

Appearance Review Commission

Meeting Minutes

October 24, 2022

A meeting of the Appearance Review Commission was held on Monday, October 24, 2022 at 7:30 p.m. in the Council Chambers at Deerfield Village Hall, 850 Waukegan Road. Chairperson Lisa Dunn called the meeting to order at 7:30 p.m.

Present:

Beth Chaitman
Lisa Dunn, Chairperson
Sherry Flores
Jason Golub (present electronically)
Troy Mock
Amy Schneider

Absent:

Daniel Moons

Also Present:

Liz Delevitt, Planning & Design Specialist

Public Comment:

There was no Public Comment on non-agenda items.

Document Approval

Ms. Flores moved to approve the minutes from the September 21, 2022 Appearance Review Commission meeting with a minor correction. Mr. Mock seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

Business:

1. 806-808 Waukegan Road - exterior improvements and signage

Richard Gordon with Interwork Architects was present and Drew Trammell, building manager, was attending by phone. Mr. Gordon explained they are looking for more prominent signage. The current building facade does not have a location for wall signs, so the businesses place their signs in the windows. They propose replacing the existing green awning with a new, smaller awning, similar to the adjacent building. By reducing the awning size, they have the opportunity to create a sign band above. The proposed awnings would only hang down 1'- 9" to provide better visibility into the businesses. Mr.

Gordon indicated the new fabric would be Sunbrella Slate Gray. They propose replacing the storefront with clear anodized aluminum windows and doors.

The sign band would be painted white and have a white metal frame attached to it for mounting the sign panels. There would be four (4) gooseneck fixtures to illuminate the signs. Ms. Delevitt noted the metal frame will always remain, but the wooden sign panels can be replaced. The businesses will need to return to the ARC to get their sign panels approved. She mentioned once the business sign is installed, the tenants will have to comply with the Window Sign Ordinance.

Mr. Golub expressed concern about the clear anodized aluminum windows, as the building is very similar to the Aligned Modern Health building, which has white frames. He believes some of the building's character would be lost with the proposed windows. Mr. Gordon noted the existing windows are not in good shape. Ms. Delevitt noted Aligned Modern Health has the original windows, but Fleet Feet has newer windows. Mr. Mock believes the frame thickness, color and jam should replicate the original building. He would also like to see the grilles added back to the transom windows. The petitioners do not have a problem making these changes. Ms. Schneider ensured the new doors would be painted white to match the windows.

The Commissioners discussed the proposed signage. Ch. Dunn noted that although the petitioners claim the sign is not on a raceway, it is a raceway of some sort. Mr. Mock believes the proposed sign does not represent a traditional raceway, because the sign is mounted on a frame that does not house the electrical components. Ms. Schneider expressed concern that the wood sign panels may fade over time. Mr. Gordon suggested they could use a composite panel that looks like wood. The proposed sign panels are each 13 square feet, which is less than the Zoning Ordinance permits. Ch. Dunn would prefer the colors of the panels to be the same. Ms. Delevitt said they could address the sign panel concerns when they return to the ARC for their approval. She also mentioned, the proposal is eligible for the Village's Business Facade Rebate Program.

Mr. Mock moved to approve the exterior improvements and signage as presented with the following changes: The windows and doors would replicate and be painted to match the existing windows. The awning color will be Sunbrella Slate Gray. The petitioner will return to the ARC for tenant sign approval. Ms. Schneider seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

2. Jewett Park Renovation - Phase 2 – Preliminary Review

Jeff Nehila, Executive Director of the Deerfield Park District, explained the Park District developed a master plan to renovate Jewett Park in 2018. Phase 1 addressed the southern half of the park and was completed in 2020. The Park District is pursuing Phase

2 of the master plan, and they propose many new elements for the northern half of the park. The proposed improvements include: a concert pavilion, an accessible ramp from the library, new playground equipment, a family game area, a challenge course, a nature area with a 20x20 picnic shelter, council ring and accessible sidewalks. They also propose a plaza with a fountain and seating area. Mr. Nehila noted they will be adding more native trees and will bury the power lines in the nature area. The combination of these amenities will reach a large variety of demographics. He hopes to hire a landscape architect by January and receive final Village approvals by March or April. He is hoping to start construction in the fall of 2023. The park should be completed in the spring of 2024.

Ch. Dunn asked about the longevity of the challenge course ground material. Mr. Nehila explained it is expected to last 15-20 years. Ms. Delevitt is pleased to see the transition from the library to the park implemented in the project. Mr. Nehila explained this will provide a safe passage from the library all the way to the Jewett Park Community Center. Ch. Dunn asked about the fountain's hours of operation. Mr. Nehila explained the fountain will be running from sunrise until 10 pm and will have minimal standing water. Mr. Golub asked about the northern entrance near the multi-generational game area. He does not believe the public should enter through the alley adjacent to the existing residence. Mr. Nehila explained it is actually Springfield Avenue, not an alley, and it is an existing entrance that people use. The Park District hopes to purchase the last remaining residence in the future. Mr. Golub believes the plaza area is too large for a small fountain. He suggested making this a splash pad instead. Mr. Nehila explained they want this to be a passive area with a centerpiece feature. They do not want a third aquatic park in the Village. The Commissioners believe the proposed improvements will be very good for the Village.

3. Shake Shack, 560 Waukegan Road - new building, site and signage improvements – Preliminary Review

Mitch Goltz and Bryan Rosenblum from GW Properties, on behalf of Shake Shack, and Sam Sciarretta, from Sciarretta Enterprise, were present. Ms. Delevitt explained there was a change made to the site plan after the packets were distributed. Mr. Goltz explained the Village has an easement next to the fire department, which will require the Waukegan Road entrance to be shifted slightly to the north. Ch. Dunn questioned the use of fiber cement panels on the building, which is not consistent with the Appearance Code's recommendation of brick and stone. Mr. Goltz explained that fiber cement panels are very popular for new construction. Ch. Dunn questioned how this material palette fits in with Deerfield, as most of the buildings have at least some brick. Ms. Delevitt noted the ARC approved this material for the remodel of Carson's Ribs, but that building also has brick. Mr. Goltz believes this will give a fresh look to the area and may cause change in other buildings. Shake Shack specifies this material across the country. Mr. Mock believes the existing building is outdated and needs to be replaced, but he does not believe this is an appropriate place within Deerfield for the proposed design. He suggested there may be a better way to move forward with this building. Mr. Goltz

explained this is the new prototype for Shake Shack and represents their brand. Ch. Dunn explained Deerfield also has a brand, and this restaurant is in the gateway to our downtown. She does not believe this building fits in with the Deerfield streetscape. Ch. Dunn would like some stone or brick elements incorporated into the design to better blend in with the rest of the Village Center. She expressed that this design appears cheap to build and more disposable than our existing buildings. Ch. Dunn believes the green wall should be removed as it would be considered signage. Ms. Schneider compared the architecture of Shake Shack to that of Pizza Hut. She noted that if the building is ever vacated, it would look too much like a Shake Shack and be difficult to lease. She also believes the green wall and patio enclosure needs to be improved. Ms. Chaitman believes some stone materials should be added so it does not look like a shack. Ms. Delevitt noted the Vernon Hills location uses a darker brick. Mr. Mock and Mr. Golub agree with the other Commissioners. Mr. Mock believes there are some elements on the building that are too specific to Shake Shack. The green materials and angled lines could be removed. Ms. Flores suggested using the green color in the signage, rather than as a building material. Ch. Dunn suggested the petitioner look at the other drive-thru menu boards within the Village for specifications, including the brightness. Mr. Golub noted there are other Shake Shack locations across the country that use brick, and he believes they should look at the materials again.

The Commissioners discussed the wall/roof signage. Ms. Schneider believes there are a lot of signs proposed for a small building. Ms. Delevitt noted they are permitted to have four (4) wall signs. The east (front) elevation allowance is 8% of the storefront area, and the proposed sign fits within this allowance. The letter height is 30 inches, but the recommended letter height within the Village Center is 24 inches. The sign is to be mounted on the outdoor patio roof, which will require a modification from the Board of Zoning Appeals (BZA) and Village Board. Mr. Goltz noted the sign is intended to have a see-through background, which is why they placed it on the roof instead of the wall. Ms. Delevitt noted it could be approved by the ARC if they mounted it to the wall. Ch. Dunn and Mr. Mock are not in favor of roof signs.

Ms. Delevitt noted the proposed north (side) elevation wall sign is 61.68 SF, which is larger than the 4% wall area permitted. The sign is also to be mounted on the outdoor patio roof. Both of these items would require a modification to be granted.

The south (side) elevation sign is also larger than the permitted square footage, but is placed on the wall. If they wish to keep the sign as proposed, it would require a modification due to its size. The west (rear) elevation signage meets the Village requirements. Mr. Goltz will take this information back to Shake Shack.

Ms. Schneider asked for the HVAC drawings to include the lines of sight for the final review. Ch. Dunn noted the ARC requests landscaping around the base of monument signs. The Commissioners discussed the trash enclosure. Ch. Dunn questioned how employees would use the trash enclosure as it is far from the building. Mr. Goltz explained this is the optimal location, because it is far enough away from the patio, but a truck could

still reach it. Ms. Schneider is concerned about the lines of sight from Waukegan Road as people will see the trash enclosure. Mr. Goltz noted there will be a lot of landscaping along the perimeter to block views. Ms. Schneider does not believe the trash enclosure will be properly screened. She suggested the petitioner look at the Panera Bread trash enclosure to see an example of how to blend it nicely with the building. The petitioners hope to return to the ARC in November or December for a Final Review. They hope to have the restaurant open in the fall of 2023.

Items from Staff

Ms. Delevitt reported The Coder School and Top Issue appeared before the Board of Trustees and were approved to receive a grant through the Village's Business Facade Rebate Program. Curaleaf had some feather banners, but they were removed. Rocket Testing had a lot of signs in Deerfield Park Plaza. Ms. Delevitt asked them to remove the signs and banner.

Items from the Commission

The Commissioners discussed the Sweetgreen windows that have not been covered yet. Ms. Flores noted Joe Donuts is now open, but there appears to be too many window signs. She asked when Brunch Cafe would be opening as there is a "Now Hiring" sign. Ms. Flores noted Chick-fil-A does not appear to be using their canopy, even when it rains.

Adjournment:

There being no further business or discussion, Ms. Schneider moved to adjourn the meeting. Ms. Chaitman seconded the motion. The motion passed by the following vote:

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

NAYS: None (0)

The meeting was adjourned at 9:33 p.m. The next regular meeting of the Appearance Review Commission will be held on November 28, 2022 at 7:30 p.m.

Respectfully submitted,

Jeri Cotton
Secretary