

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: January 5, 2023

To: Appearance Commission

From: Valerie Berstene, Village Planner

Through: Angela Mesaros, Director of
Economic and Community Development

Topic: Case 22-46 – CD One Price Cleaners
Exterior Alterations and Sign Variance



APPLICATION INFORMATION

APPLICANT	Piyush Patel
OWNER	Bakulaben Patel, BANA Investments, LLC
APPROVAL REQUESTED	Exterior Alterations, and Sign Variance
ADDRESS	18046 Halsted
PIN	29-32-406-050-0000

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Narrative	1	Piyush Patel	--
Signage Cut Sheets	2	--	--
Building Permit Plans Sheet A210	1	Berneche2 Architecture	12/08/2022
Staff Exhibits	6	Valerie Berstene, Village Planner	01/05/2023

BACKGROUND

The subject property is one of four tenant spaces in a 5,900-sf multi-tenant building, comprising 18042 – 18048 Halsted Street. The space at 18046 Halsted was formerly occupied by LOYA Insurance Company. The new tenant is CD One Price Cleaners. The applicant requests approval of an exterior alteration to add a storefront window with an integrated through-wall drop box, and a sign variance.

HISTORY

The multi-tenant building was constructed in 2001. At the January 10, 2001 Appearance Commission meeting, the Commission approved four wall signs of 21 sf each, totaling 84 sf of wall signs, and a 64 sf pole sign. Subsequent permit requests to alter or replace signs have been administratively approved, as well as several requests to vary from the signage limitation heard by the Appearance Commission (Case 03-32 Wireless Solutions Sign Variance; Case 03-33 JJ Fish & Market Sign Variance).

DISCUSSION

The applicant has two requests before the Commission: one for exterior alterations to add a pane of storefront glass with an integrated through-wall drop box and one for a sign variance.

EXTERIOR ALTERATIONS

The existing building has a symmetrical elevation, composed of two-tenant modules, grouping together the northern two tenants and the southern two tenants. Within each module, the two tenant space doors are adjoined, separated by the dividing party wall, each with three storefront windows flanking them. Between these two mirrored halves spans variegated tan brick. The applicant proposes to add a fourth storefront window in lieu of existing brick façade. This new window will allow the tenant to provide a through-wall drop box for after-hours receipt of dry cleaning. The drop box will be a metal box, inserted into the storefront window.

All aspects of the proposed storefront window are designated to match the existing. However, the drawings do not indicate the continuation of the existing exterior masonry sill between the unit masonry base and the storefront. Staff recommends that this masonry sill be included for approval.

The new zoning ordinance pending adoption by the Village Board of Trustees on January 10, 2023 will require all new uses in the B-4 District to maintain 60% ground floor transparency. In light of that pending regulation, Staff recommends attaching the condition of approval that will ensure this new business is in line with those regulations from its opening. The floor plan provided for the building permits indicate that the proposed build-out will comply. Including this condition should not have a change to the plans for the business, but provide an assurance that it maintained as such over time.

SIGNAGE

The applicant requests approval of a 56 sf wall sign and 21 sf tenant panel in the existing multi-tenant ground sign. The requested signage exceeds the gross sign area allowed by the Municipal Code, Chapter 30. The maximum allowed sign area (sf) per property is calculated by multiplying the linear feet of building frontage by 2.5. The subject property has 85 feet of building frontage, allowing it a maximum 212.5 sf of gross sign area. Gross sign area includes both wall signs and ground signs.

The subject property is a multi-tenant building, therefore the existing signage of the other tenants must be taken into account in determining the amount available for the applicant. The Sign Ordinance sets forth:

“If a single building is designed for occupancy by more than one business use and is so used, the formula to be applied in ascertaining the permitted gross surface area for each individual establishment shall be based on the formula set out in this subsection. The owner of the building shall then be responsible for negotiating with all tenants in the building, the amount of signage allowable for each business.”

This clause places the responsibility on the owner for equitable distribution of sign area among tenants. The three other existing tenants on the subject property account for 183.5 sf of the total allowed 212.5 sf (86%) for the property. In addition to that, the area of the tenant panel in the

existing ground sign is pre-determined as 12 sf. This leaves on 17 sf of available sign area for the new tenant's, the applicant's, wall sign.

The applicant is requesting a wall sign of 56 sf, requiring a variance of 39 sf. If granted, this variance would increase the gross sign area on the property 18% above the amount allowed by the Sign Ordinance, or approximately 3x the building frontage.

The previous sign installed for this address, Loya Insurance Company, was 23.3 sf. At the time it was approved, neighboring tenant signs contributing to the property's gross sign area were different.

A variance should only be granted if unique circumstances create a *hardship* or *practical difficulty* in following the ordinance. Village ordinances are laws, not suggestions, and should not be considered negotiable outside of such circumstances. If a variance is recommended, it should be based upon an objective rationale. Variances are not inherently associated to a particular tenant, but to the property as a whole. A variance granted to the property today would carry forward for all future tenants and signage configurations on the property. The Commission may also consider approving variance of a lesser degree of non-conformity than that requested.

CONFORMANCE WITH APPEARANCE PLAN

When reviewing these proposed improvements, the Appearance Commission should consider the following guidelines of the Appearance Plan:

Section E. Building Design:

- *Materials shall be compatible with and complimentary to the design;*
- *Materials shall be of a permanent nature and require a minimum amount of maintenance;*
- *Colors shall be harmonious with bright or brilliant colors used mainly for accent.*
- *Signs shall be a part of the architectural concept and all signing shall conform to the sign regulations of the Municipal Code.*

Section F. Signs:

- *Every sign shall be scaled and designed so as to conform with relationship to buildings and surrounds.*

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion, written in the affirmative:

Approve Case 22-46 CD One Price Cleaners Exterior Alterations for 18046 Halsted Street as proposed on Sheet A210 submitted by berneche2 architecture dated December 8, 2022, subject to the following conditions:

1. Provide a masonry sill beneath the new storefront window, to match the adjacent existing conditions;
2. Maintain a minimum of 60% transparency of the windows; and

3. Comply with all building code requirements.

Approve Case 22-46 CD One Price Cleaners Sign Variance for 18046 Halsted Street as proposed on the submitted drawings, for a variance of 39 sf to allow for a total 251.5 sf of gross sign area for the property.