

Appearance Review Commission

Meeting Minutes

August 22, 2022

A meeting of the Appearance Review Commission was held on Monday, August 22, 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:

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Jason Golub
Daniel Moons

Absent:

Troy Mock
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the July 25, 2022 Appearance Review Commission meeting. Mr. Golub seconded the motion. The motion passed unanimously on a voice vote.

Business:

1. Deerfield Square, Waukegan and Deerfield Roads: parking lot landscape removal

Chris Siavelis with CRM Properties proposed to remove the 22 landscape diamonds in the parking lot, as they want to re-asphalt the entire lot. They will also complete the changes in front of Barnes and Noble and much needed curb maintenance. It has been over 20 years since the asphalt was originally installed. The diamonds have been problematic over the years, because drivers mistakenly run over them, and they are too small for viable landscape growth. Mr. Siavelis acknowledged that the Village recommends adding plantings somewhere else on the site to make up for the landscape removal. He explained they propose to redevelop the area between Egg Harbor Cafe

and Whole Foods Market. They would like to remove the existing playground and redevelop the entire area. He noted the contract for the asphalt work is scheduled for this fall, but the landscape plan is not ready. It will be submitted within 90 days. Ms. Delevitt explained Mr. Siavelis met with Staff to see if this could be done, as it is outside the Appearance Code. The Code requires landscape islands to break up large areas of asphalt. Mr. Siavelis reminded the Commission that the diamonds are also outside the Appearance Code, but they were installed before the Code was adopted. Ownership is planning to remove the playground in the upcoming months. They receive constant complaints about the distasteful graffiti.

Mr. Moons suggested removing four (4) parking spaces in the center of the parking lot, and make them into viable landscape islands with trees. Mr. Siavelis explained the parking lot cannot be modified without anchor tenant consent. He also does not want to reduce the number of parking spaces. Ms. Chaitman agreed it is difficult to see the grasses or landscaping in the diamonds. She also thought about adding greenspace in the parking area, but there is barely enough parking in the center. Ch. Dunn would have preferred to see the entire plan together. The petitioner is asking to go against the Appearance Code by removing the existing landscaping. The Appearance Code requires us to break up the sea of parking with island plantings. She noted plantings work in parking lots. Mr. Siavelis indicated the landscaping project is in the books for spring.

Mr. Moons moved to approve the changes to the Deerfield Square parking lot including the removal of 22 landscape diamonds with the intent that the children's play area will be redeveloped to include more landscaping. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Moons, Flores, Golub (4)

NAYS: Dunn (1)

2. Luna Flooring Gallery, 350 Lake Cook Road: exterior repairs and painting

Robert Bush, Owner of Luna Flooring Gallery, would like to update the facade by painting the south wall light blue. He received a violation from the Village that the facade had visible holes that needed repair and would like to update the color at the same time. They would be painting the portion of the building above the windows on the front elevation. Ms. Delevitt noted the petitioner brought a different color sample to show the Commission. The color noted on the drawings was bright and could be considered a sign, which is outside of the Appearance Code. Ch. Dunn questioned whether the newly proposed color would also be considered a sign, to draw people in. The Commissioners believe the newly proposed color is better than the color provided in the packets. Mr. Golub suggested painting the sides blue and have white in the middle to add more contrast to the sign. Mr. Bush suggested a grayish white color in the middle, so the words Flooring Gallery do not blend into the background. Ms. Chaitman likes the idea of having two (2) tones, but is concerned about the brightness of the blue. Mr. Busch expressed concern about painting the wall too dark. Ms. Chaitman does not believe a true white would be

good. Ms. Delevitt suggested painting the center but keeping the same color on the sides. Ch. Dunn expressed concern about painting only part of the building. Mr. Bush would not want to repaint the sides the same color. The Commissioners expressed concern about not seeing the colors. Mr. Bush believes the proposed light blue English Hollyhock color is non-obtrusive. The Commissioners would like to see color options for a second color. Mr. Moons suggested they approve the proposal subject to the petitioner submitting an off-white color sample.

Mr. Golub moved to approve the exterior repairs and painting for Luna Flooring Gallery with Behr English Hollyhock in the center of the wall and an off-white color that complements the building on either side. A color sample will be supplied to the Village before they begin the work. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

3. Kids Empire, 495 Lake Cook Road: building changes and signage

Attorney Lawrence Freedman and Reuben Rischall, representing Kids Empire, and David Dresner, representing the shopping center, were present. Mr. Freedman explained they are proposing wall signage with a letter height of 33 inches and a 44-inch logo in lieu of the permitted 24-inch-high letters. They believe their location in the corner, has poor sightlines and warrants the increased letter height. Ms. Delevitt noted the former Hadassah letters were on two (2) lines and totaled 36 inches in height. The Secretary of State signage is 24 inches high. Ms. Chaitman noted the other tenants have letter heights of 24 inches. Mr. Dresner explained the sign criteria was established a long time ago and represents guidelines. He would rather look at each space individually. This is a 13,000 square foot tenant space in the back of the shopping center. Mr. Dresner believes this is a separate building with 100 feet of frontage, so it would warrant a larger sign. Previously, two (2) tenants occupied the space and each space had 24-inch-high signs. Ownership believes it would look out of scale to have such a small sign on a large building.

Ch. Dunn is okay with the letter size, but would prefer fewer colors on the sign to make it easier to read. Mr. Freedman explained that is their brand. Ms. Flores believes the logo is difficult to read. Mr. Rischall explained they are a national business chain with about 40 stores. They will have 150 locations nationally by the end of 2024. Ms. Flores suggested putting the logo on the door in vinyl instead. Mr. Rischall noted they removed the logo from the pylon sign and ground sign, but believes it is important to see the crown and dinosaur on the wall sign. Ms. Chaitman noted it is part of their brand so she is ok with it. Ch. Dunn explained the logo is not readable, which is not helpful for a brand. She mentioned that the Commission helped The Dog Stop tweak their logo so it was more readable. The other Commissioners were okay with the height and colors of the wall sign.

The Commissioners discussed the roof height. Mr. Rischall explained Ownership agreed to raise the roof over 4,000 SF in the rear of the building. The building needs to be altered so their play structure can fit in the building. Ch. Dunn noted the building will be boxier. Ms. Chaitman confirmed the roofing material would be red tile to match the existing roof. It will also blend in with the other facades.

The Commissioners discussed the ground sign. Ms. Delevitt noted the sign was installed when the shopping center was annexed. The size of the sign is larger than what is currently permitted by the Code but is grandfathered into the approval. It formerly had panels for two (2) tenants with a bar between. Ms. Delevitt suggested the petitioner remove the bar for a single panel. Ms. Flores asked if the company has standards for a stacked sign. The word "Kids" on ground sign is proportionately different than on the pylon sign. She would prefer the signs be consistent. Mr. Rischall indicated the scale can be the same. They will both be 18 inches high. Mr. Freedman agrees the relationship should be the same between the two (2) signs.

The Commissioners like the pylon panel. Ms. Delevitt asked about the yellowing of the sign panels and suggested putting a blank panel in lieu of the blacked-out panel from a former tenant. Mr. Dresdner explained sunlight makes the Lexan material yellow. The Commissioners were okay with the directional sign. The font will match the other tenants on the sign.

Ms. Chaitman moved to approve the directional sign, ground sign with the letter heights at 18 inches and relationship between the words to match the pylon sign, the pylon sign and the new roof as submitted for Kids Empire. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Mr. Moons moved to approve the wall sign for Kids Empire as presented with the multi-color sign and letter height at 33 inches with the logo, pending Board approval of the Special Use. The wall will be restored to like-new condition. Ms. Flores seconded the motion. The motion

AYES: Chaitman, Golub, Moons (3)

NAYS: Dunn, Flores (2)

Items from Staff

Ms. Delevitt spoke with Sweetgreen, and they will have information on installing the opaque windows by the end of the month. Bed, Bath and Beyond and Portillo's will remove their banners. Italian Kitchen is operating under the temporary outdoor dining approval and is permitted to have a tent.

Next month Ms. Delevitt is expecting Jewett Park Phase 2 to come to the ARC for approval of the park renovations. 827 and 829 Waukegan Road will return for changes to their approved drawings.

Items from the Commission

Ms. Flores noted Rosebud employees are still smoking outside the Waukegan Road entrance doors. Ms. Delevitt will notify Mr. Lichterman to talk to them. Mr. Moons indicated Bobby's Deerfield is storing furniture items along Deerfield Road. Ms. Flores noted Dunkin' Donuts has a huge pumpkin banner and a sign on their post. Mr. Golub noted the Zupa's sign has letters out. The space between Zupa's and Rosebud has a lot of visible storage material. They also did not fix the windows. Mr. Golub reported Sweetgreen had many garbage cans outside. Ch. Dunn asked about the old Rosebud ground sign and landscape maintenance. She noted that the property looks overgrown.

Adjournment:

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

The meeting was adjourned at 9:00 p.m. The next regular meeting of the Appearance Review Commission will be held on September 19, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary