

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: February 4, 2026

To: Appearance Commission

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

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 26-01: Comprehensive Sign Plan/Signage Appearance Review for Raising Cane's Restaurant, 17601 Halsted Street

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Appearance Application	1	Juliette Stroesser, Kimley Horn	11/16/2025
Narrative	4	Kandyn Leach, AGI Architects Inc.	01/05/2026
Comprehensive Sign Plan	15	AGI Architects Inc.	01/12/2026
Property Owner Authorization	1	AGI Architects Inc.	01/05/2026

BACKGROUND

The applicant, AGI Architects, has submitted plans for a comprehensive sign plan for the proposed Raising Cane's restaurant at 17601 Halsted Street. The proposed restaurant will be located at the location of the former Freddy's Restaurant. The proposed comprehensive sign plan is submitted to provide standards for design and placement of all signage on the subject property, and to allow modifications in the sign requirements for the property.

The Appearance Commission approved an Appearance Review application for site improvements, drive-through reconfiguration and building design overhaul on December 4, 2025.

DISCUSSION

The applicant has proposed the following signage for the property at 17601 Halsted Street:

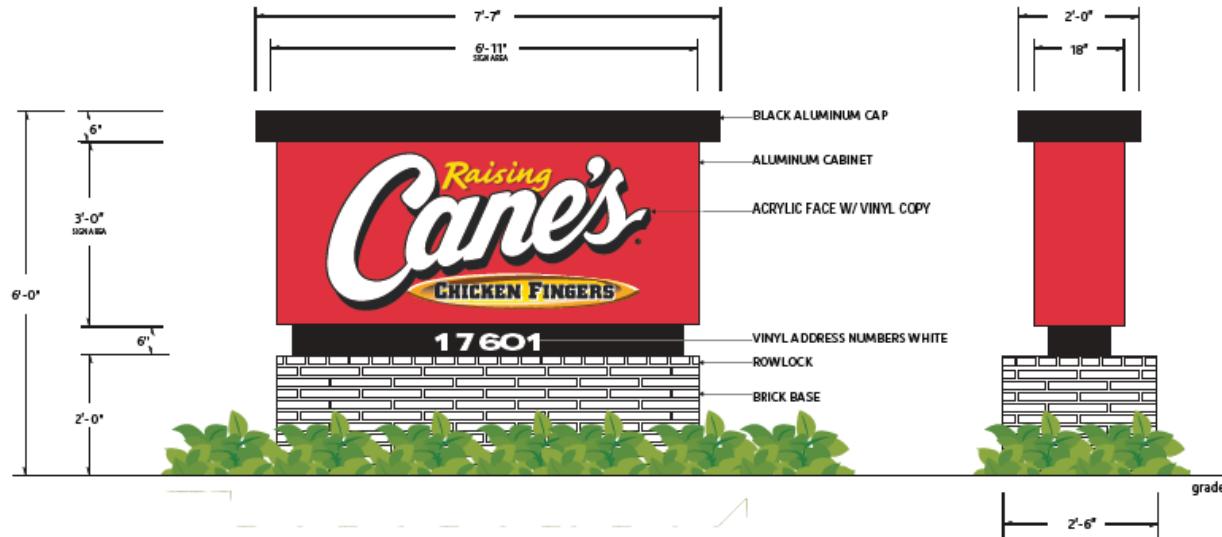
Monument Sign

The applicant has proposed a new monument sign on the western frontage of the property along Halsted Street. The new sign will be constructed on top of the base of the existing monument sign on the site, which was used for Freddy's Restaurant. This site is permitted to have one (1) monument sign per Section 44-10-06 (Commercial Signs) of the Zoning Ordinance. The double-sided sign will have a total of 46 s.f. of sign copy (23 s.f. on each side, perpendicular to Halsted Street). The sign will be a total of 6' in height, including the existing brick monument sign base. The new sign will be constructed of an

aluminum sign cabinet with acrylic and vinyl sign faces. **The proposed monument sign meets all zoning requirements for this type of sign. An Appearance Review is required for any new monument sign construction under the newly-adopted 2025 sign code.**

The applicant plans to remove the existing custom aluminum cabinet which was constructed for Freddy's Restaurant.

Figure 1: Proposed Monument Sign



Wall Signs

The applicant has proposed one (1) aluminum cabinet wall sign on each of the four (4) facades of the building. The applicant has also proposed one (1) additional aluminum panel wall sign on the south (interior side) elevation of the building. The Zoning Ordinance allows one (1) wall sign per frontage for property in the B-4 zoning district where the subject property is located. Per Section 44-10-06 (Commercial Signs) of the Zoning Ordinance, signs are permitted on the west (front) and north (exterior side) elevations of the building. **The applicant has requested a modification through the Comprehensive Sign Plan review to allow for two (4) additional wall signs – see *Modification Request* below.**

Wall Sign Location	Sign Construction	Sign Area
West (Front)	Aluminum cabinet w/painted acrylic and vinyl sign copy	50 square feet
North (Exterior Side)	Aluminum cabinet w/painted acrylic and vinyl sign copy	30.75 square feet

South (Interior Side)	Aluminum cabinet w/painted acrylic and vinyl sign copy	30.75 square feet
East (Rear)	Aluminum cabinet w/painted acrylic and vinyl sign copy	30.75 square feet

The applicant has provided standards for wall signs on the building:

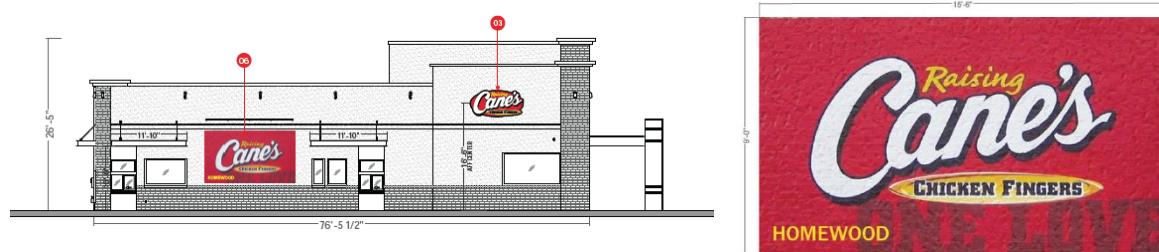
- No more than 130 s.f. of total wall signage
- No more than 6 wall signs on the entire building
- No more than 2 wall signs per elevation
- Internal illumination except where site conditions or safety concerns do not permit it
- Wall signs may only be constructed as cabinets or channel letters, and may only be mounted to walls and canopies

Figure 2: Examples of Proposed Wall Signage



Painted Wall Sign

The applicant has proposed one (1) painted wall sign on the building. The Zoning Ordinance allows one (1) painted wall sign on this building, which is zoned in the B-4 zoning district. This sign will be designed with commercial advertising for the Raising Cane's restaurant (which differentiates the painted wall sign from a mural, per definitions in the Zoning Ordinance). The painted wall sign is proposed to be 139.5 square feet in area. A painted wall sign may not exceed the maximum sign area for a wall sign at this location (80' x 1.5 s.f. = 120 s.f.). **The applicant has requested a modification through the Comprehensive Sign Plan review to allow for a painted wall sign which exceeds the maximum allowable size for a painted wall sign at this location by 19.5 s.f. – see *Modification Request* below.**

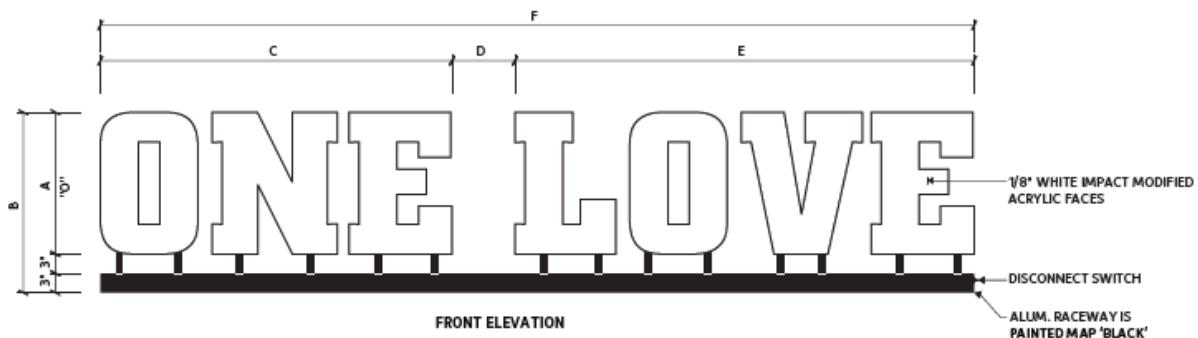
Figure 3: Proposed Painted Wall Sign

The applicant has provided standards for wall signs on the building:

- No more than 140 s.f. total size
- No more than one (1) on the building, but may be moved to any side of the building

Canopy Sign

The applicant has proposed one (1) canopy sign on the west (front) side of the building. This sign will be mounted to the top of a new canopy structure located over an outdoor dining area. This sign will be comprised of individual aluminum cabinet letters with translucent acrylic faces. The canopy sign is proposed to be 17.5 square feet in area. **The proposed canopy sign meets all zoning requirements for this type of sign.**

Figure 4: Proposed Canopy Sign

Menu Board Signs

The applicant has requested three (3) menu board signs. This package of menu board signs includes one (1) "pre-sale" sign located near the entrance to the drive-through facility and two menu boards to service the two drive-through aisles. The pre-sale sign is proposed to be 12 square feet in sign area, encased in a black aluminum frame which matches other finishes across the main restaurant building. The pre-sale sign will be mounted 2' above grade on a support structure.

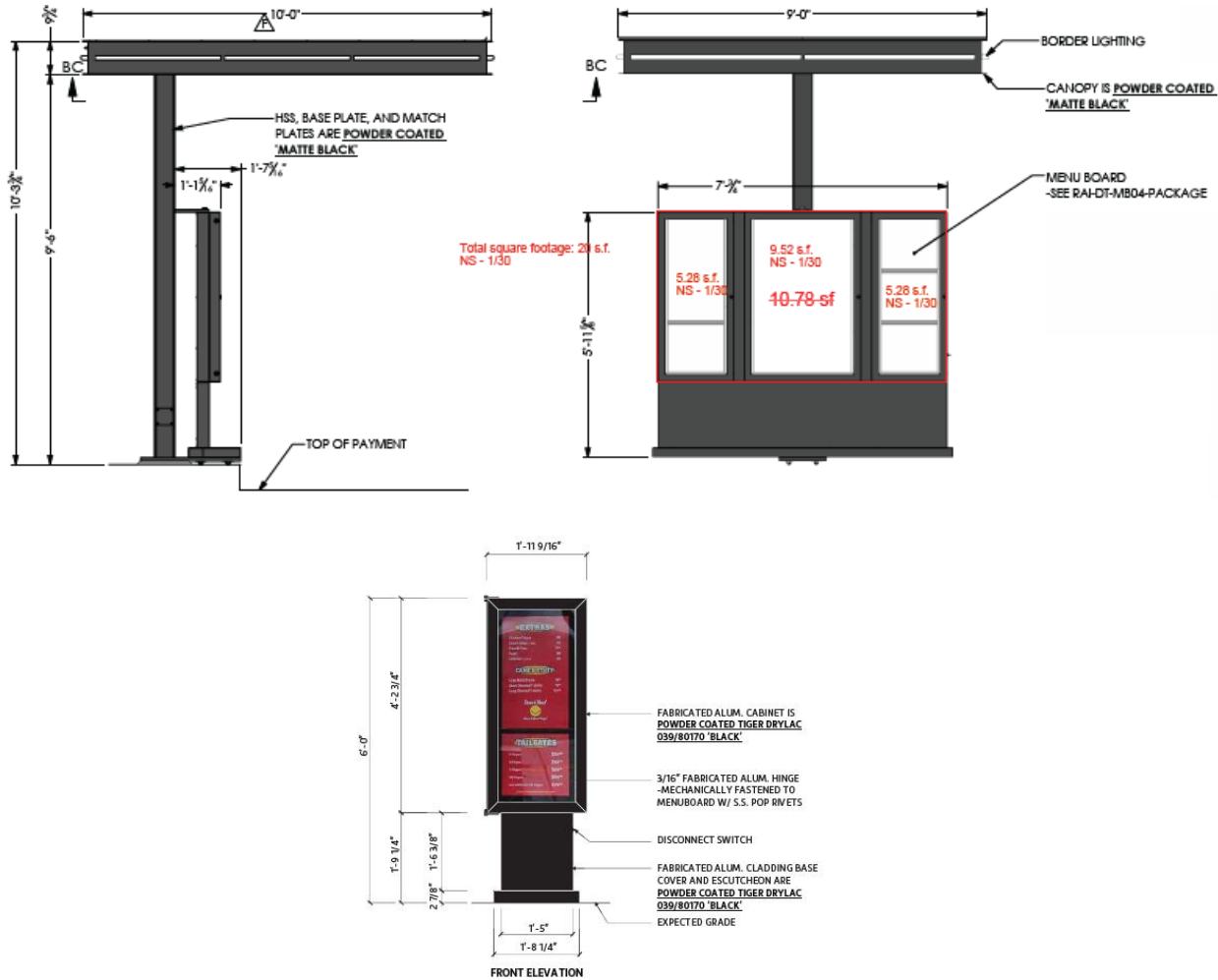
The two menu board signs are proposed to be 29.5 square feet in area, encased in a black aluminum frame with a matte finish which matches other finishes across the main restaurant building. These signs are proposed to be mounted to a large attached canopy, and mounted 2' above grade on a support structure. The total sign area will be 40 square feet between the two signs.

The sign faces will be constructed of translucent acrylic. The menu boards will not be digital.

The Zoning Ordinance permits two (2) menu boards per location. **The applicant has requested a modification through the Comprehensive Sign Plan review to allow for one (1) additional menu board sign.**

The comprehensive sign plan codifies maximum sign sizes and restrictions on canopy structures with the request for additional menu board signs.

Figure 5: Proposed Menu Board Signs



The applicant has provided standards for wall signs on the building:

- No more than three total menu board signs with two speaker poles
- No additional size permitted for the pre-sale menu board
- No additional size allowed for menu board signs
- Two main menu boards should include a matching attached canopy not to exceed 10' 4" in height

STANDARDS FOR REVIEW

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.*

The applicant has proposed modifications to the sign allowances for the property through the Comprehensive Sign Plan review, as permitted in Section 44-10-08 of the Zoning Ordinance. All modifications must advance one or more of the following additional standards in order to be considered for approval:

- (1) *Improves or protects economic performance and business viability.* The proposal for additional wall signs on the building is designed to improve business visibility in a freestanding building with vehicle traffic on four sides. The proposal for an additional menu board sign allows for efficient operation of an approved dual-lane drive-through facility.
- (2) *Allows for creative design and placemaking.* The proposal for additional wall signs and painted wall sign area allow for Raising Cane's to implement unique brand imagery, including logos or other brand iconography (such as the business' dog mascot), as well as the installation of unique wall sign types (i.e. raised aluminum panel wall sign)

- (3) Enhances sustainability and environmental performance. N/A.
- (4) Advances historical preservation or improves visibility of historical assets. N/A.
- (5) Allows for higher quality of building materials. N/A.

Appearance Review

When reviewing sign 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:

Approve Case 26-01, Appearance Review and Comprehensive Sign Plan for Raising Cane's Restaurant at 17601 Halsted Street, as proposed on the drawings submitted by AGI Architects Inc.

This approval will permit the following modifications to sign requirements in the Village Zoning Ordinance for this property, as permitted and regulated by Section 44-10-08:

- Four (4) additional wall signs – two (2) permitted by zoning ordinance
- Increase in maximum painted wall sign area by 19.5 s.f.
- One (1) additional menu board sign

This approval also places the following additional standards on signage for this building – changes to sign plans which do not meet these standards below will require approval by the Appearance Commission:

Wall Signs:

- No more than 130 s.f. of total wall signage
- No more than 6 wall signs on the entire building
- No more than 2 wall signs per elevation
- Internal illumination except where site conditions or safety concerns do not permit it
- Wall signs may only be constructed as cabinets or channel letters, and may only be mounted to walls and canopies

Painted Wall Signs:

- No more than 140 s.f. total size
- No more than one (1) on the building, but may be moved to any side of the building

Menu Board Signs:

- No more than three total menu board signs with two speaker poles
- No additional size permitted for the pre-sale menu board
- No additional size allowed for menu board signs
- Two main menu boards should include a matching attached canopy not to exceed 10' 4" in height