

Appearance Review Commission  
Village of Deerfield  
Police Conference Room

**Workshop Meeting                      7:30 p.m                      Monday, March 16, 2026**

Call to Order

Roll Call

Consideration of Minutes

Minutes of February 23, 2026

Public Comment

Pending Applications:

1. First Financial Bank, 630 Waukegan Road: revised wall sign
2. Deerbrook Mall, Lake Cook and Waukegan Roads: sign criteria update
3. Springs at Lake Cook Crossing, 400 Spring Cress Road: pylon sign panels
4. Guzman y Gomez, 636 Deerfield Road: wall signs & outdoor seating area

Items from the Staff

As Introduced

Items from the Commission

As Introduced

Adjournment

Appearance Review Commission

Meeting Minutes

February 23, 2026

A meeting of the Appearance Review Commission was held on Monday, February 23, 2026 at 7:30 p.m. Chairperson Sherry Flores called the meeting to order at 7:30 p.m.

Present were:

Sherry Flores, Chairperson  
Amy Charlson  
Dustin Goffron  
Neil Goldberg  
Jason Golub

Absent:

Troy Mock  
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Document Approval

Mr. Goldberg moved to approve the minutes from the January 26, 2026 Appearance Review Commission meeting. Mr. Goffron seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There were no public comments on non-agenda items.

Business:

1. First Financial Bank, 630 Waukegan Road - Signage

Robby Whitehead with Olympic Sign Company explained First Financial Bank is taking over the Bank Financial location and would like new signs. They are proposing a new cabinet on top of the existing pole, new wall signs and a new ATM sign. The signs will be located in the same locations as the existing signage. The building signs will now have illuminated letters on a backer panel, instead of non-illuminated pin-mounted letters.

Mr. Goldberg questioned the use of a backer panel for the wall signs instead of channel letters directly mounted to the wall. Mr. Whitehead noted the client prefers the backer panel. Mr. Goffron was okay with the proposal. Ch. Flores, Mr. Goldberg and Ms.

Charlson believe there is too much yellow, and it is not harmonious to the surrounding architecture. Ms. Charlson asked if the yellow could be changed to black. Mr. Whitehead noted reversing the colors is not part of their branding. In the current proposal, only the letters illuminate, not the backer panel. Ms. Charlson would prefer the yellow not be used as the backer color. Ch. Flores suggested not having the backer panel, just the illuminated letters on the wall. Mr. Whitehead explained the current brand guidelines include a yellow background. Ch. Flores believes it should only be changed on the building. Mr. Golub suggested the Deerfield Appearance Code does not allow pole signs and would they consider a monument sign. Ms. Delevitt suggested this to the petitioners as well. They are grandfathered in to having a pole sign, and they are not proposing a new pole, only a new cabinet for the existing pole. Ms. Charlson suggested making the pole sign background black with the logo yellow, the "First Financial Bank" lettering white and mimic that on the building. Mr. Whitehead likes the idea of having reverse channel letters without the yellow background on the building. He believes the bank would want their yellow branding on the pole sign. Mr. Golub and Ch. Flores believe the yellow is too intense. Ch. Flores asked if the bank has a secondary pallet. Ms. Charlson suggested the pole sign have a black background with some yellow. Mr. Whitehead suggested having just a portion of the sign yellow. There would be a yellow rectangle around the word "First". Ms. Charlson believes that would trap the word "First". Mr. Whitehead presented another option for the pole sign with the yellow only in the top left corner and wrapping around the pole sign cabinet. The remainder of the cabinet would have a black background.

Ms. Charlson moved to approve the First Financial Bank signage with the following changes: The ATM and sign panel will be as presented. The wall sign will have a predominantly black background with a small portion behind the word "First" in yellow. The letters will have black and white faces. The pole sign cabinet will also have a black background with a small corner in yellow that wraps around the sign cabinet. The letter faces will be black and white. Mr. Goffron seconded the motion. The motion did not pass by the following vote:

AYES: Goffron (1)

NAYS: Charlson, Goldberg, Golub, Flores (4)

Mr. Goldberg moved to deny the First Financial Bank signage with the following changes: The ATM and sign panel will be as presented. The wall sign will have a predominantly black background with a small portion behind the word "First" in yellow. The letters will have black and white faces. The pole sign cabinet will also have a black background with a small corner in yellow that wraps around the sign cabinet. The letter faces will be black and white. Mr. Goffron seconded the motion. The motion passed by the following vote:

AYES Charlson, Goldberg, Golub, Flores (4)

NAYS: Goffron

Mr. Goldberg moved to approve the signage for First Financial Bank with the wall sign as channel letters with black and blue faces and no backer panel. The pole sign cabinet will have a black background with a small corner in yellow that wraps around the sign cabinet. The letter faces will be black and white. The sign panel and ATM signs will be as presented. Mr. Golub seconded the motion. The motion did not pass by the following vote:

AYES: Goffron, Goldberg (2)

NAYS: Charlson, Golub, Flores (3)

Mr. Goldberg moved to deny the signage for First Financial Bank with the wall sign as channel letters with black and blue faces and no backer panel. The pole sign cabinet will have a black background with a small corner in yellow that wraps around the sign cabinet. The letter faces will be black and white. The sign panel and ATM signs will be as presented. Ms. Charlson seconded the motion. The motion passed by the following vote:

AYES: Charlson, Golub, Flores (3)

NAYS: Goffron, Goldberg (2)

Ms. Delevitt requested feedback from the Commissioners. Ch. Flores and Ms. Charlson believe the signs should have less yellow. They suggested the pole sign should have a black background with a yellow logo and white lettering

Ms. Charlson moved to approve the signage for First Financial Bank with the pole sign cabinet having a black background and the word "First" in yellow and "First Financial Bank" in white. The wall sign will have channel letters with the word "First" in black and "First Financial Bank" in blue. The ATM sign remains as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Goldberg, Golub, Flores (5)

NAYS: None (0)

Ms. Delevitt suggested the drawings will need to be revised and resubmitted. She reminded the petitioner that they have the option to appeal any of the denied motions with a written letter within 30 days.

## 2. N. Family School: 833 Deerfield Road - Building Improvements and Signage

Trudy Anderson, Managing Director and Meaghan O'Conner, Development Manager with N. Family School, Robert Haddon, VP of Business Development with H.M. Witt & Co. and Chris Siavelis with Deerfield Square Shopping Center were present. Mr. Siavelis explained N. Family would occupy the entire former Warehouse Eatery and Rhapsody Cafe building. They are a UK based childcare center expanding in the US. They offer exceptional daycare in a well-appointed facility.

The proposed rooftop play area has a grid design, which incorporates some of the original architectural design elements of the building. They will add 8-foot-tall wall extensions on the north, east and part of the west elevations. The play area will not be visible from grade, which is consistent with ARC standards. The existing trash enclosure will move from the north end of the service drive building to the south end. This allows for an at-grade play area, which cannot be seen from ground level. Mr. Siavelis noted that Code requires two (2) separate play areas in order to separate various age groups.

Some of the solid areas will be replaced with clear glazing. The revolving doors will be replaced with storefront doors and windows to match the existing building. Mr. Siavelis explained that blue spandrel glass is proposed for areas above ceiling lines, behind the awnings.

Eighteen (18) new Captain Navy canvas awnings will be installed on the existing framework. They will match the awnings on the 740 Building. The awnings will be located at every storefront location.

Mr. Siavelis proposed a wall sign that is fully compliant on the east elevation. The former Warehouse Eatery blade sign will be removed. The former Rhapsody Cafe blade sign will be replaced with a new N. Family School sign with routed-out, push-through letters. The wall sign will have reverse channel letters with a backer panel that matches the other backer panels. Ms. Delevitt noted the wall sign is slightly (1'-1") above the roof deck but within the ARC's allowance to grant.

Ms. Charlson believes the wall sign typography and color is beautiful. She questioned whether the sign should be the same width as the grid behind it. Mr. Siavelis explained they wanted to reduce the negative space. The Commissioners agreed.

Mr. Goffron asked if they plan to keep the ivy along the side of the building. Mr. Siavelis said they were not touching the ivy. Mr. Golub noted the grid appears like a fake storefront. He questioned the 150 feet of tan EIFS and suggested adding more brown color. Mr. Siavelis believes it may look too busy and believes the proposal is better than a fence. He also noted the patina green grid with the taupe background adds the interest he is looking for.

Mr. Goldberg moved to approve the proposal as presented, including the exceptions previously granted for the previous tenant allowing a wall sign 1'-1" above the roof deck. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Goldberg, Golub, Flores (5)

NAYS: None (0)

### 3. Gloss Nail Bar, 92 S. Waukegan Road - Signage

Thinh To, Owner and General Contractor for Gloss Nail Bar is trying to keep the signage simple with two (2) proposed colors. They propose two (2) wall signs and two (2) pylon sign panels. Ms. Delevitt noted businesses less than 10,000 square feet in Deerbrook Mall are restricted to a 28-inch maximum letter height". The 48-inch high logo would require a height exception. The ARC granted a height exception for Starbucks, which is the same height as the proposed logo. The Commissioners were okay with the proposal. Ch. Flores ensured the logo details will be able to be reproduced.

Ms. Charlson noted the word spacing on the pylon panel is inconsistent and suggested moving the word "Nail" slightly to the right on the signs. Carry that spacing through to the wall signs as well. Mr. To was okay with the change.

Ms. Charlson moved to approve the signage for Gloss Nail Bar as presented with the 48-inch letter height exception and the spacing between "Nail" and "Bar" adjusted on the signs. Mr. Goffron seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Goldberg, Golub, Flores (5)

NAYS: None (0)

### Items from the Staff

Ms. Delevitt met with Guzman y Gomez about updating their wall signs and adding an outdoor patio along Deerfield Road.

### Adjournment

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Mr. Goldberg seconded the motion. The motion passed unanimously on a voice vote.

The meeting was adjourned at 8:53 pm.

The next Appearance Review Commission meeting will be March 16, 2026 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission  
 From: Liz Delevitt, Planning & Design Specialist  
 Date: March 9, 2026  
 Subject: First Financial Bank, 630 Waukegan Road: revised wall sign

Last month First Financial Bank came to the ARC for a ground sign, two (2) wall signs and an Automatic Teller Machine (ATM) sign with yellow backgrounds. The ground sign and wall signs failed to pass by a 1-4 vote due to the yellow background color being outside of the Deerfield Appearance Code (see meeting material from February 2026).

At the meeting, the petitioners revised the signs to have a black background for the ground sign cabinet with the word “First” in yellow and the words “First Financial Bank” in white. The wall signs would become channel letters directly mounted to the wall, similar to the existing signs but illuminated. The ARC voted 5-0 in favor of the revised signage.

First Financial Bank is returning to the Commission with further revisions to the wall signs to better match the ground sign:

Wall Signs:

The proposed wall signs are composed of aluminum cabinets painted black with 1/2” routed-out, push-through acrylic letters. The letters will be faced with PMS 1225 C Yellow and white vinyl to match the approved pole sign cabinet. Only the sides of the letters will illuminate at night. The wall signs meet the allowances of the Deerfield Zoning Ordinance:

North (Front) Wall Sign:

	Allowed	Proposed
Sign Area:	8% of area = 39.6 SF (or 80 SF, whichever is greater)	40 SF
Height:	Below the roof deck or 30’ above the curb level.	Below roof deck
Illumination:	Source fixed and concealed	Internally illuminated

East (Side) Wall Sign:

	Allowed	Proposed
Sign Area:	4% of area = 39.8 SF (or 40 SF, whichever is greater)	40 SF
Height:	Below the roof deck or 30' above the curb level.	Below roof deck
Illumination:	Source fixed and concealed	Internally illuminated

Please note, the ground sign and ATM sign is already approved and does not need approval.



630.424.6100

1130 N. Garfield Street  
Lombard, IL 60148

[www.OLYSIGNS.com](http://www.OLYSIGNS.com)



630 Waukegan Rd, Deerfield, IL 60015

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Exterior Signage



- A** 2-Sided Illum. Pylon Sign Cabinet
- B** Illum. Push-Thru Wall Cabinet
- C** Aluminum ATM Wall Sign

**SITE PLAN**

**630 Waukegan Rd, Deerfield, IL 60015**



630.424.6100

OLYSIGNS.com

Job #25-10813

Date: 03-04-26

Rev #8

Artist: Argo

Account Rep: RWJR

Page 2

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CONCEPT



SOUTHEAST PROPERTY CORNER



630.424.6100

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Job #25-10813

Date: 03-04-26

Rev #8

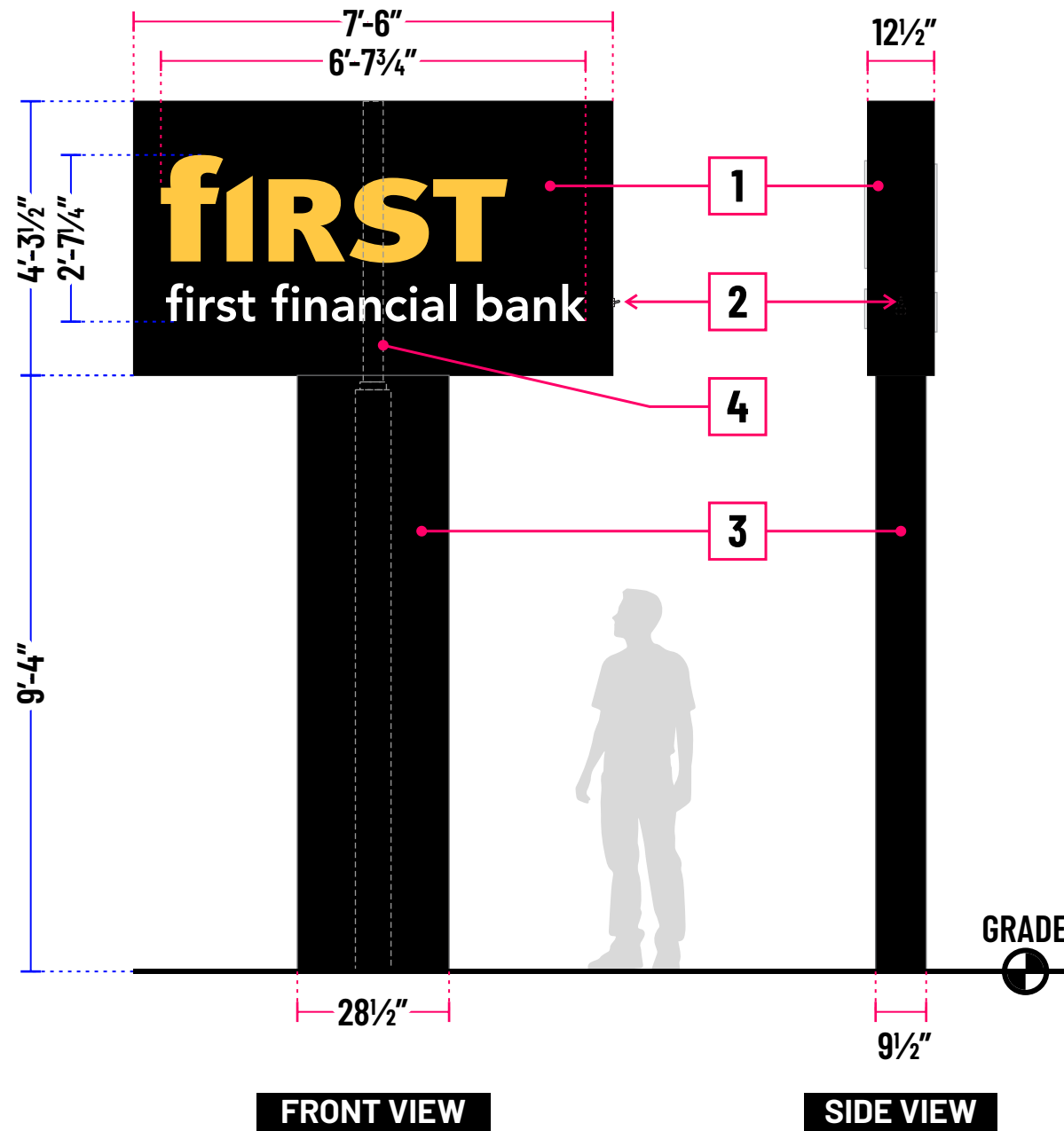
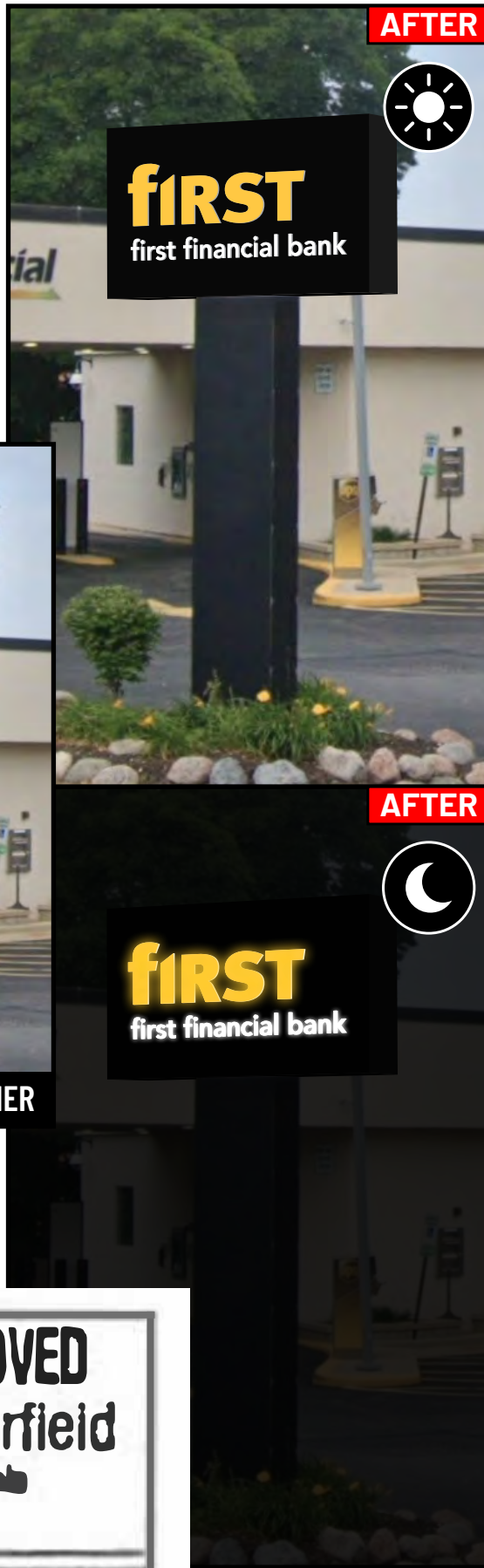
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**A.1** DETAIL & DIMENSION VIEW  
SCALE: 3/8" = 1' SQ/FT 32.2

**A** 2-Sided Illum. Pylon Sign Cabinet  
QTY 1

- 1** 2-Sided internally illuminated aluminum cabinet painted black with routed faces for 1/2" exposed push-thru acrylic. Translucent vinyl on 'first' push-thru faces to match PMS 1225 C.
- 2** Disconnect switch & U.L. label
- 3** Existing aluminum pole cover to remain and be reused
- 4** 3" Ø (3 3/4" O.D.) sleeved steel tube support structure to remain and be reused

- NOTES**
- Internal illumination via white LED module system
  - Remove existing sign cabinet

- FINISHES**
- PMS 1225 C Vinyl
  - Black Paint (Standard Color)
  - White Acrylic

**ARC APPROVED**  
**Village of Deerfield**  
Lake County, Illinois  
DATE 02/23/2026



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Job #25-10813

Date: 03-04-26

Rev #8

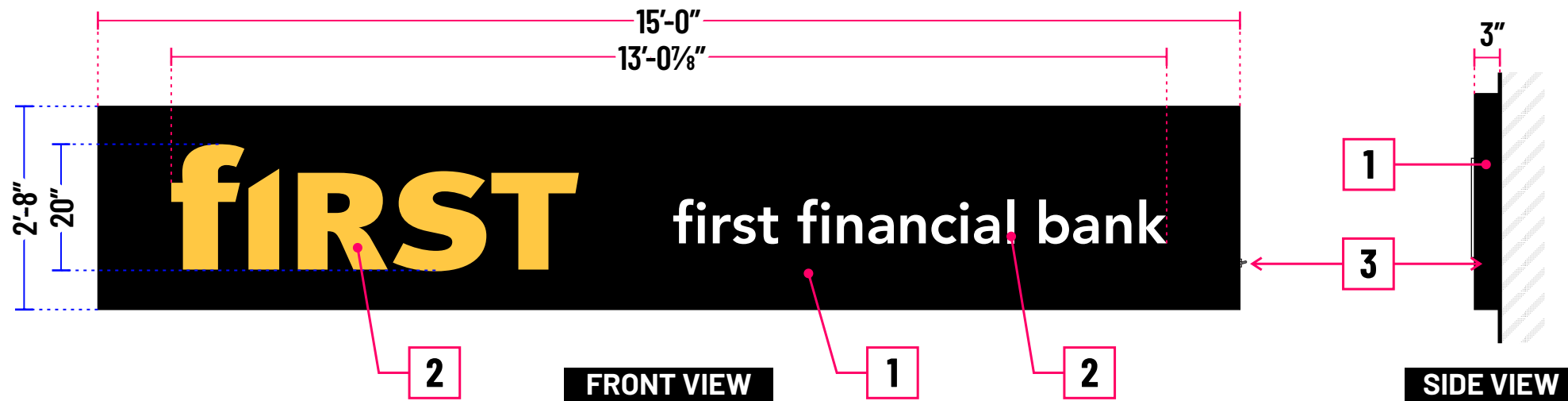
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**B.1** **DETAIL & DIMENSION VIEW**

SCALE: 1/2" = 1'    SQ/FT 40.0

**B** **Illuminated Push-Thru Acrylic on Aluminum Backer**  
QTY 2

- 1** Internally illuminated aluminum cabinet painted black with routed face for push-thru acrylic
- 2** 1/2" Exposed push-thru acrylic with translucent vinyl on 'first' push-thru faces to match PMS 1225 C
- 3** Disconnect switch & U.L. label

**FINISHES**

- PMS 1225 C Vinyl
- Black Paint (Standard Color)
- White Acrylic

**NOTES**

- Electrical feed brought to both sign sites (by others)
- Internal illumination via white LED module system
- (B1) - Access from inside bank, thru bolt/toggle mount
- (B2) - No Access



**BEFORE**



**NORTH BLDG ELEVATION**



**AFTER**





**C.1** **DETAIL & DIMENSION VIEW**  
SCALE: 2" = 1' SQ/FT 3.3

**C** **Aluminum ATM Wall Sign**  
QTY 1

**1** .080 Aluminum sign panel with digitally printed graphics on face and pre-drilled holes in panel for mounting with mechanical fasteners

**FINISHES**

-  PMS 1225 C
-  PMS 285 C

# **ARC Material from February 23, 2026**

Appearance Review Commission

Meeting Minutes

February 23, 2026

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Present were:

Sherry Flores, Chairperson  
Amy Charlson  
Dustin Goffron  
Neil Goldberg  
Jason Golub

Absent:

Troy Mock  
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Document Approval

Mr. Goldberg moved to approve the minutes from the January 26, 2026 Appearance Review Commission meeting. Mr. Goffron seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There were no public comments on non-agenda items.

Business:

1. First Financial Bank, 630 Waukegan Road - Signage

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Charlson believe there is too much yellow, and it is not harmonious to the surrounding architecture. Ms. Charlson asked if the yellow could be changed to black. Mr. Whitehead noted reversing the colors is not part of their branding. In the current proposal, only the letters illuminate, not the backer panel. Ms. Charlson would prefer the yellow not be used as the backer color. Ch. Flores suggested not having the backer panel, just the illuminated letters on the wall. Mr. Whitehead explained the current brand guidelines include a yellow background. Ch. Flores believes it should only be changed on the building. Mr. Golub suggested the Deerfield Appearance Code does not allow pole signs and would they consider a monument sign. Ms. Delevitt suggested this to the petitioners as well. They are grandfathered in to having a pole sign, and they are not proposing a new pole, only a new cabinet for the existing pole. Ms. Charlson suggested making the pole sign background black with the logo yellow, the "First Financial Bank" lettering white and mimic that on the building. Mr. Whitehead likes the idea of having reverse channel letters without the yellow background on the building. He believes the bank would want their yellow branding on the pole sign. Mr. Golub and Ch. Flores believe the yellow is too intense. Ch. Flores asked if the bank has a secondary pallet. Ms. Charlson suggested the pole sign have a black background with some yellow. Mr. Whitehead suggested having just a portion of the sign yellow. There would be a yellow rectangle around the word "First". Ms. Charlson believes that would trap the word "First". Mr. Whitehead presented another option for the pole sign with the yellow only in the top left corner and wrapping around the pole sign cabinet. The remainder of the cabinet would have a black background.

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AYES: Goffron (1)

NAYS: Charlson, Goldberg, Golub, Flores (4)

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NAYS: Goffron

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AYES: Goffron, Goldberg (2)

NAYS: Charlson, Golub Flores (3)

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Ms. Charlson moved to approve the signage for First Financial Bank with the pole sign cabinet having a black background and the word "First" in yellow and "First Financial Bank" in white. The wall sign will have channel letters with the word "First" in black and "First Financial Bank" in blue. The ATM sign remains as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Goldberg, Golub, Flores (5)

NAYS: None (0)

Ms. Delevitt suggested the drawings will need to be revised and resubmitted. She reminded the petitioner that they have the option to appeal any of the denied motions with a written letter within 30 days.

## ~~2. N. Family School: 833 Deerfield Road - Building Improvements and Signage~~

~~Trudy Anderson, Managing Director and Meaghan O'Conner, Development Manager with N. Family School, Robert Haddon, VP of Business Development with H.M. Witt & Co. and Chris Siavelis with Deerfield Square Shopping Center were present. Mr. Siavelis explained N. Family would occupy the entire former Warehouse Eatery and Rhapsody Cafe building. They are a UK based childcare center expanding in the US. They offer exceptional daycare in a well-appointed facility.~~

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission  
From: Liz Delevitt, Planning & Design Specialist  
Date: February 17, 2026  
Subject: First Financial Bank, 630 Waukegan Road: signage

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First Financial Bank, a Cincinnati based bank, has acquired Bank Financial, and they are updating signage at all of their branches. Proposed are two (2) new wall signs and an updated ground sign, similar in size and location to the existing signage.

## Sign Design:

The proposed signage features the First Financial Bank branding with the word “First” used as a logo (wordmark logo) and the official bank name. The ARC has allowed businesses in the C-1 zoning district to have logos on their business signs to help with brand recognition, unless otherwise restricted by a sign criteria. Nearby banks, such as Chase Bank, Old National Bank and US Bank, all have logos on their signs.

All of the proposed signs have backgrounds that are painted to match PMS C Yellow, which is the signature color for First Financial Bank. While this is part of their branding, it is a departure from the subtle Bank Financial signs.

The Deerfield Appearance Code (page 7), Design:

*“Sign colors shall be harmonious with the architecture and excessive brightness shall be avoided.”*

The Deerfield Appearance Code (page 8), Building and Site Relationship:

*“Signs and graphics shall have a harmonious relationship with their building and site and to the architectural character of the surrounding area and the Village in terms of size, shape, material, color, texture, lettering, arrangement and lighting.”*

In the past, the ARC requested Old National Bank to reduce the size of the yellow stripes of the bank’s logo, because they were not harmonious with the architecture of the Village Center. Other businesses, such as Super 8 and Planet Fitness were also required to limit their bright colors. It is up to the ARC to determine if the proposed signage is harmonious in both color and design with the architecture of the Village Center.

Wall Signs:

The existing non-illuminated acrylic lettering on the north and east elevations will be replaced with illuminated wall signs. The new signs will have aluminum cabinets painted to match PMS C Yellow with 1/2" routed-out, push-through acrylic letters. The letters will be faced with black and PMS 285 C Opaque Blue vinyl. Only the sides of the letters will illuminate at night. The wall signs meet the allowances of the Deerfield Zoning Ordinance:

North (Front) Wall Sign:

	Allowed	Proposed
Sign Area:	8% of area = 39.6 SF (or 80 SF, whichever is greater)	40 SF
Height:	Below the roof deck or 30' above the curb level.	Below roof deck
Illumination:	Source fixed and concealed	Internally illuminated

East (Side) Wall Sign:

	Allowed	Proposed
Sign Area:	4% of area = 39.8 SF (or 40 SF, whichever is greater)	40 SF
Height:	Below the roof deck or 30' above the curb level.	Below roof deck
Illumination:	Source fixed and concealed	Internally illuminated

Ground Sign:

Proposed is to modify the existing ground sign with a new 32-square-foot, aluminum cabinet mounted to the existing pole. The cabinet will be painted to match PMS 1225 C Yellow on all sides. The faces will have 1/2" routed-out, push-through acrylic lettering faced with black and PMS 285 C Opaque Blue vinyl. Similar to the wall signs, only the sides of the letters would illuminate at night.

Below are the allowances for the ground sign:

	Allowed:	Proposed:
Sign Area:	32 square feet per face	32 square feet per face
Location:	Front or side yard	Side yard
Depth:	18 inches maximum	18 inches
Height:	20 feet above curb level	14 feet
Illumination:	Light source fixed and concealed	Internally illuminated

The bank's pole sign was approved as part of the Special Use for First Federal Bank in 1981. Several banks have occupied the property since that time, and they have all had pole sign in the same location. While pole signs are discouraged by the Deerfield Appearance Code, this location was permitted to install one before the Code was updated in 2016.

Deerfield Appearance Code (page 9), Building and Site Relationship:  
*"Pole signs are discouraged."*

Recently US Bank replaced their pole sign with a ground sign after the existing sign fell in a snow storm. The petitioner would prefer to repurpose the existing pole sign, than replace it with a monument sign.

Additional Signage:

Banks with automatic teller machines (ATMs) are permitted to have up to 9 SF of informational signage in relation to the machines. The proposed 3.33 SF signs meet the allowances for this type of signage.



Existing North (Front) Elevation



Existing West (Side) Elevation



Existing Ground Sign



First Financial Bank Location in Crown Point, IN



First Financial Bank Location in Watseka, IL



630.424.6100

1130 N. Garfield Street  
Lombard, IL 60148

[www.OLYSIGNS.com](http://www.OLYSIGNS.com)



630 Waukegan Rd, Deerfield, IL 60015

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Exterior Signage



- A** 2-Sided Illum. Pylon Sign Cabinet
- B** Illum. Push-Thru Wall Cabinets
- C** Aluminum ATM Wall Sign

**SITE PLAN**

**630 Waukegan Rd, Deerfield, IL 60015**



630.424.6100

OLYSIGNS.com

Job #25-10813

Date: 02-12-26

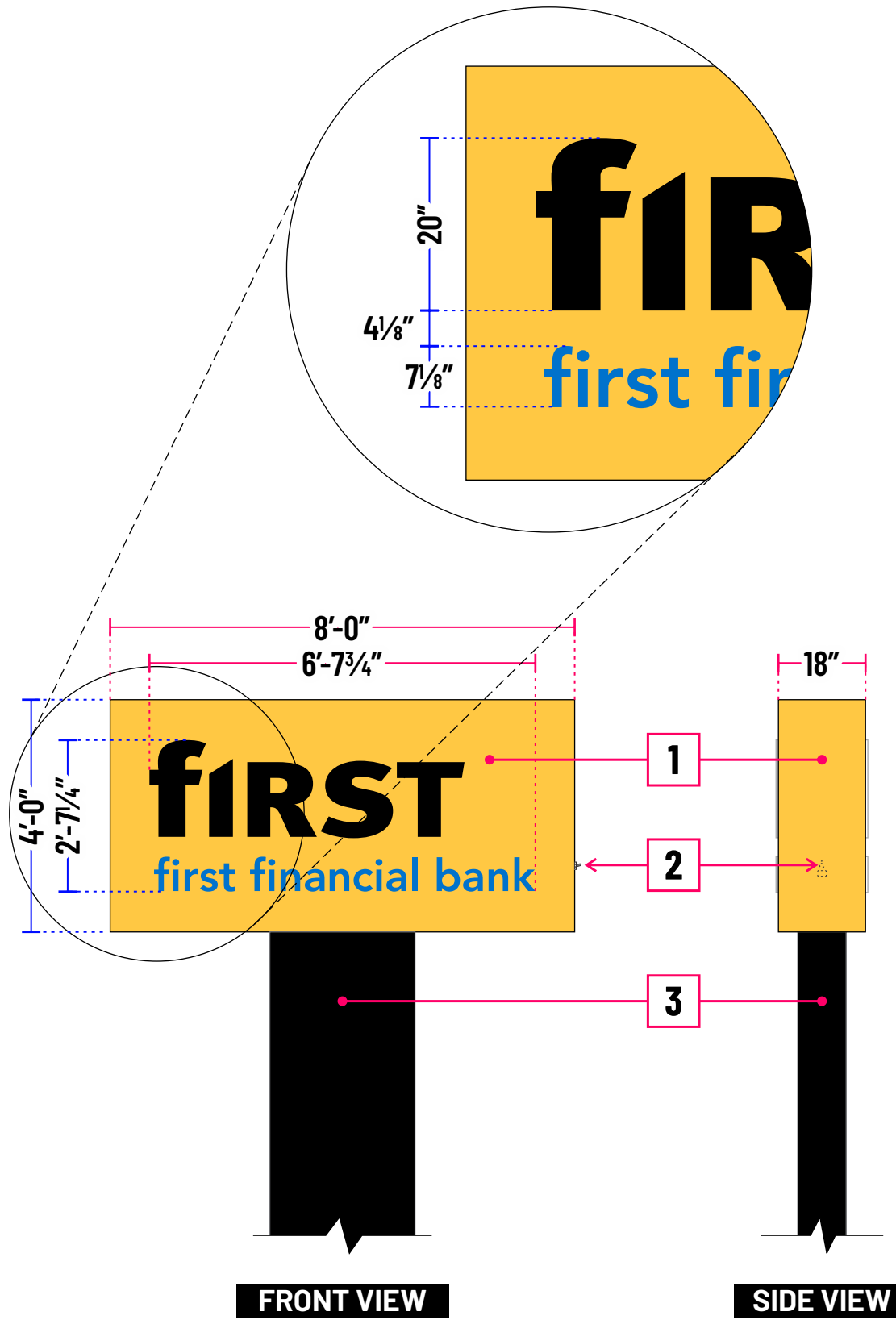
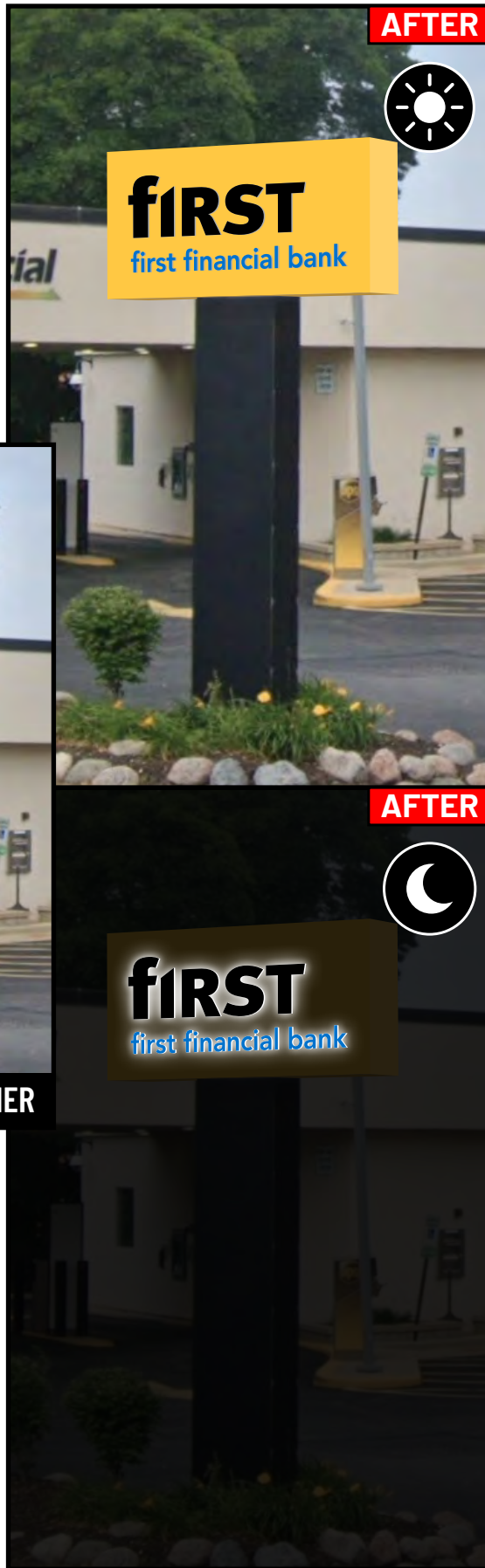
Rev #5

Artist: Argo

Account Rep: RWJR

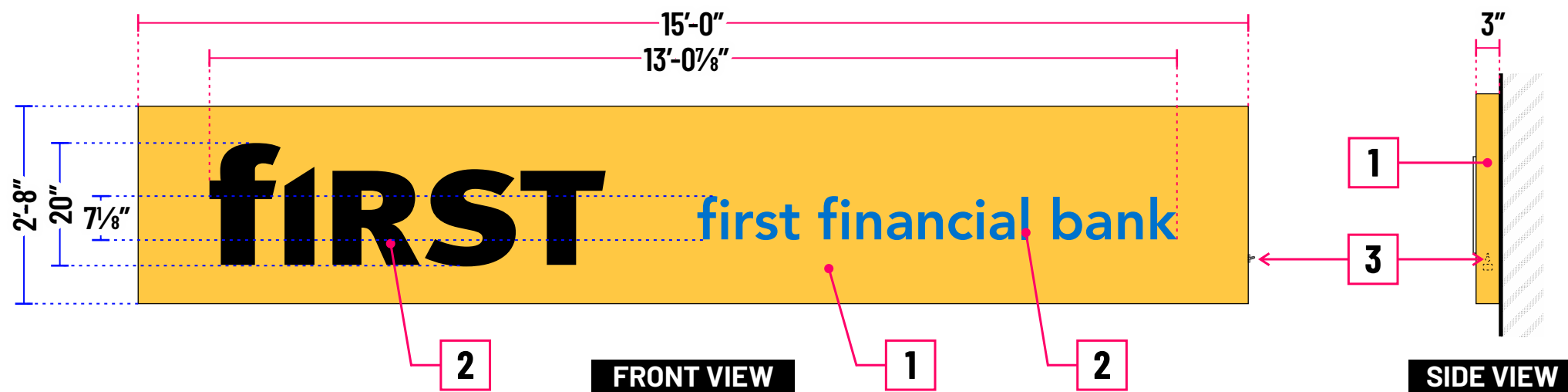
Page 2

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**A.1** DETAIL & DIMENSION VIEW  
 SCALE: 3/8" = 1' SQ/FT (CABINET FACE) 32.0

- A** 2-Sided Illum. Pylon Sign Cabinet QTY 1
- 1** 2-Sided internally illuminated aluminum cabinet painted to match PMS 1225 C with routed faces for 1/2" exposed push-thru acrylic. Opaque blue (to match PMS 285 C) and black vinyl on push-thru faces.
  - 2** Disconnect switch & U.L. label
  - 3** Existing support post to remain and be reused
- NOTES**
- Internal illumination via white LED module system
  - Remove existing sign cabinet
  - Font used: Nunito Sans
- FINISHES**
- PMS 1225 C
  - PMS 285 C
  - Black (Standard Color)



**B** Illuminated Push-Thru Acrylic on Aluminum Backer  
QTY 2

- 1** Internally illuminated aluminum cabinet painted to match PMS 1225 C with routed face for push-thru acrylic
- 2** 1/2" Exposed push-thru acrylic with opaque black & blue (to match PMS 285 C) vinyl on faces
- 3** Disconnect switch & U.L. label

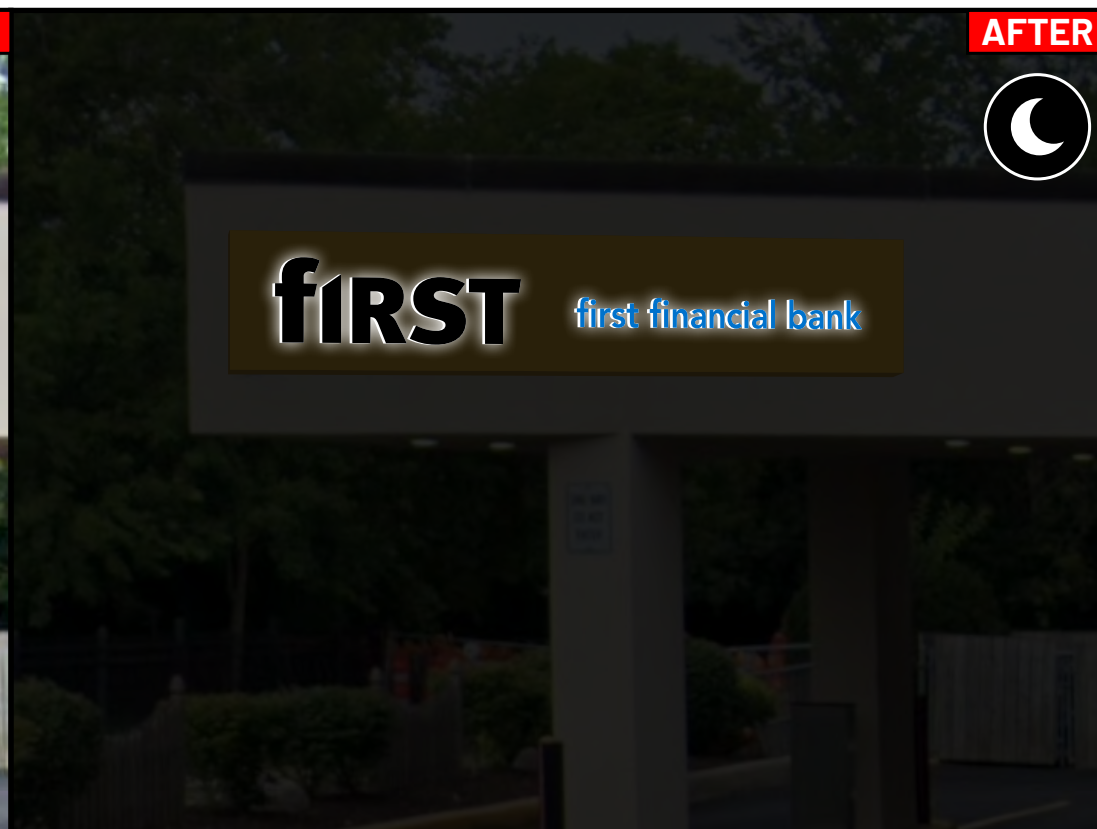
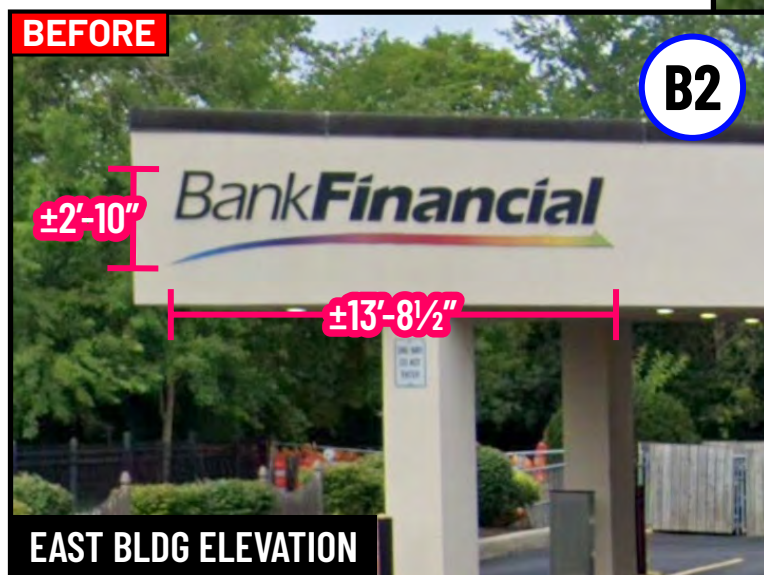
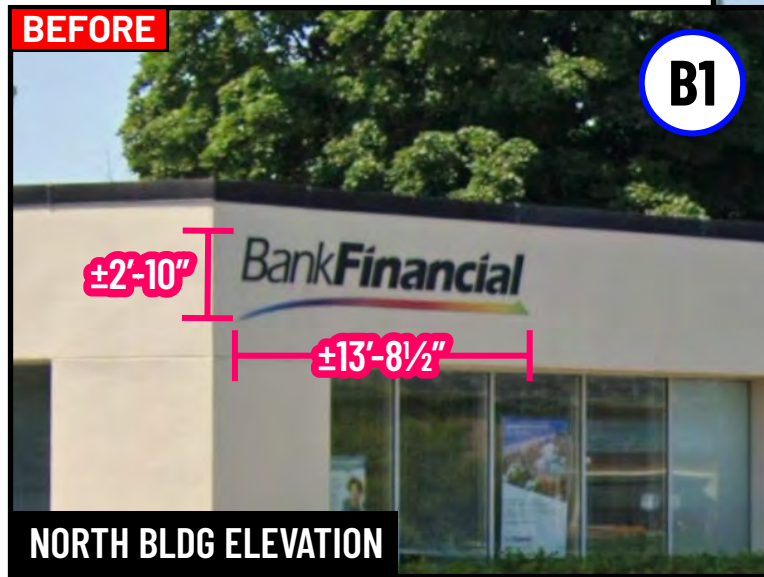
**B.1** DETAIL & DIMENSION VIEW  
SCALE: 1/2" = 1' SQ/FT 40.0

- NOTES**
- Electrical service brought to both sign sites by others
  - Internal illumination via white LED module system

- FINISHES**
- PMS 1225 C
  - PMS 285 C
  - Black Vinyl (Standard Color)



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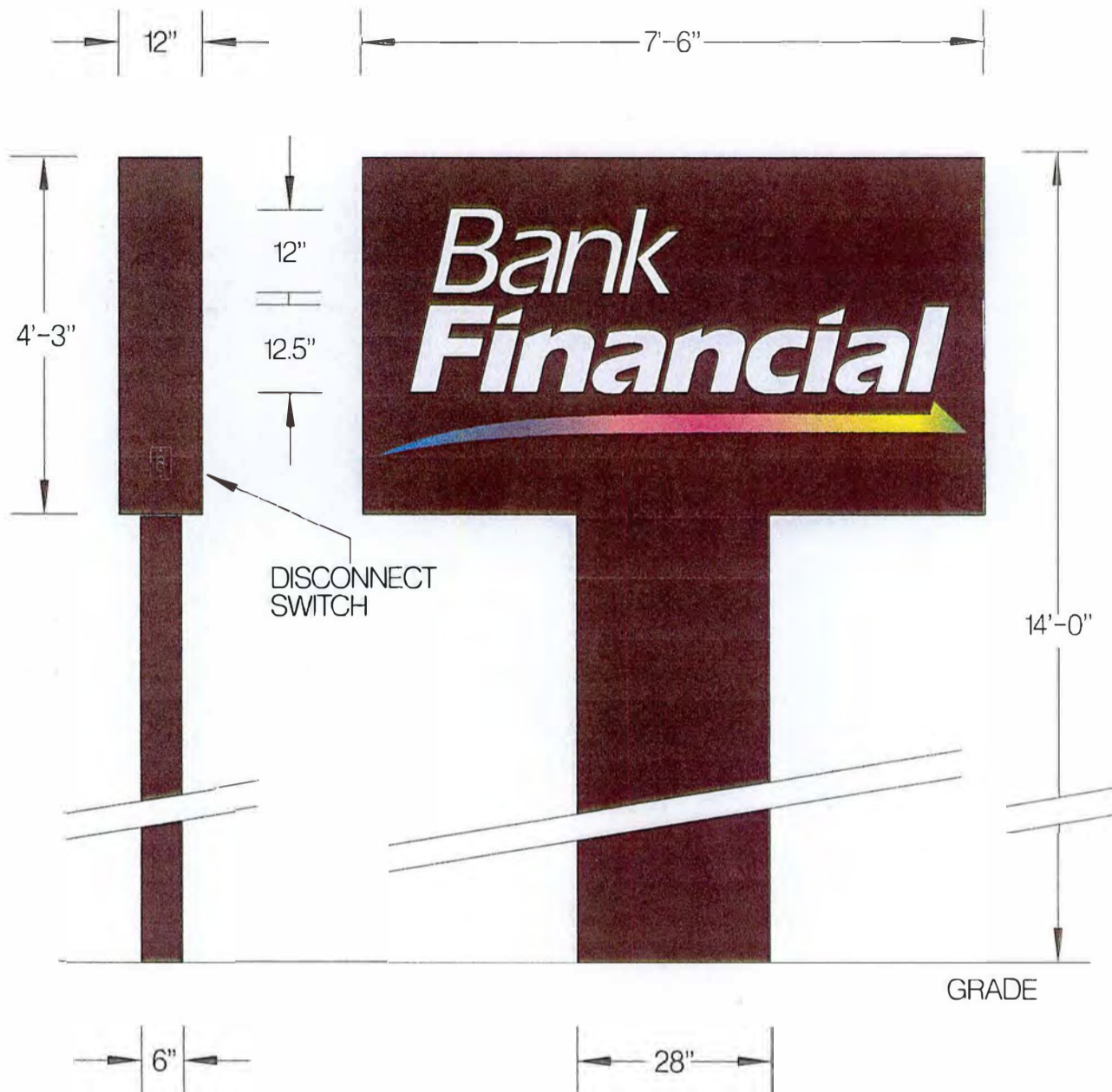


**C.1** **DETAIL & DIMENSION VIEW**  
 SCALE: 2" = 1'      SQ/FT **3.3**

**C** **Aluminum ATM Wall Sign**  
 QTY 1

- 1** .080 Aluminum sign panel with digitally printed graphics on face and pre-drilled holes in panel for mounting

<b>FINISHES</b>	 PMS 1225 C
	 PMS 285 C



ONE D/F INTERNALLY ILLUMINATED POLE MOUNTED SIGN.

SIGN FACES ARE TO BE ROUTED OUT OF ALUMINUM, PAINTED BLACK, AND BACKED w/ PLEXIGLASS.

COLORED PORTION OF LOGO IS TO BE DIGITALLY PRINTED ON TRANSLUSCENT VINYL.

POLE COVER IS TO BE MADE OUT OF ALUMINUM AND PAINTED BLACK. ( COVERS EXISTING POLE )

SIGN CABINET IS TO BE ILLUMINATED INTERNALLY w/ 800mA H.O. FLUORESCENT LAMPS.



**NORTH SHORE SIGN**

1925 Industrial Drive • Libertyville, Illinois 60048 • 847-816-7020

*"Quality Signage Since 1930"*

These plans are the exclusive property of North Shore Sign Co. and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from North Shore Sign Co. a sign manufactured according to these plans. Distribution or exhibition of these plans to construct a sign similar to the one herein is expressly forbidden. In the event that such exhibition occurs, North Shore Sign Co. expects to be reimbursed \$500.00 in compensation for time and effort entailed in creating these plans. © North Shore Sign Co.

DATE 9-8-01

BANK FINANCIAL 630 WAUKEGAN RD. DEERFIELD, IL		DRAWN BY: PM
SCALE: 1/2"=1'		REVISED 9/8/01
DATE: 8/27/01		DRAWING # 01323
SALESPERSON VIC	APPROVED BY:	

**Bank Financial Signs from 2001**



NORTH ELEV.



EAST ELEV.

DATE 9-8-01

ONE SET EACH (TWO ELEVATIONS, NORTH & EAST) OF NON-ILLUMINATED FLAT CUT-OUT LETTERS / LOGO.

ALL PIECES ARE TO BE CUT-OUT OF 1/4" ALUMINUM AND STUD MOUNTED w/ A STAND-OFF OF APPROX. 3/4 OF AN INCH.

LETTERS ARE TO BE PAINTED BLACK w/ THE ICON PAINTED AS SHOWN.



**NORTH SHORE SIGN**

1925 Industrial Drive • Libertyville, Illinois 60048 • 847-816-7020

*"Quality Signage Since 1930"*

These plans are the exclusive property of North Shore Sign Co. and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from North Shore Sign Co. a sign manufactured according to these plans. Distribution or exhibition of these plans to construct a sign similar to the one herein is expressly forbidden. In the event that such exhibition occurs, North Shore Sign Co. expects to be reimbursed \$600.00 in compensation for time and effort entailed in creating these plans. ©North Shore Sign Co.

BANK FINANCIAL 630 WAUKEGAN RD. DEERFIELD, IL		
SCALE: 1/2"=1'		DRAWN BY: PM
DATE: 8/28/01		REVISED
SALESPERSON VIC	APPROVED BY:	DRAWING # 01324

## Appearance Code Sign Criteria

### Design

1. Sign colors shall be harmonious with the architecture and excessive brightness shall be avoided.

2. Wall signs shall be designed as a complimentary element of the building.

3. Text on a sign shall be surrounded by negative space, providing a margin between the letters and/or logo and the edge of the sign.

4. The recommended maximum letter height - not the sign height - for a business less than 10,000 square feet is 24 inches in the Village Center, and 28 inches in the outlying commercial areas. These recommended letter heights are based on visibility and the building's setback from the street.

YES



The text size is appropriate, providing a margin between the background edge and the letters. (See #3)



The text extends beyond the background, no negative space was provided. (See #3)

## Appearance Code Sign Criteria

### Building and Site Relationship

1. Signs and graphics shall have a harmonious relationship with their building and site and to the architectural character of the surrounding area and the Village in terms of size, shape, material, color, texture, lettering, arrangement and lighting.

2. Every sign shall have appropriate scale and proportion in its visual relationship to buildings and surroundings.

3. A wall sign shall not cover a window (Zoning Ord. 9.01-B, 4).

4. Signs should not cover any decorative item on a building.

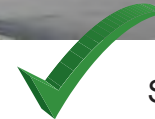
5. Signs should be surrounded by negative space (the space around the sign) to provide for a balanced design on the building.

6. All evidence of past signs shall be removed, and the wall restored to like-new condition.

7. A sign's height shall be within the requirements of the Zoning Ordinance, and said height shall also be reasonable in relationship and in proportion to the building, site, adjacent structures and areas.



YES



Signs shall have an appropriate relationship with their building, with respect given to the decorative items on the building, and the sign surrounded by negative space.



New signs are to be installed only after all evidence of the old sign has been removed. (See #6)

EXISTING EXTERIOR SIGN

Monument DF



Existing aluminum sign structure to remain in place. New ONB faces to be installed on either side of sign.

RECOMMENDATION

New ONB Cabinet



Installation of (2) new ONB cabinets on existing monolith structure.

Disconnect power from existing FMB power supplies.

Pull power to new ONB cabinets and make final connections.

Ensure sign is fully illuminated.

EXISTING EXTERIOR SIGN

Monument DF



Existing aluminum sign structure to remain in place. New ONB faces to be installed on either side of sign.

RECOMMENDATION

New ONB Cabinet



Installation of (2) new ONB cabinets on existing monolith structure.

Disconnect power from existing FMB power supplies.

Pull power to new ONB cabinets and make final connections.

Ensure sign is fully illuminated.



## Appearance Code Sign Criteria

### Building and Site Relationship

8. Ground signs in the Village Center are discouraged. If a ground sign is pursued, a monument sign with a height not to exceed 5 feet is recommended.

9. Pole signs are discouraged.

10. Landscaping with year-round appeal should be provided around the base of a ground sign and not interfere with the sign content.

11. Ground signs and landscaping shall not encroach into any sight-line triangle at property access points or at street intersections, to allow for views of oncoming vehicular and pedestrian traffic (exceptions: plants 2.5 feet in height or less; and trees those branches are 6.5 feet or more above the ground). See illustration: Clear Sight Triangles (page 10).

12. Projects which include a number of signs and graphics shall provide an overall plan demonstrating continuity and meaningful relationships among the various signs and graphics.

YES



A monument sign shall be designed to have continuity among the tenant sign panels, and landscaping shall be provided around the base. (See #10 & #12)



The relationship between the signs is poor, and no landscaping has been provided. Pole signs are discouraged. (See #9, #10 & #12)

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission

From: Liz Delevitt, Planning & Design Specialist

Date: March 9, 2026

Subject: Deerbrook Mall, Lake Cook and Waukegan Roads: sign criteria update

---

In November, the Springs at Lake Cook Crossing came to the ARC to add a pylon panel to Deerbrook Mall's Pylon 5 (half panel) and Pylon 3 (full panel) along Lake Cook and Waukegan Roads. The Commission voted to deny the panels by a 4-3 vote due to the panel being outside of the Deerbrook Mall Sign Criteria (see meeting material from November 2025). The ARC noted that the sign criteria only mentions [retail] tenants on their pylon signage. However, the criteria was written in 2017, before Continental Properties purchased the retail space behind the mall from Deerbrook Mall. The ARC expressed that having retail and residential on the same sign was confusing and suggested they either seek a separate directional sign or change the design of the pylon sign to differentiate between the retail tenants and the residential development. The Owners of the mall have agreed update the Deerbrook Mall Sign Criteria to allow for residential development signage.



Existing Pylon 3 at Deerbrook Mall



February 19<sup>th</sup>, 2026

Village of Deerfield  
Appearance Review Commission  
850 Waukegan Road  
Deerfield, IL 60015

Re: Amendment to Deerbrook Mall Sign Criteria dated March 2017

Dear Chairperson Flores and members of the Appearance Review Commission (ARC):

On behalf of Continental 744 Fund, LLC (the "Applicant"), we respectfully submit this request for approval of an amendment to the Deerbrook Mall Sign Criteria. This amendment would permit the installation of a new sign panel allowing two lines of text on the existing shared Deerbrook Mall pylon sign along Waukegan Road, designated for multifamily residential use associated with the Springs at Lake Cook Crossing development located at 400 Springs Cress Road, Deerfield, IL. The addition of this panel will enhance wayfinding and visibility for future residents and visitors of the Springs at Lake Cook Crossing multifamily community.

To facilitate consideration of the proposed signage panel, the Applicant is requesting review and approval of the following materials:

- Letter of Authorization from Deerbrook Mall owner, Core Acquisitions
- Amendment to Page 4 (Section F) of the Deerbrook Mall Sign Criteria (dated March 2017) to allow an additional panel with two lines of text for multifamily residential use at the Springs at Lake Cook Crossing community
- Pylon Signage Package dated December 22, 2025

We appreciate your time and consideration and look forward to presenting this proposal to the Appearance Review Commission. Please feel free to contact us with any questions or if additional information is needed.

Sincerely,

A handwritten signature in black ink that reads "J. Patton". The signature is written in a cursive style with a long horizontal line extending to the right.

Jen Patton

Development Director

On behalf of Continental 744 Fund, LLC and Continental Properties Company, Inc.

# Core Deerbrook, LLC

February 4, 2026  
Village of Deerfield  
Attn: Appearance Review Commission  
850 Waukegan Road  
Deerfield, IL 60015

***Re: Letter of Authorization – Amendment to Deerbrook Mall Sign Criteria  
Property: Deerbrook Mall  
Address: 260 S. Waukegan Road, Deerfield, IL***

To the Members of the Appearance Review Commission:

I, Adam Firsel, in my capacity as Manager for Core Deerbrook, LLC, hereby authorize Continental 744 Fund LLC (“Continental”) and its employees, agents and contractor to act on our behalf in submitting and presenting a request for an amendment to the Deerbrook Mall Sign Criteria.

The purpose of this amendment is to allow for the addition of one (1) new panel designated for residential multifamily use for the Springs at Lake Cook Crossing community located within the existing pylon sign for Deerbrook Mall. This authorization includes, but is not limited to:

- Filing all necessary applications, submittals, and supporting documents.
- Communicating with Village staff and the Appearance Review Commission (ARC).
- Presenting the proposed amendment at hearings or meetings.
- Making minor revisions or modifications as needed to secure approval.

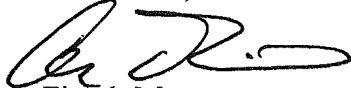
We confirm that Continental 744 Fund LLC (“Continental”) is fully empowered to represent our interests in this matter and to coordinate all required activities related to the requested sign criteria amendment.

Should you require any additional information or verification, please do not hesitate to contact me directly at [afirsel@coreacq.com](mailto:afirsel@coreacq.com) or 312-909-9565.

Thank you for your time and consideration.

Sincerely,

**Core Deerbrook, LLC**



Adam Firsel, Manager

**O:** (312) 881-6491

**C:** (312) 909-9565

**F:** (773) 305-2777

**E:** [afirsel@coreacq.com](mailto:afirsel@coreacq.com)

## F) Pylon Sign Panels

- 1) Tenant's pylon sign panels shall be one trademark color.
- 2) Logos are prohibited on pylon sign panels.
- 3) Tenants shall submit their pylon panel design to the Village of Deerfield for review and approval with their wall sign package.
- 4) No more than one line of text shall be permitted on any panel.
- 5) Tenant sign lettering to be routed and push-thru 1" thick acrylic.
- 6) A minimum of a 4 inch margin on all sides of the tenant sign panel shall be kept around the text.
- 7) All Tenant sign panels shall be .125", flat aluminum painted MAP 13914 Greyshank (or approved color match), Suede Satin Finish and attached with countersunk screws on faces.
- 8) Landlord to designate the pylon sign and panel location for tenant's installation.
- 9) Pylon sign may include one panel not to exceed 42" high designated for multi-family use. The panel shall follow the criteria above including all requirements on tenant panels, with the exception of 2-lines of text permitted and the background color must match the color of the above panels or SW 7624 Slate Tile. A border may be added to the panel.

# **ARC Material from November 24, 2025**

NAYS: None (0)

## 2. Springs at Lake Cook Crossing, 400 Spring Cress Road - Pylon Sign Panels

Grant Hackeloer, Community Manager with Springs at Lake Cook Crossing, is seeking pylon sign panels along Waukegan Road (Pylon 3) at Deerbrook Mall. They are also seeking smaller half panel pylon signs at the tenant identification sign along Lake Cook Road (Pylon 5). Mr. Hackeloer explained the sign panels would be aluminum sign faces with 1" thick acrylic routed-out, push-through letters. He noted the larger panel would say "Springs at Lake Cook Crossing," but the smaller panel would say "Springs" due to the size constraint. Mr. Golub questioned why the multi-family housing sign would be located on a multi-tenant retail sign. He believes it is very confusing. Mr. Hackeloer noted the retail development changed ownership and the signs are in their agreement. Mr. Golub explained the Deerbrook Mall Sign Criteria discusses retail tenants only, not residential. Ms. Delevitt noted the residential development is part of the PUD and a pylon panel would not be considered an off-site sign. She explained the pylon location is near the light to turn into both the shopping center and residential development. Mr. Golub noted this is an atypical sign as a multi-family development is not usually advertised this way. Mr. Goldberg noted this new residential development is going into an existing development. He believes people will know why they are going there, as the residential development is hidden behind the retail.

Ch. Flores does not believe "Springs" accurately portrays the residential development. She questioned the use of just the word "Springs" on the Lake Cook Road sign. Ch. Flores, Mr. Goffron and Ms. Charlson believe there is a hardship and two (2) rows of text should be allowed to adequately fit the proper name of the development. Mr. Hackeloer noted the Deerbrook Mall Owners did not sign off on the Lake Cook Road sign panels so they can be removed from the petition.

The Commission discussed the larger pylon panels. Mr. Golub noted the Deerbrook Mall Sign Criteria discusses retail tenants, not multi-family housing. Mr. Hackeloer noted they own the property, not the mall. Assistant Village Manager, Justin Keenan, explained Springs at Lake Cook Crossing owns their property. It is part of the same PUD and it appears they are paying an HOA fee. Mr. Golub notes, Springs at Lake Cook Crossing does not own any property along Waukegan Road where the pylon sign is located. Ms. Delevitt reiterated the signs are not considered off-site signs as they are within the same PUD, but they needed mall Ownership to sign off on them. Mr. Goffron believes the Commission should look only at the appearance, not the legality of the signs. Mr. Mock believes the signs are awkward as they are not a retail tenant. He noted, similar developments such as Melody Farms in Vernon Hills, do not have their residential development listed with their retail signage. Ms. Delevitt noted she would verify with the Principal Planner to make sure that the ARC can base its decision on their interpretation of the sign criteria regarding the category of panels allowed on the sign. Mr. Golub, Ms. Charlson and Ch. Flores would prefer to see some sort of differential between the retail and residential signage, whether it be on the pylon sign itself or a separate sign. Mr.

Moons moved to approve the pylon sign panels for Pylon 3 as presented. Mr. Goldberg seconded the motion. The motion failed to pass by the following vote:

AYES: Goffron, Goldberg, Moons (3)

NAYS: Golub, Mock, Flores, Charlson (4)

Mr. Moons moved to deny the pylon sign panels for Pylon 3 as presented. Ms. Charlson seconded the motion. The motion passed by the following vote:

AYES: Golub, Mock, Flores, Charlson (4)

NAYS: Goffron, Goldberg, Moons (3)

Ms. Delevitt noted the request did not pass. The petitioners have the right to appeal the ARC's decision to deny the pylon sign panels or return to the Commission with a new sign proposal. She will send all of the information to their team tomorrow.

#### Items from the Staff

Ms. Delevitt has sent several violations this month. Guzman y Gomez's windows have more than 20% coverage. The Shell gas station has three (3) banners on their fence. Luna Flooring Gallery and the Ifergan Building have had conflicts with the Luna truck being parked in front as an advertising truck, which is not permitted. Ms. Delevitt recently approved a wall sign for VIO Med Spa and four (4) backer panel color changes in Deerfield Square administratively.

#### Items from the Commission

Ch. Flores asked if there is an allowable time for community window signs (high school marker signs). Ms. Delevitt noted usually around 30 days for temporary window signs.

#### Adjournment

There being no further business or discussion, Mr. Goffron moved to adjourn the meeting. Mr. Goldberg seconded the motion. The motion passed unanimously on a voice vote.

The meeting was adjourned at 8:21 pm.

The next Appearance Review Commission meeting will be December 15, 2025 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission

From: Liz Delevitt, Planning & Design Specialist

Date: November 19, 2025

Subject: Springs at Lake Cook Crossing, 400 Spring Cress Road: pylon sign panels

---

Springs at Lake Cook Crossing, the residential development behind Deerbrook Mall, has reached an agreement with the mall to display sign panels on two (2) of their pylon signs. The new panels will be on Pylons 5 (half panel) and Pylon 3 (full panel) along Lake Cook and Waukegan Roads. Proposed are aluminum sign faces with 1" thick acrylic, routed-out, push-through graphics. The panels are to be painted Greyshank suede satin finish, as required by the Deerbrook Mall Sign Criteria. The sign company was instructed to match the white lettering of "Floor & Decor" in both signs. The minimum 4" margin around the text (per the sign criteria) has been provided. The proposed signage meets the Deerbrook Mall Sign Criteria and the Deerfield Zoning Ordinance.

This sign package could have qualified for administrative approval, but Staff would prefer to have the ARC's input on the panel designs. The sign criteria restricts lettering on a panel to 1-line of text; however, Springs at Lake Cook Crossing's branding is normally centered on 2-lines. The result is a very unbalanced arrangement. The Commission should consider the following items:

- Letter height and font: The letter height of the "at Lake Cook Crossing" portion of the sign was reduced to 8.375 inches including ascenders and descenders. In the past, the ARC approved Office Depot with a 6-inch letter height and Bed Bath and Beyond with a 5½-inch letter height. Both of those were all capital letters in a san-serif font. The proposed lowercase, script font makes for a less readable sign.
- Continuity and relationships among panels: Adjacent sign panels are centered and balanced. Due to the 1-line lettering restriction, the Springs at Lake Cook Crossing panel does not have a balanced arrangement. The Deerfield Appearance Code, states:

*"Projects which include a number of signs and graphics shall provide an overall plan demonstrating continuity and meaningful relationships among the various signs and graphics."*

It is up to the ARC to determine if the proposed panels are readable and fit in well with the adjacent sign panels.

S P R I N G S  
*at lake cook crossing*



Existing Pylon 5 at Deerbrook Mall



Existing Pylon 3 at Deerbrook Mall

# SPRINGS

*at lake cook crossing*

## Pylon Signage

Deerfield, Illinois

11.06.25



**PYLON #5**

Proposed



Routed Aluminum Faces with 1" Push Through Acrylic

.125 Aluminum Panels Painted to match MAP 13914 Greyshank (Suede Satin Finish)  
Copy to be routed out of 1" thick white acrylic. Font BodegaSans-LightOldStyle  
Qty-2

\*White acrylic to match Floor & Decor



Elevation depiction intended for general concept illustration and is not to exact scale. Actual sizing & perspective will vary slightly from image.

CUSTOMER

**SPRINGS**  
*at lake cook crossing*

SITE

Deerfield, IL

CONTACT

Jen Patton  
jpatton@cproperties.com

FILE

Sales Rep  
CJ

File Name  
LAKECOOK CROSSING Pylon

Designer  
Shelby

- Draft: 04.10.24
- Rev 1: 10.06.25
- Rev 2: 10.09.25
- Rev 3: 10.22.25
- Rev 4: 10.27.25
- Rev 5: 10.29.25
- Rev 6: 11.06.25
- Rev 7:
- Rev 8:
- Rev 9:

APPROVALS

- Approved
- Approved as noted
- Revise and re-submit

Customer \_\_\_\_\_

Landlord \_\_\_\_\_

NOTES

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CUSTOMER

**SPRINGS**  
*at lake cook crossing*

SITE

Deerfield, IL

CONTACT

Jen Patton  
jpatton@cproperties.com

FILE

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Routed Aluminum Faces with 1" Push Through Acrylic

.125 Aluminum Panels Painted to match MAP 13914 Greyshank (Suede Satin Finish)  
Copy to be routed out of 1" thick white acrylic.  
Font BodegaSans-LightOldStyle and New Baskerville Old Italic  
Qty-2

\*White acrylic to match Floor & Decor

**PYLON #3**

Proposed



Elevation depiction intended for general concept illustration and is not to exact scale. Actual sizing & perspective will vary slightly from image.





Pylon #5

Pylon #3

City Barbeque

Jewel-Osco Pharmacy

Deerfield Illinois Secretary of State Facility

Marshalls

Office Depot

Mattress Firm Deerfield

Deerbrook Shopping Center

The Dump Furniture Outlet

Super 8 by Wyndham Deerfield/Northbrook

Lake Cook Rd

Lake Cook Rd

Lake Cook Rd

Lake Cook Rd

Deerfield Park Plaza

The Dog Stop - Deerfield

Chicago Bounce Volleyball

Jeffrey Stone, MPT

Springs at Lake Cook Crossing

Edens Spur (Toll road)

Edens Spur (Toll road)

North Side Dr

North Side Dr

East Side Dr

Edens Spur (Toll road)

West Fork

Birchwood Rd

Birchwood Rd

Maplewood Rd

Beechwood Rd

Oakwood Dr

Wainut Dr

## **DEERBROOK MALL SIGN CRITERIA**

**March 2017**

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

### **A) General Design Requirements**

- 1) One tenant identification sign is allowed for each elevation facing a public street or parking area.
- 2) No wall sign shall be located higher than the roof deck and no higher than thirty feet (30') above the curb, whichever is lower. Tenant's sign submittal shall indicate the roof deck height by a dashed line across the building elevation.
- 3) Wall signs shall not exceed a depth of six inches (6") and sign elements must be flat and installed on the same plane.
- 4) Tenant's signs shall be directly fastened to the vertical face of the Premises, in a manner approved by Landlord.
- 5) Sign wording shall be limited to store identity (corporate or trademarked name) and shall not include product, goods or services sold.
- 6) Logos shall be permitted only if trademarked and specifically approved by Landlord and the Village of Deerfield.
- 7) All sign attachment devices, wiring, clips, transformers, lamps, tubes and other sign mechanisms shall be concealed.
- 8) No animated, moving action, flashing or audible signs will be permitted.
- 9) Total sign area shall be calculated based on the sign area calculation method used by the Village of Deerfield sign ordinance. In all cases, signs shall not exceed eight percent (8%) of the front wall and four percent (4%) of a rear or side wall. Wall area is calculated by multiplying the height (grade to roof deck), by the lineal frontage (lease line to lease line).

- 10) No wall sign may exceed a maximum area of two hundred fifty square feet (250' sf).
- 11) Tenant signs shall be three dimensional, channel type individual letters, with acrylic face and metal sides and backs.
- 12) All exposed metal returns, mounting brackets, fastening devices and trim caps shall be black or match the two sign colors.
- 13) No sign shall be painted directly onto an exterior wall.

#### B) Sign Design

- 1) Trademarked sign colors will be approved upon Landlord's receipt of tenant's trademark certificate.
- 2) Wall sign colors shall be harmonious with the building architecture. A maximum of two colors may be used for each sign.
- 3) Sign text shall be surrounded by negative space, providing a margin between the letters and/or logo and the edge of the sign's background.
- 4) Signs shall be centered vertically and horizontally on the Premises' designated sign area.
- 5) Letter height shall be:
  - a) A maximum of twenty eight inches (28") for a business less than ten thousand square feet (10,000 sf).
  - b) A maximum of thirty six inches (36") for a business greater than ten thousand square feet (10,000 sf) and less than twenty thousand square feet (20,000 sf).
  - c) A business greater than twenty thousand square feet (20,000 sf), shall not exceed the maximum sign area allowance of two hundred fifty square feet (250 sf.) and said area shall be reasonable in relationship and proportion to the building.
- 6) Tenant signage may be all capital letters or a combination of upper and lowercase.

### C) Sign Illumination

- 1) A sign's light source must be fixed and concealed. Exposed neon and exposed LED lighting are prohibited. Letters shall be internally face lit only.
- 2) Raceways shall be concealed from public view. If a raceway cannot be mounted internally behind the exterior wall due to a structural conflict, the raceway shall be mounted to the exterior surface of the wall and be finished to match the background wall. Exposed raceways are discouraged.
- 3) Tenants are to control the illumination of their signs.

### D) Window Signs

- 1) Window signs are regulated by village ordinance 0-07-26, which can be found on the Village of Deerfield's website.

### E) Miscellaneous Signage

- 1) No advertising placards, paper signs, banners, pennants, names, insignias or other descriptive materials shall be affixed upon the exterior walls of the premises or storefront.
- 2) Tenants will be permitted to place upon each entrance of its Leased Premises not more than one hundred forty four square inches (144") of gold leaf or decal application lettering not to exceed two inches (2") in height, indicating store address number, hours of business and emergency phone numbers.
- 3) Permanent free standing signs are prohibited. The following signs are prohibited when placed outside of the tenant's interior premises: temporary free standing signs, sandwich boards, feather banners, inflatable characters, etc.

F) Pylon Sign Panels

- 1) Tenant's pylon sign panels shall be one trademark color.
- 2) Logos are prohibited on pylon sign panels.
- 3) Tenants shall submit their pylon panel design to the Village of Deerfield for review and approval with their wall sign package.
- 4) No more than one line of text shall be permitted on any panel.
- 5) Tenant sign lettering to be routed and push-thru 1" thick acrylic.
- 6) A minimum of a 4 inch margin on all sides of the tenant sign panel shall be kept around the text.
- 7) All Tenant sign panels shall be .125", flat aluminum painted MAP 13914 Greysbank (or approved color match), Suede Satin Finish and attached with countersunk screws on faces.
- 8) Landlord to designate the pylon sign and panel location for tenant's installation.

**SITE DATA**

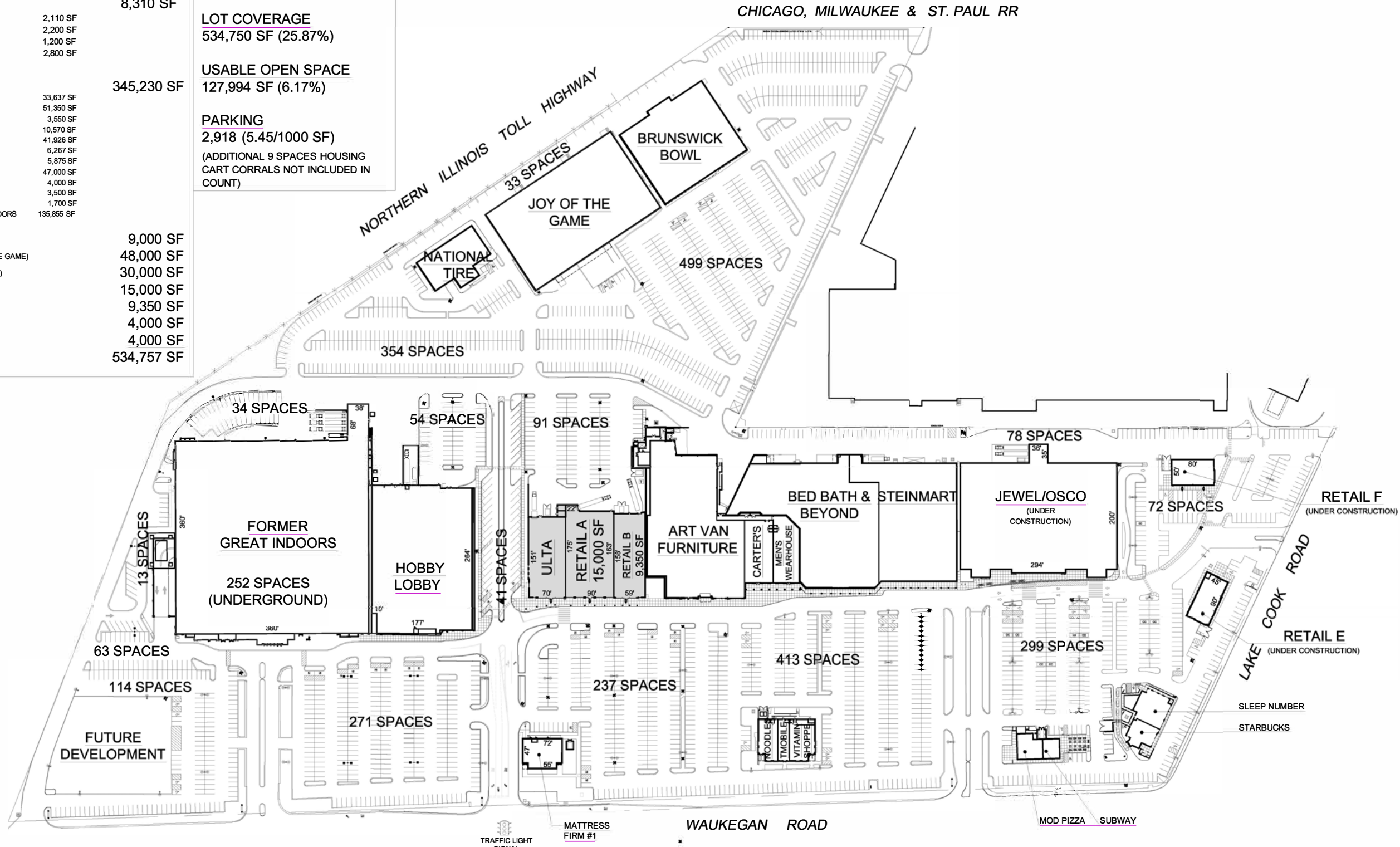
<b>EXISTING GLA</b>		
<b>GROCERY</b>	61,867 SF	
<b>RESTAURANT</b>	8,310 SF	
STARBUCKS	2,110 SF	
MOD PIZZA	2,200 SF	
SUBWAY	1,200 SF	
NOODLES	2,800 SF	
<b>RETAIL/ BANK</b>	345,230 SF	
STEINMART	33,637 SF	
HOBBY LOBBY	51,350 SF	
SLEEP NUMBER	3,550 SF	
ULTA	10,570 SF	
ART VAN FURNITURE	41,926 SF	
CARTERS	6,267 SF	
MEN'S WAREHOUSE	5,875 SF	
BED BATH BEYOND	47,000 SF	
MATTRESS FIRM #1	4,000 SF	
VITAMIN SHOPPE	3,500 SF	
TMOBILE	1,700 SF	
FORMER GREAT INDOORS	135,855 SF	
<b>AUTO SERVICE</b>	9,000 SF	
<b>FITNESS (JOY OF THE GAME)</b>	48,000 SF	
<b>BOWLING (32 LANES)</b>	30,000 SF	
<b>RETAIL A</b>	15,000 SF	
<b>RETAIL B</b>	9,350 SF	
<b>RETAIL E</b>	4,000 SF	
<b>RETAIL F</b>	4,000 SF	
<b>TOTAL</b>	<b>534,757 SF</b>	

**LOT AREA**  
2,066,994 SF (47.45 ACRES)

**LOT COVERAGE**  
534,750 SF (25.87%)

**USABLE OPEN SPACE**  
127,994 SF (6.17%)

**PARKING**  
2,918 (5.45/1000 SF)  
(ADDITIONAL 9 SPACES HOUSING  
CART CORRALS NOT INCLUDED IN  
COUNT)

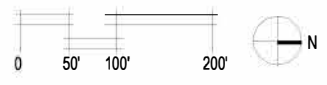


**PROPOSED PLAN**  
SCALE: 1"=200'-0"

NEW CONSTRUCTION



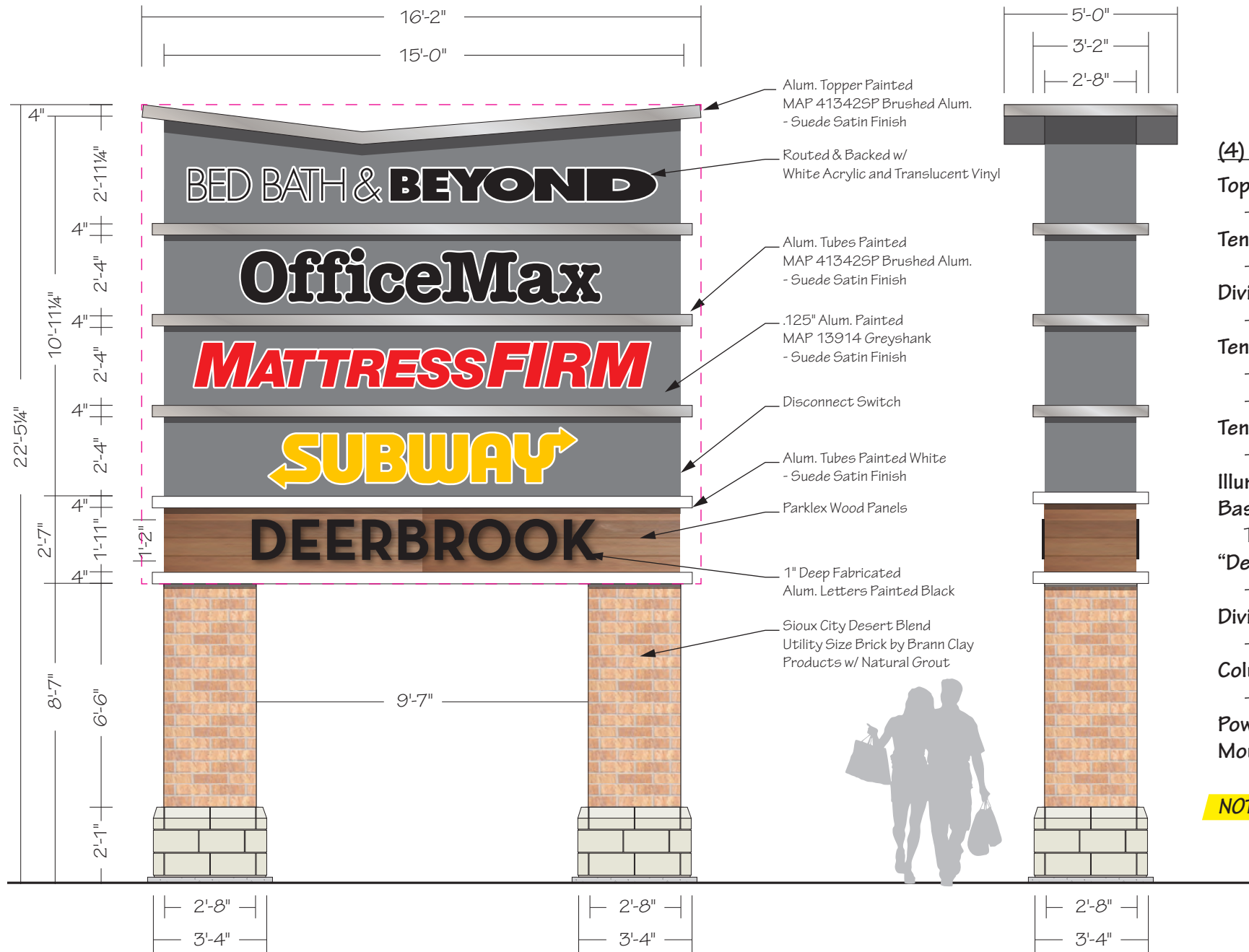
**OKW ARCHITECTS**  
600 W. Jackson, Suite 250  
Chicago, IL 60661



**DEERBROOK MALL**  
DEERFIELD, ILLINOIS

April 06, 2017 Project #: 16094

OPTION A - SIGNS 1 - 4 | WAUKEGAN ROAD SIGNS



$$\begin{array}{r}
 166.25'' \\
 \times 194.00'' \\
 \hline
 32252.50'' \\
 \\ 
 \frac{32252.50''}{144} = 224 \text{ SF}
 \end{array}$$

**(4) 22'-5 1/4" x 15'-0" x 2'-8" Double Face Illuminated Monument Signs**

**Topper:** Fabricated Aluminum Painted MAP 41342SP Brushed Aluminum - Suede Satin Finish

**Tenant Cabinet:** Fabricated Aluminum Painted MAP 13914 Greyshank - Suede Satin Finish

**Divider Bands:** Fabricated Aluminum Painted MAP 41342SP Brushed Aluminum - Suede Satin Finish

**Tenant Panels:** .125" Flat Aluminum Painted MAP 13914 Greyshank - Suede Satin Finish

- Attach w/ Countersunk Screws on Faces

**Tenant Graphics:** Routed & Backed w/ White Acrylic - Translucent Vinyl Graphics Applied

**Illumination:** White LEDs

**Base Cabinet:** Fabricated Aluminum w/ Parklex High Density Laminate Timber Panels

**"Deerbrook" Letters:** 1" Deep Fabricated Aluminum Painted Black - Smooth Satin Finish

**Divider Bands:** Fabricated Aluminum Painted White - Suede Satin Finish

**Columns:** Sioux City "Desert Blend" Utility Size Face Brick by Brann Clay Products - Natural Grout

**Power:** Reuse Existing

**Mounting:** Use Existing Steel

**NOTE: FIELD SURVEY REQUIRED PRIOR TO FABRICATION**

**PROJECT:**



Deerbrook Mall  
260 S. Waukegan Road  
Deerfield, IL 60015

**CUSTOMER APPROVAL:**

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Lisa Staszak

DRAWN BY

Bill Marlow

DATE

11.01.16

SCALE

1/4" = 1'

SHEET NO.

1 of 2

WORK ORDER

76519

FILE NAME

MA76519am

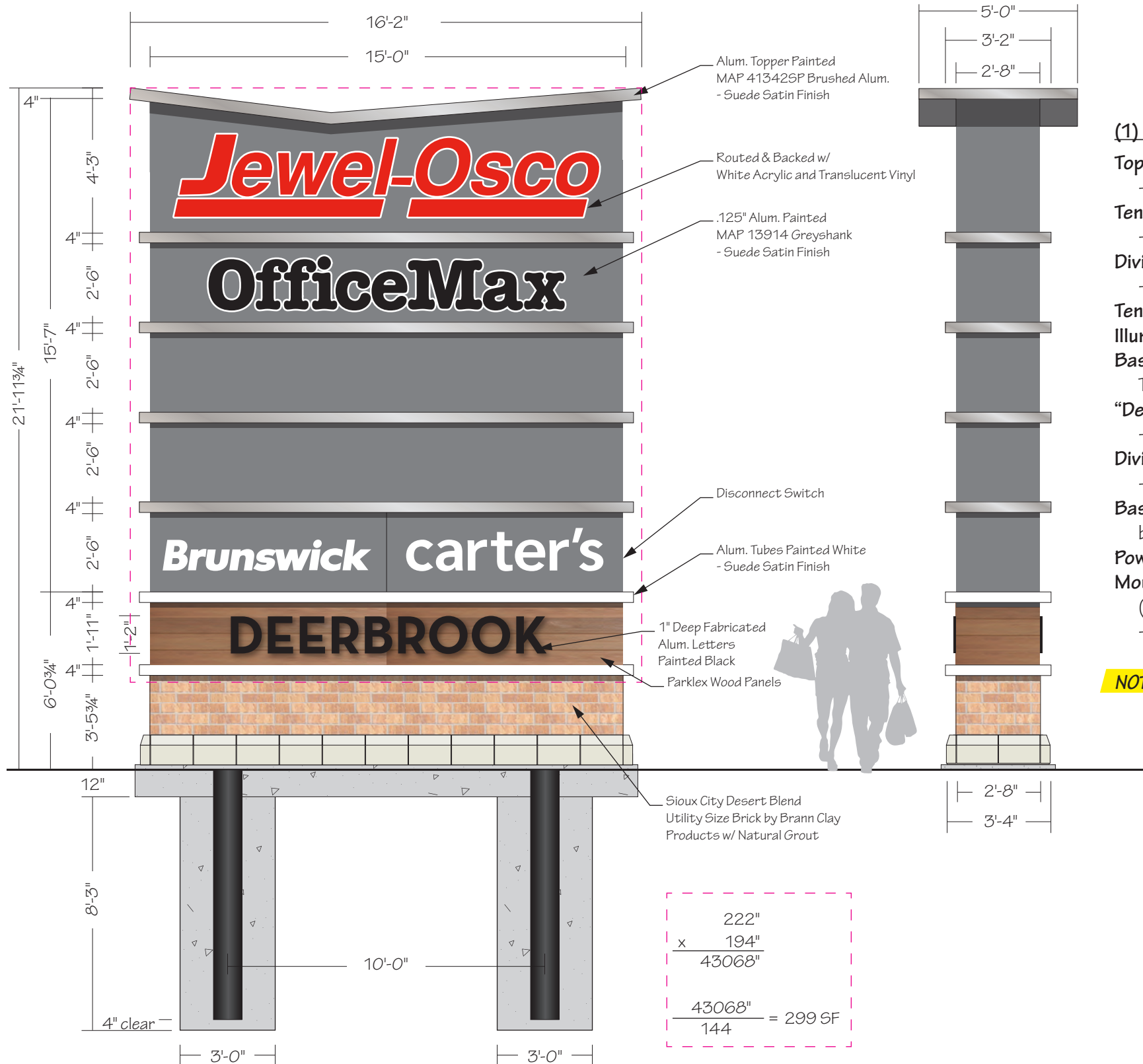
**REVISIONS:**

- 1 11.14.16
- 2 1.11.17 - move project name to lower cabinet
- 3 1.26.17 - reduce size
- 4 2.02.17 - adjust size
- 5 2.27.17 - Parklex HDL Timber
- 6
- 7
- 8

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



# OPTION A - SIGN 5 | LAKE COOK ROAD SIGN



## (1) 21'-11 3/4" x 15'-0" x 2'-8" Double Face Illuminated Monument Signs

**Topper:** Fabricated Aluminum Painted MAP 41342SP Brushed Aluminum - Suede Satin Finish

**Tenant Cabinet:** Fabricated Aluminum Painted MAP 13914 Greys Shank - Suede Satin Finish

**Divider Bands:** Fabricated Aluminum Painted MAP 41342SP Brushed Aluminum - Suede Satin Finish

**Tenant Graphics:** Routed & Push-thru 1" Thick White Acrylic

**Illumination:** White LEDs

**Base Cabinet:** Fabricated Aluminum w/ Parklex High Density Laminate Timber Panels

**"Deerbrook" Letters:** 1" Deep Fabricated Aluminum Painted Black - Smooth Satin Finish

**Divider Bands:** Fabricated Aluminum Painted White - Suede Satin Finish

**Base:** CMU Block w/ Sioux City "Desert Blend" Utility Size Face Brick by Brann Clay Products - Natural Grout

**Power:** Reuse Existing

**Mounting:** (2) 10" (10.75" O.D.) Sch. 40 Steel Pipes Set into (2) 3'-0" dia. x 8'-3" deep Concrete Piers - Concrete Pad Foundation for Masonry

**NOTE: FIELD SURVEY REQUIRED PRIOR TO FABRICATION**

# Parvin-Clauss SIGN COMPANY

Design • Fabrication • Installation • Maintenance

165 Tubeway Drive • Carol Stream • Illinois 60188  
Tel/630-510-2020 • Fax/630-510-2074  
e-mail/signs@parvinclauss.com  
www.parvinclauss.com

## PROJECT:



Deerbrook Mall  
260 S. Waukegan Road  
Deerfield, IL 60015

## CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Lisa Staszak

DRAWN BY

Bill Marlow

DATE

11.01.16

SCALE

1/4" = 1'

SHEET NO.

2 of 2

WORK ORDER

76519

FILE NAME

MA76519am

## REVISIONS:

1	11.14.16
2	1.11.17 - move project name to lower cabinet
3	1.26.17 - reduce size
4	2.02.17
5	2.27.17 - Parklex HDL Timber
6	
7	
8	

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

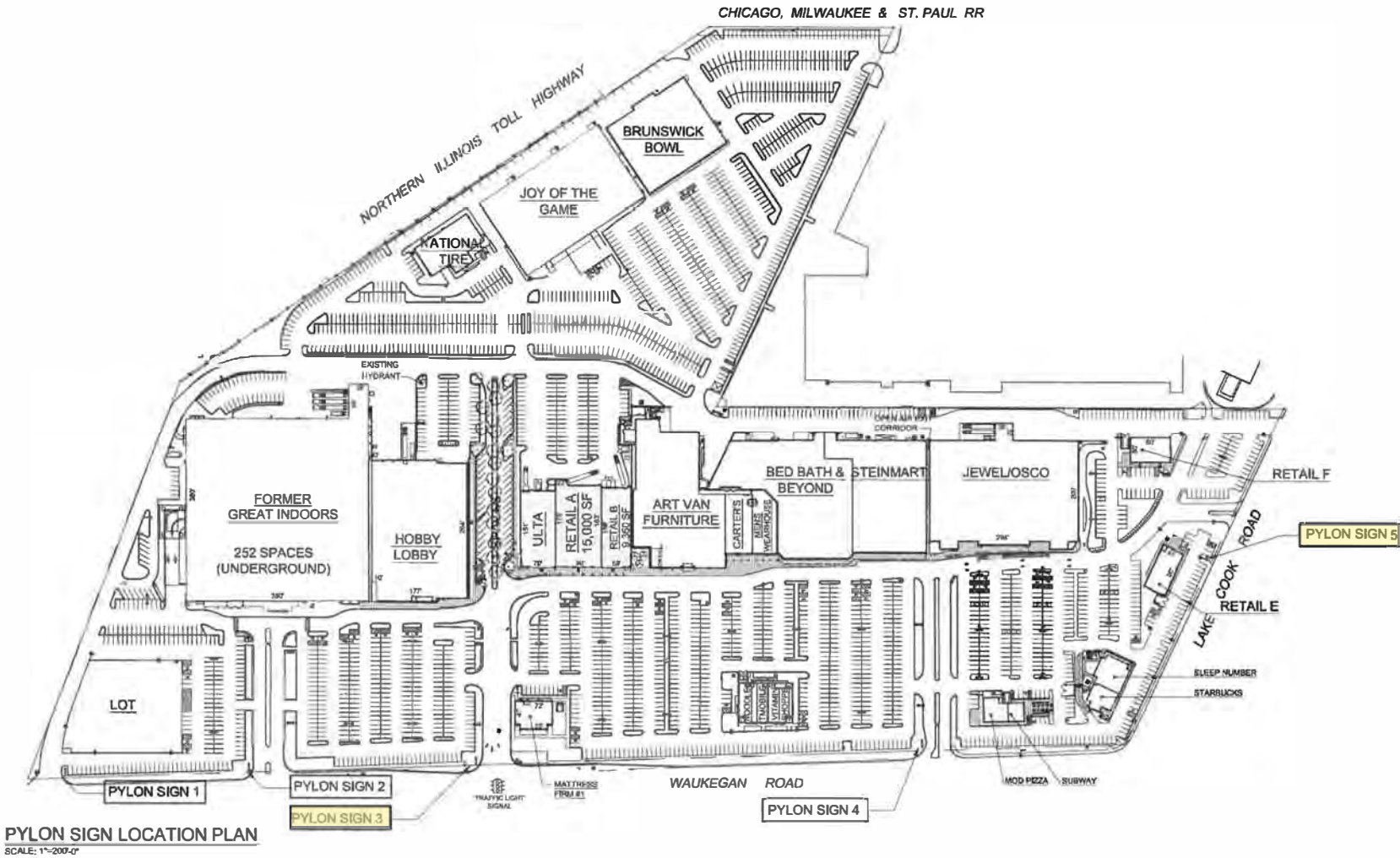


This sign is built to UL Standards for operation in North America.

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# Deerbrook Mall Pylon Location Plan

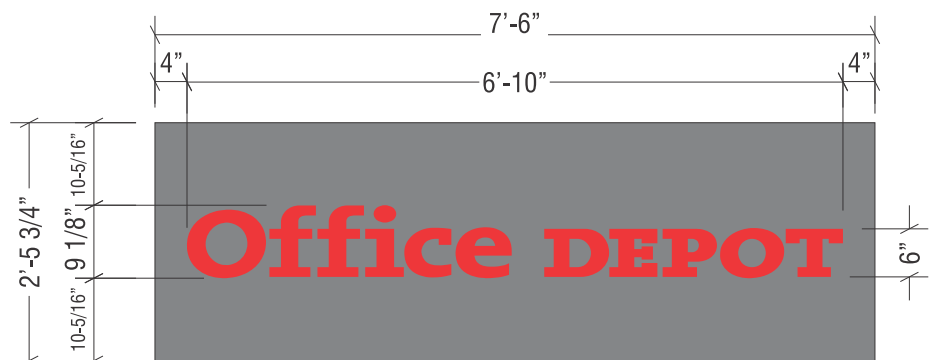


**OKW ARCHITECTS**  
600 W. Jackson, Suite 250  
Chicago, IL 60661



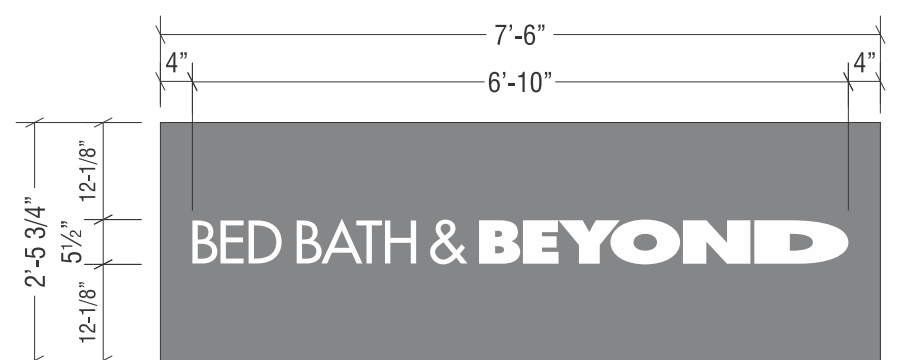
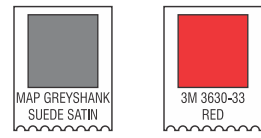
**DEERBROOK MALL**  
DEERFIELD, ILLINOIS

March 02, 2017 Project #: 16094



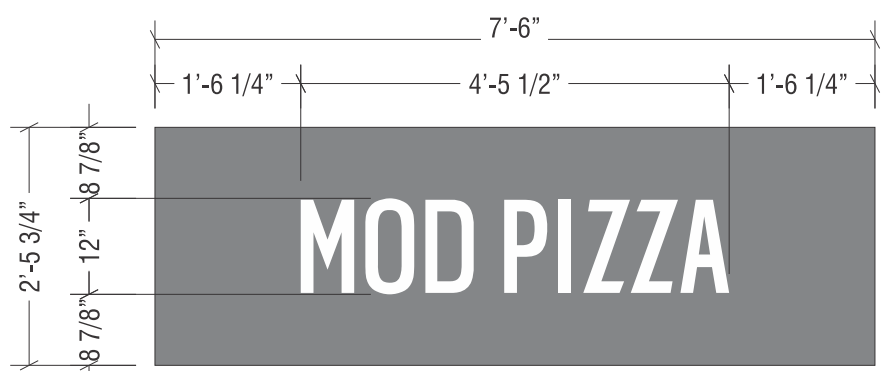
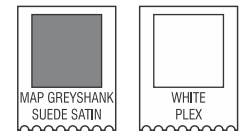
**B** TWO(2) ROUTED ALUMINUM REPLACEMENT FACES w/ PUSH THRU ACRYLIC LOGO  
SCALE: 1/2"=1'

- .125 ALUMINUM PANELS PAINTED TO MATCH GREYSHANK SUEDE SATIN FINISH
- LOGO TO BE ROUTED OUT / 1" THK. WHITE PLEX PUSH THRU w/ FIRST SURFACE TRANS. VINYL



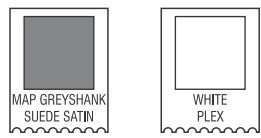
**C** TWO(2) ROUTED ALUMINUM REPLACEMENT FACES w/ PUSH THRU ACRYLIC LOGO  
SCALE: 1/2"=1'

- .125 ALUMINUM PANELS PAINTED TO MATCH GREYSHANK SUEDE SATIN FINISH
- LOGO TO BE ROUTED OUT / 1" THK. WHITE PLEX PUSH THRU w/ FIRST SURFACE TRANS. VINYL



**D** TWO(2) ROUTED ALUMINUM REPLACEMENT FACES w/ PUSH THRU ACRYLIC LOGO  
SCALE: 1/2"=1'

- .125 ALUMINUM PANELS PAINTED TO MATCH GREYSHANK SUEDE SATIN FINISH
- LOGO TO BE ROUTED OUT / 1" THK. WHITE PLEX PUSH THRU w/ FIRST SURFACE TRANS. VINYL



232 INTERSTATE RD. P.O. BOX 1068  
ADDISON, IL 60101

630-543-9490  
FAX 630-543-9493

DATE	REVISION
11.7.22	REMOVE THE DUMP PYLON 3 & REVISE NOODLES GO TO MOD PIZZA
11.15.22	REVISE STARBUCKS(STACKED) & SLEEP NUMBER(COLORS)
12.9.22	VARIOUS REVISIONS PER JST NOTES - km
12.13.22	VARIOUS REVISIONS - km
12.21.22	ADDED COLOR SPECS - km
12.22.22	REVISED PER NOTES - km
1.3.23	REMOVED REG. MK. FROM BED BATH & BEYOND ALT. - km
1.9.23	REMOVED BED BATH & BEYOND ALT. - km
1.25.23	VARIOUS REVISIONS - km

*Jay A. Munn* 1/25/2023

CUSTOMER APPROVAL DATE

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CLIENT	DEERBROOK MALL				
ADDRESS	110 S WAUKEGAN RD.				
CITY	DEERFIELD	STATE	IL	DESIGNER	KM
SALESPERSON	JST	DATE:	02.24.2022	SHEET NO.	1
DRWG. NO.	90680	SCALE:	NOTED		

## Appearance Code Sign Criteria

### Building and Site Relationship

8. Ground signs in the Village Center are discouraged. If a ground sign is pursued, a monument sign with a height not to exceed 5 feet is recommended.

9. Pole signs are discouraged.

10. Landscaping with year-round appeal should be provided around the base of a ground sign and not interfere with the sign content.

11. Ground signs and landscaping shall not encroach into any sight-line triangle at property access points or at street intersections, to allow for views of oncoming vehicular and pedestrian traffic (exceptions: plants 2.5 feet in height or less; and trees those branches are 6.5 feet or more above the ground). See illustration: Clear Sight Triangles (page 10).

12. Projects which include a number of signs and graphics shall provide an overall plan demonstrating continuity and meaningful relationships among the various signs and graphics.

YES



A monument sign shall be designed to have continuity among the tenant sign panels, and landscaping shall be provided around the base. (See #10 & #12)



The relationship between the signs is poor, and no landscaping has been provided. Pole signs are discouraged. (See #9, #10 & #12)

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission

From: Liz Delevitt, Planning & Design Specialist

Date: March 9, 2026

Subject: Springs at Lake Cook Crossing, 400 Spring Cress Road: pylon sign panels

---

Springs at Lake Cook Crossing is returning to the Commission for revised pylon panels for on Pylon 3, along Waukegan Road only. The signs will be located at the bottom of the pylon sign, below the “Deerbrook” sign panels. In order to differentiate the residential panels from the retail tenants, a different background color and a taller panel height to allow for 2-lines of text is proposed. The signs will be 42-inch high aluminum panels painted SW 7624 Slate Tile. The sign faces will have 1” thick acrylic, routed-out, push-through letters that say “Springs” on the top line and “at lake cook crossing” on the bottom line. A decorative border is also proposed to further distinguish the residential panel from the retail tenant panels.

# SPRINGS

*at lake cook crossing*

## Pylon Signage

Deerfield, Illinois

03.09.26

SPRINGS  
at lake cook crossing

SITE

Deerfield, IL

CONTACT

Jen Patton  
jpatton@cproperties.com

FILE

Sales Rep  
CJ

File Name  
LAKECOOK CROSSING Pylon

Designer  
Shelby

Draft: 12.18.25  
Rev 1: 12.22.25  
Rev 2: 03.09.26  
Rev 3:  
Rev 4:  
Rev 5:  
Rev 6:  
Rev 7:  
Rev 8:  
Rev 9:

APPROVALS

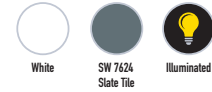
- Approved
- Approved as noted
- Revise and re-submit

Customer \_\_\_\_\_

Landlord \_\_\_\_\_

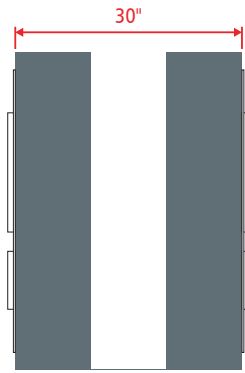
NOTES

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Description:

Single Face routed 10" deep aluminum cabinet painted SW 7624 Slate Tile with 1" white acrylic push through letters and 1/4" white aluminum plate border  
Cabinets attached to masonry columns with 3/8" redhead screws, Removable faces for installation  
Font BodegaSans-LightOldStyle and New Baskerville Old Italic  
Qty-2



Side View

12" Removable aluminum panel painted SW 7624 Slate Tile

PYLON #3

Proposed



Elevation depiction intended for general concept illustration and is not to exact scale. Actual sizing & perspective will vary slightly from image.

Simulated Illumination



# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission

From: Liz Delevitt, Planning & Design Specialist

Date: March 11, 2026

Subject: Guzman y Gomez, 636 Deerfield Road: wall signs & outdoor seating area

---

After opening in Deerfield a little over a year ago, Guzman y Gomez (GYG) is returning to the Commission with updates to their wall signs and the addition of an outdoor seating area. Corporate employees met with staff to discuss increasing their visibility and adding more of their branding to the exterior. They've noted most of their other locations are free standing buildings. Due to their hidden location, its been challenging to get customers in the door to introduce them to the restaurant.

## Background:

In 2024, the proposed yellow lettering for "Guzman y Gomez Mexican Kitchen" was denied in favor of all white lettering to match the adjacent tenants of The 636 Building. In addition, a blade sign with their colorful logo was also denied. At the time, the Commissioners felt it was out of place in the shopping center and could set a precedent for nearby tenants (see meeting material from September 2024).

## Wall Signs:

The GYG restaurant chain would like to remove the taglines "Mexican Kitchen" from both signs in exchange for their colorful logos. The 636 Building Sign Criteria's maximum sign area of 40 SF per face does not permit both the logo and the tagline on the sign. Proposed are 24-inch diameter circular logo cabinets to be installed in front of the words "Guzman y Gomez" on the east and south elevations. The signs will be mounted to the 3x3 aluminum raceway attached to the existing steel beams. The sign criteria restricts signage logos to two (2) colors in addition to white. The proposed logos are white, yellow and black. The signs will not be re-centered over the storefronts to avoid further damage to the remaining portion of the signs. The Landlord has provided a letter of approval for the placement of the signs, which are outside of the sign criteria. Below are the allowances for the signs:

East Elevation (front):

	Proposed:	Allowed:
Sign Area:	35.5 SF	40 SF max
Letter Height:	24 inches	24 inches (for 1 line of text)
Sign Length:	17.75 feet	70% of lease length $62.2 \times .70 = 43.54$ feet

South Elevation (side):

	Proposed:	Allowed:
Sign Area:	35.5 SF	40 SF max
Letter Height:	24 inches	24 inches (for 1 line of text)
Sign Length:	17.75 feet	70% of lease length $37.5' \times .70 = 26.25$ feet

Outdoor Seating Area:

In 2016, Naf Naf Grill was approved for a 240 SF outdoor seating area to seat twelve (12) diners on six (6) tables along Deerfield Road. Guzman y Gomez is proposing a similar outdoor seating area in the same location for sixteen (16) diners on four (4) tables. The seating area would be enclosed by moveable metal partitions covered with colorful Mexican artwork. The required 3' minimum ADA access has been maintained between the tables. The proposed chairs have a yellow finish to match their branding with wooden tables and plain black umbrellas. The GYG corporate employees noted they wish to create a Mexican vibe on the patio that they hope to convey through bright furniture, music and artwork. In the past, wall murals and window artwork have been reviewed by the ARC to determine their appropriateness as artwork and not signage.



Existing East Wall Sign



Existing South Wall Sign



Deerfield Road View of The 636 Building

# PROJECT FOLDER

**Guzman Y Gomez**

636 Deerfield Road  
Deerfield IL 60015

PROJECT ADDRESS

12/16/25

DATE

#3 - 03/04/26 SV

REVISION DATE/DRAWING VERSION

3502

PROJECT ID

NP

SALES PERSON

SV

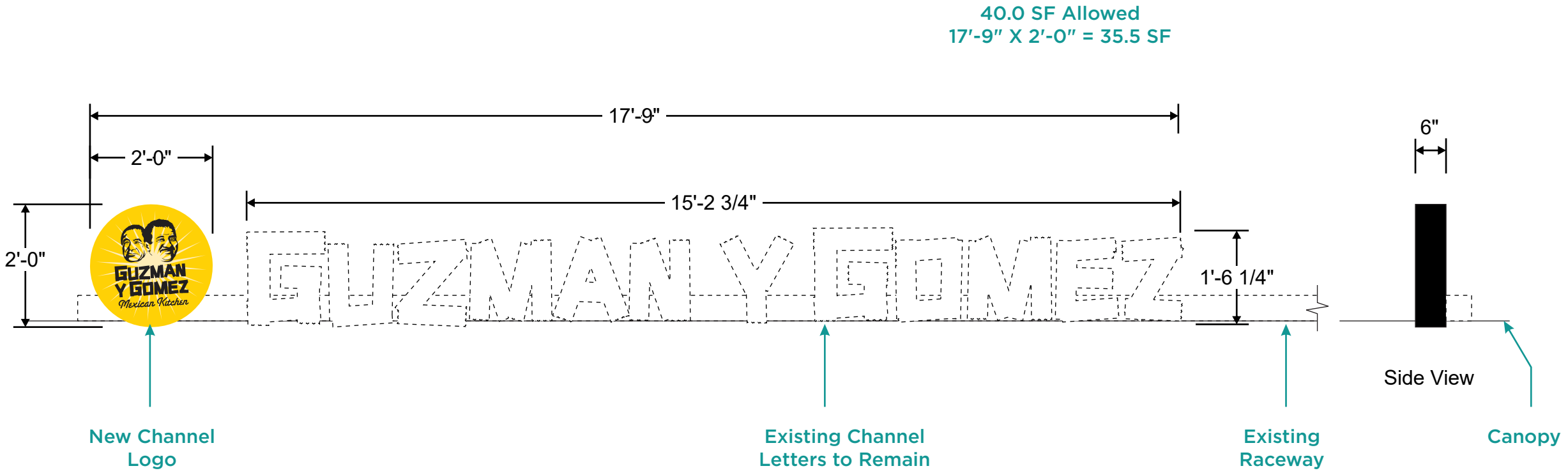
DESIGNER/DRAWN BY

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001  
002

**Flex Face Cabinet**  
Scale: 1/2" = 1' 0"



40.0 SF Allowed  
17'-9" X 2'-0" = 35.5 SF



T 847.929.4333 W scoutsp.com

**Guzman Y Gomez**

636 Deerfield Road  
Deerfield IL 60015

PROJECT ADDRESS

12/15/25

DATE

#5 - 03/04/26 SV

REVISION DATE/DRAWING VERSION

3502

PROJECT ID

SIGN TYPE/SIGN ID

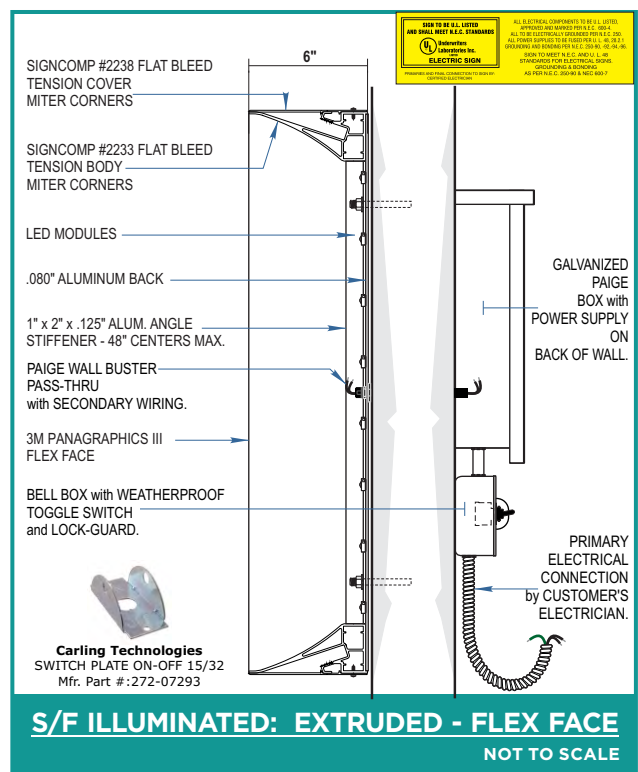
SV

DESIGNER/DRAWN BY

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- A Cabinet:** 6" Deep Extruded Aluminum Cabinet 3/16" Thick Polycarbonate Faces. Faces to have vinyl applied in colors shown. Returns painted black. White LED Illumination. Power supplies located remotely, All electrical components to be UL Listed
- Installation:** Existing "Mexican Kitchen" letters to be removed, Existing "Guzman y Gomez" letters to remain. New logo mounted to existing raceway on top of existing canopy with appropriate anchors.
- Quantity:** (2) Two Required

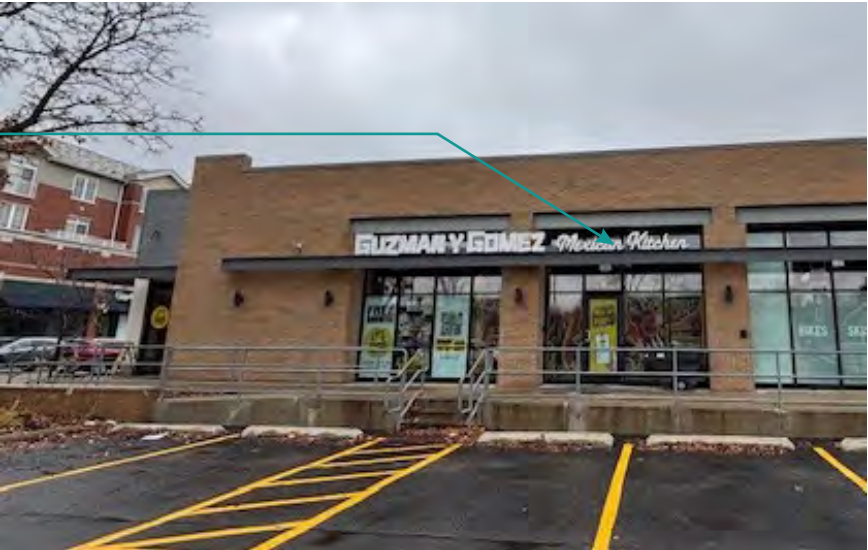
- Matthews paint Standard Black Satin Finish
- 3M Opaque Vinyl Standard Black
- 3M 3630-75 Marigold Translucent Vinyl



**S/F ILLUMINATED: EXTRUDED - FLEX FACE**  
NOT TO SCALE

Existing "Mexican Kitchen"  
to be removed

Existing



Proposed



T 847.929.4333 W scoutsp.com

### Guzman Y Gomez

636 Deerfield Road  
Deerfield IL 60015

PROJECT ADDRESS

12/15/25

DATE

#5 - 03/04/26 SV

REVISION DATE/DRAWING VERSION

3502

PROJECT ID

SIGN TYPE/SIGN ID

SV

DESIGNER/DRAWN BY

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Existing "Mexican Kitchen"  
to be removed

Existing



Proposed



T 847.929.4333 W scoutsp.com

### Guzman Y Gomez

636 Deerfield Road  
Deerfield IL 60015

PROJECT ADDRESS

12/15/25

DATE

#5 - 03/04/26 SV

REVISION DATE/DRAWING VERSION

3502

PROJECT ID

SIGN TYPE/SIGN ID

SV

DESIGNER/DRAWN BY

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# PROJECT FOLDER

**Guzman Y Gomez**

636 Deerfield Road  
Deerfield IL 60015

PROJECT ADDRESS

12/16/25

DATE

#3 - 03/04/26 SV

REVISION DATE/DRAWING VERSION

3502

PROJECT ID

CUSTOMER APPROVAL SIGNATURE & DATE

PROPERTY OWNER APPROVAL SIGNATURE & DATE

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*Thank You* FOR SIGNING WITH US!

SOURCING **Scout** PARTNERS

T 847.929.4333 W scoutsp.com

# GUZMAN Y GOMEZ™

*Mexican Kitchen*

## DEERFIELD PATIO DESIGN

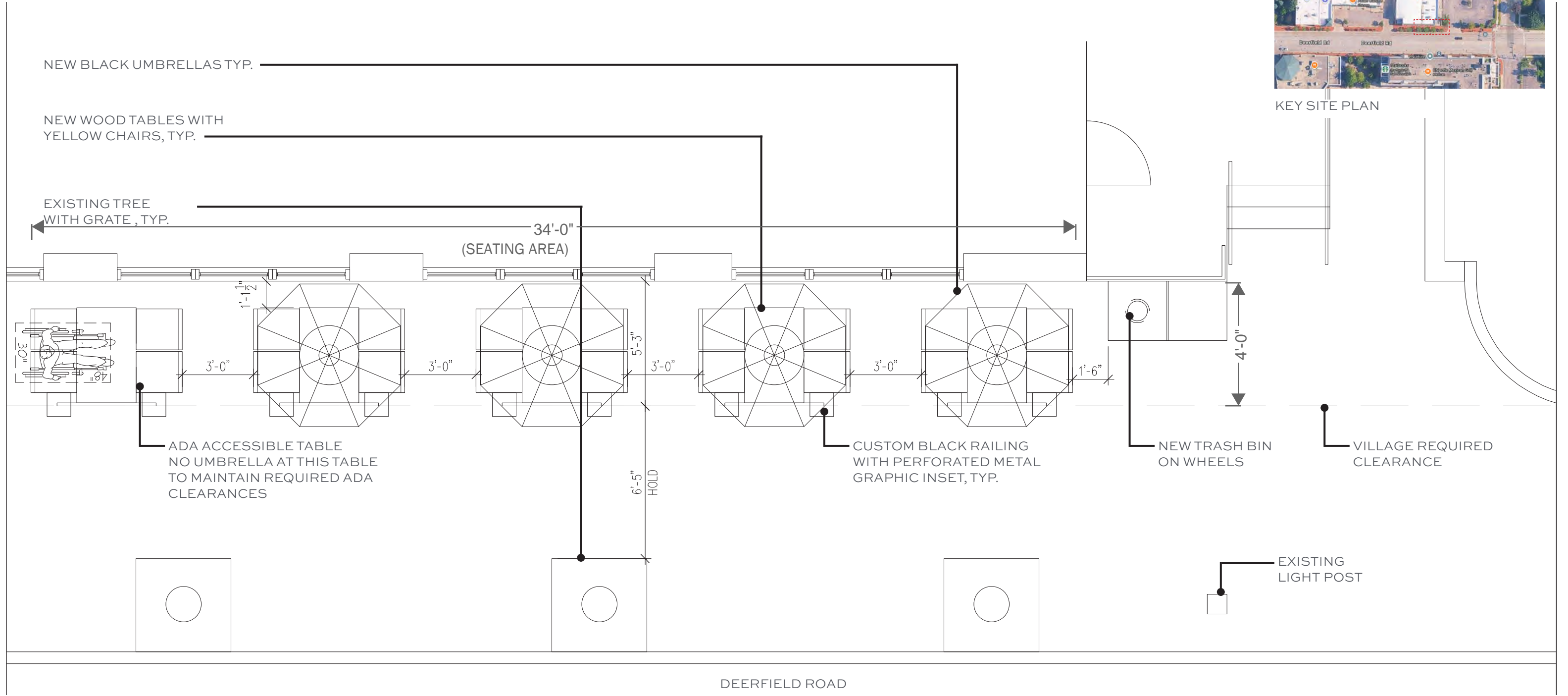
636 Deerfield Rd | Deerfield, IL 60015

March 10<sup>TH</sup>, 2026

ARIA GROUP ARCHITECTURE + *design*



KEY SITE PLAN



DESIGN PLAN | SCALE: 1/4" = 1'-0"



DESIGN CONCEPT RENDERING



MFR: BCI FURNITURE  
 PRODUCT: EXTERNAL CHAIR  
 SIZE: 20.7"W X 23.2D X 33.3H  
 SEAT HT: 19.3"  
 FINISH: YELLOW OUTDOOR FINISH  
 QUANTITY: 20



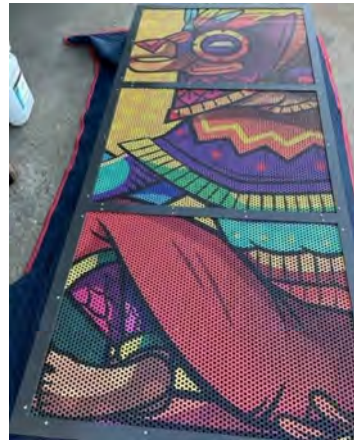
MFR: GC/MILLWORKER  
 PRODUCT: CUSTOM ADA TABLE TOP WITH (2) T-BASES  
 SIZE: 48" x 30"  
 TABLE TOP FINISH: WOOD  
 BASE FINISH: MATTE BLACK  
 QUANTITY: 5  
 NOTE: NO UMBRELLA HOLE NEEDED AT ADA ACCESSIBLE TABLE



MFR: TUCCI  
 PRODUCT: CUSTOM OCEANMASTER M1  
 SIZE: 6' X 6'  
 FINISH: BLACK  
 QUANTITY: 4  
 INSTALLATION: 30" DIA. FREESTANDING BASE



MFR: BY OWNER  
 PRODUCT: TRASH BIN



MFR: BY G.C.  
 PRODUCT: CUSTOM BLACK RAILING WITH PERFORATED METAL GRAPHIC INSET  
 NOTE: TO BE FREESTANDING W/ 12"X12" BASE PLATES (MIN.) RAILING HEIGHT 36"



\*\* PROPOSED ARTWORK FOR CUSTOM RAILING INSETS\*\*

**PROPOSED SELECTIONS**



VILLAGE OF DEERFIELD  
9 ARC APPROVED  
8-22-2016  
[Signature]

# The 636 Building

## Criteria for Tenant Signage

The 636 Building is establishing the following Sign Criteria in order to assure a uniform appearance and for the mutual benefit of all tenants. The 636 Building Sign Criteria shall comply with the Deerfield Shoppers Court Sign Criteria (as set forth in the Deerfield Shoppers Court PUD) with the following exceptions:

### Tenant Identification Signs

On the east, south and west facing facades, the Tenant Identification Sign(s) shall be comprised of three dimensional, fabricated channel type individual letters, with white fronts and sides and black metal backs. The individual letters of the Tenant Sign shall not exceed 24" in the event one line of text is used or 36" in the event two lines of text are used. The letters shall sit on top of the horizontal steel brow that extends 18" from the wall. The letters shall be internally lighted with all conductors, transformers etc., concealed as much as possible. The letter style and font will be the choice of the Tenant. Colored Tenant logos will be allowed, but limited to two colors in addition to white. For each tenant occupying the building, no more than one tenant sign facing in any single direction will be permitted. Tenants with multiple facades are permitted no more than one sign per facade. At the building corners, signage letters shall not project past the face of the perpendicular building facade immediately behind.

On the north facing facade, the Tenants sign shall be affixed directly to the wall and shall be externally lit with gooseneck type fixtures.

Deerfield Shopper's Court  
Criteria for Tenant Signs

ARC APPROVED  
7-23-07  
J. J. Agard

Exhibit A

These criteria have been established for the purposes of assuring uniform signage to enhance the Shopping Center's visual impact to the public, and for the mutual benefit of all Tenants. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the sole expense of the Tenant.

**A. GENERAL REQUIREMENTS:**

1. Tenant shall submit for Landlord's approval before fabrication, plans and specifications indicating the location, size, layout, design and color of the proposed signs, including all lettering and/or graphics. Landlord's approval of Tenant's plan and specifications shall not be deemed to constitute approval by Landlord of any of Tenant's sign work. Prior to sign fabrication Tenant shall submit to Landlord separate drawings and specifications, in quadruplicate, including samples of materials and colors, for its entire proposed sign work. The drawings shall clearly show the location of all signs on the store from the elevation drawings, graphics, color and construction and attachment details. Full information regarding electrical load requirements and brightness in foot-lamberts shall also be included. Within a reasonable time after the receipt of such drawings and specifications, Landlord shall return three sets thereof to Tenant with its approval and/or suggested modifications thereof, and if Tenant shall fail to take exception thereto by written notice to Landlord given within the (10) days from Tenant's receipt of the suggested modifications from the Landlord, Tenant shall be deemed to have agreed to and approved all such suggested modifications.
2. All permits and/or approvals by governing authorities for signs and their installation shall be obtained by the Tenant or its representative, at Tenant's expense. Tenant shall submit at least two (2) copies of sign drawings, bearing Landlord's prior written approval, to governing authorities with permit application.
3. Tenant shall be responsible for the fulfillment of all requirements of those criteria.
4. Tenant's sign all be store identity (corporate or official name) sign only, shall be placed on brick field directly above the awnings and below the next adjacent cast stone band or coping as depicted on the Landlord's architect's drawings.

**B. DESIGN REQUIREMENTS:**

1. All Tenant storefront identification signs shall be subject to the prior written approval of the Landlord.
2. Wording of signs shall not include the product nor goods nor services (and the like) sold.
3. Tenant's sign shall be three dimensional, fabricated channel type individual letters, with metal sides and backs. Letters shall be internally lighted with neon tubing (or approval equal).
4. Tenant's sign shall be constructed of 3/16" thick acrylic face with 1" trim cap and 040 aluminum sheet returns and backs the color of which should match the awning fabric and mutually agreed upon by Landlord and Tenant. *FACE: WHITE, AWNING COLOR: SPRUCE GREEN*
5. Tenant's sign shall be directly fastened to the mortar joints on the brick field in a manner approved by Landlord and shall not project more than 6" beyond the brick face.
6. Tenant signage may be all caps or a combination of upper and lower case letters or script. If two lines are used the maximum height may not exceed 36". *MAXIMUM HEIGHT ONE LINE TEXT 24 INCHES.*
7. Total area of Tenant's sign shall not exceed 8% of the face area of the Leased Premises. Face area of Leased Premises shall be computed as the multiple of the dimension of the width of the Tenant's storefront and the height at the storefront but not to exceed 40 square feet. Tenants with multiple façades are permitted more than one sign, with a maximum sign area of 40 square feet per facade.
8. Sign shall be centered on the storefront and the length should not exceed 70% of the Tenant storefront length, but no letter shall be nearer than one foot from the corner of the Tenant lease line.
9. Letter style will be the choice of the Tenant, but the Landlord will review and approve.
10. Signage differing from this sign criterion will require written approval of Landlord and approval of all governing agencies.

**C. GENERAL SPECIFICATIONS:**

1. No animated, moving action, flashing or audible signs will be permitted.
2. No exposed lamps, or visible neon tubing will be permitted.
3. All signs and their installation shall comply with all governing building and electrical codes, and any criteria set forth in this Exhibit.
4. No exposed conduit will be permitted.
5. All conductors, transformers, disconnects and other equipment shall be concealed.
6. Electrical service to all signs shall be on Tenant's meter.
7. Disconnects for Tenant signage will be located inside the Leased Premises above an access panel in the ceiling, so as not visible on the building exterior.

~~8.~~ *eliminated* All exposed metal returns, mounting brackets, fastening devices, and any trim caps for letters shall match the sign color.

9. No freestanding signs permitted, except for temporary and special event signage. All temporary and special event signage to be approved in writing by Landlord.
10. Sign illumination shall be controlled by a seven (7) day time clock located in the rear of the Leased Premises.

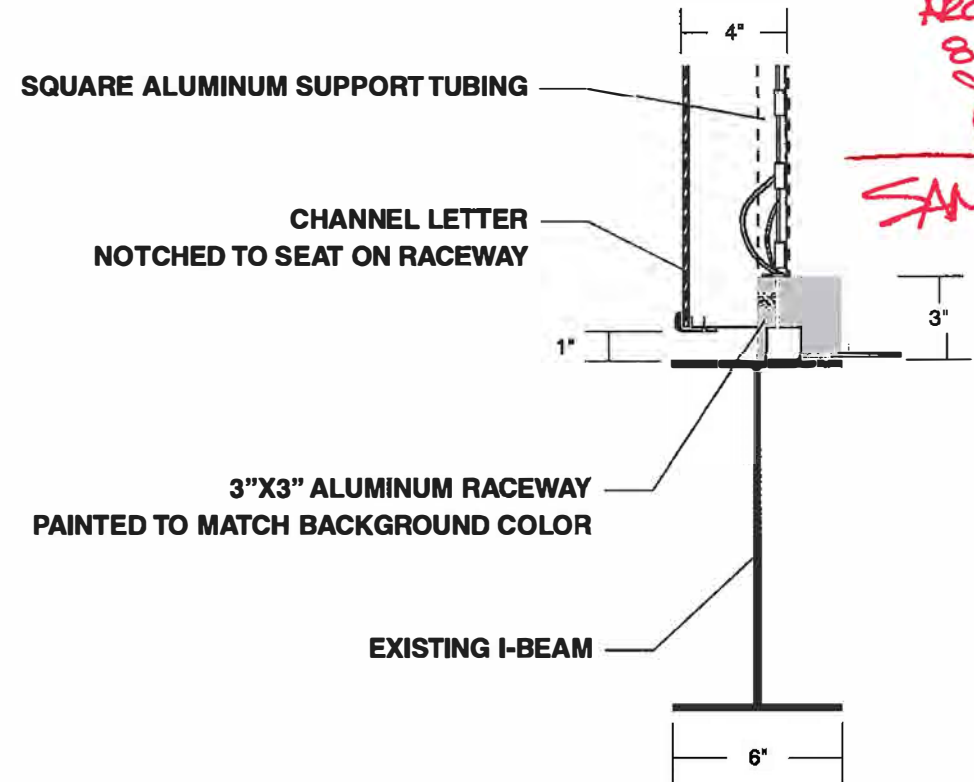
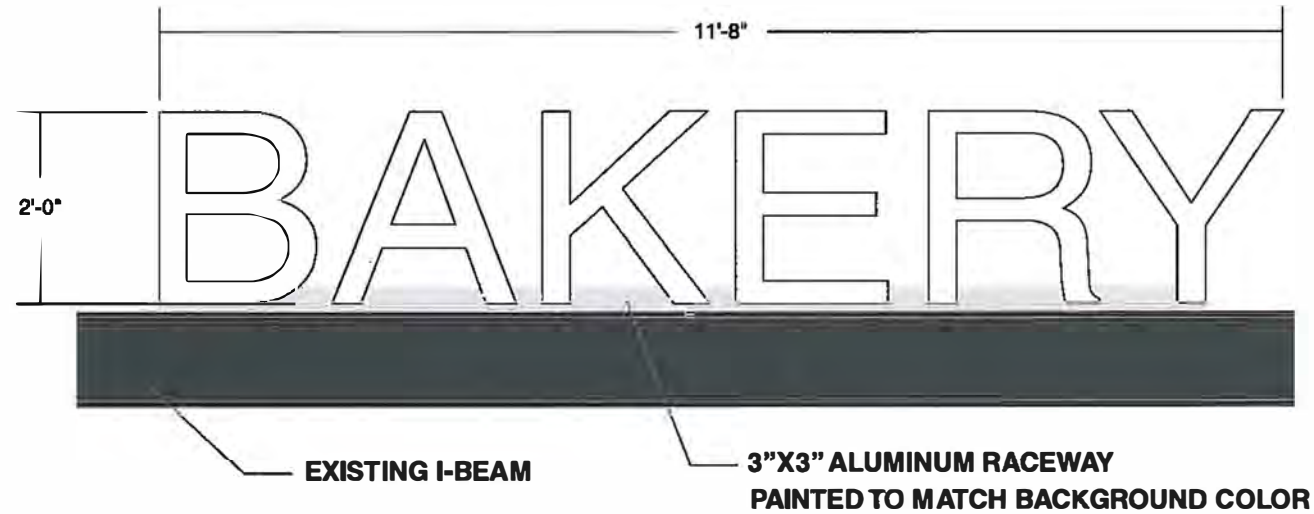
**D. MISCELLANEOUS REQUIREMENTS:**

1. Tenant will be permitted to place upon each entrance of its Leased Premises not more than 144 square inches of decal application lettering not to exceed 2 inches in height, indicating store address number, hours of business, and telephone numbers.
2. 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.

3. 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.
4. All signage, its installation and removal, and restoration of the brick mortar will be by the Tenant at Tenant's expense.

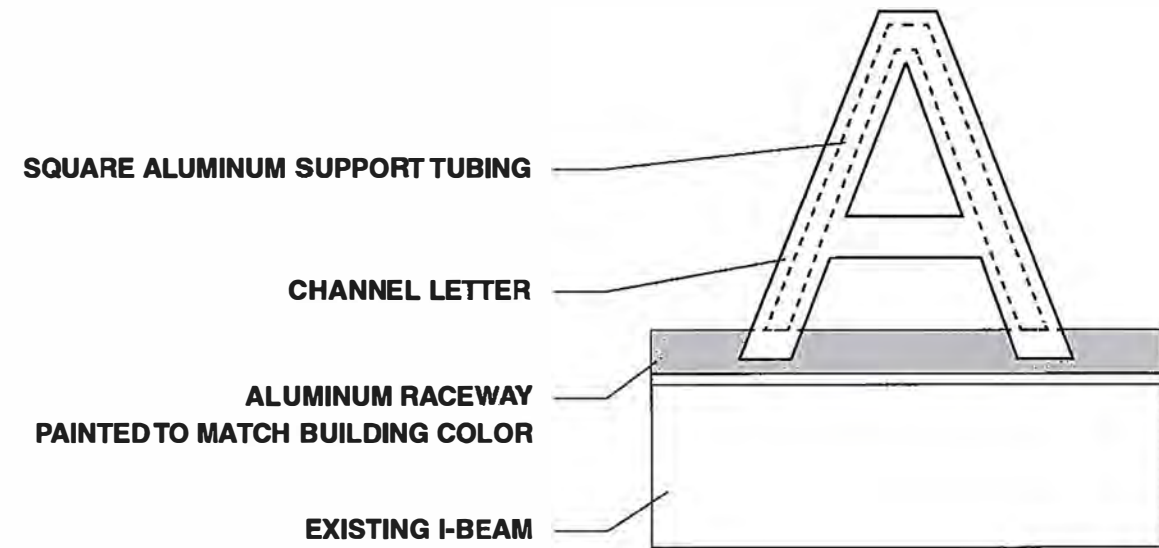
**CHANNEL LETTERING**

**SINGLE LINE**



*ARC APPROVED  
8-22-2016  
[Signature]  
SAMPLE*

**SIDE VIEW - MOUNTING DETAIL**  
SCALE: NTS



**FRONT VIEW - MOUNTING DETAIL**  
SCALE: NTS

**THE 636 BUILDING / CHANNEL LETTERING**

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- ROUTED 3/16\" WHITE PLEXI FACES W/ 1\" WHITE TRIM CAP
- 4\" DEEP .063 ALUMINUM RETURNS PAINTED MAP WHITE
- ROUTED .090 ALUMINUM BACKS PAINTED MAP BLACK
- LETTERING MOUNTED TO 3\"X3\" ALUMINUM RACEWAY PAINTED TO MATCH BACKGROUND COLOR
- RACEWAY MOUNTED ON TOP OF I-BEAM



Client: THE 636 BUILDING	Date: 8-9-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE <b>LED</b> <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MAP BLACK <input type="checkbox"/> MAP WHITE <input type="checkbox"/> MATCH BACKGROUND COLOR	Vinyl Film Colors (3M Scotchcal):	Client Signature: _____ Signature _____ Date _____
Drawing #: 1-1(0)	Sheet: 1 of 1	△	△	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1		NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - <b>RESPCNSIBILITY OF OTHERS</b>  The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
Address: 636 DEERFIELD ROAD	Scale: 1/2" = 1'	△	△	Sign Specifications: <b>PAINT ALL VISIBLE HARDWARE TO MATCH BACKGROUND COLOR</b>			
City, State: DEERFIELD, IL 60015	Designer: KD	△	△				
Sales Rep: STEPHEN PROCHASKA							

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

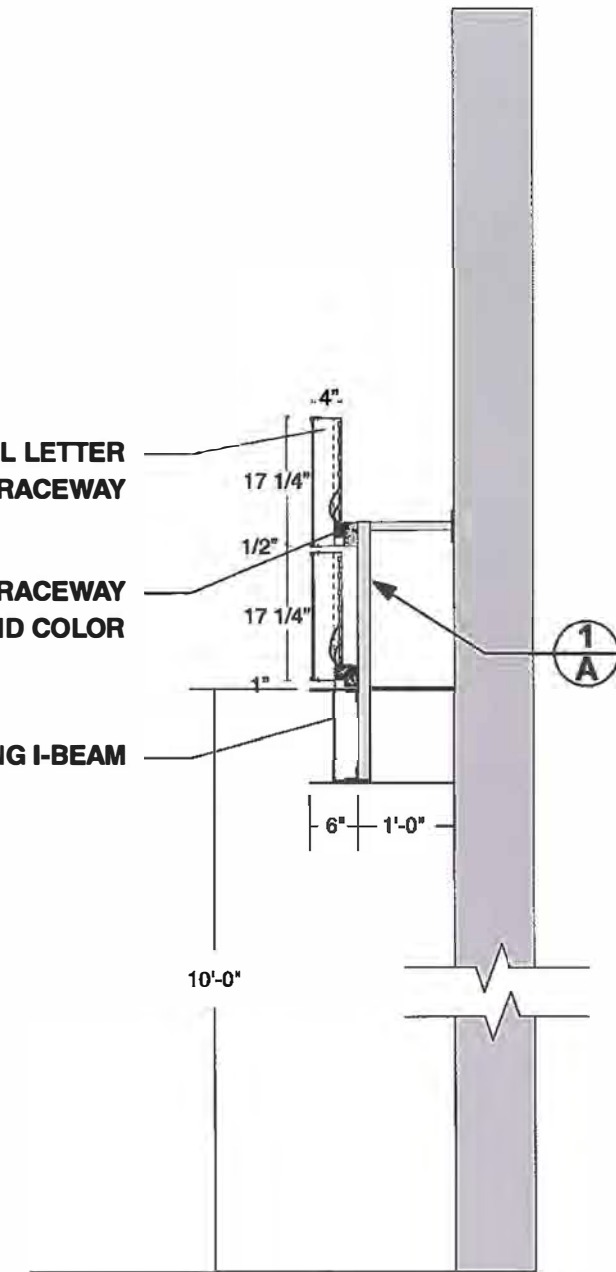
# CHANNEL LETTERING

## DOUBLE LINE



CHANNEL LETTER NOTCHED TO SEAT ON RACEWAY  
 3"X3" ALUMINUM RACEWAY PAINTED TO MATCH BACKGROUND COLOR

EXISTING I-BEAM



SIDE VIEW - MOUNTING DETAIL  
 SCALE: NTS

### THE 636 BUILDING / CHANNEL LETTERING

- ONE (1) SET OF FACE LIT CHANNEL LETTERING
- ROUTED 3/16" WHITE PLEXI FACES W/ 1" WHITE TRIM CAP
- 4" DEEP .063 ALUMINUM RETURNS PAINTED MAP WHITE
- ROUTED .090 ALUMINUM BACKS PAINTED MAP BLACK
- LETTERING MOUNTED TO 3"X3" ALUMINUM RACEWAY PAINTED TO MATCH BACKGROUND COLOR
- RACEWAY MOUNTED ON TOP OF I-BEAM



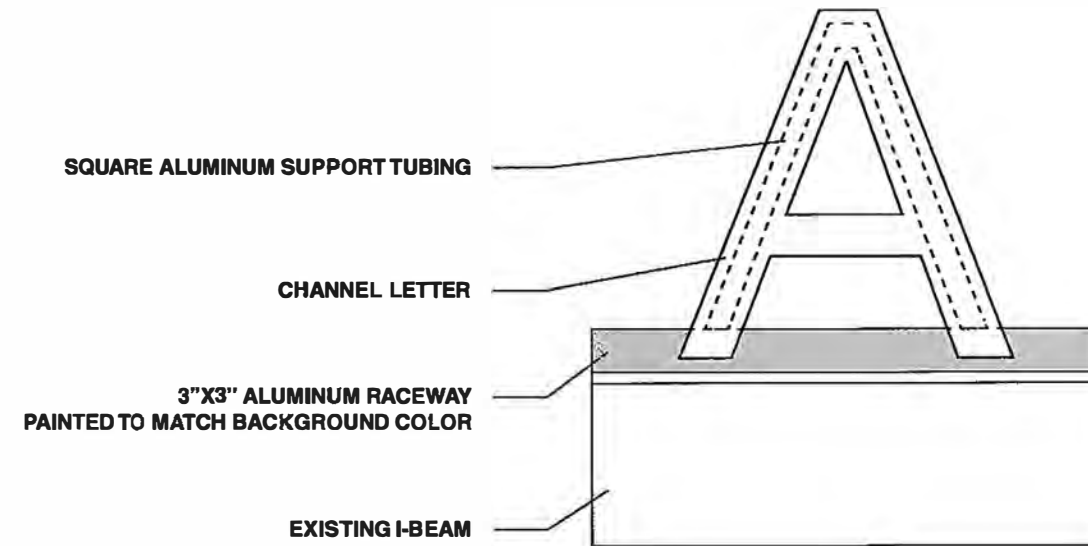
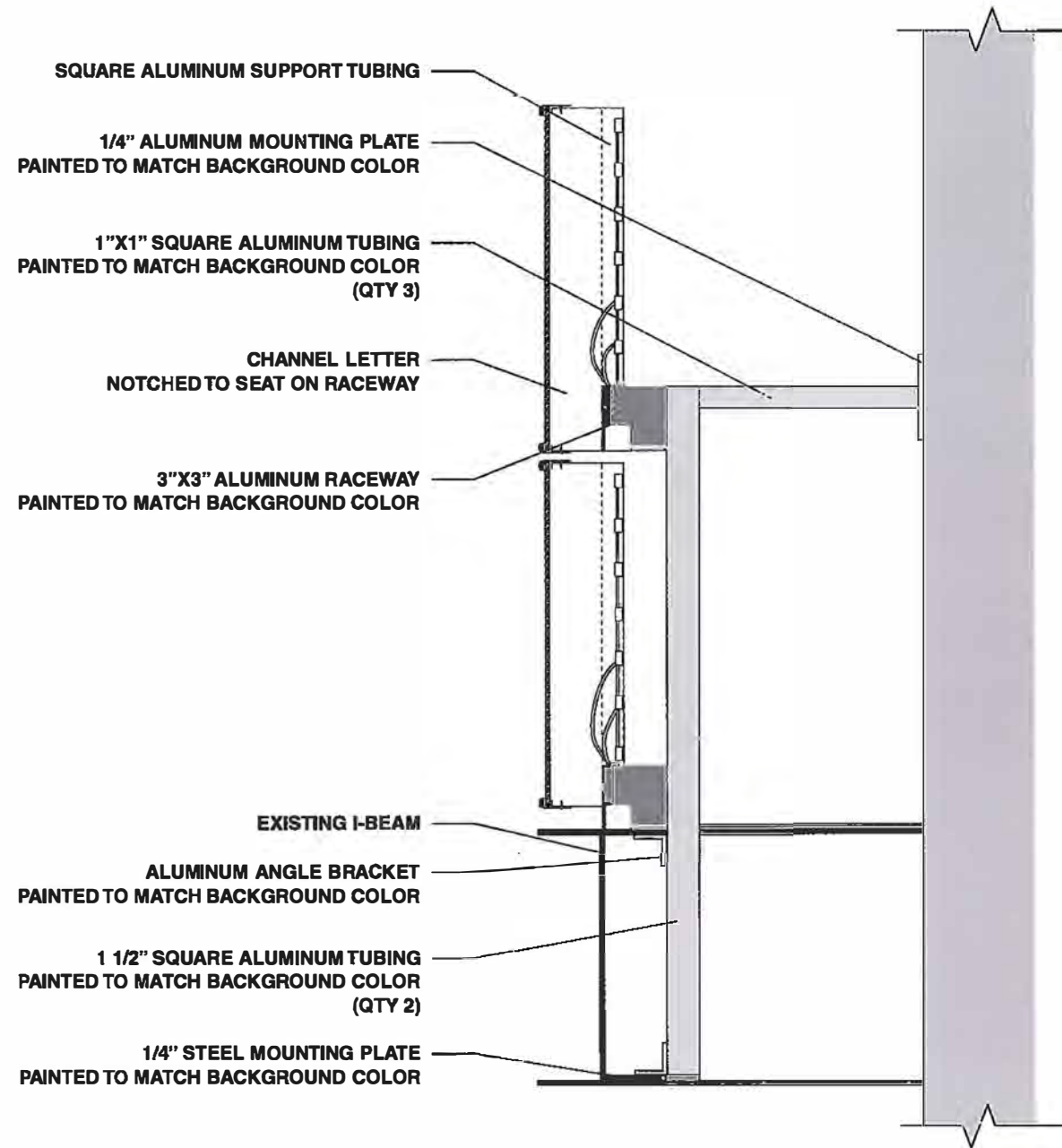
"We Print Your Way/World"

PH: (362) 554-0066  
 TOLL FREE: (800) 554-0110

Client: THE 636 BUILDING	Date: 8-5-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE <b>LED</b> <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MAP BLACK <input type="checkbox"/> MAP WHITE <input type="checkbox"/> MATCH BACKGROUND COLOR	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____ Signature _____ Date _____
	Drawing #: 1(2)	1 8-5-16 2 8-9-16	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Sign Specifications: <b>PAINT ALL VISIBLE HARDWARE TO MATCH BACKGROUND COLOR</b>	Quantity: 1	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - <b>RESPONSIBILITY OF OTHERS</b>  The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.	
Address: 636 DEERFIELD ROAD	Sheet: 1 of 1						
City, State: DEERFIELD, IL 60015	Scale: 1/2"=1'						
Sales Rep: STEPHEN PROCHASKA	Designer: KD						

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

# CHANNEL LETTERING



**1**  
**A** **SIDE VIEW - MOUNTING DETAIL**  
**SCALE: 1 1/2"=1'**

**1**  
**B** **FRONT VIEW - MOUNTING DETAIL**  
**SCALE: NTS**



Client: THE 636 BUILDING	Date: 8-8-16	REVISION		Illumination: <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES TYPE <b>LED</b> <input checked="" type="checkbox"/> SINGLE SIDED <input type="checkbox"/> DOUBLE SIDED	Paint Colors (AkzoNobel): <input checked="" type="checkbox"/> MAP BLACK <input type="checkbox"/> MAP WHITE <input type="checkbox"/> MATCH BACKGROUND COLOR	Vinyl Film Colors (3M Scotchcal): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client Signature: _____ Signature _____ Date _____
	Drawing #: 2(1)	1 8-9-16 <input type="checkbox"/>	Electrical Requirements: <input checked="" type="checkbox"/> 120 <input type="checkbox"/> 277	Quantity: 1	<b>PAIN T ALL VISIBLE HARDWARE TO MATCH BACKGROUND COLOR</b>	NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - <b>RESPONSIBILITY OF OTHERS</b>  The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.	
Address: 636 DEERFIELD ROAD	Sheet: 1 of 1	<input type="checkbox"/>	<input type="checkbox"/>				
City, State: DEERFIELD, IL 60015	Scale: -	<input type="checkbox"/>	<input type="checkbox"/>				
Sales Rep: STEPHEN PROCHASKA	Designer: KD	<input type="checkbox"/>	<input type="checkbox"/>				

**NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.**

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**From:** Wendy Berger <wendy@wbsecurities.com>

**Sent:** Tuesday, March 10, 2026 12:27 PM

**To:** Jason Trombley <jason.trombley@guzmanygomez.com>; Heather Silver <heather@wbsecurities.com>

**Cc:** Laura Verma <laura.verma@guzmanygomez.com>

**Subject:** RE: Revised Deerfield Signage Village Submission - Please reply to email with your approval

---

Approved. Do you need me to sign the document?

Thank you,

**WENDY A. BERGER**

CEO & Founder  
WBS Equities, LLC

**M:** 312-560-5671

[wendy@wbsecurities.com](mailto:wendy@wbsecurities.com)



[www.wbsecurities.com](http://www.wbsecurities.com)

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**From:** Jason Trombley <[jason.trombley@guzmanygoomez.com](mailto:jason.trombley@guzmanygoomez.com)>

**Sent:** Tuesday, March 10, 2026 10:12 AM

**To:** Wendy Berger <[wendy@wbsequities.com](mailto:wendy@wbsequities.com)>; Heather Silver <[heather@wbsequities.com](mailto:heather@wbsequities.com)>

**Cc:** Laura Verma <[laura.verma@guzmanygoomez.com](mailto:laura.verma@guzmanygoomez.com)>

**Subject:** Revised Deerfield Signage Village Submission - Please reply to email with your approval

Hi Wendy and Heather,

We are currently working with the Village of Deerfield to improve our signage by adding our yellow puck in front and eliminating the "Mexican Kitchen" wording to be compliant with the signage square footage calculation.

To do this work efficiently, the "centering" of the sign will be slightly off due to adding the yellow puck on the left of the existing sign and simply removing the "Mexican Kitchen" wording on the right. Not a big deal, but it does go against the current building rules of "sign shall be centered" on the storefront.

Can you please reply with your approval of this variance that we're slightly not centered on the storefront? Please see attached rendering.

Can you do this please by the end of the day as today is the deadline to submit our application? (Sorry for the tight timeframe. We just found out that we need your approval yesterday.)

Thank you,

Jason

**Jason Trombley**

Head of US Development

**M:** 773.350.8438 **E:** [Jason.Trombley@guzmanygoomez.com](mailto:Jason.Trombley@guzmanygoomez.com)

**Guzman y Gomez™ Mexican Kitchen**

**W:** [www.guzmanygoomez.com](http://www.guzmanygoomez.com)

# **ARC Material from September 23, 2024**

Appearance Review Commission

Meeting Minutes

September 23, 2024

A meeting of the Appearance Review Commission was held on Monday, September 23, 2024 at 7:30 p.m. Chairperson Sherry Flores called the meeting to order at 7:30 p.m.

Present were:

Amy Charlson  
Sherry Flores, Chairperson  
Dustin Goffron  
Jason Golub  
Troy Mock  
Daniel Moons

Absent was:

Beth Chaitman

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Document Approval

Mr. Golub moved to approve the minutes from the August 26, 2024 Appearance Review Commission meeting. Mr. Goffron seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There was no Public Comment on non-agenda items.

Business:

1. Guzman y Gomez - 636 Deerfield Road - Wall Signs & Blade Sign

Paul Rzewuski, National Accounts Manager with Elevate Sign Group, was present to discuss signage for Guzman y Gomez, which is moving into the former Joe Donut restaurant space. They propose two (2) channel letter wall signs with yellow faces and black returns. The signs would have "Guzman y Gomez" without their logo and the tagline "Mexican Kitchen". The signs are each 40 square feet and would be attached to the I-Beam detail, as required by the sign criteria. Mr. Rzewuski explained "Mexican Kitchen" is part of their branding. They are also requesting a blade sign attached to the south elevation wall, but that can be voted on separately.

The Commissioners discussed the wall signs. Mr. Mock explained The 636 Building Sign Criteria allows white letter faces, not yellow. He explained other businesses along this portion of Deerfield Road, such as Starbucks Coffee and Domino's, all have white signs. Ms. Charlson believes the yellow sign seems out of place. She explained the corporate branded yellow can be used for the window signage. Ch. Flores agrees with the other Commissioners about the color, but believes the tagline "Mexican Kitchen" would add clarity to the business. Mr. Rzewuski explained the business would want their yellow logo on the sign if their color was not allowed on the channel letters. Ms. Delevitt explained the Commissioners could vote on what has been submitted and make changes if necessary.

The Commissioners asked about the window signs shown on their drawings. Mr. Rzewuski noted the window signage can have illumination of up to 8 percent of the windows. Ms. Delevitt noted they were not voting on window signage, but there is an opportunity to have the logo in the windows. Ms. Charlson believes the windows would be an appropriate location for the corporate branding and colors.

Mr. Moons moved to approve the two (2) wall signs for Guzman y Gomez as submitted. Mr. Golub seconded the motion. The motion did not pass by the following vote:

AYES: Goffron (1)

NAYS: Charlson, Golub, Mock, Moons, Flores (5)

Mr. Moons moved to approve the two (2) wall signs for Guzman y Gomez with white letter faces and black returns. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Golub, Mock, Moons, Flores (6)

NAYS: None (0)

The Commissioners discussed the blade sign. Mr. Mock believes the tenant's location has a lot of visibility, and a blade sign is not needed. He noted the blade signs across the street do not have business names, only logos. Ms. Delevitt explained the sign criteria for the shopping center across the street permits blade signs. Mr. Moons likes blade signs, but it could set a precedent for this shopping center. Mr. Goffron is okay either way. Ch. Flores does not believe there is a hardship for a blade sign.

Mr. Mock moved to deny the blade sign for Guzman y Gomez, on Deerfield Road, as submitted, pending approval from the Board of Trustees. Mr. Goffron seconded the motion. The motion passed by the following vote:

AYES: Charlson, Goffron, Golub, Mock, Moons, Flores (6)

NAYS: None (0)

Ms. Delevitt asked the petitioner to revise the wall sign drawings to match the approval and resubmit them before applying for permit.

## 2. Sidewalk Sign Regulations – Update from Plan Commission Meeting

Ms. Delevitt attended the Plan Commission workshop meeting last Thursday to discuss the ARC's rules and regulations for sidewalk signs. The Commission's suggested regulations were well-received with a couple changes. The Plan Commission suggested sidewalk signs would be taken inside every evening and only be permitted during business hours. Ms. Delevitt noted the Plan Commission was also in favor of plastic signs. The Village Manager's office reviewed the regulations and suggested having permits and a possible license agreement, as some of the signs may go in the right-of-way. She noted the sidewalk sign permits would be applied for online.

Mr. Moons looked at the examples in the packet and believes the white plastic signs seen around Deerfield do not look as nice. Ch. Flores explained the Walgreen's white plastic signs are beat up. Ms. Charlson believes the plastic signs look inferior and believes the aesthetics should be elevated. She also does not like the handles on the top of the plastic signs. Ms. Delevitt will go to the Plan Commission meeting on October 10, 2024 and invited the Commissioners to attend the Public Hearing for a Text Amendment to the Zoning Ordinance that will be sent to the Village Board. Mr. Moons noted if plastic were permitted, they should not allow weighted base signs. The Commissioners do not believe plastic is a good option. Mr. Golub believes the signs should be of high quality. Ms. Charlson suggested showing a few examples to the businesses. Ms. Delevitt noted the window signage regulations have a brochure which is distributed to those that inquire about window signage. She hopes to create a brochure for sidewalk signs. Ms. Delevitt explained one of the reasons the Plan Commission pushed back on banning plastic was the possibility of using recycled materials. The Commissioners believe the wood or metal signs are more aesthetically appealing, and the plastic does not match the desired look of the Village. This is an added benefit offered, businesses can always choose to not have sidewalk signs.

### Items from the Staff

Ms. Delevitt reported Starbucks Coffee in Deerfield Village Center will replace their umbrellas. The new umbrellas will not have "Starbucks Coffee" printed on the fabric. She also noted that there were several banners and blinking "Open" signs in windows that were taken care of.

### Adjournment

There being no further business or discussion, Mr. Moons moved to adjourn the meeting. Ms. Golub seconded the motion. The motion passed unanimously on a voice vote.

# Memorandum



VILLAGE OF DEERFIELD

To: Appearance Review Commission  
From: Liz Delevitt, Planning & Design Specialist  
Date: September 17, 2024  
Subject: Guzman y Gomez, 636 Deerfield Road: wall signs & blade sign

---

Guzman y Gomez, a fast-casual Mexican restaurant chain, is opening in the former Joe Donut space of The 636 Building. The business was founded in Australia and recently expanded to Illinois locations, including Buffalo Grove and Schaumburg.

### Wall Signs:

Proposed are two (2) wall signs to be installed above the decorative raceways on the east and south elevations. The signs will be composed of individually illuminated, yellow channel letters with black returns and trim caps. The 636 Sign Criteria restricts signage to white lettering and returns, but permits a two (2) color logo. The Owners are requesting an exception to the sign criteria, to allow for their branded colors (yellow and black) to be used for the lettering in lieu of their logo. The sign will be mounted to a 3x3 aluminum raceway attached to the existing steel beam. Domino's and Erik's Bike Board and Ski signage are both mounted the same way.

The signs will be centered over the storefronts and meets the requirements set by the Deerfield Zoning Ordinance. Below are the allowances for the signs:

### East Elevation (front):

	Proposed:	Allowed:
Sign Area:	39.43 SF	40 SF max
Letter Height:	18.27 inches	24 inches (for 1 line of text)
Sign Length:	25.94 feet	70% of lease length $62.2 \times .70 = 43.54$ feet

South Elevation (side):

	Proposed:	Allowed:
Sign Area:	39.43 SF	40 SF max
Letter Height:	18.27 inches	24 inches (for 1 line of text)
Sign Length:	25.94 feet	70% of lease length 37.5' x .70 = 26.25 feet

Guzman Y Gomez is registered without the words “Mexican Kitchen” as their business name. They have added this tagline to all of their locations as they believe it helps to clarify the new business. In the past, the ARC has discouraged the use of tag lines for restaurants. In 2023, they denied Brunch Cafe the tagline “Breakfast • Lunch”. However, in 2008, TeddyFabz was permitted to have “Just Fabulous Food!” on their signage to clarify that the business was a restaurant. It is up to the ARC to determine if a tagline would help clarify Guzman Y Gomez in a similar way as a restaurant.

Blade Signs:

The petitioner is also requesting a blade sign on the south elevation to give the business more visibility along Deerfield Road. Blade signs are not permitted by the Deerfield Zoning Ordinance and would require an exception (variation) to permit a 2<sup>nd</sup> sign on an elevation.

Deerfield Zoning Ordinance 9.02-B,2a: Wall Signs:

*For each use occupying the ground floor, no more than one (1) wall sign facing a public street, public right-of-way, easement for access, or parking area.*

In the past, blade signs have been denied for several businesses that do not have blade signs permitted in their sign criteria, including Aligned Modern Health. However, Rosebud in Deerfield Square did receive approval for a west wall sign in addition to an already existing blade sign. For the most part, the ARC prefers to see logos only on blade signs to keep everything readable.



Former Joe Donut Signage



Former Naf Naf Grill Signage



Former Naf Naf Grill Signage



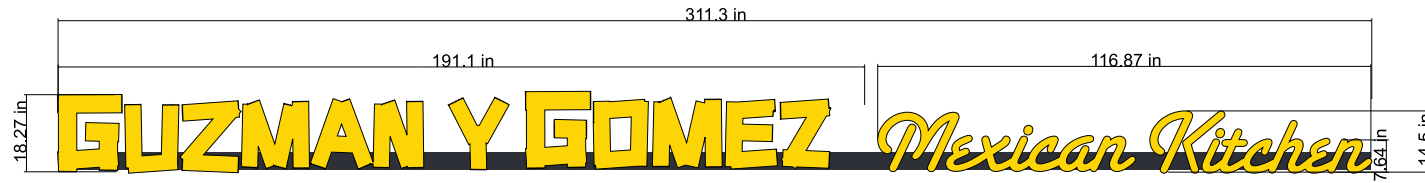
Rosebud Deerfield's Blade Sign and Wall Sign



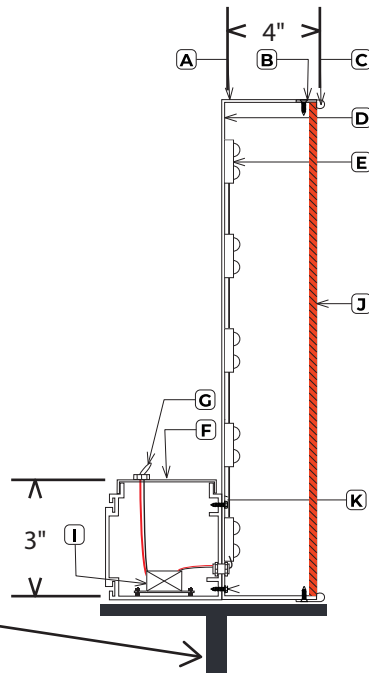
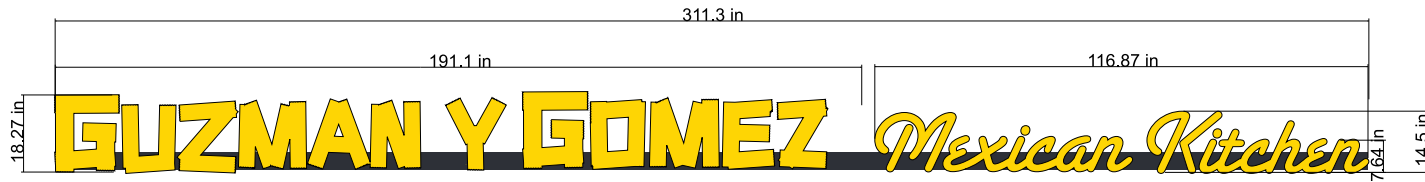
Existing Blade Signs at Deerfield Village Centre

# Guzman y Gomez - Deerfield IL

Sign A: Raceway Mounted Channel Letters  
Sign Area: 39 SF



Sign B: Raceway Mounted Channel Letters  
Sign Area: 39 SF

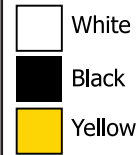


- A - Alum Sheet, Returns
- B - #10 Flat Head Sheet Metal Screws
- C - Plastic Trim Cap
- D - Alum Sheet, Back Panel
- E - LED Modules
- F - Raceway w/ Removable Cover
- G - Electrical Disconnect Switch
- I - Power Supply
- J - Polycarbonate/ Acrylic Face
- K - #10 Hex Head Sheet Metal Screws, Cabinet to Raceway

## Specifications

Sign A,B:  
-Raceway mounted front lit channel letters  
-Yellow acrylic faces  
-Black trim and returns  
-Raceway to match I-beam color

## Colors



Client Name:	Location: 636 Deerfield Rd Deerfield, IL 60015	Last Revision: 00/00/0000 Sales Order #: 0000 Drawing#: 0000v1/e1	APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.	Project Manager: Paul Rzewuski Paul@elevatesigngroup.com	 O: 630-656-1085 F: 630-668-9335 www.elevatesigngroup.com 1120 N. Ridge Ave. Lombard IL 60148
			CLIENT APPROVAL		
			LANDLORD APPROVAL		

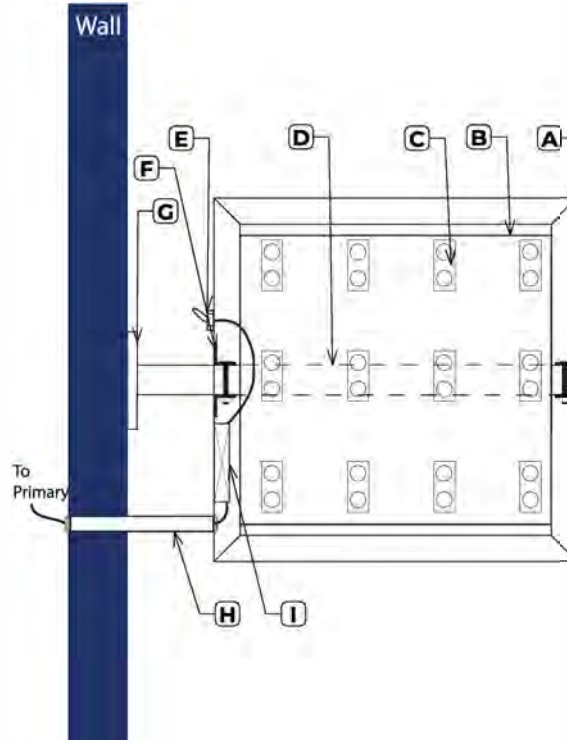
The intent of this drawing is to show a conceptual representation of the proposed signage, due to variations in printing, fabrication, painting, substrates, and finishes. The final product may differ from drawing. Superimposed drawings are intended to show orientation and location of the proposed signage. It may not be exactly to scale. Color swatches or chips can be provided if requested by customer. If colors are not specified a close match will be provided and determined by the project manager.

Accepted: By signing this document you the customer accepts that the above proposed signage specifications, colors, spelling, and conditions are satisfactory and authorize Elevate Sign Group to do the work as specified.

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# Guzman y Gomez - Deerfield IL

Sign C: Dual Face Illuminated Blade Sign  
 Sign Area: 6.25 SF





- A - Alum angle, Frame
- B - Alum Sheet, LED Baffle
- C - LED Modules
- D - Alum Tube, Support
- E - Electrical Disconnect Switch
- F - Alum Angle, Mounting Saddle
- G - Alum. Baseplate
- H - Conduit @ Electrical Feed Location
- I - Power Supply

## Specifications

Sign C,D:  
 -Dual face illuminated blade sign  
 -Acrylic face with applied vinyl graphics  
 -Retainer, post, and mounting plate painted black

## Colors

- White
- Black
- Yellow

Client Name:	Location: 636 Deerfield Rd Deerfield, IL 60015	Last Revision: 00/00/0000	APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.  CLIENT APPROVAL _____  LANDLORD APPROVAL _____	Project Manager: Paul Rzewuski Paul@elevatesigngroup.com	  O: 630-656-1085 F: 630-668-9335 www.elevatesigngroup.com 1120 N. Ridge Ave. Lombard IL 60148
		Sales Order #: 0000			
	Drawing#: 0000v1/e1				

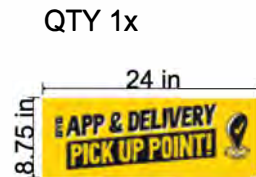
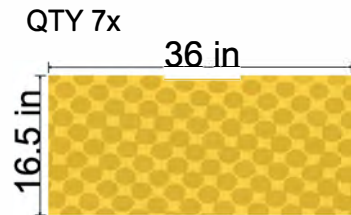
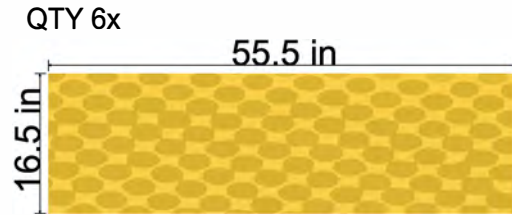
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# Guzman y Gomez - Deerfield IL

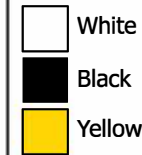
Digital Print Window Vinyl





## Specifications

Digital printed window vinyl  
-Applied first surface

## Colors



Client Name:	Location: 636 Deerfield Rd Deerfield, IL 60015		APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.	Project Manager: Paul Rzewuski Paul@elevatesigngroup.com	  O: 630-656-1085 F: 630-668-9335 www.elevatesigngroup.com 1120 N. Ridge Ave. Lombard IL 60148
		Last Revision: 00/00/0000	CLIENT APPROVAL		
		Sales Order #: 0000	LANDLORD APPROVAL		
		Drawing#: 0000v1/e1			

The intent of this drawing is to show a conceptual representation of the proposed signage, due to variations in printing, fabrication, painting, substrates, and finishes. The final product may differ from drawing. Superimposed drawings are intended to show orientation and location of the proposed signage. It may not be exactly to scale. Color swatches or chips can be provided if requested by customer. If colors are not specified a close match will be provided and determined by the project manager.

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# Guzman y Gomez - Deerfield IL


Total Window Area: 375sqft  
Proposed Vinyl: 47.76sqft (12.7%)

Sign A

Sign C



South Elevation

Client Name:	Location: 636 Deerfield Rd Deerfield, IL 60015	Last Revision: 00/00/0000 Sales Order #: 0000 Drawing#: 0000v1/e1	APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.	Project Manager: Paul Rzewuski Paul@elevatesigngroup.com	 O: 630-656-1085 F: 630-668-9335 www.elevatesigngroup.com 1120 N. Ridge Ave. Lombard IL 60148
			CLIENT APPROVAL		
			LANDLORD APPROVAL		

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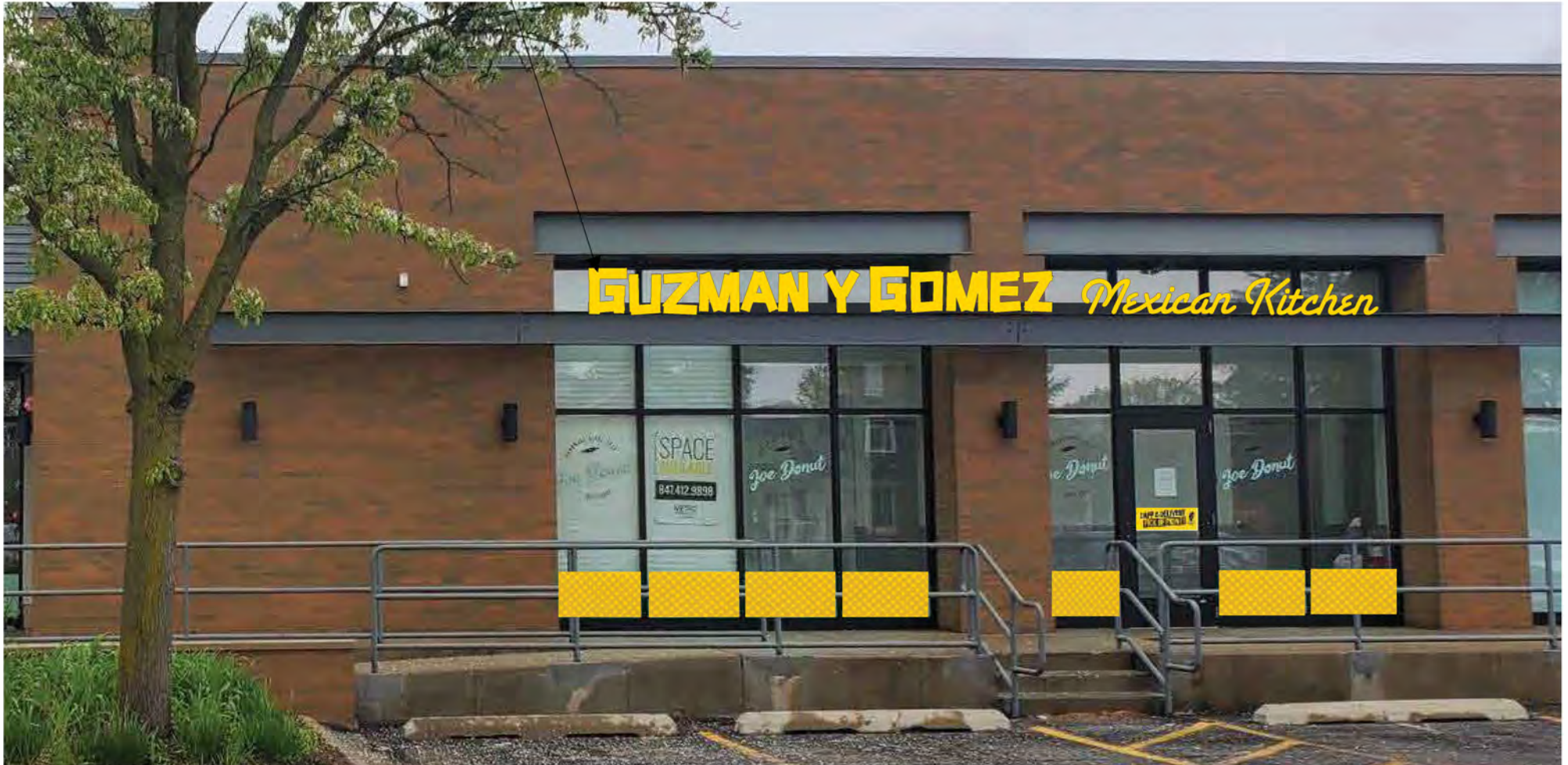
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# Guzman y Gomez - Deerfield IL

Total Window Area: 316sqft  
Proposed Vinyl: 30.33sqft (9.5%)

Sign B



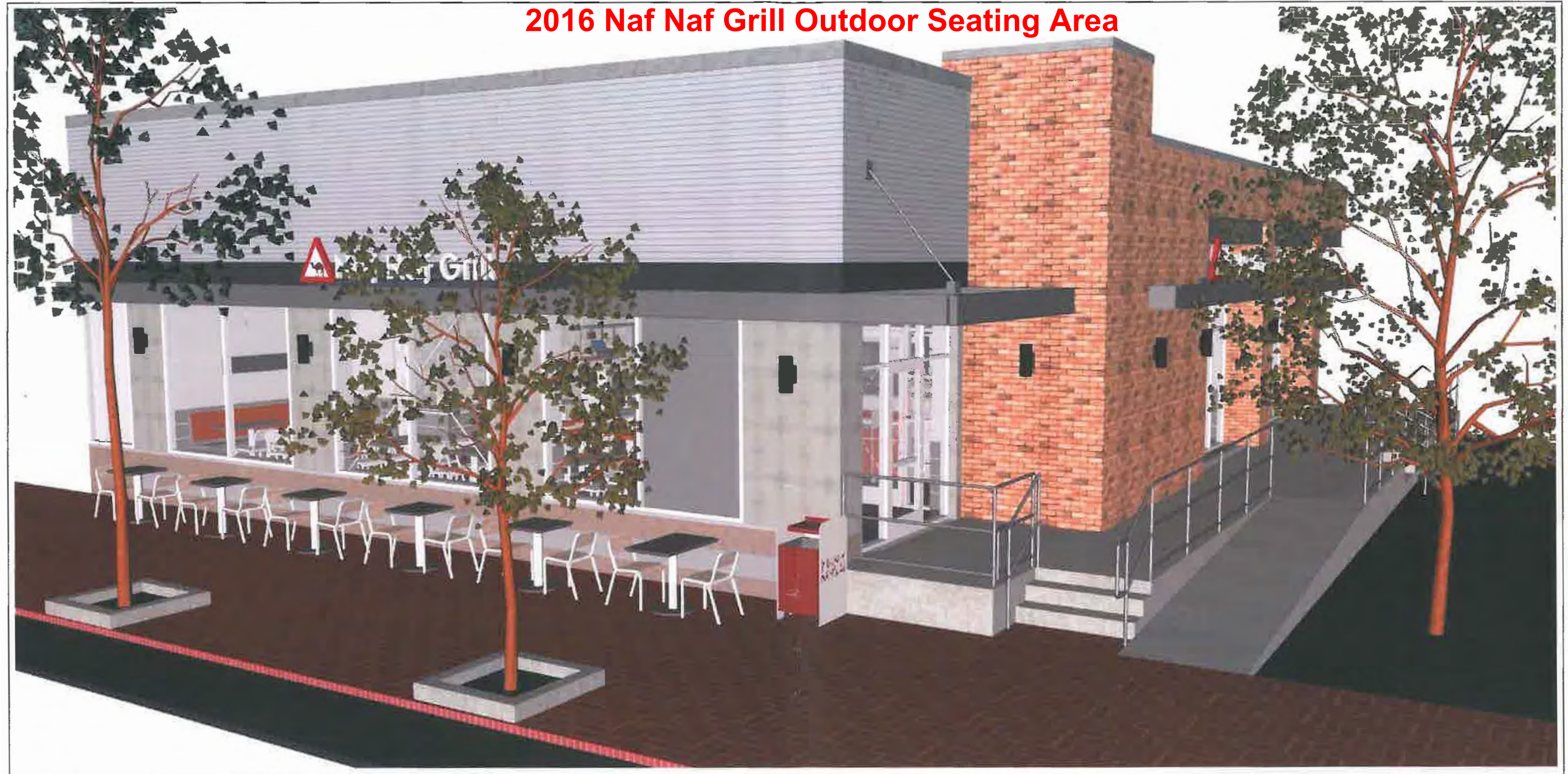
East Elevation

Client Name:	Location:		APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.	Project Manager: Paul Rzewuski Paul@elevatesigngroup.com	 
	636 Deerfield Rd Deerfield, IL 60015	Last Revision: 00/00/0000 Sales Order #: 0000 Drawing#: 0000v1/e1	CLIENT APPROVAL _____ LANDLORD APPROVAL _____		

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# 2016 Naf Naf Grill Outdoor Seating Area



© COPYRIGHT MICHAEL J. WILKUS, ARCHITECT

**WILKUS**  
ARCHITECTS

15 Ninth Avenue North  
Hopkins, MN 55343  
Phone: 952.941.8660  
www.wilkusarch.com



## **PATIO SEATING** 6 tables, 12 seats, 1 trash enclosure (including 1 accessible table)

- \*trash enclosure does *not* include any words and/or numbers in its design.
- \*all patio furniture will be pulled to the edge of the building during off-hours and inter-connected via steel cable.
- \*all patio furniture will be trucked off-site for the winter season.

PROJECT LOCATION:

DEERFIELD, IL

ISSUE DATE:

2016-11-28

**2016 Naf Naf Grill Outdoor Seating Area**



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**WILKUS**  
ARCHITECTS

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Hopkins, MN 55343  
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www.wilkusarch.com



**Naf Naf Grill**

720 NORTH FRANKLIN STREET, SUITE 401  
CHICAGO, ILLINOIS 60654

**STREET VIEW - FROM 5'-6" EYE LEVEL  
(no need for RTU screening)**

PROJECT LOCATION:

DEERFIELD, IL

ISSUE DATE:

2016-11-28

# 2016 Naf Naf Grill Outdoor Seating Area



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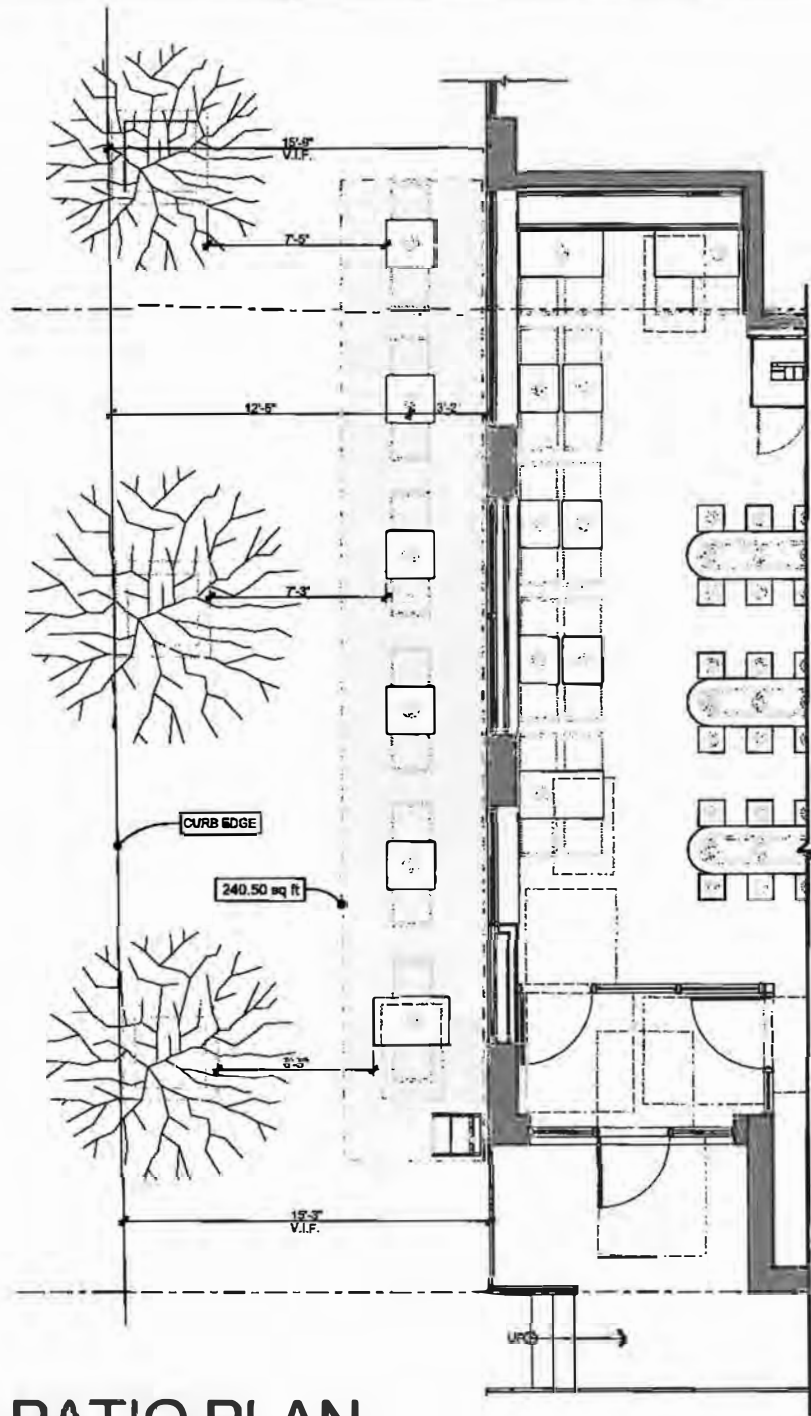
720 NORTH FRANKLIN STREET, SUITE 401  
CHICAGO, ILLINOIS 60654

## AERIAL VIEW

PROJECT LOCATION:  
**DEERFIELD, IL**

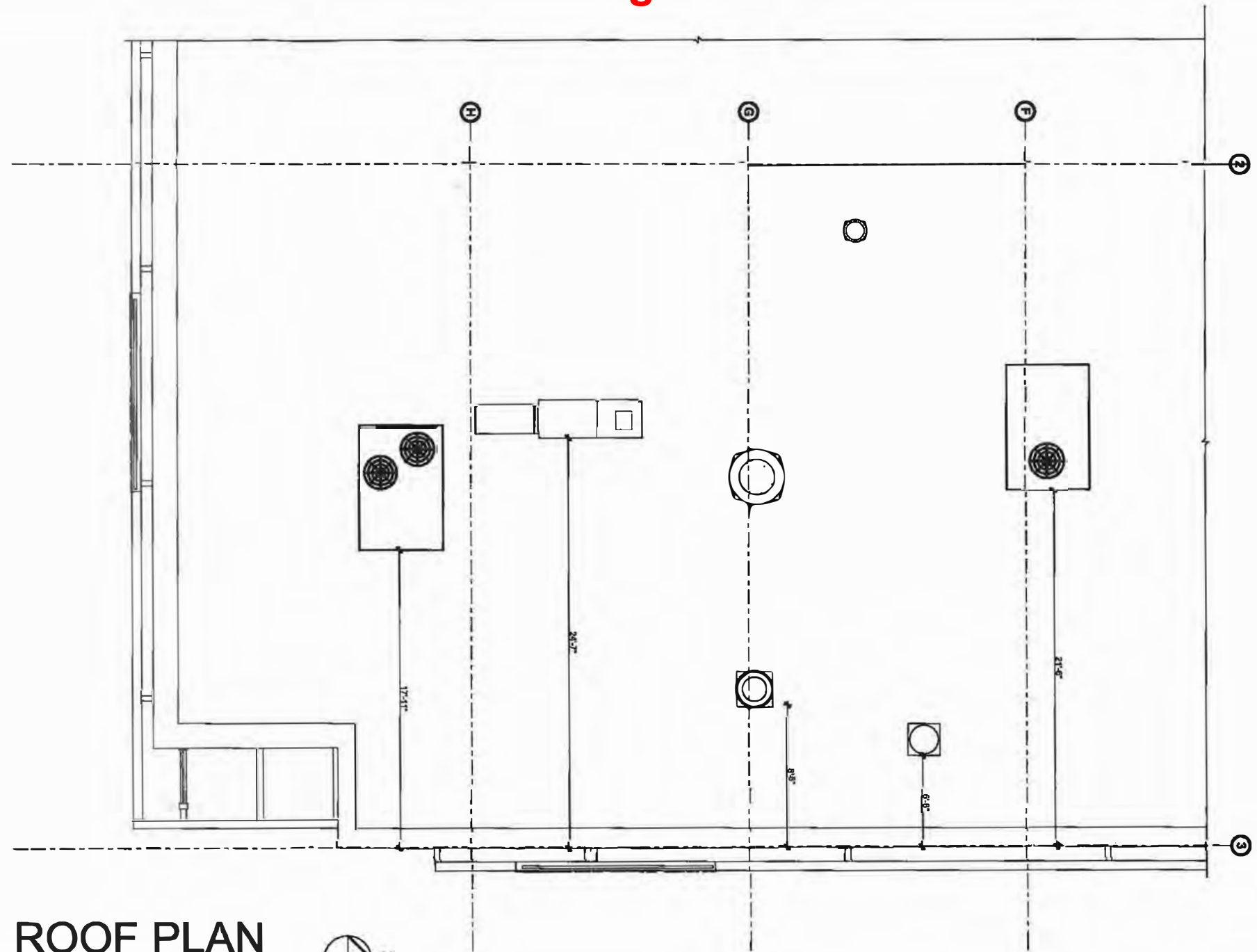
ISSUE DATE:  
**2016-11-28**

# 2016 Naf Naf Grill Outdoor Seating Area



**PATIO PLAN**

SCALE: 1/8" = 1'-0"



**ROOF PLAN**

SCALE: 1/8" = 1'-0"

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720 NORTH FRANKLIN STREET, SUITE 401  
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Hopkins, MN 55343  
Phone: 952.941.8660  
www.wilkusarch.com

## PLANS

PROJECT LOCATION:

DEERFIELD, IL

ISSUE DATE:

2016-11-28

# 2016 Naf Naf Grill Outdoor Seating Area



## 1951 by BMW DESIGNWORKSUSA

EUROPEAN PATENT NO. 000403795-0001, U.S. DESIGN PATENT NO. D518054S  
 1951 IS PART OF THE PERMANENT COLLECTION OF THE COOPER HEWITT NATIONAL DESIGN GALLERY, NYC.



<b>1951 STACKING CHAIR</b>									
W: 18.5"	D: 22.25"	H: 33.25"	SH: 18"	1951	HAND-BRUSHED/ABS				
W: 47cm	D: 51cm	H: 77cm	SH: 46cm	1951-CAL133	HAND-BRUSHED/FIRE RETARDANT ABS				
WT: 8lb / 3.6kg	WT/LAMINATE: 6.5lb 3.85kg			1951-W	HAND-BRUSHED/LAMINATE				
<b>1951 COUNTER STOOL</b>									
W: 18.5"	D: 22.25"	H: 35.25"	SH: 24"	1951CTR-24	HAND-BRUSHED/ABS				
W: 47cm	D: 56.6cm	H: 89.5cm	SH: 61cm	1951CTR-24CAL133	HAND-BRUSHED/FIRE RETARDANT ABS				
WT: 9.5lb / 4.3kg	WT/LAMINATE: 10lb 4.53kg			1951CTR-24W	HAND-BRUSHED/LAMINATE				
<b>1951 BAR STOOL</b>									
W: 18.5"	D: 22.25"	H: 41.25"	SH: 30"	1951BAR-30	HAND-BRUSHED/ABS				
W: 47cm	D: 56.6cm	H: 104cm	SH: 76cm	1951BAR-30CAL133	HAND-BRUSHED/FIRE RETARDANT ABS				
WT: 10lb / 4.5kg	WT/LAMINATE: 10.5lb 4.76kg			1951BAR-30W	HAND-BRUSHED/LAMINATE				

STACKS 4 HIGH  
 ABS COLORS: WHITE (CAN BE USED OUTDOORS), GRAY (CAN BE USED OUTDOORS), NAVY BLUE, RED, GREEN, YELLOW AND BLACK  
 (BLACK LAMINATE IS IN FIRE RETARDANT COMPOSITION TO MEET CAL. 133 CODE)  
 WOOD LAMINATE COLORS: MAPLE/WALSONART 7011-4C, CHESTNUT/WALSONART 7016-6B, MAHOAGANY/WALSONART 7040-1D  
 HAND-BRUSHED ASSOCIATED FRAME AND ABS PLASTIC OR WOOD LAMINATE SEAT AND BACK  
 3-YEAR WARRANTY



# 2016 Naf Naf Grill Outdoor Seating Area

Segno #851

Designer: Aldo Ciabatti

## DETAILS



H	TS	Lbs
30"	24" Sq"	22

Outdoor/Indoor Tilt Top Nesting Table

E-coated powder coat finish

Made in Italy

Top Thickness: 3/4"

Top: Solid Steel

Base: Square Steel Legs

Assembly Required: Yes

Special Order Ship Finishes:



20 Glossy  
Aluminum



22 A/  
Iron



41 A/  
Bronze



24 A/  
Black



23 A/  
White

## SHIPPING

Master Pack Quantity: 1

Master Pack Dimensions: 31"x28"x6"

Master Pack Weight: 25 Lbs.

Density: 10

Master Cartons/Pallet: 15

Freight Class: 100

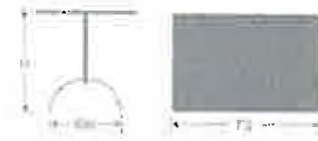
FOB: PA 17042

# 2016 Naf Naf Grill Outdoor Seating Area

Segno ADA #3521

Designer: Aldo Ciabatti

## DETAILS



H	TS	Lbs
30"	38" x 24"	36.5

Outdoor/Indoor Table

E-coated powder coat finish

Made in Italy

Top Thickness: 1 3/8"

Top: Solid Steel

Base: Square Steel Legs

Assembly Required: Yes

Quick Ship Finishes:

			
20 Glossy Aluminum	22 A/ Iron	41 A/ Bronze	24 A/ Black

Special Order Ship Finishes:

				
23 A/ White	37 A/Moss Grey	49+ A/Mint	50+ A/Cherry	60+ A/Green
				
68+ A/Orange	71+ A/Taupe	82+ A/Lilac	48+ A/Navy	73+ A/Cemei
				
87+ A/Copper				

## SHIPPING

Master Pack Quantity: 1

Master Pack Dimensions: 41"x27"x7"

Master Pack Weight: 40 Lbs.

Density: 10

Master Cartons/Pallet: 20

2016 Naf Naf Grill Outdoor Seating Area

