

**SUMMARY NOTES  
OF THE MEETING OF THE  
ARCHITECTURAL COMMISSION  
MONDAY JUNE 12, 2017  
VILLAGE OF NORTHFIELD**

On Monday, June 12, 2017, at the Northfield Village Board Room, 361 Happ Road, the Architectural Commission met at 7:00 p.m. to consider two issues:

Members in Attendance: 6  
Jason Felicione, Chair  
Peter Wachter  
Tev Bond  
David Aul  
Chris Mekus  
Patricia Morrell

Members Absent: 1  
Matt Kinnich

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

Chair Felicione called the meeting to order and introduced the Commissioners present.

Chair Felicione requested approval of the Summary Notes of the May 8, 2017, Architectural Commission meeting.

**A motion was made by Commissioner Wachter, seconded by Commissioner Morrell, to approve the Architectural Commission Summary Notes of May 8, 2017.**

**The vote was as follows:**

**AYES: 6**  
Jason Felicione  
Peter Wachter  
Tev Bond  
David Aul  
Chris Mekus  
Patricia Morrell

**NAYS: 0**

**ABSTAIN: 0**

**ABSENT: 1**  
Matt Kinnich

**Motion Carried**

Chair Felicione noted the two items on the agenda, a continuation for permanent signage at 200 Northfield Road and a request for permanent signage at 193 Northfield Road.

**ISSUE #1: 200 NORTHFIELD ROAD - Continuation of a request for approval of permanent signage for Trio Med Spa located at 200 Northfield Road; Petitioner: Jareb 2 LLC; Property Index Number: 04-24-413-063; Project Number: 2017-0090.**

Mr. Lee Gotfried, Sugar Grove, Illinois, with Quantum Sign Corporation was sworn in. Mr. Gotfried said the design for the sign is basically the same as he did for Power of the Golfball. He explained they prepared two options for review by the Commission. Option A is white background with black lettering and option B is black background with white lettering. Mr. Gotfried said option B is their preference because the contrast is better from day to night and seems to pop better.

Commissioner Wachter said option B would have the least visual competition to the surrounding areas because most the signs have a white background. He noted the road is taking on a uniform look.

Commissioner Bond asked if the brick base will match the existing building. Mr. Gotfried said it will.

Commissioner Wachter asked if the background will be a vinyl fill. Mr. Gotfried said yes. Commissioner Wachter asked if the three panels on the sign are independent of each other. Mr. Gotfried said there is a divider bar between each panel. Commissioner Wachter said the divider bar is both mechanical and visual separation. Mr. Gotfried said it is.

Commissioner Bond asked if the brick on the building is red/brown brick or if it is blue/gray as shown in the rendering. Mr. Gotfried said it is red/brown brick. Commissioner Bond thought the black will look different with the brown than with the gray/blue.

Steve Fenton, 200 Northfield Road, was sworn in and said the brick is brown/red and the sign base will match the building and the color in the rendering is not correct.

Commissioner Wachter confirmed that he is saying the rendering of the brick on the drawings is incorrect. Mr. Gotfried said it is but will use the same base material as used across the street at the golf facility. Commissioner Bond asked why they did not want a brown background versus the black background. Mr. Fenton explained those are the colors they liked. Mr. Fenton stated they are willing to do whatever the Commission requires to get sign approval and want to get the sign up as soon as possible.

Chair Felicione and Commissioner Bond thought the white background would tie into the building. Chair Felicione said the colors in the graphic do not match the brick and it will have to match the building or they must replace it. The petitioners agreed.

Commissioner Bond noted she appreciates the proposal because the effort was made to fit within everything discussed and suggested at the last meeting.

Mr. Gotfried explained brown or beige background colors do not wear well and tend to fade and look dirty and the dark colors seem to pop better than brown and beiges and even though the brick is not the same color, the black and white will pop even more against the brick.

Chair Felicione asked if they will be painting the trim of the building. Mr. Fenton said no it will stay white.

Commissioner Wachter thought the black background with white lettering is more understated, but will still be able to read the sign from the street.

Commissioners discussed the two options and which they prefer. Commissioner Wachter preferred option B and felt it was appropriate for their business concerns and what is wanted in the way of a uniform look on Northfield Road. Chair Felicione asked Commissioner Wachter if option B matched the architectural scheme colors of the building better than option A. Commissioner Wachter said the scheme is more with option A, but that option B is the petitioner's preference.

Mr. Fenton said they really want to get the sign up, but the preference is for option B.

Chair Felicione noted the petitioners have come a long way from the original sign presentation and likes the changes made to the sign and that they took the advice of the Commission.

Commissioner Bond asked if it is a lit sign. Mr. Gotfried said it is illuminated internally.

Commissioner Aul asked if the sideview as shown in option A is the wrong color and that it should be a silver color. Mr. Gotfried said that is correct.

Commissioner Mekus asked if the landscaping is below the 200 number on the base. Mr. Fenton said they want the number on the sign higher for emergency vehicle purposes and it is easier to see the address.

Chair Morrell asked if there is a reason they want the black over the white. Mr. Gotfried said for contrast and to stand out from the other signs along the road.

Commissioner Wachter asked if the drawing indicates the material fabrication and color for the street number. Commissioner Morrell noted the drawing shows white acrylic address numbers ½ inch thick.

Commissioner Morrell also likes option A, white with black lettering. Mr. Fenton said they are willing to do whatever the Commission is asking. Commissioner Bond said she likes the dark background but black and white is too stark against the brown brick. She said a deep chocolate is softer and would blend with the brick.

Commissioner Bond asked if they would consider a chocolate background instead of black. Mr. Fenton said they would prefer black background with white lettering and would not consider a chocolate background. Commissioner Wachter said he would prefer not to introduce a brown color into the color scheme.

Chair Felicione asked if there were questions from the audience. With no questions for the Commission, they discussed the two sign color options. Chair Felicione explained the Commission cannot chose color, but can recommend a color to work within the scheme. Commissioner Wachter noted the face brick is to match the building and that will be part of the motion.

Chair Felicione suggested the Commission take a straw vote regarding option A or B as their preference. The preference was as follows: Commissioner Wachter - B; Commissioner Aul - A; Commissioner Bond - A; Commissioner Mekus - B; Commissioner Morrell - A; Chair Felicione - A.

**A motion was made by Commissioner Aul, seconded by Commissioner Morrell motion to approve the request for approval of the permanent signage at 200 Northfield Road, Option A (white background with black lettering), providing the face brick matches the building.**

**The vote was as follows:**

**AYES: 5**

**Jason Felicione  
Tev Bond  
David Aul  
Chris Mekus  
Patricia Morrell**

**NAYS: 1**

**Peter Wachter**

**ABSTAIN: 0**

**ABSENT: 1**

**Matt Kinnich**

**Motion Carried**

**ISSUE #2: 193 NORTHFIELD ROAD - Consideration of a request for approval of permanent signage for My Body Complex located at 193 Northfield Road; Petitioner: Danny Shamoon; Property Index Number: 05-19-324-053 and 04-24-413-049; Project Number: 2017-0097.**

Anthony Khouri, Skokie, Illinois and Danny Shamoon, Glenview, Illinois were sworn in.

Chair Felicione asked if Mr. Gotfried prepared the sign package. He said no, Mr. Khouri did. Chair Felicione asked if staff talked to him about what the Commission looked for in previous requests for sign approval, the masonry bottom and limestone cap. He said yes and passed out a sample of the sign material. Chair Felicione asked what material the 24" brick base is. Mr. Khouri said it is aluminum interior base and faux brick matching the wall of the building. Chair Felicione noted the newly approved signs along Northfield Road have a masonry bottom and limestone cap and asked the petitioner why the proposed signage does not. Mr. Khouri said it is more cost efficient and easier to install.

Chair Felicione noted the height of the sign at 5' 9" is too high. Commissioner Bond explained the Village of Northfield is developing Northfield Road and the Commission is trying to create a cohesiveness and unity to the signage. Commissioner Bond said the signs recently approved have the masonry veneer and a limestone cap and a certain height to keep the road pedestrian friendly and create a more pedestrian friendly area. She explained the preference of the Commission is a maximum 5' height. Commissioner Bond said the base on the sign can be lowered and a 3" limestone cap could be added. She said they would like to see the address on the base.

Chair Felicione said the color does not tie into the building. Chair Felicione explained they want the actual brick on the building as the base with the limestone cap. Chair Felicione asked why the color of the sign is blue. Mr. Shamoon said it is their logo/branding colors. He said they liked the colorfulness of the Life Storage sign otherwise all the businesses will have the same color scheme.

The petitioner asked if the Commission is ok with faux brick. Chair Felicione said brick veneer is ok. He said the brick veneer must match the building brick and have the address on it. Chair Felicione also noted the landscape must be lower than the address and they must shorten the sign by one foot (1').

Commissioner Aul asked about the location of the proposed sign being moved from the current sign location to closer to the side of the building and if that is because the entrance is on that

side. Mr. Shamoan said that is correct and explained many people drive by the location. Mr. Shamoan thought it makes sense with the daycare being there for people to know to stop in front of the sign instead of going beyond and not paying attention. Commissioner Aul said the issue is the driveways and the cars parked in the driveways and that the sign is blocked. Commissioner Aul had taken a picture that afternoon of a car blocking the sign. Discussion continued for the location of the sign. Commissioner Aul said he prefer the sign be in the front of the building where the current sign is. Mr. Khouri said he discussed the location of the sign with Ms. O'Neill.

They discussed the traffic flow at the entrance of the building. The Commission suggested pushing the sign to the south near the tree and center the sign from north to south in the green space. The Commission discussed how a new customer would know where to enter. Commissioner Bond asked if the Village has any issue with where they are discussing moving the sign. Ms. O'Neill said the site triangle gives a specific spot where the sign can go because of the traffic and pedestrian movement. She said moving it south would place it in the sight triangle and therefore unacceptable. Commissioner Bond said the Village will have to approve the location. Discussion of the sign placement ensued. Commissioner Wachter said the Commission cannot override any specific geometric requirements.

Commissioner Bond said they can discuss how the blue does or does not relate to the building and how the sign relates to the building and how they would like cohesiveness between the building and the sign and as proposed does not match. She continued to explain the color of the sign should relate to the building rather than the blue. Commissioner Morrell asked why they have blue. Mr. Shamoan said it is the logo and the color of the gym. Commissioner Bond asked if they are open to it being a different color. Mr. Shamoan said they would be open to that, but like the colorful nature of the sign. Commissioner Bond suggested a dark background would work with the building and suggested a gun metal or deep gray instead of blue.

Mr. Shamoan said they want to move forward and will agree to that.

Chair Felicione said their issue with the blue is it does not match anything on the exterior of the building. Chair Felicione noted the Commission can recommend colors based on the building colors. He noted the complimentary colors on the building that could be used. Chair Felicione noted that asking the Commission to vote is a stretch and said they should come back with a new plan. He apologized for the extra step, but noted it will be for the betterment of making the block aesthetically continuous.

Chair Felicione summarized the changes the petitioner will need to submit for the next meeting:

- 1' 8" brick veneer base
- 3" limestone cap
- Address on the base
- Height no more than 5'
- Gun metal – dark gray background color
- Black metal frame
- Bring sample materials to meeting
- Provide site plan with proposed sign

Mr. Khouri asked if they should bring options for colors. Chair Felicione said yes.

Mr. Khouri asked if he could suggest to the Commission that this process has been a difficult to follow. Chair Felicione said the sign code is on the web site and Ms. O'Neill said they talked about the process. Chair Felicione asked if they were told about the landscape and the four colors of season. The petitioner was advised to speak with Ms. O'Neill about drafts for the next meeting. Chair Felicione said they want to do the best for everyone concerned.

Ms. O'Neill noted she would get the draft minutes to the petitioner as soon as possible so they have the outline of the proposed revisions for the next meeting.

**A motion was made by Commissioner Aul, seconded by Commissioner Bond to continue approval of the permanent signage at 193 Northfield Road to the July 10, 2017, Architectural Commission meeting.**

**The vote was as follows:**

**AYES: 6**

**Jason Felicione  
Peter Wachter  
Tev Bond  
David Aul  
Chris Mekus  
Patricia Morrell**

**NAYS: 0**

**ABSTAIN: 0**

**ABSENT: 1**

**Matt Kinnich**

**Motion Carried**

**OTHER BUSINESS: Village Center Design Guidelines**

Chair Felicione noted Ms. O'Neill's Memo dated June 7, 2017, and the summarized version of the recommendations for signage in the Village Center. Chair Felicione explained the Commission cannot be absolute on color and said they can make strict suggestions. Discussion ensued.

Ms. O'Neill's memo also asked the Commission for their thoughts and comments on the newly installed ExtraSpace ground sign at 275 Northfield Road. She felt during the day it is hard to read the sign. The beige and green tend to blend together.

Ms. O'Neill also asked the Commission for their availability for meetings dates due to upcoming projects.

There being no further issues to discuss, Chair Felicione asked for a motion to adjourn. A motion was duly made by Commissioner Wachter, seconded by Commissioner Morrell and passed to adjourn. The meeting adjourned at 7:50 p.m.

Approved 7/10/17