

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: July 17, 2025

To: Appearance Commission

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

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 25-25: Exterior Improvements for Dunkin Donuts, 17579 Halsted Street

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Murad Husain, Applicant	07/11/2025
Elevations	1	Nick Scarlatis and Assoc., Ltd.	12/20/2024
Drive-Through Structure and Signage Details	2	Nick Scarlatis and Assoc., Ltd.	12/20/2024
Signage Details	1	Nick Scarlatis and Assoc., Ltd.	12/20/2024
Color Key and Material List	1	Nick Scarlatis and Assoc., Ltd.	12/20/2024
Floor Plan	1	Nick Scarlatis and Assoc., Ltd.	12/20/2024
Staff Exhibits	2	Noah Schumerth, Asst. Dir. ECD	07/11/2025

BACKGROUND

The applicant, Murad Husain, has applied for an Appearance Review to allow for the review of exterior improvements and signage proposed at 17579 Halsted Street. The exterior improvements and signage have been requested as part of a corporate rebranding initiative by Dunkin' Donuts. The improvements will include exterior remodeling, color changes and installation of new signage on the building and around the subject site.

HISTORY

The building currently occupied by Dunkin' Donuts was constructed in 1988. The current exterior design of the building, including signage, was approved by the Appearance Commission on April 19, 2012.

DISCUSSION

Exterior Cladding

The proposed improvements will include the addition of several accents constructed from fiber cement composite board. These accents are proposed on the large overhang currently constructed over the north, west and south elevations of the building. The accents will be constructed on the west (front) and

north (interior side) elevations of the building. The accent on the west (front) elevation will replace an existing “monolith” accent which is clad in dark brown vinyl.

These accents will have a wood texture with a “honey glaze” color. Orange and pink accents, consistent with the brand colors of Dunkin’ Donuts, will be included between fiber cement boards.

Two large panels of fiber cement composite board with a similar color and texture will also be constructed on the north (interior side) and south (exterior side) elevations of the building. These panels will also have orange and pink accents included between fiber cement boards. These panels will be constructed on areas that are constructed of split-face CMU-block which are largely blank and lack other architectural detail.

New fixtures for the drive-through would also be installed, including a new order canopy and clearance bar. These structures will replace an existing single order box located at the start of the drive-through.

Color Changes

The current color palette of the building is a mixture of light tan and light brown as primary colors, with dark brown and orange as secondary accent colors. The current color palette is similar to the existing Target store located to the rear of the subject site.

The new color palette will feature cooler colors, which emphasize grey and white tones. The existing light brown split-face CMU-block used on all four elevations of the building will be painted grey (SW#7019 “Gauntlet Grey”). The overhang along the north (interior side), west (front), and south (exterior side) elevations will be painted white (SW#7063 “Nebulous White”). Metal panels on the rear of the building will be painted grey to match the color of the adjacent CMU block. The existing storefront system will remain. Orange accents along the bottom of the overhang will remain.

Signage

The proposed improvement includes the full replacement of signage on the subject site, including both signage mounted to the building and freestanding signage across the site. These sign replacements are proposed to align with the Dunkin’ Donuts corporate rebranding.

Wall Signage

Proposed wall signage includes several illuminated and non-illuminated signs on the north (interior side), west (front) and south (exterior side) elevations. The total amount of new proposed wall signage as proposed is 105 square feet. The large primary wall signs (“Dunkin”) and secondary wall signs (“Cup Icon”) on the building overhang will be illuminated cabinet letters with internal lighting. All other wall signs on the building will be non-illuminated. All existing signage will be removed from the building.

Freestanding Signage

Additional proposed signage will be affixed to new freestanding structures near the existing drive-through facility, including the proposed clearance bar and order canopy structures. These signs will add 5.5 square feet of new signage to the total sign area on the site. None of these signs will be illuminated.

The applicant has included freestanding directional signs (~4 square feet each) in the application materials, but no locations for these signs are finalized on any site drawings. Installation of these signs would require a sign variance due to being a sign type which is not included in the current sign code.

The existing freestanding monument sign near Halsted Street will remain. This sign is approximately 9 square feet in area.

Total Signage

A summary of the proposed signage on the site is included in the table below:

Proposed Sign	Proposed Number	Proposed Area
New Signage Proposed		
Primary Wall Sign ("Dunkin")	2 signs	33.6 square feet (south), 21.5 square feet (west)
Secondary Wall Sign ("SFIAB")	1 sign	26 square feet
Secondary Wall Sign ("AROD")	1 sign	12.4 square feet
Secondary Wall Sign ("Cup Icon")	1 sign	10.2 square feet
Drive-Through Signage	3 signs	5.5 square feet
Total New Signage Proposed	8 signs	109.2 square feet
Existing Signage		
Monument Sign (Target panel)	1 sign	9 square feet
Total Existing Signage	1 sign	9 square feet
Grand Total	9 signs	118.2 square feet

The maximum allowable sign area for this site is 125 square feet (50' building frontage x 2.5 = 125 s.f. allowed signage). The total proposed signage area of 118.2 square feet meets the requirements of the current sign code.

Conformance with Appearance Plan

When reviewing these proposed improvements, the Appearance Commission should consider the following provisions of the Appearance Plan:

E. Building Design

“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 principles and proper use of materials and surrounding elements.*
- 2. Buildings shall, with their own design concept, be an asset in the aesthetic sense to the Village of Homewood.*
- 3. Materials shall be compatible with and complimentary to the design; as follows:*
 - a. Materials shall be of a permanent nature and require minimal maintenance;*
 - b. Exposed structural frames that reflect the design principles of the building shall be an integral part of the building design;*
 - c. Colors shall be harmonious, with bright or brilliant colors used mainly for accent.*
- 7. Signs shall be part of the architectural concept. All signing shall conform to the sign regulations of the Municipal Code of the Village of Homewood, Illinois.*

STAFF COMMENTS

The proposed improvements include corporate recommendations from Dunkin’ Donuts for all Dunkin’ Donuts locations as part of a large-scale corporate rebranding initiative. The applicant has raised concerns about the cost of these improvements imposed on local franchises.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to select the proposed materials and improvements that most conform to the Village Appearance Plan and other Village plans and documents, or are considered to be suitable for the location and design context of the subject site.

Staff has not provided a recommended motion. Should the Appearance Commission recommend some or all of the proposed improvements, the following motion may be considered:

Approve Case 25-25, Exterior Improvements for Dunkin Donuts, 17579 Halsted Street as proposed on the drawings submitted by Murad Husain and prepared by Nick Scarlatis and Associates, Ltd. dated December 20, 2024, including the following improvements:

- [List recommended improvements here]