

MEETING AGENDA



Appearance Commission

Village of Homewood

March 05, 2026

Meeting Start Time: 6:00 PM

Village Hall Board Room

2020 Chestnut Road, Homewood, IL

Commission Meetings will be held as in-person meetings. In addition to in-person public comment during the meeting, members of the public may submit written comments by email to pzc@homewoodil.gov or by placing written comments in the drop box outside Village Hall. Comments submitted before 4:00 p.m. on the meeting date will be distributed to all Commission members prior to the meeting.

Please see last page of agenda for virtual meeting information.

1. Call to Order

2. Roll Call

3. Minutes:

Approve minutes from the February 5, 2026 meeting of the Appearance Commission.

4. Public Comments

5. Regular Business:

A. **Public Meeting** for Case 26-05: Sign Variance for Dynamite Shrimp at 18719 Dixie Highway

6. Old Business:

7. New Business:

8. Adjourn

The public is invited to the meeting using the link below to join Webinar:
<https://us06web.zoom.us/j/84411188079?pwd=RzFRZzZmeC9RU25CN0ZhYzA0S0V6UT09>

To listen to the Meeting via phone: Dial: 1-312-626-6799
Webinar ID: 844 1118 8079 Passcode: 170845

VILLAGE OF HOMEWOOD



MEETING MINUTES

DATE OF MEETING: February 5, 2026

Appearance Commission
6:00 pm

Village Hall Board Room
2020 Chestnut Street
Homewood, IL 60430

CALL TO ORDER:

Chair Hrymak called the meeting to order at 6:01 pm.

ROLL CALL:

Members Banks, Scheffke, Preston, Gonser, Kluck and Chair Hrymak were present.

In attendance from Village staff were Angela Mesaros, Director of Economic and Community Development; and Darlene Leonard, Administrative Secretary. There were no members of the public in attendance, there were 4 members of the public attending virtually.

AYES: 6 (Members Banks, Scheffke, Preston, Gonser, Kluck, and Chair Hrymak)

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1 (Member Quirke)

APPROVAL OF MEETING MINUTES:

Chair Hrymak asked for corrections from the December 4, 2025 meeting minutes.

Member Kluck stated at the bottom of page 6 in Chair Hrymak's comments that "business" should be changed to "busiest". On page 7 in Member Quirke's comments "bene" needs to be changed to "been".

Member Preston stated on Page 2 at the top "Meeting" has too many E's and she is listed in attendance in absent. She was not at the meeting. On page 5 in the conditions, Number 7 needs to have a "." after the 7 for continuity, and in number 5 "development" should be added to the title.

Motion to approve the minutes as amended by Member Kluck; seconded by Member Banks.

AYES: 6 (Members Banks, Scheffke, Preston, Gonser, Kluck, and Chair Hrymak)

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1 (Member Quirke)

PUBLIC COMMENTS:

There were no public comments.

REGULAR BUSINESS:**CASE 26-01- COMPREHENSIVE SIGN PLAN, RAISING CANE'S AT 17601 HALSTED STREET:**

Chair Hrymak introduced the case and asked if it is Raisin' or Raising.

- **Both Assistant Director Schumerth and Staff Liaison Mesaros stated Raising.**

Assistant Director Schumerth introduced the signage plan and stated the applicant wanted to install more signage so they submitted a sign plan.

Chair Hrymak stated these are not variances.

- **Assistant Director Schumerth stated correct, it's a sign plan.**

Kandyn Leach from AGI Architects stated they are proposing a creative approach to the signage. The site is the former Freddy's and they will be updating the property and signage. The monument sign will be in the same location. Wall signage will go up around the building. There will be some modifications for the wall signs, but they will not exceed the square footage allotted. "One Love" is the motto and they propose no more than two signs per elevation. There will be a painted mural, which is standard, and they will include the Village name on it. There will be signage on the rear of the building, a logo on the side and the dog banner, which is their mascot. There is a maximum of 6 wall signs per site. They are asking for an additional 19-1/2 square feet to include "Homewood" on the mural proposed on the wall on the drive-thru side of the building. However, if necessary it can be relocated.

There would be new pre-sale menu boards installed that allow customers to see the specials. They have found that these help expedite ordering and prevent traffic backups. They are proposing one additional mini board to help traffic get through as fast as possible and a neon "open" sign. They propose four additional wall signs, an increase of square footage for the mural, and the one additional menu board.

Member Preston stated it is many nice displays and thinks the number is necessary for the footprint, and asked what would be done if the approval were only given for two signs.

- **Ms. Leach stated the submittal is what is thought to be needed for visibility. Customers get excited for the signage and the community gets excited. They try to avoid sign clutter, which is why they do the logo, mural, and banner. And, people enjoy seeing the dog.**
- **Assistant Director Schumerth stated the previous tenant had six signs as well so this would not be an increase in the total number of wall signs.**
- **Dorothy Parks stated the signage is important because of the topography of the site. The private drive is lower with the building higher. The higher sign is what would be seen. The mural is where exposure occurs while getting food. There is not a lot of visible because of the layout and topography.**

Chair Hrymak stated he likes the dog and likes that the name of the town is included; it's a nice little touch.

A motion to approve was made by Member Gonser, seconded by Member Preston

AYES: 6 (Members Banks, Scheffke, Preston, Gonser, Kluck, and Chair Hrymak)

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1 (Member Quirke)

OLD BUSINESS:

Chair Hrymak asked if there was any old business.

Member Kluck asked about the gable dormer at Park West Plaza. And, that the front wall is being torn down at the old Brunswick location.

- **Staff Liaison Mesaros stated that Staff spoke with the owner of Park West Plaza and confirmed that they will be putting the dormer up in better weather.**

Chair Hrymak asked when the donut shop would be opening.

- **Building Department Secretary stated they have not had their final construction inspections and they still need to apply for their business licensing.**

NEW BUSINESS:

Chair Hrymak asked if there was any new business.

Assistant Director Schumerth stated they would consider a sign variance for Dynamite Shrimp in Southgate. On the 10th at the Village Board meeting there will be 4 proposals for the TOD for the downtown sites.

Staff Liaison Mesaros stated the TOD proposals are on the Village's website, if the Commission wants to view them. The proposals will be narrowed to two and the Village Board will narrow it to one and vote on it on February 10th.

Member Scheffke asked the criteria used to narrow it down. Assistant Director Schumerth stated they used feedback from previous comments and there are eight or nine categories including housing, design, open space and site needs.

Staff Liaison Mesaros stated the reports include the criteria.

Assistant Director Schumerth stated it can be provided if requested.

ADJOURN:

A motion was made to adjourn the meeting by Member Gonser; seconded by Member Scheffke.

AYES: 6 (Members Banks, Scheffke, Preston, Gonser, Kluck and Chair Hrymak)

NAYS: 0

ABSTENTIONS: 0

ABSENT: 1 (Member Quirke)

The meeting adjourned at 6:28 pm.

Respectfully submitted,

Darlene Leonard

Darlene Leonard
Administrative Secretary

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: February 24, 2026

To: Appearance Commission

From: Noah Schumerth, Assistant Director of Economic and Community Development

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 26-05: Sign Variance, Dynamite Shrimp @ 18719 Dixie Highway

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Mahmoud Essa, Applicant	02/25/2026
Original Sign Submittal	2	Creative LED Signs and Printing	01/23/2026

BACKGROUND

The applicant, Mahmoud Essa of Creative LED Signs, has requested a sign variance from commercial wall sign requirements for a business at 18719 Dixie Highway. The business, Dynamite Shrimp, is proposing a wall sign which exceeds the maximum allowed size (19.5 square feet) for the tenant space in which the building is proposed.

DISCUSSION

The proposed business, Dynamite Shrimp, is a restaurant which will operate in the Southgate Shopping Plaza, a large multi-tenant commercial center located in Homewood’s Southgate business district. This center has eight total businesses, including a large preschool and childcare facility. The proposed business will be located in a small tenant space (13 feet of frontage) near the northern end of the plaza.

Proposed Sign Design

The proposed sign is an internally-illuminated aluminum cabinet sign with colored translucent sign faces. The proposed sign will include LED illumination. The proposed sign has a total area of 63 square feet. The proposed sign has a maximum width of 110 inches in width and a maximum height of 82 inches. The proposed sign is designed to display the logo of the business. The proposed sign will have a maximum height from grade of approximately 17 feet, and project approximately 11 inches from the wall surface of the building.

Current Sign Code Requirements

Under the newly adopted commercial sign requirements in the Village Sign Code (Section 44-10-06), the maximum allowable area for a wall sign for this tenant space is 19.5 square feet (1.5 square foot per 1 foot of linear frontage, 13 feet x 1.5 = 19.5 square feet). The tenant is permitted to install one wall sign.

The maximum height of the sign is 20.25 feet, which is the maximum height of the Southgate Business Center.

VARIANCE STANDARDS

The Appearance Commission is given authority to review requests for sign variances against the Sign Variance Standards found in Section 44-07-14.(c) of the Village Zoning Ordinance.

- a. Can the property in question yield a reasonable return if permitted only under the signage regulations governing the district within which the property is located? The subject tenant space is in a location with restricted visibility for those traveling southbound on Dixie Highway. The tenant space is set back approximately 50' from the roadway. Dixie Highway has very limited pedestrian amenities, and the sign would largely be viewed by motorists. The restricted visibility and overall location of the proposed business may place greater importance on the sign for visibility.
- b. Is the plight of the owner due to unique circumstances that are not self-imposed, including property location, orientation, frontage placement, or demonstrable feature of the property, which is communicated by the applicant? The proposed tenant space is extremely narrow (13'). Only one other tenant space in the Southgate Shopping Plaza has a similar width and also has a larger sign than would be allowed under current code standards. The subject tenant space is also located in an area with restricted visibility for passing motorists. These characteristics of the subject tenant space and the business are not self-imposed by the owner.
- c. If granted, will the sign variance adversely affect the health, safety, or public welfare near the sign? There are no anticipated impacts to health, safety, or public welfare from the proposed sign structure. The sign is a wall sign which is proposed to be constructed in alignment with Village building codes.
- d. If granted, will the sign variance negatively affect or harm the architectural character of the area in which the sign is proposed? The previous business in the tenant space (Pooch Parlor) had a larger sign than is currently allowed by code (25 square feet vs. 19.5 square feet currently permitted). This sign currently remains installed on the building. The proposed wall sign is 63 square feet in area, which is significantly larger than other signs on larger tenant spaces in the immediate vicinity (Cold Stone Creamery in the same building has a 50 square-foot sign on a 22-foot wide tenant space).

The majority of wall signs on the current building were constructed under older sign requirements, which permitted up to 2.5 square feet of signage per foot of overall building frontage. This ratio was applied to the entire building under older codes, rather than individual tenant spaces. If the former ratio for allowable sign area was applied to this building, it would allow 32.5 square feet of signage on this tenant space, which is far below the proposed sign area (63 square feet). The proposed sign is unlikely to conform to the existing architectural character of signs in the area.

The sign is also significant taller than other signs already constructed on the commercial building. All other signs are horizontal in orientation, with heights between 1-2 feet. Other

signs on the building consist of 1-2 rows of lettering in a horizontal patterns along existing sign raceways on the building. The proposed sign is 7' 10" in height, which is 5' 10" taller than the next tallest sign on the building (Cold Stone Creamery, 2 feet in height).

Staff recommends a reduction in proposed sign area to meet this standard and to ensure conformance with other signs constructed at the Southgate Business Center.

e. Is the sign variance in alignment with the comprehensive plan, appearance plan, and other adopted plans of the village? The proposed signage is not expected to impact the goals and policies of the Village comprehensive plan. Staff has provided a review of the proposed signage against the standards for signage found in the Village Appearance Plan:

- 1. Wall, ground, and identification signs shall be part of the architectural concept. Size color, lettering, locations, and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjoining buildings. **Not met.*** The proposed sign is substantially larger than other signs on the same multi-tenant commercial building and on adjacent buildings in the Southgate business district. These adjacent signs include signs for businesses in tenant spaces 2-3x larger than the proposed business.
- 2. Materials used in signs shall be of sound architectural character, be durable, and be harmonious with building design and surrounding landscape. Materials that tend to become illegible shall be avoided. **Met.*** The sign is an aluminum cabinet sign with a colored and translucent acrylic face, which is similar to other signs on the same multi-tenant commercial building and in the surrounding Southgate business district.
- 3. Every sign shall be scaled and designed so as to conform with relationship to buildings and surrounds. **Not met.*** The sign is significantly larger than surrounding signs on the same building. The sign is much taller (7' 10") than other signs nearby (1' – 2' in total height). The sign is not in scale with surrounding signs, particularly when vertical scale is considered.
- 4. Colors shall be used harmoniously and with restraint. Lighting shall be harmonious with the design. If external spot or floor lighting is used, it shall be arranged so that light source is shielded from view. **Met.*** Lighting will be internal to the aluminum cabinet.
- 5. The provisions of the Homewood Municipal Code as it regulates signs, shall be part of the criteria of this subsection. **Met.*** The sign has been reviewed by the Building Division and is considered in alignment with Village building codes and other municipal ordinances.

STAFF COMMENTS

The newly adopted Village Sign Code, which was adopted in 2025, adjusted sign procedures. These procedures added standards of review for sign variances, and added a new procedure (comprehensive sign plan review) to allow for consideration of sign code modifications without review through the sign variance process. The sign variance process is now reserved for variations from the sign code where a

clear pre-existing hardship is identified and application of sign requirements would result in practical difficulties for a business or resident.

Sign variances may be approved, approved with conditions, or denied by the Appearance Commission. The Appearance Commission may also refer a case to the Village Board for review.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-06, Sign Variance for Dynamite Shrimp at 18719 Dixie Highway, as proposed in the application materials and drawings submitted by Mahmoud Essa and Creative LED Signs and Printing, subject to the following conditions:

1. The applicant shall revise sign drawings to reduce the total wall sign area to 40 square feet.



VILLAGE OF HOMEWOOD

Item 5. A.

APPLICATION:
APPEARANCE REVIEW

2020 Chestnut Road, Homewood, IL 60430

PROPERTY INFORMATION

Street Address: 18719 Dixie Hwy, Homewood IL 60430 Homewood, IL 60430

Property Index Number(s): _____

Zoning District:

- R-1 R-2 R-3 R-4
- B-1 B-2 B-3 B-4
- M-1 M-2 PL-1 PL-2

Application Request

Select all applicable boxes for Appearance Commission requests below.

- | | |
|---|---|
| <input type="checkbox"/> New Construction, including: | <input type="checkbox"/> Existing Development |
| » Building Elevations | <input type="checkbox"/> Exterior Alterations |
| » Landscape Plan | <input type="checkbox"/> Landscape Plan |
| » Lighting, Photometric Plan | <input type="checkbox"/> Lighting, Photometric Plan |
| » Signage | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Sign Variance | |

Proposed Development or Alterations:

APPLICANT

Name Mahmoud Essa

Company Creative Led Sign

Address _____

Phone 708-307-3333

Email sales@creativeledsigns.com

Role _____

PROPERTY OWNER

Name South Gate Plaza LLC

Company _____

Address _____

Phone 773-5454200

Email info@megaproperties.com

Check box if the applicant is the property owner

I acknowledge and attest that:

- » All the information and exhibits submitted with this application are true and accurate to the best of my knowledge;
- » Village representatives are permitted to make reasonable inspections of the subject property necessary to process this application;
- » I agree to pay all required fees;
- » No work may be done without first obtaining a Building Permit. All work shall be completed in accordance with Village Codes and Ordinances.

Mahmoud Essa
Applicant Name

Signed by:
Mahmoud Essa
Applicant Signature

Date

Staff Notes

Do not write below this line.

CASE NO: _____	Fee: _____ <input type="checkbox"/> Paid	Date Received: _____
Request: _____	Action: _____	Comments/Conditions: _____
_____		Date: _____
This application has zoning approvals and may proceed to obtain Building Permits or a Certificate of Occupancy.		
Name: _____	Signature: _____	Date: _____

71" x 45" H.



DYNAMITE

110" x 25" H.

SHRIMP • FISH • CHICKEN & GRILL

110" x 9" H.

110" x 82" H.

Sign 63 SQ. FT

MOCK-UP

- Vinyl
- Autumn Yellow 3630-235
- White Acrylic Face 7328
- Return 4.3" Black
- Black Trim
- LED Light, white color 10K, IP65

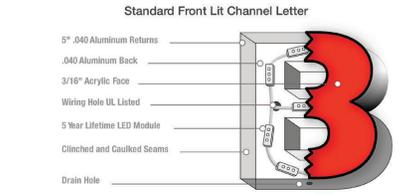
Color description is for reference only.
Samples provided upon request after order placement.



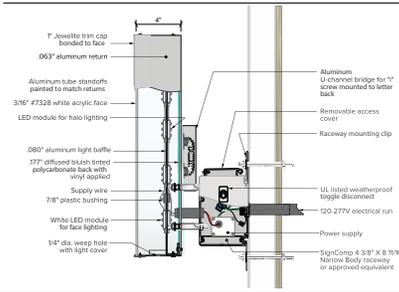
ALL ELECTRICAL COMPONENTS ARE TO BE UL APPROVED

Power Supply: Simple LED Power Inc.
AC INPUT: 100-277VAC, 50/60HZ, MAX2.8A
DC OUTPUT: +12V/16.5A/200W

* Channel Letters are intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes, including proper grounding and bonding of the entire sign."



Side elevation
Sign projects less than 12" inches from wall



Removal of any existing sign on site will incur a fee of \$550

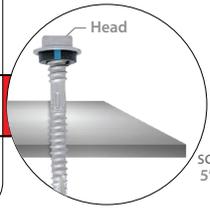


Before



After

Wall Dimensions: 13' x 20.3' H.
Rendering is an Approximate Visual Aid ONLY
©Actual Results May Vary



(All sign illumination will be designed and shielded to prevent glare or light spillage.
Illumination will not exceed 1 foot-candle at the sign face and will be turned off when the business is closed.)

Note: The scope of electrical work is limited solely to connecting the sign wiring to existing electrical circuits.
No new circuits or additional electrical modifications are included.
All electrical connections will be performed by a licensed electrician in accordance with local codes and regulations.

Note: All drawing in this form is the property of Creative LED Sign Inc. it is not to be reproduced, copied, or exhibited in any fashion without written consent from Creative LED Signs & Printing Inc. charges of up to \$2000.00 will be assessed for any mis-use of these drawings.

18719 Dixie Hwy, Homewood IL, 60430

Computer generated colors are not a true match to any PMS, vinyl or paint.
Rendering show is for concept only.
Actual scale and placement show are approximate.



Job name **Dynamite**
City **Homewood, IL**

Design#
Designer
Date

SIGN APPROVAL

Client _____
Date _____

Landlord _____
Date _____



To Whom It May Concern,

I, SOUTHGATE PLAZA LLC, landlord and owner of the property of SOUTHGATE PLAZA give permission to- Creative Led Signs to install signs on the building, and I understand my permission includes the approval for tenant signage design and colors .

Thank you,

Contact Information is below:

Name: SOUTHGATE PLAZA LLC
PHONE: 773.545.4200.
Email: info@megaproperties.com

Signature: 

Date: 1.23.2020

All signs must comply with building standards, municipal codes, zoning requirements and any applicable permitting processes. Tenant is solely responsible for obtaining all required city permits and ensuring ongoing compliance.