

Appearance Review Commission

Meeting Minutes

January 26, 2026

A meeting of the Appearance Review Commission was held on Monday, January 26, 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
Troy Mock
Daniel Moons

Absent:

Jason Golub

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Document Approval

Ms. Charlson moved to approve the minutes from the December 15, 2025 Appearance Review Commission meeting. Mr. Goldberg seconded the motion. The motion passed unanimously on a voice vote.

Public Comment:

There were no public comments on non-agenda items.

Business:

1. Just Tires, 25 Waukegan Road – Tire Storage

Shawn Purnell, Architect with Purnell Architects, Inc., explained Just Tires installed an enclosure for their tire storage area that did not meet Village codes. He was hired to work with the contractor to redesign a complying storage area. They are looking to enclose a small portion of their building exterior that is currently surrounded by a 7'-8" high masonry knee wall, but uncovered. Proposed is to extend the wall height by adding a 2'-6" high stucco panel on top of the knee wall. A new hip-style metal roof will extend from the nearest garage bay to cover the space.

Mr. Moons moved to approve the exterior tire storage area for Just Tires as presented. Mr. Goldberg seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Taco Bell, 663 Lake Cook Road – Building Improvements and Signage

Jeanne Armando, Project Manager with MRV Architects, Inc., explained Taco Bell proposes taking over the former McAllister's Deli space. Taco Bell will take about 3,000 square feet and a future tenant will occupy the remaining portion of the space. The building will remain substantially the same.

In order to provide a second tenant entrance, a portion of the front elevation will be replaced with a storefront door and windows. This will give both businesses direct access from the outside. The entire building will be painted in SW 7043 Worldly Gray with accents of SW 7076 Cyberspace, SW 9180 Aged White and SW TB 2603C Purple.

The existing doors and windows throughout the elevations are to remain and the metal frames will be painted in a matte dark bronze tone. The current green awnings will be replaced with new Sunbrella black fabric on the existing metal frames. All deteriorated or damaged EIFS will be repaired before the building is painted. The stone will remain as is, but will be cleaned as needed.

Mr. Moons asked about the new entrance doors, as two (2) doors are close to each other. Ms. Armando noted the second door would be for the new tenant, which opens into a vestibule that services both businesses. Mr. Moons ensured the EIFS walls would be patched before being painted. Ms. Armando noted they would be keeping the trash enclosure, but would be fixing it. She explained they would be keeping the same drive-thru area but would be replacing the existing menu board with a digital menu board and canopy. Ms. Delevitt noted the Village does not allow moving, flashing or animated graphics on menu boards. Ms. Armando confirmed the menu board would be static.

The Commissioners discussed the proposed signage. The wall signs would have the bell logo between the words "Taco" and "Bell". Ms. Delevitt explained the former occupant (Zippy's) received a variance to place the front wall sign above the roof deck. The Special Use and variations from former tenants are passed on to subsequent tenants. She noted all of the signs are within the allowances for the building. The proposed ground sign would just have a face change. The existing stone base, which matches the building, will remain. Ms. Delevitt reminded the petitioner that registered trademarks are not allowed on signage. The proposed pylon sign panel has a black background with white lettering and the bell logo in white and purple. Mr. Mock suggested matching the black background color with the existing black background for The Wild Roaster on the pylon sign. Ms. Delevitt noted the color is 3M black vinyl. Ch. Flores noted the proposed sign panel has a smaller margin on the top and bottom than the other tenant signs. Ms. Charlson would

prefer the bell logo reduced as the margins are tight. Ms. Delevitt noted the proposed margin is 1.5 inches rather than the ARC precedent of 3 inches. The Commissioners believes space should be 3 inches on the top and bottom of the bell logo. Ms. Armando noted they could reduce the logo and move the lettering closer in so it would have the same proportions.

Mr. Mock asked about the purple paint color being used as signage. Ms. Delevitt noted, in the past, the ARC considered whether the color was used to enhance the signage. Mr. Mock believes the purple is very bright and would prefer the building panel to be painted gray instead. Ch. Flores believes this location has a hardship and should be allowed the purple paint for better visibility. Ms. Armando noted Taco Bell will want some purple on the building. It is only on the east side and the building is set back from Lake Cook Road. Ms. Charlson questioned if purple was a color the ARC considers too bright. She noted the Commission had the bright yellow color toned down for Super 8. Mr. Mock believes this purple color is too much. Ms. Delevitt explained this is a mechanism to express their branding rather than a sign. Mr. Moons is okay with the purple coloring as it is minimal and not facing a main street. The Commission had allowed McAllister's Deli to paint the same panel with their green color. Mr. Goldberg and Mr. Goffron do not have an issue with the color. Ch. Flores noted this restaurant is not in the downtown; if it was, there may be a different conversation.

Ms. Armando noted they will be removing the existing 2.25-inch illuminated directional sign and not replacing it. The typical Taco Bell directional sign is larger. Ms. Delevitt questioned whether the sign is necessary for the drive-thru. Ms. Armando does not believe so. If they find they need a directional sign, they will return to the Commission.

Mr. Goldberg moved to approve the building improvements and signage as presented with the pylon background color matching the existing 3M black vinyl and the bell logo reduced to allow for a 3-inch margin. The menu board will adhere to the Village's brightness allowances and not have moving, flashing or animated graphics. Mr. Goffron seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Items from the Staff

Ms. Delevitt reported a proposed daycare for the 833 Deerfield Road building in Deerfield Square dropped off the agenda. In early January, the Plan Commission made a non-favorable recommendation for their Special Use, because they did not feel a daycare was appropriate for that space in the Village Center. She explained the petitioner can still go to the Village Board with their unfavorable recommendation from the Plan Commission. They will likely still come to the ARC in February for their exterior changes and signage.

The Village is in talks with a developer interested in purchasing the former Walgreens property in the C-4 district. There is nothing specific to report, but hopefully things will move forward.

Ms. Delevitt noted this is the 250th anniversary of the United States. The Village is discussing different ways to promote this during Family Days with special banners and events.

Adjournment

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

The meeting was adjourned at 8:43 pm.

The next Appearance Review Commission meeting will be February 23, 2026 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary