

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: September 3, 2026

To: Appearance Commission

From: Noah Schumerth, Director of Economic and Community Development

Topic: Case 26-55: Appearance Review for Pylon Sign, 7Brew Drive-Through Coffee, 17855 Halsted Street



Figure 1: Proposed 7Brew Building at 17855 Halsted Street

APPLICATION INFORMATION

APPLICANT	John LaRoy, Apparel Redefined/LaRoy Co.
ACTION REQUESTED	Request for Appearance Review approval for a new pylon sign at 17855 Halsted Street.
ADDRESS	1313-1351 W 175 th Street
PIN	29-32-101-068-0000, 29-32-101-067-0000, 29-32-101-066-0000, 29-32-101-076-0000; 29-32-101-047-0000, 29-32-101-048-0000

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Laura Pacino, Applicant	08/24/2026
Brand Color Guide	1	Pattison ID, Sign Contractor	06/18/2026
Site Map (Annotated by Village Staff)	1	Pattison ID, Sign Contractor	06/18/2026
Pylon Sign Plans	1	Pattison ID, Sign Contractor	06/18/2026

BACKGROUND

Laura Pacino ("Applicant") of Who Brew LLC is requesting an Appearance Review for a pylon sign at 17855 Halsted Street. All new pylon signs proposed within the Village of Homewood require review and approval by the Appearance Commission. Review and approval shall be completed in compliance with Appearance Review requirements set forth in Section 44-07-15 of the Village Zoning Ordinance.

HISTORY

The property was constructed as a Sizzler Steakhouse in 1975. The restaurant was remodeled into a Boston Market in 1993-1994. The restaurant closed in 2024.

The Appearance Commission approved plans for the proposed drive-through coffee restaurant on May 1, 2026. The Planning and Zoning Commission approved plans for a proposed drive-through coffee

restaurant at the location (7Brew Drive-Through Coffee) on May 28, 2026. The Village Board approved a special use permit for the proposed drive-through facility for the coffee restaurant on June 9, 2026.

Building permit submittals for the proposed drive-through coffee restaurant are under review by Village staff.

DISCUSSION

The applicant has requested a single pylon sign for the property. The existing pylon sign for Boston Market located on the west side of the property will be partially removed. A new sign cabinet for 7Brew Drive-Through Coffee will be installed on the top of the existing pylon of the Boston Market sign.

The new sign cabinet on the top of the pylon sign will be 50.27 square feet in area. The sign cabinet will be round and constructed from aluminum sheeting. The sign cabinet will have two sign faces (oriented north/south along Halsted Street). Each sign face will be constructed from embossed polycarbonate with printed graphics on each face. Additional “blackout vinyl” will be applied to each sign face to improve readability of the logo and sign text.



Figure 2: Existing Boston Market pylon sign located at 17855 Halsted Street (2025).

The sign will have a maximum height of 20 feet. The sign will have a maximum width of 2 feet. The sign meets all requirements for pylon signs in the Village Zoning Ordinance (Section 44-10-06).

Electrical service is below grade and is connected to the existing sign structure. No additional modifications are proposed.

The sign will feature the logo of 7Brew Drive-Through Coffee. The sign will incorporate the brand colors of 7Brew (proposed color palate attached to memo).

Appearance Plan

When reviewing these proposed improvements through the Appearance Review process, the Appearance Commission should consider the following provisions of the Appearance Plan:

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.*

J. Factors in Evaluation

"In addition to the Appearance Plan, the following factors relating to buildings, signs, structures or developments which affect appearance will be included in the Appearance Commission's evaluation of a project's design submission.

1. *Conformance to all ordinance of the Village of Homewood*
2. *Use of exterior space*
3. *Architectural concept and aesthetic value*
4. *Material selection and quality*
5. *Compatibility with adjoining buildings, misc. structures and space*
6. *Circulation for vehicles and pedestrians, and parking"*

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-55, Appearance Review for Pylon Sign, 7Brew Drive-Through Coffee at 17855 Halsted Street, as proposed on the drawings submitted by Pattison ID dated June 18, 2026.