

VILLAGE OF HOMEWOOD



BOARD AGENDA MEMORANDUM

DATE OF MEETING: September 13, 2022

To: Village President and Board of Trustees

Through: Napoleon Haney, Village Manager

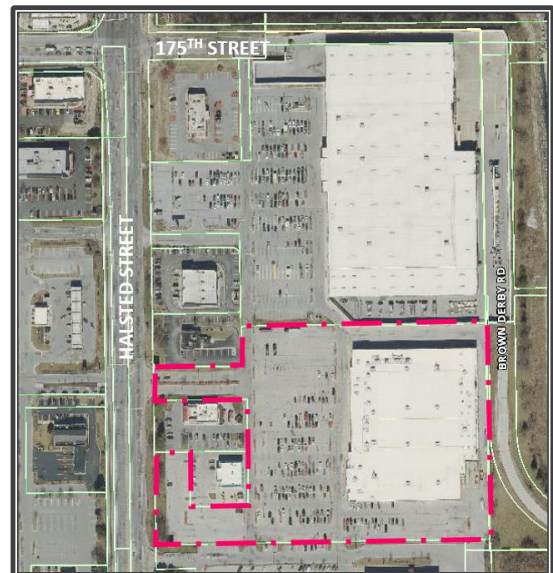
From: Angela Mesaros, Director of Economic and Community Development

Topic: Exterior Improvements and Sign Variance for Target at 17605 Halsted Street

PURPOSE

Target proposes new paint colors, accent materials, and signage on the building and the site to support the online order pick-up process. The subject property is part of the Park Place Plaza Planned Unit Development. The Appearance Commission did not reach the required four votes to affirm or deny this application, thereby a motion by the Village Board of Trustees is required for final decision on the application.

The proposed exterior improvements primarily encompass new paint colors for the building with a color palette of warm neutral paint colors, and a simulated wood product and synthetic stucco EIFS accent materials.



In addition to the exterior materials, the applicant proposes new signage on the building and in the parking lot to facilitate their “drive-up” order pick-up operations. To facilitate the operations of their order retrieval, Target proposes to restripe existing parking spaces as drive-up customer stalls. (Due to existing parking in surplus of code requirements, this will not impact the site’s compliance with parking requirements.) The applicant proposes new wall signage and post-and-panel signage at each parking space that would indicate the stall number and display Target’s “drive-up” operations branding.

The gross sign area proposed for the site totals 611.1 square feet. The maximum allowed gross sign area is 500 square feet. The applicant requests a variance for the 111.1 square feet in excess of the maximum allowed per Code to install the new signage related to online/app-based order pickup operations.

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PROCESS

At its regular meeting on September 1, 2022, the Appearance Commission considered the request for the exterior improvements and the sign variance. The Commission discussed the application of the Sign Ordinance on this site in comparison to past cases. They determined that the proposed signage in the parking lot does not meet the code's definition of directional signage. However, this signage performs as directional signage. Therefore, this was not considered as part of the sign area calculation as reflected in the requested variance.

Members of the Appearance Commission discussed the longevity of curbside pick-up operations, the use of online or app-based purchases, and in-store or curbside pickup as a trend that emerged before and accelerated during the pandemic. Experts in retail and real estate do not anticipate that this business model will shrink in the post-pandemic landscape.

OUTCOME

The Commission members unanimously supported the exterior improvements to the building but were split in their final decision because of the sign variance. Due to two current vacancies on the commission, a total of 5 members were present. The Commission voted 3-2 to approve the requested action. Section 2-362 of the Municipal Code requires "an affirmative or negative vote of at least four members is needed for approval or denial." Therefore, the final decision/action for the sign variance must be taken to the Village Board.

FINANCIAL IMPACT

- **Funding Source:** N/A
- **Budgeted Amount:** N/A
- **Cost:** N/A

LEGAL REVIEW

Not required

RECOMMENDED BOARD ACTION

Approve exterior improvements to the Target store and grant a variance from Section 30-5 of the Sign Ordinance to allow an additional 111.1 square feet for the signage at 17605 Halsted Street as proposed in the drawings prepared by RSP Architects Ltd. dated August 17, 2022, and Kimley-Horn and Associates, dated August 16, 2022.

ATTACHMENT(S)

- Exterior Façade Improvements by RSP Architects, Ltd, last revised August 17, 2022
- Site Improvement Plans C1.0 and C2.0 by Kimley-Horn and Associates, last revised August 16, 2022
- Staff exhibits, dated September 1, 2022