

Appearance Review Commission

Meeting Minutes

March 28, 2022

A meeting of the Appearance Review Commission was held on Monday, March 28, 2022 at 7:30 p.m. via Zoom. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present:

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Daniel Moons
Amy Schneider

Absent:

Jason Golub
Troy Mock

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. Schneider moved to approve the minutes from the February 28, 2022 Appearance Review Commission meeting. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Business:

1. The Dump, 250 South Waukegan Road – Pylon Sign Panels

John Streetz with Doyle Signs was present. Deerbrook Mall is trying to fill vacancies on their five (5) pylon signs by offering additional signage to existing businesses. The Dump will be adding two (2) sign panels to Pylon 5 along Lake Cook Road. The sign panels will be located below the Marshalls panel at the third position from the top. Proposed is an aluminum sign face with 1” thick acrylic, routed-out, push-through graphics. The panel is

to be painted MAP 13914 Greyshank, suede satin finish, as required by the sign criteria, and the letter faces will be PMS 109C Yellow to match the store's existing pylon panels on Waukegan Road. The minimum 4" margin around the text has been provided. Mr. Street noted the proposed sign panels meet the sign criteria for Deerbrook Mall and all applicable codes for the Village of Deerfield.

Ms. Flores ensured the yellow was the same color that is used on the wall sign. Ch. Dunn noted the font also matches. Mr. Street explained the signs would match the existing signs.

Ms. Flores moved to approve the pylon sign panels for The Dump as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Scoops and Cookies, 740 Waukegan Road – Wall Sign

Billy Kerstein with Scoops and Cookies and Chris Siavelis with CRM Properties, were present. Mr. Siavelis explained the petitioner is proposing a new wall sign that is to conform to the previously approved design for this tenant building. The new wall sign will be on a 2'-6" high aluminum backer panel painted navy with white front-lit, channel letters. The sign is within the Deerfield Square Sign Criteria and Deerfield Zoning Ordinance.

Ms. Flores asked about the color of the backer panel. Mr. Siavelis explained the backer panel will match the Captain Navy awnings. The internally illuminated letters will be white, per the previously approved signs.

Ms. Schneider moved to approve the Scoops and Cookies wall sign as presented. Mr. Moons seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

3. Venus Med Spa, 740 Waukegan Road – Wall Sign

Susan with Venus Med Spa, Jim Krumin with Omega Signs and Mr. Siavelis were present. Venus Med Spa, a medical spa focusing on anti-aging services is coming to the former Coldwell Banker tenant space in Deerfield Square. The petitioners are proposing a new wall sign that is to conform to the previously approved design for this tenant building. The new wall sign will be on a 2'-6" high aluminum backer panel painted navy with white front-lit, channel letters.

Mr. Moons moved to approve the Venus Med Spa wall sign as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

4. Deerfield Square Office & Retail Building, 728 Waukegan Road – Renovation Final Review

Mr. Siavelis and Jeff Malk from CRM Properties and Jesper Dalskov with Stantech Architecture were present. Mr. Siavelis noted they appeared before the Commission in January and received favorable comments. The proposed facade is the same, but they added a detailed landscape plan, recessed lighting and masonry details to the drawing set. The proposed new reddish masonry and knee wall will match the red brick throughout the shopping center.

Mr. Dalskov presented the proposed building renovation with ground floor retail and second floor office uses. The new design lowers the building height and has two (2) colors of brick, metal panels and limestone accents. The building scale is consistent with the other buildings in the development. The south elevation has the same dimensions as the existing building, but the color palette will be the same as the north elevation. Mr. Dalskov noted they will relocate the accessible parking spaces that currently cut into the front walkway to allow for more outdoor seating.

Mr. Dalskov presented the proposed plant schedule, which is full of hearty, salt-resistant plantings and is consistent with the property. They will add some annuals for seasonal color. Ch. Dunn asked about the height of the vegetation. Mr. Dalskov noted the tallest plantings are 3 – 5 feet, and the planters will be irrigated. Ms. Schneider asked if the Captain Navy panels on the 740 Building will look okay adjacent to the black panels. Mr. Siavelis explained there are a variety of panel colors throughout shopping center.

Mr. Siavelis noted they will come back to the Commission for finalization of the wall sconces, signage and outdoor furniture. He noted the proposal is a very viable use for the space.

Ms. Schneider moved to approve the Deerfield Square Office and Retail Building as presented. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

5. Curaleaf, 677 Lake Cook Road – Signage

Attorney Lawrence Freedman of Ash, Anos, Freedman & Logan, Luke Flood, Vice President of Curaleaf and Lauren Funk with Curaleaf were present. Mr. Freedman explained Curaleaf holds the medical cannabis license in the Village and is looking to

move locations and expand their business to include recreational cannabis. They will close their existing location in Deerfield once the new one opens. They will need a Special Use permit from the Village for the new location. Mr. Freedman noted the proposed signage is compliant with the building's past uses; however, the Village's Ordinance has set limitations on signage for cannabis business establishments. They are asking for a variation, because they do not believe the signage requirements of one (1) sign not greater than 10 square feet are realistic. They propose three (3) wall signs on the north, east and west elevations. Mr. Freedman explained the signs would comply with the Deerfield Zoning Ordinance for any other use, except cannabis. He believes limiting the signage does not provide enough visibility for the business in this location. Lake Cook Road dips below the underpass, making it difficult to see the nearby businesses.

Ch. Dunn noted the petitioners are requesting three (3), larger signs rather than one (1) sign that is not greater than 10 square feet. Ms. Delevitt noted the proposed signs are 36 square feet each. Mr. Moons is okay with the number of signs and size of the proposed signs, but questioned why a box sign design is proposed. Mr. Flood explained individual channel letters would be difficult because of the lack of electrical wiring access. The existing infrastructure is already there for box signs. Ms. Delevitt noted Peapod Pick-up had large, 56 square foot box signs, but they were approved before the Deerfield Appearance Code discouraged box signs. Ms. Funk noted the proposed box signs are only 4 inches deep.

The Commissioners believe the scale of the proposed signs look good. They believe the proposed box signs were done tastefully, but a backer panel with individual channel letters would be preferred. Ch. Dunn does not see the need for three (3) signs. Although this is a unique location, she believes one (1) sign is enough. She noted the Appearance Code discourages box signs. Ms. Delevitt explained the Northbrook and Skokie locations have raceways. Mr. Moons noted the Appearance Code does not allow raceways. He believes a box sign is preferred to a raceway. Ch. Dunn believes a backer panel would look better than a box sign. Mr. Freedman explained the petitioner originally came in with a pylon sign and a raceway. Ms. Delevitt noted they are not allowed to have a pylon sign. They abandoned the pylon sign and changed the raceway to a tasteful box sign. The prior petitioner had four (4) signs, but the current petitioner is asking for only three (3) signs. Mr. Freedman noted the grade change on Lake Cook Road makes additional signage necessary for visibility. The Commissioners are okay with the number of signs, but prefer a backer panel with individual channel letters. Ch. Dunn believes three (3) signs are unnecessary. The petitioner would consider a backer panel with individual channel letters and will return to the ARC with a revised sign package.

Mr. Moons moved to continue further discussion on the Curaleaf signage to the April 25, 2022 ARC meeting. Ms. Flores seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from Staff

Ms. Delevitt reported the City Barbeque trash enclosures doors are working, but are beaten up. She contacted Starbucks in Deerbrook mall to remove their banner. She went by River Trails Animal Hospital to look at their windows. They do have roll shades but they don't always use them. She does not believe there is anything offensive in the windows. Ms. Delevitt will get back to Kay's Foot Spa when it is dark, to see their lights.

Ms. Delevitt noted next month they will see Deerfields Bakery and the Starbucks in Deerbrook Mall. The Board of Trustees voted to return to in-person meetings in April. The next meeting will be in-person, unless the Board decides otherwise. The Commissioners were okay with returning to in-person meetings.

Items from the Commission

Ms. Schneider asked about the Sweetgreen window panels. She noted they have visible boxes and a metal rack in the window. Ms. Delevitt will look into it.

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, Moons, Schneider, Dunn (5)

NAYS: None (0)

The meeting was adjourned at 8:54 p.m. The next regular meeting of the Appearance Review Commission will be held on April 25, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary