

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: September 1, 2022

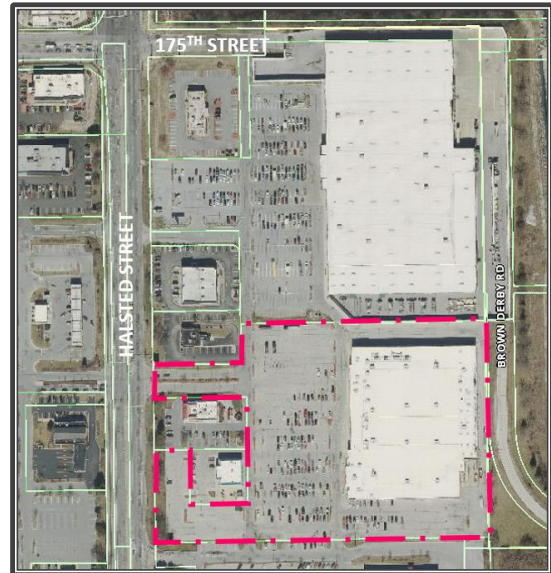
To: Appearance Commission

From: Valerie Berstene, Village Planner

Topic: Case 22-27 - Target Exterior Improvements

APPLICATION INFORMATION

APPLICANT	Edward Davies on behalf of Target
ACTION	Approval of exterior colors and
REQUESTED	signage
ADDRESS	17605 Halsted
PIN	29-33-100-064-0000



DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Exterior Façade Improvements	2	RSP Architects	08/17/2022
Site Improvement Plans C1.0 and C2.0	2	Kimley-Horn and Associates	08/16/2022
Light Fixture Cut Sheet	1	OCL architectural lighting	-
Staff Exhibits	3	Valerie Berstene, Village Planner	09/01/2022

BACKGROUND

Target proposes new paint colors and accent materials, and signage on the building and the site to support the online order pick-up process. The subject property is a part of the Park Place Plaza Planned Unit Development.

HISTORY

The establishment of the Park Place Plaza commercial Planned Unit Development dates to November 1986. Goldblatts department store occupied the site until closing in 2000.

In 2001, the Village Board approved a lot resubdivision amending the PUD. One of the new lots created was sold to Target to demolish the existing multi-tenant retail center and construct a new 125,000 sf building (Case 01-01).

Since its construction and opening in 2002, Target has not come before the Planning and Zoning Commission nor the Appearance Commission for any pending applications.

DISCUSSION

COLOR + MATERIALS

The proposed rebranding employs a color palette of warm neutral paint colors and a simulated wood product. The simulated wood product will be applied at the base of the building of the two volumes extending towards the parking lot and including the main entrance to the store. The remaining volume of the store will use a complimentary paint color at the base. The entirety of the existing building will be painted with the new color palette. New synthetic stucco (EIFS) in a "raisin" color is proposed to highlight the building entrance and the order retrieval drive-up area. The existing exterior finish is a painted split face concrete masonry units (CMU) with several horizontal accent bands of smooth face CMU. In addition to the proposed paint color changes, the application includes using a film applied to the storefront mullions to change their color from the current Target-brand red to a traditional silver appearance.

SIGNAGE

The proposed signage exceeds the maximum sign area allowed for the site, which has no previous variances from the code maximum of 500 sf. The existing total signage on the site is approximately 460 sf when combining the wall signage and monument sign. The changes proposed with this application include additional wall signage for the drive up function and new site signage for the drive up parking spaces. The elements of the drive up parking space signage that are necessary to the function of the business (numbers and direction) are not counted toward the gross sign area. However, the logos are included toward gross sign area. The total signage requested is tabulated below. The total exceeds the maximum allowed gross sign area by 149.3 sf.

Target Signage Tabulations	
WALL SIGNS	Sign Area
"Target" + Bullseye	245
"CVS Pharmacy" + heart	55.7
"Drive up" + logo	77.1
"order pick up" vinyl lettering	8.3
TOTAL	386.1
MONUMENT SIGN	Sign Area
Target panel	225
TOTAL	225
ACCESSORY SIGNS	Sign Area
Drive Up Beacons	
Car Logo	0.5
Quantity	2
SUB TOTAL	1.0
Drive Up Post and Panels	
Car logo	3.1
Quantity	12
SUB TOTAL	37.2
TOTAL	38.2
GRAND TOTAL	649.3

ALLOWED**500****PARKING LOT**

In addition to the proposed changes to the building elevations and signage, the applicant proposes to restripe parking spaces for drive-up use. To serve the function of business operations, a walkway and loading areas between the parking spaces for customers to load their purchases into their cars without impacting the flow of traffic. This proposed changes comply with the applicable parking requirements of the Zoning Ordinance.

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.”*

And

“1. Wall, ground, and identification signs shall be a 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.

3. Every sign shall be scaled and designed so as to conform with relationship to buildings and surrounds.”

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motions:

Approval of Case 22-27 Target Exterior Improvements for 17605 Halsted Street as proposed on the drawings submitted by RSP Architects Ltd dated August 17, 2022 and Kimley-Horn and Associates and dated August 16, 2022.

And:

Recommend approval of a variance from the maximum gross sign area for an increase of 150 sf for Target at 17605 Halsted Street.