

**SUMMARY NOTES  
OF THE MEETING OF THE  
ARCHITECTURAL COMMISSION  
MONDAY, FEBRUARY 13, 2017  
VILLAGE OF NORTHFIELD**

On Monday, February 13, 2017, at the Northfield Village Board Room, 361 Happ Road, the Architectural Commission met at 7:00 p.m. with the meeting commencing at 7:30 p.m. to consider a request for permanent signage at 1825 Willow Road:

Members in Attendance: 4

Jason Felicione, Chair  
Peter Wachter  
Tev Bond  
Chris Mekus

Members Absent: 3

Matt Kinnich  
Patricia Morrell  
David Aul

OTHERS PRESENT: Linnea O'Neill, Village Planner (see attached sign in sheet).

Chair Felicione called the meeting to order and apologized to the audience and Commission members for the unavoidable traffic on the expressway which caused him to arrive at 7:30 p.m. Chair Felicione introduced the Commissioners present and said the one issue on the agenda is the consideration of a request for permanent signage at 1825 Willow Road, Walgreens.

Chair Felicione requested approval of the Summary Notes of the December 12, 2016, Architectural Commission meeting.

**A motion was made by Commissioner Wachter, seconded by Commissioner Bond to approve the Architectural Commission Summary Notes of December 12, 2016.**

The vote was as follows:

AYES: 4

Jason Felicione  
Peter Wachter  
Tev Bond  
Chris Mekus

NAYS: 0

ABSTAIN: 0

ABSENT: 3

Matt Kinnich  
Patricia Morrell  
David Aul

**ISSUE #1: Consideration of a request for permanent signage which requires the following variation from the Sign Ordinance: 1) A variance from Section 12-6(2)b. for an increase of overall signage to be more than the 100 square feet allowed for Walgreens located at 1825 Willow Road; Petitioner: Bond Drug Company of Illinois, LLC; Property Index Number: 04-24-216-006; Project Number: 2016-0318.**

Robert M. Silverman, Attorney, Oak Brook, Illinois was sworn in. Mr. Silverman said he is the attorney for Bond Drug Company of Illinois, LLC, one of the entities of the

Walgreens family of companies and Advocate Health and Hospital Corporation which currently operates the clinic inside the store. They were approved for an amendment to Special Use Ordinance No's. 97-911, 98-924, 07-1319 and 10-1461 from the Plan Commission on Monday, February 6, 2017. The approval included allowing advertising of the Advocate Clinic on exterior signage. They are now seeking a variance from the Sign Ordinance to allow for the additional permanent box signs which will increase the overall signage to be more than the 100 square feet allowed.

Mr. Silverman gave a background of the Special Use approvals for Walgreens. In September 1997, the Village approved Ordinance No. 97-911 for a Special Use development including a drug store with drive-through. The Architectural Commission approved a 124 square foot sign package which included the 24-square foot ground sign, a 36 square foot wall sign on the west elevation and the 64 square foot wall sign facing Willow Road. Mr. Silverman added Ordinance No. 07-1319 granted an amendment to the prior ordinance to allow for the establishment and operation of an instore medical clinic by Take Care and provided there be no exterior signage indicating the presence of a clinic inside the store. Mr. Silverman said at the time that restriction was probably for the supporting doctors in the area who were unsure of how the community would welcome instore clinics. He continued that today with the changes in health care over the years, the profession and the public are embracing instore clinics because they provide a convenience to the community as well as freeing up doctors.

Mr. Silverman told the Commission in May of 2016, Take Care Health Systems, LLC sold the clinic operation to Advocate Health and Hospital Corporation.

Mr. Silverman said they are asking for permission to:

- Place the Advocate name on the ground sign with no size change to the ground sign
- Two illuminated 2' by 3' box window signs. Mr. Silverman noted the window box signs are important to the overall Advocate marketing plan and can be found at all Advocate Clinics in Walgreens throughout Chicagoland. He noted it is not so much the signs are visible from the street, but it reminds the customer to use the clinic and promotes the clinic inside which otherwise may not be aware of. (these two box signs were already installed)
- Advocate window clings on the front sliding doors (the clings are already on the doors)

Commissioner Bond referenced the new sign design and the change in the logo from the mortar and pestle to the W logo with the addition of the Advocate Clinic logo.

Commissioner Wachter noted the landscape of the medical industry has changed and people are not afraid of the instore clinics. Commissioner Wachter said he agrees the change to the ground sign on Willow Road is acceptable and the Commissioners all agreed.

The Commissioners discussed the illuminated box signs in the transom windows adjacent to the front door. Commissioner Wachter noted they are only visible from the street and cannot be seen once parked on the property.

Mr. Silverman reiterated the ground sign change is great, but feels the box window signs are necessary in conjunction with the ground sign.

Commissioner Wachter discussed the cling signs on the door.

Roberto Orozco, Sign Manager for Advocate Health was sworn in. Chair Felicione clarified the cling is self-adhesive, but can be taken down. Mr. Orozco said correct, but the intention is to have it be permanent. Chair Felicione asked if any alternate for the window box sign was proposed. Ms. O'Neill said no. Mr. Silverman explained they are advertising a health benefit for the community and it is different than advertising a product. Mr. Silverman noted the box signs have been there improperly for a time now and there have been no complaints.

Chair Felicione said the problem is if the Commission allows the box signs to Walgreens it will start a precedent. Chair Felicione said Walgreens means a lot to the community, but consideration must be equal for all businesses that may want the same. Chair Felicione asked if the Commission would consider vinyl on the window instead of the box sign or if the Commission is opposed to it all together. Commissioner Bond noted staff recommendation is the window box signs are not necessary, they increase sign clutter and in the Village Center Design Guidelines they are not recommended. Chair Felicione said the Commission is considering not only Walgreens, but everybody going forward. The Commission discussed how they want to address this going forward. Commissioner Wachter said the Architectural Commission is responsible to preserve the general overall landscape, visual cohesion and cooperation among all businesses and understands the argument that it could be used as a precedent. Commissioner Wachter suggested "*at Walgreens*" is not necessary in the window sign and it would be a better look without. He said if given an option between the internally illuminated box window signs and the clings on the door to reinforce there is an Advocate Clinic, it would be the clings and to remove the internally illuminated box window signs.

Chair Bond asked how long there has been a clinic at Walgreens. Ms. O'Neill said ten (10) years. Chair Bond noted the clinic has been there for ten (10) years without any signage on the doors or windows.

The Commission discussed the variations between the Mariano's sign and Walgreen's sign. The Commission discussed if a new business comes in and how this decision tonight could have an impact.

Chair Felicione said he thinks the cling is a cleaner idea. Commissioner Wachter agreed and that at the point of entry the clings reminds people there is a clinic. He said the box signs are not at a pedestrian level. Commissioner Bond asked if the posters should be in the window according to the allowable signage. Ms. O'Neill said the

posters are considered temporary signs and as long as they meet the temporary sign definition and provisions in the Sign Ordinance they are acceptable.

Discussion continued. Chair Felicione asked if the Commission has the right to give a variance for the clings on the door. Ms. O'Neill said the door clings are prohibited because this type of sign is not allowed on a door. Also, the variance is for the additional square footage due to the box window signs. Chair Felicione said to not risk a legal challenge we need to go by the code which does not allow any type of cling or signage on the door. Ms. O'Neill said correct except the hours of operation.

Commission Wachter said signage on the aluminum parts of the entry way door, like the Walgreens ones, are allowed because it is embedded in the metal and not on the glass part of the door.

Mr. Silverman asked if they could use the metal part to the left of the *Walgreens* that is on the stationary part of the door. The Commissioners discussed this, it would say Advocate Clinic. Commissioner Wachter thought it would be visually useless. Commissioner Bond asked Ms. O'Neill if Advocate Clinic was put on the metal if that could be approved by staff and not need Commission approval. Ms. O'Neill said yes staff could review and approve if on the metal and not the glass.

Commissioner Mekus asked what the back of the box window sign looks like. Mr. Silverman said it is opaque, but Commissioner Bond said it can be seen from the inside. The Commission agreed the window box signs should come down because they do not add value and they do not want to approve a precedent for the future.

Commissioner Mekus asked about the variance requested being over 100 square feet and how could the petitioner get the signs they want without a variance. Mr. Silverman stated they are asking for two, 2' by 3' box window signs each 6 square feet which would be a 12 foot variance from what was approved originally in the Special Use.

Mr. Silverman said they can use temporary clings in place of the box sign permitted by code and change them out. Ms. O'Neill said window signs are considered temporary by definition. Chair Felicione clarified with Ms. O'Neill that by denying a permanent sign they could temporarily put up temporary signs without going to the Commission. Ms. O'Neill said if it meets the temporary non-illuminated window signs definition and advertises special sales or merchandise. The petitioner has done the math on the existing temp signs and states the signs do not exceed 15% of the total window area.

Discussion continued among the Commissioners. Commissioner Mekus said he is bothered by the proposal for the front door and does not feel the existing condition is inviting and is too cluttered. The Commissioners agreed. The Commissioners discussed the posters could be converted to seasonal identifiers as well as for advertising and location.

Commissioners discussed using the metal band on the stationary part of the front sliding door, to the left or right, for the clings and if it reduces the visual clutter. Commissioner Bond said, if done properly, next to the existing Walgreens on the aluminum would look ok and could use the temporary poster signs more effectively. Commissioner Bond said the Commission agreed the ground sign makes sense to change, but says no to the box window signs. Commissioner Bond asked about the drive-through. Ms. O'Neill said there is no scope of work at the drive-through.

Commissioner Bond agreed to approve the ground sign, but deny the window box signs and door clings and that the landscaping be updated. Commissioner Bond noted the existing Walgreens sign on the door needs to be fixed because the red is worn off. Chair Felicione agreed this should be fixed.

**A motion was made by Commissioner Wachter, seconded by Commissioner Mekus to approve the exterior signage at Walgreens, 1825 Willow Road, with the following exceptions:**

- 1. Remove the prohibited Advocate Clinic door sign clings on the sliding front doors and relocate to the non-operational part of the front door subject to staff approval.**
- 2. Remove the Advocate Clinic box signs in the transom windows adjacent to the front doors.**
- 3. The petitioner will restore and maintain the existing landscape design around the ground sign. In addition, landscape restoration, as originally required by Ordinance #97-911, or similar plantings approved by the Village of Northfield staff shall be completed when weather permits in spring of 2017.**
- 4. The concrete pad in the northeast corner shall be removed and replaced by landscaping as approved by staff.**

**The vote was as follows:**

**AYES: 4**  
Jason Felicione  
Peter Wachter  
Tev Bond  
Chris Mekus

**NAYS: 0**

**ABSTAIN: 0**

**ABSENT: 3**  
Matt Kinnich  
Patricia Morrell  
David Aul

There being no further issues to discuss, Chair Felicione asked for a motion to adjourn. A motion was duly made by Commissioner Bond, seconded by Commissioner Wachter and passed to adjourn. The meeting adjourned at 8:20 p.m.

*Approved 4/12/17*