

# VILLAGE OF HOMEWOOD



## MEMORANDUM

DATE OF MEETING: August 7, 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 25-28: Exterior Improvements for Target, 17605 Halsted Street

## DOCUMENTS FOR REVIEW

| Title                                | Pages | Prepared by                    | Date       |
|--------------------------------------|-------|--------------------------------|------------|
| Application                          | 1     | John Conklin, Kimley-Horn      | 07/29/2025 |
| Elevation Drawings                   | 1     | RSP Architects, Ltd.           | 05/15/2025 |
| Sign Details                         | 4     | RSP Architects, Ltd.           | 05/15/2025 |
| Previous Meeting Minutes – AC 9/1/22 | 6     | Angela Mesaros, Dir. ECD       | 09/01/2025 |
| Staff Exhibits                       | 3     | Noah Schumerth, Asst. Dir. ECD | 07/11/2025 |

## BACKGROUND

The applicant (John Conklin of Kimley-Horn, on behalf of the Target Corporation) has proposed exterior improvements for an existing retail center at 17605 Halsted Street, including new exterior cladding, paint colors and signage. The proposed changes are associated with corporate branding updates initiated by Target.

## HISTORY

This property comprises a portion of the Park Place Plaza commercial development, which was approved through the Planned Unit Development process in 1986. In 2001, the Village Board approved an amendment to the Planned Unit Development to allow the creation of new lots, including the subject site, to support new retail development. Construction of the Target store currently on the site was completed in 2002.

The site was reviewed for proposed exterior improvements in 2022 (Case 22-27). The previous proposal included changes to exterior materials, color and signage. The proposed changes were similar to those included in the current proposal. The previous proposal included a similar color palette to the current proposal, but included different materials across the building (fiber cement composite board, brick veneer and EIFS vs. metal “faux wood” paneling, brick veneer and EIFS). The previous proposal also included a sign a variance to increase the maximum allowable sign area for the site to 611.1 square feet (s.f.).

The Appearance Commission approved the proposed elevations and variance on September 1, 2022. The minutes recording this decision are attached to this memo. The Village Board reviewed and approved the sign variance on September 13, 2022. The approved exterior changes and signage were not constructed.

## DISCUSSION

### Exterior Materials

The façade area around the entrance is proposed to be clad in a “simulated wood” material constructed from 6” x 288” aluminum panels. These panels will be arranged to mimic the appearance of wood planks attached horizontally to the building. The planks will be colored in a dark brown color (“table walnut”). The planks are assembled with a “V-groove” assembly which allows the planks to fit together with minimal vertical relief between the planks. These planks will replace the current split-face CMU-block façade near the front entrance of the store.

No other material changes are proposed to the remainder of the store. The current façade of split-face CMU-block with horizontal smooth CMU-block accents is proposed to remain.

### Color Changes

The current building has a color palette of tans and browns, with lighter tans transitioning to darker tans and light browns on recessed portions of the facades. The 6-8’ base of the building is clad in larger split-face CMU-block and has a dark brown color. The current color palette has four colors.

The new color palette is proposed to include the three colors, with light beige (BM#AF-50 “Etiquette”) used on the façade and light tan (BM#AF-100 “Pashmina”) painted on recessed facades behind the primary façade at the entrance, which will be clad in a simulated wood material. The base of the building will be painted in a grey-brown (BM#0993 “Beachomber”). Light tan and grey-brown will be extended around the entirety of the building, while the light beige will only be used on the front customer-facing side of the building. Building cornices on the customer-facing sides of the building will be painted in light beige. The color tone proposed is cooler and less saturated than the current color palette.

### Signage

The current signage is proposed to be removed. The proposed signage package includes several signs to be constructed on the front (west) side of the building, including:

- One (1) internally-illuminated cabinet letter wall sign near the entrance of the building with a modernized Target “bullseye” logo and wording (replaces existing sign);
- One (1) internally-illuminated cabinet letter wall sign with advertising for “drive-up” services (new sign);
- One (1) internally-illuminated cabinet letter wall sign with advertising for CVS Pharmacy services in the building;
- One (1) vinyl window sign identifying order pick-up locations.

The proposed new signage package has a total area of 361.2 square feet. The proposed signage package does not affect other existing signage on the site which has been previously approved, including a

monument sign panel near Halsted Street and on-site directional and parking lot signage. A summary of proposed and existing signage on the site is included below:

| Proposed Sign                         | Proposed Number | Proposed Area            |
|---------------------------------------|-----------------|--------------------------|
| <b>New Signage Proposed</b>           |                 |                          |
| Primary Wall Sign ("Target Bullseye") | 1 sign          | 237.3 square feet        |
| Secondary Wall Sign ("CVS")           | 1 sign          | 36.6 square feet         |
| Secondary Wall Sign ("Drive-Up")      | 1 sign          | 77.1 square feet         |
| Window Sign ("Order Pick-Up")         | 1 sign          | 10.2 square feet         |
| <b>Total New Signage Proposed</b>     | <b>4 signs</b>  | <b>361.2 square feet</b> |
| <b>Existing Signage</b>               |                 |                          |
| Monument Sign (Target panel)          | 1 sign          | 225 square feet          |
| <b>Total Existing Signage</b>         | <b>1 sign</b>   | <b>225 square feet</b>   |
| <b>Grand Total</b>                    | <b>5 signs</b>  | <b>586.2 square feet</b> |

The maximum allowable sign area for this property is 500 square feet (394' frontage x 2.5, not to exceed 500 s.f. for a single frontage). The site was approved for a sign variance in 2022, which increased allowable sign area to 611.1 square feet. This variance excluded directional signage, which was determined to be exempt from sign regulation. The proposed sign area is lower than the variance approved in 2022. The signage originally proposed with the variance was approved but never constructed.

#### 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 supporting 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 a minimal amount of 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.*

#### **RECOMMENDED APPEARANCE COMMISSION ACTION**

The Appearance Commission may wish to consider the following motion:

**Approve** Case 25-28 Exterior Improvements for Target at 17605 Halsted Street as proposed on the drawings submitted by RSP Architects Ltd. dated May 15, 2025.