

Appearance Review Commission

Meeting Minutes

July 25, 2022

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

Present:

Lisa Dunn, Chairperson
Sherry Flores
Troy Mock
Daniel Moons
Amy Schneider

Absent:

Beth Chaitman
Jason Golub

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment on non-agenda items.

Document Approval

Ms. Schneider moved to approve the minutes from the June 27, 2022 Appearance Review Commission meeting. Ms. Flores seconded the motion. There was a minor correction. The motion passed unanimously on a voice vote.

Business:

1. 827 & 829 Waukegan Road - exterior improvements and signage

Justin Brown, building Owner and Mandy Brown, President of Mandy Brown Architects, were present. Mr. Brown discussed the proposed improvements for the two (2) buildings on the site. The 827 Building was discussed first. The proposed signage is 15'-6" x 1'-6" high. The letters are white with a green power button symbol for the 'o'. They propose installing three (3) new gooseneck fixtures above the sign. The existing door was sealed shut, so they replaced it. They also added two (2) wall sconces on either side of the door. The proposed windows are Jeld-Wen aluminum clad wood windows. The trim will be painted Benjamin Moore Chantilly Lace and the gutters and downspouts will be replaced.

Mr. Brown noted they will also tuckpoint the masonry. On the rear of the building, they will remove the existing stairs and install an ADA compliant ramp. Ms. Delevitt noted both buildings must be brought up to ADA standards. The proposed aluminum ramp will be attached to the existing landing. Ms. Brown noted there is a lot of landscaping that will screen the ramp from Waukegan Road. They also propose to add a new wall sconce and replace the rear door. Mr. Brown explained the new light fixtures will be matte black.

Ch. Dunn asked which door would be utilized by students of The Coder School. Mr. Brown believes the front door will be the primary entrance, except for those needing ADA access. Ms. Delevitt expressed concern about kids being dropped off in the rear and expected to walk to the front. Ms. Brown noted there will be a reception area near the front entrance. Mr. Brown explained customers can enter from either side of the building. Ms. Flores noted the Deerfield Cyclery has a similar situation where parking is in the rear, but the entrance is on Waukegan Road. Mr. Mock noted the windows for this building are casement and the other building has double hung windows. Ms. Brown noted the two (2) buildings are separate and will have their own services. Mr. Brown explained many elements such as the light fixtures will be the same, but the buildings will be different.

Ch. Dunn asked about the size of the wall sign. Mr. Brown explained the word 'the' is vertical in white. The only green letter is the first 'o' in school, which is a power button. The highest letter ascender is 18 inches tall; all of the letters will be lower case.

The 829 Building will be Top Issue, a sports and Americana memorabilia store. The building currently has beige aluminum siding. They propose painting the siding Sherwin Williams Weeping and the trim Benjamin Moore Chantilly Lace. They are also proposing a black fabric awning, new wall sconces and double hung windows. They plan to remove the existing front and rear wood porches and replace them with new concrete stoops that have black metal railings. The rear entrance will have an ADA lift instead of a ramp. The light fixtures will also be matte black and match the fixtures on the 827 Building. They also propose a wave style bike rack for the site drilled into a concrete pad.

Ms. Delevitt noted the awning drawings have not been received. They propose having an awning with Sunbrella fade-resistant black fabric that extends 2.5' from the building and runs the entire length of the elevation. Ms. Delevitt noted if the proposed awning has signage, they would need to return to the ARC. Ms. Brown explained there is a tree blocking the awning, so it would likely not have signage. However, they may put the address on the awning.

Proposed is an Identification Sign in the front yard on a 2-inch post. Ms. Delevitt suggested increasing the sign to a 4-inch post, so it looks like a permanent sign and not a yard sign. She noted the drawings do not reflect this change. Ms. Schneider asked about the tag lines "sports" and "Americana". Mr. Brown does not believe the business name is telling of what the business sells. The store will sell older sports memorabilia as well as some current items like Pokémon cards. The store will also sell old car emblems and old Life Magazines. Ms. Brown noted it will be a place for kids and adults who want

to collect. Ms. Delevitt explained in the past, the Commission has not permitted tag lines for businesses with obvious names. When the name was not indicative to what the business does, the Commission often decides it would be beneficial to have a tag line. Ms. Schneider asked what would be listed if the sign were on the awning. Mr. Brown said only the name "Top Issue". Mr. Mock is not sure people will know what Americana is. Ms. Schneider is okay with the "sports" but is not okay with "Americana". Mr. Brown asked if he should change "Americana" to "Collectibles". He likes "Americana" though. Ms. Brown noted the "Americana" is barely readable. Ms. Flores agreed it is very small. Mr. Brown explained sports is 90-95% of his business. The Commissioners are ok with the sign. Ms. Delevitt noted the sign is more of an Identification Sign. She explained they could also add a business sign and window signage for more exposure.

Mr. Moons moved to approve the exterior improvements and signage as proposed, including the wave bike rack, paint selections and matte black light fixtures. The Sunbrella fade-resistant black awning on the 829 building will be located above the first level windows, running across the entire elevation. The approval for these buildings are, pending Staff review of the final sign and awning drawings and Board approval for the Special Use. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ms. Delevitt noted the petitioner could have a larger window sign, in lieu of a building sign. In addition, the petitioner will also be applying for the Business Facade Rebate Program. If approved, the Village could pay for 50% of his building and site improvements.

Items from Staff

Ms. Delevitt has addressed the violations previously discussed by the Commission, including Cyclebar displaying their sign too early and an incorrect sign panel. She sent a letter to Noodles & Company about the macaroni noodles and signage on their umbrellas. They will need to appear before the Commission or change them back to plain red. Luna Flooring, a long-time violator, has received a sign violation for sign ghosting from an old sign due to weathering. Ms. Delevitt needs to find out if Italian Kitchen has a temporary approval of their patio structure. Ch. Dunn noted the Sweetgreen windows still look terrible. Bed Bath & Beyond wants to renovate their facade. Ms. Delevitt needs to contact them about their banners.

Next month, the Commission will review Jewett Park Phase 2 and a new kids indoor playground coming to Deerfield Park Plaza. Ms. Delevitt talked to the Cadwell's Corners Owner about "Now Hiring" signs for Brunch Cafe. They are encouraged they will open. Joe Donut and Scoops & Cookies just received approval for the temporary approvals for their outdoor tables.

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Worldwide Liquors has a pending sale with new Owner end of the month. She will address the ongoing violations once this transfer takes place.

Adjournment:

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

The meeting was adjourned at 8:30 p.m. The next regular meeting of the Appearance Review Commission will be held on August 22, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary