

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: August 4, 2022

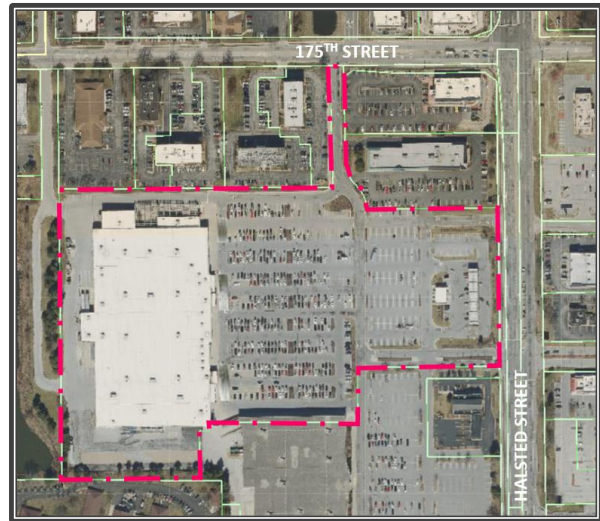
To: Appearance Commission

From: Valerie Berstene, Village Planner

Topic: Case 22-18 - Walmart Rebranding

APPLICATION INFORMATION

APPLICANT	Jennifer Paquin on behalf of Walmart
ACTION	Approval of exterior colors and
REQUESTED	signage
ADDRESS	17550 Halsted
PIN	29-32-200-052-0000



DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
A.2 Exterior Elevations	1	Pb2 architecture + engineering	05/02/2022
A2.1 Exterior Signage	1	Pb2 architecture + engineering	05/02/2022
FSA2 Fuel Service Building and Canopy Elevations	1	Pb2 architecture + engineering	12/10/2021
FSA2.1 Fuel Signage	1	Pb2 architecture + engineering	11/18/2021
Staff Exhibits	5	Valerie Berstene, Village Planner	08/04/2022

BACKGROUND

Walmart has proposed to repaint the entire principal building, fuel station building, and fuel station canopy to bring the property into alignment with the current brand standards. The subject property is a part of the Kmart/Builder's Square Planned Unit Development.

HISTORY

In 1992 a PUD amendment was approved to allow construction of the K-Mart/Builder's Square facility with 3 outlots (Case 92-06). Later that year, Case 92-32 approved the proposed Super K-Mart. The ordinance for Super K-Mart granted a total of 1,075 sf of signage for the site (883 sf wall signs + 192 sf pole sign).

In 1998, the Village approved additional sign area, bringing the total wall signage to 1,009 sf with the 192 sf pole sign.

In 2001, an amendment to the PUD was approved to construct a K-Mart Express fuel station (Case 01-27).

In 2001, the Appearance Commission reviewed a request for a sign variance to add 59 sf more of wall signage and 23 sf more pole signage. The request was denied by the Appearance Commission and the application withdrawn (Case 01-34).

In 2008, the Appearance Commission reviewed proposed signage which deviated from the Municipal Code regulations, but was within the allowed 1,075 sf previously approved for the site. The signage presented at that time was approved (Case 08-10).

In 2014, the site changed hands from K-Mart to Walmart. The Appearance Commission reviewed changes to the façade, landscaping, signage, outdoor sales area, and trash enclosures proposed with the new ownership (Case 14-07). The approved signage exceeded the Municipal Code maximum of 500', justified by the store's 800' setback from Halsted Street. The gross sign area allowed for the site was 1,165.3 sf. The proposed changes required a minor PUD amendment (Case 14-08).

In 2015, Walmart brought forward larger changes to the site; the overall building footprint remained at 193,700 sf but an existing arcade was enclosed and new vestibules constructed, providing multiple entrances. Additionally, the request included construction of a fuel service station and associated 635 sf convenience store. The ordinance (M-1978) allowed for 1,165.3 sf of signage for the principal building and 222.8 sf for the fuel center, totaling 1,388.1 sf of gross sign area.

In 2016, the Appearance Commission reviewed proposed alterations to the fuel station canopy design, signage, and landscaping. The Commission approved the canopy color to match the principal building (Case 16-13).

In 2016, The Appearance Commission reviewed a request for additional signage for a tenant (Subway) inside the Walmart (Case 16-45). Currently the tenant has been replaced by Domino's which has an 18.8 sf sign on the building.

In 2020, The Appearance Commission approved changes to the exterior elevations to change the paint colors. This was a Minor PUD Amendment (Case 20-16). The proposed changes at that time did not include the fuel service station canopy or convenience store. The changes were never implemented.

DISCUSSION

The proposed rebranding employs a color palette of cool tones ranging from a light gray to dark gray and black, and the "Walmart blue" accent color, used to highlight entrances. The same color palette will be applied to the principal building, fuel service building, and fuel service canopy.

In addition to repainting the entire building, the proposed elevations include replacing an existing solid metal exit door on the front of the building with a new glass storefront entrance door and a post-and-lintel canopy extending approximately 7' from the face of the building. This new entrance will be for pickups.

The proposed signage complies with the maximum sign area allowed for the site per previous ordinance allowing for an increase above the maximum 500 sf for a single frontage allowed by Municipal Code. The total signage requested is tabulated below and demonstrates a reduction in gross sign area from previous iterations of signage on the site.

Walmart Signage Tabulations	
WALL SIGNS	Sign Area
Principal Building	
"Walmart" + Spark	198.3
"Grocery"	41.1
"Home & Pharmacy"	94.9
"Pickup"	32.4
"Outdoor"	20.4
Dominoes Logo	18.8
Subtotal	405.9
Fuel Service Building	
"Walmart" + Spark	39.7
"Grab & Go"	4.3
Subtotal	44.0
Fuel Service Canopy	
"Walmart" + Spark [north]	18.6
"Walmart" + Spark [east]	18.6
"Walmart" + Spark [south]	18.6
"Walmart" + Spark [west]	18.6
Subtotal	74.4
TOTAL	524.3
GROUND SIGNS	Sign Area
Pole Sign	
"Walmart" + Spark	97.7
Digital Fuel Price	39.0
Monument Sign	
"Walmart" + Spark	91.1
Digital Fuel Price	58.6
Pole Sign	
"Pickup"	48.3
TOTAL	334.7
ACCESSORY SIGNS	Sign Area
Fuel Service Pump Sign	
"Walmart" + Spark	2.3
Quantity	12
TOTAL	27.6
GRAND TOTAL	886.6
ALLOWED	1388.1

CONFORMANCE WITH APPEARANCE PLAN

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

“Architectural style- contemporary, traditional, or other- shall not be restricted. Evaluation by the Appearance Commission of building design and its supporting elements shall be based on:

- 1. Acceptable design principals and proper use of materials and supporting surrounding elements.*
- 2. Buildings shall, with their own design concept, be an asset in the aesthetic sense to the Village of Homewood.*
 - a. Materials shall be compatible with and complimentary to the design, as follows:*
 - b. Materials shall be of a permanent nature and require a minimum amount of maintenance.*
 - c. Exposed structural frames that reflect the design of principals of the building shall be an integral part of the building design.*
- 3. Colors shall be harmonious, with bright or brilliant colors used mainly for accent.”*

No changes other than those proposed for the building elevations and signage are proposed at this time.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approval of Case 22-18 Walmart Rebranding for 17550 Halsted Street as proposed on the elevations submitted by pb2 architecture + engineering.