

Appearance Review Commission (via Zoom)

Meeting Minutes

May 18, 2020

A meeting of the Appearance Review Commission was held virtually on Monday, May 18, 2020 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  
Amy Schneider

Absent were:

Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist  
Jeri Cotton, Secretary

Public Comment:

There were no public comments on non-agenda items.

Document Approval

Ms. Chaitman moved to approve the minutes from the February 24, 2020 Appearance Review Commission meeting. Ms. Flores seconded the motion. The motion passed unanimously on a vote.

Business:

1. Asian Foot Spa, 405 Lake Cook Road – Wall Sign

Ch. Dunn reported Asian Foot Spa has withdrawn their application for this evening. They plan to return to a future meeting for their wall sign.

2. Shoppes of Deerfield, 190 Waukegan Road – Monument Sign Panels

Skip Spanjer with North Shore Sign and Tony Stephens with Heritage Companies were present. Mr. Stevens explained the existing monument sign was updated in 2016 to accommodate five (5) tenants, including a larger Panera Bread sign panel. They would like to split the larger Panera Bread sign into two (2) panels, to create six (6) equal sign

panels on the monument sign. They also propose painting the cabinet dark green (Sherwin Williams 2816 Rookwood Dark Green) to match the newly painted steel roof. The Commissioners prefer the dark green. Mr. Golub noted the sign cabinet will be removed, stripped, sanded and repainted off site, which is the proper way to do it.

The Commissioners discussed the sign panels. Ms. Flores asked if the tenant panels are required to be blue or red. Ms. Delevitt explained in 2016, a color restriction was added to the ARC approval for the existing tenants so their blue colors matched for continuity.

Mr. Golub moved to approve the monument sign as presented with the green repainted to Sherwin Williams 2816 Rookwood Dark Green and the updated configuration to divide the top panel into two (2), equally sized panels. Mr. Mock seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

### 3. Jersey Mike's Subs, 190 Waukegan Road – Exterior Improvements, Wall Sign and Monument Sign Panels

Dan Olson from Parvin-Clauss Sign Company, representing Jersey Mike's Subs, and Tony Stephens with Heritage Companies were present. Mr. Olson explained they propose adding a wall sign and two (2) monument sign panels to reflect the new Jersey Mike's Subs branding. The proposed wall sign is approximately 44 square feet with the largest letter at 24 inches high and the smallest letters at 12 inches in height. The LED illuminated letters will have red acrylic faces and 1-inch brush silver trim caps and brushed aluminum returns. Jersey Mike's will take over half of the former Panera Bread tenant space and will center the sign over their space. They also propose adding a new storefront door. Ch. Dunn believes the submitted wall sign does not appear centered. Mr. Olson explained it is their intent to center the sign vertically and horizontally between the devising walls.

Ms. Flores looked at other Jersey Mike's locations and did not see many that were angled like the proposed sign. Mr. Olson explained this is their new branding. They removed the words 'Since 1956' from the proposed sign, as that is not allowed. Ms. Flores believes the angle makes it look like a mistake. She saw a Jersey Mike's sign that had the words "Jersey Mike's" on the top line and the word "Subs" underneath. Ms. Flores believes that sign looks a lot better and would fit in better with the rest of the center. Ms. Delevitt explained they removed the tagline, because it is outside the Appearance Code and 190 Waukegan Road Sign Criteria. If the tagline were allowed, it would have balanced the sign.

Mr. Olson explained consistent branding is very important to Jersey Mike's corporate. Ms. Flores noted there are no angled signs on the Jersey Mike's website, only stacked signs. Mr. Olson explained the website might not be current. The primary sign for their

new branding has a blue oval backer panel with brushed aluminum returns. It is both front and halo lit. However, the Village of Deerfield would not allow a box sign. The proposed sign is channel letters. Ms. Flores believes the proposed sign looks like it is floating.

Mr. Golub looked on Google and saw a number of signs with stacked letters. He thinks the stacked letter sign looks fine. Ms. Flores believes the backer panel on the newer sign contains it so it does not appear to float. Mr. Golub added that without the backer panel, the angled sign looks odd. The Commissioners believe the sign should be straight with the word "Subs" underneath. Mr. Mock believes the context of the angle is lost without the tagline. Mr. Olson does not believe there will be a problem straightening out the sign, as long as the proportion of the letters is consistent with the corporate guidelines.

Ms. Delevitt explained the 190 Waukegan Road Sign Criteria states the sign can be 75 percent of the frontage length or less with the letter heights between 12-24 inches high. The proposed sign would just need to be aligned horizontally. Mr. Olson explained that the sign would need to be smaller if it were on a single line, in order to meet the criteria; therefore, they would need to use a stacked version. Ms. Delevitt explained that if they wanted to exceed letter heights in the criteria, they would need an exception to the sign criteria and appear before the Plan Commission and the Board of Trustees. Mr. Olson would rather have a stacked sign approved by the ARC. Ms. Delevitt explained the Commission could only consider the stacked sign by fast track, because they will need to see the revised sign drawing. Ch. Dunn agreed, as long as the new sign fits within the sign criteria. Mr. Olson calculated the sign area to be slightly above the allowed 8 percent. Ms. Delevitt explained the Zoning Ordinance permits the sign area to be 8 percent of the wall or 80 square feet, whichever is greater. The Commission is allowed to restrict the size further, if it is overpowering to the tenant space. Mr. Olson believes the sign area will be close to the same square footage. Mr. Olson will send Ms. Delevitt a revised drawing for a fast track vote this week.

The Commissioners discussed the tenant panels for the monument sign. Mr. Olson explained they submitted three (3) options. Corporate would prefer their standard red and blue colors on the panel. Mr. Olson discussed the tenant panel options. The first option has the words "Jersey Mike's" in blue vinyl and "Subs" in red vinyl. The second option is red letters and the third option is to match the red and blue colors with the existing tenant panels. Mr. Mock reminds the Commission they recently requested Walgreens Pharmacy to match the Chick-fil-A red color at a different shopping center. Mr. Golub, Ms. Flores, and Ms. Schneider agree. Ms. Chaitman noted Jersey Mike's is proposing red on the building sign, but wants red and blue on the monument sign panel. Mr. Olson mentions he prepared the two (2) color monument sign panels, because they are similar to the existing tenant panels on the sign. He noted Jersey Mike's does not typically allow blue channel letters on their wall signs. Ch. Dunn explained all of the existing two (2) color tenant panels have the second color (red) in their logos. The word "Subs" is not a logo. Ch. Dunn questioned why the Commission would allow a different color blue. Ms. Delevitt explained the Nothing Bundt Cakes logo also has yellow. Ch. Dunn believes

having a second color in a logo should be allowed, but not for the letters. She noted other tenants wanted more colors on their sign panels, but were turned down by the Commission. Mr. Olson explained they tried to get more color on the sign because red and blue are the colors for Jersey Mike's. Ms. Delevitt explained that in 2016, when Panera Bread came to the Commission, it was decided the other tenant panels would all use the same color blue. Ch. Dunn believes the monument sign looks nice with the majority of the writing in the same color. Ms. Chaitman likes the red and blue sign, because it ties the monument sign to the building sign. She believes it needs the extra color. Ms. Flores believes the word "Subs" in red stands out and the "Jersey Mike's" does not.

Mr. Mock asked whether the red was intended to match the C2 Education red. Mr. Olson explained 3633 is their corporate red. Ms. Flores believes the word "Subs" in red sticks out and does not belong.

Ch. Dunn noted they have already installed the door and asked if the Commissioners are okay with the door location. Ms. Schneider confirmed the new door matches the old door. Mr. Olson confirmed it matches the existing storefront. Ch. Dunn reported the bricks next to the door on the left, but it does not appear to be the same on the right. Mr. Olson explained the bricks are consistent on both sides of the door. Mr. Mock ensured the aluminum extrusions would match what already exists on the building.

Ms. Schneider moved to approve the addition of a front door for Jersey Mike's Subs that matches the existing doors in the shopping center and the addition of a brick panel that matches the existing brick. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Ch. Dunn asked which option the petitioner would like the Commission to consider. Mr. Olson would like the Commission to vote on option 3, which shows the Jersey Mike's in 3M Intense Blue and the word "Subs" in Cardinal Red.

Mr. Mock moved to approve option 3 for the Jersey Mike's Subs tenant panel signs with the words "Jersey Mike's" in Intense Blue and the word "Subs" in Cardinal Red. The signs will be on the top position of the Waukegan Road monument sign. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Golub, Mock, Schneider (4)

NAYS: Flores, Dunn (2)

Items from the Commission:

Ms. Flores believes there needs to be better directional signage for the drive-thru at Panera Bread. She also noted they have started working on the housing development behind the Sach's Center.

Items from Staff:

Ms. Delevitt explained the Village is not issuing sign violations at this time, due to Covid-19. They want to do everything possible to help businesses succeed.

The Village is looking to replace the planters in the downtown. The urn planters, which are iconic in Deerfield, have their own irrigation system. The planters frequently get hit by cars and the plants appear dead. The Village is looking into long troughs that can be filled with flowers.

Next month, Carson's will come back with changes to their plan. They may need another preliminary review. Asian Foot Spa may also come back next month.

Adjournment:

There being no further business or discussion, Ms. Flores moved to adjourn the meeting. Mr. Golub seconded the motion. The motion passed unanimously on a voice vote. The meeting was adjourned at 8:44 pm.

The next regular meeting of the Appearance Review Commission will be held on June 22, 2020 at 7:30 pm.

Respectfully submitted,

Jeri Cotton  
Secretary