

**VILLAGE OF LAKE BLUFF  
ARCHITECTURAL BOARD OF REVIEW  
REGULAR MEETING  
DECEMBER 5, 2017**

**APPROVED MINUTES**

**1. Call to Order and Roll Call**

The meeting of the Architectural Board of Review (ABR) of the Village of Lake Bluff was called to order on December 5, 2017 at 7:00 p.m. in the Village Hall Board Room (40 E. Center Avenue) and the following were present.

Present: Jill Danly  
Neil Dahlmann  
Matthew Kerouac  
Carol Russ  
Bob Hunter, Chair

Absent: Edward Deegan  
Julie Wehmeyer

Also Present: Mike Croak, Building Codes Supervisor (BCS)

**2. Consideration of the November 7, 2017 ABR Regular Meeting Minutes**

Member Kerouac moved to approve the minutes of the November 7, 2017 ABR meeting as presented. Member Dahlmann seconded the motion. The motion passed on a unanimous voice vote.

**3. Non-Agenda Items and Visitors (Public Comment Time)**

Chair Hunter stated the ABR Chair and Board Members allocate fifteen minutes during this item for those individuals who would like the opportunity to address the Board on any matter not listed on the agenda.

There were no requests to address the ABR.

**4. A Public Hearing to Consider a Site Plan to Review Display Pads, Connecting Path, and Landscaping at Chevy Exchange at 1 Sherwood Terrace and 915 Sherwood Drive**

Chair Hunter introduced the agenda item and invited the applicant to the podium.

Mr. Alan Garfield, Attorney for the Petitioner, said this is the second official meeting with the ABR and he asked if the meeting minutes from the preliminary workshop meeting could be incorporated to prevent repetition. BCS Croak said this a public hearing and the presentation should be given.

Mr. Garfield introduced Mr. Jeff Lietz to review the site and landscape plans.

Mr. Lietz reviewed the current site conditions with an image of the proposed display pads. There were no images of the proposed landscape for the northwest entrance into the dealership. He said the plan is to have seven illuminated display pads, with landscaping between each pad, along U.S. Route 41 and replace the connecting driveway with an 8' wide pedestrian path with additional

landscaping. He showed a rendering of the landscaping as it would appear on Skokie Valley Road. He said the proposed two northern display pads will be elevated because there are no plans to change the existing grade. The five southern display pads will not be elevated because it would be difficult to get the vehicles up on the pads. Lastly, he reviewed the type of vegetation that will be used for the north corner of the dealership.

Chair Hunter opened the floor for comments.

Member Russ thanked the applicant for requesting/attending the preliminary workshop and had no further comments.

Member Deegan had no additional comments.

Member Danly asked if the proposed elevated display pads were a new addition and expressed her appreciation for the proposed landscaping.

Member Dahlmann said he is comfortable with the proposal and had no further comments.

Chair Hunter asked if there was a way to soften the appearance of the two elevated display pads in the front. Mr. Lietz commented on how the area could be softened noting the retaining wall cannot be reconfigured.

Mr. Garfield asked if the project completion date could be changed to July 2018 to allow their construction firm additional time to repave the 915 Sherwood Drive property.

As there were no comments from the audience, Chair Hunter closed the public hearing.

Member Russ made a motion to approve the site plan as presented. Member Dahlmann seconded the motion. The motion passed on the following roll call vote:

Ayes:	Dahlmann, Danly, Kerouac, Russ and Chair Hunter
Nays:	None
Absent:	Deegan and Wehmeyer

**5. Consideration of a Sign Permit Application for 71 Waukegan Road**

Chair Hunter introduced the agenda item and invited the applicant to the podium.

Mr. Jeremy Hall introduced Mr. Mike Kinsella of Poblocki Sign; he then spoke on behalf of Northshore University Health System, a tenant at 71 Waukegan Road. Mr. Hall stated at the November 2017 ABR meeting they had requested three signs for the property, two of which were approved with conditions. There was feedback regarding the size of monument sign #1 along Waukegan Road. It was recommended that the landscaping and overall proportion of monument sign #1 be reconsidered and bought back to the ABR if it was determined the larger sign was needed. Tonight's request is for a variation for a larger sign. Mr. Hall reviewed the rendering for the proposed 200 sq. ft., 100 sq. ft. each side, monument sign. The new design, which incorporates the ABR comments, shows the reduced 8 ft. sign, reduced base and landscaping. He said the business address will be mounted on a gray band instead of the bricks.

Chair Hunter opened for the floor for discussion.

Member Dahlmann said he was reasonably comfortable with the proposed sign and he likes that they moved the address up because it is more readable. It seems to him that the dimensions are reasonably consistent with signs in that area.

Member Danly asked if the sign adjacent to the property, Profile Plastic, complies with the code requirements. BCS Croak said if both sides were counted it would be probably be larger than allowed.

Chair Hunter said past practice has allowed 64 sq. ft. per side and he commented on the other similar signage in that area.

In response to a question from Member Danly regarding measuring, Mr. Hall used the existing photograph to explain the starting grade associated with the measurements.

BCS Croak inquired of the location for the new sign. Mr. Hall said the new sign will replace the existing sign in the same location.

Member Kerouac said he is torn because the applicants have a different clientele and he does not want to work against their goal. He is comfortable with all aspects of the sign except the brick which is being used to elevate the signage due to the landscaping. He said if the brick was pylon it probably would not count against the sign. Member Kerouac said the Pasquesi sign (8x8) complies with the code and presents a strong presence on that street. He is struggling with what is being sought and what is needed. To remedy the issue he would feel comfortable with removing the brick base. Mr. Lietz commented on the advantages of aspects of the Pasquesi signage.

Member Russ said the applicant is working hard to justify the request but to her there is no hardship. The building is located on a corner lot which allows them to have two signs. The sign ordinance should be reviewed to determine if two sided signage is okay so there is no confusion. Member Russ said there is no hardship associated with the request and the ABR is not responsible for designing the applicant's sign. The applicant expressed their desire not to be compared to the Northwestern Memorial sign on Waukegan Road, although, it could have been helpful. Therefore, the closest equivalent sign is the North Shore sign on Waukegan Road in Lake Forest and the Lovell Restaurant signage. She commented on additional signage further south which is 54 sq. ft. but not within a retail area. Member Russ expressed her opinion that a retail area is a fair description of what the applicant is seeking because they assumed there is competition, but the competition is not getting this advantage which the applicant is seeking. She said it would be totally wrong to allow the sign and that the sign ordinance needs to be enforced or revised.

Chair Hunter expressed his agreement with Member Russ. He thinks the request is being driven under the assumption that it would be difficult for their senior clientele to see the sign. Chair Hunter said he do not think the sign needs to be larger and he is not ready to approve a 40% variance without justification. The sign should conform to the sign ordinance for many reasons, including the possibility that other potential applicants could use this as a precedent to justify future signage.

Member Dahlmann commented on how he reviewed the proposed signage and asked if the sign would comply if the brick was removed and two poles installed.

Member Danly said she does not understand the need for the larger sign. The requested variance should not be granted and the proposed sign should comply with the sign ordinance. A discussion followed.

Mr. Hall said the proposed sign is no larger than the surrounding signage. The plan is not to make their sign bigger or better. He said North Shore University is investing in a larger Lake Bluff practice. The proposed sign is not about marketing but will be used as way-finding signage to the facility. Mr. Hall said they would consider reducing the signage by 2 sq. ft. to make it more comparison with the surrounding signage.

In response to a question from Member Danly regarding signage location, Mr. Hall explained why the three locations were chosen and how each location would benefit the facility.

Member Russ said North Shore University does a good job marketing but this is very distinctive and to her the main problem is there is no hardship.

Chair Hunter said when the sign was redone the letter size was under 10 inches and he does not understand why a larger sign is needed.

Member Russ showed a picture of the 54 sq. ft. North Shore University sign in the Village of Bannockburn with the address on the top. Mr. Hall said the address aspect was driven by the Bannockburn Fire Department. He noted they were granted a variance for a larger sign because of the complaints made to the Village. A discussion regarding size and ABR actions followed.

Member Kerouac said it is an overwhelming structure and if there is a way to scale the size down and eliminate the brick so it complies with the sign code which would benefit everyone. Mr. Hall asked if the objective was for the sign to comply or look nice. A discussion followed.

Member Russ made a motion to deny approval of the monument sign as presented. Member Dahlmann seconded the motion. The motion passed on the following roll call vote:

Ayes: Dahlmann, Danly, Kerouac, Russ and Chair Hunter  
Nays:  
Absent: Deegan and Wehmeyer

A discussion followed regarding an amendment to the sign code. BCS Croak asked if the ABR desired to amend the sign code ordinance to allow 64 sq. ft. on each side throughout the Village.

**6. Consideration of the 2018 Architectural Board of Review Meeting Schedule**

BCS Croak introduced the agenda item and following a brief discussion the ABR recommended changing the following meeting dates: January 2<sup>nd</sup> meeting to January 9<sup>th</sup>; July 3<sup>rd</sup> meeting to July 10<sup>th</sup>; and September 4<sup>th</sup> meeting to September 11<sup>th</sup>.

Member Kerouac made a motion to approve the meeting scheduled as amended. Member Dahlmann seconded the motion. The motion passed on a unanimous voice vote.

**7. Staff Report**

Member Russ requested an update on the Chase Bank improvements. BCS Croak said the sign box has been repainted and the plan is to replace the driver and install LED lighting to reduce the brightness to match the surrounding buildings.

**8. Adjournment**

There being no further business to consider and upon a motion duly made and seconded, the meeting adjourned at 9:15 PM.

Respectfully submitted,

Mike Croak, CBO, CBCO  
Building Codes Supervisor