

# VILLAGE OF HOMEWOOD



## MEMORANDUM

DATE OF MEETING: October 3, 2024

**To:** Appearance Commission

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

**Through:** Angela Mesaros, Director of Community and Economic Development

**Topic:** Case 24-43: Signage at Essence Salon Suites, 17956 Halsted Street



## APPLICANT INFORMATION

APPLICANT	Rona Abid, Reesha Printing and Signs
ACTION REQUESTED	Appearance Review
ADDRESS	17956 Halsted Street
PIN	29-32-401-032

## DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Rona Abid, Applicant	09/23/2024
Landlord Approval Letter	1	M & J Wilkow	04/09/2024
Original Sign Package	5	Reesha Printing and Signs	04/09/2024
Staff Exhibits	6	Noah Schumerth, Asst. Dir. ECD	09/24/2024

## BACKGROUND

The applicant submitted a permit application on April 12, 2024, for new business signage at 17956 Halsted. The Village approved and issued the sign permit on April 29, 2024. The sign permit included plans for two cabinet letter signs and a large non-illuminated aluminum sign for Essence Salon Suites.

The signs were installed in July 2024. The signage does not reflect the illustrations submitted in the approved sign permit application. While the dimensions on the initial drawings match the constructed signage, renderings provided by the applicant in the initial sign permit application do not match the installed signage. No additional information on the scale or location of the signs was provided.

New drawings submitted by the applicant align with the constructed signage on the building. According to Section 28-30(a) of the Homewood Code of Ordinances, all projects subject to permit review shall be

brought forward to the Appearance Commission for review unless the Chief Building Inspector or Director of Economic and Community Development has determined that such a review is not required.

The Staff have determined that the signs as constructed and installed should be reviewed by the Appearance Commission.

## DISCUSSION

The recently constructed signage at Essence Salon Suites is compliant with all applicable sign regulations in Section 30 of the Village Code of Ordinances. However, the signage as constructed is not compliant with renderings submitted by the applicant as part of the sign permitting process.

The signs constructed for Essence Salon Suites measure 295 square feet of area. This signage area is broken out over three signs:

- Cabinet letter sign (east frontage): 113 square feet
- Aluminum non-illuminated sign (south frontage): 48 square feet
- Cabinet letter sign (south frontage): 134 square feet

The building within which the tenant is located has two frontages, and is permitted 800 square feet of total signage (330' linear frontage \* 2.5 = 825 sq. ft., 800' maximum). For multi-tenant buildings such as the subject property, the Homewood Sign Code assigns responsibility for dividing signage allowances to the property owner. A letter from the property owner approving the signage as installed is attached to this memo.

### Appearance Plan Review

In reviewing the sign proposal, the Appearance Commission may wish to consider the following applicable standards from Section F (Signs) of the Appearance Plan:

1. Wall, ground and identification sign 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. The wall signage on the eastern frontage of the building is aligned nearly flush to the adjacent wall. This placement shifts the signage significantly further to the right side of the tenant frontage than initially proposed. The placement is similar to signage directly to the north (FedEx Office), however, the Fed Ex signage is shifted to this direction because it is centered directly over the storefront (which is also shifted towards the walls).

The signage on the southern frontage covers the entire wall face and has edges within several inches of the trim and architectural details surrounding the wall face.

The appearance plan discourages signage at this distance from neighboring walls or other architectural elements. The placement of signage on the eastern frontage centers signage above the storefront system in the front of the business.

The constructed tenant signage takes up 36% of the allowable signage for the center. Essence Salon Suites occupies approximately 40% of the frontage of the building, and approximately 30% of the square footage of the building. The total sign area is proportionate to the business' frontage and relationship with other businesses in the building.

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. The signs conflict with the existing architectural trim of the building. The materials are legible and not at risk of accelerated decay.
3. Every sign shall be scaled and designed so as to conform with relationship to buildings and surroundings. The signage on the eastern frontage of the Essence Salon Suites tenant space has a similar height compared to neighboring signage at FedEx office and Athletico Physical Therapy. However, the wall face of the Essence Suites signage is narrower than the wall face on which neighboring signage is placed. Signs constructed for other tenants in the building have a 2'-4' distance between the top and bottom trim of the wall face, while the Essence Salon Suites signage details are nearly flush with the top and bottom of the wall face.

The lettering on the sign has approximately a 2'-3' separation between the letters and the perimeter of the wall face, similar to other signs on the eastern side of the building. The original sign proposal rendered a smaller sign with greater separation between the top and bottom of the wall face to match existing signage constructed for other tenants in the building.

The sign on the eastern frontage shares a centerline with other tenant signage on the same frontage.

The sign on the southern frontage of the building has no separation between the sign and all four sides of the wall face, creating a sign area that is larger than any other tenant sign in the surrounding vicinity.

4. Colors shall be used harmoniously and with restraint. Lighting shall be harmonious with the design. The color choice for the signs incorporates the corporate color palate for Essence Salon Suites. The colors do not directly conflict with other signs or architectural features in the vicinity of the signs.

Lighting is appropriate for the type of signage and meets the standards in Section 30 of the Homewood Code of Ordinances.

5. The provisions of the Homewood Municipal Code as it regulates signs, shall be part of the criteria of this subsection. The signs meet the standards of Section 30 of the Homewood Municipal Ordinance and building codes adopted by the Village of Homewood. Code compliance is one part of the criteria for Appearance Review approval, as the Appearance Plan guidelines shall also be used to evaluate the appropriate design for improvements constructed in the Village.

In addition to the Appearance Plan guidelines for signage projects, the following shall be included in the Appearance Commission's evaluation of any design submission:

1. Conformance to all ordinances of the Village of Homewood, including all amendments;
2. Use of exterior space
3. Architectural concept and aesthetic value
4. Material selection
5. Compatibility with adjoining buildings, miscellaneous structures and space
6. Circulation – vehicular, pedestrian and parking

### STAFF COMMENTS

Should the Appearance Commission recommend changes to the signage, the changes shall be made before the issuance of a certificate of occupancy for the business. If the Appearance Commission does not recommend changes to the signage, no further changes will be required before the issuance of a certificate of occupancy for the business.

### RECOMMENDED APPEARANCE COMMISSION ACTION

Upon review of the signage included in this design review application, the Appearance Commission may wish to make the following recommendation:

**Approve** Case 24-43, Appearance Review for Signage at Essence Salon Suites, 17956 Halsted Street, incorporating any design recommendations provided by the Appearance Commission in the design evaluation.