

MEMORANDUM

TO: Plan Commission

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

DATE: July 17, 2019

RE: Public Hearing on the Request for Amendments to the Deerfield Square Commercial Planned Unit Development to Permit Changes to the Bartaco Restaurant in Unit A (west end-cap space) in the 711 Deerfield Road Building at the Shops at Deerfield Square (Kirby Limited Partnership and Del Frisco's Restaurant Group, Inc.)

Subject Property

The subject property consists of the Deerfield Square planned unit development, which is bounded by Deerfield Road to the north, Waukegan Road to the east, Osterman Avenue to the south, and the railroad tracks to the west. The subject building at 711 Deerfield Road was redeveloped in 2018 as a multi-tenant building replacing the former Biaggi's Italian restaurant, which was torn down. The setbacks, access points, lot coverage, open space, site landscaping, parking lot lighting, sign criteria, and storm water management for this Planned Unit Development were previously approved.

Proposed Plan

Bartaco restaurant opened in February 2019 in Unit A (west endcap space) of the redeveloped 711 Deerfield Road building. The restaurant was purchased by the Del Frisco's Restaurant Group and are seeking new architectural preferences for the 4,228 square foot, casual dining Bartaco restaurant concept. The restaurant also has an approximately 735 square foot outdoor patio.

The petitioners would like to add the following items: blue awnings to the north and south elevation; paint the white brick borders blue on the existing north and south elevation wall signs; a second wall sign with a blue border to the west elevation; gooseneck lighting to the west elevation to illuminate the proposed west wall sign; sconce lighting to the main entry; retractable insect screening on the overhead doors at the outdoor patio area; and six portable outdoor heaters. The petitioner has indicated in their material that the west elevation signage will play an important role in the restaurant's exposure.

Zoning Conformance

The proposed use is a Special Use in the C-1 Village Center District. The petitioners are seeking an amendment to the Deerfield Square PUD pursuant to Article 12.09-G of the

Deerfield Zoning Ordinance and exceptions to the established sign criteria for the 711 Deerfield Road building. Attached are the Special Use criteria.

Signage

Wall signs

Number:

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

Proposed: One (1) wall sign on the west wall. The west wall sign will be painted directly on the white brick façade and read “bartaco” with their dragonfly logo in white with a blue background. The petitioner is seeking an exception from the Zoning Ordinance for the proposed west sign as this will be a second wall sign on the west elevation. The petitioner is also seeking an exception from the Zoning Ordinance for the sign to be painted on the façade surface.

Previously granted in 2017: Three (3) wall signs were approved for Bartaco – one (1) wall sign on the north (front) wall, one (1) wall sign on the south wall and one (1) blade (projecting) wall sign located off the wood trellis at the southwest corner of the outdoor patio. At the time of approval, the blade sign was considered a west wall sign. The approved wall signs on the north and south walls were painted directly on the brick façade and read “Bartaco” with a white brick border around the text. The painted “Bartaco” wall sign is externally illuminated with gooseneck lights. These signs required exceptions, as signs are not allowed to be painted on a façade surface. The petitioner was also granted an exception for the blade (projecting) west wall sign, as blade signs are not allowed.

Area:

Permitted: The Zoning Ordinance allows 8% of the area of the wall or 80 square feet for a front and rear wall sign whichever is greater, and 4% of the area of the wall or 40 square feet for a side wall sign, whichever is greater. Permitted sign area is not a given, signs must be in proportion to the wall and reflect the high standards of visual quality and compatibility that the Village strives for.

Proposed: The west (side) wall sign is 43.56 square feet in area (6.6' X 6.6') when a box is placed around all of the sign elements, as ordinance requires. 4% of the west wall is 61.18 square feet

Previously granted in 2017: The north (front) wall sign and south (rear) wall sign are both 77.3 square feet in area (19.3' x 4.0') when a box was placed around all of the sign elements for each sign, as the ordinance requires. 8% of the north wall and 8% of the south wall is 100 square feet. The west blade (projecting) wall

sign is 10.4 square feet when a box is place around all of the sign elements, as ordinance requires. An exception was granted for the blade (projecting) wall sign, as they are not allowed.

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.

Proposed: Located on the west wall of the building.

Previously granted in 2017: Located on the north and south walls of the building and blade (projecting) wall sign located off the wood trellis at the southwest corner of the outdoor patio.

Height:

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

Proposed: The proposed west wall sign is 2.66 feet above the roof deck. The Appearance Review Commission (ARC) can approve a sign up to 3.0 feet above the roof deck. The ARC approved the sign height.

Previously granted in 2017: The north wall sign, south wall sign and west blade (projecting) wall sign are all below the roof deck.

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.

Proposed: The west wall sign will be externally illuminated by gooseneck light fixtures.

Previously granted in 2017: North and south wall signs will be externally illuminated by gooseneck light fixtures. The blade (projecting) wall sign is externally illuminated. No wall sign is located within 120 feet of a residential district.

711 Deerfield Road Building Sign Criteria

Deerfield Square has an approved sign criteria for the 711 Deerfield Road building that the petitioners are required to follow. See attached. The petitioner's will be seeking

approval of the following exceptions to the established sign criteria for the 711 Deerfield Road building:

1. To allow the west wall sign to be painted on the west façade.
2. To allow the west wall sign to not be comprised of three-dimensional fabricated channel type individual letters.
3. To allow the west wall sign to have gooseneck light fixtures for illumination.
4. To allow the west wall sign without a backer panel.
5. To allow the west wall sign to be 80 inches (6.6') exceeding the maximum sign height of 42 inches.
6. To allow the west wall sign letter height to be 47 inches (3.9') exceeding the maximum height of 24 inches.

Appearance Review Commission

The Appearance Review Commission (ARC) held a meeting on June 24, 2019 for the proposed Bartaco exterior changes. A summary of the meeting is below:

1. North/South Sign Changes & Awnings – The ARC liked the idea of painting the brick border around the existing north and south wall signs and adding awnings. The Commission's concern about the awnings is that the color presented at the meeting did not match the signage. Bartaco agreed to match the awnings to the sign and will bring color samples of the selected color when they return to the ARC.
2. The ARC is in favor of approving the request for six (6) portable outdoor heaters, a wall sconce near the door and a retractable bug screen.
3. The proposed west elevation wall sign and lighting is outside of the Deerfield Zoning Ordinance and 711 Sign Criteria and would require several exceptions (variations) granted by the Board. Aside from the exceptions, the ARC was not in favor of the west wall sign for the following reasons:
 - Adding an additional element would add to an already overcrowded elevation. The Commission feels that the west has a lot of elements already (electrical boxes, patio heaters, blade sign) that are a distraction.
 - The ARC does not like that the design of the sign is different than the north/south painted wall signs. One Commission member noted that the dragonfly is so big that it makes the sign hard to read.
 - The ARC believes that the changes to the north/south elevations would help give the restaurant the visibility that it is seeking. An additional sign on the west elevation is unnecessary.

The ARC did not discuss the exceptions in detail, because they were not in favor of the sign and therefore not in favor of any of the exceptions.

June 24, 2019 ARC Meeting Summary

The Appearance Review Commission (ARC) held a meeting on June 24, 2019 for the proposed exterior changes of **Bartaco in Deerbrook Square**, 711 Deerfield Road.

Petitioners: Amanda Stengel – Director of Design, Bartaco
Chris Siavelis – Senior Vice President, CRM Properties Group

1. North/South Sign Changes & Awnings – The ARC liked the idea of painting the brick border around the existing sign and adding awnings. The Commission's concern about the awnings is that the color presented at the meeting did not match the signage. Bartaco agreed to match the awnings to the sign and will bring color samples of the selected color when they return to the ARC.
2. Patio Elements – The petitioner is requesting approval for six (6) portable outdoor heaters, a wall sconce near the door and a retractable bug screen. The Commission was in favor of all of these elements.
3. West Wall Sign with Gooseneck Lighting – The proposed west elevation wall sign and lighting is outside of the Deerfield Zoning Ordinance and 711 Sign Criteria and would require several exceptions (variations) granted by the Board. Aside from the exceptions, the ARC was not in favor of the west wall sign for the following reasons:
 - Adding an additional element would add to an already overcrowded elevation. The Commission feels that the west has a lot of elements already (electrical boxes, patio heaters, blade sign) that are a distraction.
 - The ARC does not like that the design of the sign is different than the north/south painted wall signs. One Commission member noted that the dragonfly is so big that it makes the sign hard to read.
 - The ARC believes that the changes to the north/south elevations would help give the restaurant the visibility that it is seeking. An additional sign on this elevation is unnecessary.

The ARC did not discuss the exceptions in detail, because they were not in favor of the sign and therefore not in favor of any of the exceptions.

Submitted:
Liz Delevitt, Planning & Design Specialist
Village of Deerfield

June 24, 2019 ARC Meeting Minutes

Appearance Review Commission

June 24, 2019

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brightness prior to voting. The Commissioners will also go to the Wheeling location (188 E. Dundee) to see the existing digital menu boards.

Ms. Chaitman moved to approve the upgraded McDonald's digital menu boards as presented, with the 27 square foot digital screen. Ms. Flores seconded the motion. The motion did not pass by the following vote.

AYES: Chaitman (1)

NAYS: Dunn, Flores, Schneider (3)

3. Bartaco, 711 Deerfield Road – Signage and Building Improvements

Amanda Stengel, Director of Design with Bartaco and Chris Siavelis with CRM Properties were present. Mr. Siavelis explained Bartaco was purchased by Del Friscos last year, and the new management team is requesting the changes. They would like to add two (2) fabric awnings on the north and south elevations. The color will be Captain Navy, which is used for the restaurant's interior fabric. Ms. Flores noted that the awning color appears to be different from the sign color. Ms. Stengel confirmed that they are different colors. Ms. Flores would like to see the colors match. Mr. Siavelis noted they want to add matching blue paint to the brick border around the north and south signs.

Mr. Siavelis noted they would also like to add standalone heaters for the outdoor patio. He noted Bobby's has similar heaters. Ms. Schneider expressed concern, because there is a lot going on in the patio. Mr. Siavelis explained the standalone heaters would be located outside the canopy while the suspended heaters are under the canopy. He explained they would like to add a sconce to the west of the door. Ch. Dunn noted the sconce is different from the other fixtures on the building. Mr. Siavelis noted they propose adding insect screens. The proposed screens are retractable and have a built-in housing that blends into the elevation. Ms. Stengel explained the screens are electronically controlled.

The Commissioners discussed the proposed paint for the brick border. The paint will match the existing Bartaco logo, which is different from the awnings. Mr. Siavelis explained all the painting will be the same color while the awnings will be a different blue color. The Commissioners believe the brick border will look better painted.

The Commissioners discussed the proposed awnings. Ms. Stengel will look into making the awnings and paint color match, as specified on the drawings. The Commissioners would like to see a paint sample. Ms. Chaitman noted if the paint is changed to match the awning, it would not be the same as their logo color. Ms. Flores suggested they bring a copy of their logo on printed material when they return.

The Commissioners discussed the west wall sign with gooseneck lighting. The sign will be 6'-8" x 6'-8". The Commissioners questioned the blade sign. Mr. Siavelis explained the blade sign flags the door. Ch. Dunn noted this would be the fourth (4th) building sign

and the second (2nd) sign on the west elevation. Ms. Schneider believes this sign would draw attention to the already busy looking patio and the electrical boxes. Ms. Chaitman and Ch. Dunn are not in favor of the additional sign. Ms. Flores believes the painted brick on the north and west will assist with visibility so another sign is not needed. Ch. Dunn explained that because the Commissioners are not in favor of the sign; therefore the proposed exceptions do not need to be discussed. Ch. Dunn noted the proposed sign is hard to read because the dragonfly is so much larger than the letters. Ms. Flores and Ms. Schneider believe the sign should be consistent with the other signs. Mr. Siavelis noted they are trying to make the building more interesting. Ch. Dunn questioned the location of the proposed sign.

The Commissioners discussed the retractable bug screen and six (6) portable outdoor heaters. They did not have concerns. Mr. Siavelis does not believe the screens will be visible.

The Commissioners discussed the proposed wall sconce. Ms. Schneider questioned why the proposed sconce does not match the other building lighting. Ms. Stengel noted the wall sconce matches the hardware.

4. Deerfield Village Residences, 625 Deerfield Road – New Wall and Blade Signs

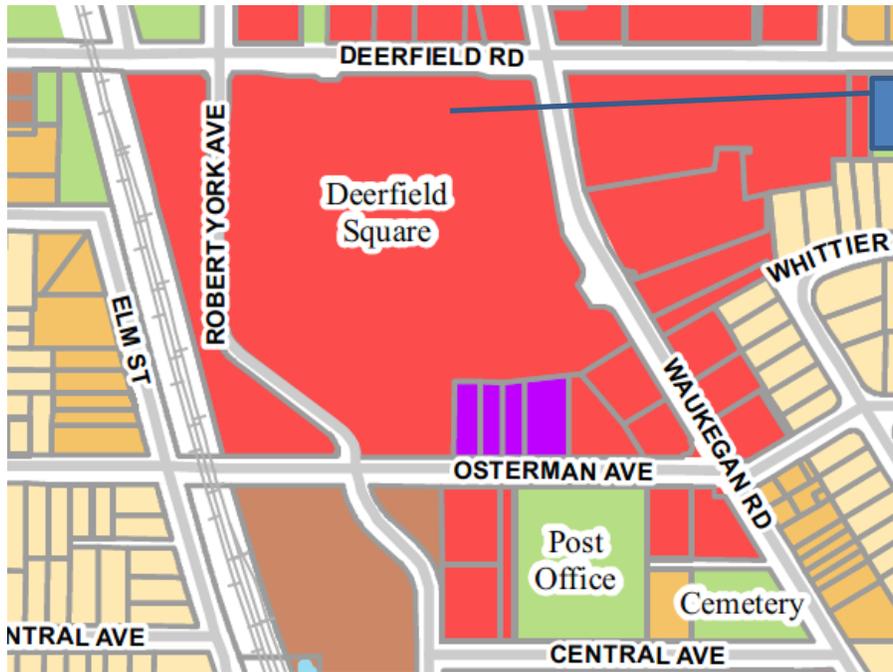
Joel Shayman with Northbrook Signarama explained they have four (4) items in their proposal. The first is adding channel letters on the north wall where there is currently no existing sign. Ch. Dunn noted the sign meets the Deerfield Village Centre Sign Criteria. The proposed sign will be 159.5" w x 24" h. The Commission thinks the sign will be legible from the street.

The proposed blade sign will use their pineapple logo. Ch. Dunn believes the sign is redundant. Ms. Delevitt explained they are allowed a blade sign with only a logo in this shopping center. Ms. Flores expressed concern that a pineapple will make the building appear like a restaurant. Mr. Shayman noted the pineapple is part of their logo, which is next to their name on all of their printed material. Ms. Flores noted the proposed wall signs do not have the logo next to their name. She doesn't think having a blade sign is necessary and will only confuse people.

The proposed wall sign for the east elevation is similar in appearance to the north sign, but non-illuminated. The sign has white letters, which will be centered between the canopy support brackets. The final sign is an address sign that is less than 10 square feet. The fonts used are Montserrat Bold for "Deerfield Village" and Montserrat Regular for "Residences" and the address sign. The Commissioners believes the regular font does not look the same between the word "Residences" and the address. Mr. Shayman will confirm the fonts match.

Ms. Schneider moved to approve the north elevation wall sign as submitted. Ms. Chaitman seconded the motion. The motion passed by the following vote:

Village of Deerfield 2019 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

711 Deerfield Road
The Shops at Deerfield Square

Criteria for Tenant Signage

Notwithstanding anything to the contrary in Deerfield Square's existing sign criteria, the 711 building is establishing the following criteria in order to provide a uniform appearance and for the mutual benefits of all its tenants. The following shall not apply to any other buildings at Deerfield Square.

Tenant Identification Signs

On the north, south, east or west facing facades, the Tenant Identification Signs shall be comprised of three-dimensional fabricated channel type individual letters with either face lit or back lit illumination. The individual letters of each tenant sign shall not exceed 24" in height in the event of one line of text or 36" in total letter height in the event of two lines of text (with any individual letter no more than 24" in height). Excluding glass facades which shall have a maximum total letter height of 24 inches – see paragraph below.

On glass facades containing any type of horizontal steel brow or horizontal steel canopy, sign letters may be installed on top of such protrusion and located a maximum of 36" from face of wall to the face of letters, provided such letters are no more than 6 inches beyond the adjacent facades. The sign shall be one line of text (no logos) with a maximum of 24 inches in height. All conductors, transformers and conduits are to be concealed as much as possible.

On facades with no horizontal brows or no horizontal steel canopy, sign backer panels shall be used, the colors of which shall be the color of the respective façade's fabric awnings. Backer panels shall be the overall width of the respective facade's storefront windows and shall be a reasonable height to accommodate the foregoing text criteria with a maximum height no greater than 42 inches. The sign's height (letters and backer panel) shall be no more than 3 feet above the roof deck top (20'-0"). All logos must fit within the above stated sign criteria.

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.