

Appearance Review Commission

Meeting Minutes

April 26, 2021

A meeting of the Appearance Review Commission was held electronically on Monday, April 26, 2021 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
Troy Mock
Daniel Moons
Amy Schneider

Absent were:

Jason Golub

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary
Andrew Lichterman, Assistant Village Manager (present at Village Hall)

Public Comment:

There were no emails received before the meeting and no one present at Village Hall for Public Comment.

Document Approval

Mr. Mock moved to approve the minutes from the March 22, 2021 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)

NAYS: None (0)

Business:

1. HassleLess Mattress, 360 Waukegan Road – Wall Sign

Kathy Ottinger from Rainbow Signs, Inc. explained HassleLess Mattress is requesting an illuminated wall sign that conforms to the Deerfield Zoning Ordinance and Ifergan

Properties Sign Criteria. The sign will be individually illuminated white channel letters on a black acrylic backer panel. The trim caps will be black and the sign will be centered in the space. Ms. Flores ensured the sign would align with the existing Top Fitness sign. Ms. Ottinger noted the sign will match the adjacent Top Fitness sign.

Ms. Schneider moved to approve the HassleLess Mattress wall sign as presented. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)

NAYS: None (0)

2. The Dog Stop, 495 Lake Cook Road – Signage and Awnings

Jami Guthrie, representing The Dog Stop, explained he is opening a dog day care and boarding facility that will take over the former Barking Lot location. The proposed signage will be located at the same locations as the former signage. The entrance is in the rear of the building. Ms. Flores asked about the black returns on the logo and wonders if white would look better. Mr. Guthrie noted the dogs on the logo would have black returns. Ms. Delevitt encouraged Mr. Guthrie to have black returns for continuity with the rest of the center. The Commissioners believe the shadows shown on the drawing is confusing. Mr. Guthrie noted the letters and logo would have black returns, but they would not have a shadow as shown in the submittal.

Mr. Guthrie explained the sign on the south elevation, facing the train tracks, would have the logo and the words “The Dog Stop” with white channel letters and black returns. Both the logo and the letters would have white, LED illumination. Ms. Delevitt explained the sign color is white to contrast with the masonry background.

The existing monument sign would be refaced with Lexan faces. The dark bronze, existing sign cabinet would remain. Ms. Schneider suggested changing the background color behind the word “Entrance” to white. Mr. Guthrie would be okay with the proposed change. Ms. Flores questioned the red background on the upper portion of the sign with next to the scarlet red dogs and red lettering. Mr. Guthrie explained they could make the background white, but the logo colors are part of their brand and cannot change. Ch. Dunn questioned whether the sign criteria allows for two (2) red colors on the same sign. Ms. Delevitt explained they can have the two (2) colors with the landlord’s approval. Ms. Flores suggested having a white background with the logo and a red background on the strip with the word “Entrance” in white. The Commissioners agreed. Mr. Guthrie believes the Commission’s suggestion would make the sign more readable.

The Commissioners discussed the awnings. Mr. Guthrie explained the awnings would be in the same location as the existing awnings. Ms. Delevitt explained the west awning meets the requirements for a directional sign because it’s a secondary sign on this elevation. It must be 2 SF and non-illuminated.

The Commissioners discussed the pylon sign panels. Mr. Guthrie explained they have two (2) options. The first has their dog logo with the words “The Dog Stop” and the second just has the words “The Dog Stop”. Ms. Flores and Ms. Chaitman believe the black and white sign with the dogs is better. Mr. Moons and Ch. Dunn prefer the words only. Mr. Guthrie explained the franchisee prefers the option with the dogs. Mr. Mock noted The Dog Stop could be confused with a popular hot dog restaurant with the same name, which is why he prefers the option with the dog logo. The final sign discussed is the pylon directional sign. Ms. Delevitt noted the background of the sign panel must match the other pylon and directional sign backgrounds.

Ms. Chaitman moved to approve The Dog Stop sign as presented, contingent on approval of new drawings approved by Staff and Ch. Dunn with the following changes: The top portion of the ground sign will have a white background, and the lower stripe would be with white letters. The returns on the wall signs will be black, not shadows. Mr. Moons seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)
NAYS: None (0)

Ms. Chaitman moved to clarify the pylon sign panel will have the dog logo and text shown in Option 1. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)
NAYS: None (0)

3. Sweetgreen, 775 Waukegan Road – Exterior Improvements, Outdoor Patio, Signage and Opaque Windows

Michael Klingl, Consultant with JSD Professional Services, Inc., Scott Tieken, Architect with FHA Architects, Lauren Keenoy, Design Manager and Kelsey Lin, Real Estate Manager with Sweetgreen were present. Ms. Lin explained Sweetgreen inspires and builds healthier communities by connecting people to real food. They have more than 150 locations in 13 states.

Ms. Keenoy explained they are combining the former Menchie’s Frozen Yogurt and Fannie May spaces into a single restaurant space and adding a small patio to the south. All of their cooking is done onsite, so they need a large kitchen space causing the windows to be blocked on Waukegan Road. Ms. Keenoy explained they propose a double door entrance where the existing single door entrance is on the parking lot side. There will be three (3) wall signs on the existing green backer panels with white channel letters. The awnings below the wall signs will be removed. They propose changing the remaining awnings to a Forrest Green Sunbrella fabric to match the backer panels and awnings in other Sweetgreen locations. Ms. Keenoy explained they would like to collaborate with an artist for the window covering, but would come back to the Commission for approval.

They propose a seasonal patio with planter boxes and metal railings. The powder coated white metal will match the proposed table and chairs. Ch. Dunn questioned whether there was enough room to utilize the sidewalk with the patio. Mr. Ticken explained there is 7 feet of width remaining from the railing enclosure to the curb. The Commissioners were okay with the proposed awning changes, double doors, patio elements and wall signs.

The proposed blade sign would have their "sg" logo and be located adjacent to the front entrance. It would have a green background with white letters. Ms. Schneider asked about the interior location of the blade sign. Ms. Delevitt explained the existing Deerfield Village Centre blade signs are currently in the arcade or along Deerfield Road. Ms. Schneider noted this would be the only blade sign on the parking lot side. Mr. Klingl explained the blade sign is intended to catch pedestrians, because they will not be able to see the wall signs. Ms. Keenoy explained the company always has their blade signs near their front door. Ms. Schneider noted the actual sidewalk is off Waukegan Road. Mr. Moons believes the intent of the blade signs was to be a more fun or creative way to advertise, rather than text. Ch. Dunn and Ms. Flores agree. Ms. Flores added people will not know what "sg" means.

The Commissioners discussed the window coverings. Ms. Delevitt noted the petitioner does not have actual artwork to present, so this is more of a discussion. Mr. Klingl explained they are looking for direction from the Commission's on how to successfully block out the windows. Ms. Delevitt noted if the artwork is at least 4 feet from the window, it would be considered interior architecture rather than window signage. Ms. Flores does not believe the artwork shown depicts what the company does. Mr. Moons noted the entire Waukegan frontage would be covered as well as many parking lot windows. There would be four (4) window bays in front and three (3) on the side. Mr. Moons believes it will be difficult to hide the back area. Mr. Mock has never seen this successfully done and believes it is poor designing of the interior space. Ms. Flores would prefer to see the tables in this location rather than wall paper. Ms. Chaitman noted this is how the building was designed. Mr. Mock noted this is the most visible location. Ms. Lin explained the interior layout makes the most sense, because they need a large kitchen. Ms. Keenoy noted other tenants have some windows blocked. Ch. Dunn noted the Commission has seen other options, but has not found a viable solution. She explained people will get bored seeing the same artwork, and each artwork change must be approved. Ms. Keenoy asked if the Commission would prefer darkened windows or artwork. Mr. Moons would prefer artwork rather than black. Considering this is one of the main intersections in the Village, Ms. Schneider is concerned about finding art that would appease everybody. She noted there are other options other than black out or artwork. River Trails Animal Hospital used a double layer tint to give the windows a better effect.

Ms. Delevitt noted Walgreens displayed photographs of historic Walgreens stores where they needed to block out windows, but theirs are set back. Mr. Moons would prefer to see the artwork set back from the glass. He believes it would look better than blacked

out windows. Ch. Dunn believes it is wonderful to see patrons enjoying their meal when driving by Bobby's Restaurant. Ms. Flores thinks there is a creative way to do this. Ms. Schneider noted Starbucks has three (3) glass sides, but rearranged their internal layout to accommodate the windows. Ms. Keenoy noted they are locked into their internal layout, but she appreciates the Commission's input. Ms. Flores questioned whether the mission statement could be put in the window. Ms. Delevitt explained it would be considered signage and would need to cover 20% or less of the square footage. She noted they could have the tinted glass on Waukegan Road and the artwork on the parking lot windows.

Mr. Moons moved to approve the signage package without the opaque windows and blade signs as presented, including the awnings, outdoor patio and wall signs. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Moons, Schneider, Dunn (5)
NAYS: Mock (1)

Mr. Moons moved to approve the blade sign as presented. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: None (0)
NAYS: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)

Ch. Dunn noted the Commission is not voting on the opaque windows.

4. Brick & Mortar, 807 – 11 Waukegan Road – Wall Signs

Adam Clabaugh and Andrew Nast, Managing Partners with Brick & Mortar were present. Mr. Clabaugh explained they are a shared office facility pursuing a Special Use for the former Citizen's Bank location. They met with the Plan Commission last week and hope to come to Deerfield. Mr. Clabaugh explained they want signage above the entrance on Waukegan Road. The sign will have white, LED illuminated channel letters on a black backer panel.

Ch. Dunn ensured the signage meets the Deerfield Zoning Ordinance. Ms. Flores asked if the black awnings would remain. Mr. Clabaugh noted they would prefer removing the black awnings. Ch. Dunn noted the drawings show the sign centered vertically between the top of the awnings and the second-floor window sills. Mr. Moons indicated the sign location needs to be changed. In addition, it would not match the Deerfield Bakery sign. Ms. Schneider expressed concern about cleaning the limestone once the awnings are removed. Mr. Moons noted the sign is very wide, because of the large backer panel proposed. Ms. Delevitt reminded the Commissioners that the sign meets the Code, but they are allowed to be more restrictive on the size if they wish. Ms. Schneider suggested the petitioner mocks up the elevation without the awnings and ensures the limestone could be clean, before voting on the sign. Ms. Flores agrees. Ch. Dunn noted any

changes made to the exterior would affect the appearance. Ms. Delevitt noted the petitioner is going through the Special Use process, which is contingent upon ARC approval. She suggested giving the petitioner exact direction on what they need to do in order to vote on the petition tonight. Mr. Mock would prefer the sign not be 35 feet wide; rather, lined up with the window mullions above. He would prefer the building without the awnings and keeping the black decorative window trim visible. Ms. Flores agrees. If the black trim was visible, it would tie in with the narrower sign. The petitioners agreed.

Ms. Schneider moved to approve the wall sign for Brick & Mortar as revised, with the black backer panel shortened to be lined up between the left and right 2nd floor window mullions. The petitioners will clean the limestone, remove the existing awnings, brackets and hardware and repaint the wood window trim black, to coordinate with the black shown on their sign, subject to final approval of revised drawings by Staff and the ARC Chairperson. Ms. Flores seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Flores, Mock, Moons, Schneider, Dunn (6)

NAYS: None (0)

Items from Staff:

Ms. Delevitt reported Staff has been working on cleaning up many sign violations. Rosebud has removed their banner. Top Fitness will remove their feather banner and flashing sign. Premier Martial Arts has been contacted about removing their "Coming Soon" banner. They need to apply for a Special Use and are not entitled to signage at this time. Ms. Delevitt spoke with Deerbrook management about the confusing directional signs for Jewel-Osco's grocery pickup. In addition, some of their other signage is not up to ARC standards. The new Montessori school was alerted to remove their feather banners. Pet People will clean up their Curbside Pickup signage. Ms. Delevitt contacted Worldwide Liquor and asked them to remove the liquor brand advertising. Scrambled will be at the May ARC meeting for their new signage. Ms. Delevitt noted Jimmy Thai will receive a temporary patio approval and come to the ARC for a permanent approval this summer.

Items from the Commission

Ms. Flores noted Jon Ric's has some window signage that looks like photo copies. There is a lot in their windows. River Trails Animal Hospital has white lines on their building. Ms. Delevitt noted that has always been there. They put their sign on the existing background that already had visible joints. Ms. Delevitt will look at it. Ms. Flores noted Taco Vida has a tent with their name and phone number. Ms. Delevitt spoke with the shopping center Owner about making the tent permanent and conforming to Deerfield Codes. They are currently operating under the Temporary Outdoor Dining Ordinance. Ms. Flores noted Fleet Feet has a roll down shade on the south with a photo that covers the entire window. Ms. Delevitt will look into it. Ms. Flores asked about the removal of

directional signs at Starbucks in the Jewel parking lot. Ms. Delevitt noted directional signs do not require ARC approval as long as they meet the size requirements.

Ch. Dunn noted Aligned Modern Health also has a lot of window signage as well. She believes it should be measured, as it appears to be over the limit. Ch. Dunn noted Naf Naf has closed.

Ms. Schneider noted El Traditional has a banner on the chain link fence. She added Scrambled has a lot of yard signs on their lawn.

Public Comment

Ms. Delevitt and Mr. Lichterman indicated there was no Public Comment received during the meeting.

Adjournment:

There being no further business or discussion, Ms. Flores moved to adjourn the meeting. Mr. Mock seconded the motion. The motion by the following vote:

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

NAYS: None (0)

The meeting was adjourned at 9:38 pm. The next regular meeting of the Appearance Review Commission will be held on May 24, 2021 at 7:30 pm.

Respectfully submitted,

Jeri Cotton
Secretary