

Appearance Review Commission

Meeting Minutes

June 26, 2023

A meeting of the Appearance Review Commission was held on Monday, June 26, 2023 at 7:30 p.m. Vice-Chairperson Sherry Flores called the meeting to order at 7:30 p.m.

Present were:

Beth Chaitman
Sherry Flores, Vice-Chairperson
Troy Mock
Daniel Moons
Amy Schneider

Absent were:

Lisa Dunn, Chairperson
Jason Golub

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Document Approval

Ms. Chaitman moved to approve the minutes from the May 22, 2023 Appearance Review Commission meeting. Mr. Mock seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There was no Public Comment on non-agenda items.

Business:

1. Doctors of Physical Therapy, 190 Waukegan Road - Wall Sign and Monument Sign Panels

Mike Kinsella, President of Elevated Identity and Anthony Stephens with Heritage Companies were present. Mr. Kinsella explained Doctors of Physical Therapy will have 29 feet of storefront between Jersey Mike's Subs and Tropical Smoothie Cafe. The 3" deep, individually illuminated letters will have 3M 3630-53 Cardinal Red faces.

Ms. Delevitt explained the petitioners chose to center the letters above the entrance instead of the storefront. Mr. Stephens noted they moved the downspout when they redid

the exterior to accommodate tenant signage. Ms. Delevitt explained the red is similar to the Jersey Mike's Subs red sign, but not identical.

The Commissioners discussed the pylon sign panels. Ms. Delevitt noted they initially wanted red letters, but the other sign panels have blue letters, so they agreed to have blue letters. Mr. Kinsella confirmed the illumination will be the same as the other sign panels. He noted they would prefer red letters on the sign but understands it has to conform to the standards.

Mr. Mock moved to approve the wall sign and monument sign panels for Doctors of Physical Therapy as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Garfield's Beverage, 57 Waukegan Road - Exterior Improvements and Signage

Adam Silverstein, COO and Dave Garfield, CEO of The Garfield Group were present. Mr. Silverstein explained they are opening Garfield's Beverage in Cadwell's Corners Shopping Center. Their tenant space has frontage on Waukegan Road and the parking lot. They propose to make changes to the exterior windows and doors and add signage.

Mr. Silverstein noted the existing windows are in poor condition and will be upgraded to double pane, aluminum-framed windows. Two (2) windows will be eliminated to accommodate the store's interior layout and filled in with stucco. The existing entrance doors will also be removed, and a new sliding glass door will be added. Ms. Schneider asked what would be behind the windows. Mr. Garfield explained they are trying to avoid exposing the backs of the shelving. Mr. Silverstein noted the shelves will be covered by a wall, rather than visible through the windows. He explained they would rather fill in the windows than add opaque film. Mr. Mock does not believe the elevations correctly match the floor plan. Ms. Delevitt asked the petitioners to correct and resubmit the drawings.

The Commissioners discussed the proposed signage. The south elevation wall sign is centered in the gable, which is not centered over the door. The "Garfield's" letter faces will be #278 red acrylic with black trim caps. The bottle logo's face will be #015 white acrylic with black trim caps. The word "Beverage" will have white letter faces. The landlord has approved the logo, the letter stroke and arched letter configuration. The west elevation wall sign will be centered in the sign band and the letters would run horizontally. Ms. Flores asked the Commissioners if they were okay with one horizontal wall sign configuration and one arched configuration. She asked if the west sign's letter heights should decrease to match the size of the south sign. Ms. Chaitman noted they are allowed those sizes even though the signs are inconsistent. Ms. Flores would prefer the letter heights to be the same size as they are already different configurations. The Commissioners were okay with the different sizes.

The pylon half panels require a white background with black lettering; however, the landlord has approved the use of their logo. Mr. Silverstein indicated they would prefer red letters. Ms. Schneider asked if they could remove the word "Beverage" so the word "Garfield's" is larger. She believes the black lettering is easier to read. Mr. Mock believes the arched configuration creates readability issues. Ms. Schneider suggested having just the word "Garfield's" on the pylon sign or eliminating the arch to make it easier to read. Mr. Garfield would like to keep the word "Beverage", because it is part of their branding and is used at the other locations.

Mr. Moons moved to approve the two (2) wall signs for Garfield's Beverage as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Moons, Schneider (3)
NAYS: Mock, Flores (2)

Mr. Silverstein noted the doors will be replaced with stucco on the top and brick on the bottom. Mr. Mock believes it is difficult to approve a facade that was not shown correctly. Ms. Chaitman agrees. Ms. Schneider suggested having the material all brick. Mr. Moons suggested specifying the facade would be brick on the bottom and stucco to match the existing on the top, similar to the end of the building. Mr. Silverstein was concerned about delaying the petition. Mr. Mock explained the Commission is not holding up the petition; rather, the drawings were not completely accurate. He believes the existing doors should be infilled with brick, because the doors are currently enclosed in brick.

Ms. Schneider moved to approve the exterior improvements as presented with the materials matching the existing brick where the two (2) doors are being replaced. Updated drawings need to be submitted and approved by Staff and the ARC with the correct materials and facade. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Mock, Moons, Schneider, Flores (5)
NAYS: None (0)

Ms. Schneider moved to approve the pylon sign as presented. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Mock, Moons, Schneider, Flores (5)
NAYS: None (0)

Items from the Staff:

Ms. Delevitt has contacted Deerbrook Mall regarding Noodles & Company's logo umbrellas. She contacted BP at 1 Waukegan Road about their windows and cigarette advertisements. BP said they prefer to block the windows so there is less visibility by the cashier. Ms. Delevitt will discuss this with the Building and Code Enforcement Supervisor.

Mr. Mock noted the BP further north on Waukegan Road has windows visible to the cashier. Cadwell's Corners had a large real estate sign that has since been removed. She reached out to Pet Supplies Plus about their window coverage.

Ms. Delevitt reported Chairperson Dunn, has resigned from the Commission because of a new role she is taking on with another organization. Amy Schneider is also resigning, because she is moving out of Deerfield. Ms. Delevitt thanked both of them for their service to the Village. They will both be missed. Ms. Delevitt noted the Commission needs four (4) members for a quorum. The Volunteer Engagement Commission (VEC) will meet next month to review potential candidates for the ARC. She asked the Commissioners to inform her about anyone who works in the design field that may be interested. Ms. Delevitt asked the Commissioners to reach out to her separately if they are interested in becoming the next Chairperson.

Items from the Commission:

Mr. Mock noted the Starbucks trash enclosure doors were fixed. He also mentioned the trucks are still parking overnight in Deerbrook Mall.

Adjournment

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

The meeting was adjourned at 8:36 pm.

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

Respectfully submitted,

Jeri Cotton
Secretary