

Appearance Review Commission

Meeting Minutes

June 28, 2021

A meeting of the Appearance Review Commission was held electronically on Monday, June 28, 2021 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
Amy Schneider

Absent were:

Lisa Dunn, Chairperson
Jason Golub
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist (present at Village Hall)
Jeri Cotton, Secretary
Andrew Lichterman, Assistant Village Manager (present at Village Hall)

Public Comment:

There were no emails received before the meeting and no one present at Village Hall for Public Comment.

Document Approval

Ms. Schneider moved to approve the minutes from the May 24, 2021 Appearance Review Commission meeting. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

Business:

1. ComEd Substation, 525 Lake Cook Road - Revised Landscape Screening

Darren Boundy, External Affairs Manager at ComEd, Scott Saef, Partner with Sidley Austin and Doug Gotham, Landscape Architect with Christopher Burke Engineering were

present. Mr. Boundy explained the Owners of the neighboring shopping center expressed concern about the landscape screening approved for the northeast corner of the property. The Owners were worried the screening would block the view of Dunkin' Donuts from eastbound traffic on Lake Cook Road. Mr. Boundy noted the landscape plan was revised to remove the plantings from the northeast corner and the shopping center Owners were happy with the revised proposal. Mr. Saef added the Plan Commission recommended planting arbor vitae along the east property line.

Ms. Schneider moved to approve the revised landscape plan for ComEd as presented. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

2. Premier Martial Arts, 656 Deerfield Road - Wall Sign

Claude Ballbe from Signs Unlimited was present. Mr. Ballbe explained the proposed signage meets the Zoning Ordinance, sign criteria and received approval from the Landlord.

Mr. Ballbe explained the channel letters would be mounted to the building. The letters have white faces with green trim caps and returns. The electrical will be housed inside the building. Mr. Mock asked if the proposed logo is permitted for this shopping center. Ms. Delevitt noted logos are allowed. The previous tenant in this space, Berkshire Hathaway, had a circular logo. Ms. Schneider asked whether the spruce green trim caps and returns, which match the awnings, also match the other tenants. Ms. Delevitt noted all of the building signage matches. Ms. Schneider asked if the words Martial Arts is italicized. Mr. Ballbe explained their branding has the italicized letters. Vice Ch. Flores asked whether the sign would be centered. Mr. Ballbe explained it would be centered horizontally on the storefront and vertically between the limestone bands.

Mr. Mock moved to approve the wall sign for Premier Martial Arts as presented with the sign centered horizontally on the storefront and vertically between the top and bottom limestone bands. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

3. Jimmy Thai, 656 Deerfield Road – Outdoor Patio

Jim Seriruk, Owner of Jimmy Thai was present. He explained they added a patio seating area north of the restaurant. The brick-paved patio will be used for carryout customers only. Mr. Seriruk explained they have an attendant to help clean up the area and remove trash when necessary. Ms. Delevitt noted this was temporarily approved by the Village during the Covid-19 pandemic. Mr. Seriruk explained they were fortunate to have

guidance from Village Staff. He noted there are only three (3) tables and seating would be limited to fifteen (15) patrons. Vice Ch. Flores asked about umbrellas. Mr. Seriruk explained they have two (2) large trees that provide shade and do not need umbrellas. He asked if he could add decorative lighting. Ms. Delevitt explained he would have to come back to the Commission for lighting. The Commissioners like the appearance and believe it looks very inviting. The paving, mulch and stone wall are aesthetically pleasing. Ms. Schneider believes it would also look nice with lighting. She wanted to ensure the planters will be maintained by the restaurant so they continue to look nice. Vice Ch. Flores inquired if the plantings would be brought inside during the winter. Mr. Seriruk noted the plantings would be maintained by the restaurant all year long and remain outside, but he will bring the furniture inside during the winter.

Ms. Chaitman moved to approve the outdoor patio and furniture for Jimmy Thai as presented with the planters to be maintained by the Owner. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

4. Demetri's Greek Restaurant/Scrambled, 660 Lake Cook Road - Ground Sign

Karen Dodge, Permit Expediter with Municipal Resolutions explained Demetri's Greek Restaurant and Scrambled are two (2) restaurants in the same building with separate entrances. They currently have two (2) separate signs with sign areas of 32 square feet each. They propose a 50 square foot combined sign that is 12 inches in depth. They want the "Breakfast • Lunch" tagline to clarify the hours of operation. The petitioner submitted three (3) options, but would prefer the first option with each restaurant's colors and the tagline. Ms. Delevitt noted the petitioner needs an exception from the Plan Commission and Board of Trustees for the sign area to be greater than 32 square feet. Mr. Mock asked about the Portillo's sign. Ms. Delevitt explained the Portillo's ground sign is a larger ground sign as well. Mr. Mock believes the proposed sign look similar to the Portillo's sign, because it has a masonry base and a stone top. Ms. Schneider asked why the sign location moved. Ms. Dodge explained when Lake Cook Road was widened and a retaining wall was added, the existing sign became difficult to see when traveling westbound. Ms. Schneider asked about the proposed landscaping plan. Ms. Delevitt asked the petitioner to provide a rough idea of the landscaping with final approval by Staff and the ARC Chairperson. Vice Ch. Flores questioned whether the proposed stone for the base was complimentary to the building. Ms. Delevitt noted the existing building also has a light stone base.

Ms. Chaitman expressed concern on the outline of the Scrambled portion of the sign. She does not believe it is consistent with the Demetri's portion of the sign. Vice Ch. Flores believes the sign looks disjointed and would prefer Option 3, which does not have multiple colors. Ms. Chaitman asked whether "Breakfast • Lunch" is part of Scrambled's name. Ms. Delevitt explained they do not have the tagline as part of their name, but the Commission recently approved the same tagline for Brunch Cafe. Mr. Mock prefers the

single colored sign with the border around Demetri's and Scrambled. Vice Ch. Flores suggested having the "Breakfast • Lunch" tagline on the single colored sign. Ms. Delevitt noted the petitioner believes it is necessary to have color on the sign for visibility. Ms. Dodge asked if the Commission would approve the colored sign with the border around the Demetri's portion as well. Ms. Schneider believes Option 1 would be ok with the Demetri's sign bordered in blue, to make it read better. Ms. Chaitman would prefer Option 1 with the blue border or Option 3 with darker lettering. She would prefer the tagline added to Scrambled. Mr. Mock is okay with Option 1 as long as there is a blue box around Demetri's. He is also okay with Option 3 with the tagline. Ms. Dodge would prefer Option 1 with the box around Demetri's.

Ms. Delevitt asked about the proposed landscape plan. Ms. Dodge explained the landscaping would be similar to the current landscaping, which has stone and mulch around the sign. The Commissioners would prefer adding some plantings, rather than just stone and mulch. Ms. Schneider suggested having some daylilies. Ms. Chaitman would like to see the petitioner return with sign revisions and a landscape plan before approving the petition. Ms. Delevitt suggested approving the sign tonight and having the petitioner come back with a landscaping plan. The Commissioners would prefer the entire package to return to the ARC. Ms. Delevitt suggested the petitioner returns in August with revisions. Ms. Dodge asked if the landscape plan could be approved via email. Ms. Delevitt explained the Commission has not seen a landscaping plan; therefore, they cannot approve it via email. Mr. Lichterman explained the choice is to approve a variation of the sign tonight and come back with the landscape plan or approve the entire plan at a future meeting.

Ms. Schneider expressed concern about how the sign would look at night. Ms. Delevitt noted the submittal shows white around the blue letters. Ms. Schneider and Ms. Chaitman would like to see a revised night view when the petitioner returns. The petitioner will come back with new drawings of Option 1 with a blue band around the Demetri's portion of the sign and Option 3 with the tagline added to the sign. The petitioner will provide more detail on the background color and landscape plan, including removing the footings from the existing signs and adding turf in the vacant sign areas.

5. NorthShore Center for Oral and Facial Surgery, 700 Osterman Avenue – Wall Signs

Dr. Walter Tatch, business Owner, Dimitry Kuzmenko, President of My Sign Guy and Yana Wachowski, Manager of Expeditors Group were present. Mr. Kuzmenko explained they made a change to the previously approved signs, because the letters were too small. They propose larger, back-lit letters on larger aluminum backer panels to make the signs more readable. The previously approved ground sign was removed from the proposal, because there was a nearby gas line and fire hydrant that would have blocked the sign. The existing awning fabric will now be replaced with a Sunbrella Slate fabric. They are power washing the building. Ms. Delevitt noted in Deerfield Square, backer panels have been considered building elements, not signage. They have been permitted to be taller than the 24-inch sign height maximum required by the Deerfield Square Sign Criteria. The proposed backer panels are 36 inches high, which does not require an exception to

the sign criteria to be approved. Mr. Kuzmenko explained the new signs use a bolder font to make them more readable, because there is not a lot of contrast between the letter colors and the backer panels. The proposed backer panels will match the light stone trim of the building and the proposed letters will be the previously approved green and blue colors. Vice Ch. Flores believes the new font is a san serif font, which also makes them more readable. Ms. Wachowski noted there are four (4) signs total and two (2) different designs. The Commissioners were in favor of the increased backer height. Ms. Schneider is okay with the signs, but expressed concern about the awning color. She noted Deerfield Square has a lot of faded awnings and the medium gray color will fade. Mr. Kuzmenko noted the material is a darker slate color and warranted not to fade by the manufacturer.

Ms. Schneider moved to approve the four (4) wall signs and awnings for NorthShore Center for Oral and Facial Surgery as presented. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

Items from the Commission

Vice Ch. Flores noted a few violations: Rosebud's sign has a tag line that was not approved. Ms. Delevitt noted they will appear before the Commission in July for a revised sign and a new sign for Rosebud to Go. Vice Ch. Flores also noted that NorthShore University Health has a NorthShore flag. Ms. Delevitt will contact them. They are supposed to have an American flag and a State of Illinois flag, not a flag for the business. Lastly, Vice Ch. Flores mentioned Starbucks in Deerfield Village Centre does not empty their garbage cans, and it looks terrible. Ms. Delevitt has gone three (3) times to check the cans after it was brought up at the last ARC meeting, and they were emptied. She believes it may be during weekends. Vice Ch. Flores will take pictures and note the time.

Vice Ch. Flores asked whether the restaurants with temporary outdoor seating would come before the Commission. Mr. Lichterman explained the temporary outdoor seating was extended through the end of the year. If a restaurant wants their outdoor seating to remain permanently, they have to appear before the Commission.

Ms. Schneider asked about Jewel-Osco's Drive Up & Go signage. Ms. Delevitt noted she has been in contact with them, and they are aware of the violation and plan to come to the Commission. Ms. Delevitt noted it is a much bigger issue than a few directional signs, as they have added a lot of new signage in the parking lot without seeking Village approval. Mr. Lichterman suggested working together on a stronger letter for Jewel as it is a safety issue.

Ms. Schneider noted Wild Roasters in the Metra station has a sticker on one (1) of the pylon panels by Home Depot. She doesn't think it's a sign, but rather a sticker. They also

had some lawn signs displayed as well. Ms. Delevitt will reach out to the Owner and remind her what is permitted in Deerfield. Ms. Schneider asked about the Scrambled signage throughout the business park now. Ms. Delevitt contacted them to remind them to apply for a Temporary Signage permit until their sign is approved, but the Owner is out of town.

Vice Ch. Flores asked about the Fleet Feet roll shade with an advertisement printed on it. Ms. Delevitt reached out to both Aligned Modern Health and Fleet Feet about their window signage. Aligned has taken down some of their signs. She is waiting to hear back from Fleet Feet. Ms. Schneider noted the window coverings at River Trails Animal Hospital do not appear to be installed. Ms. Delevitt does not believe they have installed them yet.

Items from Staff

Ms. Delevitt updated the Commission on some of the sign violations discussed at the last meeting. El Traditional went out of business, but is still displaying a banner on Lake Cook Road. Vice Ch. Flores noted they also have signage on the monument sign. Ms. Delevitt noted there was a big, "Now Open" banner at Panera that was taken down. Kay's Foot Spa and Jimmy Thai also had banners that were removed. Dunkin Donuts removed their triangular flags from their patio as well as additional signage.

Ms. Delevitt reported the proposed apartment building at Deerfield Square will return to the Board the following week. They are looking into the 40-unit building, rather than 50-unit building and are working on including affordable housing.

Next month, Rosebud is expected to appear before the Commission. Sweetgreen will return with their revised opaque windows. Brunch Cafe, scheduled to open in Cadwell's Corners, will return for a trash enclosure. There may also be some updates to a portion of Deerfield Square coming to the ARC.

Ms. Delevitt noted Mayor Shapiro reached out to the Village Manager's office about streamlining some of the approval processes for several of the Boards and Commissions. In the future, some proposals may not need to come to an ARC meeting to be approved. If signage meets the sign criteria, Appearance Code and does not require exceptions, it could be approved by Staff. Ms. Delevitt noted she could always have petitioners come to a meeting or ask the Commissioners for comments before approving a sign. It would only be certain petitions that fit the mold. This will be discussed at the July 28, 2021 Committee of the Whole meeting at 3:30 pm. Ms. Delevitt asked for the Commissioners' input and invited them to attend the meeting or send her their comments. Mr. Mock noted many Villages allow administrative approval for some things. He believes the criteria needs to be clarified to allow for administrative approval. Mr. Lichterman noted this is conceptual right now. The Village Board has not discussed it. If it is approved, some changes would be made to Ordinances before it can be enacted. Mr. Lichterman noted there could be changes made to the Board of Trustees and Plan Commission as well.

Vice Ch. Flores mentioned that it would be nice to have the Mayor drop in on an ARC meeting

Public Comment

Ms. Delevitt and Mr. Lichterman indicated there was no Public Comment received during the meeting.

Adjournment:

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

AYES: Chaitman, Flores, Mock, Schneider (4)

NAYS: None (0)

The meeting was adjourned at 9:26 pm. The next regular meeting of the Appearance Review Commission will be held on July 26, 2021 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary