

**SUMMARY NOTES
OF THE MEETING OF THE
ARCHITECTURAL COMMISSION
WEDNESDAY, APRIL 12, 2017
VILLAGE OF NORTHFIELD**

On Wednesday, April 12, 2017, at the Northfield Village Board Room, 361 Happ Road, the Architectural Commission met at 7:00 P.M. to consider two issues:

Members in Attendance: 6

Tev Bond, Acting Chair
Peter Wachter
David Aul
Matt Kinnich
Chris Mekus
Patricia Morrell

Members Absent: 1

Jason Felicione, Chair

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

Acting Chair Bond called the meeting to order and introduced the Commissioners present. She noted two agenda items, 275 Northfield Road and 300 Happ Road, both consideration to request approval of permanent signage.

Acting Chair Bond requested approval of the Summary Notes of the February 13, 2017, Architectural Commission meeting.

A motion was made by Commissioner Wachter, seconded by Commissioner Mekus to approve the Architectural Commission Summary Notes of February 13, 2017.

The vote was as follows:

AYES: 6

Tev Bond, Acting Chair
Peter Wachter
David Aul
Matt Kinnich
Chris Mekus
Patricia Morrell

NAYS: 0

ABSTAIN: 0

ABSENT: 1

Jason Felicione, Chair

Motion Carried

ISSUE #1: 275 NORTHFIELD ROAD- Consideration of a request for approval of permanent signage for Extra Space Storage located at 275 Northfield Road; Petitioner: Northfield Storage Properties, LLC ; Property Index Number: 04-24-413-047 and 05-19-324-051; Project Number: 2017-0045.

The petitioner, Charlie Mengel, Northfield Storage Properties, LLC., 275 Northfield Road and Lee Gotfried, Quantum Sign Corporation, were sworn in. The petitioner explained they are changing management companies from Life Storage to Extra Space Storage. Mr. Gotfried said they will be replacing the signage with brand colors for Extra Space Storage. He noted the wall sign is a little longer by adding a few feet, but the loading sign is a few feet smaller. Commissioner Wachter said he is happy the loading sign is being changed from a panel sign.

Commissioner Wachter explained at previous Architectural Commission meetings, the Commissioners stipulated to petitioners on Northfield Road to not use excessive symbols or bright colors on their signs. He explained the intent of the overall plan for the Northfield Road area is to be understated. Commissioner Wachter said the major discussion of the signage request will be the sign color.

Commissioner Kinnich asked if this is a brand wide operation change. Mr. Gotfried said it is not.

Mr. Mengel explained the change in acquisition from Life Storage. He said there were operational issues with Life Storage and they have chosen to change the management company to Extra Space Storage. Commissioner Kinnich asked Mr. Mengel if they have anything to do with other locations. Mr. Mengel said no and Mr. Gotfried said he is the sign company employee.

Acting Chair Bond asked about the ground sign for Extra Space Storage and if the actual font is the same size as the current font. Mr. Gotfried said it is and explained he extended the wall sign to 53.28 sq. ft. Acting Chair Bond noted the green with yellow outline on the renderings and asked if the yellow represented light. Commissioner Wachter said this is an illusion from the printer and there is a one inch channel cap with a silver metallic trim – no yellow trim. Commissioner Wachter said the plan is not to scale and asked if there will be enough sign face left. Mr. Gotfried said there is enough.

Commissioner Wachter noted at the last discussion about this property, there was conversation about the effect upon the residences to the west and how much visual clutter; brightness and distraction there will be especially with the lighting. He asked if anyone on the Commission has objections to the ground sign color being green. Acting Chair Bond said she did. Commissioner Wachter said the graphic design color treatment on the wall sign would look appropriate for the monument sign and the sign box not being green, but being tan or khaki color with green or black lettering. Mr. Gotfried said that is not the corporation brand colors.

Acting Chair Bond explained to the petitioners, since their last request for signage, there have been discussions of Northfield Road and the direction of the road especially for ground signs. She continued explaining the ground sign just installed to the north wanted a lot of colors and in fairness to the street and for consistency it cannot be ok for a bright green sign. Mr. Gotfried noted the difference in the other sign had three different logos with three individual branding colors. Acting Chair Bond said they want consistency on the street and the green is not within that realm.

Mr. Mengel explained Extra Space Storage is very brand conscience and was hesitant to be involved with Northfield Now. He said with the dimensions and style of the sign, they will not be comfortable with a different color green. Acting Chair Bond asked if they would prefer not to have the ground sign at all. Mr. Mengel said he is not comfortable with that.

Commissioner Wachter asked about the Corporate Identity Program standard and how they came to accept two different graphic expressions of the identity. He said the one on the building is a khaki background. Mr. Mengel explained they wanted to match the existing effice and not to have too much contrast and also the ground sign is a different dimension. Commissioner Wachter noted this violates their graphic design standards because of the existing color on the effice. Mr. Mengel said the channel letters are their brand green and the channel letters will not be directly on the building, but on the background. They discussed the wall sign and what the standard is. Mr. Mengel explained when working with Extra Space Storage and their brand

management team, they looked at the three different layouts of the signs and the dimension to make their determination.

Discussion continued as to different criteria available at individual locations. Mr. Mengel said it was the existing wall sign and the panels they had to work with and explained the criteria wanted from Northfield.

Acting Chair Bond noted there are always exceptions due to location. She asked if the petitioner wanted to explain the consistency the Commission is looking for with the monument signs and see if they will reconsider. Mr. Gotfried asked what they would want them to do with the ground sign. Commissioner Morrell said it should be less marquis-ish and said they are trying to have it consistent with residents on one side and businesses on the other without all the different colored signs. Mr. Gotfried said they are only asking for one color and the previous sign was blue and yellow and that was approved. Acting Chair Bond reiterated this was prior to the discussion and the direction they are going with Northfield Road which is a sophisticated unified look. She continued to explain if the Commission is to say ok to the green sign they will be setting precedence and want a cohesive neutral monument sign.

Commissioner Morrell thought it should be called something other than a ground sign and should be called a monument marker.

Mr. Mengel discussed the history of the building, the Special Use and said if they did not change the management company there would still be a blue and yellow colored Life Storage monument sign. Mr. Mengel is not sure how the lack of color will be received or approved by Extra Space.

Acting Chair Bond asked if they want to think about this before the Commission votes. Discussion ensued. Commissioner Kinnich discussed the brand and the preference level and what is allowed and acceptable.

Acting Chair Bond and the Commissioners agreed it would be ok to keep the green on the building, but color on the ground sign will be an issue.

Commissioner Kinnich asked if Extra Space Storage would consider using the proposed wall sign on the building and adhere to Northfield's standards for the ground sign. Mr. Gotfried said the ground sign color is the brand and all of the Extra Space Storage ground signs are green with white lettering. Discussion ensued as to what they would like to see on the ground sign.

The Commissioners agreed the wall sign works. They discussed the temporary sign and the color and asked if that is the same green being used for the permanent sign. Commissioner Aul asked if the wall sign is illuminated and about the hours of illumination. The Commission explained they have had previous discussions regarding the hours of illumination and this is not for their recommendation. Commissioners continued to discuss the color. Acting Chair Bond said they would like to see white lettering with a neutral background; dark lettering with a beige background; or white with a beige background especially if it is lit. She asked the Commissioners if they had ideas for the lettering and color for the monument sign. The Commissioners agreed they want neutral.

Commissioners discussed ground signs are to be considered a destination sign or a visual confirmation. The Commissioners discussed the signs in Northfield and along Northfield Road. Mr. Mengel said they did not anticipate this from the Commission because they have maintained

the same number and location of the signs since the Special Use and have decreased the amount of signage. Mr. Mengel explained the green used in the sign is the Extra Space brand.

Acting Chair Bond said green is not acceptable for the ground sign and the ground sign is to stay neutral. Commissioner Wachter thought the typography could be the same color scheme as the wall sign. Discussion continued about brand coloring. Acting Chair Bond said it is about consistency and precedence they are concerned with.

Mr. Mengel discussed the time the ground sign has been there with different colors. Mr. Gotfried asked if they could use green letters on the ground sign as it is important to the client.

Commissioner Aul said he would consider green letters as an alternate but should have either black or white letters and be prepared to accept that if it is what the Commission votes.

The petitioners asked if they have to come back. Acting Chair Bond said they will have to come back with the changes relating to the ground sign. Commissioner Mekus said it will help to have the full elevation and to have the materials the sign will be made of and the paint colors.

Commissioner Kinnich would like the signs to look consistent and Commissioner Morrell noted they have had the discussion in length at past meetings. The Commissioners discussed the consistency and uniformity of the area.

Commissioner Wachter asked about the temporary vinyl cover on the monument sign. Acting Chair Bond said they have not discussed the temporary sign.

Acting Chair Bond asked if the Commissioners are comfortable to vote on the wall sign and the loading sign and the petitioners come back for the monument sign. The Commissioners agreed.

A motion was made by Commissioner Wachter, seconded by Commissioner Kinnich, to approve the Extra Space Storage, 275 Northfield Road, wall sign and loading sign as presented in conformance with plans submitted March 7, 2017, with the following condition:

- 1) The petitioner will return to the Architecture Commission on May 8, 2017, with alternative color designs for their proposed ground sign.**

The vote was as follows:

AYES: 6

NAYS: 0

ABSTAIN: 0

ABSENT: 1

Tev Bond, Acting Chair

Jason Felicione, Chair

Peter Wachter

David Aul

Matt Kinnich

Chris Mekus

Patricia Morrell

Motion Carried

A second motion was made by Commissioner Wachter, seconded by Commissioner Kinnich, to approve the Extra Space Storage temporary signage at 275 Northfield Road until permanent sign installation.

The vote was as follows:

AYES: 6

Tev Bond, Acting Chair

Peter Wachter

David Aul

Matt Kinnich

Chris Mekus

Patricia Morrell

NAYS: 0

ABSTAIN: 0

ABSENT: 1

Jason Felicione, Chair

Motion Carried

ISSUE #2: 300 HAPP ROAD- Consideration of a request for approval of permanent signage for Wags on Willow located at 300 Happ Road, Suite107; Petitioner: Mary Bowler; Property Index Number: 05-19-327-008 and 05-19-327-009; Project Number: 2017-0063.

Petitioner Mary Bowler was sworn in. Ms. Bowler explained they moved into their space in December from a location in Northbrook. She said when they asked the management company about the sign and who to do the sign with and they were told to call the sign company, but were never told about an Architectural Committee until Ms. O'Neill came in and told them about the review process. The petitioner apologized to the Commission.

Acting Chair Bond noted the sign as it is presented in their application. Commissioner Wachter noted the other signs in the area employ different colored backgrounds and different colored typography. He explained in the past, the Commission has voted down extremely bright colors. Commissioner Wachter said he does not feel it is an overwhelming use of color and the typography is tasteful and appropriate for the businesses in the property and has no objection.

Commissioner Mekus agreed and suggested the dog logo be darker so it can be seen. Acting Chair Bond said if it had gone through the normal process it would have been recommended to use white background with blue lettering. She felt the logo was suitable with the background color. Commissioner Mekus asked about the elevation of the sign. Ms. Bowler said that is how the other signs in the complex are and it conforms to the standards of the entire property.

Commissioner Wachter appreciates the petitioner recognizes they should have discovered there was an Architectural Commission process prior to installing their sign.

A motion was made by Commissioner Wachter seconded by Commissioner Morrell to approve the request for the existing *Wags on Willow* wall sign in conformance with plans submitted March 17, 2017.

The vote was as follows:

AYES: 6

Tev Bond, Acting Chair

Peter Wachter

David Aul

Matt Kinnich

Chris Mekus

Patricia Morrell

NAYS: 0

ABSTAIN: 0

ABSENT: 1

Jason Felicione, Chair

Motion carried

There being no further issues to discuss, Acting Chair Bond asked for a motion to adjourn. A motion was duly made by Commissioner Wachter, seconded by Commissioner Mekus and passed to adjourn. The meeting adjourned at 8:00 p.m.

Approved 5/8/17