

# VILLAGE OF HOMEWOOD



## MEMORANDUM

DATE OF MEETING: September 1, 2022

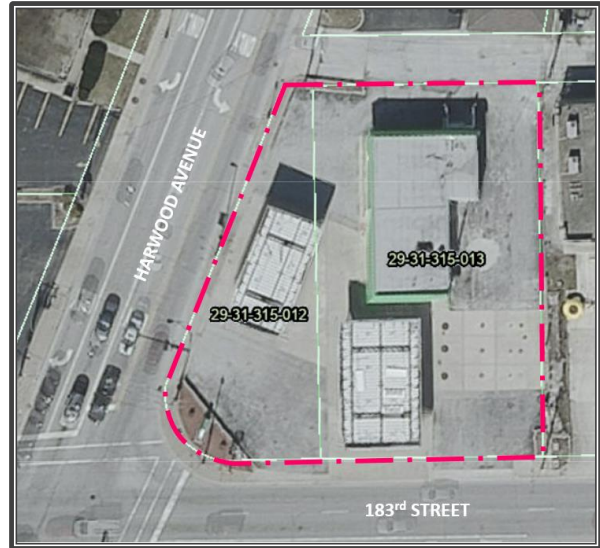
**To:** Appearance Commission

**From:** Valerie Berstene, Village Planner

**Topic:** Case 22-28 – Gas Station Shell Branding

### APPLICATION INFORMATION

APPLICANT	Veer Singh and Animesh (Andy) Kumar
ACTION REQUESTED	Approval of exterior colors, signage, and landscape plan
ADDRESS	2138 183 <sup>rd</sup> Street
PIN	29-33-315-012-0000 and 29-31-315-013-0000



### DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Proposed Canopies	2	Federal Health Sign Company	Not dated
Monument Sign Cabinet	1	Federal Health Visual Communications	07/13/2022
Wall Sign Image	1	Unknown	Not dated
Staff Exhibits	3	Valerie Berstene, Village Planner	09/01/2022

### BACKGROUND

The vacant gas station at the corner of 183<sup>rd</sup> and Harwood is under new ownership who propose to brand it as a Shell gas station. The new branding includes new facades on the two canopies over the fuel stations; new signage for the building, canopies, and site; and new landscaping in the three existing landscape beds.

### HISTORY

The use of this site for a fuel service station dates back to 1963 for Standard Oil/ AMOCO. The canopies over the fuel stations were constructed in 1989. Over the years, the site has undergone several changes in ownership and fuel supplier brand.

In 2001 Marathon Oil became the brand supplier and the Appearance Commission approved a new pole sign to replace the former AMOCO sign (Case 01-17).

In 2004 a new owner received a Special Use Permit to operate the motor vehicle service and repair facility. Although the use was existing at that location, the special use permit is granted to a specific

business at a specific location, so change in ownership necessitates a new special use permit (Case 04-31).

In 2007, again under new ownership with the Mobil brand, the Appearance Commission approved exterior improvements to the building, replacement of the pole sign with a monument sign, and a landscape plan (Case 07-04). The Village Board granted the new owner the required special use permit to operate a motor vehicle service and repair facility for the gas station (Case 07-18). At the time, the applicant proposed to cease repair work previously performed on the site, and to add a car wash. The car wash use was not established.

In 2009 a new owner received a Special Use Permit to operate motor vehicle service and repair facility for the gas station and car wash (Case 19-56). Similar to the 2007 request, the owner proposed to convert the former vehicle repair bays into a car wash, with an addition to the building facing Harwood Avenue. In fact, the applicant proposed to use the same site plans as approved in 2007. The car wash use was not established.

In 2010 the Appearance Commission approved a new landscape plan that included the installation of the dry stacked stone planters still on the site today, and the monument sign located at the corner (Case 10-31).

In 2012 the brand changed to an independent station operating as Homewood Gas.

In 2017 the owner engaged with BP as the fuel supplier brand and proposed improvements including cleaning and painting both canopies, re-imaging both canopies to the BP logo with LED light tubes in BP light green and internally illuminated sign face in BP colors, new monument sign, changing the price signs, and re-imaging all pumps with BP colors and logo. The Appearance Commission approved the proposed improvements (Case 17-16).

In 2019 the same property owner returned to rebrand the gas station as the independent Homewood Gas after breaking with BP. The Appearance Commission approved the requested changes to the building and canopy colors and signage, with the requirement of landscaping be provided in the existing planter beds (Case 19-54).

## DISCUSSION

### COLOR + MATERIALS

#### **Fuel Station Canopies**

The proposed changes to the canopies are a rebranding to the Shell color scheme and logos. The existing site includes two canopies over the fuel station area. The fascia band around the canopy is the focus for brand identity.

The new branding will feature white, yellow and red stripes running horizontally around the canopy. The drawings indicate a "Level 1" elevation and "Level 2" elevation. Level 1, applied to three sides of each canopy, calls for a curved yellow fascia and illuminated red bar. No information is provided regarding the illumination. Level 2, applied to the remaining 1 side of each canopy, calls for flat aluminum composite metal (ACM) panel and a red vinyl stripe. It is not clear if the proposed changes will be

implemented by painting or applying a covering to the existing canopy, or if the canopy fascia will be reconstructed.

Each canopy will feature 2 shell logos on the long side of the canopies. These are counted toward the gross sign area total, addressed below. The canopy fascia is 36" high and the shell logos will stand above that band at 47.25" tall.

### Convenience Building

The existing convenience building on the site is painted white with a bright green standing seam metal roof. The applicant has not provided any information related to their intentions to change the exterior appearance of the building or retain it as existing.

It appears that previous operators of the convenience store had obscured visibility into the store with interior walls or displays against the windows. Staff recommends that the Commission consider requiring a minimum level of transparency on the façade (minimum 50% transparency per elevation, from 2.5' above grade to the top of the windows) to promote health and safety for store occupants and vitality for the business.

### SIGNAGE

The applicant has provided information for some of the proposed signage changes on the site: the re-facing of the monument sign, and the logos associated with the canopy rebranding. They also provided an image of a wall sign on the building, but have not given any dimensions nor have provided further information about brand signage on the pumps. Therefore, at this time, Staff cannot confirm if the proposed total signage on the site will comply with the allowed gross sign area for the site, which for the two fronts is 237.5 sf.

Gas Station Signage Tabulations	
WALL SIGNS	Sign Area
Convenience Building	
"go 2 market"	Not provided
<b>Subtotal</b>	<b>Unknown</b>
Fuel Service Canopies	
Shell Logo	15.5
Quantity	4
<b>Subtotal</b>	<b>62</b>
<b>TOTAL</b>	<b>Unknown</b>
<b>GROUND SIGNS</b>	<b>Sign Area</b>
Monument Sign	
Shell logo	16.0
Digital Fuel Price	16.3
<b>TOTAL</b>	<b>32.3</b>
<b>ACCESSORY SIGNS</b>	<b>Sign Area</b>
Fuel Service Pump Sign	
Branding	Not provided
Quantity	?
<b>TOTAL</b>	<b>Unknown</b>

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**GRAND TOTAL  
ALLOWED**

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**Unknown  
237.5**

### LANDSCAPING

Staff advised the applicant to provide a landscape plan for review by the Appearance Commission. The applicant responded that, due to the small nature of the landscaping on the site, they have had challenges procuring a company to provide a plan. Instead they have asked the Village to recommend plantings which they will implement. Staff is preparing a concept planting plan, compliant with Village Codes and best practices, to provide to the applicant for implementation on the site.

### LIGHTING

The applicant has not provided any information about their intentions to keep or change the site lighting. In the 2017 review of proposed changes, the applicant at the time stated that the under-canopy lights are LED and could not be replaced. Any changes to the site lighting must be reviewed through a photometric plan and approved by the Appearance Commission.

### CONFORMANCE WITH APPEARANCE PLAN

When reviewing these proposed improvements, the Appearance Commission should consider the provisions of the Appearance Plan under the headings of *D. Landscape and Site Treatment*; *E. Building Design*; *H. Lighting*; and *I. Site Maintenance*.

### **RECOMMENDED APPEARANCE COMMISSION ACTION**

The Appearance Commission may wish to consider the following motions:

Approval of Case 22-28 Gas Station Shell Branding for 2138 183<sup>rd</sup> Street as proposed on the drawings submitted by Federal Health Sign Company / Visual Communications and the landscape plan recommendations by Staff.

Additionally, the Commission may wish to attach the following condition:

...subject to providing a minimum 50% transparency of windows on each elevation, within the zone measured from 2.5' above grade to the top of the window.