

To Whom it May Concern,

We are writing to you to request a new comprehensive sign program at 17601 Halsted St., Homewood, IL 60430. We are requesting this application on behalf of the property owner per section Sec. 44-10-08.a.3. The proposed signage plan will meet the purposes set out in Sec. 44-10-08.b of the sign code. This program is designed to meet the objectives outlined in the Village's sign ordinance while addressing the unique characteristics of this development. Below, we affirm each guiding principle and provide justification for the proposed approach, including allowances for a greater quantity of signs than standard code permits without exceeding the overall SF allotment.

1. Provide coordination to ensure adequate signage for all current and future non-residential tenants or uses in a particular development.
  - a. The proposed comprehensive signage plan will ensure that current and future tenants will have the necessary visibility through coordinated placement and sizing of signs. This approach anticipates evolving tenant needs and allows for creative signage throughout the site. To maintain visibility from all major traffic corridors and internal drives, additional signs beyond standard code are necessary to avoid tenant disadvantages and ensure wayfinding efficiency.
2. Ensure visual consistency and compatibility between signs within a development with multiple tenants or buildings.
  - a. The plan establishes a unified design plan—consistent materials, color palettes, and proportional scaling—across all signage at the site. This creates a cohesive aesthetic that enhances the development's identity and aligns with Homewood's appearance standards. While maintaining consistency, the plan allows flexibility for a unique tenant branding within defined parameters. Additional signs enable balanced representation for the tenant without increasing the overall square footage permitted for the tenant.
3. Provide design direction for future tenants to ensure continued consistency and compatibility between signs.
  - a. The program includes clear design guidelines and templates for future tenants to use. Allowing the additional signage ensures these tenants can comply with design standards without sacrificing visibility and creative expressions of their brand identity.

4. Encourage unique design and provide a suitable venue for modification to standards when such modification may provide a public benefit or a unique design that an applicant may be otherwise unable to achieve solely with compliance with village sign ordinances.
  - a. The plan promotes creativity by permitting design innovations that enhance the community through artistic signage while maintaining overall compatibility. By allowing an increased quantity of signage without exceeding the current code allowance for square footage, the plan supports distinctive architectural features and pedestrian-oriented enhancements that improve navigation and community character.
5. Streamline review and approval of signs proposed in a coordinated manner, meeting the standards of this section and the village appearance plan.
  - a. A comprehensive program simplifies approvals by presenting a unified, pre-vetted framework that meets village standards, reducing administrative burden and accelerating tenant onboarding. Pre-approved allowances for extra signage eliminate repetitive variance requests, ensuring timely implementation while preserving design integrity and public benefit.

We have provided the following required elements, where possible, for your review.

1. Completed comprehensive signage plan (CSP) application form;
  - a. This has not been provided at this time as the application form is not available from the city yet.
2. Property owner authorization;
  - a. An authorization form has been provided with this application.
3. Area map or other map indicating the parcel or property boundaries within which shall comply with the comprehensive signage plan (CSP), if approved;
  - a. A project site plan indicating the property boundaries for the CSP has been provided for your review as page three of the plan set titled “CSP Plan Set - RC1461 Homewood IL”.



4. Elevation drawings or annotated images for any elevation upon which signage is proposed or for sign band areas proposed for signage placement;
  - a. This have been provided in the document named “CSP Plan Set - RC1461 Homewood IL”
5. Individual sign details for any signage to be installed upon completion of the comprehensive signage plan(CSP);
  - a. This have been provided in the document named “CSP Plan Set - RC1461 Homewood IL”
6. Any design or form standards proposed for all current or future signage within the defined area of the comprehensive signage plan (CSP), as applicable to any application;
  - a. This have been provided in the document named “CSP Plan Set - RC1461 Homewood IL”
7. Responses to modification standards, as applicable to any application.
  - a. This have been provided in the document named “CSP Plan Set - RC1461 Homewood IL”

We believe this comprehensive approach will not only meet the Village’s objectives but also enhance the overall experience for residents, visitors, and businesses. Thank you for your consideration of this proposal. We welcome the opportunity to discuss these recommendations further and answer any questions you may have.

Sincerely,  
**Kandyn Leach**  
Senior Permitting Manager  
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## Comprehensive Sign Program Guidelines

### Freestanding Signage

The tenant is allowed one double sided 45.5 SF monument sign that includes a 2' high brick base and a max overall height of 6'. The monument sign must be internally illuminated and meet all city guidelines for electrical and illumination standards. The monument must display vinyl address numbers on both side and must be at least 5.5" high. The monument sign is allowed on the eastern frontage of the site and must follow all city guidelines for setbacks and building and electrical codes.

### Wall Signage

Wall signage shall be regulated by elevation with an overall maximum square footage of 130 SF and a maximum quantity of 6 wall signs. Wall sign designs may include cabinets, channel letters, projecting signs and may be mounted to walls or canopies. A maximum of two wall signs can be installed per building elevation. If illuminated, internal illumination is preferred but an exception can be made for external or halo illumination if required due to site conditions, brand design requirements, or safety concerns.

### Painted Murals

The occupant is allowed one painted mural not to exceed 140 SF. The painted mural can contain commercial messaging and can go on any elevation.

### Drive-Thru Signs

Occupants are allowed one pre-sell board, two menu boards and two speaker posts. The pre-sell board is allowed at 1.25 SF and 6' Overall height. The menu boards are allowed at 10.78 SF and 5' 11 5/8" high. Menu boards are also allowed an attached canopy not to exceed 10' 3 3/4" high. Speaker posts are allowed at 1.25 SF and 2' 6" overall height.

### Window Signs

The occupant shall be allowed one illuminated window sign not to exceed 3 square feet. Window signs may be illuminated with neon lights or other illuminated. Signage comprised of neon or other exposed illuminated tubing or bulbs shall not comprise greater than 25% of the allowable window sign area on any facade.