

Appearance Review Commission

Meeting Minutes

November 22, 2021

A meeting of the Appearance Review Commission was held on Monday, November 22, 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
Troy Mock
Amy Schneider

Absent were:

Jason Golub
Daniel Moons

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

Mr. Mock moved to approve the minutes from the October 25, 2021 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Business:

1. Rootz, 8 & 13 Waukegan Road – Exterior Improvements and Signage

Rootz, a children's performing and fine arts school, is moving from Northbrook to Deerfield. They will occupy two (2) tenant spaces in Cadwell's Corners shopping center. Mr. Matt Gopin, Owner of Rootz, explained they will remove the existing red doors and replace them with a dark aluminum and glass storefront to match the rest of the center.

Mr. Gopin explained they hope to move the wall sign from their Northbrook location to Deerfield. The existing sign has front-lit, channel set letters with black trim caps and returns. It would be flush mounted directly to the wall of the 7,842 square foot main space. Mr. Gopin noted the Planet Fitness sign is larger than their proposed sign. The 1,768 square foot space would have a smaller sign above the storefront.

The petitioner is seeking an exception (variation) to the Deerfield Zoning Ordinance for the sign placement 7'-6" above the roof deck. The proposed sign location is centered on the backer panel and closely aligned with other signs in the center. The ARC is not permitted to grant exceptions for a sign placement greater than 3' above the roof deck. The petitioner will need approval from the Board of Trustees. Mr. Gopin noted the Plan Commission has recommended approval of the roof deck variation from the Village Board. Mr. Mock believes the proposed placement of the sign looks appropriate on the facade. Mr. Gopin noted the baseline of the letters is very similar to the Dollar Tree sign. Ms. Schneider noted Dollar Tree remodeled their facade, so it is not the same size backer panel. Ms. Delevitt noted the cornices appear to be at different heights. Mr. Gopin explained they propose centering the sign on the backer panel. Ms. Flores believes centering the sign would be the best alignment option. Mr. Mock questioned whether the sign should be centered with the letters rather than the entire sign. Mr. Gopin believes the sign would look too low. Ms. Flores noted the Dollar Tree sign looks off-center, as it appears to be aligned with Pets Supplies Plus.

The petitioner is also asking for items outside of the sign criteria. The proposed letter sizes are greater than the sign criteria restrictions. The capital letter heights are greater than 36 inches, the lowercase letters are greater than 25 inches and the letter stroke is greater than 4 inches. They are also asking for a logo on their wall sign. These exceptions have been permitted elsewhere in the center. Ms. Delevitt noted if the Commission feels these items are appropriate, they can approve them with written permission from the Landlord. Ms. Schneider asked if the existing sign could be modified as she is not in favor of the logo. Mr. Gopin explained they would like their logo on the sign, as it is already on their existing sign and part of their branding. Ch. Dunn is in favor of the sign as the wall signs in the center are not all the same. She noted the Commission has granted logo exceptions for many businesses in the center. The Commissioners did not have any challenges with the smaller sign.

The petitioner proposes adding two (2) full width sign panels to both existing pylon signs for Cadwell's Corners. The proposed sign panels meet the sign criteria for the center, as the petitioner has agreed to match the green color required for the center.

The Commissioners discussed the new storefront. Ms. Schneider noted the front door appears to be moved off center. Mr. Gopin explained the door had to move for the floorplan to work. Ms. Schneider questioned whether having all windows would work in the studio spaces. Ms. Delevitt noted the Village only allows for 20 percent of the window areas to be covered. Mr. Gopin noted they may install window shades or come back to the Commission for a tinted vinyl in the future.

Ms. Schneider moved to approve the exterior improvements and signage for Rootz as presented, pending Board approval of the exceptions. Mr. Mock seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Gracie Barra, 55 Waukegan Road – Wall Sign and Pylon Signs

Phuong Nguyen from Gracie Barra Deerfield and Zhuming Smith from Apex Signs and Graphics were present. Ms. Nguyen explained Gracie Barra, a jiu-jitsu school, is moving to Cadwell's Corners from Deerfield Square. They will be occupying the former Wheel Power Studio at the north end of the shopping center and propose a new wall sign and pylon sign panels. Ms. Smith explained the proposed wall sign will be centered over the storefront between the two (2) west column bays. They are requesting a logo, which is outside the sign criteria, but dictated by their franchise and prevalent in the center. The logo has a triangular "G" with smaller lettering that reads "Gracie Barra" and "Carlos Gracie JR." The Landlord has provided written approval for the sign exceptions (variations). They are also seeking approval of the non-illuminated tagline "Jiu-Jitsu - Self Defense" at the bottom of the sign. The ARC previously allowed the tagline "Jiu-Jitsu" on the sign at the Deerfield Square location.

Ms. Flores does not believe the tagline with the extended, condensed font and kerning, will be readable. Ms. Smith explained this came from the corporate branding department. Ms. Flores noted there is no consistency with other locations, except the logo. Ms. Delevitt noted their original submittal did not have the tagline, and was easier to read. Ms. Nguyen explained the franchise started to update their branding and the signage must be consistent with their branding. Ms. Nguyen explained the tagline is for walk-ins. Mr. Mock suggested making the tagline bolder and having more space between Gracie Barra and the tagline. Ch. Dunn is not a fan of taglines, but it is required by the franchise and they have part of the tagline in Deerfield Square. She suggested putting the tagline in the window, so the wall sign is more readable. Ms. Smith noted the Gracie Barra has a 5-inch depth while the tagline has a ½ inch depth. Ms. Nguyen explained people do not know what Gracie Barra is, so the tagline is necessary. Mr. Mock does not have an issue with the tagline, but believes the sign should be less crowded and easier to read. Ms. Chaitman and Ms. Schneider agree. Ms. Nguyen suggested centering a less-condensed font and bringing it down vertically. Ms. Smith will change the second line to a non-condensed version of AdihausDIN Bold font and bring in the spacing between the letters. The tagline will extend from the R in Gracie to the second R in Barra. They will also bring the tagline down slightly, to allow more space vertically. The Commissioners indicated the proposed changes would be pursuant to approval from Ms. Flores, Ch. Dunn and Ms. Delevitt.

The petitioner proposes four (4) sign panels for the Lake Cook and Waukegan Road pylon signs. The requirements for the half panel include a white background and black lettering in Fitz Quadrata Standard font. No logos are allowed. The petitioner is asking for their logo and corporate font to be on the pylon panels. The Commission can grant the exception with permission from the Landlord if deemed appropriate. Ms. Delevitt noted the Commission allowed Club Pilates to have a logo on their pylon sign panels, but other businesses were denied similar requests. Ms. Flores noted the type in the logo will not be readable. Ms. Nguyen noted the logo is more recognizable than Gracie Barra. The Commissioners do not believe the logo is necessary on the pylon sign panels. Ms. Nguyen agreed to remove the logo and slightly enlarge and center the Gracie Barra name.

Mr. Mock moved to approve the wall sign and pylon sign panels for Gracie Barra, pending approval of the revised drawings by Ch. Dunn, Ms. Flores and Staff. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from the Commission

Ms. Schneider noted Starbucks in downtown Deerfield has removed their patio enclosure and has new furniture and planters. She noted there are holes in the concrete where the railings were removed. Ms. Delevitt noted it may be part of a temporary Covid approval but she will inquire about it. Ms. Schneider asked about Bobby's new tent enclosure on their patio. Ms. Delevitt noted the Village approved the temporary enclosure as part of their Covid-19 outdoor dining approval. Ms. Schneider noted the furniture storage, which was previously removed, is now back inside the tent and visible from Deerfield Road. Ms. Delevitt will look into it. Ms. Schneider noted Kay's Foot Spa has decorative lights in their windows. Ms. Delevitt believed they could be holiday lights.

Ms. Flores asked if the ground sign at Rosebud's former location is allowed. Ms. Delevitt explained signs on vacant businesses should be removed, but it is very difficult to remove such a large sign. They would likely have to cover it, which may look worse.

Ms. Schneider noted BP on Lake Cook and Waukegan Road did not install the masonry base on their new sign. Ms. Delevitt will make sure they still plan to finish the sign.

Items from Staff

Ms. Delevitt noted Joe's Donut will be at the next meeting for signage. They will be opening soon.

Ms. Delevitt attended the last Village Board meeting and presented the Façade Rebate Program to the Trustees. The program was well received and was approved to begin in 2022. There will now be an incentive to fix up some of the buildings in the C-1 and C-2

districts. Ch. Dunn asked how the program would be promoted. Ms. Delevitt noted the Chamber of Commerce will assist the Village in promoting the program.

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. Flores moved to adjourn the meeting. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

The meeting was adjourned at 9:17 p.m. The next regular meeting of the Appearance Review Commission will be held on December 15, 2021 or December 16, 2021 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary