MEETING AGENDA



Appearance Commission Village of Homewood November 13, 2024 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 <u>pzc@homewoodil.gov</u> 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:

<u>Approve</u> minutes from the October 3, 2024 meeting of the Appearance Commission.

- 4. Public Comments
- 5. <u>Regular Business</u>:
 - A. Public Meeting for Case 24-45: Appearance Review, 2124 W 183rd Street Redevelopment
 - B. Public Meeting for Case 24-52: Sign Variance, Dave's Hot Chicken at 17631 Halsted Street
- 6. Old Business:
- 7. New Business:
- 8. <u>Adjourn</u>

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

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

VILLAGE OF HOMEWOOD



MEEETING MINUTES

DATE OF MEETING:

October 3, 2024

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 6:02 pm.

ROLL CALL:

Members Banks, Quirke, Kluck, Scheffke, and Chair Hrymak were present. Member Kidd was absent. Member Preston arrived at 6:06 PM following roll call.

In attendance from Village staff was Director of Economic and Community Development Angela Mesaros, Assistant Director of Economic, and Community Development Noah Schumerth, Chief Building Inspector Dennis Johnson Jr., and Building Department Secretary Darlene Leonard. There were eight members of the public in the audience, and no members of the public were in attendance at the Zoom virtual meeting.

APPROVAL OF MEETING MINUTES:

Motion for approval of the minutes by Member Banks; seconded by Member Kluck.

AYES: 4 (Members Banks, Quirke, Kluck and Scheffke, Chair Hrymak) NAYS: None ABSTENTIONS: None ABSENT: 2 (Members Preston and Kidd)

PUBLIC COMMENTS:

None.

REGULAR BUSINESS:

CASE 24-34: Sign Variance and Sign Review for Wind Creek Casino and Hotel

Case 24-34 was introduce by Assistant Director Schumerth and stated the submittals to be considered are for the Homewood side of the site and include a welcome sign, directional signs, and information exterior signs. The variance is for the directional signs for the garage as they exceeds the size allowed in the code. There are no code requirements for signs that exceed what is covered in the code. Member Preston arrived during the presentation of the case.

Ken Beckbar of Integrity Sign stated they are the installer for the manufacture, LA Sign.

Member Quirke asked if the signage was all internal on the property, how big the sign will be, how far it will be located from the entrance, and if it will be illuminated and if so how.

Mr. Beckbar stated all the signs are internal, the size is for visibility on the site from a distance, it will be about 10 feet from the entrance because of utilities, and it will have a spotlight for illumination on 1 side and will also be reflective for headlights.

Assistant Director Schumerth stated content cannot be regulated and the review is for the overall design.

Member Quirke asked if a strong recommendation can be made with Staff Liaison Mesaros stating yes.

Member Quirke asked about the 2 signs on page 9, one for Homewood and one for East Hazel Crest, and asked how far apart they will be located.

Mr. Beckbar stated the signs will be approximately 600-700 feet apart, both of them will face north, but the 70-foot tall pylon sign will be between them.

Member Quirke stated that a single sign listing both cities would be better as it would be more like a partnership.

Chair Hrymak stated this project needs a lot of clear signage.

Member Quirke asked if the overhead signage for the parking garage are part of the variance.

Assistant Director Schumerth stated the entrance signs meet code because it is measured by the frontage. However, the directional signs don't have a regulation for them because they are larger than the 3 square feet allowed in the code.

Member Quirke stated the signs are over 5 square feet with Staff Liaison Mesaros confirming the size.

Member Quirke asked if there are 20 signs needing the variance.

Staff Liaison Mesaros stated the monument signs comply, but the 3 signs on the garage do not.

Member Quirke asked if the font and lettering size are consistent throughout.

Mr. Beckbar stated yes.

Motion for approval of Case 24-34 Wind Creek Signage Proposal and variation from Section 30-01.b.10 of the Village Code of Ordinance to permit three exterior directional signs that exceed the maximum area of three square feet; seconded by Member Quirke

AYES: 5 (Members Banks, Quirke, Kluck, Preston and Scheffke, and Chair Hrymak)

NAYS: None

ABSTENTIONS: None

ABSENT: 1 (Member Kidd)

CASE 24-43: Signage at Essence Salon Suites, 17956 Halsted Street

Case 24-43 was introduced by Assistant Director Schumerth. He stated the 3 signs in question were approved in April, but the signage varies from what was approved. The renderings were incorrect for the location, but the measurements were the correct sizing by code.

Chair Hrymak asked if they are looking at the signs because what was installed is different than what was proposed and approved.

Assistant Director Schumerth stated yes.

Chair Hrymak asked if the signs are in compliance, but in a different location.

Staff Liaison Mesaros stated the signs don't need a variance, but the Commission has the ability to review any signage submitted. This would have been sent to the commission to review before installation if the renderings were correct.

Mike Abuzir is the owner of the business and stated that he made sure the sign followed the sign code and that it looks different on paper than on the building. He admitted that the rendering was an error on the sign company's part but it was installed and he would like to keep it up.

Chair Hrymak asked if the 40% is accurate.

Assistant Director Schumerth stated this business gets 40% or approximately 300 square feet of all signage for the entire building and there is a letter of approval from the landlord.

Member Kluck asked who did the design work in April as it isn't scaled to the space, Member Kluck asked if the leaf design is allowed because, on the east side, it is sitting on the architectural part of the building.

Mr. Abuzir stated the top of the sign is about 4" away and the bottom clears it.

Member Kluck stated the picture shows the sign spread out more and Assistant Director Schumerth stated the drawing of the 48 square foot sign is a third version.

Mr. Abuzir stated they wanted the sign on top of the glass.

Chair Hrymak stated he was at the location today and would like to see the sign spread out because currently it is squished together and there is a lot of empty space and he would like to see it spread out and the sign on the south side is too large, but the font and colors look good.

Member Preston asked if it is the company logo.

Mr. Abuzir stated yes.

Chair Hrymak stated they are not trying to change the logo, but it needs to be centered and asked how it's lit.

Mr. Abuzir stated the signs have a solar sensor.

Member Scheffke asked what was approved initially

Chair Hrymak stated it was approved by Staff.

Assistant Director Schumerth stated the dimensions match, but the sale and the drawings don't match what was installed.

Staff Liaison Mesaros stated it would have been sent to the Commission instead of being approved if the renderings matched what was installed.

Member Scheffke asked if the sign can be resized or moved.

Mr. Abuzir stated the sign on the east side can be moved over.

Chair Hrymak asked if it was an error by the sign company.

Mr. Abuzir stated just the visuals.

Chair Hrymak asked if the sign is okay structurally butting up against the structure.

Assistant Director Schumerth stated there is nothing in the sign code, but the in the appearance code it is discouraged to detract from the structure.

Mr. Abuzir stated the sign on Halsted (the east side) can be centered and the side on the south side can make "salon suites" & the leaflets smaller and leave "Essence" the same size and shift it down.

Member Scheffke stated, regarding the signage on the south side, be a smaller scale and cut the gold bar in half and pull away from the structure.

Mr. Abuzir stated he can get new renderings done and submitted for approval.

Member Quirke asked if the black metal sign was approved in the submittal as it seems out of sync with everything else. It cannot be seen from afar and doesn't advertise the business and it seems more like a poster.

Chair Hrymak stated that it is tough to read, and asked if it is screwed in.

Member Scheffke (regarding the black sign) asked if it is illuminated.

Mr. Abuzir stated no.

Chair Hrymak stated the 2 proposals are to lower "essence" and reduce the size of "salon suites" on the south side and to stretch out the sign on the east side and the other is to all of that and to remove the black sign. And asked if the proposals should be 2 separate votes.

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Staff Liaison Mesaros stated it depends on if the vote is approved, but it makes sense to have 2 votes.

Member Scheffke asked if the revised drawings should be provided before the vote.

Chair Hrymak stated the business owner stated he is willing to do that.

Member Kluck asked when they are planning on opening.

Mr. Abuzir stated a month to a month-and-a-half.

Staff Liaison Mesaros stated it could be disruptive to the business because they would have to take the sign down since it is already up.

Member Kluck asked if the sign is in non-compliance because of the architectural details.

Assistant Director Schumerth stated the architectural details have to do with the appearance plan and what is suitable for the space, not what was approved by staff.

Chair Hrymak asked what would occur with the plans that are submitted if they are consistent with what is being proposed.

Staff Liaison Mesaros stated they can be sent out individually and get the approval individually otherwise there would have to be another meeting.

Motion for approval of Case 24-43 signage at Essence Salon Suites at 17956 Halsted Street to center the east side signage, reduce the size of "salon suites" and the leaflets and move "Essence" down on the south side signage, and the removal of the black sign made by Member Quirke; seconded by Member Kluck

Ayes: 4 (Members Banks, Scheffke, Preston, Quirke, and Kluck)

NAYES: 1 (Chair Hrymak)

ABESTENTIONS: None

Absent: 1 (Member Kidd)

CASE 24-44 Appearance Review, Apparel Redefined 1313-1351 175th Street:

Case 24-44 was introduced by Assistant Director Schumerth and stated the project has been reviewed by the Planning and Zoning Commission with the recommendation to the Village Board to approve it.

John LaRoy of Apparel Redefined stated the renderings were done about 1 year ago and the displays were done about 1 week ago. The Building will have 36" wide vertical installed panels with the dark color going about 22 feet up, the red stripe roughly 18"-22" across the middle, and the ash gray the remaining part of the wall. The front of the building will be flat with the sides and rear being corrugated metal and they hope to expand the building in 3-4 years.

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There will be an outside seating area for employees in front of the 2-story walkway. The existing building will either be clad with the same steel or painted with the same colors.

Member Quirke asked if the garage doors in the rendering would be what will be installed.

Mr. Leroy stated the garage doors will be what is installed and they will be for inbound, shipping, and receiving.

Member Scheffke asked if the sign on the building would be flush, why they would be painting the brick on the existing building, and the life expectancy of the paint.

Mr. LaRoy stated the sign will be 3-D raised letters and back lit with LED. He stated the signs are mesh black during the day and lit up at night. The existing building is being painted to have a more cohesive look for the neighbors and the community. Bruce stated it is not paint, but a penetrating stain. It will maintain the texture and still look like brick.

Member Scheffke asked how thick the panels are.

Mr. LaRoy stated they are 16 or 18 gauge. Bruce stated it will be like Costco with flat panels in front giving the impression of precast and will be factory painted.

Member Quirke asked which gray color is the upper color.

Mr. LaRoy stated the light gray on the top and on the sides and rear.

Member Quirke commented that materials deteriorate overtime and is concerned they won't stand up over time.

Chari Hrymak asked if this has to be approved by the Village Board and if it would come back to the Commission if it's not approved.

Staff Liaison Mesaros stated yes the Board has to approve it, but is unsure as the Board will take the Planning and Zoning Commission's recommendation as a whole. If they don't approve it, it will come back eventually.

Member Quirke asked if the east and west sides can be clad like the front and what the cost would be.

Mr. LaRoy stated it would be 30% more per panel and they are looking at expanding to the west. The east wall wouldn't well seen because of the 2-story walkway.

Chair Hrymak stated they monument sign wasn't discussed and stated that if the brick portion would be painted not clad.

Member Banks stated that whatever is done to the sign it should match the house.

Motion for approval of Case 24-44, Appearance Review for Apparel Redefined at 1313-1351 175th Street, site plan, floor plans, elevations, landscape plan, and renderings submitted by Bruce F. Roth, Architect, and Metz and Company Landscape Architects, submitted August 21, 2024 made by Member Preston; seconded by Member Banks.

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AYES: 5 (Members Banks, Kluck, Preston and Scheffke, and Chair Hrymak)

NAYS: 0

ABSTENTIONS: Quirke

ABSENT: 1 (Member Kidd)

Chair Hrymak stated that commission members were unsure or unclear about the wording of the vote for Case 24-43 and they will go back and revote, and asked for a motion to revote. Motion by Member Kluck; seconded by Member Preston. The motion to approve must be made by those that approved the previous approval.

Motion for approval of Case 24-43 signage at Essence Salon Suites at 17956 Halsted Street to center the east side signage, reduce the size of "salon suites" and the leaflets and move "Essence" down on the south side signage, and removal of the black sign made by Member Quirke; seconded by Member Scheffke

Ayes: 3 (Members Banks, Quirke, and Kluck)

NAYES: 3 (Members Scheffke and Quirke, and Chair Hrymak)

ABESTENTIONS: None

Absent: 1 (Member Kidd)

Motion for approval of Case 24-43 signage at Essence Salon Suites at 17956 Halsted Street to center the east side signage, reduce the size of "salon suites" and the leaflets and move "Essence" down on the south side signage, and retain the black sign made by Member Quirke; seconded by Member Scheffke

Ayes: 5 (Members Banks, Scheffke, Preston and Kluck, and Chair Hrymak)

NAYES: 1 (Member Quirke)

ABESTENTIONS: None

Absent: (Member Kidd)

NEW BUSINESS:

None

OLD BUSINESS:

None

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ADJOURN:

A motion was made for adjourning the meeting by Member Preston; second by Member Banks.

AYES: 6 (Members Banks, Scheffke, Preston, Quirke, Kluck, and Chair Hrymak) NAYS: 0 ABSTENTIONS: 0 ABSENT: 1 (Member Kidd)

The meeting was adjourned at 7:40 pm.

Respectfully submitted,

Darlene Leonard

Darlene Leonard Building Department Secretary

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: November 13, 2024

To: Appearance Commission

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

Through: Angela Mesaros, Director of Community and Economic Development

Topic: Case 24-45: Appearance Review, 2124 W 183rd Street Redevelopment

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	J. Scott McKay, Architect	09/27/2024
Site and Landscaping Plan	1	J. Scott McKay, Architect	09/27/2024
Existing Floor Plan and Site Details	1	J. Scott McKay, Architect	09/27/2024
New First Floor Plan	1	J. Scott McKay, Architect	09/27/2024
Elevations	1	J. Scott McKay, Architect	09/27/2024
Additional Site Details	1	J. Scott McKay, Architect	09/27/2024
Color and Material Board	1	J. Scott McKay, Architect	10/15/2024
Staff Exhibits	2	Noah Schumerth, Asst. Dir. ECD	11/05/2024

BACKGROUND

The applicant has proposed the redevelopment of a 0.35-acre site located at 2124 W 183rd Street. The applicant plans to repurpose the existing building on the site for restaurant space. In addition, they proposed to construct an outdoor patio and site improvements necessary to support a restaurant use.

HISTORY

The original use of the property was a gas station, constructed in 1954. The property was used as a gas station until 2014, and has been vacant since that time. Due to the previous use as a gas station, the property was classified as a brownfield site requiring environmental review.

In 2021, the Village bought the property. The Village approved a Letter of Intent with Animesh (Andy) Kumar of Ultra Energy Group LLC. The Village published the solicitation for alternate proposals. No bids were received.



Figure 1: The building's previous use, a Jetsonic convenience store and Citgo gas station, in 2013.

Item 5. A.

After acquiring the property, the Village engaged and TriCore, an environmental firm, to remediate the site under the State's Leaking Underground Storage Tank (LUST) program so it could be safely redeveloped. TriCore has outlined the state's requirements to obtain a No Further Remediation Letter (NFR) for the property.

DISCUSSION

Landscape Plan

The current property has no landscaping materials and is fully covered by impervious surfaces. The applicant proposes the addition of landscaping along the building foundation, site perimeter, and within new parking lot islands and other open areas of the property. The applicant also proposed landscaping to screen the trash enclosure and outdoor patio on the site.

The property owner has proposed the addition of three canopy trees (Japanese lilac trees) on the property; two located on the perimeter of the site adjacent to neighboring property (Shell gas station) and one located within a large parking lot landscape island. The applicant will provide shrubs and perennials in landscape beds throughout the property. Additional annuals will supplement landscape materials located near the foundation of the building.

The Village Arborist has reviewed landscape plans and provided recommendations for species changes to promote the use of native flora and hardy plant materials, based on Village landscape policies and the Appearance Plan. The applicant has provided a plant list in alignment with the recommendations of the Village Arborist.

The site is required by the state requirements for remediation to maintain an "engineered barrier" across the ground surface on the southern portion abutting 183rd Street to mitigate the potential effect of pollutants. This area is required to be 100% paved, and no landscaping materials are permitted in this area. Other improvements, such as lighting and utilities, may be located inside the engineered barrier area.

The applicant has provided foundation landscaping along less than 80% of frontage in front and exterior side yards. However, Section 44-05-05.E.3 of the Village Zoning Ordinance permits the Director of Economic and Community Development to approve an alternative design for foundation landscaping which includes landscaping across less than 80% of the length of the building façade.

All zoning requirements for landscape areas (foundation, perimeter, interior parking lot island, enclosure screening) are met.

Elevations

The existing building on the property is clad in concrete masonry blocks with various finishes, including split face, smooth face, and fluted finishes. The finishes are distributed across each elevation of the building, with split face block covering most of the building (particular the rear and interior side facades), smooth block primarily used above the storefront of the building, fluted block used for to create architectural accents. The smooth block was used in an area where an existing building canopy was removed. The building has a large storefront window with black and red aluminum framing. The

front entrance to the building is oriented to the southeast, facing the corner of Morris Avenue and 183rd Street.



Figure 2: Existing structure on the site with materials identified. Plans for use of materials in redevelopment identified on image.

The applicant has proposed elevations which largely preserve the design of the existing building. The applicant has proposed to maintain the beige split face and fluted block across all four elevations of the building, including split-face block with a smoother finish above the storefront system of the building. The proposed building will also maintain the existing storefront system and concrete cap lining the roofline on each façade of the building.

Screening panels will be attached to the roof line of the building above the storefront system. The screening panels will be constructed from NewTechWood composite board (recycled wood fiber and HDPE molded plastic) framed with black powder coated steel components. The new composite screens will allow the building to meet screening requirements for roof-mounted equipment while creating the appearance of an even roof line across all four elevations of the building. The steel panels will match the material and finish proposed to be used for the patio fencing on the east side of the building.

The concrete masonry cladding on the building has sustained wear and damage on the east, north and west elevations due to physical deterioration and water damage. The applicant will repair all areas where concrete masonry material has been damaged.

Outdoor Patio

The applicant has proposed the construction of a new outdoor patio to the east of the existing building. The patio will be approximately 17.5' x 24.5' in area (approximately 430 square feet in area). The patio is placed to provide convenient access from food preparation areas within the building. Several dining tables will be provided on the patio. The patio will be surrounded by a 7' privacy fence constructed from black powder-coated steel with a "new wood tech" faux wood finish to meet fencing requirements for all establishments with a liquor license constructing an outdoor dining area. A gate will be provided at the front of the fenced patio facing south, as required by ordinance. A 5'-wide pedestrian path will be provided for access to the patio gate. The gate will be unlocked during hours of business operation. Staff has requested a photometric plan including details for any lighting to be used around the patio area, to provide adequate light for business patrons and to ensure the lighting is designed at a scale and intensity appropriate for outdoor dining.

The outdoor patio will require administrative approval of a Limited Use Permit prior to occupancy.

Lighting

Staff has requested that a photometric plan be provided for this project, providing detail on the location of all required lighting types (parking lot lighting, security lighting). Plans must include the location and type of fixture and photometric values recorded across the site as prepared by a licensed engineer. See *Recommended Appearance Commission Action*.

<u>Signage</u>

The applicant has provided conceptual drawings for two matching wall signs on the south and east elevations of the building facing Morris Avenue and 183rd Street. Each wall sign will be approximately 37.5 square feet in area and show the name of the proposed restaurant, Big Rocco's. The signs are proposed to be cabinet letter signs mounted to a metal background panel. The conceptual signage meets requirements for signage area and location in Section 30 of the Village Code of Ordinances.

Sign permits will be required prior to the installation of any signage on the site.

Conformance with the Appearance Plan

When reviewing this proposed redevelopment, the Appearance Commission should consider the following provisions of the Appearance Plan:

B. Relationship of Buildings to Surroundings

1. The site shall be planned to accomplish a desirable transition with the streetscape, and to provide for adequate planting, pedestrian movement, and parking areas.

D. Landscape and Site Treatment

3. Unity of design shall be achieved by repetition of certain plant varieties, and other materials and by correlation with adjacent developments.

4. Plant material shall be selected for interest in its structure, texture, and color and for its ultimate growth. Plants that are indigenous to the area and others that will be hardy, harmonious to the design and of good appearance shall be used.

8. Screening of service yards, and other places which tend to be unsightly, shall be accomplished by use of walls, fencing, planting or combinations of these. Screening shall be equally effectively in winter and summer.

9. In areas where general planting will not prosper, other materials such as fences, walls and pavings, wood, brick, stone, and gravel, shall be used. Carefully selected plants shall be combined with such materials where possible.

E. Building Design

1. Acceptable design principles and proper use of materials and supporting surrounding elements;

2. Buildings shall, with their own design concept, be an asset in the aesthetic sense to the Village of Homewood.

F. Signs

1. Wall, ground and identification signs shall be part of the architectural concept. Size, color, letter, location and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjoining buildings.

G. Miscellaneous Structures and Street Hardware (includes patios and other fixed accessory structures)

2. Miscellaneous structures and street hardware located on private property shall be designed to be part of the architectural concept of both building design and landscape. Materials shall be compatible with buildings, colors shall be in harmony with buildings and surroundings.

4. Lighting in connection with miscellaneous structures and street hardware shall meet the criteria applicable to site, landscape, buildings and signs.

H. Lighting

1. All exterior lighting shall be part of the architectural and landscape design concept. Fixtures, standards and all exposed accessories shall be concealed or harmonious with other project design materials.

FUTURE TIMELINE

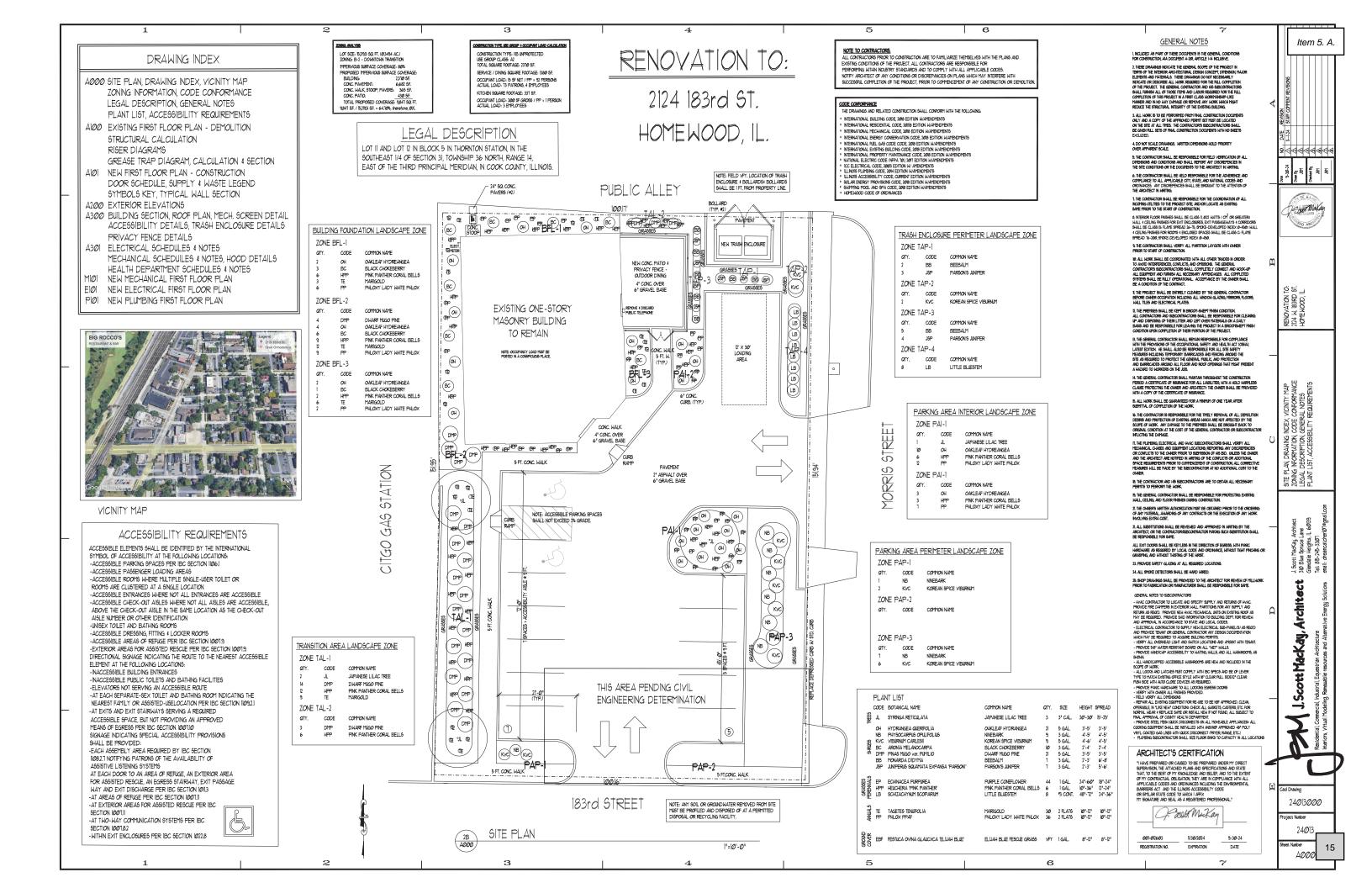
This project will be considered for a Site Plan Review approval by the Planning and Zoning Commission on November 21, 2024.

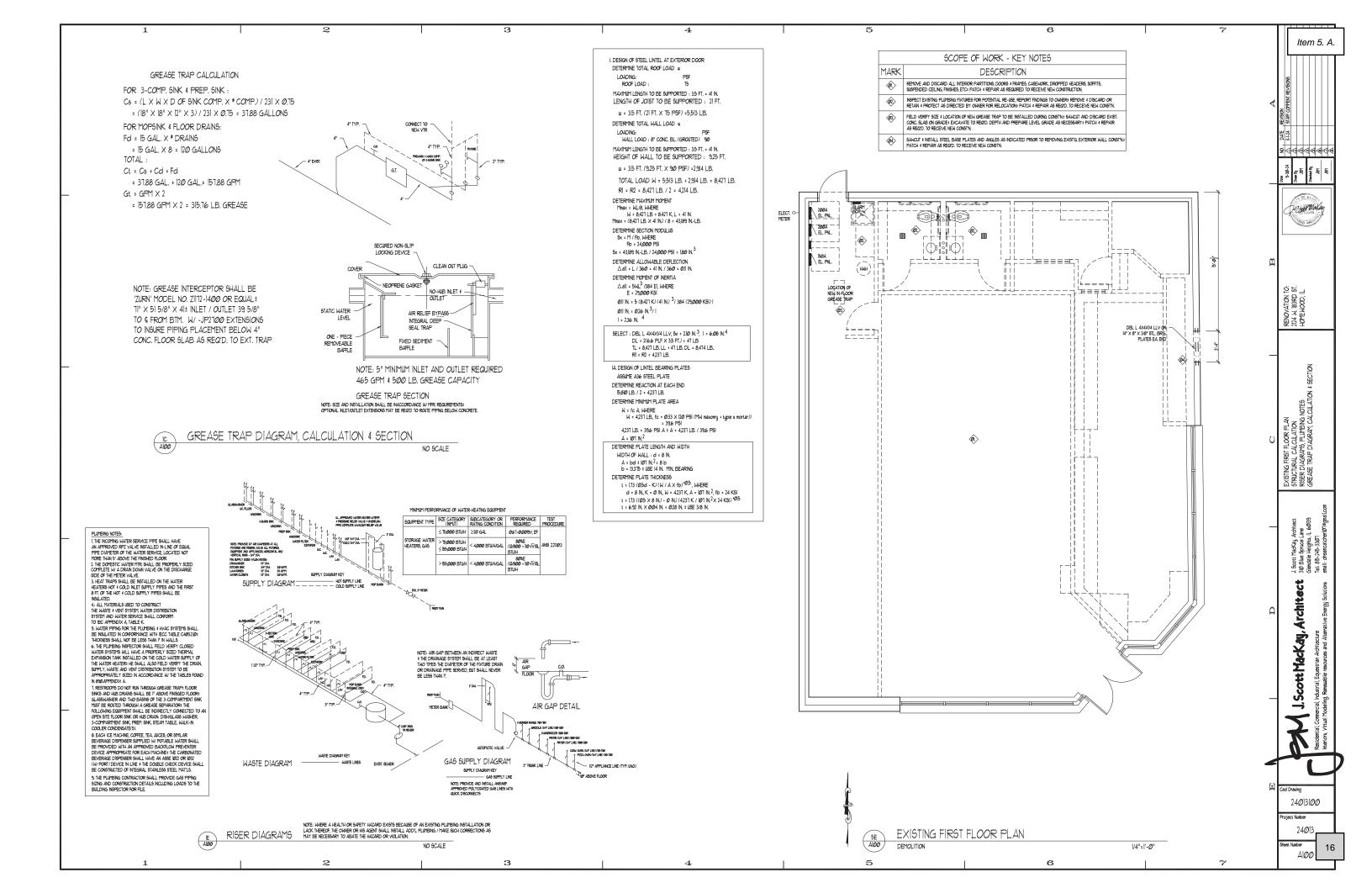
RECOMMENDED APPEARANCE COMMISSION ACTION

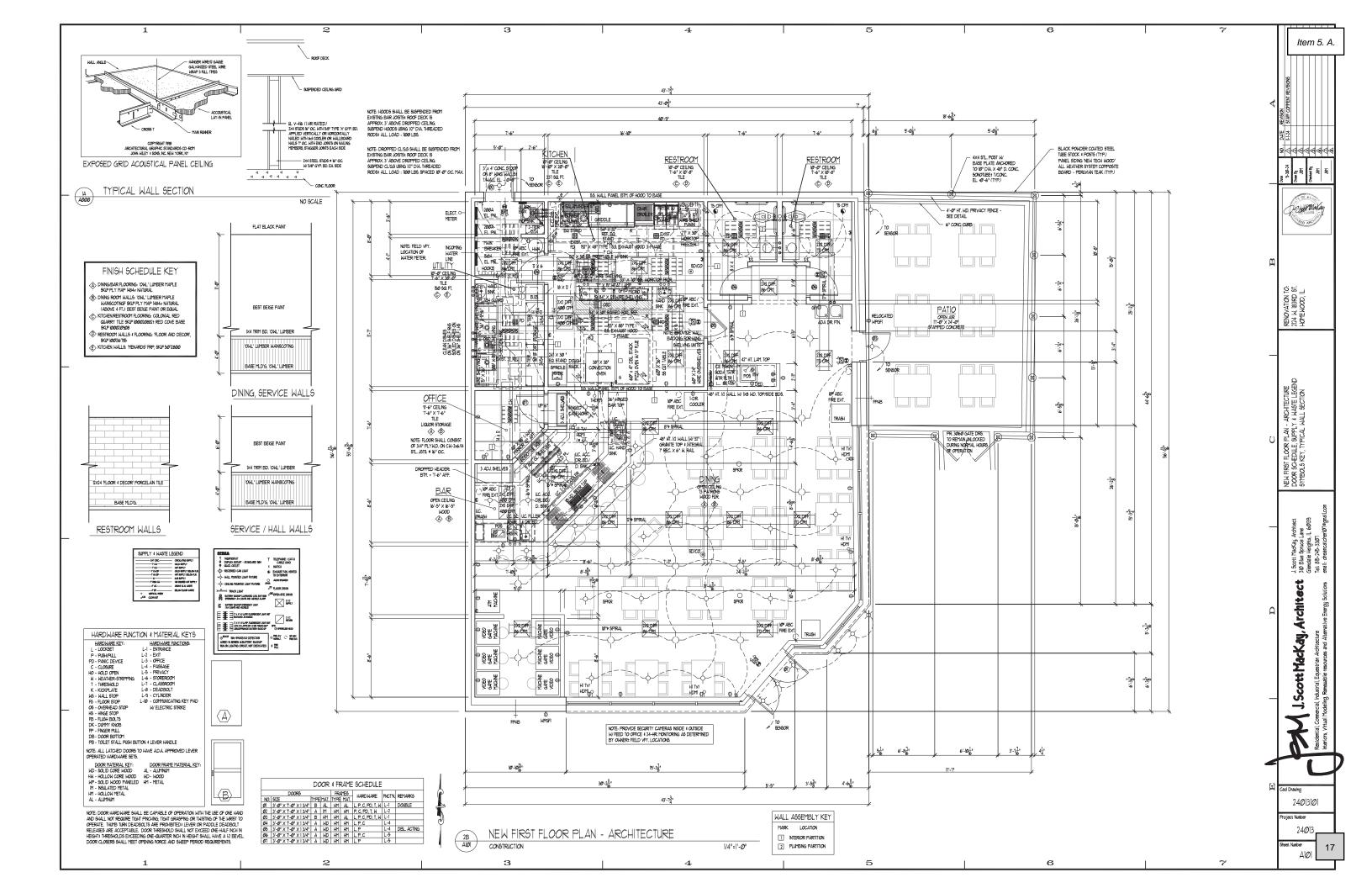
The Appearance Commission may wish to consider the following motion:

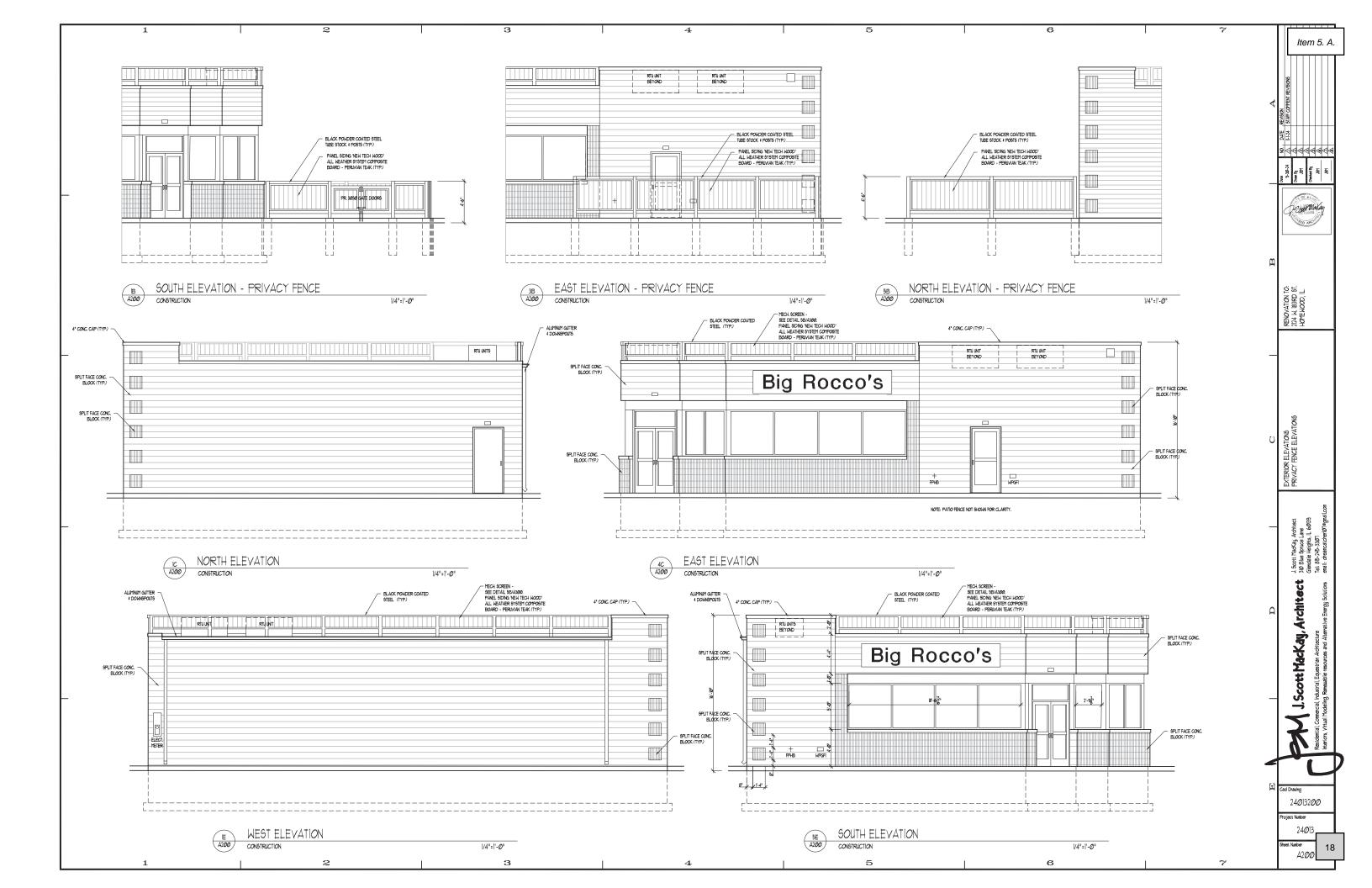
Approve Case 24-45 Appearance Review, 2124 W 183rd Street Redevelopment, as proposed on the drawings submitted by J. Scott McKay, Architect, dated September 27, 2024, subject to the following conditions:

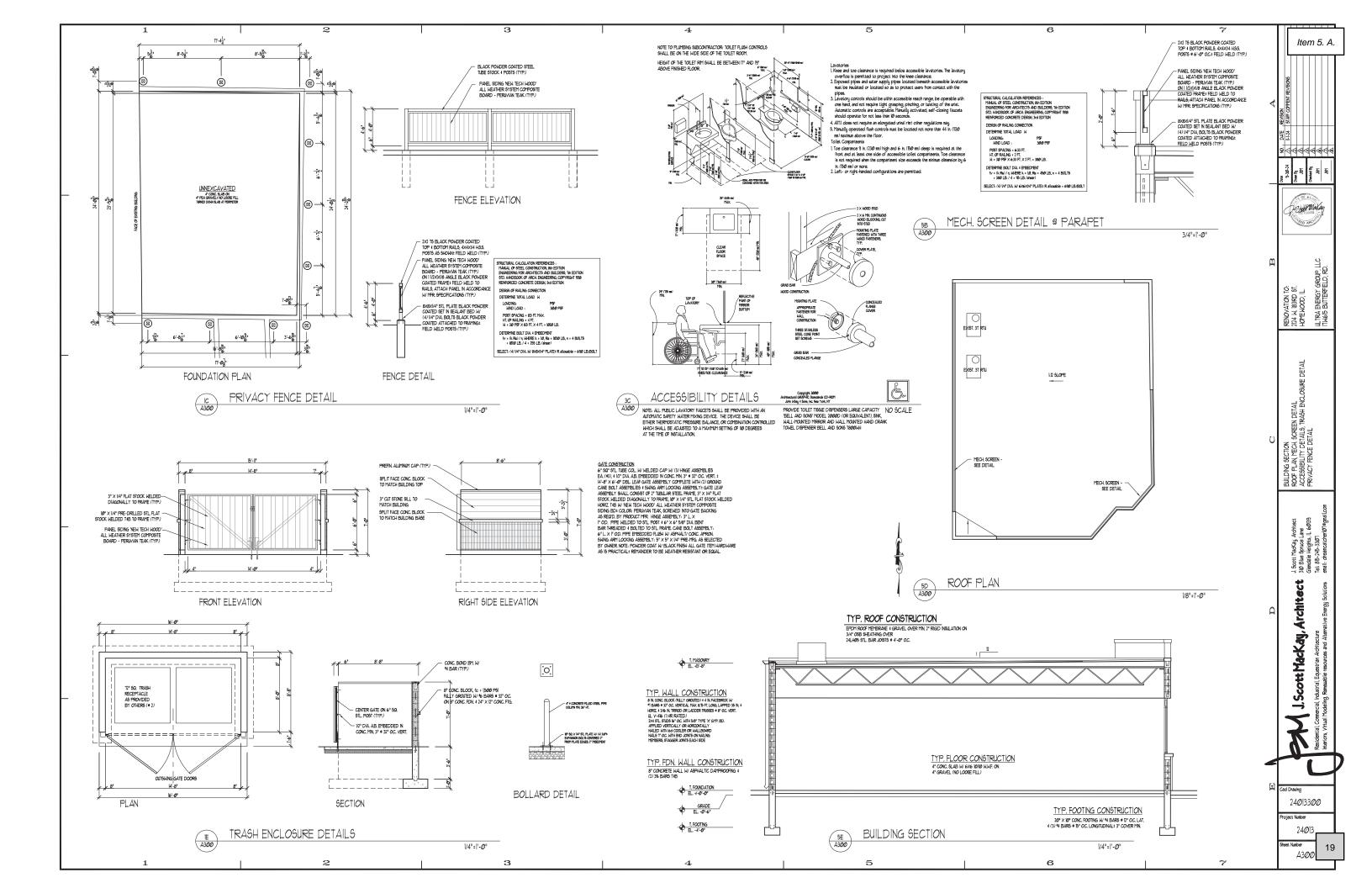
1. A photometric plan indicating the location and design of all exterior lighting fixtures on the site, shall be submitted prior to the issuance of any building permit.

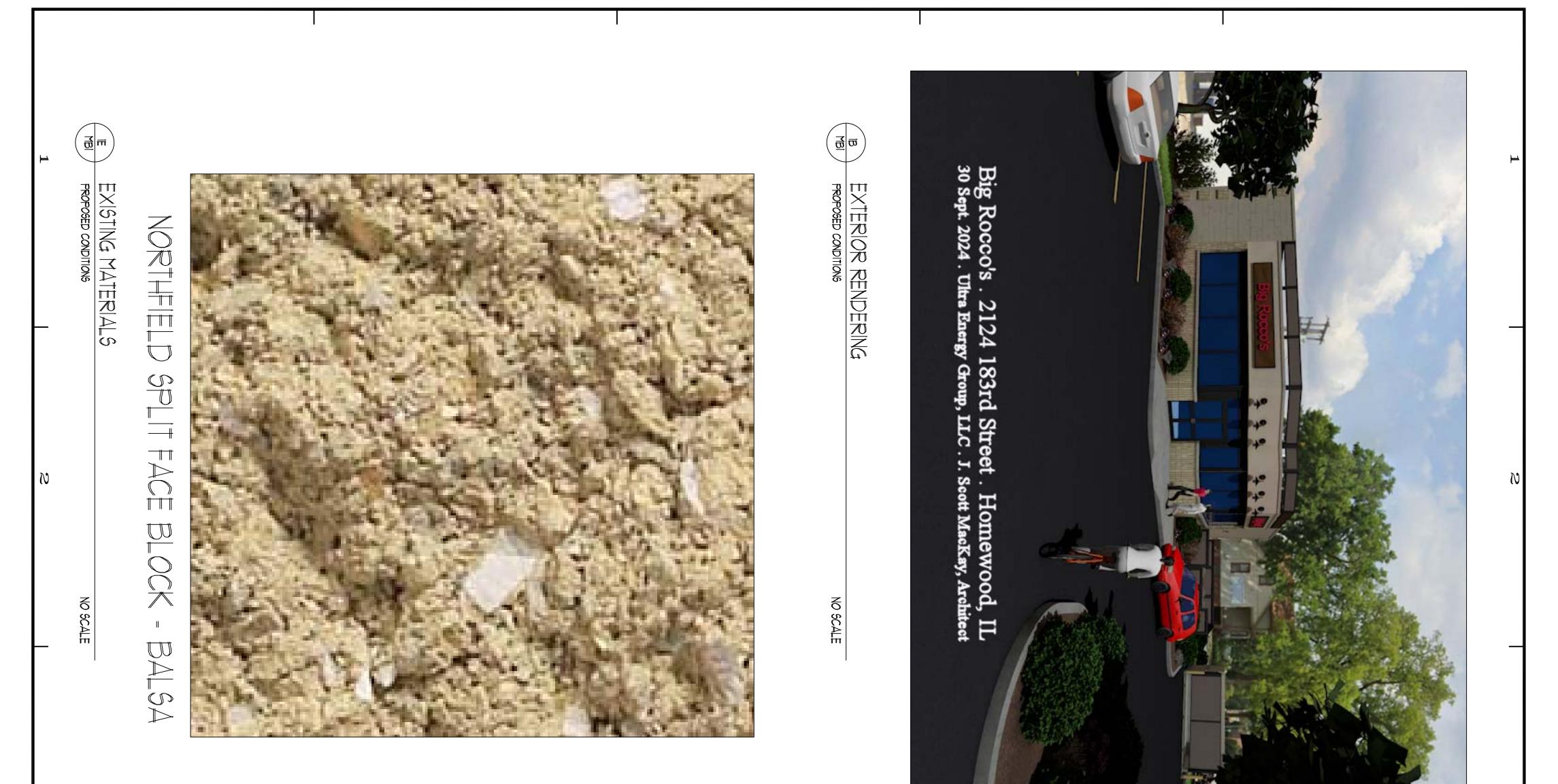


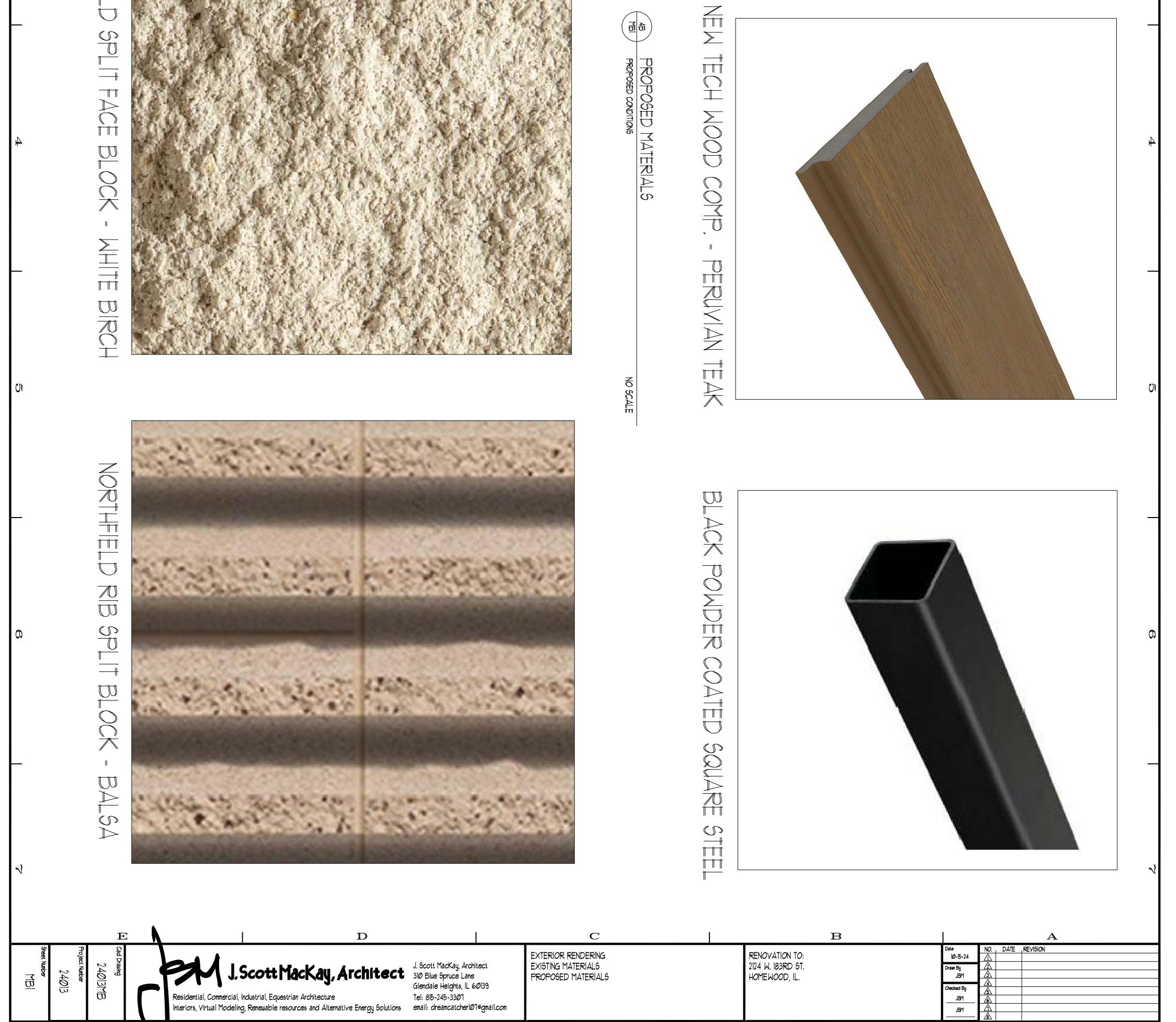












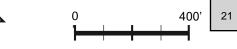
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2124 W 183 rd Street	Big Rocco's Restaurant	Context Aerial Image
PIN: 29-31-315-014	Case 24-45 AC – Sign Variance	November 13, Item 5. A.
Tissing Street		

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Prepared by: Noah Schumerth, Assistant Director of Community and Economic Development



2124 W 183 rd Street	Big Rocco's Restaurant	Context Site Image
PIN: 29-31-315-014	Case 24-45 AC – Sign Variance	November 13 Item 5. A.



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Prepared by: Noah Schumerth, Assistant Director of Community and Economic Development

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: November 13, 2024

To: Appearance Commission

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

Through: Angela Mesaros, Director of Community and Economic Development

Topic: Case 24-52: Sign Variance, Dave's Hot Chicken, 17631 Halsted Street

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Darby Culver, Applicant	11/04/2024
Signage Plans	3	Design Team Sign Company	05/31/2024
Conceptual Wall Paint Drawings	1	Katie Pino, The Hari Group	10/22/2024
Staff Exhibits	2	Noah Schumerth, Asst. Dir. ECD	11/07/2024

BACKGROUND

The applicant, Dave's Hot Chicken, submitted a sign permit application for wall signage and freestanding monument signage at 17631 Halsted Street. Dave's Hot Chicken is a quick-service restaurant proposed in the former MOD Pizza that recently closed. The restaurant is a pad site within the Park Place Plaza development, which includes businesses such as Menard's hardware store and Target department store.

The applicant has proposed to increase the maximum allowable sign area from 119.8 square feet to 159.5 square feet (33% increase), which requires a variance from the Village Sign Code.

HISTORY-119.

The subject building that will be occupied by Dave's Hot Chicken was constructed as an outlot building in 1989. The building has had several retail and restaurant tenants since its construction. The most recent tenant of the building was MOD Pizza, a fast casual restaurant that opened in 2019 and closed in early 2024. The previous tenant (MOD Pizza) received a sign variance in 2019 to construct an additional 1.7 square feet of wall signage on the building beyond the maximum sign area.



Figure 1: Existing building as of June 2024, including MOD Pizza exterior renovations.

DISCUSSION

Sign Details

The applicant has proposed three wall signs, with one sign placed on each façade of the tenant space that Dave's Hot Chicken will occupy. Details on each wall sign are provided below.

1. **Front Façade Wall Sign.** The largest sign proposed will be the front (west facing) wall sign, which will be centered on the front most façade of the building. The wall sign will include white aluminum channel letters mounted to a red aluminum background panel. Both the letters and the background panel will be reverse lit to provide illumination within and around each sign element.

Total Size: 81 square feet



2. **South Façade Wall Sign.** An additional wall sign is proposed on the south façade of the building facing an access drive into the Park Place Plaza shopping center. The sign is proposed to be a round aluminum cabinet sign with acrylic sign faces. The sign will be reverse lit with white lighting within the sign and red lighting around the outside of the sign as ambient lighting.

Total Size: 16 square feet



3. **Rear (East) Wall Sign.** A wall sign is proposed in one of the accent panels on the rear of the building. The applicant has stated that this sign will promote visibility from the Target parking lot adjacent to the site within the same shopping center. The sign will be similar in material and design to the front wall sign, with white aluminum channel letters mounted to a red aluminum background panel. Both the letters and the background panel will be reverse lit to provide illumination within and around each sign element.

Total Size: 29.5 square feet



Additionally, the applicant has proposed the replacement of the signage panel within an existing freestanding monument sign located along Halsted Street. The polycarbonate sign panels will be 33 square feet in area. The monument sign is internally lit with white LED lights. The new sign will replace lettering and accents originally constructed for the previous tenant.



The total area of all proposed signs is **159.5 square feet.** To approve the proposed signage, a 31.3 square foot variance is required. **All other Sign Code requirements, including requirements for placement and materials, are met.**

Front Wall Sign	
Dave's Hot Chicken Letter Sign	81 square feet
Side Wall Sign	
Dave's Hot Chicken Round Sign	16 square feet
Rear Wall Sign	
Dave's Hot Chicken Letter Sign	29.5 square feet
Monument Sign	33 square feet
Total Square Footage Requested	159.5 square feet
Total Square Footage Permitted	118.1 square feet
Existing Wall Sign Variance	1.7 square feet
Total Variance Requested	39.7 square feet

The building will be painted to match corporate branding for Dave's Hot Chicken, which generally uses color palates of red, black and white with multi-colored art elements to add visual interest to the building. The applicant has provided concepts of potential paintwork to be completed on the building. These improvements are not considered within the scope of this review as no building permit is required. However, conceptual drawings have been provided for context in reviewing the proposed signs.

Conformance with the Appearance Plan

When reviewing the proposed signage and sign variance, the Appearance Commission should consider the following provisions from the Appearance Plan:

E. Building Design

7. Signs shall be part of the architectural concept and all signs shall conform to the sign regulations of the Municipal Code of the Village of Homewood.

F. Signage

1. Wall, ground and identification signage 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.

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.

3. Every sign shall be scaled and designed so as to conform with relationship to buildings and surroundings.

4. Colors should be used harmoniously and with restraint. Lighting shall be harmonious with the overall building design.

Sign Variance Discussion

The maximum allowable sign area for this tenant based on requirements in the Village Sign Code is 118.1 square feet (47 feet of frontage * 2.5). The building was previously approved for an additional 1.7 square feet of sign area for wall signs. The maximum allowable signage for this tenant is 119.8 square feet.

A variance should only be granted if unique circumstances create a "hardship" or "practical difficulty" in following the ordinance. Village ordinances are laws, not suggestions, and should not be considered negotiable outside of circumstances of such unique circumstances. If a variance is recommended, it should be based upon an objective rationale. Variances are not based on precedent but should consider the unique facts of the case at hand.

The Appearance Commission may wish to consider the following facts in consideration of unique circumstances and hardship:

- 1. The building is an outlot, which is visible to the public on three sides. The building is visible from Halsted Street, the main access drive for the Park Plaza Place shopping center, and an entrance drive into the Target department store. The building has a unique location with higher traffic surrounding the building than many businesses.
- 2. The building is adjacent to Halsted Street, which has high vehicle speeds that may require larger signage for business visibility. The proposed front wall and existing monument sign utilize 96% of the maximum sign area allowed by the Village Sign Code.
- 3. The building is set back approximately 186' from Halsted Street, or approximately 2.5x of the length of the total building frontage, away from the street. The building is set back much further than other outlot buildings along Halsted Street (approximately 60' further back than the next largest setback at KFC, 17505 Halsted Street, 120' setback). This large setback may create unique challenges in creating effective business signage, especially when the tenant does not occupy the entire building.
- 4. The previous tenant (MOD Pizza) installed signage on all three available facades of the building, as the applicant has proposed. The total signage of the previous tenant was 119.8 square feet with similarly sized signage on the south side and rear (east) facades of the building. The front wall sign of MOD Pizza was significantly smaller than the front wall sign proposed for Dave's Hot Chicken. The monument sign is existing and was used by both tenants.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 24-52 Sign Variance, Dave's Hot Chicken at 17631 Halsted Street, to permit an increase in maximum sign area from 119.8 square feet to 159.5 square feet, and approve sign plans as proposed on the drawings submitted by Design Team Sign Company, dated May 31, 2024.



Sales: Rhonda Lambert Project Manager:

17631 Halsted Street Homewood, IL 60430

Table of Contents

- Page 1 Cover Page
- Page 2 Front Elevation
- Page 3 Side Elevation
- Page 4 Rear Elevation
- Page 5 24" Face & Reverse Lit Channel Letters on Reverse Lit Backer Stacked
- Page 6 48" Wall Sign
- Page 7 15" Face & Reverse Lit Channel Letters on Reverse Lit Backer Linear
- Page 8 Monument Elevation
- Page 9 40.25" x 119.75" Monument Cabinet

Revision Notes

Rev #1 - JAC 6/6/24 Revised channel letters to 18" linear and 24" stacked FLRL on RL backer

Rev #2 - JAC 6/26/24 Added monument cabinet

Rev #3 DS 10/25/24 Revised Dimensions of Wall Cabinet to be 36" & BMCL Linear to be 15"

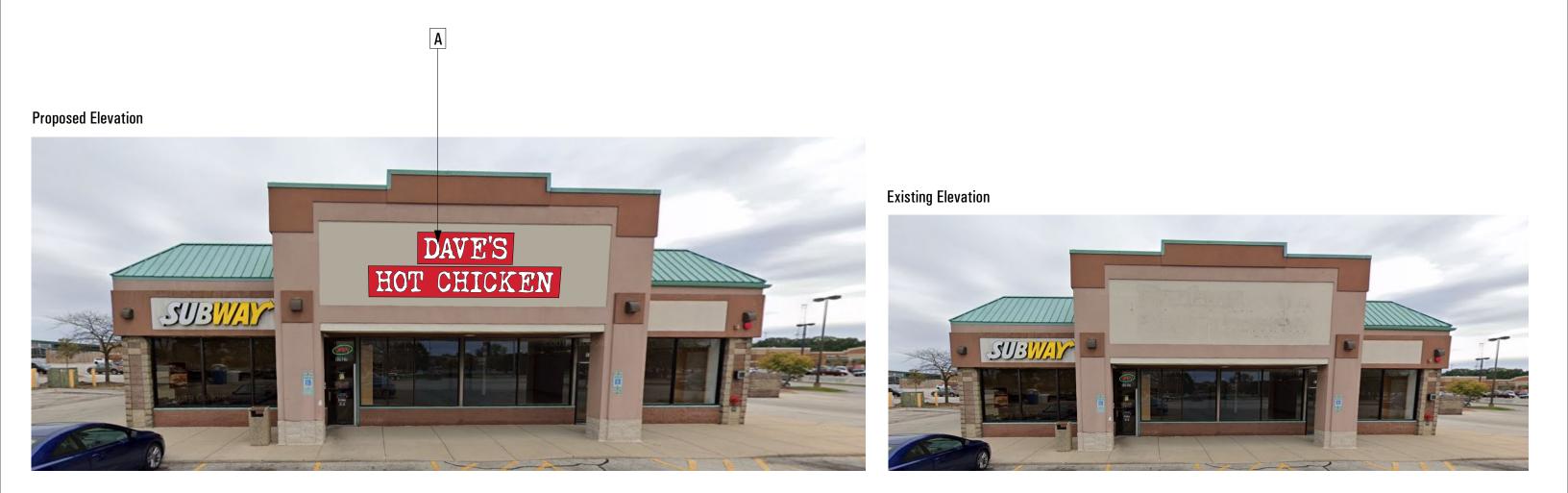
Rev #4 DS 10/25/24 Revied Wall Cabinet to be 48"

Item 5. B.



A 24" Face & Reverse Lit Channel Letters on Reverse Lit Backer

Rev	1	- JA	C	6/6/	24	Revis
Rev	2					
Rev	3					
Rev	4					
Rev	5					
Rev	6					





Designer: JAC	Date: 5/31/24	Option # 1 - JAC			
Client: Dave's Hot Chicken - Homewood, IL					
File Path: Z/ Restaurant/Dave's Hot Chicken/IL/Homewood17631 Halsted Street - 60430 File Path: Z/ New Location Payless Conversion- May 2024					

 \Box Proof Is Approved. Proceed With Production Of Order

Proof Is Approved With Corrections. Make Corrections As Indicated And Proceed With Production Of Order

Signature: I have reviewed this proof in regard to: Sign type; order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name:

Date:____

Front Elevation

ltem 5. B.

sed letters to 24" on backer



Rev 1 - JAC 9/6/24 Revis
Rev 2 - DS 10/25/24 Rev
Rev 3
Rev 4
Rev 5
Rev 6





Designer: JAC	Date: 5/31/24	Option # 1 - JAC		
Client: Dave's Hot Chicken - Homewood, IL				
File Path: Z/ Restaurant/Dave's Hot Chicken/IL/Homewood17631 Halsted Street - 60430/ New Location Payless Conversion- May 2024				

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I have reviewed this proof in regard to: Sign type; order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name:

Date:_

Side Elevation

ltem 5. B.

sed sign to show retainer instead of trimcap vised Dimensions of Cabinet to be 36"







A 15" Face & Reverse Lit Channel Letters on Reverse Lit Backer

Rev	1	DS	10/25/24	Revis
Rev	2			
Rev	3			
Rev	4			
Rev	5			
Rev	6			



Existing Elevation





Designer: JAC	Date: 5/31/24	Option # 1 - JAC			
Client: Dave's Hot Chicken - Homewood, IL					
File Path: Z/ Restaurant/Dave's Hot Chicken/IL/Homewood17631 Halsted Street - 60430/ New Location Payless Conversion- May 2024					

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Print Name:

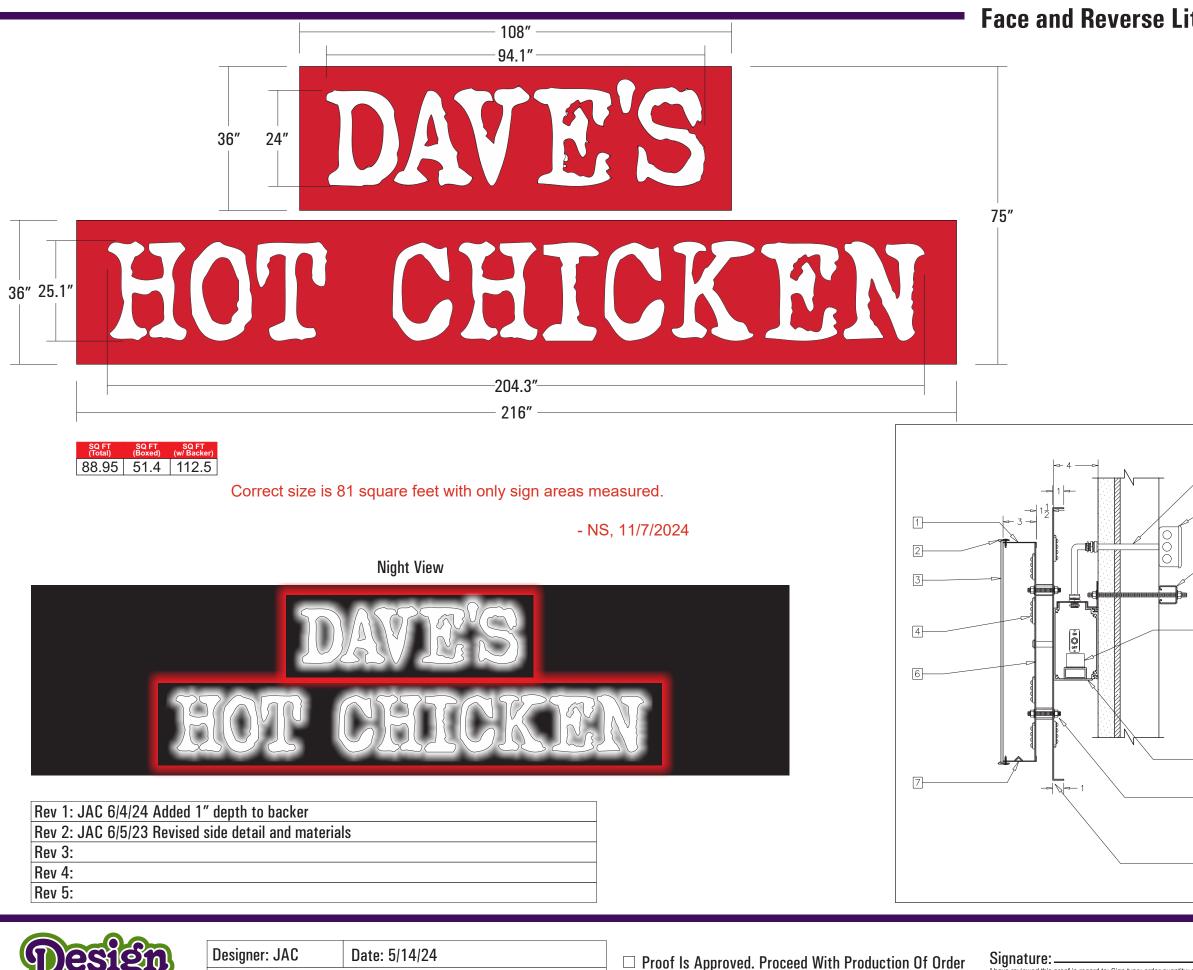
Date:_

Rear Elevation

ltem 5. B.

sed Dimensions of CL Set to be 15"





Client: Dave's Hot Chicken

SIGN COMPANY LLC.

File Path: Z/^{Restaurant/Dave's Hot Chicken}

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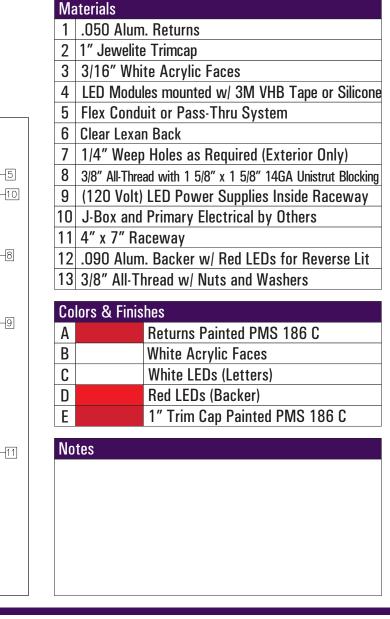
have reviewed this proof in regard to: Sign type; order quantity; and accuracy f icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name:

Date:

Face and Reverse Lit Channel Letters on Reverse Lit Racker

Item 5. B.





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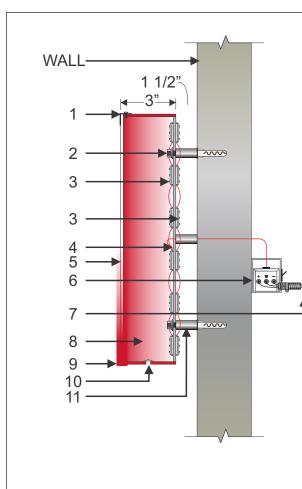
12

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Rev 1: JAC 7/10/24 Revised color of returns/trim cap	
Rev 2: JAC 8/14/24 Revised trim cap to retainer	
Rev 3:	
Rev 4:	
Rev 5:	

Correction of the second secon





Designer: JAC Date: 5/14/24

Client: Dave's Hot Chicken

File Path: Z/^{Restaurant/Dave's Hot Chicken}

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Date:____

Face and Reverse Lit Wall Sign



2	1/4" Bolts with Alligator Anchors, min. 3 Per Letter			
3	Low Voltage LEDs (Inside)			
4	Aluminum Back			
5	3/16" Acrylic Faces			
6	12V DC LED Power Transformer w/ Disconnect Switch			
7	120V Power Feed (Provided by Others)			
8	.063 Aluminum Returns			
9	1" Retainer			
10	1/4" Weep Hole w/ Light Baffle			
11	1 1/2" Spacers, Painted to Match Building			
Co	lors & Finisl	ies		
Α		Returns Painted PMS 187 C		
В		White Acrylic Faces		
C		White LEDs (Inside)		
D		Red LEDs (Outside)		
Ε		Retainer Painted PMS 187 C		



Materials

1 #8 Screw





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21" 15" DAVE'S HOT CHICKEN

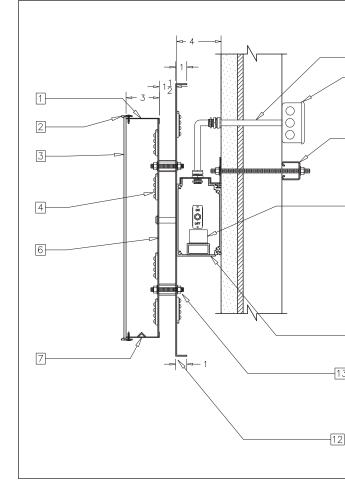
202" 197"



Night View



Rev 1: JAC 6/4/24 Added 1" depth to backer
Rev 2: JAC 6/5/23 Revised side detail and materials
Rev 3:
Rev 4:
Rev 5:





Designer: JAC Date: 5/14/24

Client: Dave's Hot Chicken

File Path: Z/^{Restaurant/Dave's Hot Chicken}

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Signature:

have reviewed this proof in regard to: Sign type; order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name: Date:

Face and Reverse Lit Channel Letters on Reverse Lit Racker

	Materials			
	1	.050 Alum. Returns		
	2	1" Jewelite Trimcap		
	3	3/16" White Acrylic Faces		
	4	LED Modules mounted w/ 3M VHB Tape or Silicone		
	5	Flex Conduit or Pass-Thru System		
	6	Clear Lexan Back		
	7	1/4" Weep Holes as Required (Exterior Only)		
5	8	3/8" All-Thread with 1 5/8" x 1 5/8" 14GA Unistrut Blocking		
10	9	(120 Volt) LED Power Supplies Inside Raceway		
	10 J-Box and Primary Electrical by Others			
	11	4" x 7" Raceway		
	12	.090 Alum. Backer w/ Red LEDs for Reverse Lit		
	13	3/8" All-Thread w/ Nuts and Washers		
9	Colors & Finishes A Returns Painted PMS 186 C			
	B			
	D C	White Acrylic Faces White LEDs (Letters)		
	E	Red LEDs (Backer)		
	E	1" Trim Cap Painted PMS 186 C		
	No	tes		
3				
2				
-				



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Proposed Elevation





Designer: JAC	Date: 6/26/24	Option # 1 - JAC			
Client: Dave's Hot Chicken - Homewood, IL					

File Path: Z/ Restaurant/Dave's Hot Chicken/IL/Homewood17631 Halsted Street - 60430/ New Location Payless Conversion- May 2024

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Signature: _ I have reviewed this proof in regard to: Sign type; order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name:

Date:

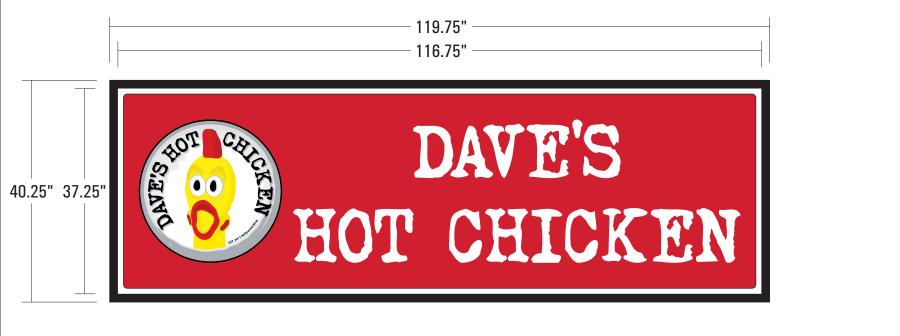
Rev 1	
Rev 2	
Rev 3	
Rev 4	
Rev 5	
Rev 6	

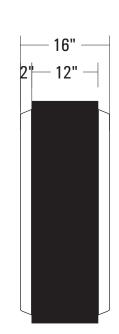
Monument Elevation Item 5. B.





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33 square feet

- NS, 11/7/2024



Designer: JAC Date: 6/26/24

Client: Dave's Hot Chicken - Homewood, IL

File Path: Z/ Restaurant/Dave's Hot Chicken/IL/Homewood17631 Halsted Street - 60430/ New Location Payless Conversion- May 2024

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Signature: _

have reviewed this proof in regard to: Sign type; order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation).

Print Name:

Date:_

Materials

- 1 Aluminum Cabinet Filler
- 2 Pan Formed Polycarbonate Faces
- 3 1.5" Retainers
- 4 LED Module
- 5 Mounting Hardware
- 6 1/4" Weep Hole
- 7 1/2" Flex Conduit
- 8 Toggle Switch Mounted to Box
- 9 Power Supply
- **10** Primary Electrical Leads

Colors & Finishes		
Α		Clear Polycarbonate w/ White Backspray
В		Vinyl to Match PMS 186 C - 2nd Surface
C		Digitally Printed Vinyl Logo - 2nd Surface

Rev #1 - DS 10/25/24 Revised Pan Depth Dims
Rev #2 -
Rev #3 -
Rev #4 -
Rev #5 -
Rev #6 -

Notes

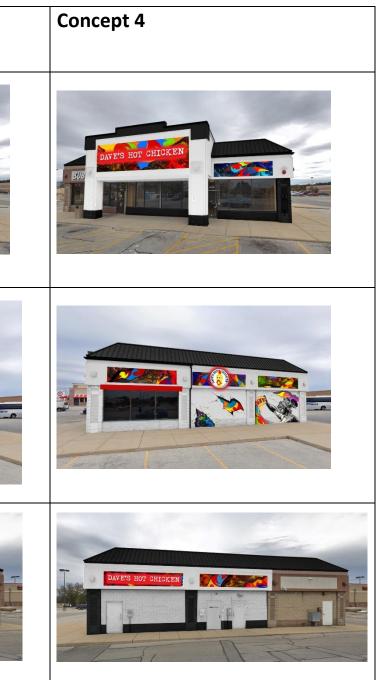


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Dave's Hot Chicken – Admin. Appearance Concepts

	Concept 1	Concept 2	Concept 3
Front	DAY B'S HOT CHICKEN	DAVE'S HOT CHICKEN	DAVE'S HOT CHICK EN
Side			
Rear	DAYE'S HOT CHICKEN	DAVE'S HOT CHICKEN	DAVES HOT CHICKEN

Staff provided feedback on paint options on October 22, 2024. Projects with no building permit required (i.e. paint alone) does not get elevated to Appearance Review. Paint work may not include commercial messaging generally reserved for signs – such paint would be classified as a painted sign in Section 30 of Municipal Code.

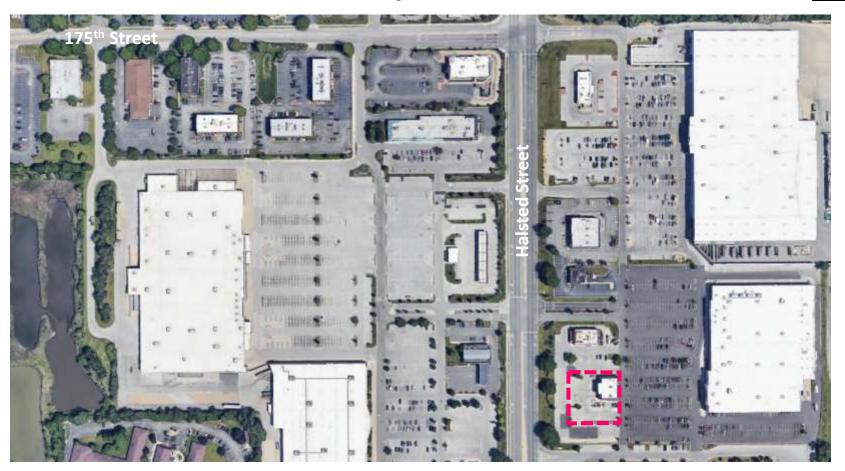


Dave's Hot Chicken

PIN: 29-33-100-065

Case 24-52 AC – Sign Variance

November 13 Item 5. B.



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Prepared by: Noah Schumerth, Assistant Director of Community and Economic Development



400'

38

17631 Halsted Street	Dave's Hot Chicken	Context Site In
PIN: 29-33-100-065	Case 24-52 AC – Sign Variance	November 13

