

Appearance Review Commission

Meeting Minutes

March 16, 2026

A meeting of the Appearance Review Commission was held on Monday, March 16, 2026 at 7:30 p.m. Acting Chairperson Jason Golub called the meeting to order at 7:30 p.m.

Present were:

Dustin Goffron  
Neil Goldberg  
Jason Golub, Acting Chairperson  
Troy Mock

Absent:

Amy Charlson  
Sherry Flores, Chairperson  
Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist

Document Approval

Mr. Goldberg moved to approve the minutes from the February 23, 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 – Revised Wall Signs

Rob Feldman with Olympic Signs explained he is returning to the Commission for a revision to the approval from the February 23, 2026 meeting. The client is requesting to revise the wall signs so they match the colors and style of the approved pole sign. The proposed signs will have painted black acrylic backer panels with internally illuminated, yellow push-thru acrylic letters. Mr. Feldman noted the black backer panel would not illuminate. Ms. Delevitt reported the signs would be the same location and size as presented last month.

Mr. Goldberg moved to approve the two (2) wall signs for First Financial Bank on the east and north elevations as presented. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Goffron, Goldberg, Mock, Golub (4)

NAYS: None (0)

## 2. Deerbrook Mall, Lake Cook and Waukegan Roads – Sign Criteria Update

Jen Patton, Development Director with Continental Properties explained they are representing Deerbrook Mall to pursue a change to the sign criteria, which would allow a residential development to have a panel on one of the existing pylon signs. Ms. Delevitt explained the Springs at Lake Cook Crossing's sign was denied at the November 24, 2025 ARC meeting, because it was outside the Deerbrook Mall Sign Criteria which only mentions retail tenants, not a residential development. The new Owners of the mall believe it would be mutually beneficial for Springs at Lake Cook Crossing to have sign panels on the pylon sign. Ms. Patton explained they met with Village staff and the Village attorney to review the sign criteria before proposing a new section. The proposed criteria states, *"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."*

Ms. Delevitt explained the sign criteria allows for one panel on the pylon sign. Ms. Patton explained the sign panels are meant for visibility and wayfinding rather than for residents that live there.

Mr. Mock noted this change would make the panels part of the pylon sign, rather than being a separate sign. He would prefer the residential development to have their own signage. Ms. Delevitt explained Springs at Lake Cook Crossing does not own the land along Waukegan Road. Mr. Mock believes the residential and retail uses should be separate. Mr. Goffron and Mr. Goldberg believe having multiple signs would be distracting. Mr. Mock finds it odd that the significant residential use is being advertised within the shopping center use. Mr. Goldberg believes they should think of it as wayfinding signage, not for advertising. The Commission questioned whether or not there would be room for a separate sign within the current intersection. Ms. Patton explained this is the solution the shopping center Owners were comfortable with. She does not believe they would grant a special easement. Ms. Patton explained the residential is tucked so far back and they need the visibility for future tenants and guests. Mr. Mock believes they should have one sign at the point of entrance. Ms. Delevitt reminded the Commission that they do have larger monument signs at the entrances of the development, but this is a separate wayfinding sign.

Mr. Goffron moved to approve revised sign criteria for Deerbrook Mall as presented. Mr. Goldberg seconded the motion. The motion passed by the following vote:

AYES: Goffron, Goldberg, Mock, Golub (4)

NAYS: None (0)

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

Ms. Delevitt explained this is a separate petition from the sign criteria to approve the sign design. Ms. Patton explained the sign background color is slightly different than the existing retail panels. The white push-thru lettering text will be on two (2) separate lines. Ms. Delevitt asked Ms. Patton to ensure the white letter faces in the sign panel matches the white letter faces in the Floor & Decor sign panel.

Mr. Goldberg moved to approve the pylon sign panels for Springs at Lake Cook Crossing as presented ensuring the white letters match the white on the Floor & Decor sign panel. Mr. Goffron seconded the motion. The motion passed by the following vote:

AYES: Goffron, Goldberg, Mock, Golub (4)

NAYS: None (0)

### 4. Guzman y Gomez, 636 Deerfield Road - Wall Signs & Outdoor Seating Area

Jason Trombley, Head of US Development for Guzman y Gomez, explained Deerfield is their first restaurant in a suburban downtown without a drive-thru. They found the brand is not yet established in the area. Their branding includes the yellow and black colors and bright murals inside the restaurant. Corporate leadership in Australia want more branding on the exterior of the building. Mr. Trombley noted the uniform code in the downtown is white signage, but the logo can have color. They propose to remove the "Mexican Kitchen" tag line from their sign in order to add their logo and stay within the allowable square footage. Ms. Delevitt explained the criteria for 636 Deerfield Road limits both front and side signs to 40 square feet. She explained when they initially came into the Village, they opted for the tag line rather than a logo. She noted the other tenants all opted for the logo. Ms. Delevitt noted they previously asked for a blade sign for their logo, which was not approved.

Mr. Trombley explained they would also like to add an outdoor seating area with tables, chairs and a colorful enclosure. The proposed umbrellas would be black without signage on them. The enclosure would consist of individual panels with space between to access the tables. A full enclosure is not needed by Code, because they will not be serving alcohol. They hope to have the seating area open by late spring. Mr. Trombley asked about having music on the patio. Ms. Delevitt noted as long as they stay within the Municipal Code for decibel levels they are permitted to have music.

Mr. Trombley asked if it would be possible to increase the size of the front wall sign, if they get Landlord approval. Ms. Delevitt explained the Landlord would need to provide written approval for a variation to the 636 Sign Criteria. She noted the Deerfield Zoning Ordinance allows up to 80 square feet on the front and rear elevations, while the side elevations can only have signage up to 40 square feet. The front (east) elevation faces the parking lot.

Ms. Delevitt discussed the window signage regulations, as they are currently covered to advertise hiring and store hours. She noted this would be better utilized for additional branding. Mr. Trombley noted they plan to bring the windows into compliance.

Mr. Goldberg moved to approve the signage for Guzman y Gomez with "Mexican Kitchen" removed and the logo added on the south elevation and the logo added and "Mexican Kitchen" to remain for the east elevation. Landlord must provide written approval for a front elevation wall sign that is greater than the 40 square feet maximum in the sign criteria, but within the 80 square feet allowed in the Zoning Ordinance. The outdoor seating will be approved as presented. Mr. Mock seconded the motion. The motion passed by the following vote:

AYES: Goffron, Goldberg, Mock, Golub (4)

NAYS: None (0)

#### Items from the Commission

Mr. Mock reported Subway does not put their garbage bins in their trash enclosure.

#### Adjournment

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

The meeting was adjourned at 8:33 pm.

The next Appearance Review Commission meeting will be April 27, 2026 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary