

# VILLAGE OF HOMEWOOD



## MEMORANDUM

DATE OF MEETING: November 6, 2025

**To:** Appearance Commission

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

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

**Topic:** Case 25-47: Appearance Review and Comprehensive Sign Plan for Park West Plaza, 3003-3029 W 183rd Street

## DOCUMENTS FOR REVIEW

| Title                      | Pages | Prepared by                    | Date       |
|----------------------------|-------|--------------------------------|------------|
| Application                | 1     | Paul Rzewuski, Applicant       | 10/27/2025 |
| Monument Sign Plans        | 3     | Elevate Sign Group             | 10/27/2025 |
| Proposed Signage Standards | 2     | Elevate Sign Group             | 10/10/2025 |
| Approved Landscape Plan    | 1     | Tyler Arbeen, Arbeen Landscape | 09/05/2025 |
| Staff Exhibits             | 2     | Noah Schumerth, Asst. Dir. ECD | 10/30/2025 |

## BACKGROUND

The applicant, Paul Rzewuski of Elevate Sign Group (on behalf of property manager Brenda Otero and property owner Steve Caton) has proposed new monument signage and a comprehensive sign plan for the Park West Plaza Shopping Center, located at 3003-3029 W 183<sup>rd</sup> Street. These improvements are proposed to fully renovate the existing pylon sign on the property and provide criteria to regulate future signage constructed on the shopping center building.

The Village recently sold this property in May 2025 to Caton Commercial Group. Caton Commercial proposed a full renovation of the property to improve commercial performance of the center, which has suffered high vacancy rates for several years.

The Appearance Commission recently approved plans for landscaping and architectural improvements for this shopping center on October 16, 2025.

## DISCUSSION

### Monument Sign

The applicant has proposed a full reconstruction of the existing monument sign structure, which is currently located perpendicular to 183<sup>rd</sup> Street on the northeastern corner of the subject property. The existing structural steel sign pole will remain, while the current sign cabinet at the top of the pylon sign

will be removed. The existing 5.5" structural steel sign pole (clad in aluminum panels created a 2' x 2' frame around the pole) will be sleeved into a 6.5" steel pole to reinforce the sign structure. The existing cabinet at the top of the sign will be replaced with a new aluminum and acrylic cabinet system.

The applicant plans to remove all existing aluminum cladding on the sign, which has deteriorated due to lapsed maintenance and past property neglect. All existing cladding will be replaced with new aluminum cladding. The aluminum will be a light grey color used on fiber cement panels and brick veneer to be used on the approved front elevation of the renovated shopping center (Figure 1).

**Figure 1: Approved Front Elevation**



A new sign cabinet system will be installed at the top of the existing sign pole. The new sign cabinet system will display signage on two sides. This cabinet will be approximately 100 s.f. in area (current cabinet is approximately 110 s.f. in area). The new cabinet system will have eight rows of large LED lights mounted to the aluminum structure to provide internal illumination of the sign.

Both sides of the cabinet will have 10 white acrylic panels (3/16" thickness) for future tenant signage. These panels will have vinyl graphics applied as tenants apply for signage and move into the renovated center. The applicant has provided standards for these graphics in the comprehensive sign plan included in this application. A single 15" x 116" tenant panel colored in opaque charcoal grey with transparent white letters will be mounted to the top of the cabinet system to display the name of the shopping center.

**Figure 2: Comparative Renderings (Old vs. New Signage)**



The renovated pylon sign will have a height of 19.5 feet. The total sign area will be approximately 100 square feet, which is slightly smaller than the existing pylon sign. **The proposed pylon sign improvements are compliant with all current sign requirements in the Village Zoning Ordinance.**

#### Comprehensive Sign Plan

The applicant has also proposed a comprehensive sign plan to serve as signage standards for future tenants. While there are three small tenants currently located in the building, the building will eventually feature up to 7 additional tenants (per the original proposal of the property owner), and the property owner will require the replacement of signage for the existing tenants to match the standards included in this sign plan.

The applicant has proposed the following general standards for wall signage on the building and tenant signage on the proposed monument sign:

- **Wall Signs:** New wall signage will be required to meet the following standards:
  - All tenants required to use individual channel letters mounted on 5" tall x 3" deep raceways which are installed suitably with the columns of the building.
  - Any taglines or other logos must be attached to the same raceway system as the primary channel letters.
  - All fasteners and other materials must be constructed from non-corrosive materials to reduce wear onto the building face.
  - All tenants required to place signage centered on the fascia sign bands on the building (Figure 3).

*(Note: these standards will restrict the use of square cabinet signs or other types of wall signs without an amendment of these sign standards).*

**Figure 3: Examples of Approved Wall Signage (using existing tenants)**



- **Tenant Panels:** New tenant panels installed on the renovated pylon sign will be required to meet the following standards:
  - Landlord to determine which space on the sign a specific tenant can utilize.
  - Landlord reserves the right to restrict the colors of non-national brands to create color cohesion.
  - All tenant panels must be constructed from the same vinyl graphic material and placed on 3-16" acrylic panels.
  - All branding and other sign copy shall be centered on each tenant panel.

#### 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.*

#### 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:

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| <b>Approve</b> Case 25-47, Appearance Review and Comprehensive Sign Plan for Park West Plaza, 3003-3029 W 183rd Street, as proposed on the drawings submitted by Elevate Sign Group. |
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