

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