

ARCHITECTURAL

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REPORT OF THE PROCEEDINGS OF A MEETING  
BEFORE THE VILLAGE OF NORTHFIELD  
ARCHITECTURAL COMMISSION

COMMISSION

REPORT OF PROCEEDINGS had before the Village of  
Northfield Architectural Commission taken at the Northfield  
Village Hall, First Floor Board Room, Northfield, Illinois  
on the 8th day of April, 2019, at the hour of 7:00 p.m.

MEMBERS PRESENT:

TEV BOND, Chairman  
ANDY BOWYER  
BARNABY DINGES  
MICHAEL SOLLITT

MEMBERS ABSENT:

PATRICIA MORRELL  
CORINNE CARR  
KATHRYN TALTY

ALSO PRESENT:

LINNEA O'NEILL, Staff Liaison

1 CHAIRMAN BOND: I'd like to call to order the  
2 April 8th meeting of the Architectural Commission. I'm  
3 Tev Bond, I'm the Chair. I'll let the other  
4 Commissioners introduce themselves please.

5 COMMISSIONER DINGES: Barnaby Dinges.

6 COMMISSIONER SOLLITT: Mike Sollitt.

7 COMMISSIONER BOWYER: Andy Bowyer.

8 CHAIRMAN BOND: And we have from the Village  
9 Linnea O'Neill also. We are meeting today to review one  
10 item, 1779 Willow Road, which will be a final decision  
11 by the Architectural Commission. May I have a motion to  
12 approve the March 11th meeting minutes?

13 COMMISSIONER DINGES: So moved.

14 COMMISSIONER SOLLITT: Second.

15

16 CHAIRMAN BOND: The motion passes. Tonight's  
17 public meeting requires all persons wishing to be heard  
18 on a specific case to be sworn in.

19 **1) 1779 Willow Road - Continuation of a request**  
20 **for approval of permanent signage for North**  
21 **Dental located at 1779 Willow Road.**

22 **Petitioner: Marcin Wolak on behalf of Comet**  
23 **Neon, Inc.**

24 **Property Index Number: 05-19-117-016, 05-19-117-**  
25 **017, 05-19-117-018 and 05-19-117-019**

26 **Project Number: 2018-0265**

27 Who is here on behalf of 1779 Willow Road?

28 DR. MOORAD: I am, Phillip Moorad.

29 CHAIRMAN BOND: Thank you. Will you please  
30 approach and we'll swear you in?

31 (Witness sworn.)

32 CHAIRMAN BOND: Will you please state your  
33 name again?

34 DR. MOORAD: Phillip Moorad.

35 CHAIRMAN BOND: Thank you. So, the floor is  
36 yours. Thank you.

37 DR. MOORAD: All right. So, I think there  
38 were a few major issues that were needed to be  
39 addressed. One was to come with alternatives to the  
40 signs that were more compliant with what the Village  
41 felt was harmonious to my building and to the  
42 surroundings. There was concern for the font that was  
43 in my logo, and there was concern for the size. I think  
44 those were the main things.

45 I think there was just a misunderstanding  
46 on my part when I came the last time. So, I think I've  
47 come with -- I think I've come with something that I  
48 think looks, in my opinion, harmonious and very nice.

49 I have three different sign styles.  
50 There is one that I do have a preference over, and there  
51 is a second that would be secondary. The third I think  
52 is just to give an extra example just in case the other

1 two weren't to your liking.  
2 So, how would you like me to proceed with  
3 going over these signs?  
4 CHAIRMAN BOND: Well, the Commissioners, we  
5 all have your packet with your information. Did you by  
6 any chance bring any sort of samples of the signage?  
7 Everything we have then is here, you didn't bring any  
8 additional with you?  
9 DR. MOORAD: No, not this time, because it was  
10 from the first time that we did that. So, I didn't know  
11 if I needed --  
12 CHAIRMAN BOND: Okay, so the Commissioners  
13 that are here, Barnaby, have you heard this before?  
14 COMMISSIONER DINGES: Yes.  
15 CHAIRMAN BOND: Only one had heard the project  
16 before. The other two, is that correct, have you heard  
17 it?  
18 COMMISSIONER SOLLITT: I was not here for  
19 either of the previous two.  
20 CHAIRMAN BOND: Okay, so you have three  
21 proposals, A, B and C.  
22 DR. MOORAD: Right.  
23 CHAIRMAN BOND: So, I think that if you just  
24 want to briefly go over what the three are? We have  
25 them in front of us.  
26 DR. MOORAD: Okay.  
27 CHAIRMAN BOND: We have, you know, a small  
28 section that says what it is.  
29 DR. MOORAD: And there should be some samples  
30 of other ones to show better what they look like.  
31 CHAIRMAN BOND: Samples?  
32 MS. O'NEILL: Pictures.  
33 DR. MOORAD: Picture samples.  
34 CHAIRMAN BOND: Pictures, okay. Right, right.  
35 DR. MOORAD: Of three, yes, other, exactly,  
36 which I think show them --  
37 CHAIRMAN BOND: The idea of what it might be,  
38 okay.  
39 DR. MOORAD: Right.  
40 CHAIRMAN BOND: Correct, they are attached to  
41 it. Perhaps you can start with the one that you prefer.  
42 DR. MOORAD: Okay, very good. So, on the  
43 approved summary notes, on the second page, Sign C. So,  
44 that would be this one which has the gray border, the  
45 bronze background and illuminated. So, it's the push-  
46 through acrylic.  
47 CHAIRMAN BOND: Oh, okay.  
48 DR. MOORAD: Yes, push-through acrylic  
49 illuminated sign, opaque, routed aluminum panel with  
50 dimensional dark gray border frame.  
51 CHAIRMAN BOND: Okay.  
52 DR. MOORAD: Okay? So, what I attempted to do

1 with this one, the goal was for me as I wanted to have  
2 the sign on the building, and there is a limitation to  
3 the size, and so before I was within that limitation, so  
4 I was within the confinements, but it appeared that it  
5 was visually too big. So, this sign has been reduced by  
6 about seven feet lengthwise and about an inch in the  
7 letter size as well.

8 One of the major things to notice is that  
9 I have changed the N so that it looks like a nice N.  
10 It's not the Northfield N but I think it's, I'm very  
11 happy with it. It wasn't that much of a change although  
12 it was a logo change, but I think it looks very  
13 beautiful. I think the signs that I see around here are  
14 a lot of the same style where they're a border frame  
15 sign. Some are lit, some are not.

16 My building is recessed. There is a  
17 large building besides me that does, so if you're  
18 looking to the northeast side of me, I have a huge  
19 building there. There's a big monument sign and  
20 everything in front. There is a tree in front of me.  
21 So, I'm already --

22 COMMISSIONER DINGES: Northwest? West of you?  
23 Starbucks?

24 DR. MOORAD: Yes, you're right, west. Right,  
25 I know I should -- yes, to the west.

26 So, having a lit sign was something that  
27 I think, in my opinion, makes it more visible for people  
28 that are driving by there all the time.

29 CHAIRMAN BOND: Right.

30 DR. MOORAD: Marketing, I mean I think that's  
31 just part of what I think a sign does, too. But it's  
32 also for visibility because it's not a very visible  
33 brick building back there.

34 So, I tried to make a sign that would be  
35 on top of the building versus being next to the door  
36 because I thought that was, in my opinion it was a  
37 prettier place to put it. I think if I keep it within  
38 the confines of what the building, what the parameters  
39 of the building would be and make it towards the  
40 dimensions if it didn't become overwhelming, I think  
41 that I could come up with something well.

42 So, we shrunk it down a lot and I  
43 centered it. I think with this sign, what you have is  
44 you have a background that blends well into the  
45 building. It's bronze, it's got a gray border. That's  
46 a red brick building. It's got white letters that are  
47 push-through acrylic. Those do light and they can be  
48 turned up or down in the intensity. So, it could be  
49 something that we could do if there was ever a concern  
50 with that, and I have no problem with doing that if we  
51 need to.

52 But I don't, I've seen these signs and

1 they're not any more than Starbucks. This is not as  
2 bright a sign as Starbucks by any means.

3 CHAIRMAN BOND: Okay.

4 DR. MOORAD: Okay, it's about three inches off  
5 the building so it's still fairly within the building.  
6 I don't know, is there any questions about this sign,  
7 this particular one?

8 COMMISSIONER SOLLITT: Doc, which, I don't  
9 know if you alphabetized A, B and C. So, this is C?

10 CHAIRMAN BOND: Okay, so this is C.

11 COMMISSIONER SOLLITT: This is C, okay.

12 COMMISSIONER DINGES: C, he's talking about C.

13 COMMISSIONER BOWYER: So, he's got it  
14 handwritten there, C.

15 CHAIRMAN BOND: Right, this is the one that  
16 we're discussing. So, for a little clarification, I'll  
17 give a little background.

18 The Petitioner is absolutely correct that  
19 the sign went across the entire facade. If you had the  
20 opportunity to read the past meeting minutes, the  
21 feedback that you said is the feedback that you  
22 received. There was some feedback of not having an  
23 overhead sign, only having a sign next to the door. But  
24 this is where we are tonight is to look at this because  
25 this is what's being proposed.

26 C, North Dental, it says that it's bronze  
27 color. So, it's not black and white like what's shown  
28 in the image, correct?

29 COMMISSIONER BOWYER: The black is bronze I  
30 think, is that right?

31 DR. MOORAD: It's, yes, it's an aluminum, it's  
32 three inches deep, opaque, non-illuminated, routed out,  
33 bronze-colored finish. So, it's not black.

34 CHAIRMAN BOND: Okay, and the lettering is  
35 white?

36 DR. MOORAD: The lettering is white, correct.

37 COMMISSIONER BOWYER: Or it's acrylic with  
38 white light behind it?

39 CHAIRMAN BOND: Right.

40 COMMISSIONER BOWYER: Is that what he's  
41 saying?

42 COMMISSIONER SOLLITT: Yes --

43 CHAIRMAN BOND: Yes, and it is --

44 COMMISSIONER SOLLITT: -- letters essentially.

45 CHAIRMAN BOND: It is a box, and are we  
46 understanding this all correctly? This lettering, it's  
47 all flush. It's a box that's flush, the letter is  
48 flush.

49 DR. MOORAD: The lettering is --

50 CHAIRMAN BOND: With the box.

51 DR. MOORAD: If you look at the second page?

52 CHAIRMAN BOND: There is a slight raise to the

1 lettering?  
2 DR. MOORAD: There is a slight raise to it,  
3 yes.  
4 CHAIRMAN BOND: Okay, so it's as if they're  
5 applied to the bronze box.  
6 DR. MOORAD: Yes.  
7 CHAIRMAN BOND: Yes, okay. So, we have three  
8 proposals, A, B and C. B and C visually are the two  
9 that, in my opinion, are the most alike. Is it okay if  
10 we eliminate A? Do any of the Commissioners want to  
11 consider A?  
12 COMMISSIONER SOLLITT: I like the night  
13 version of A. The day version of A is a little bright.  
14 So, but yes, so we --  
15 CHAIRMAN BOND: So, we can eliminate A for  
16 discussion?  
17 COMMISSIONER SOLLITT: I think so.  
18 CHAIRMAN BOND: Okay, and we can take our  
19 discussion to B and C. If we look at B, you have the  
20 white lettering with a black strip, and then those  
21 letters, you will be able to see the brick behind them.  
22 Correct?  
23 DR. MOORAD: Correct.  
24 CHAIRMAN BOND: Okay, which would be similar  
25 to the Starbucks because you can see through the  
26 Starbucks lettering.  
27 DR. MOORAD: Closer to, right.  
28 CHAIRMAN BOND: Yes.  
29 DR. MOORAD: There, it's channel lettering.  
30 This is similar to, it's more of a, this is more of a  
31 double layer but it is similar, yes.  
32 CHAIRMAN BOND: Okay, so I have some thoughts,  
33 but I'll let the Commissioners give some input and ask  
34 some questions about B and C. So, those are the two  
35 that we are considering.  
36 COMMISSIONER SOLLITT: I guess I would -- I'm  
37 sorry, may I?  
38 CHAIRMAN BOND: Go ahead.  
39 COMMISSIONER SOLLITT: I guess taking a look  
40 at this, the background on the plate there, you know, is  
41 that bronze? The whole thing is bronze where the push-  
42 out letters are?  
43 DR. MOORAD: On Sign C?  
44 COMMISSIONER SOLLITT: Yes, on sign C.  
45 DR. MOORAD: There is a gray border.  
46 COMMISSIONER SOLLITT: A gray border but the  
47 background is bronze?  
48 DR. MOORAD: The background is bronze, right.  
49 COMMISSIONER SOLLITT: It's a little bit --  
50 okay. I have to admit that given my choice of just  
51 standard push-out letters or the bronze, the signage  
52 background there, I think the bronze would look a little

1 classier than just having the letters sitting there.  
2 That's a personal opinion of mine. The fact that you  
3 can dim these things down, the one thing I liked about  
4 Sign A is at least the thing is that at night, that it's  
5 visible but it wasn't shouting at you. That's my big  
6 concern. But I would say that, from my opinion, B is --  
7 DR. MOORAD: C?  
8 COMMISSIONER SOLLITT: Or C, C is acceptable  
9 to me.  
10 CHAIRMAN BOND: Commissioner Bowyer, do you  
11 have any thoughts on the signage?  
12 COMMISSIONER BOWYER: I like C.  
13 CHAIRMAN BOND: Over B?  
14 COMMISSIONER BOWYER: Yes. I mean I kind of  
15 agree. I like this bordered, I like the bronze. I  
16 think it's a nice, I don't think it's, I think it's  
17 unique for him and for his identity, but it's not so  
18 unique that it looks different from like Starbucks and  
19 other places that are around.  
20 CHAIRMAN BOND: Okay.  
21 COMMISSIONER DINGES: I like C, it's got a  
22 nice Game of Thrones look, I like the box. The box  
23 during the day, and at night it just sort of hovers  
24 there at the present.  
25 DR. MOORAD: It's coming up soon.  
26 COMMISSIONER DINGES: I think you've done a  
27 nice job of listening to the things that we asked about,  
28 making it smaller, and I think it looks nice.  
29 COMMISSIONER SOLLITT: Is it your intention to  
30 keep your adjacent door sign like Dr. Beuttell used to  
31 have there? Or are you going to get rid of that?  
32 MS. O'NEILL: That is --  
33 CHAIRMAN BOND: Can I, may I make a comment on  
34 that?  
35 COMMISSIONER SOLLITT: Sure.  
36 CHAIRMAN BOND: It cannot stay. We haven't  
37 approved it, and so as it's not part of this proposal,  
38 we cannot approve it. So, it has to go.  
39 COMMISSIONER SOLLITT: Because I was assuming  
40 it was going to be gone and that this is the sign.  
41 CHAIRMAN BOND: Well, this is what he's chosen  
42 to propose.  
43 COMMISSIONER SOLLITT: If he chooses to ask  
44 for it --  
45 CHAIRMAN BOND: So, we did ask for, so our  
46 last meeting we did ask for a proposal. He has chosen  
47 not to give us that. So, if we do not prefer these  
48 signs, then right now you're left with that one.  
49 DR. MOORAD: Can I ask a question?  
50 CHAIRMAN BOND: Yes.  
51 DR. MOORAD: So, if I do decide to do any  
52 other signage like that, or door or anything, my thought

1 was to give this, just to focus on this sign, and if  
2 there is something in addition I would want to do, can I  
3 then come back again and propose that? Is that --  
4 CHAIRMAN BOND: Yes, yes. You can come back  
5 again and propose additional signage.  
6 DR. MOORAD: Okay.  
7 CHAIRMAN BOND: But this evening, we can only  
8 vote on what's in front of us.  
9 DR. MOORAD: Okay, that's totally my  
10 understanding.  
11 CHAIRMAN BOND: I do think the North Dental  
12 should be centered over the window rather than on the  
13 building. I think when you look at it proportionally,  
14 it makes sense to go over in proportion with the window.  
15 COMMISSIONER BOWYER: Well, I was going to  
16 ask, did you do any of those studies? Did you look at  
17 it over the window?  
18 DR. MOORAD: One of the reasons I put it not  
19 over the window is because of the building next to it.  
20 It does hide a lot more of that. So, as I come back  
21 over towards the middle --  
22 COMMISSIONER BOWYER: It hides --  
23 DR. MOORAD: Even though the tree is in the  
24 way, you still have more visibility.  
25 COMMISSIONER BOWYER: But you only see the  
26 tree. The tree is dynamic, right, as you're driving,  
27 you know.  
28 DR. MOORAD: Right.  
29 COMMISSIONER BOWYER: Right. So, I think when  
30 we're looking at it straight on, it looks odd being in  
31 the center.  
32 CHAIRMAN BOND: Right.  
33 COMMISSIONER BOWYER: But I'm wondering, did  
34 you study it to see what it looked like over the window?  
35 DR. MOORAD: I did, and I didn't think it  
36 looked as harmonious with the building. I didn't like  
37 it as much.  
38 CHAIRMAN BOND: I disagree. I think that it  
39 actually looks disproportional where it is currently,  
40 that it would look more proportional over the window. I  
41 also am concerned about it being 24 inches. It seems  
42 really large for this facade. So, that was another  
43 discussion we had in the past was proportion of the  
44 overall sign on the building.  
45 COMMISSIONER BOWYER: Even though the letters  
46 are only 13 inches.  
47 CHAIRMAN BOND: The letters are 13 inches,  
48 yes.  
49 DR. MOORAD: Yes, that's, so that's what I've  
50 kept, the letters I've tried to keep within, I guess  
51 they were 14 before so I've even made them smaller.  
52 That's why I thought that the sign was --

1 CHAIRMAN BOND: 13 inches is big.  
2 DR. MOORAD: Most signs are larger with their  
3 outline. I thought this looked --  
4 CHAIRMAN BOND: Right, but your facade is  
5 small, right? Like those are big on a bigger building.  
6 You're on a smaller building.  
7 DR. MOORAD: But we looked at, if I did reduce  
8 that, I'd have to reduce the letters even more, which  
9 then I thought the letters would look too diminished.  
10 CHAIRMAN BOND: To maybe 12 which would only  
11 be an inch.  
12 COMMISSIONER BOWYER: What are Starbucks'  
13 signs? Do you know? Does anybody know?  
14 MS. O'NEILL: I don't know. I can find out.  
15 CHAIRMAN BOND: And it's substantially bigger  
16 than just a door sign.  
17 COMMISSIONER SOLLITT: I don't recall the --  
18 CHAIRMAN BOND: Like even if these were 10 or  
19 11 inches, rather than just having your one sign by the  
20 door which is where we were leading you at the last  
21 meeting was to not even do an overhead sign, to just  
22 have it at the door, now the discussion is overhead  
23 sign. We think that you're giving us a proposal which  
24 can work, but we need to get scale correct on it.  
25 Right? Because, so right now we're discussing we think  
26 that this is an improvement over the other overhead  
27 signs, that it will be lit so you'll have much more  
28 visual, but is the scale still right or does it need to  
29 come in a little bit more? And the placement.  
30 DR. MOORAD: So, would that address it with  
31 Sign B then? Because Sign B gets rid of that and it's  
32 only 13 inches.  
33 CHAIRMAN BOND: Right.  
34 COMMISSIONER BOWYER: I was going to ask you,  
35 if it would be better with Sign B because it's 13 inches  
36 tall versus the 24?  
37 CHAIRMAN BOND: I do prefer Sign B and I think  
38 it relates back to Starbucks well. I do think that if  
39 we approve the sign, that the lettering of it, some of  
40 the lettering seems, and maybe it's just a matter of  
41 because it's on this paper, but when you look at C, the  
42 lettering between each individual letter is spaced  
43 correctly. Sorry, the spacing, I said the lettering.  
44 So, when you go to B, you've got some of your letters  
45 are a little tight, the spacing between them is a little  
46 tight.  
47 DR. MOORAD: I think if you look at, I think  
48 that maybe some of the appearance, because if you look  
49 at the second page where they show how it's printed, the  
50 lettering is actually smaller than the sign so you could  
51 not make, do you see how there's the Bright Walk  
52 Kitchen? The actual, the visual part that shines

1 through, the acrylic part that will show actually has a  
2 border around it. So, you actually will have more space  
3 of the sign so the letters can't be closer. I think it  
4 is just a matter of the printing from here.

5 I think, I know what you see. It looks  
6 like the letters are big compared to Sign C, but I think  
7 that's just visually from here because I think they are  
8 actually smaller.

9 CHAIRMAN BOND: Oh, right, no, that's not it.  
10 Sorry, it's the spacing between the letters, like the T  
11 and the H are kind of running into each other. The N  
12 and T are running into each other. I just think that  
13 that spacing needs to be equal like it is in C.

14 DR. MOORAD: And that's what I think I'm  
15 saying is that I think it is.

16 CHAIRMAN BOND: Oh, you're saying because of  
17 the outline. I'm following you.

18 DR. MOORAD: Because of the outline, right.

19 CHAIRMAN BOND: Okay, thank you.

20 DR. MOORAD: Because there is quite a bit more  
21 outline on this than the actual letter and they can't  
22 even get that close together with the letters. So, and  
23 Sign A was my least favorite.

24 CHAIRMAN BOND: Well, we agree with you.  
25 We're in agreement.

26 DR. MOORAD: I think it just tended to blend  
27 into the building, it looks too blurry unless it's done  
28 correctly.

29 COMMISSIONER DINGES: Although now that we're  
30 talking about B and the box is going away so it's less  
31 Game of Thrones-y, I'm wondering whether it should be  
32 centered over the window. I mean it just looks like,  
33 and I know you're concerned that the building to the  
34 west, because it's closer to the road, obscures it if  
35 it's moved to the left, is that the issue?

36 DR. MOORAD: Right. There's quite a bit, I  
37 mean the building is pretty, I wish I had a picture,  
38 it's --

39 COMMISSIONER SOLLITT: It's substantially  
40 farther forward than your building, yes.

41 DR. MOORAD: It casts a shadow.

42 CHAIRMAN BOND: It is farther forward. It's  
43 interesting that you have that perception, because I was  
44 looking at it this week, I didn't have that perception.  
45 But maybe it was from where I was standing. I was  
46 looking at that facade from across the street and  
47 thinking, yes, that works over the window.

48 DR. MOORAD: Yes, and as you start walking a  
49 little bit over, it tends to cover my building up pretty  
50 quick. I believe it's pretty diminutive compared to  
51 their building.

52 COMMISSIONER DINGES: Although between the

1 tree and the building, I mean you've got these two  
2 things that are out front that essentially, because it's  
3 centered, it will block it at points. So, you know, I  
4 do think there's a pretty good argument to center it  
5 over the windows just for that reason.  
6 CHAIRMAN BOND: Yes. I think --  
7 DR. MOORAD: Which wouldn't be the worst  
8 thing. I mean I wouldn't be, I like the sign above the  
9 building. That would be, you know --  
10 CHAIRMAN BOND: Right.  
11 COMMISSIONER BOWYER: Do you not like one by  
12 your door?  
13 DR. MOORAD: My thoughts are at some point I  
14 would like to put something there that would say maybe  
15 my name and the number, something that would be very  
16 small and not bright. Yes, I like the sign above. I  
17 don't like the sign, this will be my main sign, I do  
18 prefer this to be there.  
19 COMMISSIONER BOWYER: Right, because I hate to  
20 make you like go one more month.  
21 CHAIRMAN BOND: We can't, we have to vote  
22 tonight.  
23 COMMISSIONER BOWYER: Oh, we do.  
24 CHAIRMAN BOND: So, our motion, yes, because  
25 this is being, he's come back multiple times. So, we  
26 can write the proposal, the motion that the Village can  
27 approve.  
28 COMMISSIONER BOWYER: Because I like this  
29 sign. Did you like this sign, that sign by your  
30 building? Oh, you didn't like that. Did you not make  
31 that?  
32 DR. MOORAD: That was a sign that was there  
33 previously.  
34 COMMISSIONER BOWYER: That's kind of what --  
35 DR. MOORAD: And then there was a temporary  
36 sign that was put up and I didn't --  
37 COMMISSIONER BOWYER: I thought if we could  
38 see it like this over here, I mean if he did something  
39 like this and then swing it back, he could do it all at  
40 one time.  
41 CHAIRMAN BOND: So, do you prefer that instead  
42 of this or you're saying you might like --  
43 COMMISSIONER BOWYER: No, I agree with you. I  
44 think this needs to go, I'd like to see it over before  
45 we --  
46 CHAIRMAN BOND: Before we approve it?  
47 COMMISSIONER BOWYER: But I don't want to say  
48 we approve it with it over and then it looks bad over.  
49 CHAIRMAN BOND: Right.  
50 COMMISSIONER BOWYER: But I didn't know we had  
51 to, I didn't --  
52 COMMISSIONER DINGES: But if he were to come

1 back with a proposal of this over the window plus what  
2 he has in mind as a new proposal? No?  
3 MS. O'NEILL: No, you need to make a decision  
4 tonight.  
5 COMMISSIONER DINGES: Okay, okay.  
6 CHAIRMAN BOND: So, if we don't approve it at  
7 all, then you have to resubmit completely to the  
8 Village. However, what we can do is we can suggest, we  
9 can say what changes we want upon the Village approving  
10 it. So, he would come back to Linnea and the Village  
11 would say yes, this is acceptable, or no, it is not.  
12 Correct, Linnea?  
13 MS. O'NEILL: Yes, if we can, Chairman Bond is  
14 correct that we can't approve if we're talking about a  
15 sign next to the door because --  
16 CHAIRMAN BOND: Because it's not --  
17 COMMISSIONER BOWYER: Okay, can we approve  
18 this one if it was moved over the windows?  
19 COMMISSIONER DINGES: With that  
20 recommendation, right, we can move that recommendation?  
21 COMMISSIONER BOWYER: Is that something you  
22 would be willing to do? I mean I'm pretty confident, I  
23 think I'm confident in the proportions of it. I agree  
24 with you, I think it would look better over there.  
25 CHAIRMAN BOND: Right.  
26 COMMISSIONER BOWYER: I think being lit, it's  
27 going to, you know, isn't that a colonnade or something  
28 in front of the Starbucks building that is not --  
29 CHAIRMAN BOND: Right, which is over --  
30 COMMISSIONER BOWYER: It's like a porch or  
31 something right on the street side, isn't there? I mean  
32 I think your lighting will help to highlight your  
33 building.  
34 DR. MOORAD: Yes, I mean --  
35 CHAIRMAN BOND: Right.  
36 DR. MOORAD: I would not, I would prefer it to  
37 be centered but I would not say no. That would be, I  
38 would be happy with it.  
39 COMMISSIONER BOWYER: Rather than going  
40 through --  
41 DR. MOORAD: Yes.  
42 CHAIRMAN BOND: I'm trying, to kind of give  
43 you an idea --  
44 COMMISSIONER BOWYER: Well, yes. See, I think  
45 because this is a roof with like a colonnade thing, so I  
46 think that would --  
47 CHAIRMAN BOND: Over there, right.  
48 COMMISSIONER BOWYER: Yes. That would be my  
49 direction.  
50 CHAIRMAN BOND: Okay, and are we, do you have  
51 any more thoughts, Commissioners?  
52 COMMISSIONER BOWYER: Maybe you could play

1 Game of Thrones though through it.  
2 COMMISSIONER DINGES: I can hear the music.  
3 COMMISSIONER BOWYER: Yes.  
4 COMMISSIONER SOLLITT: I've never seen Game of  
5 Thrones so I can't relate to that.  
6 COMMISSIONER BOWYER: So, what would we do?  
7 We'd say we make a motion to approve B centered over the  
8 window? And you're happy with, you would be happy with  
9 that?  
10 CHAIRMAN BOND: Are you in agreement with  
11 that?  
12 DR. MOORAD: Yes.  
13 CHAIRMAN BOND: Okay, so the motion would be  
14 for B centered over the window, but the Village also  
15 needs to have a solid idea of, do we understand what  
16 this color is of this strip?  
17 DR. MOORAD: It's aluminum, the strip behind.  
18 CHAIRMAN BOND: That's holding the lettering?  
19 DR. MOORAD: It should say it there.  
20 CHAIRMAN BOND: And with that outline, so it's  
21 all aluminum?  
22 COMMISSIONER BOWYER: It says aluminum  
23 raceway.  
24 DR. MOORAD: Aluminum to match the wall. So,  
25 it would be of a red brick color.  
26 CHAIRMAN BOND: To match the wall. Oh, wait,  
27 it would be in red?  
28 COMMISSIONER BOWYER: Oh, it's a painted  
29 aluminum?  
30 DR. MOORAD: It would match the brick, that's  
31 the goal is to make it blend.  
32 COMMISSIONER BOWYER: So, it disappears like  
33 on that kitchen one?  
34 DR. MOORAD: Whereas the other one was to --  
35 COMMISSIONER BOWYER: So, you don't really see  
36 this sign behind. See how you don't see the --  
37 CHAIRMAN BOND: Right.  
38 COMMISSIONER BOWYER: What do they call it,  
39 raceway or whatever. So, painted aluminum to disappear.  
40 CHAIRMAN BOND: So, it would actually be  
41 painted aluminum. It would be like a red painted  
42 aluminum.  
43 DR. MOORAD: It would be --  
44 COMMISSIONER BOWYER: I think the goal is for  
45 that to disappear and your letters look like they're  
46 floating.  
47 CHAIRMAN BOND: Right, it wouldn't be black,  
48 okay. Then what color is outlining the letters?  
49 COMMISSIONER SOLLITT: It says aluminum  
50 channel letters which I'm assuming it's going to be  
51 probably brushed aluminum I would guess.  
52 COMMISSIONER BOWYER: Usually it's --

1 CHAIRMAN BOND: So, typically, we have those  
2 colors here so that we can be absolutely a hundred  
3 percent positive what is being constructed. But we want  
4 to work with you.

5 DR. MOORAD: Thank you.

6 CHAIRMAN BOND: We're trying to give you a  
7 sign.

8 COMMISSIONER BOWYER: Aluminum dimensional  
9 letter, acrylic illuminated face, LED internally, white  
10 sides painted, white acrylic faces.

11 COMMISSIONER SOLLITT: Yes, it's all white.

12 COMMISSIONER BOWYER: But on the Bright Walk  
13 Kitchen sign, those outlines are black like the race,  
14 what do they call that, raceway.

15 CHAIRMAN BOND: I had visually assumed that  
16 we're talking black and black. But you're correct, it  
17 does say aluminum raceway to match the wall.

18 COMMISSIONER BOWYER: I don't mind that  
19 disappearing red though.

20 CHAIRMAN BOND: No, I'm okay, too, right,  
21 okay.

22 COMMISSIONER BOWYER: But I don't want this to  
23 be red if that's an outline.

24 CHAIRMAN BOND: No.

25 DR. MOORAD: Yes, I don't think that would --

26 CHAIRMAN BOND: You don't want your letters  
27 outlined in red, do you?

28 COMMISSIONER SOLLITT: No, no. It says white  
29 though. It says white.

30 CHAIRMAN BOND: Okay.

31 DR. MOORAD: We have enough red.

32 COMMISSIONER BOWYER: If they're outlined in  
33 white and they're white.

34 CHAIRMAN BOND: Right.

35 COMMISSIONER SOLLITT: But the drawing says  
36 that.

37 CHAIRMAN BOND: Right, so we're good if that  
38 says white. We're good with the size. We want it  
39 centered above the window, and it has to, the dimension  
40 cannot exceed the window, right? So, when it scoots  
41 above the window, it doesn't exceed the width of the  
42 window.

43 COMMISSIONER BOWYER: I don't think it will.

44 DR. MOORAD: I don't think that will.

45 CHAIRMAN BOND: I don't think it will either,  
46 but just to be clear.

47 DR. MOORAD: So, the white sides painted,  
48 that's okay you're saying, too, right? If --

49 COMMISSIONER BOWYER: It won't. Assuming this  
50 is all to scale, it doesn't. Is this to scale, this  
51 picture?

52 DR. MOORAD: They are I think.

1 CHAIRMAN BOND: That's, we'll write it into  
2 the motion.  
3 COMMISSIONER BOWYER: It should fit.  
4 CHAIRMAN BOND: And this should be approved by  
5 Village prior to installation.  
6 COMMISSIONER BOWYER: And we all get free  
7 cleanings for a year?  
8 DR. MOORAD: Free whitenings, yes.  
9 COMMISSIONER BOWYER: Oh, I like that.  
10 COMMISSIONER SOLLITT: Okay, do you want to  
11 put the recommendation in there, Tev?  
12 CHAIRMAN BOND: Yes.  
13 COMMISSIONER SOLLITT: Okay.  
14 CHAIRMAN BOND: Does this make sense? Do you  
15 want to make the motion to pass?  
16 COMMISSIONER BOWYER: Sign up to color?  
17 CHAIRMAN BOND: Center the sign over bay  
18 window, sign not to exceed window, color and design  
19 approved by Village prior to installation. Or however  
20 you want to say it.  
21 COMMISSIONER BOWYER: And it's B?  
22 CHAIRMAN BOND: It is Scheme B.  
23 COMMISSIONER BOWYER: Yes, so we move to  
24 approve Scheme B.  
25 CHAIRMAN BOND: 1779 Willow Road.  
26 COMMISSIONER BOWYER: I will make a motion for  
27 1779 Willow Road, North Dental, with the following  
28 conditions:  
29 1. The petitioner will install Sign Scheme B  
30 2. Sign Scheme B will be centered over the bay window  
31 3. The length of the Sign Scheme B will not exceed the  
32 bay window length  
33 4. The final color and design to be approved by the  
34 Village prior to installation.  
35 COMMISSIONER SOLLITT: Second.  
36 CHAIRMAN BOND: Second. All in favor?  
37 (Chorus of ayes.)  
38  
39 CHAIRMAN BOND: Congratulations. Motion  
40 passes, you have a sign.  
41 DR. MOORAD: Thank you. Beautiful.  
42 CHAIRMAN BOND: Yes, motion to adjourn?  
43 COMMISSIONER SOLLITT: So moved.  
44 COMMISSIONER BOWYER: Second.  
45 CHAIRMAN BOND: Meeting adjourned. Thank you.  
46 (Whereupon, at 7:34 p.m., the above  
47 meeting was adjourned.)  
48  
49  
50 APPROVED 5/13/19