

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: July 16, 2026

To: Appearance Commission

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

Joshua Carrillo, Economic and Community Development Intern

Topic: Case 26-50: Comprehensive Sign Plan, 17627-17631 Halsted Street



DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Mahmoud Essa, Applicant	06/22/2026
Comprehensive Sign Plan Standards	2	Creative LED Signs and Printing	06/22/2026
Sign Plan Exhibits	3	Creative LED Signs and Printing	05/29/2026

BACKGROUND

The applicant, Mahmoud Essa of Creative LED Signs and Printing, is proposing a comprehensive sign plan for property at 17627-17631 Halsted Street. This comprehensive sign plan is proposed to propose locations for signage and allow additional signage for a new business, Hasta Hibachi and Pasta, which would otherwise exceed sign code requirements.

In addition to Hasta, this building also includes Dave's Hot Chicken, a business located at 17631 Dixie Highway. The proposed plan does not request any alterations to signage on this building. Dave's Hot Chicken received a sign variance to allow additional sign area and in 2024.

DISCUSSION

Proposed Sign Plan

The applicant has proposed a sign plan which establishes the location for three wall signs for the tenant space at 17627 Dixie Highway. The sign plan indicates the maximum size and placement of proposed signage. The sign plan indicates locations for signs on each of the three facades of the business (west, north and east). **Under zoning requirements, the business would only be permitted one wall sign.**

The proposed plan provides the following size allowances for each sign:

- Two large wall signs (west and north facades): 62.6 square feet
 - One small wall sign (east façade): 16.3 square feet
- TOTAL Sign Area Proposed: Not to exceed 141.5 square feet**

One wall sign (west façade, front sign) conforms with Village requirements and has been approved through the building permit process. This sign has been incorporated into the proposed plan.

The adjacent Dave's Hot Chicken received a variance to allow up to 132 square feet of signage (118.1 square feet permitted under the zoning requirements at the time).

COMPREHENSIVE SIGN PLAN STANDARDS

When reviewing any comprehensive sign plan for approval on a property, the Appearance Commission should consider the following standards per Section 44-10-08 of the Village Code of Ordinances (not one is binding):

(1) Signage for each tenant has (or is planned to have) a clear relationship with the design of surrounding properties, including signage affixed to adjacent buildings and the architectural character of the buildings to which they are affixed.

(2) All sign structures are (or are planned to be) placed in locations where they are clear, legible, and provide a clear relationship to the tenant(s) to which the signs are related.

(3) The dimensions of each sign shall be designed to be appropriate for visibility, legibility, and achieving the purpose of the proposed sign.

(4) All signage (including all signage proposed or planned) shall be consistent with the architectural design of the project.

(5) The colors and materials of the sign, sign base and other sign-related fixtures (including all signage proposed or planned) shall be consistent and compatible with the architecture of the structure.

(6) All signage (including all signage proposed or planned) meets the requirements of the village zoning ordinance and all other applicable local codes and ordinances.

(7) All signage is proposed to be in conformance with the guidelines of the village appearance plan.

APPEARANCE PLAN

The Appearance Commission may use the Appearance Plan as a set of standards for any Appearance Review application (and any other review heard by the Commission). The Commission may wish to consider the following standards in the evaluation of this proposal:

F. Signs

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.*
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 surrounds.*
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.*
5. *The provisions of the Homewood Municipal Code as it regulates signs, shall be part of the criteria of this sub-section.*

STAFF COMMENTS

No other approvals are required beyond the Appearance Commission's review of the Comprehensive Sign Plan. Building permit applications will be required for any additional signs proposed on the building beyond the one sign already approved in June 2026.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-50, Comprehensive Sign Plan for 17627-17631 Halsted Street, located in the B-4 Shopping Center zoning district and as proposed on drawings submitted by Creative LED Signs and Printing, subject to the following conditions:

1. The property owner shall submit a revised version of the comprehensive sign plan including approved drawings for the adjacent tenant space to provide a comprehensive sign plan for the full building which meets the requirements of the Village Zoning Ordinance;
2. The total signage permitted in the sign plan for 17627 Halsted Street shall not exceed 141.5 square feet in area;
3. The total signage permitted in the sign plan for 17631 Halsted Street shall not exceed 132 square feet in area;
4. The total signage count permitted in the sign plan for 17627 Halsted Street shall not exceed three (3) total signs.

5. Any amendment to the comprehensive sign plan for 17627-17631 Halsted Street shall be elevated to the Appearance Commission for review and approval.