

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: APRIL 2, 2026

To: Appearance Commission

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

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 26-10: Comprehensive Sign Plan, Dobbs Tire at 18340 Kedzie Avenue

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Matthew Lambert, Applicant	02/13/2026
Sign Plan	4	Dualite Signs, Sign Contractor	02/18/2026
Staff Exhibits	3	Noah Schumerth, A.D. ECD	03/25/2026

BACKGROUND

The applicant has proposed the construction of new signage on an existing building at 18340 Kedzie Avenue. This signage will be installed for a new business at the location, Dobbs Tire and Auto Center. CarX Tire and Auto, which closed in 2024, formerly occupied the building.

The applicant has proposed a comprehensive sign plan to coordinate signage on the building and allow for the addition of a second large wall sign on the building, which would otherwise not be permitted on the building.

DISCUSSION

The applicant has proposed three signs on the property within a new comprehensive sign plan:

- One (1) pylon sign – replacing copy in existing sign structure
- Two (2) wall signs – constructing two new wall signs
- Assorted window signs

Pylon Sign: The original pylon sign structure was constructed for the previous CarX use. The applicant has proposed replacement sign faces constructed as “flex faces,” or a vinyl sign which is secured in place using retainers and a tension system. Two sign faces will be installed, with one sign face on each side of the sign structure (facing north-south perpendicular to Kedzie Avenue). The sign faces will be partially translucent and allow light from the existing fluorescent lighting system to illuminate the sign faces.

This property is zoned in the B-3 General Business. Properties in this zoning district are permitted to have a pylon sign of up to 20’ in height. The pylon sign is permitted under current pylon sign regulations in Section 44-10-06.B.11 of the Village Zoning Ordinance.

Wall Signs: The original CarX facility at this location had one large wall sign. This sign was removed upon the closure of CarX in 2024. The applicant has proposed two large wall signs on the front façade of the building facing Kedzie Avenue, in addition to repainting the wall face behind both signs. These two signs are proposed as follows:

- **Channel Letter Sign (“Dobbs”):** 44 square feet (12.5’ x 2.5’) with 5” deep aluminum cabinet letters and vinyl/acrylic letter faces, internal illumination
- **High-Density Urethane (HDU) Letter Sign (“Complete Auto Service”):** 44 square feet (29.5’ x 1.5’) with 1.5” deep solid urethane letters, no illumination.

Only one wall sign is permitted per tenant for buildings within the B-3 General Business zoning district. If both signs were proposed as a single sign, the sign would fit within the size allowance for the front façade of this building (127 square feet allowed). A comprehensive sign plan modification is required to allow the second wall sign at this location.

The comprehensive sign plan would allow only one (1) illuminated wall sign, with the additional wall sign required to remain unilluminated. The plan would limit the size of each wall sign on the building to 44 square feet. The plan limits the total number of wall signs to two (2) signs.

Window Signs: The applicant is planning to provide window signs at a later date. The window signs will be required to follow standards in the Village Zoning Ordinance, which will limit window signage to 25% of the window area on the front façade of the building, and 25% of any individual window area.

STANDARDS FOR REVIEW

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.*

The applicant has proposed modifications to the sign allowances for the property through the Comprehensive Sign Plan review, as permitted in Section 44-10-08 of the Zoning Ordinance. All modifications must advance one or more of the following additional standards in order to be considered for approval:

- (1) *Improves or protects economic performance and business viability.* The additional wall signs on the building is designed to increase visibility of the business and draw attention to the service garages on the site to demonstrate that the business will offer a variety of vehicle repair and maintenance services.
- (2) *Allows for creative design and placemaking.* The proposed sign is designed to remove a large blank wall space from the building and accompany plans to renovate the exterior of the building by painting the wall faces behind both wall signs.
- (3) *Enhances sustainability and environmental performance.* N/A.
- (4) *Advances historical preservation or improves visibility of historical assets.* N/A.
- (5) *Allows for higher quality of building materials.* N/A.

Appearance Review

When reviewing sign improvements through the Appearance Review process, the Appearance Commission should consider the following standards 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”*

STAFF COMMENTS

Staff has reviewed the building permit application for the pylon sign copy replacement and the illuminated channel letter wall sign on the southern half of the building. Staff approved both of these signs on February 17, 2026. The additional non-illuminated urethane letter wall sign will require approval of this comprehensive sign plan before it can be approved through the sign permitting process. If this comprehensive sign plan application is not approved, the applicant will only be permitted to install the two signs previously approved, or will need to submit plans for alternative signs which will need to be reviewed by staff.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-10, Appearance Review and Comprehensive Sign Plan for Dobbs Tire and Auto Center at 18340 Kedzie Avenue, as proposed on the drawings submitted by Dualite Signs.

This approval will permit the following modifications to sign requirements in the Village Zoning Ordinance for this property, as permitted and regulated by Section 44-10-08:

- One (1) additional non-illuminated wall sign (one permitted by the Village Zoning Ordinance)

This approval also places the following additional standards on signage for this building – changes to sign plans, which do not meet these standards below, will require approval by the Appearance Commission:

Pylon Sign:

- Only one (1) pylon sign permitted
- Shall only use the existing pylon sign structure

Wall Signs:

- No more than 44 sq. ft. for any individual wall sign
- No more than one (1) illuminated wall sign