

VILLAGE OF HOMEWOOD



MEMORANDUM

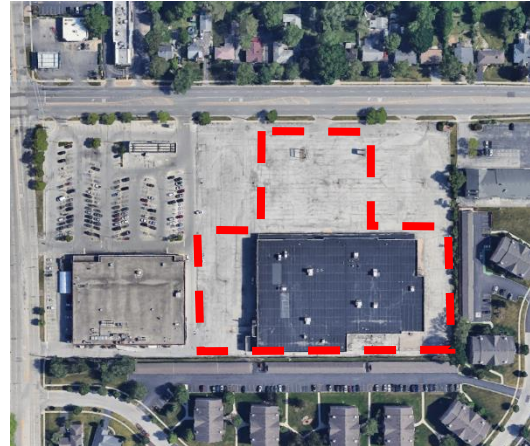
DATE OF MEETING: August 1, 2024

To: Members of the Appearance Commission

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

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 24-26, Ollie’s/Brunswick Zone Redevelopment – 3043-3055 W 183rd Street



DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Patel Silken, Bana Three Group	07/13/2024
Elevation Drawings	2	John C. Robins, Architect	02/24/2024
Landscape Drawings	1	Daniel Wienbach & Partners, Ltd.	07/11/2024
Lighting Cut Sheets	7	Orion Group	07/13/2024
Staff Exhibits	2	Asst. Director of Comm./Econ. Dev.	07/26/2024

BACKGROUND

The applicant, Silken Patel of Bana Three Group, has proposed renovations of the vacant retail/commercial shopping center at 3043-3055 183rd Street. The project is proposed to support a series of new commercial tenants, including Ollie’s Bargain Outlet, a liquor store tenant, and a future third tenant. The subject site is one of three lots which comprise the larger retail redevelopment at 3043-3055 W 183rd Street. The project under review by the Appearance Commission includes the renovations proposed for an existing 86,000 square foot commercial building on the site. Landscaping, signage, and lighting improvements on the subject site are required by the Village Zoning Ordinance to be reviewed by the Appearance Commission.

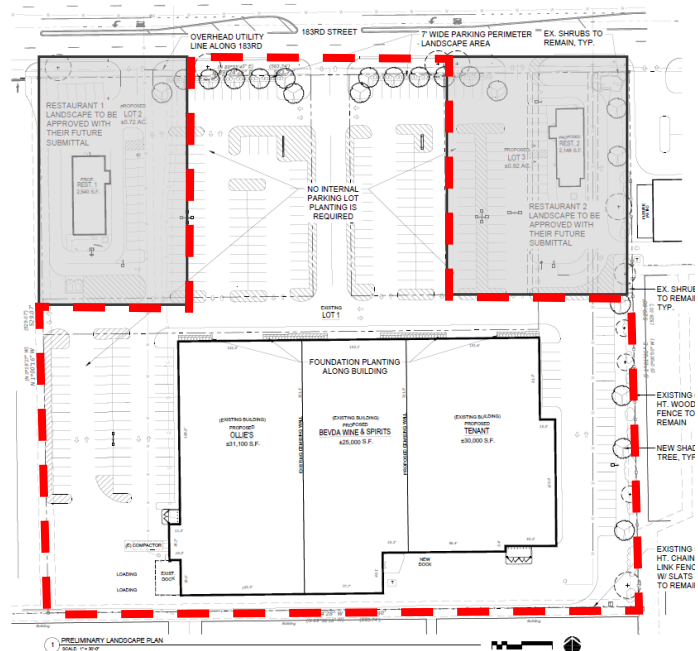


Figure 1: Subject site context. Grey areas indicate additional commercial outlots to be reviewed by Appearance Commission at future meetings.

The subject site is located within the proposed 183rd West Tax Increment Financing District. As a part of this redevelopment effort, two additional outlots were created when the resubdivision of the subject site was approved on April 23, 2024 by the Village Board of Trustees. These outlots are identified in grey on Figure 1 and are *not* subject to this Appearance Review. Each of the two outlots will be reviewed separately by the Appearance Commission at a later undetermined date.

DISCUSSION

The applicant has proposed a large-scale exterior renovation of the 86,000-square-foot commercial building located at 3043-3055 W 183rd Street. The building is being outfitted to support three new commercial tenants, including a 31,000-square-foot Ollie's Bargain Outlet retail store in the westernmost tenant space. The scope of the renovations applicable for review by the Appearance Commission are as follows:

- Full renovation and reconstruction of the exterior front elevation
- Required landscaping improvements
- Lighting improvements
- Signage improvements

Exterior Elevation Renovations

Description

The applicant has proposed full reconstruction of the front elevation of the existing commercial building on the subject site. Prior to this meeting, the large front canopy and thin steel columns on the building which previously spanned the length of the front elevation of the building has been demolished. The applicant has also removed a large façade treatment on the front of the building, near the proposed additional tenants to the east of the Ollie's store, which was constructed of aging EIFS and metal stud framing. The applicant proposes the removal and replacement of all existing and damaged storefront openings.

The applicant will maintain the existing materials on the façade, which include brick veneer across the entire front elevation to a height of approximately 12' above grade, and EIFS material across the remainder of the façade. The brick veneer will be painted a darker brown color, while the EIFS will be painted a contrasting light tan color. The brick material on the base of the front elevation will be extended to fill areas previously supporting the canopy structure on the front of the building. All damaged materials caused by building deterioration or building demolition will be replaced or repaired.

The applicant has proposed the creation of 6 new masonry openings in the front storefront system of the building to allow for the creation of new storefront doors and windows. The applicant has also proposed the creation of an additional service door to support new interior building systems. The new elevation includes new metal canopies affixed with tie rods back to the masonry wall; these canopies will be painted in red to match branding for the Ollie's store anchoring the center.

Analysis

The Homewood Ordinance has three areas where design standards are established that apply to the building alterations in this case, found in Section 44-07-09 of the Zoning Ordinance. However, the Design Standards only apply to new construction, additions or alterations associated with a project subject to site plan review. This project is primarily focused on the repair and improvement of façade, materials and storefronts along the frontage of an existing commercial building. Staff has completed a review against the three areas regulated by zoning ordinance design standards:

- **Building Materials:** Front elevations of projects are required to construct a minimum of 50% of building cladding using Tier I materials, a maximum of 50% in Tier II materials, and a maximum of 25% in Tier III materials.

The existing building frontage areas where building materials are not being altered are exempt from these requirements as a legal non-conforming structure. However, approximately 40% of the front façade area is Tier I material (brick), and the applicant has taken steps to further accentuate the Tier I materials present on the front elevation by removing the canopy which previously obstructed view of the brick across the building. The applicant is providing additional Tier I materials along the front façade on new wall areas exposed by the removal of the existing front canopy structure.

Staff finds that the building materials used with this project are compliant with requirements in the Homewood Zoning Ordinance and increase the visual quality of the existing building.

- **Façade Articulation:** Facades longer than 60' are required to incorporate articulation to avoid large expanses of blank wall face and provide visual interest. Articulation may be achieved through a variety of means, including changes of depth of the façade, additional architectural features, changes in materials, windows and doors, new awnings and canopies or other methods.

The existing building frontage areas where building materials are not being altered are exempt from these requirements as a legal non-conforming structure. However, the applicant is providing new methods of façade articulation by increasing the number of window openings in the building and adding new colored awnings across most windows on the structure. The applicant is also increasing the amount of brick material used, which provides greater visual variety across the façade of the building.

Staff finds proposed façade details and treatments are compliant with the Homewood Zoning Ordinance and increase the overall visual quality of the existing building.

- **Transparency:** All new uses, including those in existing development, shall provide transparency to the extent possible within existing conditions. Given the subject site's location within the B-3 zoning district, a minimum of 60% of length of the front façade is to be transparent, as measured 2.5 feet above grade.

The proposed front elevation increases transparency from 16% of façade length to 31% of façade length. This is short of the 60% of the required ground floor transparency in the building's zoning district. The Director of Economic and Community Development maintains the

authority to determine whether existing conditions prohibit the addition of all required transparent areas for any given redevelopment project, and may approve proposed designs which do not meet the requirements of this section provided the applicant has provided transparency to the extent possible. The Director of Economic and Community Development has reviewed this proposal and finds that the applicant has added transparency to the extent possible based on conditions within the existing structure.

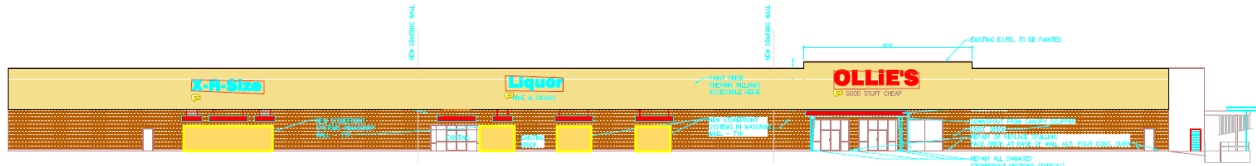


Figure 2: Location of new transparent areas (windows, glass storefront doors, etc.) on the front elevation of the building.

Staff has reviewed the proposed front building elevation with building design guidelines in Section E of the Village Appearance Plan. Staff finds that the building is in alignment with the guidelines in this section and creates a more harmonious relationship between the subject site and surrounding commercial properties.

Landscaping Improvements

Description

The applicant has proposed a number of landscaping improvements alongside the redevelopment of the retail/commercial center. A required 7' perimeter landscape area has been proposed along the front property line to improve the appearance of frontage along 183rd Street. Required transition zone landscaping is provided along the eastern property boundary with a range of understory and canopy tree types to screen the retail/commercial center from adjacent multi-family residential uses. Large above-ground planters are to be provided along the front of the building in lieu of required foundation landscaping along the frontage of the building.

Analysis

Staff, including Economic and Community Development and the Village Arborist, have reviewed the landscaping plans and plant palate for the proposed redevelopment project. Village staff finds that the landscaping mix in the perimeter and transition zone landscape areas meets the Zoning requirements. Staff also finds that the landscaping design within proposed improvements will enhance the visual quality of the site in a key gateway area along 183rd Street.

Village staff have reviewed the proposed landscaping plans with the applicable guidelines found in Section D of the Village Appearance Plan. Staff has found that the landscape treatments align with the guidelines in this section and provide visual unity and visual enhancement for the subject site and surrounding commercial properties.

Per Section 44-05-06(e) of the Zoning Ordinance, foundation plantings are required along 80% of the length of the front building façade unless the design and location of plantings is otherwise approved by the Director of Economic and Community Development. This project represents the renovation of an

existing retail/commercial center which did not originally provide foundation landscaping. Staff finds that providing a required 7'-wide foundation landscape area would limit the area available for pedestrian movement in the front of the building and create drainage and construction challenges for the site. In lieu of the 7'-wide landscape area, the applicant has proposed large above-ground planter boxes across the front of the building. The Director of Economic and Community Development finds the planter boxes are suitable for the intent of the ordinance based on existing site conditions.

A future variance will be required to waive transition landscaping requirements along the rear (south) and interior side (west) property boundaries. The existing building was constructed prior to current zoning regulations, and features a reduced setback from the rear property line than is allowed by current zoning allowances. The limited area behind the building is reserved for off-street loading access and required drainage channels to transfer runoff to the existing surface drainage point for the site located on the southern property boundary of the site; these obstructions limit the ability to provide transition zone landscaping along this portion of the site.

Additional parking lot landscaping is not required due to the status of the parking area as a legal non-conforming structure which is exempt from these requirements, per Section 44-05-06(g) of the Homewood Zoning Ordinance.

Landscaping plans for the two commercial outlots will be provided at the Appearance Review for each lot respectively.

Lighting

At the time of publication of this report, the Village has not received a copy of photometric details for the site.

Signage

Description

The applicant has proposed new wall signage along the front elevation of the building. The signage included in this application are conceptual prior to final sign permit review and approval. The conceptual signage included with this memo measures approximately 295 square feet. The building is allowed a maximum of 500 square feet of signage, as the calculated signage allowance (357' frontage x 2.5 = 892 s.f.) exceeds the maximum allowed amount of signage for a single frontage building (limited to 500 square feet). Two existing pylon signs add 270 square feet of sign area to the total sign area for the site.

Analysis

Staff finds that the type and location of signage is appropriate for the site and is compatible with the proposed renovation and redevelopment work subject to this review. All signage is subject to sign permit review prior to final approval and construction. Exact allowable sign area calculations for this site will be determined at the time of sign permit review.

RECOMMENDED APPEARANCE COMMISSION ACTION

This project is subject to review by the Appearance Commission per the provisions of Section 28-31 of the Village Code of Ordinances and Section 44-05-11(a) of the Village Zoning Ordinance. The Appearance Commission serves as the decision-making body for Appearance Review, and the applicant may proceed with all other permit applications should the Appearance Commission approve this review.

Staff has reviewed the proposed building design, landscaping, lighting and signage improvements for the site at 3043-3055 W 183rd Street for zoning compliance and compliance with design guidelines for the Village of Homewood. The Appearance Commission may wish to make the following motion:

Approve Case 24-26 Ollie's/Brunswick Zone Redevelopment at 3043-3055 W 183rd Street as proposed on the elevations, landscape plans and lighting plans submitted by Silken Patel of Bana Three Corp, dated July 13, 2024.