

# 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 25-24: Exterior Improvements for Dunkin Donuts, 2353 183<sup>rd</sup> Street

## DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Murad Husain, Applicant	
Elevations and Color/Material List	2	Peter G. Paraskis, Architect	04/21/2025
Drive-Through Structure and Signage Details	2	Peter G. Paraskis, Architect	04/21/2025
Floor Plan	1	Peter G. Paraskis, Architect	04/21/2025
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 proposed at 2353 183<sup>rd</sup> Street. The exterior improvements have been requested as part of a corporate rebranding initiative by Dunkin' Donuts. The improvements will include exterior remodeling, drive-through improvements and color changes on the building and around the subject site. New signage was applied for and approved by Village Staff in an application separate from this review.

## HISTORY

This site was originally the location of a small coffee shop building, which was demolished in the early 2000s. The building currently occupied by Dunkin' Donuts was constructed in 2004, following approval by the Appearance Commission.

## DISCUSSION

### Exterior Cladding

The proposed improvements will include the addition of several accents constructed from fiber cement composite board. These accents will have a wood texture with a "honey glaze" (natural wood) color. Orange and pink accents, consistent with the brand colors of Dunkin' Donuts, will be included between fiber cement boards.

These accents are proposed on the three “tower” features which are extended out from the primary building façade. On the tower on the north (front) façade of the building, the fiber cement accent panel will extend approximately 12’ from the ground and wrap around the corner of the building. On the towers on the east and west (interior sides) façades of the building, the fiber cement panel will extend approximately 8’ high; the fiber cement panels will start near the top of the new drive-through canopy colored in orange on the east side and above the building entrance on the west side.

New fixtures for the drive-through are also proposed, including a new order canopy, clearance bar, and overhead canopy extending over the drive-through window. These structures will replace an existing single order box located at the start of the drive-through. All structures will be constructed from aluminum.

### Color Changes

The current color palate 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 front of the building includes a unique color gradient feature, where 18” colored EIFS/stucco bands gradually transition from light tan to dark brown.

The new color palate will feature cooler colors which emphasize grey and white tones. The existing light beige EIFS panels 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”). The split-face CMU-block on the base of the building and the building’s cornice will be painted dark charcoal grey (SW#7069 “Iron Ore”). Metal accents, including building canopies, will be colored orange. A single two-foot EIFS band will be painted orange along the north (front) and west (interior side) façades.

The orange and brown awnings currently affixed to the north (front) and west (interior side) façades of the building will be removed.

All service meters, downspouts, and screening features will be painted grey or white to match the color of adjacent walls or building features.

### Signage

A sign proposal for this building was submitted to Village staff in April 2024. This proposal was requested separately from this Appearance Review application. This signage proposal included a request for the replacement of the existing Dunkin’ Donuts and Baskin Robbins signage on the building. The proposal also requested the removal of the projecting sign located on the north (front) façade of the building. No additional signage was requested.

Village staff approved the application.

This proposal includes 5.5 square feet of additional signage affixed to the new drive-through canopy and clearance bar structures proposed in the rear of the structure. The addition of these signs will not exceed the maximum allowable signage area of 75 square feet for this building (30’ frontage x 2.5 = 75 square feet).

### 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 which are being requested for all Dunkin’ Donuts locations as part of a large-scale corporate rebranding initiative. The applicant has expressed concerns regarding the cost of such improvements imposed on local franchises.

### **RECOMMENDED APPEARANCE COMMISSION ACTION**

The Appearance Commission may wish to select the proposed materials and improvements which most conform to the Village Appearance Plan and other Village plans and documents, or are considered to be suitable for 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 25-24, Exterior Improvements for Dunkin Donuts, 2353 183<sup>rd</sup> Street, as proposed on the drawings submitted by Murad Husain and prepared by Peter Paraskis, dated April 21, 2025, including the following improvements:

- [List recommended improvements here]