

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: July 6, 2023

To: Appearance Commission

From: Angela Mesaros, Director of Economic and Community Development

Topic: Case 23-19



APPLICATION INFORMATION

APPLICANT	Amy Green, Intertech Design Services
ACTION REQUESTED	Façade, Signage & Landscaping Improvements
ADDRESS	17510 Halsted Street
PIN	29-32-200-055-0000

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application & Narrative	2	Amy Green	3.31.2023
Elevations/Sign plans	9	Federal Heath Visual Communications	6.16.2023
Plans – Landscape	3	Intertech Design Services	5.24.2023
Palette – elevations, furniture, plants	7	-	-

BACKGROUND

The subject property is one of two tenant spaces in a commercial building at 17510 Halsted Street. The applicant, Buffalo Wild Wings occupies the eastern 6,840 square feet of the 18,960 square feet building. The applicant requests approval of improvements to the façade and signage. The proposed improvements are as follows:

- Exterior patch and repair of all EIFS.
- Paint the façade in Sherwin Williams ‘On the Rocks’; existing coping, fencing, and the new EIFS sign feature are to be painted in Sherwin Williams ‘Black Magic’ (see attached Palette materials).
- Existing damaged full-height storefront glazing and entry doors to be removed and replaced with reduced-sized windows.
- Below the new windows are fiber cement panels with a wood panel pattern ‘Wood Siding pattern rough sawn wood’. This panel system would start at ground level and extend to 30” high.

- New vinyl logos applied to the replacement storefront doors.
- All existing signage will be removed and replaced: New illuminated channel letters to be installed on both sides of the façade in the existing locations.
- New patio furniture
- Landscape around the building will be refreshed.
- No plans to remove existing exterior lighting or to add any new light fixtures, only to maintain those that currently exist.

DISCUSSION

The applicant has requested a review of exterior alterations, which include new façade colors and materials, patio furniture, landscaping, and new signage.

The proposed sign is a framed EIFS finished box that basically hosts individual internally lit channel letters. It adds another dimensional element to the façade/showcases the sign a bit more boldly.

Signage

Per the Village's sign ordinance, the total permitted gross surface area of all signs is determined by multiplying the linear footage of the building frontage by 2.5. This building is unique in that the narrow façade faces Halsted and entrances to the building are on the south side facing the parking area. Therefore, the frontage that is used as part of sign calculations does not reflect the functional 'front' of the building where the entrances are located. The Halsted frontage measures 72' therefore per Village ordinance (2.5 times frontage) the total allowable signage area is 180 square feet. If the south frontage (282 linear feet) were used in the calculation the total allowable square footage of signage would be 705 square feet. The ordinance limits the total allowable sign area for any building with one frontage to 500 square feet.

The property was granted a variance in 2011, Case 11-36, to allow total signage of 500 square feet with 380 square feet of signage allocated to Buffalo Wild Wings and 120 square feet for the second tenant (currently Dollar Tree). With the façade improvements the following signage is proposed:

Wall Sign w Logo: 64 square feet x 2 signs = 128 sf

Wall Sign no Logo: 56 square feet x 2 signs = 112 sf

Monument Sign: 52 square feet x 2 sides = 104 sf

TOTAL: 344 square feet (BWW)

The proposed signage meets the allowed amount.

Landscape

The landscape plans are compliant with the Halsted Street Landscape plan requirements. The Village has reviewed the plans with minor comments. (Attached memo from Bryon Doerr, dated 6.6.2023)

CONFORMANCE WITH APPEARANCE PLAN

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

Section E. Building Design:

Materials shall be compatible with and complimentary to the design; as follows:

- *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.*

Section F. Signs:

Every sign shall be scaled and designed so as to conform with the relationship to buildings and surroundings.

Section I. Site Maintenance:

Materials and finishes shall be selected for their durability and wear as well as for their beauty. Provisions for cleaning structures and refuse shall be included in the design.

RECOMMENDED Appearance COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approval of Case 23-19 Façade, Signage, and Landscape Improvements for 17510 Halsted Street as proposed on the drawings submitted by Intertech Design Services, dated 05.31.2023.