ms. Delevitt will take a picture and will discuss how to approach the situation.

Ms. Flores asked about the additional signage at Joe Donut. Ms. Delevitt noted the Village sent out a press release last month that noted they were waiting on the delivery of a key piece of kitchen equipment. They planned to open in mid-April, which didn't happen. She will contact the Village Manager's office for an update.

Ms. Schneider brought some photos from Starbucks regarding the holes in their patio. Ms. Delevitt will contact them.

Ms. Flores noted the Dunkin Donuts sign is in disarray. There are papers falling out of the menu board. Ms. Delevitt will go look at the sign and contact them to clean it up.

Ms. Schneider noted Aligned still has a "Now Open" sign. Ms. Delevitt will see what can be done, as they received a temporary sign approval for it.

Ms. Delevitt noted Deerfield Square applied for the facade rebate program for the 728 Waukegan Road Building. There are other businesses that have expressed interest.

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Adjournment:

There being no further business or discussion, Ms. Flores moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed unanimously on a voice vote.

The meeting was adjourned at 9:02 p.m. The next regular meeting of the Appearance Review Commission will be held on May 23, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary