

MEMORANDUM



VILLAGE OF DEERFIELD

TO: Plan Commission

FROM: Jeff Ryckaert, Principal Planner and Dan Nakahara, Planner II

DATE: October 4, 2023

RE: Public Hearing on Portillo's Restaurant Request for Approval of New Menu Boards Pursuant to Article 9.02-B,14(a) of the Deerfield Zoning Ordinance for Their Restaurant Located at 700 Lake Cook Road

Application History

Public Hearing Publication Date: September 21, 2023

Planning Commission Public Hearing Date: October 12, 2023

Zoning Actions

The Deerfield Plan Commission is conducting a Public Hearing on October 12, 2023 to consider the request of Dog's Life Ventures, LLC., property owner of 700 Lake Cook Road. The petitioner is seeking approval of proposed menu boards pursuant to Article 9.02-B.,14 (a) of the Deerfield Zoning Ordinance.

Subject Property

The subject property consists of Portillo's Restaurant, which is located at 700 Lake Cook Road. In 2016, Portillo's was granted permission to amend the planned unit development and construct the 10,772 square foot restaurant with a dual drive-thru as a Special Use (Ord. O-16-14). The subject property is zoned C-2 Outlying Commercial District and is approximately 2.3 acres in size.

Surrounding Zoning and Land Use

North: I-1 Office, Research and Restricted Industrial District, 3 office buildings,
Deer Park Business Center

South: I-1 Office, Research and Restricted Industrial District, 707 Lake Cook Road Office Building and C-2 Outlying Commercial District, Home Depot PUD (south of Lake Cook Road)

East: C-2 Outlying Commercial District, Demetri's Restaurant and Eggshell Café (across Deer Lake Road)

West: I-1 Office, Research and Restricted Industrial District, 770 Lake Cook Road office building; and C-2 Outlying Commercial District, Courtyard Marriott Hotel

Proposed Plan

The petitioners are seeking approval to replace its current 36.64 square foot, non-digital menu board in their drive-thru operation with a smaller sized, digital menu board. The new 3-panel menu board will be 21.49 square feet and positioned at a 45-degree angle away from Lake Cook Road. There will be no flashing, moving or excessively bright images. The existing speakers will remain for ordering and the applicant will limit of the brightness of the digital menu board screen to be between 500-1,500 nits. Nothing will change to the plans regarding traffic, circulation or parking.

Zoning Conformance

The petitioners are seeking approval of their proposed menu boards by the Plan Commission pursuant to below Article 9.02B.14 (a) of the Deerfield Zoning Ordinance.

Article 9.02B.14 -Restaurant Drive-Thru Menu Board Signage in the C-2 Outlying Commercial District (Ordinance Number 0-14-13)

- a. Number, Area, Location, Height and Lighting- The number, area, location, height and lighting of a restaurant drive-thru menu board sign shall be determined by the Corporate Authorities following review and consideration of a recommendation from the Village Plan Commission. (Ord. 0-14-13)

In 2014, the Plan Commission explored the issues of menu boards and sent a recommendation to the Board of Trustees. The Board of Trustees passed Ordinance O-14-13 regarding drive-thru menu boards. The outcome was that the Village would review menu boards of all types in the C-2 Outlying Commercial District on a case-by-case basis. Any new drive-thru menu boards would be evaluated based on the number, area, location, height and lighting.

Landscaping Plan

The petitioner plans to maintain the existing landscape plan. No changes are proposed to the landscaping plan and the location of the proposed menu boards will remain the same.

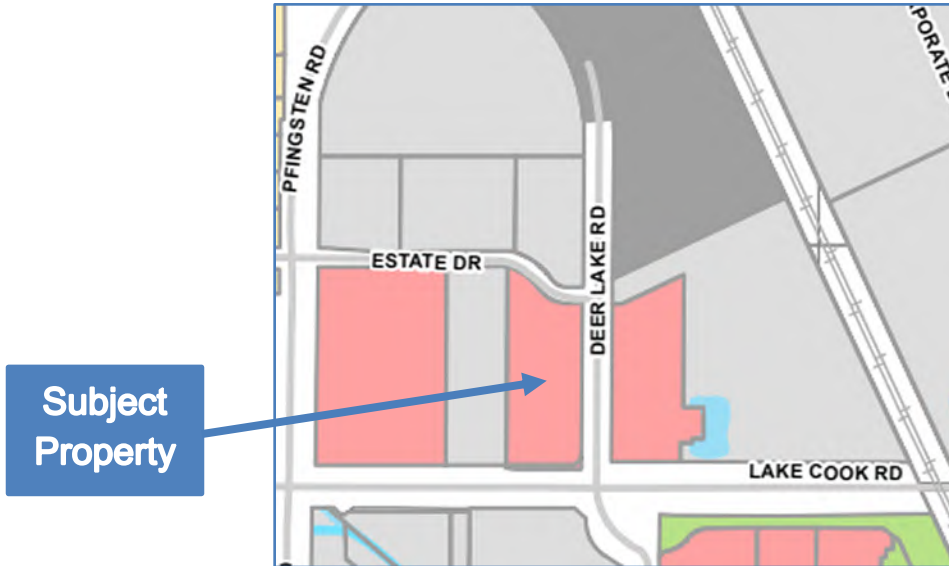
Menu Board Brightness







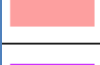
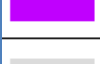



The petitioner has indicated that they would keep the brightness level for the proposed menu board between 500 – 2,500 nits. A nit is a unit of measurement of luminance, or the intensity of visible light. Nits are used to describe the brightness of computer displays, such as LCD and CRT monitors and in this case a digital menu board. *Luminance* (measured in nits) quantifies surface brightness, or the amount of light an object gives off. *Illuminance* (measured in foot-candles) quantifies that amount of light, which falls onto an object.

Appearance Review Commission (ARC)

The petitioners met with the ARC on July 24th, for the Portillo's digital menu boards at 700 Lake Cook Road. The petitioners discussed their proposal to remove the existing static menu board and replace it with a smaller, digital menu board. The order takers will still be utilized during high volume hours. The Commissioners were ok with the new 3-panel digital menu board with the brightness maintained at 500-1500 nits, per Village standards. The ARC voted 5-0 in favor of the new menu boards, pending Village Board approval.

Village of Deerfield 2023 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 COMMERCIAL
	C-3	LIMITED COMMERCIAL OFFICE
	I-1	OFFICE, RESEARCH, RESTRICTED INDUSTRY
	I-2	LIMITED INDUSTRIAL
	P-1	PUBLIC LANDS SCHOOLS, PARKS, PUBLIC BUILDINGS & CEMETERIES



0 100 200
ft

Print Date: 10/6/2023

Notes

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