



STANDARDS FOR: COMPREHENSIVE SIGN PLAN

2020 Chestnut Road, Homewood, IL 60430

Street Address: 17627 Halsted st	Homewood, IL 60430
Existing Zoning District: _____	
Requested Modifications: Add more signs	
Applicant Name: Mahmoud Essa	Date: 6-22-2026

Provide responses to each question below using complete sentences and responses specific to the details of the proposed Comprehensive Sign Plan. Responses should supplement all other materials required for a Comprehensive Sign Plan.

The Appearance Commission shall consider the following responses when evaluating a Comprehensive Sign Plan application.

Standards for Review

No application for a Comprehensive Sign Plan shall be approved unless the Village Board finds that the application meets all of the Standards for Review for Comprehensive Sign Plans.

Standards for Review apply to all Comprehensive Sign Plan. Applicants shall indicate that the proposed Comprehensive Sign Plan meets all required standards below, and may provide additional responses in the application below. Approval of modifications to conventional zoning or subdivision regulations is not guaranteed, including for projects where all Standards for Review are met.

- 1. Relationship with Surrounding Properties** All signage for each tenant has 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.
☐ Check if met.
- 2. Sign Placement.** All signs and structures are placed in locations where they are clear, legible, and provide a clear relationship to the tenant(s) to which the signs are related.
☒ Check if met.
- 3. Sign Dimensions.** The dimensions of each sign shall be appropriate for the visibility, legibility, and stated purpose of the proposed sign.
☐ Check if met.
- 4. Consistency with Architectural Design.** All signage included in the plan shall be consistent with the architectural design of the project.
☒ Check if met.
- 5. Colors and Materials.** The colors and materials of all signs, sign bases and other structures shall be consistent and compatible with the architecture of the structure.
☐ Check if met.
- 6. Code and Ordinance Compliance.** All signage shall meet the requirements of the Village Zoning Ordinance (including sign regulations in Section 44-10), and all other applicable local codes and ordinances.
Modifications from sign requirements shall be reviewed with the standards included in this application.
☐ Check if met.
- 7. Appearance Plan Conformance.** All signage shall conform to the standards and guidelines of the Village Appearance Plan.
☐ Check if met.

Comprehensive Sign Plan Modification Standards

In addition to the Standards for Review required for all Comprehensive Sign Plan applications, modifications to requirements of the underlying zoning district for signs may be approved by the Appearance Commission

Comprehensive Sign Plan modifications may be approved provided the applicant specifically identifies each requested modification within the comprehensive sign plan (CSP) application materials, and how each modification is compatible with one or more of the following additional standards: Each proposed modification must achieve one or more of the standards.

Applicants for Comprehensive Sign Plans proposing modifications shall a) identify each proposed zoning modification, b) provide a justification for how the modification meets one or more of the standards. The Appearance Plan shall use these standards to evaluate whether a modification may be approved and included in a final approved Comprehensive Sign Plan.

1. **Economic Performance and Viability.** The modification enhances the visibility, economic viability or overall performance of a business or use beyond that which would otherwise be achieved with signage fully compliant with the sign requirements of this section.

The requested modification to allow additional signs on the property will improve business visibility and customer wayfinding throughout the site due to the size of the property and various customer approach directions the number of permitted signs does not provide adequate identification from all viewpoints

2. **Creative Design and Placemaking.** The modifications increase architectural creativity or allow for unique sign design in a manner that contributes to creating a unique sense of place or improving the overall character of an area.

The proposed additional signs are designed to create consistent visual identity across the property the signage program will improve the overall appearance of the development by providing coordinated branding and clear wayfinding elements

3. **Sustainability and Environmental Performance.** The modification permits a demonstrable reduction in energy consumption from signs, or promotes sign design which increases the overall sustainability of the proposed development.

The proposed signage utilizes energy -efficient Led Illumination and adorable low maintenance materials. The additional signs are intended to improve visibility

4. **Historical Preservation.** The modification permits the creation of signage which increases the visibility of historically significant buildings, signs or other structures within the Village, or provides reference to historical structures within the Village, or furthers the stated goals of historical preservation in the Village.

this modification requested is not associated with a historic district is intended to improve business identification

5. **Building Material Quality.** The modification permits the creation of signage which increases the visibility of historically significant buildings, signs or other structures within the Village, or provides reference to historical structures within the Village, or furthers the stated goals of historical preservation in the Village.

the proposed signs will be constructed using high quality, durable materials designed for long term performance and minimal maintenance ,the additional signage will enhance visibility without negatively impacting the aesthetic of the site