

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: September 7, 2023

To: Appearance Commission

From: Angela Mesaros, Director of Economic and Community Development

Topic: Case 23-24: Sign Variance, 18033 Martin Avenue, William T. Goodman Ltd. Insurance

APPLICATION INFORMATION

APPLICANT	Jeff Goodman, Goodman Insurance
ACTION REQUESTED	Sign Variance
ADDRESS	18033 Martin Avenue
PIN	29-31-308-003-0000

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application: Appearance Review	1	Jeff Goodman	08/01/2023
Sign Face Options	1	Roeda	06/01/2023

BACKGROUND

The applicant, Jeff Goodman, Goodman Insurance, has operated his business at the subject property since 1996. In 2015, the Village closed Martin Avenue to vehicular traffic to create Martin Avenue Square. Martin Avenue is the only street frontage that Goodman Insurance has. In addition, one of the village's trees blocks Mr. Goodman's current sign from view. Mr. Goodman proposes to move his existing sign from the current location on the west façade to the north façade so that the sign will be visible from the closest public rights of way (Martin Avenue and Chestnut Road).

DISCUSSION

The building currently has no street frontage; therefore the sign ordinance does not allow signage. The applicant requests a wall sign, 32 square feet, on the north elevation of the building at 18033 Martin Avenue. The proposed sign meets the size requirements.

STAFF COMMENTS

When reviewing the variance request, Appearance Commission members should consider the following provisions from the Appearance Plan:

Signs:

Signs shall be part of the architectural concept and all signing shall conform to the sign regulations of the Municipal Code of the Village of Homewood, Illinois.

Size, color, lettering, locations, and arrangement shall be harmonious with the building design and shall be compatible with signs on adjoining buildings.

Materials used in signs shall be of sound architectural character, be durable, and be harmonious with the building design and surrounding landscape. Materials that tend to become illegible shall be avoided.

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

RECOMMENDED APPEARANCE COMMISSION ACTION

Staff recognizes the need to identify a business with signage and the current sign cannot be seen from any public right-of-way due to the location of the village tree and the closing of Martin Avenue Square to the public. The Appearance Committee may wish to consider the following motion written in the affirmative:

Approval of a sign variance to locate a wall sign on the north façade of 18033 Martin Avenue on application by Jeff Goodman, William T. Goodman Ltd. Insurance.