

Appearance Review Commission

Meeting Minutes

January 23, 2023

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

Present were:

Beth Chaitman  
Lisa Dunn, Chairperson  
Sherry Flores  
Jason Golub  
Troy Mock

Absent were:

Daniel Moons  
Amy Schneider

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There was no Public Comment on non-agenda items.

Business:

1. Deerbrook Mall, Lake Cook and Waukegan Roads – Pylon Sign Panels

John Streetz with Doyle Signs explained Deerbrook would like to fill their pylon signs with current tenants. The sign package qualifies for administrative approval, but there are a few panels that are different than what the Commission usually approves. Mattress Firm would like an underscore, City Barbeque is asking for a box around their name and Bed Bath and Beyond's letter heights are small. All of the signs have the required 4" margins and Greyshank Suede Satin Finish painted backgrounds.

Ms. Delevitt noted the Deerbrook Mall Sign Criteria restricts panels to a single line of text, even for half panels, which is the reason the Bed Bath and Beyond letters are so small. Mr. Mock noted the only way to avoid the small letters on the Bed Bath and Beyond sign would be to allow it to be on more than one line. Ms. Delevitt explained that would require an exception to the Zoning Ordinance, which is a 3-4-month process. Mr. Streetz would not be in favor of the extended timeline, so they are okay with the single line of text for Bed Bath and Beyond. Ms. Delevitt noted City Barbeque submitted two (2) options but

would prefer to have a rectangle around their name. She asked them to provide an alternate option without the rectangle and larger lettering.

The Commissioners discussed the Bed Bath and Beyond sign. Ms. Delevitt explained this would be a second panel on the Lake Cook Road directory sign, as they already have a full panel on Waukegan Road. Mr. Golub noted the sign meets the criteria. Ms. Flores noted the letters look much smaller than the MOD Pizza proposal. She suggested reducing their letter heights so it looks more balanced. Mr. Streets explained the MOD Pizza proposal is currently 1'-5" high and could be reduced to 12" high to be more balanced. Ch. Dunn noted the Office Depot sign is currently proposed at 9.125" high, Bed Bath and Beyond is 5.5" high and Hobby Lobby is 9.5" high. The Commission agrees reducing MOD Pizza to 12" will look good.

The Commissioners discussed the Mattress Firm flourish. Ms. Delevitt noted the sign criteria prohibits logos, but allows branded fonts. She noted Jewel-Osco and T-Mobile both were permitted to have similar underlines and flourishes. Ms. Chaitman and Mr. Golub were okay with it; Mr. Mock was indifferent. Ch. Dunn noted the City Barbeque logo includes their box. Mr. Mock is okay with either option, but believes the one with the box better matches their branding. Ms. Flores would prefer the option with the larger lettering and no box, but suggested the Commission should be consistent and not allow the flourish if they do not allow the box. The Commissioners would prefer the option without the box. Ms. Delevitt requested the artwork for Mattress Firm and MOD Pizza signs be recentered. Mr. Streetz agreed.

Mr. Mock moved to approve the pylon sign panels for Deerbrook Mall with the letter height for MOD Pizza reduced to 12", the box removed from City Barbeque and larger lettering and the flourish removed from Mattress Firm. All artwork is to be re-centered within the panel. The proposals for Office Depot, Starbucks Coffee, Noodles and Company and Sleep Number will remain as submitted. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Dunn (5)

NAYS: None (0)

## 2. Shake Shack, 560 Waukegan Road – New Building, Site and Signage Improvements

Bryan Rosenblum, Project Manager with GW Properties and Allison Palmadesso, Director of Design with Shake Shack were present. Mr. Rosenblum explained the team considered the feedback from the ARC and Plan Commission when updating the drawings. The trash enclosure has been relocated further back behind the building to block unsightly views from the street. They implemented taller plantings and a 7' high fence in the southwest corner to eliminate noise and light spillage. They added brick on the building elevations and eliminated the green tile from the building. They have modified the building sign locations and square footages to meet the Deerfield Zoning Ordinance. An additional planting island was added to the parking lot, and the Waukegan Road

access point has been widened to allow for a three-lane cross-section. The monument sign was relocated south of the access point for better visibility.

Mr. Rosenblum reviewed the proposed landscaping plan. The quantity of trees proposed along Waukegan Road were reduced to enhance overall visibility of the restaurant and site. They believe the original proposal with the additional trees created safety challenges. He noted, the overall quantity of plantings is increasing, but the number of trees is decreasing. They also prioritized protecting some of the existing trees.

Ms. Palmadesso discussed the Shake Shack branding, which translates into their building components, materials and signage. She explained they added charcoal brick below the canopy on all four (4) elevations to meet the Commission's previous request. The brick will be used in addition to the grey James Hardie fiber cement siding and the white Nichiha fiber cement panels. Mr. Golub noted Carson's Ribs uses fiber cement as an accent to their painted masonry. Ch. Dunn questioned why this material is being used on half the building. Ms. Palmadesso believes the material choice provides more dimension to the facade than masonry alone. Mr. Mock questioned the angled c-channel detail on the proposal. Ms. Palmadesso explained the angular volume is important to Shake Shack, but they would be open to removing it.

Mr. Golub explained the Village does not have any primarily fiber cement buildings. Ms. Delevitt explained the Appearance Code does not quantify the amount of brick or stone, but specifies it as the preferred building material. Mr. Golub explained it is difficult to see other existing Shake Shack locations with brick compared to Deerfield's proposal with cheaper materials like Hardie Board. Mr. Rosenblum explained this is a new design prototype for Shake Shack. Mr. Golub explained the Commission frequently hears that from other major retailers, but they comply with the Village standard. Ms. Flores believes the Hardie Board material is a nice complement, but believes the Village Code should be followed. Ms. Chaitman likes the different materials and believes the Hardie Board gives texture to the building. She would not want to see the building all brick. Ms. Chaitman asked if there is a different material that is a stone or more solid material that provides the same feeling. Mr. Mock does not believe there is an alternate material. He suggested having the bottom 2/3 of the building brick and the top 1/3 fiber cement siding to provide the texture, while being more consistent with what is in Deerfield. He is not in favor of the randomly placed c-channel. Ch. Dunn noted the Appearance Code states, "*Brick and stone convey permanence and are preferred building materials.*" She does not believe the design of the building fits in with the neighboring buildings. Ch. Dunn noted Deerfield has a brand, and a white and gray fiber cement panel building is not Deerfield's image. The neighboring properties include a red brick fire station, brick homes at Coromandel and a brick building for Renu Day Spa. This building does not fit into the neighborhood. Mr. Rosenblum explained Rosebud in the Village Center is a painted white building and Café Zupa's has a black exterior. He noted their corporate identity is important to attract their clientele.

The Commissioners discussed the site and landscape plans. Ch. Dunn thanked the petitioners for moving the trash enclosure. It appears to be in a much better location than before. The Commissioners were okay with the updated location of the trash enclosure. Mr. Golub noted the trash enclosure is painted CMU blocks, and the Appearance Code does not allow painted masonry. Mr. Mock and Mr. Golub do not believe the trash enclosure has any relationship with the proposed building. Mr. Golub expressed concern about the drive-thru emptying out to Waukegan Road. Mr. Golub questioned whether the monument sign would be visible with cars stacking at the drive-thru. The Commissioners were okay with the landscape plan.

The Commissioners discussed the proposed drive-thru signage and menu boards. Ch. Dunn noted the drive-thru was shortened but remains dual-lane. Mr. Rosenblum provided additional information on the lights and sounds emitted from the menu boards. He believes they are minimal. Ms. Delevitt explained they agreed to stay within the Village's existing standards for menu boards. The Commissioners are okay with the size and location of the signs. Ch. Dunn asked if there is a covering over the drive-thru. Ms. Palmadesso explained there are small canopy elements at the speakers and the drive-thru pickup window. The canopies are illuminated with small downlights from the undersides.

The Commissioners discussed the east elevation (front) wall sign. Ms. Delevitt noted Shake Shack would like to add the words "drive-thru" to the sign. Ch. Dunn noted the Appearance Code does not allow it. Ms. Flores is not in favor of the additional verbiage, because there are other signs and the menu boards on the site. She noted McDonald's was not allowed to have the words "drive-thru" on their wall signs. Ms. Palmadesso explained McDonald's is known for having a drive-thru, and this would be one of the first in the area. Mr. Mock believes everyone will know they are a drive-thru. Ch. Dunn is not in favor of the words "drive-thru" on the east elevation. She believes people will think it is only a drive-thru and not a sit-down restaurant. Mr. Rosenblum would be okay removing the verbiage if it is allowed on the monument sign.

The Commissioners discussed the north elevation sign. Ms. Delevitt noted this sign was relocated from the canopy roof to the wall, per the Commission's request. Mr. Mock is not a fan of the burger, but understands it is part of their branding. The Commissioners were okay with the sign as proposed.

The Commissioners discussed the south elevation sign, which is just a burger logo. Mr. Golub does not believe it is necessary, because it will be hidden by the fire station. Ms. Flores is indifferent with this sign. Ms. Chaitman believes there is enough signage so it is not necessary. Ch. Dunn agrees.

The Commissioners discussed the proposed ground sign. Ms. Delevitt noted the new location was proposed by the petitioner but reviewed by Staff for compliance with the clear sight triangle. Mr. Mock is okay with the sign having the words "drive-thru". Ms. Flores is not in favor of the additional words on the monument sign. She believes it takes

away from the logo and type. Ms. Flores believes there are enough indicators of a drive-thru with the directional signs, menu boards and stacked cars. Mr. Golub believes the northeast corner of the lot would be a better location for visibility. Mr. Rosenblum believes the proposed location is better for the traffic visibility and safety. The sign is appropriately set back and has landscaping at the base of the sign. Ch. Dunn asked if the petitioner has given any thought to moving the sign closer to Central Avenue. Mr. Rosenblum explained they could explore it, but kept the location similar to Rosebud's sign location. Mr. Golub is okay with the words "drive-thru" on the sign. Ms. Chaitman believes people will know there is a drive-thru but is okay with the verbiage on the sign if it is important to the petitioner. Ch. Dunn would rather have the sign relocated and is not in favor of the words "drive-thru" on the sign, because people will see there is a drive-thru.

The Commissioners discussed the four (4) proposed directional signs. The Commissioners were okay with the directional signs. Ms. Delevitt noted that the directional signs meet the Zoning Ordinance criteria for exempt signage and do not need to be approved by the ARC.

The Commissioners discussed the proposed exterior lighting and photometric plan. Ch. Dunn noted the levels are at zero (0) at the property lines but are a slightly brighter than what the Appearance Code recommends. Ms. Delevitt explained Staff discussed the lighting proposal and does not believe it is too bright. Mr. Golub noted the poles are 25' tall. Mr. Rosenblum explained there are cut-off shields on the lights. The Commissioners are okay with the exterior lighting and photometrics.

The Commissioners discussed the mechanical equipment and did not have any issues. Ms. Delevitt noted the mechanical units will now both be on the lower roof. Mr. Rosenblum explained they will be screened by the parapet walls.

Mr. Rosenblum asked for clarity on the building material. He asked if adding a brick band around the base of the building would help. Ch. Dunn believes any change would need to be reviewed by the ARC. Mr. Mock suggested continuing the c-channel around the building and adding brick below and grey fiber cement paneling above. Ms. Palmadesso suggested removing the c-channel and replacing the entire dark gray volume with masonry. She noted they would need to introduce some varying brick courses for added interest. The Commissioners were in favor of this change, but would like to review the proposal before voting on it since this is a prominent portion of the building. Ms. Delevitt noted they are scheduled to appear before the Board of Trustees on February 6, 2023. Mr. Mock is okay with Ms. Palmadesso's suggestion. Ms. Delevitt explained the Commissioners can vote on everything except the building materials.

Ms. Flores moved to approve the site plan, mechanical equipment, exterior lighting, landscaping and photometrics plans for Shake Shack as proposed with a 7' high fence, rather than a 6' high fence. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Dunn (5)

NAYS: None (0)

Mr. Golub believes the trash enclosure should match the building. Mr. Rosenblum explained they could use the same thin, charcoal brick as the building.

Ms. Chaitman moved to approve the trash enclosure for Shake Shack with the addition of charcoal brick to match the building. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Dunn (5)

NAYS: None (0)

Mr. Golub moved to approve the drive-thru menu boards as well as the three (3) wall signs for Shake Shack. The east elevation wall sign will not have the words "drive-thru". Ms. Flores seconded the motion. The motion did not pass by the following vote:

AYES: Mock (1)

NAYS: Chaitman, Flores, Golub, Dunn (4)

Ms. Flores moved to approve the drive-thru and menu boards as submitted and two (2) wall signs for Shake Shack. The south elevation wall sign will be removed. The east elevation wall sign will not have the words "drive-thru". Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Golub, Mock, Dunn (5)

NAYS: None (0)

Mr. Golub moved to approve the ground sign as presented with the words "drive-thru" in the proposed location. Mr. Mock seconded the motion. The motion did not pass by the following vote:

AYES: Chaitman, Mock (2)

NAYS: Flores, Golub, Dunn (3)

Mr. Golub is concerned about the ground sign location. Ms. Delevitt explained the sign has to be within their property line. He believes the sign could be better placed on the northeast corner of the property. Mr. Rosenblum believes that location would violate the clear sight triangle. Ch. Dunn believes people will miss the entrance if the sign remains in its proposed location.

Mr. Mock moved to approve the Shake Shack monument sign location as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock (3)

NAYS: Golub, Dunn (2)

Ms. Chaitman moved to approve the Shake Shack monument sign with the words “drive-thru” as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Golub, Mock (3)

NAYS: Flores, Dunn (2)

Ms. Delevitt reminded the petitioners to please send the revised elevations with the added masonry as soon as possible.

Items from the Staff:

Ms. Delevitt has contacted Sweetgreen about their visible storage in their Waukegan Road windows. She also reached out to Deerfield Square about the Café Zupa’s flickering sign. Chris Siavelis is aware of it and is trying to get it fixed. Ms. Delevitt also asked Deerbrook Mall about the trucks being parked overnight. She noted there was a sign panel added to the Deerfield Park Plaza pylon sign without the proper approval, which will be removed. She hopes Cherry Pit will come to the Board for their Business Facade Rebate funding.

Items from the Commission:

The Commissioners expressed concern about pot holes at the Lindeman Parking Lot. Ms. Delevitt noted this is a Village owned parking lot. Ch. Dunn believes it needs to be repaired and resurfaced. Mr. Golub noted there are trash cans around the trash enclosure outside of Sweetgreen on certain days.

Adjournment:

There being no further business or discussion, Mr. Golub moved to adjourn the meeting. Ms. Flores seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 9:27 p.m. The next regular meeting of the Appearance Review Commission will be held on Monday, February 27, 2023 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton  
Secretary