

MEMORANDUM

TO: Plan Commission
FROM: Jeff Ryckaert, Principal Planner and Dan Nakahara, Planner
DATE: October 6, 2021
RE: Public Hearing for an Amendment to an Existing Sign Plan and Sign
Exception to Allow a Ground sign at 660 Lake Cook Road



Application History

Public Hearing Publication Date: September 16, 2021
Planning Commission Public Hearing Date: October 14, 2021

Zoning Actions

The Deerfield Plan Commission is conducting a Public Hearing to consider the following zoning action from C Landings, LLC, applicant and property owner of 660 Lake Cook Road for:

The petitioners must amend their sign plan for the 660 Lake Cook Road property to allow a single, 50 square foot (per sign face) ground sign to replace two existing, stand alone, ground signs each with 32 square feet per sign face. The petitioners are seeking a sign exception for the overall size of the proposed ground sign.

Subject Property

The subject property consists of 660 Lake Cook Road. The property is zoned C-2 Outlying Commercial District and is developed with an 11,000 square foot single story restaurant building shared between Demetris Greek restaurant and Scrambled restaurant. The property is allowed to display two (2) ground signs limited to 32 square feet per sign face per Ordinance O-96-01.

Proposed Plan

The petitioners are requesting one (1), 50 square foot, double-faced, ground sign with both restaurant names displayed on the sign panels. If the new ground sign is approved, the petitioner would remove the two (2) existing double faced ground signs. The petitioner's material indicate that the proposed ground sign would help clarify the location and assist the motoring public in identifying the locations. The tagline Breakfast Lunch has been added to the Scrambled sign panel the respective logos for each restaurant would be included on the sign in order to distinguish between the different restaurants. The proposed ground sign is the same distance from Lake Cook Road property line as the current ground signs. The petitioner is also proposing a landscaped area at the base of the proposed ground sign.

The petitioner's plans indicate the new design of the double sided internally illuminated panel monument sign will consist of two (2), 2.25' by 10' panel sections. Each section will have the restaurant names and logo. The new sign will be internally illuminated with LED lighting. The sign will sit on a three (3) foot stone face base with a two (2) inch limestone cap. The top of the sign has a six (6) inch stone cap. The petitioners have provided a new landscaping plan for the area around the base of the sign.

Zoning Conformance

The petitioners must amend their sign plan for the 660 Lake Cook Road property to allow a new larger ground sign to replace the two (2) existing ground signs. The petitioners must also seek the necessary sign exceptions for the proposed new ground sign as noted below.

Signage - Business Ground Sign (Article 9.02-B)

Business Ground Sign

Number

Permitted: Not more than one (1) ground sign per lot.

Proposed: One (1) ground sign is proposed with two (2) tenant panels. One (1) tenant panel has the text: Demitri's Greek Restaurant and one tenant panel has the contents: Scrambled with the tagline Breakfast Lunch.

Area

Permitted: The maximum surface area of the ground sign may be up to thirty-two (32) square feet per sign face not exceeding an aggregate surface area of 64 square feet.

Ordinance O-96-01 granted an exception in 1996 to allow for two (2), ground signs on the lot for a total aggregate surface area of sixty-four (64) square foot for each sign, for a total area of 128 square feet of ground signage for both signs.

Proposed: One, fifty (50) square foot in area per face ground sign with an aggregate surface area of 100 square feet for both faces of the new ground sign (per the zoning ordinance, the area of the pedestal/base is not included in the measurement of the sign area.) The petitioner will need a sign exception for the area of the ground sign to be 50 square feet per face in lieu of the maximum 32 square feet per face.

Location

Permitted: In a required front, side, or rear yard but shall not extend over any lot line.

Proposed: The proposed ground sign is fifteen (15) feet from the south (front) property line.

Height

Permitted: Not higher than twenty (20) feet above curb level.

Proposed: The new sign will be eight and half (8.5') feet in height.

Appearance Review Commission

June 28, 2021 Appearance Review Commission (ARC) meeting to review the proposed ground sign for 660 Lake Cook Road.

Below is a summary of the June 28, 2021 ARC meeting:

1. Overall Design and Placement – The Commissioners were in favor of the 50 square feet combined ground sign instead of two (2) separate 32 SF signs. They thought the size and placement of the sign was appropriate. They also liked the stone material proposed for the base.
2. Panel Designs – The ARC did not favor any of the three (3) panel options presented by the petitioner. They felt the panels failed to show a cohesive design between the two (2) businesses. They suggested that the petitioner returns with either: Option 1 with a border added around the Demetris portion of the sign or Option 3 with the tagline “Breakfast • Lunch” added. The ARC generally does not encourage businesses to use taglines on signage unless it clarifies the operations of that particular business. For Scrambled, the majority of the Commissioners felt the tagline helped clarify the restaurant’s hours of operation.
3. Landscape Plan – The petitioner did not have a landscape plan to discuss at the meeting. It was noted that the Owner wishes to do a similar rock circle with mulch that are at the base of the existing signs. The ARC informed the petitioner that they would prefer to see plantings at the base.

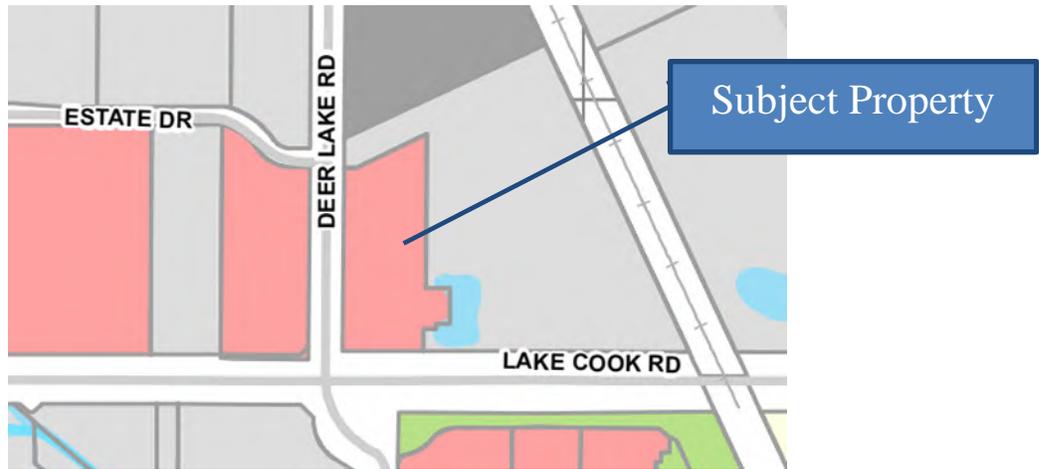
The petitioner agreed to return to the ARC with revised drawings, including a landscape plan and views of the sign at night.

August 23, 2021 Appearance Review Commission (ARC) virtual meeting on the proposed ground sign for 660 Lake Cook Road. Below is a summary of the August 23, 2021 ARC meeting:

1. Panel Designs – The ARC reviewed Option 1 of the three (3) panel designs presented at the last meeting with the requested changes. A rectangular border was added around the Demetris Greek Restaurant sign panel, and the tagline “Breakfast • Lunch” was added to the Scrambled sign panel. The Commissioners noted the egg symbol, which separates the words “Breakfast” and “Lunch” in the Scrambled panel was difficult to read. They felt it looked like a piece of vinyl was chipped off the sign, and a black dot would read better.
2. Landscape Plan – The Commissioners reviewed the updated landscape plan, which consists of a 4’ x 12’ rectangular planting area with eight (8) daylily plantings around the base of the sign. The ARC noted that the flowers would only be in bloom for a short period of time, and it would be preferable to have a mix of flowers and low growing shrubs for year-round greenery.

The ARC voted 6-1 in favor of the Demetris Greek Restaurant and Scrambled combined sign, pending Board approval for the requested sign exception for the area of the new ground sign. The petitioner will revise the sign to replace the egg symbol with a black dot and replace some of the plantings with low growing shrubs. The revisions have been made.

Village of Deerfield 2021 Zoning Ordinance Map



	R-1	SINGLE FAMILY DISTRICT ONE FAMILY DWELLINGS AND ACCESSORY USES
	R-2	SINGLE FAMILY DISTRICT SAME AS R1
	R-3	SINGLE FAMILY DISTRICT SAME AS R1
	R-4	SINGLE & TWO FAMILY ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	R-5	GENERAL RESIDENCE ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	C-1	VILLAGE CENTER
	C-2	OUTLYING COMMERICAL
	C-3	LIMITED COMMERICAL OFFICE
	I-1	OFFICE, RESEARCH, RESTRICTED INDUSTRY
	I-2	LIMITED INDUSTRIAL
	P-1	PUBLIC LANDS SCHOOLS, PARKS, PUBLIC BUILDINGS & CEMETERIES



Legend

0 100 200
ft

Print Date: 10/6/2021

Notes

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