

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 Village of Northfield, 361 Happ Road, Main Conference Room, Northfield, Illinois on Monday, the 14th day of June, 2021, at the hour of 7:00 p.m.

MEMBERS PRESENT:

TEV BOND, Chairman  
KATHRYN TALTY  
JEFFREY EIGEL  
NANCY NAZARIAN  
ANDY BOWYER

MEMBERS ABSENT:

PATRICIA MORRELL  
JOSEPH MCINERNEY

ALSO PRESENT:

STEVE GUTIERREZ, Community Development Director  
CHARLES ORTH, Trustee Liaison  
CHRIS MASAR, Intern

1 CHAIRMAN BOND: I'd like to call to order the  
2 June 14th, 2021 meeting of the Architectural Commission.  
3 My name is Tev Bond, I'm the Chair.

4 I would like to welcome Jeff Eigel as our  
5 new Commissioner. We also have Nancy Nazarian and  
6 Kathryn Talty with us.

7 We have a couple of changes. We have  
8 Charles Orth as our Trustee Liaison, and Steve Gutierrez  
9 is representing the Village of Northfield.

10 May I have a motion to approve the  
11 minutes from the March 8th, 2021 meeting?

12 COMMISSIONER TALTY: I'll move.

13 CHAIRMAN BOND: Second?

14 COMMISSIONER NAZARIAN: I'll second.

15 CHAIRMAN BOND: All in favor?

16 (Chorus of ayes.)

17 CHAIRMAN BOND: All right, it passes, thank  
18 you.

19 We have two items on our agenda this  
20 evening. We have 1900 Willow Road and 516 Somerset  
21 Lane. If there are no objections, we'll begin with 516  
22 Somerset Lane.

23 Is that agreeable?

24 (No response.)

25 CHAIRMAN BOND: All right, so 516 Somerset  
26 Lane is a consideration of a request for approval of a  
27 fence variation from Section 18-10 to allow for a six-  
28 foot fence in the front yard where only four feet is  
29 allowed located at 516 Somerset Lane.

30 Petitioner, are you Steven Feldman? If  
31 you could please come up to the podium and I'll swear  
32 you in? If you could raise your right hand please?

33 (Witness sworn.)

34 CHAIRMAN BOND: Please state your name.

35 MR. FELDMAN: Steven Feldman.

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

38 MR. FELDMAN: Thank you. Commission members,  
39 thank you. My name is Steven Feldman as I said. I live  
40 at 516 Somerset Lane with my wife Janice. I'm in front  
41 of you today to ask for a variation on our fence to  
42 allow a replacement of an existing six-foot high fence  
43 that is on the southern property line, considered the  
44 front yard but it fronts the busiest street in the  
45 Village, Willow Road.

46 The fence as it stands today provides  
47 kind of a reasonable amount of protection and buffer to  
48 our house from noise and traffic, emissions, headlights,  
49 those kinds of things. We really experienced it during  
50 the COVID time when we were in our backyard a lot. It  
51 was a sanctuary.

52 The fence does not provide any, or

1 present any sight line issues for traffic or  
2 pedestrians. It's about 80 feet or more from the  
3 intersection. That intersection is Somerset, Old Willow  
4 Road, and Willow Road.

5 You may have noticed in the information  
6 packet that the fence has been at the height of six feet  
7 for a long time. We haven't received any complaints or  
8 concerns from neighbors.

9 We have spoken to our neighbors. They  
10 are supportive of this, of us replacing, it's kind of  
11 falling down right now. I haven't heard any concerns.

12 The new fence will be cedar. With the  
13 vegetation that's there, we believe it's going to be  
14 pretty standard within our neighborhood and, you know,  
15 we're requesting that there is approval for that  
16 variation. Thank you.

17 CHAIRMAN BOND: Excellent, thank you.

18 Commissioners, do you have any questions?

19 COMMISSIONER EIGEL: Did you install the fence  
20 that's currently there?

21 MR. FELDMAN: No, it was the previous owner.  
22 When we purchased the property, we asked if it was  
23 compliant. They gave us the permit that was approved  
24 and they said it was compliant, but when we looked at it  
25 later, we found out that the drawings that they  
26 submitted were not what they actually did.

27 COMMISSIONER TALTY: I would say they're  
28 probably, you know, you fundamentally have two front  
29 yards because you're on Willow and you're on Somerset.  
30 So, you know, typically that would be your side yard  
31 because the front of your house faces Somerset. So, I  
32 think it's a unique situation.

33 I really don't have any; I think it's an  
34 attractive fence. It has two good sides so to speak and  
35 it's not a, you know, bad side and a good side, a  
36 traditional cedar fence. I don't have any issue with  
37 it.

38 COMMISSIONER BOWYER: I'm the same. Excuse  
39 me, I apologize for being late. I'm the same way; I  
40 think that that really is a side yard in my mind. It  
41 has been there, you know, I think it should be  
42 grandfathered and they be allowed to keep it.

43 MR. FELDMAN: Thank you.

44 COMMISSIONER NAZARIAN: Right. I drive by  
45 there all the time. It's never an obstruction. I never  
46 even notice it.

47 CHAIRMAN BOND: Right.

48 MR. FELDMAN: Thank you.

49 COMMISSIONER TALTY: You deserve your privacy.

50 CHAIRMAN BOND: Does anyone in the audience,  
51 would they like to be heard?

52 (No response.)

1 CHAIRMAN BOND: No? Okay, thank you very  
2 much.  
3 MR. FELDMAN: Thank you.  
4 CHAIRMAN BOND: May I have a motion please?  
5 COMMISSIONER TALTY: Okay, I'll make a motion  
6 to approve the proposed -- no, I'm sorry. Is that the  
7 wrong one?  
8 Here we go.  
9 CHAIRMAN BOND: No, that should be it. Oh, I  
10 see, sorry. Sorry, I didn't read all the way through  
11 this. Okay, so we'll write it. So, we want a --  
12 MR. GUTIERREZ: I could try if you want.  
13 CHAIRMAN BOND: A motion to approve the  
14 variances. I need the actual variances that we're  
15 approving.  
16 MR. GUTIERREZ: So, it would be the approval  
17 of variance --  
18 CHAIRMAN BOND: Which should be on here. So,  
19 a motion to approve 516 Somerset Lane with a variation  
20 from Section 18-10 to allow, would that be okay?  
21 MR. GUTIERREZ: Correct.  
22 CHAIRMAN BOND: So, basically, a motion to  
23 approve this.  
24 COMMISSIONER TALTY: Okay, got it.  
25 CHAIRMAN BOND: Okay, thank you.  
26 COMMISSIONER TALTY: All right, so I would  
27 like to make a motion.  
28 **A motion to approve the request for the approval of**  
29 **a fence variation from Section 18-10 to allow for a six-**  
30 **foot fence in the front yard where only four feet is**  
31 **allowed, located at 516 Somerset Lane, Northville.**  
32 COMMISSIONER EIGEL: I'll second that.  
33 CHAIRMAN BOND: We are going to have a roll  
34 call vote.  
35 So, Nancy Nazarian.  
36 COMMISSIONER NAZARIAN: Yes.  
37 CHAIRMAN BOND: Jeff Eigel.  
38 COMMISSIONER EIGEL: Yes.  
39 CHAIRMAN BOND: Kathryn Talty.  
40 COMMISSIONER TALTY: Yes.  
41 CHAIRMAN BOND: Andy Bowyer.  
42 COMMISSIONER BOWYER: Yes.  
43 CHAIRMAN BOND: Congratulations, motion  
44 passes.  
45 MR. FELDMAN: Thank you very much.  
46 CHAIRMAN BOND: Thank you very much.  
47 Our next item is 1900 Willow Road,  
48 consideration of a request for approval of permanent  
49 signage for Imperial Nails & Spa. Petitioner is, oh,  
50 welcome, thank you.  
51 MR. NGUYEN: I'm here. My name is Chinh.  
52 CHAIRMAN BOND: If you could raise your right

1 hand?

2 (Witness sworn.)

3 CHAIRMAN BOND: Your name please?

4 MR. NGUYEN: My name is Chinh Nguyen.

5 CHAIRMAN BOND: Chinh Nguyen?

6 MR. NGUYEN: C-h-i-n-h, last name N-g-u-y-e-n.

7 CHAIRMAN BOND: Thank you. So, the floor is  
8 yours.

9 MR. NGUYEN: We talked about the sign design.  
10 Honestly, first when I came to see the existing sign on  
11 the building, it was not the way you had required from  
12 the code until the Chairman informed me and said, oh, we  
13 already saw it. Now, what can I do to fit the budget  
14 for my client? Then I came up with a solution and a  
15 drawing.

16 First, when we talked about the wall  
17 sign, you guys required HDU material. Actually, right  
18 now that one is not HDU. What I provided to my customer  
19 is durable material with the Alucobond used with the PVC  
20 combined letter; however, based on the information the  
21 gentleman gave me -- I'm sorry, your name?

22 MR. GUTIERREZ: Steve.

23 MR. NGUYEN: Steve, and I changed it, made a  
24 couple of drawings and made two backups so we don't get  
25 no delay. So, the first choice, we would like to have  
26 the Alucobond with PVC letter. The second choice, based  
27 on the new drawing, the Alucobond with HDU letter. The  
28 third choice is all, you got it, HDU only, and that's  
29 the one that will cost a little bit greater than my  
30 client's budget.

31 So, I would like to know which way we can  
32 go to meet the budget and meet your requirement.

33 CHAIRMAN BOND: Okay, thank you.

34 So, the history, you're familiar with the  
35 history of the signage of this area, this particular  
36 building. It has changed. It was all wood, and then  
37 it's been approved as HDU, right, and the proposal is  
38 asking for an aluminum back with HDU. That's really for  
39 discussion.

40 Also for discussion is whether or not you  
41 approve of the font, the lettering, the coloring, the  
42 size. All of that is in our parameter of discussion as  
43 well. Okay?

44 So, how about we start with the basic  
45 design of the font and the coloring and the lettering?  
46 Thoughts?

47 COMMISSIONER NAZARIAN: I actually think it's  
48 fine. I compared it to, I think they submitted samples  
49 from their other locations and what I saw in the other  
50 locations I didn't like for this spot. But what they  
51 have proposed is not garish, it doesn't stand out too  
52 much, just enough to support their business, but not in

1 an obnoxious sort of way. That was my impression when I  
2 saw it.

3 COMMISSIONER BOWYER: Out of curiosity, is  
4 there a reason that the Spa is all caps and nothing else  
5 is? Obviously just a creative choice? The other signs  
6 in the businesses elsewhere are not that way.

7 MR. NGUYEN: There were two other locations.  
8 I sent Steve a picture. I asked him whether he wanted  
9 to see, the one in Wilmette, that's the one, Grand View.

10 CHAIRMAN BOND: Right. So, the question is,  
11 which I think we might be on a similar path, on Nails  
12 and Spa, the font is all capitalized at your other  
13 locations, but for some reason in this proposal Nails is  
14 not capitalized?

15 MR. NGUYEN: Well, because the way, this  
16 looked more like high end. This one looked more like,  
17 you know, too much, the other one is different. So, I  
18 mean like if you look at this, you look at the Spa here  
19 and compare the Spa with the other one, the other one  
20 looked more like a --

21 COMMISSIONER BOWYER: So, it's an attempt to  
22 minimize the garishness of it.

23 MR. NGUYEN: Yes, too much big letter and not  
24 look like this way.

25 COMMISSIONER TALTY: I think it might be more  
26 successful if Nails and Spa were consistent with each  
27 other. I think that's maybe what we're getting at.  
28 Like the --

29 MR. NGUYEN: That way we can do. That's okay.

30 COMMISSIONER TALTY: You know, we're going to  
31 have a capital S and this lower case p and an a, like  
32 Nails, you know, Nails has the capital N with the lower  
33 case --

34 MR. NGUYEN: You know why I choose that Nails  
35 and Spa in capital, if we do it lower case, the tail  
36 will go down. The tail will go down and all letters  
37 will be smaller.

38 COMMISSIONER TALTY: The tail of the P? The P  
39 drops in here.

40 MR. NGUYEN: Yes, and all letters will be  
41 smaller.

42 COMMISSIONER BOWYER: But it drops in  
43 Imperial, too.

44 CHAIRMAN BOND: Right.

45 COMMISSIONER BOWYER: I don't know that I'd  
46 have a problem with it if Nails was all capitalized.

47 CHAIRMAN BOND: Right.

48 COMMISSIONER TALTY: Right, maybe you do that  
49 then. I agree with that.

50 MR. NGUYEN: Yes, we can do it like that.  
51 That's fine.

52 CHAIRMAN BOND: Right.

1                   COMMISSIONER TALTY: It's a traditional font  
2 which I think is nice. I think that is better than your  
3 other location.

4                   MR. NGUYEN: Yes, yes.

5                   COMMISSIONER TALTY: I think it would be more  
6 successful if maybe then Nails was all capitalized just  
7 like Spa, so they look the same in the same line, you  
8 know what we're saying?

9                   MR. NGUYEN: Yes.

10                  COMMISSIONER BOWYER: Well, it does seem to be  
11 in the current version of the guidelines that it's  
12 permissible to select your own typeface and your own  
13 coloration as long as it's acceptable. So, it would  
14 seem that that would, you know, be in keeping with the  
15 spirit of where we are right now.

16                  CHAIRMAN BOND: Right. So, on the Commission,  
17 what we absolutely want to have happen is signage that's  
18 readable, too. So, we have had proposals come in front  
19 of us that we feel that their coloring or their font is  
20 not as readable, and we make those recommendations so  
21 that it's not as busy, it's very readable, it's clean.  
22                    So, we do have that ability to make those  
23 recommendations.

24                  COMMISSIONER NAZARIAN: Yes, I mean, I think  
25 based on that criteria, I think this is very readable.  
26 I don't think there's any problem with it.

27                  CHAIRMAN BOND: Okay.

28                  COMMISSIONER BOWYER: I'm not overly hung up  
29 on this, but I think I would prefer it like this one  
30 that's all black against the yellow building rather than  
31 the black and red against the yellow building. But if  
32 I'm the only one who thinks that, I'm not going to not  
33 drive by the building. My daughter goes there, so, I'll  
34 still allow her to go in if it's red and black.

35                  MR. NGUYEN: I'll ask the owner first. Let me  
36 see, here in black, okay?

37                    Okay, he says it's okay with black.

38                  COMMISSIONER NAZARIAN: Dunkin' Donuts isn't  
39 all black.

40                  COMMISSIONER BOWYER: Well, if Dunkin' Donuts  
41 is pink, well, but Dunkin' Donuts is orange and pink.

42                  CHAIRMAN BOND: Yes, and that's their national  
43 brand.

44                  COMMISSIONER NAZARIAN: Yes, right. Right.

45                  CHAIRMAN BOND: So, there is that discussion  
46 that we've had on this Commission before also, is that a  
47 national branding versus just a local preference.

48                  COMMISSIONER BOWYER: Well, they seem to have  
49 it a number of different ways.

50                  CHAIRMAN BOND: Right, right.

51                  COMMISSIONER BOWYER: I'm not offended by  
52 this; I just personally think it would look better all

1 black, but that's one architect's opinion.

2 CHAIRMAN BOND: Right.

3 COMMISSIONER BOWYER: It's not everyone's  
4 opinion.

5 CHAIRMAN BOND: So, we are discussing all  
6 black with the Nails being capitalized to match Spa,  
7 correct?

8 Okay, so the next discussion is the  
9 material, and whether or not the material will match the  
10 existing signs which is what the current ordinance  
11 requests, which is HDU. So, it would all be made out of  
12 the same material versus allowing a variance on the  
13 material.

14 So, your thoughts please?

15 COMMISSIONER EIGEL: It would seem that  
16 staying consistent with the materials would permit the  
17 building to age consistently and the signage to age  
18 consistently. I'd be concerned that even if day one  
19 things looked, you know, reasonably similar even if they  
20 were constructed with different materials, as you, you  
21 know, go through a few years of seasons here, they may  
22 not age exactly the same. That would be one reason to  
23 have everything actually constructed the same way.

24 CHAIRMAN BOND: Right, I agree with that.

25 COMMISSIONER TALTY: Yes, I do, too.

26 I wouldn't say I'm at all an expert on  
27 this, but in kind of looking at the, especially in the  
28 area where you could see the signs together, the  
29 placards that merge down, you know, Dunkin' Donuts had,  
30 you can see the grain of, you know, wood-like material  
31 in the background. So, I'm going to assume that the  
32 aluminum background would be very smooth and would have  
33 a different appearance, especially as it ages.

34 COMMISSIONER NAZARIAN: This might be a silly  
35 question, but the way it's showed on the picture, the  
36 white behind the Imperial Nails & Spa is very bright  
37 white. I'm assuming it's because it's been photo-  
38 shopped into the picture, correct? It's not going to be  
39 that bright as compared to the Dunkin' Donuts sign?

40 MR. NGUYEN: It's the only sign and has an  
41 estimate to it, but the only way that I get the material  
42 in here for the way you want to see it, you know, like  
43 new material, different, design a graphic on the  
44 computer. You can't see actually the way than this way.

45 COMMISSIONER NAZARIAN: Because the white  
46 almost looks neon, and I would want it, I would think if  
47 we're going to be talk about consistency, that it should  
48 be the same kind of white, it should be the same shade  
49 of white as the Dunkin' Donuts sign as all the old  
50 signs, as opposed to being this bright, you know, neon  
51 poster.

52 COMMISSIONER TALTY: Well, it partially could,



1 I'm sure a lot of this is a result of being photo-  
2 shopped, this image; however, like --  
3 COMMISSIONER NAZARIAN: Probably.  
4 COMMISSIONER TALTY: -- like I mentioned, the  
5 Dunkin' Donuts sign does have a grain to the white  
6 background which ages, you know, will --  
7 COMMISSIONER NAZARIAN: Right.  
8 COMMISSIONER TALTY: -- automatically be toned  
9 down.  
10 CHAIRMAN BOND: So, we can request that the  
11 white background be consistent with the other signage  
12 and that the colors be approved by the Village.  
13 COMMISSIONER TALTY: Okay.  
14 CHAIRMAN BOND: So there's consistency.  
15 So, any additional thoughts or questions  
16 from the Commissioners?  
17 COMMISSIONER TALTY: You mentioned you have a  
18 material sample here?  
19 MR. NGUYEN: Yes.  
20 COMMISSIONER TALTY: Maybe we should see that.  
21 Could we look at that?  
22 MR. NGUYEN: This one not finished; this  
23 one --  
24 MR. GUTIERREZ: That's the background?  
25 MR. NGUYEN: Yes.  
26 MR. GUTIERREZ: So, this is obviously not the  
27 HDU. This is the alternate.  
28 MR. NGUYEN: Actually, there's three choices.  
29 The first one, this one with the HDU letter, and then  
30 that one if we engrave, then when we add the material  
31 like the new paint, HDU, this one, come back this way,  
32 we have to engrave to the setback one-inch for the  
33 border and letter. That's why I mentioned before the  
34 three choices. We ask again which one we've got to do.  
35 This one is the most expensive, two and one are a little  
36 bit economical for my client.  
37 MR. GUTIERREZ: So, the existing Kitchen &  
38 Bath Store has the HDU as letters, so they're one-and-a-  
39 half-inch or so, thereabouts, and I think that's the  
40 third choice that he's suggesting.  
41 COMMISSIONER TALTY: This is the third choice,  
42 what we just saw?  
43 MR. GUTIERREZ: This is, no, that is an  
44 aluminum background. That was specified in what you  
45 were given in your packets. So, this cross section  
46 here, as it shows, this is the wall.  
47 MR. NGUYEN: That right there is aluminum,  
48 yes.  
49 MR. GUTIERREZ: This is the aluminum.  
50 MR. NGUYEN: Aluminum, yes.  
51 MR. GUTIERREZ: What you're looking at, that  
52 sample he just showed you, that's the background. Then

1 he would affix, this specification, he would have the  
2 perimeter affixed and then add HDU foam.  
3 MR. NGUYEN: This maybe a bit bigger, you can  
4 see it?  
5 MR. GUTIERREZ: Yes. Then you have the  
6 letters also, the HDU, the letters themselves affixed to  
7 the background, to the aluminum background.  
8 COMMISSIONER TALTY: So, they stand out?  
9 MR. GUTIERREZ: So, they have a depth to  
10 those.  
11 COMMISSIONER BOWYER: So, is this compliant?  
12 MR. GUTIERREZ: Sorry?  
13 COMMISSIONER BOWYER: Is the whole sign  
14 supposed to be HDU?  
15 CHAIRMAN BOND: Yes.  
16 COMMISSIONER BOWYER: So, this is non-  
17 compliant.  
18 MR. GUTIERREZ: So, yes, this technically is  
19 non-compliant because the whole sign is supposed to be  
20 HDU.  
21 CHAIRMAN BOND: Correct.  
22 COMMISSIONER BOWYER: So, back to, I think we  
23 should ask this, so this white for the Kitchen & Bath is  
24 all HDU?  
25 MR. GUTIERREZ: It's all HDU.  
26 COMMISSIONER BOWYER: So, I think this will  
27 seem a brighter white because it's different material.  
28 MR. GUTIERREZ: I don't know if he can paint  
29 that or what exactly.  
30 COMMISSIONER BOWYER: And you don't want to do  
31 all HDU because of the budget, is that right?  
32 MR. NGUYEN: Not really. We can do it if you  
33 guys, if there is no other choice and we have to do it  
34 with HDU in complying. Because at first in the  
35 beginning, when I looked at the existing sign right now,  
36 it's not the way you approved. So, I just go by this  
37 one.  
38 MR. GUTIERREZ: Mr. Chinh had been expressing  
39 to me when we first started talking about the materials  
40 that he felt that the HDU was actually an inferior  
41 materials because it's foam, it's high density urethane  
42 foam, because it's not as hard, you know, as PVC, but it  
43 has a different look to it obviously.  
44 MR. NGUYEN: Besides, you know what, if you do  
45 HDU for the logo, for Imperial, that may have a problem  
46 because it's too tiny, yes, it's too tiny.  
47 MR. GUTIERREZ: We're going to have to --  
48 COMMISSIONER NAZARIAN: How long has the  
49 Kitchen & Bath been there? How long has their sign been  
50 there?  
51 COMMISSIONER BOWYER: It's in the history.  
52 MR. GUTIERREZ: So, it's --

1 COMMISSIONER NAZARIAN: 2017?  
2 MR. GUTIERREZ: '18.  
3 COMMISSIONER NAZARIAN: 2018.  
4 MR. GUTIERREZ: Yes.  
5 COMMISSIONER NAZARIAN: It's held up pretty  
6 well.  
7 MR. GUTIERREZ: Yes.  
8 COMMISSIONER NAZARIAN: Yes.  
9 MR. GUTIERREZ: Yes, they looked very  
10 carefully at the HDUs. These signs aren't at, you know,  
11 at pedestrian level.  
12 COMMISSIONER NAZARIAN: Right.  
13 MR. GUTIERREZ: They're, you know, they're out  
14 of reach so to speak and out of the traffic if you will.  
15 COMMISSIONER NAZARIAN: And out of the rain, I  
16 mean out of the elements, right.  
17 MR. GUTIERREZ: They're under the eaves.  
18 CHAIRMAN BOND: And the signage that is there  
19 still looks excellent.  
20 COMMISSIONER NAZARIAN: Pretty good, right.  
21 CHAIRMAN BOND: Right, I was there today and  
22 walked underneath it.  
23 MR. GUTIERREZ: Dunkin' Donuts, just for  
24 reference, it also is still wood, the original.  
25 CHAIRMAN BOND: Right.  
26 MR. GUTIERREZ: Then the other two are in HDU  
27 although the Nails & Spa is not -- I'm sorry, the old,  
28 the existing Nails & Spa, the last Nails & Spa.  
29 COMMISSIONER BOWYER: Do you have this image  
30 that can go up on here? That shows, that's got all  
31 three of the signs?  
32 Can that go up on the screen?  
33 COMMISSIONER NAZARIAN: That's one of the  
34 concerns I have for every time you approve a different  
35 material for a sign, it's like a slippery slope. Then  
36 the next person comes along and says, well, but you  
37 approved this variation on this sign. I want something,  
38 I want X, Y, Z, you approved PDQ, now I want X, Y and Z.  
39 Then we start getting far afield of what was originally  
40 envisioned for this spot, this location in this Village.  
41 I don't want to see us go down that  
42 slippery slope. I'd rather see that this was HDU, at  
43 least consistent with what Kitchen & Bath has because we  
44 can't be consistent with Dunkin' Donuts, at least be  
45 consistent with that.  
46 COMMISSIONER BOWYER: I agree with you.  
47 CHAIRMAN BOND: So, the items we've discussed  
48 are for the signage to meet the HDU requirement, for all  
49 black lettering with Nails and Spa to be capitalized.  
50 COMMISSIONER BOWYER: No, anybody else  
51 commented on that? If you guys want red and black,  
52 that's fine.

1           COMMISSIONER NAZARIAN: To me, six of one-half  
2 doesn't mean --  
3           CHAIRMAN BOND: I'm sorry about that.  
4           COMMISSIONER EIGEL: I thought it was a good  
5 recommendation.  
6           CHAIRMAN BOND: Right, there were other  
7 positive comments, but we can continue discussing this.  
8 That's why I'm kind of going over it again.  
9           COMMISSIONER BOWYER: Okay.  
10          CHAIRMAN BOND: Okay, white background to  
11 match existing signage, colors to be approved by the  
12 Village.  
13                    The hanging panel we haven't really  
14 discussed yet. So, the hanging panel is also, should  
15 that also be HDU which is what our requirement is, and  
16 consistent with the existing hanging panel? So, the  
17 hanging panel would also fall into all black lettering,  
18 colors, background color to match, and HDU. So, those  
19 are the points that we're, if there's more comments.  
20          COMMISSIONER EIGEL: You know, for all the  
21 same reasons as the wall sign, consistency of look,  
22 durability, readability, all those things still apply to  
23 the placard as well as to the wall sign, I think.  
24          MR. NGUYEN: I have a question. If you want  
25 the hanging sign, this one, in HDU, it doesn't work  
26 because, you see, that's a swing sign. Now, HDU, the  
27 thinnest they come is one-inch. If I engrave one-inch  
28 into this one, that will be thicker than the top one.  
29 Now, if we made the HDU only like with two in particular  
30 now, this one won't hold, it will drop out.  
31          MR. GUTIERREZ: Is that the two inches?  
32          MR. NGUYEN: This three, yes, this one and  
33 then this one. See, look, I can, you know, like this,  
34 when you put the screw in here, for like three months,  
35 it will drop out, no way. So, then I tell you what,  
36 then make it the easy, we skip the sign because it's not  
37 worth to work on this one. I talked budget with my  
38 client, I talked to him before. I said to him we can go  
39 with the proposal with the vinyl graphic, apply writing  
40 to it, that's economical for him. Then if you guys  
41 require wood engraved or HDU, then skip this one because  
42 it's too much budget for him.  
43          COMMISSIONER NAZARIAN: Okay, is there  
44 currently a hanging sign for Kitchen & Bath?  
45          MR. GUTIERREZ: There is not.  
46          COMMISSIONER BOWYER: Is that the reason? Did  
47 they skip it as well?  
48          MR. GUTIERREZ: I don't know. They didn't  
49 propose a hanging sign for Kitchen & Bath.  
50          CHAIRMAN BOND: It was optional, whether or  
51 not they, because this is one of the still wood, and  
52 they just didn't, yes, they didn't do it.

1                   So, your proposal, would you like to  
2 explain to the Commission what your proposal for that  
3 hanging sign is? If it's not HDU?  
4                   MR. NGUYEN: Yes. See, when you go and do  
5 surveying, I see the panel already, oh, we need to put a  
6 graphic in. The graphic is a vinyl sticker like, when  
7 you use it, that will last for five years. I have the  
8 material here.  
9                   Then if you say that it needs to be HDU,  
10 I don't know how we can do it because that means we have  
11 to chip one of them up, put the HDU, put it back in. If  
12 we put, if we had one sign, then we don't want to hold  
13 the bottom one, if you've got one a little bit heavy,  
14 depending on how heavy, it swings like this way, it will  
15 drop out.  
16                   COMMISSIONER NAZARIAN: So, what is the, do  
17 you have the material with you? That you're talking  
18 about?  
19                   MR. NGUYEN: Yes, right here. I've got the  
20 material right here.  
21                   COMMISSIONER NAZARIAN: Well, that's the HDU.  
22                   MR. NGUYEN: Yes.  
23                   COMMISSIONER NAZARIAN: But I mean, but you  
24 were suggesting not to do the HDU for the hanging sign.  
25                   MR. NGUYEN: Yes.  
26                   COMMISSIONER BOWYER: He's suggesting a vinyl  
27 sticker on the existing sign that's hanging.  
28                   CHAIRMAN BOND: On the existing.  
29                   MR. NGUYEN: Yes.  
30                   COMMISSIONER BOWYER: Is that what Dunkin'  
31 Donuts did?  
32                   MR. NGUYEN: No.  
33                   CHAIRMAN BOND: No, theirs is wood.  
34                   MR. NGUYEN: The wood.  
35                   COMMISSIONER BOWYER: It's wood.  
36                   MR. NGUYEN: The wood one.  
37                   CHAIRMAN BOND: Yes.  
38                   COMMISSIONER BOWYER: So, what is the existing  
39 sign that's hanging? Wood?  
40                   MR. GUTIERREZ: That sign in that picture is  
41 the Dunkin' Donuts sign. The existing sign is wood,  
42 it's carved wood.  
43                   MR. NGUYEN: They make two frames in the  
44 bottom ready for a sign, and not wood.  
45                   COMMISSIONER NAZARIAN: So, below the Dunkin'  
46 Donuts sign, that's just a blank panel?  
47                   MR. NGUYEN: Yes, blank panel.  
48                   MR. GUTIERREZ: There are blank panels there  
49 because, it doesn't show it on that graphic, there is a,  
50 they're connected to a bottom bar. So, you see the top  
51 part coming out, but there's also one below the three  
52 panels that stabilizes it all.

1 COMMISSIONER NAZARIAN: Right.  
2 MR. GUTIERREZ: So, they needed the blank  
3 panels below them, and they're just blanks. They're,  
4 you know --  
5 COMMISSIONER BOWYER: But they're blank pieces  
6 of wood?  
7 MR. GUTIERREZ: No, no. I'm not sure what the  
8 material is.  
9 CHAIRMAN BOND: Like MDF or something, I'm not  
10 sure either.  
11 MR. GUTIERREZ: But they're just --  
12 COMMISSIONER NAZARIAN: They're just  
13 placeholders.  
14 MR. GUTIERREZ: Placeholders. They're not  
15 designed to do anything, but I think --  
16 CHAIRMAN BOND: Right. There's no dimension  
17 to it, it's just a flat panel.  
18 MR. GUTIERREZ: There is design to keep them  
19 really connected to that bottom bar.  
20 CHAIRMAN BOND: So, they don't swing freely?  
21 I don't recall if they're fixed.  
22 MR. GUTIERREZ: There's two bars, there's  
23 another bar at the bottom.  
24 COMMISSIONER NAZARIAN: So, if they don't  
25 swing freely, if they're fixed into place, then explain  
26 to me again why the HDU doesn't work as a hanging sign.  
27 MR. NGUYEN: Because this is made for working  
28 alone and not support for anything. This HDU won't  
29 support for anything else. That's why you need,  
30 remember, my tenant would be the later one. That means  
31 it has to support the bottom.  
32 COMMISSIONER NAZARIAN: Oh, so it would have  
33 to support the bottom part. There is no --  
34 MR. NGUYEN: And then you know what, with the  
35 wind, they're shaking a little bit, and time-by-time  
36 it's not going to do it.  
37 COMMISSIONER NAZARIAN: Okay, I get it.  
38 COMMISSIONER BOWYER: It's also thicker than  
39 the top one, right? The dimension is wider than the top  
40 one.  
41 MR. NGUYEN: Yes, yes, it's wider, because the  
42 smallest it can go, the HDU, it's one-inch. It's one in  
43 one side, one in the other side, plus this one, it's too  
44 thick.  
45 COMMISSIONER EIGEL: Is there an option to  
46 construct a sign rather than just applying a detail on  
47 the existing placard?  
48 MR. GUTIERREZ: No, I think, Mr. Chinh, with  
49 this, with your original proposal, you had the aluminum  
50 backing, but then you had the dimensioned PVC.  
51 Could you do that?  
52 MR. NGUYEN: Well, you know what, that one we

1 can do it, too, but the problem with this way, I don't  
2 want to glue into the existing panel they have. Then we  
3 may have to apply at least a quarter into the PVC back  
4 panel support first, and then you go do a letter another  
5 quarter, that's a half-inch, okay? If you want to glue  
6 the Alucobond in, that's another thing, will come up  
7 with another issue.

8 So, I advise, you know, keep it the same  
9 shape with the blank panel right now, fix a graphic to  
10 the vinyl. That is economical and easy, you can peel it  
11 off and change anything you want, and it can do, if you  
12 want like white background with the black letter.

13 COMMISSIONER NAZARIAN: But that can peel over  
14 time, too, right?

15 MR. NGUYEN: Yes, I think five years.

16 COMMISSIONER NAZARIAN: Five years.

17 CHAIRMAN BOND: So, basically, what you're  
18 saying is if you can apply the vinyl, you would like to  
19 do it, but if you can't, you'd prefer not to have that  
20 sign. Is this correct?

21 MR. NGUYEN: Yes, ma'am, because it's costly.

22 CHAIRMAN BOND: Right, and quite honestly,  
23 visually, unless someone starts doing some trimming,  
24 it's difficult to see that sign from the road because I  
25 drove by it today. So, that particular little sign,  
26 unless someone comes in in the winter, you'll see it  
27 just fine.

28 MR. NGUYEN: Yes.

29 CHAIRMAN BOND: But currently, we've got some  
30 growth that needs to be trimmed down, and it's difficult  
31 to see.

32 MR. NGUYEN: Spend too much time and doesn't  
33 work.

34 CHAIRMAN BOND: Right. You are always welcome  
35 to come back to us, you know, in the future if you do  
36 want that sign, you could come back.

37 MR. NGUYEN: Sure.

38 CHAIRMAN BOND: There was also an option for  
39 little signs that's been, I'm sorry, I should have  
40 looked at the history --

41 MR. GUTIERREZ: Yes, those --

42 CHAIRMAN BOND: -- those little signs that  
43 could, does Dunkin' Donuts have one?

44 MR. GUTIERREZ: No, Dunkin' Donuts has one.

45 CHAIRMAN BOND: Hanging off of the wall, there  
46 is always that option. You could come to us for that,  
47 too, if you're interested in additional signage.

48 All right?

49 MR. NGUYEN: No problem.

50 MR. GUTIERREZ: Yes, this is what Dunkin'  
51 Donuts has.

52 COMMISSIONER BOWYER: Is it a metal panel

1 inside a frame?  
2 MR. GUTIERREZ: That was approved --  
3 COMMISSIONER BOWYER: Is that a frame?  
4 CHAIRMAN BOND: Oh, that. I'm not sure, I  
5 think it really is just kind of a placeholder.  
6 COMMISSIONER BOWYER: But the frame is there  
7 intended to hold something.  
8 CHAIRMAN BOND: I'm not sure that's a frame.  
9 I think it might just be flat.  
10 COMMISSIONER BOWYER: But it needs to be  
11 bolted, but --  
12 CHAIRMAN BOND: Well, that's true. I guess --  
13 COMMISSIONER BOWYER: -- I'm wondering if he  
14 can just take that and --  
15 CHAIRMAN BOND: Do you know, is there a frame  
16 around those blank hanging panels, or is it just the  
17 panel? I didn't look at that closely.  
18 MR. GUTIERREZ: It's some type of a box.  
19 CHAIRMAN BOND: It is a box?  
20 MR. GUTIERREZ: Because there appears to be  
21 some type of a box, and I didn't --  
22 CHAIRMAN BOND: So, they could come back and  
23 request that.  
24 MR. GUTIERREZ: -- I wasn't able to pull the  
25 material, but --  
26 COMMISSIONER BOWYER: I don't think any of us  
27 like the idea of a sticker or decal --  
28 CHAIRMAN BOND: Right.  
29 COMMISSIONER BOWYER: -- because it could  
30 peel, it could bubble in the heat. But I'm wondering if  
31 maybe that panel could come out and you could take it to  
32 a, I don't know where, but they could actually paint on  
33 it, you know, a computer-generated graphic that's your  
34 logo that just has a direct paint to it, if that might  
35 be a solution. I mean, then you'd have to come back to  
36 us if you find somebody, but instead of putting whatever  
37 the sticker is, have that sticker painted on to that  
38 piece of whatever is in there.  
39 COMMISSIONER TALTY: That might also enable  
40 you to put a little image to the background and make it  
41 look textured, too. I mean, that might be, so from  
42 afar, it might look closer to the sign that would be  
43 above you. I think that's the thing I struggle with the  
44 most is because it's so proximate to that wooden Dunkin'  
45 Donuts sign. It's really going to look different, the  
46 materiality of it is really going to look different, on  
47 the hanging sign.  
48 COMMISSIONER BOWYER: Well, even dimensioning  
49 the letters might help with that some, you know, like --  
50 COMMISSIONER TALTY: Right.  
51 COMMISSIONER NAZARIAN: Like a shadow.  
52 COMMISSIONER TALTY: Like a shadow.



1 COMMISSIONER BOWYER: Shadowing the letters,  
2 yes.  
3 CHAIRMAN BOND: Right.  
4 Okay, additional thoughts or comments?  
5 Would anyone in the audience like to make a comment?  
6 (No response.)  
7 CHAIRMAN BOND: No?  
8 All right, thank you very much.  
9 MR. NGUYEN: So, do you guys approve for --  
10 CHAIRMAN BOND: So, we will make a motion to  
11 approve the wall sign only, not the hanging sign,  
12 correct?  
13 MR. NGUYEN: Yes, yes.  
14 CHAIRMAN BOND: Okay.  
15 MR. NGUYEN: I have a question though besides  
16 this one, because I remember Steve mentioned to me about  
17 the, because having the material right here, I can  
18 choose one-inch or two-inch. Now, if we do at one-inch,  
19 we engrave down to half-inch for the border. You only  
20 have half-inch left of material; it maybe not strong  
21 enough to hold that good in the long run. So, I like to  
22 do it two-inch, this thing, is this okay or do I need to  
23 go one-inch?  
24 CHAIRMAN BOND: Are you talking about for the  
25 wall sign or the hanging sign?  
26 MR. NGUYEN: The wall sign.  
27 CHAIRMAN BOND: Oh, the hanging sign?  
28 MR. NGUYEN: The wall sign, the wall sign.  
29 COMMISSIONER TALTY: What's the other, I guess  
30 maybe what would the width be of the other --  
31 MR. NGUYEN: That's what I'm wondering now, by  
32 choosing only one-inch, but it's not the right material.  
33 CHAIRMAN BOND: You think it's just one-inch?  
34 COMMISSIONER TALTY: Kitchen & Bath is only  
35 one-inch?  
36 COMMISSIONER NAZARIAN: It's just one-inch.  
37 CHAIRMAN BOND: I think that could be, I think  
38 that could very well be true because they do look  
39 shallow. So, you're hoping for two inches so that it's  
40 more prominent?  
41 MR. NGUYEN: Yes, two inches. Yes, and  
42 stronger a little bit.  
43 CHAIRMAN BOND: Right, and then I think that  
44 we'll --  
45 MR. NGUYEN: If not, I'm just wondering, it's  
46 fine, it's okay.  
47 CHAIRMAN BOND: -- shadowing issue, if it's --  
48 COMMISSIONER TALTY: Again, I think being so  
49 proximate to the other signs, it really should be  
50 consistent.  
51 COMMISSIONER NAZARIAN: Right.  
52 CHAIRMAN BOND: Right.

1 MR. GUTIERREZ: So, on that --  
2 COMMISSIONER BOWYER: But unless I'm -- go  
3 ahead, Steve.  
4 MR. GUTIERREZ: The Kitchen & Bath sign is a  
5 hundred percent an inch-and-a-half thick.  
6 CHAIRMAN BOND: Inch-and-a-half? Okay.  
7 COMMISSIONER BOWYER: But Steve, unless this  
8 is just a high-level summary, there's no, this June 2018  
9 recommendation doesn't state a depth or thickness.  
10 MR. GUTIERREZ: No.  
11 COMMISSIONER BOWYER: So, Kitchen & Bath  
12 decided to do 1.5.  
13 MR. GUTIERREZ: Right.  
14 COMMISSIONER BOWYER: So, should he be held to  
15 what Kitchen & Bath, if he wants to do it at two --  
16 CHAIRMAN BOND: Well, go ahead, Steve.  
17 MR. GUTIERREZ: No, you're correct that there  
18 wasn't, it didn't specify that, and I don't have the  
19 design eye to know whether, to discern if it's two  
20 inches or an inch-and-a-half honestly. They're not  
21 right next to each other, well, there's lots of other  
22 architectural features between each sign.  
23 MR. NGUYEN: Certainly not a choice --  
24 COMMISSIONER TALTY: Do you really think that  
25 that would make the sign more prominent, that half-inch  
26 of additional depth?  
27 MR. NGUYEN: Because you want it 10 feet long,  
28 and HDU material comes only at eight feet. We'd have to  
29 join them.  
30 MR. GUTIERREZ: According to these plans,  
31 actually, I apologize, I just read this, the Dunkin'  
32 Donuts signs are also an inch-and-a-half.  
33 CHAIRMAN BOND: Okay.  
34 COMMISSIONER NAZARIAN: Well, it said in your  
35 history in 2012, the requirements were 1.5 by 10 feet --  
36 oh, I'm sorry, 1.5 feet, I'm sorry, I'm looking at the  
37 wrong thing. Sorry.  
38 MR. NGUYEN: I can check with my supplier to  
39 be sure and see if we can get a special order for one-  
40 and-a-half, because they stock only one-inch, two-inch  
41 or three-inch.  
42 COMMISSIONER TALTY: I see.  
43 MR. NGUYEN: So, this is why I just came up  
44 with the question. If we can do two-inch, it's good, or  
45 we do one-inch. If we do one-and-a-half, then I have to  
46 see special order, what they can do. I don't know  
47 because, you know, they can do anything but, you know,  
48 it's costly to special order. If two inches will be  
49 okay --  
50 COMMISSIONER TALTY: I don't know how much --  
51 COMMISSIONER BOWYER: I think the other two  
52 are one-and-a-half, so it should be one-and-a-half.

1 COMMISSIONER NAZARIAN: Right. I think  
2 consistency is really important.

3 CHAIRMAN BOND: Okay, and Steve, is there --  
4 no, there really isn't, is there?  
5 If he, talking with the manufacturer,  
6 finds out that 1.5-inch is four months out or something,  
7 do we want to make him wait that long, or would we want  
8 to consider --

9 COMMISSIONER BOWYER: But he's going to have  
10 to come back next month, right? Or are you going to do  
11 a conditional approval?

12 MR. GUTIERREZ: You can if you want to. I  
13 mean, it's up to you folks.

14 COMMISSIONER BOWYER: Why don't we say it's  
15 one-and-a-half?

16 CHAIRMAN BOND: I wasn't going to have him  
17 come back, well, unless he wants to propose the hanging  
18 sign.

19 COMMISSIONER BOWYER: We could separate it.

20 CHAIRMAN BOND: But I think the wall sign we  
21 can come to a conclusion this evening.

22 COMMISSIONER BOWYER: So, why don't we say  
23 that in our conclusion it's one-and-a-half? Then if he  
24 has issues getting it on time or within budget, like if  
25 it's twice the cost or something, then he can come back  
26 with another proposal next month.

27 COMMISSIONER TALTY: That's true.

28 CHAIRMAN BOND: Is that acceptable, Steve?

29 MR. GUTIERREZ: Yes, we can do that.

30 CHAIRMAN BOND: Okay. All right, do you want  
31 to --

32 COMMISSIONER BOWYER: Because somebody must  
33 have it if Kitchen & Bath did.

34 MR. NGUYEN: You know what they do, it's  
35 because of more and more labor. They cut it down,  
36 engrave down to have it, to get rid of it, so they go to  
37 one-and-a-half.

38 COMMISSIONER BOWYER: Oh, yes, so they just  
39 ran the --

40 MR. NGUYEN: Yes, they just ran the machine.

41 COMMISSIONER BOWYER: -- planer machine.

42 MR. NGUYEN: That's the easy way than to  
43 special order. It's got more labor, labor for this is  
44 okay than if you special order for shipping.

45 COMMISSIONER TALTY: They filed it down.

46 MR. NGUYEN: Yes.

47 COMMISSIONER EIGEL: So, you can choose to do  
48 that, too, right?

49 MR. NGUYEN: Well, it might --

50 MR. GUTIERREZ: Will that affect the face of  
51 the --

52 MR. NGUYEN: No, same face, same thing.

1 COMMISSIONER BOWYER: Because if they plane  
2 it, they'll plane it in the back.  
3 COMMISSIONER TALTY: The back side, yes.  
4 MR. GUTIERREZ: Oh, in the back, yes, sorry.  
5 CHAIRMAN BOND: Okay, so additional comments?  
6 (No response.)  
7 CHAIRMAN BOND: All right, so we will be  
8 making a motion to approve only the wall sign.  
9 MR. NGUYEN: Yes.  
10 CHAIRMAN BOND: Correct, okay. So, this is  
11 our --  
12 COMMISSIONER TALTY: Oh, now you're giving me  
13 this one.  
14 MR. NGUYEN: So, I will send you guys, send to  
15 Steve the new drawing, right? For the capitalized Nails  
16 and the detail?  
17 COMMISSIONER TALTY: So, I will make a motion.  
18 **A motion to approve the wall signage for 1900 Willow**  
19 **Road, signage to meet the current HDU requirement, depth**  
20 **to match current and other existing signs at 1.5-inch,**  
21 **all black lettering with Nails and Spa capitalized**  
22 **consistently, white background to match existing signage**  
23 **and colors to be finally approved by the Village.**  
24 CHAIRMAN BOND: Correct.  
25 May I have a second?  
26 COMMISSIONER NAZARIAN: I'll second.  
27 CHAIRMAN BOND: All right, roll call vote.  
28 Nancy Nazarian.  
29 COMMISSIONER NAZARIAN: Yes.  
30 CHAIRMAN BOND: Jeff Eigel.  
31 COMMISSIONER EIGEL: Yes.  
32 CHAIRMAN BOND: Kathryn Talty.  
33 COMMISSIONER TALTY: Yes.  
34 CHAIRMAN BOND: Andy Bowyer.  
35 COMMISSIONER BOWYER: Yes.  
36 CHAIRMAN BOND: Congratulations, your wall  
37 sign has been approved.  
38 MR. NGUYEN: Thank you.  
39 CHAIRMAN BOND: Thank you very much for your  
40 time.  
41 COMMISSIONER BOWYER: Now, when he has to get  
42 his colors approved, because I thought he was asking  
43 Steve, is it just he gives it to Steve?  
44 CHAIRMAN BOND: He gives it to Steve and Steve  
45 will approve it.  
46 MR. GUTIERREZ: Correct. He'll call us when  
47 he's got his plan, and we'll make sure that he hits all  
48 these checkpoints.  
49 COMMISSIONER BOWYER: Okay, but he was asking  
50 you that about the capital letters and stuff. Did he  
51 get an answer from you? He said he would send you the  
52 drawing that has the capital letters, so he knows that's

1 the next step?  
2 MR. GUTIERREZ: Right, correct.  
3 CHAIRMAN BOND: Right, and then he can have it  
4 potentially approved next week versus having to wait a  
5 month and come back to us. That way it makes it faster.  
6 MR. GUTIERREZ: Yes, they've been up for at  
7 least a couple of weeks now, their banners. They're  
8 running out of time for their banners, so they won't  
9 have any signage up.  
10 CHAIRMAN BOND: Right. Okay, so let's see  
11 here. So, we will meet on July 12th to review a change  
12 in the landscape plan at Northfield Mews which is 1725  
13 Winnetka. I believe that finishes our business for the  
14 evening.  
15 So, motion to adjourn?  
16 COMMISSIONER BOWYER: I so move.  
17 CHAIRMAN BOND: All right, all in favor?  
18 (Chorus of ayes.)  
19 CHAIRMAN BOND: Thank you for your time this  
20 evening. We're adjourned.  
21 (Whereupon, at 7:49 p.m., the above  
22 meeting was adjourned.)  
23  
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25

26 APPROVED 10/11/21  
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