

MEMORANDUM

TO: Plan Commission

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

DATE: April 18, 2017

RE: Public Hearing Re: Request for an Amendment to a Deerbrook Shopping Center Commercial Planned Unit Development to Permit Renovations to the Area Located Between the Hobby Lobby Store and the Former Sports Authority Space to Allow a New Retail Building and New Road; A Special Use for Stein Mart, and Pylon Sign Renovations and Revised Sign Criteria for the Shopping Center.

Subject Property

The subject property consists of Deerbrook Shopping Center, which is 47.45 acres in size. The subject property is zoned C-2 Outlying Commercial District and is a Commercial Planned Unit Development. In 2001, Deerbrook Mall received approval for an amendment to the PUD for major renovations to the property including the parking lot, landscaping, signage, lighting, exterior façade, and improvement to the south end of the mall for the former Great Indoors space. As a result of the 2001 renovations to the shopping center, the gross square footage of the shopping center was 651,196 square feet and the gross leasable area was 623,761 square feet according to the 2001 approved site plan.

In 2005, the ownership received approval for major renovations to the middle portion of the shopping center including removing the roof over the interior portion of the mall and converting that area to an open-air mall, new tenant and directional signage, removing the vacant theater space and adding parking spaces in the rear and vehicular connections at the north and south ends to Deerfield Park Plaza (formerly Lake Cook Plaza). The only part of Deerbrook's 2005 plans implemented were the vehicle interconnection between the two shopping centers at the north and south ends, while the rest of the 2005 approved plans expired.

In 2013, the property received approval for renovations to the northeast corner of the shopping center including demolishing the old Devon Bank building and reconstructing a new outlot building in this location for Subway and MOD Pizza restaurants. A Starbucks restaurant with a drive-thru was also approved at this time. In 2014, the property owner received special use approval for the Hobby Lobby store at the south end of the shopping center in the former Best Buy space. In 2015, Deerbrook received approval of renovations to the north end of the shopping center to permit a new Jewel-Osco store and two new outlot buildings. As a result of the 2015 renovations, the square footage of the shopping center was 629,552 square feet.

Surrounding Land Use and Zoning

North (across Lake Cook Road): C-2 Outlying Commercial District - Shell Gas Station, Luna, and other retail uses

South: C-2 Outlying Commercial District - Red Roof Inn Motel, Northwestern Memorial Hospital medical offices and Prairie Point Shopping Center

East: (across Waukegan Road): C-2 Outlying Commercial District and unincorporated Cook County – North Shore University medical offices, and vacant former Office Depot property, and Glenbrook Countryside Estates subdivision (single family residential)

West: C-2 Outlying Commercial District – Deerfield Park Plaza

Proposed Plans

The petitioners are proposing the following items:

- 1) Redevelopment of the area between Hobby Lobby and the former Sports Authority Space.
- 2) A Special Use for a Steinmart store in the Office Max space.
- 3) Pylon sign renovations and new sign criteria for the shopping center.

On April 13th, a pre-filing conference was held for the request for a Special Use for a 41,926 square foot Art Van Furniture in the space previously occupied by Sports Authority. The Public Hearing is scheduled for May 11, 2017.

The three (3) requests that are in front of the Plan Commission have been separated out and each request has a separate heading that is capitalized and underlined below:

REDEVELOPMENT OF THE AREA BETWEEN HOBBY LOBBY AND THE FORMER SPORTS AUTHORITY SPACE

The petitioners are proposing a redevelopment of the area between the Hobby Lobby store and the former Sports Authority space to add new 34,920 square foot building and with a new road with angled parking spaces along both sides of the new road. The new building will consist of three tenant spaces. The size of the three new tenant spaces will be: 10,570 square feet for Ulta at the south, Retail A (Office Max) at 15,000 square feet, and Retail B at 9,350 square feet for a total of 34,920 square feet. The existing obsolete mall space at the south end of Deerbrook Shopping Center to be demolished in order to create three new viable retail spaces consists of approximately 134,276 square feet.

The new three-tenant retail building in this area will align with the façade of the former Sports Authority, as the new building will be built further west than the former interior

mall. The north/south road in front of the mall is shifted further to the west as well.

The extent of the changes in the this area of the shopping center are shown on the existing plan dated April 17, 2017 labeled Existing Plan With Area to Be Demolished, also on the proposed enlarged plan with existing overlay dated April 6, 2017 and on the existing conditions plan (ET1 dated 02/10/17) in the civil engineering drawings. The petitioner is proposing to paint the concrete masonry units (CMU) on west/rear elevation to match the color of south and east elevations. The petitioner is also incorporating landscaping to the west and south elevations of the building.

The petitioners have indicated that the new road will provide access to the tenants in the rear of the shopping center as well as provide more convenient access to the rear parking areas of the shopping center which have been underutilized. In addition to improving parking efficiencies in the shopping center, the petitioners have indicated that traffic circulation will be improved at the shopping center as well. Currently, the mall ring road is the access to the rear of the shopping center, and the new road will provide an additional circulation option to access the tenants in the rear of Deerbrook. The new road provides easier access to the rear of the shopping center and a clear path from the back of Deerbrook to the signalized access point on Waukegan Road.

The geometric plan (GM1) dated 2/10/17 in the petitioner's packet indicates there will be a three (3) way stop at the intersection of the new road with the existing north/south road in front of the shopping center. The inbound (westbound) traffic will not stop, but the traffic from the other three directions will stop at the intersection (the locations of stop bars and the stop signs are shown on this plan). The geometric plan also shows the proposed new striping at the west end of the existing road coming off of Waukegan Road, and indicates that the existing striping toward Waukegan Road will remain the same.

A crosswalk is proposed across the north/south road toward the north end of the Ulta space and the new Retail A space, and two crosswalks are shown across the new road between Hobby Lobby and Ulta, one at the east end and one toward the west end. Five (5) foot wide sidewalks are shown on both sides of the new road adjacent to the angled parking spaces.

Vehicular Access

The shopping center currently has four (4) access points on Waukegan Road. The northernmost unsignalized access point is right-in, right-out only due to the new barrier median that was installed on Waukegan Road. The signalized Waukegan Road and Chestnut Road exit has three exit lanes (left, through, and right). The unsignalized access point at Beechnut Road has a southbound right-turn lane. The southernmost access point along Waukegan Road is unsignalized.

Deerbrook Shopping Center has two unsignalized access points off Lake Cook Road,

which will remain in place. These access points became right-in, right-out only due to the barrier median installed on Lake Cook Road by the Cook County Highway Department as part of the Lake Cook Road improvements several years ago.

The previously approved internal access points to the neighboring Deerfield Park Plaza Shopping Center will remain (a cross access point at the north, a cross access point at the south, and an emergency access behind the Sachs Rec Center).

Parking and Traffic Study

The petitioner believed that their previously submitted 2015 traffic study is adequate for the redevelopment of the area between Hobby Lobby and the former Sports Authority space. When the petitioner was seeking approval of the Jewel Osco and the two outlots at the north end of the shopping center in 2015, their traffic study included the proposed roadway and 36,000 square feet of retail space in the area between Hobby Lobby and Sports Authority. The 2015 traffic study also took into account a big box retail store at the south end of the shopping center, although no request for a Special Use was sought in 2015, or at this time, for a big box store.

The petitioners have provided a written explanation of their rationale regarding why the 2015 study would provide sufficient traffic analysis for this petition (See Appendix "Deerbrook Mall Traffic Study February 2017" summary sheet located in front of the August 24, 2015 traffic study).

At the April 13, 2017 Prefiling Conference meeting, the Plan Commission asked for traffic analysis for traffic volume on the interior driveway during peak times for the shopping center as well as traffic analysis for the newly created internal intersection. The April 7, 2017 Internal Traffic Evaluation is summarized below.

For Background Purposes Only, Below is a Summary of the Comprehensive Traffic Study for Deerbrook (dated August 24, 2015 and contained in the petitioner's materials)

The comprehensive study reviewed the traffic impacts of the 2015 plans for the Deerbrook Shopping Center. In addition, the study focuses a portion of the analysis on the anticipated impacts of the Deerbrook Shopping Center renovations on the adjacent Deerfield Park Plaza Shopping Center to the west. Page 1 of the petitioner's study provides a summary of the recent improvements to Lake Cook and Waukegan Roads and background information. Page 2 of the petitioner's study provides an overview of the baseline traffic counts from 2014 and 2015 and observed key peak hours for both Deerbrook Shopping Center and Deerfield Park Plaza Shopping Center. Six "Key Comments" regarding the baseline traffic counts are included on page 2 of the report.

The 2015 study takes into account significant components of the proposed redevelopment of Deerbrook Shopping Center as stated on Page 3 and seen in Exhibit 4. The traffic characteristics, observations and calculations are highlighted on Page 3

and 4 and Exhibit 5 in the Technical Addendum. The traffic study uses a “worst case” aggressive scenario for determining traffic impact from the proposed renovations to Deerbrook Shopping Center. The five bullet points on page 4 were taken into account in this “worst case” scenario. The traffic projections and trip calculations with traffic impact evaluation are provided on Pages 5 and 6.

New Internal Traffic Evaluation dated, April 7, 2017

An Internal Traffic Evaluation dated, April 7, 2017 was conducted by KLOA for the proposed modification to the internal intersection of the main east-west signalized access drive off of Waukegan Road with the north-south ring road within Deerbrook Shopping Center. The study considered two phases. Phase I includes the demolition of approximately 134,276 square feet of the existing internal retail space between the former Sports Authority and the Hobby Lobby store, the redevelopment of this area with 34,290 square feet and re-tenanting of the Office Max store with a Stein Mart store. Phase II assumes the re-tenanting of the former 135,855 square foot former Great Indoors (Wonder) space at the southern end of the shopping center.

Page 2 of the 2017 Traffic Evaluation specifically lists the changes that are being proposed that will better accommodate existing and future traffic/pedestrian volumes. The report indicates that the future site generated traffic volumes were consistent with the methodology use in the 2015 traffic study and trips generated under Phases I and II were estimated based on trip generation rates provide the the ITE Trip Generation Manual, 9th Edition. Tables 1 and 2 on page 3 show the actual traffic by Deerbrook (In June of 2014) and the number of additional site generated trips (for weekday evening peak hours and Saturday midday peak hour) anticipated to be generated under Phase I and Phase II of the development (see both of these charts on page 2). Page 4 of the petitioner’s traffic study lists out the assumptions that were made in connection with the new east/west drive extension. Figures 4 and 5 illustrate the future volumes on extended east/west drive in Phase I and in Phase II during the PM peak hour (4:30PM to 5:30PM) shown as the first number on the drawings and during the Saturday midday peak hour (11:45AM -12:45PM) shown as the second number on the drawing in parenthesis. After Figure 5 in the petitioner’s materials, they submitted a drawing of the proposed striping, proposed curb, and proposed sidewalk, and also a drawing of the turn around a passenger could make at the west end of the new east/west drive extension.

Tables 3, 4, and 5 show the change in the Level of Service (LOS) for vehicle movements from Existing Conditions, to Phase I, and to Phase II. Queue lengths are shown for existing conditions, Phase I Future Conditions, and Phase II Future Conditions in Table 6, 7, and 8.

The 2017 Traffic Evaluation Summary of Findings on page 5 of the study indicates that the intersection of Waukegan Road with the east-west main access drive/Chestnut Road is operating at an acceptable LOS and will continue to do so under Phase I and

Phase II assumptions. The outbound queues from the east-west main access drive at its intersection with Waukegan Road will not extend to the proposed modified intersection and will not impact its operation. The evaluation also indicates the internal modified intersection proposed traffic control is common at shopping centers and ensures that inbound traffic will not back up to Waukegan Road. The internal modified intersection will operate at an acceptable level using less than 55 percent of its capacity with minimal queues for all approaches. The study also lists the benefits of the design of the east-west extension as a boulevard with angled parking on page 5 and indicates that vehicles traveling westbound on the proposed boulevard will be able to make a U-turn at the end of the boulevard.

Zoning Conformance of the Proposed Plans for New Retail Building Between Hobby Lobby and the Former Sport Authority Store

Amendment to the Commercial Planned Unit Development (PUD)

Commercial Planned Unit Developments are Special Uses in the C-2 Outlying Commercial District. The petitioners must amend their Special Use for the proposed renovations to this area of the Deerbrook Shopping Center Commercial Planned Unit Development. Attached are the Special Use standards.

Permitted Uses and Special Uses

Retail uses under 30,000 square feet south of Lake Cook Road are Permitted Uses in the C-2 Outlying Commercial zoning district. Retail uses over 30,001 square feet in size are Special Uses in the C-2 zoning district. The Ulta store and the other future retail stores in this redeveloped area are under 30,000 square feet in size and would be Permitted Uses. The Stein Mart store further to the north in the Office Max space (explained in the next section of the report) is a Special Use as it is over 30,000 square feet in area.

Parking for Deerbrook Shopping Center PUD

Required Parking for Deerbrook Shopping Center:

In 2001, Ordinance O-01-39, approving the renovations to Deerbrook Shopping Center granted a parking variation for Deerbrook (3,814 spaces were required when calculated on a use-by-use basis, and 2,804 spaces were provided according to Village records, a 26% reduction). In 2001, the Plan Commission (and Board of Trustees) believed the parking variation was warranted. The Village believed that the shared parking for Deerbrook had merit as the demand for parking will vary throughout the day based on the mix of businesses at the shopping center (e.g. retail busier during the day and restaurants busier in the evening). The Village believed that if all the uses were the same type so that their peak hours (busiest times) of operation coincided, then the maximum number of parking spaces would be needed, but that was not the case.

Since the different uses in Deerbrook have varying peak parking demand times, the Village believed that the maximum amount of parking required by the Zoning Ordinance was not necessary. In 2005, the Village granted a further parking variation to Deerbrook to accommodate the vehicular cross access interconnection plan with Deerfield Park Plaza (which was the only part of the 2005 plan that was implemented).

The uses at Deerbrook Shopping Center require a total of 2,871 spaces when calculated on a use-by-use basis based on the new site plan that is being presented to the Village.

The new site plan shows a reduction in the square footage of Deerbrook to 534,575 square feet, a reduction from the 629,552 square feet as shown on the 2015 site plan after the larger Jewel-Osco store and the two new outlot buildings were approved in 2015. The reduction to 534,000 square feet includes the removal of 24,975 square feet of building space for the future outlot at the southeast corner of Deerbrook, adjacent to Waukegan Road as the future development of this outlot is unknown at this time. The 24,975 square feet (size of the former Bally's health club located on this outlot) was included in the 629,552 square feet of 2015 approved site plan.

Proposed Parking at Deerbrook:

The new site plan indicates that 2,918 parking spaces will be provided at Deerbrook Shopping Center (including the handicapped spaces and underground spaces below the former Great Indoor and Wonder stores) which is an increase of 209 parking spaces from the previously approved 2015 site plan for the Jewel Osco and 2 outlots that indicated 2,709 parking spaces.

Accessible Parking Spaces

Required: Over 1,000 spaces require 20 accessible spaces, plus 1 accessible space for each 100 spaces over 1,000 spaces. 39 accessible spaces required based on the 2,918 spaces provided. Each accessible space has to be a minimum of 16 feet wide. Provided: There are approximately 60 accessible spaces provided at Deerbrook Shopping Center.

Size of Parking Spaces and Aisles:

Required: The size of the parking spaces perpendicular spaces are required to be 9' by 19' with a 24' wide aisle with the exception of the employee parking spaces located to the north of Brunswick which were granted a variation in 2001 to be 8 feet, 6 inches wide. The size of the angled (45-degree) spaces is required to be 9 feet wide by 20 feet deep with a 13-foot wide one-way aisle.

Provided: 9' x 19' for the perpendicular spaces with a 24-foot wide aisle (and a couple of wider aisles in the back parking areas) and 9' by 20.33 for the angled spaces with a 14-foot wide one-way aisle. See GM1 (geometric plan) for the dimensions of the new

site plan.

Minimum Setbacks for Commercial PUD

Minimum Perimeter Setbacks

The setbacks are applicable only to the exterior boundaries of a Commercial Planned Unit Development, and the perimeter setbacks of this PUD are not impacted by this proposal.

Setback Between Buildings

The setback of buildings within the site shall take due consideration of public safety especially with regard to fire hazards, traffic sight lines, and access for emergency equipment. The Northbrook Fire Department (which has jurisdiction south of Lake Cook Road) has reviewed and approved the new site plan for the proposed renovations to this area between Hobby Lobby and the former Sports Authority for emergency vehicle accessibility in a letter dated, March 10, 2017. The Northbrook Fire Department letter is included in the petitioner's material.

Maximum Lot Coverage

The total ground area occupied by the principal and accessory structures cannot exceed 30% of the total area of the lot. The footprints of the buildings in this PUD are included in the lot coverage calculation. In 2001, Deerbrook was granted a variation to allow a maximum coverage of 31.4%. The proposed renovations for the new Jewel-Osco decreased the maximum coverage at 30.46% (629,552 square feet building coverage of the 47.5 acre site), and the current proposal will bring the lot coverage down to 25.87%.

Maximum Building Height

The maximum height to the top of the building is 35 feet. No renovations are proposed to exceed 35 feet in height to the top of the building. The height to the top of the proposed new retail building is 28 feet.

Loading

In a Planned Unit Development, the Plan Commission may recommend loading berths adequate in number and size to serve the proposed development. The petitioner's site plan indicates at grade loading areas on the west side of the proposed three tenant building. The loading area provides loading/delivery for box trucks and semi-trucks as shown on the site plan.

Landscaping Plan

The landscape plan for the parking lot and outlot buildings is included on the Landscape Plan by Daniel Weinbach dated April 6, 2017. The landscape plans shows a new landscape median provided for the new road. Sheet L-6 shows the new landscaping for the landscaped alcove area. Sheet L-9 is the plant list of all of the proposed planting for trees, shrubs, grasses, and perennials that are proposed on the new landscape plan for the area of the mall to be redeveloped. There is also a tree removal plan (L-1 and L-2) for the proposed renovations to this area.

Lighting

The Zoning Ordinance requires that lighting must be directed away from adjoining properties and streets and lighting output be zero at the lot lines. The petitioners have provided lighting details and a photometric plan for the parking lot in their submittal.

Trash/Refuse Areas

All refuse containers are required to be fully enclosed by a screening fence or landscaped screening of a height sufficient to screen the containers from view from adjoining properties and public or private ways. The site plan shows three (3) new trash enclosures.

Stormwater Detention and Utilities

The petitioners are working with the Village's Engineering staff for any necessary permit needed for stormwater and utilities as a result of the proposed renovations to the area of shopping center.

HVAC/Mechanical Screening

Any new HVAC and mechanicals on the roof of the building will need to be screened from view. The petitioner's plans do not show the proposed HVAC units but the elevation drawings note that all roof top equipment will be screened from view.

Bike Racks

Bicycle facilities need to be indicated on the petitioners' plans as required by the Zoning Ordinance. The Zoning Ordinances requires that where appropriate, all developments in the commercial districts have to provide for bicycle storage, and safe and smooth internal circulation. Development is defined as the construction, reconstruction, conversion, substantial structural alteration, or substantial enlargement of any building housing the primary use of the property. The petitioner have indicated that a new landscaped area with bike racks and a bench will be installed in the alcove area between the north wall of the new retail building and the former Sports Authority space.

L-6 of the landscape plan shows the new plantings, two benches and a bike rack in the landscaped alcove area.

Bus Stop

A comment was made at the March 23, 2017 Prefiling Conference meeting regarding relocating the Pace bus stop (Route 422) on the west side of Waukegan Road and Beechnut Street to the northwest corner of Waukegan Road and Chestnut Street intersection. The petitioner is responded following the meeting that this would be request that would need to be made directly to PACE. There is currently a PACE bus that stops directly in front of the Men's Warehouse store in the Deerbrook Shopping Center.

Northbrook Fire Department

The Northbrook Fire Department (which has jurisdiction south of Lake Cook Road) has reviewed and approved the new site plan for the proposed renovations to this area between Hobby Lobby and the former Sports Authority for emergency vehicle accessibility in a letter dated, March 10, 2017. The Northbrook Fire Department letter is included in the petitioner's material.

Wall Signage

The three future retail tenant signs in the new building will need ARC approval. The Zoning Ordinance regulations (below), as well as the new sign criteria for the Deerbrook Shopping Center (in the process of being revised) will need to be followed.

Zoning Ordinance Requirements for Wall Signs for Future Tenants in 3 New Spaces

Number:

Permitted: For each use occupying a ground floor, one (1) sign facing a public street, public right-of-way or parking area.

Area:

Permitted: The Zoning Ordinance allows 8% of the area of the wall or 80 square feet for a front and rear wall whichever is greater, not to exceed 250 s.f.

Location:

Permitted: Walls signs may be located on the outermost wall of the principal building fronting a public street, public right-way, easement for access or parking area.

Height:

Permitted: Wall signs may not project higher than the parapet line of the roof (the roof deck) or more than 30 feet above curb level, whichever is lower.

Illumination:

Permitted: Any illuminated sign located within 120 feet of a residential district shall be extinguished at the close of business or 11:00 p.m. whichever is later.

Window Signage

The window signage regulations in the Zoning Ordinance apply to commercial properties. The windows signage regulations for commercial tenants allow 20% coverage of window area for permanent or temporary signage, or 50 square feet in area whichever is less. A regulated window is located within 4 feet behind the window. Also, in a lot of cases, the lease has very stringent window sign restrictions.

Appearance Review Commission (ARC)

The ARC will be reviewing all exterior changes (architecture, landscaping, lighting, signage) for the proposed renovations. A preliminary meeting will be held with the ARC and as well as a final review of the project after it goes to the Board for a decision. The ARC will also be reviewing the proposal to see how it conforms with the revised Appearance Code. For example, there are certain areas in the parking lots that are above 2 footcandles for lighting of commercial parking lots, and interior parking lot landscaping islands should be installed every 12th parking space in order to break up/soften the interior parking lot from too much asphalt.

STEIN MART SPECIAL USE

Proposed Plan

The petitioners are seeking a Special Use for a 33,579 square feet Stein Mart store in the Office Depot space. Staff has asked the petitioners for a detailed written description of the proposed use at this location, and the petitioners have provided this in their materials as part of their written narrative; please refer to the petitioner's materials for more details on the store's operations (hours of operation, peak times, number of employees, etc.) Most of the proposed work for this location will be interior work for the new store's layout.

The petitioners propose changes to the facade of the building for the new Stein Mart store including centering the entry doors, removing the arches and certain vertical efs

elements and painting the eaves and metal cap at the top of the building to complement Jewel's architecture and freshen the appearance of the space. The petitioner's elevation drawing shows the proposed changes to the exterior of the tenant space, including new tenant wall sign. Window film will be installed at the north and south ends of the storefront to cover windows that have fitting rooms along the storefront.

Parking and Traffic Study

The petitioners do not believe that a parking and traffic study is necessary as the new tenant (Stein Mart) is one retailer replacing another retailer and a traffic and parking study would be of little value. At the March 23, 2017 Prefiling Conference meeting, the Plan Commission agreed that a parking and traffic study was not necessary for the new retail tenant.

Zoning Conformance

Retail stores over 30,000 square feet in size in the C-2 District (when located south of Lake Cook Road) are a Special Use. Attached are the Special Use standards.

Signage

A new 86 square foot "Stein Mart" wall sign is proposed on the east wall of the store, meeting the zoning ordinance requirements.

The proposed wall sign for the new Stein Mart store is based on the new sign criteria, which they are seeking approval of.

The proposed wall sign for Stein Mart is an internally lit, (front lit/face lit) according to the wall plan sign prepared by Federal Heath and shown on the section detail. The proposed revised sign criteria (not approved yet) for the tenant wall signage indicates that "letters shall be internally face lit only" which means the light comes out the front letters of the sign, not the back of the wall sign.

PYLON SIGN RENOVATIONS AND NEW SIGN CRITERIA FOR DEERBROOK SHOPPING CENTER

Pylon Sign Renovations

The petitioners are proposing major renovations to the existing four (4) pylon signs at the four (4) Waukegan Road driveways/access points, and the one (1) existing pylon sign at the driveway/access point on Lake Cook Road. The current pylon sign plan was approved by the Village in 1990 (the text amendments below were made to the zoning ordinance specific to these pylon signs in Deerbrook shopping center). All the pylon

signs would remain in the same location as they are currently, and the existing sign foundations will be utilized. The petitioners would like to modernize the pylon signage with the new modern appearance as shown on their drawings. The petitioners would also like to add one additional tenant panel to each side of pylon signs on Waukegan Road, increasing the number of panels from four (4) to five (5) tenant panels per face.

Article 9.02-B,8:C-2 Outlying Commercial District - Shopping Center/Planned Unit Developments of More Than 500,000 s.f. of Gross Floor Area. (Ord. 0-90-06, dated March 19, 1990)

b. Directory Signs

(1) Entrance Drive Directory Signs (4 Waukegan Road pylon signs)

(a) Number and Content

One ground sign shall be permitted per entrance drive into the development (excluding truck/service drives). This sign may only list the names of tenants who are most directly accessed by the entrance drive where the sign is located.

Proposed: Four tenant panels are proposed, plus the name Deerbrook for a total of 5 panels per face (currently there are 4 tenant panels per face on all of the Waukegan Road pylon signs.) The petitioners wish to change the regulation to allow tenant sign panels that are not directly adjacent to the entrance drive where the tenant is located, but instead a tenant panel could be placed on any of the Waukegan Road pylon signs. A text amendment will be necessary to the above regulation to make this adjustment instead of granting a sign variation from this requirement each time a tenant seeks approval of a sign panel not located next to the entrance drive where the tenant is located. It is staff's understanding that a tenant can only go on one (1) of the Waukegan Road pylon signs, not multiple Waukegan Road signs.

The proposed language for the Text Amendment is: An entrance drive directory sign may not list the names of any tenants on the sign. This text amendment will replace: This sign may only list the names of tenants who are most directly accessed by the entrance drive where the sign is located.

(b) Area

The maximum surface area for each directory sign shall be limited to two hundred twenty-four (224) square feet per face

with an aggregate surface area not to exceed four hundred forty-eight (448) square feet. Such signs shall not have more than two sign faces.

Proposed: 224 square feet (16.17' x 13.85') per face, 448 total

(c) Location

Directory signs may be located in any required yard provided they are located near the entrance drive, which they are intended to serve, and do not extend over any lot line or cause a safety problem for entering and exiting vehicles or pedestrians.

Proposed: The location of the signs will not change.

(d) Height

Directory signs shall not project higher than twenty-six (26) feet above the grade at the base of the sign.

Proposed: 22 feet 5 ¼ inches

(e) Illumination

Directory signs may be internally or externally illuminated. No exposed neon tubing is permitted.

Proposed: Internally illuminated with only text lit.

(2) General Directory Signs (this is the one Lake Cook Rd pylon sign)

(a) Number and Content

When a development has a single entrance/access drive from one of the public streets or public right-of-ways upon which it fronts (excluding truck/service drives), one directory sign shall be permitted to service that frontage and entrance. The directory sign may list the names of any of the tenants of the development.

Proposed: Stays the same with 6 (six) names on the sign and the name Deerbrook.

(b) Area

The maximum surface area for each directory sign shall be limited to three hundred (300) square feet per face with an aggregate surface area not to exceed six hundred (600) square

feet. Such directory signs shall not have more than two (2) sign faces.

Proposed 299 s.f. per face (16.17' x 18.49'), 598 total s.f.

(c) Location

Such directory signs may be located in any required yard along a frontage having a single entrance drive into the development. Such signs shall not extend over any lot line or cause a safety problem for entering and exiting vehicles or pedestrians.

Proposed: Same location

(d) Height

Directory signs shall not project higher than twenty-five (25) feet above the grade at the base of the sign.

Proposed: 21' 11 ¾ inches

(e) Illumination

Directory signs may be either internally or externally illuminated. No exposed neon tubing is permitted.

Proposed: Internally illuminated

New Sign Criteria for Deerbrook Mall (to replace the existing sign criteria)

The sign criteria for Deerbrook shopping center was established in 2001 with the major renovations to the shopping center. Attached is a copy of the 2001 sign criteria. The following is a summary of the major components of the existing sign criteria: "Tenant's sign shall be three dimensional, fabricated channel type individual letters, with acrylic face and metal sides and backs." The Deerbrook Mall sign criteria states: "Tenant's sign shall be restricted to the following colors: white, red (PMS 485U), yellow (PMS 101U), green (PMS 3265U), and blue (PMS 2995CVU). A combination of a maximum of two colors may be used in the same sign. Other colors may be approved at the sole discretion of Landlord and the Village."

The petitioners are proposing changes to this existing sign criteria. The major changes to the sign criteria are to allow the use of more than the 5 (five) colors stated above by allowing trademarked colors, logos, and fonts. Only face lit wall signs will be allowed, and there will be a maximum depth for wall signs, a maximum of 2 colors for each sign, minimum margins, and new maximum letter heights.

Pylon sign criteria will also be established with this new sign criteria. The petitioners have submitted a summary of the proposed changes to the sign criteria in their materials and they have also submitted the language of the proposed Deerbrook sign criteria - see letters A through F in the petitioner's booklet. It is staff's understanding that the Lake Cook Road and Waukegan Road tenant panels will not be broken up into more tenants in the future than what is shown on the plans: six (6) tenant panels on the Lake Cook Road sign) and four (4) tenant panels and one (1) panel for the Deerbrook name on the Waukegan Road pylon signs.

Appearance Review Commission (ARC)

Below is the ARC's comments on Deerbrook's plans from the ARC preliminary meeting that were received prior to the Plan Commission pre-filing conference meeting on March 23. Based on the ARC comments (3a & b, below), the petitioners have revised their plans to paint the concrete blocks on back of the shopping center and add a couple of sconces to the wall. Jean Spagnoli has reviewed the revised plans and she believes that when the petition comes back to the ARC for final review, the ARC may ask the petitioner to enhance their improvements. She believes that the ARC's intent was to tie in the materials (brick, simulated wood) so there is the same feel on the back/rear as there is on the front and side (Sheet Elev-2). Ms. Spagnoli also believes the ARC will ask for sconces to be added along the entire pathway on both sides to keep it will lit (See top of Sheet Elev-1).

Notes from ARC meeting on March 20, 2017 regarding Deerbrook Shopping Center Plans:

1. Stein Mart: the proposed façade and wall sign were approved contingent upon Board approval with the following changes:
 - a. The wall sign will be face lit, not back lit, to conform to the new sign criteria.
 - b. The two "Lifestyle" window graphics that were proposed to cover the unsightly views (fitting rooms and service closet) will be an opaque black/brown film. The color will match the window film used at other sites in Deerbrook: Subway, MOD Pizza and Sleep Number.

The representative for Stein Mart and the representatives of property ownership agreed to these changes.

A suggestion was made to add building lighting under the overhang, which is quite dark. They can submit at a later time.

2. Signage: the proposed signage was approved contingent upon Board approval.

- a. Sign Criteria for Center: The ARC approved the proposed criteria with an updated section F relating to the pylon sign panels with 8 items listed and dated March 2017.
 - b. Waukegan Road Pylon Signs: No issues.
 - c. Lake Cook Road Ground Sign: No issues.
3. Redevelopment of mid-section: The ARC conducted a preliminary review. Comments included:
- a. The west/rear elevation should be dressed up to incorporate some of the materials used on the east/front and south elevations. Proposed is concrete masonry units (CMU). The Deerfield Appearance Code asks that structures that are visible to the public have the same harmonious materials used on all elevations. Now that the drive aisle is being added, this area will be much more visible.
 - b. More lighting should be added to the drive aisle between the buildings. Possibly wall sconces or wall packs should be added to the building walls. More light will help provide a safer drive aisle, parking area and walkway.
 - c. One ARC member suggested possibly changing the grass turf in the drive median to wood chip mulch to help reduce maintenance.

EXISTING DEERBROOK SHOPPING CENTER
SIGN CRITERIA

DEERBROOK MALL REDEVELOPMENT

Deerfield Illinois

Preliminary Sign Criteria for Tenant Identification signs

May 10th, 2001

All signs for the premises are subject to the written approval of Landlord and the Village of Deerfield Appearance Review Commission.

GENERAL DESIGN REQUIREMENTS:

1. One (1) Tenant identification sign is allowed for each elevation.
2. Wording of signs shall be restricted to store identity (corporate or official name) and shall not include the product nor goods nor services (and the like) sold. The use of a crest, logo or other established corporate insignia shall be permitted only if used in context with the storefront and the sign design and specifically approved by the Landlord.
3. Tenant's sign shall be three dimensional, fabricated channel type individual letters, with acrylic face and metal sides and backs. Letters shall be internally illuminated with neon tubing. All exposed metal returns, mounting brackets, fastening devices, and any trim caps for letters shall match the sign color.
4. Tenant's sign shall be restricted to the following colors: white, red, yellow, green and blue, the specific shades of which will be determined by Landlord. A combination of a maximum of two colors may be used in the same sign. Other colors may be approved at the sole discretion of Landlord and the Village.
5. All attachment devices, wiring, clips, transformers, lamps, tubes and other mechanisms required for all signs shall be concealed.
6. A seven-day, calendar-type, time device shall be provided by Tenant for the control of the illumination of Tenant's sign.
7. Tenant's sign shall be directly fastened to a vertical face of the storefront in a manner approved by Landlord. No sign will be permitted mounted on, against or suspended from the canopy or roofs. No part of a sign shall extend above the height of the roof deck.
8. Tenant signage may be all capital letters or a combination of upper and lower case letters or script. Letter style will be the choice of the Tenant, but the Landlord will review and approve.
9. Total area of Tenant's sign shall be calculated based on the sign area calculation method used by the Village of Deerfield (Zoning Ordinance, chap.9). In all cases it shall not exceed 8% of the front wall area of the Leased Premises and 4% of a side wall. Wall area of Leased Premises shall be computed as the multiple of the dimension of the width of the Tenant's storefront and the height of the roof deck at the storefront.
10. For tenants located between Best Buy and the relocated Sportmart exclusively, Tenant's sign shall be centered horizontally and vertically in the designated "sign band" defined by the ivory-colored EIFS rectangle in the upper portion of the storefront. Tenant's sign shall not be installed within twelve inches of the sign band's vertical edges nor within 6 inches of the upper and lower edges.
11. No animated, moving action, flashing or audible signs will be permitted.

Ex B
27a of 30

12. Electrical service to all signs shall be on Tenant's meter.
13. No free standing signs will be permitted.
14. Tenant will be permitted to place upon each entrance of its Leased Premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating store address number, hours of business, and emergency telephone numbers
15. Floor signs, paper signs, and the like, within eight feet of the storefront and visible from outside the Tenant's space, but within the Tenant's lease line in their storefronts, are prohibited unless previously approved in writing by Landlord.
16. No advertising placards, paper signs, banners, pennants, names, insignias, trademarks or other descriptive materials shall be affixed upon the exterior walls of the building or storefront.
17. All signage, its installation and removal, and restoration of the sign fascia will be by Tenant at Tenant's expense.

ExB
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MID-AMERICA
ASSET MANAGEMENT

Via Facsimile 847/945-0287 and U.S. Mail

February 28, 2003

Village of Deerfield
850 Waukegan Road
Deerfield, Illinois 60015
Attn: Ms. Jean Spagnoli, Planner

Re: Tenant Sign Criteria
Deerbrook Shopping Center
Deerfield, Illinois

Dear Ms. Spagnoli:

The purpose of this letter is to notify you that we have decided to change one (1) of the colors allowed to tenants. We previewed the color submitted by *Walmart* ~~Walmart's~~ Blue Pantone 293 CVE, and determined that it is visually preferable to the Blue Pantone 2995 CVU previously selected.

As a recap, our intended sign criteria will allow tenants to utilize a maximum of two (2) colors in a given sign (with trim and returns). They may utilize any single or two-color combination of the following:

- White
- Red *485* Pantone ~~484 U~~
- Green Pantone 3265 U
- Yellow Pantone 101 U
- Blue ~~Pantone 293 CVU~~ *changed* Pantone 2995 CVU

Please update your records to reflect this new information. Should you have any questions please do not hesitate to contact me at 630/954-7342.

Sincerely,

MID-AMERICA ASSET MANAGEMENT INC.
As Agent for Owner of **Deerbrook Shopping Center**

Kelly E. Arcaro

Kelly E. Arcaro
Vice President

KEA:cj

Cc: C. Michelle Panovich
Patty Mahony
Amir Al-Abossey
William J. Horvath

*GREEN = 7328 WHITE w/
3630-26 GREEN
VINYL OVERLAY
(Baja Fresh, Jamba Juice)
WHITE NEON*

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BOARD APPROVED
ARC RECOMMENDATION

Recommendation: Deerbrook Mall Redevelopment
May 29, 2001
Page 3

Signage Modifications

1. The two development identification signs (Deerbrook Mall Entrance) should be granted; the request is 89 square feet in lieu of the maximum 59 square feet. The larger sign is appropriate with the over all development. The developer will need to return to the ARC with the sign/letter specifications before final approval can be given. (These signs should be approved with the development and all other proposed business signs will have to come back to the ARC for final approval as each business sign requires a separate building permit.)
2. A portion of the Sportmart sign (the oval/non-illuminated) is located above the roof deck and should be allowed.
3. The three wall signs for The Great Indoors should be no greater than 58'4" long by 8'7" in height as shown on the drawing dated May 29, 2001, depicted on the south elevation. No modifications necessary.
4. The parking directional signage for The Great Indoors' underground parking on the east elevation should be allowed to exceed Deerfield's sign provision of two square feet. The 'out & in' sign should be 1'2" high and the 'parking' sign/letters should be 18" high.
5. A text amendment to the Zoning Ordinance should be granted to allow only one subsidiary exterior wall sign for Starbucks Café (located inside The Great Indoors) and only one wall sign for TCF Bank (located inside Jewel/Osco).

Sign Criteria

1. The criteria should include all lower case letters in addition to the proposed capital letters or a combination of upper and lower case letters or script, to allow for tenant's logos.
2. The tenant signs/letters that will be located in the ivory-colored E.I.F.S. (dryvit) 'sign band' should be a maximum of 28" in height and should be centered vertically and horizontally in the bay area – this should apply to non-anchor stores.



Recommendation: Deerbrook Mall Redevelopment
May 29, 2001
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3. Sign colors are stated in the criteria; there should be specific colors determined so that there are not different colors of red used (or any other color stated), but just one red.
 - If signage is to be reused, it should be in like-new condition and meet the new signage criteria.

The outlots would be reviewed, if approved, at such time as specific tenants were to lease the building.

The Appearance Review Commission finds the redevelopment of the Deerbrook Mall to be a great improvement.

AYES: (4) Beskin, Carroll, Cummings, Coen
NAYES: (0) None

Respectfully submitted,
Richard Coen, Chairman
Deerfield Appearance Review Commission

SPECIAL USE CRITERIA

Does it meet the standards for a Special Use? A Special Use shall be authorized only when the Plan Commission finds all of the following:

1. Compatible with Existing Development
The nature and intensity of the activities involved and the size, placement and design of any structures proposed will be so planned that the Special Use will be compatible with the existing development and will not impede the normal and orderly development and improvement of surrounding property.
2. Lot of Sufficient Size
The size of the lot will be sufficient for the use proposed.
3. Traffic
The location of the Special Use within the Village will be such that adverse effects on surrounding properties will be minimal, particularly regarding the traffic generated by the Special Use.
4. Parking and Access
Parking areas will be of adequate size for the particular use and properly located, and the entrance and exit drives will be laid out so as to prevent traffic hazards and nuisances.
5. Effect on Neighborhood
In all respects the Special Use will not be significantly or materially detrimental to the health, safety and welfare of the public or injurious to the other property or improvements in the neighborhood, nor will it diminish or impair property values in the surrounding area.
6. Adequate Facilities
That adequate utilities, access roads, drainage and/or other necessary facilities have been or are being provided.
7. Adequate Buffering
Adequate fencing and/or screening shall be provided to ensure the enjoyment of surrounding properties, to provide for the public safety or to screen parking areas and other visually incompatible uses.
8. If in C-1 Village Center District: That the establishment of the Special Use will not be injurious to the character of the C-1 Village Center District as a retail center for the Village.