

Appearance Review Commission

Meeting Minutes

August 23, 2021

A meeting of the Appearance Review Commission was held on Monday, August 23, 2021 at 7:30 p.m. via Zoom. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present were:

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Jason Golub
Troy Mock
Daniel Moons
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist (Present at Village Hall)
Jeri Cotton, Secretary

Public Comment:

There was no Public Comment on non-agenda items on email, via Zoom or in person.

Document Approval

Ms. Chaitman moved to approve the minutes from the July 26, 2021 Appearance Review Commission meeting with a minor correction. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Moons, Schneider, Dunn (7)

NAYS:

Business:

1. Demetris Greek Restaurant/Scrambled, 660 Lake Cook Road - Ground Sign

Karen Dodge, Permit Expediter with Municipal Resolutions, Pete Louckes, Owner of PGL Signs and Lighting were present. Ms. Dodge explained they listened to the comments from the Commission and hope the new design with the boxed-in restaurant names and tagline for Scrambled will be approved. Ms. Delevitt clarified, the petitioner revised Option 1 from the previous meeting. Ms. Flores ensured the boxed outlines are the same size. Ms. Dodge confirmed they are the same size. Mr. Louckes explained the negative space is 1.5-inch margin around the borders. There is also an aluminum divider bar between

the two (2) sign panels. Ch. Dunn asked about the white dot between the “Breakfast Lunch” tagline. Mr. Louckes explained it is a vertical egg with a shadow. Ms. Flores suggested making the egg larger, as it is very small. Mr. Louckes noted it is about 1.125 inches high. Ms. Schneider does not believe it needs to be larger. Ch. Dunn believes it will look like the yellow has chipped away. Mr. Louckes suggested removing the shadow and making it ½ inch taller. Mr. Golub does not believe it will be noticeable on Lake Cook Road. The Commissioners believe it should be changed to a black dot. The Commissioners were okay with the colors, fonts and tagline. Ms. Flores noted the letter height for Demetri’s is 9”, while it is 11” for Scrambled. Mr. Louckes explained it is scaled with the egg beater logo. If the Scrambled height is reduced, the Breakfast and Lunch tagline would have to be reduced so it is justified. Ms. Flores would prefer the fonts to be the same size. She suggested moving the apostrophe down and make the Demetri’s letters 11 inches. Ms. Chaitman, Mr. Moons, Mr. Mock, Ms. Schneider and Ch. Dunn are okay with the signs as proposed. The petitioners will leave the letter heights as proposed.

Ms. Dodge explained they updated the landscape plan by adding flowers and mulch with a rectangular black edging. Ch. Dunn expressed concern, because the flowers will not last all year and suggested replacing some of the plants with shrubs for year-round greenery. Mr. Louckes will speak with the landlord about adding shrubs. Ms. Delevitt noted the original sign locations will be filled in with sod.

Mr. Moons moved to approve the combined monument sign for Demetri’s Restaurant and Scrambled with the white egg changed to a black dot. The petitioner will remove some of the flowers and add low-growing shrubs to the proposed landscaping plan. The revised drawings are, subject to approval by the ARC Chairperson and Staff, pending Board approval for the exceptions. Ms. Schneider seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Golub, Mock, Moons, Schneider, Dunn (6)

NAYS: Flores (1)

2. Fleet Feet, 800 Waukegan Road - New Awning and Sign

Dave Zimmer, Owner of Fleet Feet, explained they have updated their branding with a new logo that they wish to display at all their stores. They propose refurbishing the existing awning frame and changing the fabric to a black Sunbrella fabric with the store name and logo in Pantone Blue 2995C. The sign will be 48.6” wide x 10.2” tall. There will be negative space of 23.7” on both sides and 12.9” above and below the logo. The word “Sports” has been removed, and the flame was added, making the sign is smaller than the previous sign. The Commissioners were okay with the new awning color and sign size. Ms. Chaitman asked if the words could be larger. Ms. Delevitt noted the awning has already been fabricated, and the petitioner may not wish to enlarge the sign. Mr. Zimmer explained they are comfortable with the sign size. He noted they want to get their brand image out there without being overpowering.

Ms. Schneider moved to approve the new awning and sign for Feet Fleet as presented. Ms. Chaitman seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Moons, Schneider, Dunn (7)

NAYS: None (0)

Items from the Commission

Ms. Schneider noted Deerbrook Mall has white boxes covering the T-Mobile pylon sign. Ms. Flores noted T-Mobile in Deerbrook Mall has moved out. Ms. Delevitt will ensure it is covered appropriately. Mattress Firm has vinyl banners on the rear sidewalk facing Hobby Lobby.

Ms. Flores noted the Feet Fleet logo looks very similar to the Fabletics logo. She noted Rhapsody Cafe has a number of umbrellas on the sidewalk. Ms. Delevitt explained they are still operating under their temporary Covid-19 outdoor dining approval. Ms. Flores noted the Menchie's sign is still installed. Ms. Delevitt explained it will be removed.

Items from Staff

Ms. Delevitt reached out to NorthShore University Health Systems about their flag violation. She also spoke with Aligned Modern Health about some posters that needed to be removed. Next month she's hoping to have a few of the petitioners she's been working with ready to present to the ARC.

Public Comment:

There was no Public Comment on non-agenda items on email, via Zoom or in person.

Adjournment:

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

AYES: Chaitman, Flores, Golub, Mock, Moons, Schneider, Dunn (7)

NAYS: None (0)

The meeting was adjourned at 8:29 pm. The next regular meeting of the Appearance Review Commission will be held on September 27, 2021 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary