

**APPROVED** Minutes of the **REGULAR MEETING OF THE ARCHITECTURAL REVIEW BOARD** held on Tuesday, January 17, 2012, in the Public Meeting Room of the Village Hall, One Olde Half Day Road, Lincolnshire, IL.

**PRESENT:** Chairman Pro Tem Grover, Members Hardnock, Gulatee, Wang and Alternate Schlecht.

**ABSENT:** Members Kennerley and Wang, and Trustee Liaison McDonough.

**ALSO PRESENT:** Tonya Zozulya, Planner.

**CALL TO ORDER:** Member Grover called the meeting to order at 7:05 p.m.

Member Hardnock moved and Member Schlecht seconded a motion to appoint Member Grover as Chairman Pro Tem until the ARB chairman is appointed by the Mayor and Village Board. The motion passed unanimously by voice vote.

## **1.0 ROLL CALL**

The roll was called by Planner Zozulya and Chairman Pro Tem Grover declared a quorum to be present.

## **2.0 APPROVAL OF MINUTES**

2.1 Approval of the Minutes of the Regular Architectural Review Board Meeting held Tuesday, November 15, 2011.

Member Schlecht moved and Member Hardnock seconded the motion to approve the minutes of the Regular Meeting of the Architectural Review Board held Tuesday, November 15, 2012, as submitted. The motion passed unanimously by voice vote.

## **3.0 ITEMS OF GENERAL BUSINESS:**

3.1 **Public Hearing** regarding a variation from Section 12-9-1(B)(3) and Section 12-9-1(B), of Title 12, Sign Control, to permit a second wall sign (consisting of a logo only) on the west building façade, rather than the one wall sign per façade, permitted by Code, and to permit that logo sign to increase its height from 24" to 48" for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

3.3 **Public Hearing** regarding a variation from Section 12-9-1(B) of Title 12, Sign Control, to permit a wall sign on the west building façade to increase in letter height from the Code-permitted 18" to 30", in sign face height from 24" to 72", and the height of the wall logo, incorporated into this sign, to increase from the Code-permitted 24" to 36" for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

3.5 **Public Hearing** regarding a variation from Section 12-9-1(C)(6) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a sign canopy, on the west building

façade, that consists of a metal material, rather than the Code-required canvas or canvas-like material, and contains a restaurant tagline that reads “prime aged beef and seafood” for the proposed Eddie Merlot’s Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

- 3.7 **Public Hearing** regarding a variation from Section 12-9-1(B) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a wall sign on the south building façade to increase in letter height from the Code-permitted 18" to 30", in sign face height from 24" to 72", and to permit the height of the wall logo, incorporated into this sign, to increase from the Code-permitted 24" to 36", and permit a restaurant tagline that reads “prime aged beef and seafood” for the proposed Eddie Merlot’s Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

**Chairman Pro Tem Grover** recessed the Architectural Review Board meeting and opened the Public Hearing for the four variation requests, which were properly noticed in the December 29, 2011, issue of the *Lincolnshire Review*.

**Tonya Zozulya, Planner**, summarized Staff’s memorandum dated January 13, 2012 regarding the wall sign variations. She said that the Petitioner’s wall signage proposal was referred at the September 26, 2011 Village Board meeting and re-referred at the November 28, 2011 meeting. The Public Hearing part of the request involves variations for four wall signs (two signs on the west elevation and two signs on the south elevation, which includes the restaurant’s tagline). The variations pertain to the number of signs on the west elevation as well as the size of the signs. **Planner Zozulya** stated that Staff is not opposed to the proposed variations regarding the increased wall sign lettering/face height on both elevations as the signs are designed in good scale and proportion and will be appropriate for the building façade. In addition, Staff realizes that the distance between the façades and the Milwaukee Avenue and Olde Half Day Road arterials would provide an additional justification for larger wall signs in order to maximize their visibility from those arterials. **Planner Zozulya** indicated that similar wall sign size variations have been previously approved for former tenants in the same restaurant space. She said that Staff believes that the proposed metal canopy on the west building façade would be consistent with the existing metal canopies throughout the Center (albeit those canopies are white in color with a slightly different design). Due to Eddie Merlot’s being an anchor tenant as well as the small size and complementary design, Staff is not opposed to design and color differences on this canopy, as compared to the other Village Green canopies. With respect to the proposed restaurant tagline on both elevations, **Planner Zozulya** noted that the Code does not permit taglines or catchphrases unless they constitute a part of a business’s registered name. The Petitioner indicated to Staff that although they utilize the proposed tagline on their signs and in marketing materials, it is not part of their registered name. Given that Eddie Merlot’s is new to the Chicagoland area, it may be appropriate to identify the type of restaurant, for the benefit of area residents not familiar with this specific restaurant.

**Planner Zozulya** further stated that the Village has previously approved similar tagline requests for awnings at Fleming's Steakhouse and Cheesecake Factory, under similar circumstances when those restaurants were not entirely familiar to area residents. She said that the Petitioner submitted responses to the attached Variation Standards, which were entered into the Public Hearing record. Staff found the Petitioner's responses acceptable. **Planner Zozulya** reminded the Architectural Review Board that they must find these standards satisfactory in order to recommend approval of the requested variations to the Village Board.

**Planner Zozulya** said that the Petitioner informed Staff shortly before tonight's meeting that they wished to revise their proposal to add illumination to the proposed canopy tagline sign. The original request was for a non-illuminated tagline sign within the canopy. **Planner Zozulya** noted that the Sign Code prohibits illuminated canopies and, since this request for an illuminated tagline was not noted in the Legal Notice that was provided in the newspaper and to the adjacent owners, it can not move forward at this time and would need to be addressed separately from the other requests.

**Mr. Bruce Kraus, Eddie Merlot's Director of Operations** was sworn in by **Chairman Pro Tem Grover**. He stated that this would be Eddie Merlot's seventh location in the Midwest. The restaurant concept is ten years old and is designed to target three main customer groups: women in business, baby boomers and 30-Somethings. He stated that Eddie Merlot's main competition is Sullivan's, Fleming's, Morton's and Capital Grille. Eddie Merlot's differentiates itself from the other restaurants through its modern style. He thanked the Staff for explaining the importance of branding to Eddie Merlot's. **Mr. Kraus** added that as there were no apparent concerns about the wall sign variations, he will only address the canopy sign. That sign received a national signage award for its design. It is also on their restaurant building in Louisville, Kentucky and in Burr Ridge (it will also be featured on the front of the building in their restaurant in Warrenton). The canopy sign is proposed to be backlit via channel lettering. It would not be seen by Milwaukee Avenue traffic, but would be visible to customers driving into the Village Green parking lot.

**Member Gulatee** said that he does not have any issues with the wall sign variations as he believes the signs exhibit good proportion. He does question the "E" Logo at the northern end of the west façade as well as the type of illumination proposed, which makes the building look eerie. He believes the Petitioner should consider lighting the tower. **Mr. Kraus** said that this impression is due to the poor representation of the signs in the renderings.

**Member Hardnock** inquired as to the canopy illumination. **Mr. Kraus** said that there are two types of illumination proposed for the canopy. One type is downlighting for the sidewalk and the other type is the tagline illumination. **Member Hardnock** and **Member Schlecht** stated they did not have a problem with the proposal as wall sign variations have been approved before for this tenant space. **Member Hardnock** felt that a 9" high tagline on the south façade would not be readable from Olde Half Day Road. **Mr. Kraus** said that the intent is to draw people

in and make them interested in entering the building after seeing what type of business Eddie Merlot's is.

**Member Hardnock** said he is not opposed to the "E" logo at the northern end of the west façade but questions whether it will be visible because of the adjacent trees and line-of-sight issues. **Mr. Kraus** said that it will be visible in the winter, but he is not sure about summer visibility.

**Planner Zozulya** asked the Petitioner's confirmation that the south façade tagline will not be illuminated. **Mr. Kraus** confirmed that it will not be illuminated. She requested that the ARB weigh in on the canopy tagline illumination, in case it is determined that this request can move forward at this time.

**Chairman Pro Tem Grover** said he is not opposed to any of the wall sign variations but is concerned about having a tagline on the south façade and a separate "E" logo at the northern end of the west façade. He inquired whether the Village has previously issued variations for sign taglines. **Planner Zozulya** said that she is only aware of awning tagline variations, as opposed to taglines on building walls.

**Member Schlecht** inquired as to the reason for Staff's support of the tagline request as he is concerned this would open the door for other requests of this nature. **Planner Zozulya** said that Staff is not opposed to the variation regarding the tagline on the west and south façades because it will assist in identifying this new restaurant to the public. **Mr. Kraus** added that the tagline is the restaurant's identifier.

There being no further questions or concerns from the Architectural Review Board, **Chairman Pro Tem Grover** closed the Public Hearings for the above variation requests and reconvened the Architectural Review Board meeting.

**Member Schlecht** expressed strong concerns regarding the lack of detail for the proposed canopy as he has concerns about canopy drainage.

**Mr. Rich Busfield of Design Collaborative**, representing the Petitioner, was sworn in by **Chairman Pro Tem Grover**. **Mr. Busfield** stated that drainage is always taken into account and that drainage details will be worked out by a structural engineer at a later date. **Mr. Busfield** stated that one proposed downspout north of the restaurant entrance is depicted in the color renderings. **Member Schlecht** stated that he believes the downspouts should be tied in below grade.

**Member Schlecht** inquired as to whether building visibility is a concern to Eddie Merlot's. **Mr. Kraus** said that although it is not their ideal location, they are interested in the building because of the demographics and traffic volume.

**Chairman Pro Tem Grover** closed the Public Hearings and asked for a motion on each of the requests.

- 3.2 Consideration and discussion regarding a variation from Section 12-9-1(B)(3) and Section 12-9-1(B), of Title 12, Sign Control, to permit a second wall sign (consisting of a logo only) on the west building façade, rather than the one wall sign per façade, permitted

by Code, and to permit that logo sign to increase its height from 24" to 48" for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

There was a consensus among the members for this issue and the following motion was read:

*Member Hardnock moved and Member Gulatee seconded the motion to approve, and recommend to the Village Board for their approval, a variation from Section 12-9-1(B)(3) and Section 12-9-1(B) of Title 12, Sign Control, to permit a second wall sign (consisting of a logo only) on the west building façade, rather than the one wall sign per façade, permitted by Code, and to permit that logo sign to increase its height from 24" to 48", for the proposed Eddie Merlot's Restaurant in the 185 Milwaukee Avenue building, located at the Village Green of Lincolnshire Center at the northeast corner of Milwaukee Avenue and Olde Half Day Road, based on the facts in the Presentation Packet submitted by Design Collaborative, Inc., date stamped received January 10, 2012, and as recommended in Staff's Memo to the ARB, dated January 13, 2012.*

*The motion passed unanimously by voice vote.*

- 3.4 Consideration and discussion regarding a variation from Section 12-9-1(B)(3) and Section 12-9-1(B), of Title 12, Sign Control, to permit a second wall sign (consisting of a logo only) on the west building façade, rather than the one wall sign per façade, permitted by Code, and to permit that logo sign to increase its height from 24" to 48" for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

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*The motion passed unanimously by voice vote.*

- 3.6 Consideration and discussion regarding a variation from Section 12-9-1(C)(6) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a sign canopy, on the west building façade, that consists of a metal material, rather than the Code-required canvas or canvas-like material, and contains a restaurant tagline that reads "prime aged beef and seafood" for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

*Member Gulatee moved and Member Hardnock seconded the motion to approve, and recommend to the Village Board for their approval, a variation from Section 12-9-1(C)(6) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a sign canopy, on the west building façade, that consists of a metal material, rather than the Code-required canvas or canvas-like material, and contains a restaurant tagline that reads “prime aged beef and seafood”, for the proposed Eddie Merlot’s Restaurant in the 185 Milwaukee Avenue building, located at the Village Green of Lincolnshire Center at the northeast corner of Milwaukee Avenue and Olde Half Day Road, based on facts in the Presentation Packet submitted by Design Collaborative, Inc., date stamped received January 10, 2012, and as recommended in Staff’s Memo to the ARB, dated January 13, 2012, with the stipulation that the Petitioner provide Staff with canopy illumination details as well as canopy drainage plans.*

*The motion passed unanimously by voice vote.*

- 3.8 Consideration and discussion regarding a variation from Section 12-9-1(B) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a wall sign on the south building façade to increase in letter height from the Code-permitted 18" to 30", in sign face height from 24" to 72", and to permit the height of the wall logo, incorporated into this sign, to increase from the Code-permitted 24" to 36", and permit a restaurant tagline that reads “prime aged beef and seafood” for the proposed Eddie Merlot’s Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

*Member Gulatee moved and Member Schlecht seconded the motion to approve, and recommend to the Village Board for their approval, a variation from Section 12-9-1(B) and Section 12-8-1(H)(2) of Title 12, Sign Control, to permit a wall sign on the south building façade to increase in letter height from the Code-permitted 18" to 30", in sign face height from 24" to 72", and to permit the height of the wall logo, incorporated into this sign, to increase from the Code-permitted 24" to 36", and permit a restaurant tagline that reads “prime aged beef and seafood,” for the proposed Eddie Merlot’s Restaurant in the 185 Milwaukee Avenue building, located at the Village Green of Lincolnshire Center at the northeast corner of Milwaukee Avenue and Olde Half Day Road, based on facts in the Presentation Packet submitted by Design Collaborative, Inc., date stamped received January 10, 2012, and as recommended in Staff’s Memo to the ARB, dated January 13, 201, with Chairman Pro Tem Grover noting that he was not in support of the proposed tagline on the south building façade.*

*The motion passed unanimously by voice vote.*

- 3.9 Consideration and discussion regarding approval of the proposed building façade modifications for the proposed Eddie Merlot’s Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

**Planner Zozulya** stated proposed revisions include the installation of a new faux slate roof for the restaurant space only, a new outdoor seating area, new building headers/arches, removal of existing roof dormers and the installation of new wall exterior wall sconces.

**Planner Zozulya** said that the Petitioner is proposing to change the roof material for the proposed restaurant space only, from the existing cedar shake (and metal on the existing tower) to a dark gray-colored faux slate. At Referral, most of the Village Board appeared receptive to the faux slate material change, while directing the Petitioner to further refine the color to ensure that it matches the existing cedar shake roof. The Petitioner believes that a faux slate roof would assist them in differentiating the restaurant space from the rest of the tenants in the 185 Milwaukee Avenue multi-tenant building. They indicated that the proposed roof material is a departure from their "Corporate" design concept, which generally incorporates terracotta tile roofing. **Planner Zozulya** said that the Petitioner told Staff that the faux slate material was chosen over natural slate based on its durability and more favorable cost. Another reason expressed to Staff was that the Petitioner did not believe the existing roof would be able to support the added weight of a natural slate material. Staff was originally concerned about the uniform appearance of the existing multi-tenant building, and how the proposed faux slate roof material would integrate with the existing building design (since the remainder of the building will continue, at least in the short-term, to have a cedar shake roof, according to the landlord). However, the submittal of a faux slate material sample has allayed the fears of Staff. **Planner Zozulya** said that the most important issue from Staff's standpoint is the proposed roof color, which must match the existing roof as closely as possible. **Planner Zozulya** noted that the Petitioner prepared a mock-up of the faux slate roof material, which was made available for viewing prior to the ARB meeting.

**Planner Zozulya** stated that with regard to building arches, the proposed renderings depict the addition of a number of light-colored, smooth precast concrete arches, which would match the existing limestone headers with regard to color and finish, over the main restaurant entrance and new seating area openings. These arches are proposed to replace the horizontal limestone headers currently incorporated into the building design. The Petitioner indicated to Staff that they chose a concrete material rather than a limestone material for cost reasons (limestone would require additional reinforcement). **Planner Zozulya** said that Staff believes that consideration should be given to changing the material of the arches to limestone, in order to achieve consistency with the existing limestone headers in the Center.

**Planner Zozulya** said that a new outdoor seating area along the west and south building elevations is proposed for the restaurant space, which currently has an outdoor patio at the southeast corner of the building. The attached renderings indicate that the proposed seating area will have a light-colored stone base with a smooth-face precast concrete cap that would match the existing stone on the building, in color and texture. In addition, the existing building columns below the new arched headers would be resurfaced in the same color stone as the seating area base.

**Planner Zozulya** said that the Petitioner is proposing to remove two existing roof dormers from the existing west elevation over the restaurant space. Since the two dormers present on this tenant façade are the only two on the entire building, Staff does not believe their removal would alter the character of the building.

**Planner Zozulya** sated that a number of new exterior wall sconces are being proposed for the west and south elevations. The sconces would be designed of acrylic with metal

framing. The installation of the new sconces would require removal of the existing square-shaped sconces from the west elevation, as shown in the renderings.

**Member Gulatee** stated that although he favors natural materials and believes that a faux slate roof would look “shiny” and would not age naturally like natural materials, he understands that the building may not be able to support the weight of a natural slate roof. He added that he believes that if the proposed roof material is approved, the landlord is likely to propose the same type of material for the remainder of the roof. **Mr. Busfield** said that faux slate is manufactured of recycled plastic. **Mr. Kraus** indicated that the proposed material would be a departure from the restaurant brand that calls for a concrete tile (terracotta) roof material. The main goal is to also replace the roof, which is in poor condition. The roof, whose expected life span is 50 years, is manufactured of a recycled material and is environmentally friendly. **Mr. Busfield** confirmed that there will be no change to the existing metal “tower” roof and that the renderings will be revised to reflect that. He also stated that they have lighter gray color options available that can be provided to the ARB.

**Member Schlecht** questioned why the two existing dormers are proposed for removal. **Mr. Kraus** said that the dormers do not fit in with the restaurant’s identity and would deter from the building design. In addition, there are no dormers anywhere else on this and other Village Green buildings.

**Member Hardnock** said he did not oppose the removal of the dormers as they are “fake” dormers. **Mr. Busfield** said that new gutters and downspouts will be installed to match the existing ones.

**Member Gulatee** stated that the proposal, if approved, would create two separate buildings with two distinct design elements. He noted that he liked the proposed arches. **Member Gulatee** noted a number of discrepancies between the black-and-white elevations and color renderings in terms of scale and proportions, which need to be addressed.

**Member Hardnock** and **Member Schlecht** expressed concern regarding insufficient information provided in the Petitioner’s Presentation Packet. In addition, a detailed outdoor seating area plan is required as the concern is a heavy appearance of the stone enclosure. **Member Schlecht** noted that he would prefer to see a wrought iron fence with planters on top of the seating wall. **Mr. Busfield** stated that it is important for Eddie Merlot’s to have a solid enclosure. **Mr. Busfield** stated that the seating enclosure is approximately 2’8” tall. **Mr. Busfield** stated that they are open to changing the material of the proposed arches and seating area cap to limestone or another stone material and that the reason they proposed precast is due to the fact that precast arches can be reinforced off-site. It was the consensus of the ARB that limestone arches are preferred.

**Chairman Pro Tem Grover** sought clarification regarding the proposed sconces on the west and south façades. **Planner Zozulya** added that there are inconsistencies in the renderings. **Mr. Busfield** replied that 5 new sconces are proposed for the west elevation and 4 sconces are proposed for the south elevation. Installation of new sconces would involve removal of 4 existing sconces. **Mr. Busfield** said these types of sconces are typical of their other locations. **Chairman Pro Tem Grover** said that the ARB requires

specifications/cut sheets or photographs of the proposed sconces. It would also be important to review the design of existing sconces. **Chairman Pro Tem Grover** stated that given the information missing, the ARB will not be able to make a determination on the building design at tonight's meeting. They stated that the information that the Petitioner needs to provide includes canopy, stone wall and arch details; a seating area plan; a reflected ceiling plan; manufacturer's cut sheets/specifications and photographs of the proposed sconces. In addition, it was requested that the Petitioner bring to the meeting material/color samples, photographs of existing Eddie Merlot's restaurant design and color boards.

*Member Schlecht moved and Member Hardnock seconded a motion to continue consideration and discussion of the proposed building design modifications for the proposed Eddie Merlot's Restaurant in the 185 Milwaukee Avenue building, in order to permit the Petitioner the opportunity to provide supplemental information and clarify omissions in the submittal packet.*

*The motion passed unanimously by voice vote.*

**Mr. Kraus** suggested that the requested information be emailed to the ARB the following day so that the project can be kept on schedule. **Planner Zozulya** said that Village Boards cannot review projects outside meetings. The ARB stated they would be willing to reschedule their February meeting so that the ARB review occurs prior to the February 13<sup>th</sup> meeting at the Village Board.

- 3.10 Consideration and discussion regarding approval of a new identification ground sign along Milwaukee Avenue for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, within the Village Green Retail Center (Design Collaborative, Inc/Platinum Restaurants).

**Planner Zozulya** said that at the November 28, 2011 Referral the Village Board requested that the Petitioner develop several ground sign design options, prior to the ARB review. She also noted that following ARB's review of the proposed ground sign design options, this matter will be reviewed by the Village Board, at a Public Hearing, as it requires an amendment to the approved Signage Plans for the Village Green PUD (all PUDs are within the purview of the Village Board).

One option shows a 6' tall by 13.5' wide double-post sign with a black-colored sign panel and red-colored brick posts with light-colored limestone accents and a cap. The panel contains a sign with individually-articulated, white acrylic lettering that reads "Eddie Merlot's" and incorporates an oval-shaped "E" logo and the "prime aged beef and seafood" tagline depicted in white (the same tagline is proposed for the wall signs). The sign is proposed to be internally illuminated (this type of illumination is prohibited for single tenants in the Downtown Sign District, but is permitted for multi-tenant signs). The Petitioner submitted a landscape plan for this sign, which shows two plant types (an evergreen bush and a deciduous bush/groundcover) within a 135-square foot landscape bed. In addition, four (4) existing 8" caliper trees are proposed to be removed adjacent to the proposed sign location (two of those trees are considered "significant," by Village Code).

**Planner Zozulya** noted that while the proposed design is somewhat consistent with the existing Village Green Center signage, there are aspects of the sign design that require further revision. Staff has encouraged the Petitioner to reduce the width of the sign from 13.5' to 12' in order to bring it in line with the Code and other single-tenant ground signs in the area (the Code limits double-post sign width to 12'). We have also strongly encouraged the Petitioner to redesign the sign to make it more compatible with the attached plan depicting the existing 6' tall Olde Half Day Road sign (specifically, with regard to the sign base and column design). In addition, Staff has recommended that the sign illumination be revised to external, per Code requirements for single-tenant ground signs in the Downtown Sign District (this would also be consistent with the existing Bank of America and Walgreens ground signs). Those revisions are not present on the proposal.

The Village's Environmental Services Supervisor has reviewed the Landscape Plan for this design option and recommends that an additional perennial plant and an additional grass species be incorporated into the design to allow for shape, height and color diversity. The plan meets all other Code requirements for landscaping.

**Planner Zozulya** said that the second ground sign option calls for an internally-illuminated 12' tall by 3' wide ornamental blade sign attached to a 16' tall vertical red-colored brick pillar with a 4' tall light-colored limestone base and limestone accents and a top cap (the overall sign area is 80-square feet). The blade portion of the sign incorporates the lettering "Eddie Merlot's," a logo, and the "prime aged beef and seafood" tagline. Previously, at Referral, the Petitioner had proposed the same blade sign attached to the existing Milwaukee Avenue multi-tenant ground sign column. The proposed landscape plan for this option is not acceptable as it does not meet the landscape bed size required by Code.

**Planner Zozulya** stated that Staff does not believe the proposed blade sign is at all consistent with the established design scheme for Village Green ground signs (which were recently approved and amended, at the request of the Center ownership) and the Village Green Center as a whole. She said that Staff would recommend approval of Design Option 1 (Double-Post Sign) with the recommendations noted in Staff's memorandum.

The Petitioner indicated to Staff that the restaurant ownership favors Option 2 over Option 1, as they believe the blade sign design will not only be more visible but also serve as a greater enhancement to the restaurant branding than the double-post monument sign. The Village Green landlord informed Staff that that they would prefer the design concept in Option 1, due to the potential impact of the taller blade sign on the visibility of the existing Village Green multi-tenant sign.

**Member Gulatee** questioned the reason for permitting a single-tenant ground sign at the Village Green and whether other Village Green tenants could potentially apply for separate free-standing signs. **Planner Zozulya** stated that the Village Board, at Referral, was not opposed to the concept of a free-standing sign for Eddie Merlot's, given its anchor status within the development and the distance of the building from Milwaukee Avenue. Any future individual ground sign requests would be evaluated on a case-by-case basis.

**Chairman Pro Tem Grover** inquired whether there are any free-standing ground signs in the Village with a tagline and whether Sullivan's ground sign has one. **Planner Zozulya** responded that there are none that she is aware of. Sullivan's ground sign reads "Sullivan's Steakhouse" and does not contain a tagline. All ARB members, except **Chairman Pro Tem Grover**, did not have issues with the proposed tagline.

**Member Hardnock** stated that he would prefer a vertical (blade) sign design because it is more interesting from a design standpoint. In his opinion, the double-post sign option looks like any other sign in the Village. **Mr. Kraus** showed a photo of the existing blade sign on the Eddie Merlot's historic building in Louisville, Kentucky. **Chairman Pro Tem Grover** and **Member Schlecht** felt that although the blade sign is unique, it is not a good fit for the proposed location. **Chairman Pro Tem Grover** stated that he believes the restaurant requires a free-standing sign rather than being a part of the existing multi-tenant sign. **Member Hardnock** suggested that the Petitioner consider incorporating some elements of the blade sign into the double-post sign. The rest of the ARB concurred with this proposal. **Mr. Kraus** said that he was not sure that would work as they do not want the sign to look too busy.

The ARB inquired if the Petitioner is open to revising the sign to comply with Staff's comments regarding sign design, length, illumination and landscaping. **Mr. Kraus** replied that they are. **Planner Zozulya** said that Staff's memo contained a typo regarding the maximum length of a double-post sign permitted by Code. It is 12', not 9'. Therefore, Staff's recommendation is that the length of the sign be changed to 12'. **Mr. Kraus** said that they will revise the length to comply with Staff's recommendation.

**Chairman Pro Tem Grover** asked **Planner Zozulya** if there are any letter size requirements for ground signs in the Sign Code. **Planner Zozulya** replied that there are none. **Mr. Kraus** said the letters are approximately 18" high. **Planner Zozulya** said that the Petitioner will need to confirm that there will be at least 6" between the sign copy and the sign panel perimeter. **Mr. Busfield** responded affirmatively.

**Member Schlecht** was concerned that Staff was opposed to the proposed removal of four trees adjacent to the proposed sign location. **Planner Zozulya** said that a number of Staff visited the site and concluded that because of the location where the sign would be placed and the columnar nature of the trees, the sign would not be obstructed. **Member Schlecht** believed that the tree trunks would still be in the way of the sign. He suggested the Petitioner look further into this issue.

**Mr. Busfield** stated that Eddie Merlot's would prefer the vertical sign design and believes that it would not interfere with the existing Village Green multi-tenant sign.

*Member Schlecht moved and Member Gulatee seconded a motion to approve, and recommend to the Village Board for their approval of a new double-faced identification ground sign along Milwaukee Avenue for the proposed Eddie Merlot's Restaurant at 185 Milwaukee Avenue, located at the Village Green of Lincolnshire Center at the northeast corner of Milwaukee Avenue and Olde Half Day Road, as depicted in the Presentation Packet submitted by Design Collaborative, Inc., date stamped received January 10, 2012, with Chairman Pro Tem Grover noting that he was not in support of the proposed tagline*

*incorporated into the sign, with the following conditions, and subject to Staff's recommendations, as presented in Staff's memorandum, dated January 13, 2012.*

*The motion passed unanimously by voice vote.*

- 4.0 UNFINISHED BUSINESS**
- 5.0 NEW BUSINESS (None)**
- 6.0 CITIZENS COMMENTS (None)**
- 7.0 ADJOURNMENT**

There being no further business, **Chairman Pro Tem Grover** adjourned the meeting at 9:50 p.m.

Minutes submitted by Tonya Zozulya, Planner.