



**ITEM #1: For the ARCHITECTURAL COMMISSION - 10.17.16 @ 7:00 P.M.**

**REQUEST:** Consideration of a request for a change of copy and other modifications for signage from the existing Village Pizza & BBQ” to “Joanie’s Pizzeria”, 235 Robert Parker Coffin Road submitted by Roman Signs on behalf of Joan Shunia-Gualt, business owner.

**HISTORY/STAFF REVIEW:**

The property in question is located in the Mill Pond Development. The space was formerly occupied by the “Long Grove Cafe”.

In November of 2015 the AC approved the existing signage for the business as follows;

*Commissioner Tapas made a motion, seconded by Commissioner Sylvester, to recommend approval of one (1) free standing sign (double faced) measuring 33” x 44” (10 square feet +/- ) to replace the existing free standing sign on the sign post on the east side of the Mill Pond entrance at Robert Parker Coffin Road a wall sign measuring 28”x 48” (9.2 square feet) to replace the “Long Grove Café” sign on the gable entrance to the building subject to the following conditions;*

- *The hanging sign will be cut-out to match the wall sign;*
- *Sign mounting is to be reviewed by staff;*
- *Existing illumination will be utilized for the proposed signage.*

The business now wishes to change the copy on the signage from “Village Pizza & BBQ” to “Joanie’s Pizzeria” and add several “slats” to the hanging sign on the Robert Parker Coffin Road frontage. This signage is very similar to the “Long Grove Café signage, which was previously approved in 2012.

Based upon the items submitted the petitioner is requesting two (2) signs. One (1) free standing sign (double faced) measuring 40” x 44” (12.2 square feet +/- ) to replace the existing free standing sign on the sign post on the east side of the Mill Pond entrance at Robert Parker Coffin Road. Three (3) hanging “slats” are also proposed with this sign measuring 4.125” x 30” (.85 sq. ft. x 3 = 2.5 sq. ft. =/-). In total the hanging sign would be comprised of 14.7 sq. ft. of signage. The second sign is proposed as a wall sign measuring 29”x 47” (9.4 square feet) to replace the existing sign on the gable entrance to the building. In total 24.1 sq. ft. of signage is proposed.

Material out of which the sign will be constructed will be either HDU. Both signs are proposed to be black and white lettering on a predominately red background with black accents with regard to the color scheme. The “slats” will be black & white with a white border. Both the wall sign and hanging sign will match and the black accents (with “pizzeria” copy) will match slats on the free standing sign. Signs will be sandblasted

w/raised lettering. Signage appears to be non-illuminated or utilizing existing illumination.

Square footage of the commercial space for which the signage is being requested is approximately 4000 square feet. For retail spaces containing 3001 to 5000 sq. ft. of floor area 30 square feet of signage may be allowed per the Village Zoning Code.

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (24.1 square feet), the request is within the maximum square footage limitation for the floor area at this location.

The following are excerpts of applicable portions of the Village Sign Ordinance:

**E) Historic Business District Signs:** Signs within the B1 historic business district must comply with the regulations of general applicability as set forth throughout this section, except as specifically set forth in this subsection (E). Signs within this area should reflect the historic and eclectic character of the historic business district and be integrated with the landscaping and architecture to the greatest extent possible. The following regulations apply to signs within the B1 historic business district:

1. **Open Signs:** A business may display one illuminated open sign, provided that such illuminated "Open" sign: a) is no more than one square foot in area, b) includes lighted white letters on an unlit background, c) does not exceed an illumination level of eight hundred forty (840) lumens, and d) otherwise complies with those provisions of subsection (D)1 of this section that are not inconsistent with this subsection (E)1, except that the approval of the architectural commission shall not be required. A business may not display a lighted open sign at times when the business is not open to the public for normal business.
2. **Neon Illumination:** Neon illumination of signs is only permitted: a) if neon is used as part of an "Open" sign that meets the requirements of subsection (E)1 of this section, or b) upon application and approval of a variation from the requirements of this code pursuant to subsection 5-11-15(E)1(c) of this title. For purposes of a request for a variation for neon sign illumination, a practical difficulty or particular hardship may be found to exist when the neon illumination of signs would be traditionally appropriate for the nature of the business and if such proposed sign is appropriate to the architectural style or era of construction of the business.
3. **Maintenance:** If signs are not properly maintained they must be removed or replaced. Proper maintenance includes: a) repairing of any damage caused by weather or other impact, b) ensuring signs do not pose a hazard, or provide misleading information, to pedestrians or motorists, c) repairing cracks, fading, or general deterioration.
4. **Materials:** Signs should be constructed of high quality, long lasting and natural building materials, which may include painted wood, metal, or stone, but may not include particle board, plastic, or highly reflective metallic material unless expressly approved by the architectural commission.
5. **Awnings:** Businesses having awnings may include the business's name as copy along the lower edge or fringe of an awning, but any awning displaying such copy shall be considered a wall or canopy sign as allowed by subsection (E)7 of this section and included in the maximum sign area calculation for that location.
6. **Flags:** Flags, in good condition and totaling not more than fifteen (15) square feet per zoning lot or per principal structure, may be displayed.

- 7. Number: The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign. Such signs, singularly or in combination, shall not exceed the maximum permitted sign area.
- 8. Total Size: Except as otherwise authorized by variation pursuant to subsection [5-11-15\(E\)1\(c\)](#) of this title, the cumulative total square footage for all signs shall not exceed the following:

**MAXIMUM SIGN AREA PERMITTED IN THE  
B1 BUSINESS ZONING DISTRICT  
(In Square Feet)**

Total Area Of Business In Square Feet	B1 Setback (building and all signs) less than 50' from nearest edge of pavement of main roadway unless otherwise approved by architectural commission	B1 Setback (building and all signs) at least 50' from nearest edge of pavement of main roadway
1 - 1,000	12	16
1,001 - 3,000	20	26
3,001 - 5,000	30	38
5,001 or greater	30	38

Except as otherwise provided, square footage, for the purpose of this subsection (E), shall be calculated based on single sign face of any double faced sign.

- 9. Temporary Banner Signs: The village planner may authorize temporary banner signs that conform with subsection (G)2(i) of this section for a period not exceeding sixty (60) days for signs that relate to the business, service, pursuit, or event conducted on or within the premises on which the sign is displayed.
- 10. Sandwich Board Signs: The village planner may authorize one sandwich board sign, with cumulative total of all sign faces not exceeding twelve (12) square feet in addition to the total number and square footage of signs otherwise authorized, if requested as part of a business's annual business license application. The authorization to display a sandwich board sign must be renewed annually with the business license and include site plan identifying the general placement of the sign as well as a scaled drawing (or "proof") identifying the dimensions, materials and copy of the sign. Sandwich board signs may not obstruct pedestrian or vehicular ingress or egress, and must be placed inside the structure when the business authorized to display such sign is closed to the public. Such signage shall be non-illuminated and may not adversely impact the health, safety, and welfare of the general public. Sandwich board signs may not be located on, or otherwise obstruct, pedestrian walkways, parking lots, and streets and be adjacent to the destination they are intended to serve but may not be displayed in the right of way. For purposes of this subsection (E), a "sandwich board sign" shall be a portable and temporary A-frame sign that is designed to be self-supporting by nature, which sign may have two (2) sign faces and should be simple, unique and constructed of high quality materials that complement the landscaping and architecture of the B1 district.
- 11. Setbacks: Unless otherwise specified, setbacks shall be subject to the review and approval of the architectural commission.

**ARCHITECTURAL COMMISSION DECISION:**

This request is approvable as submitted. The square footage of the proposed signage (24.1 sq. ft.) is within the maximum allowable square footage of 30 square feet based on the leasable area of the structure.

The Commission should review the request for signage against the aforementioned regulations and render a determination based upon those criteria as well as the appropriateness of the signage at this location in relation to other signage on the structure. As submitted the requested signage is within the parameters of the Village Code and therefore approvable. An excerpt from the "Downtown Design Guidelines" regarding signage is included for consideration by the Commission.



8 8  
**BROASTED CHICKEN**

8 8  
**BBQ RIBS**

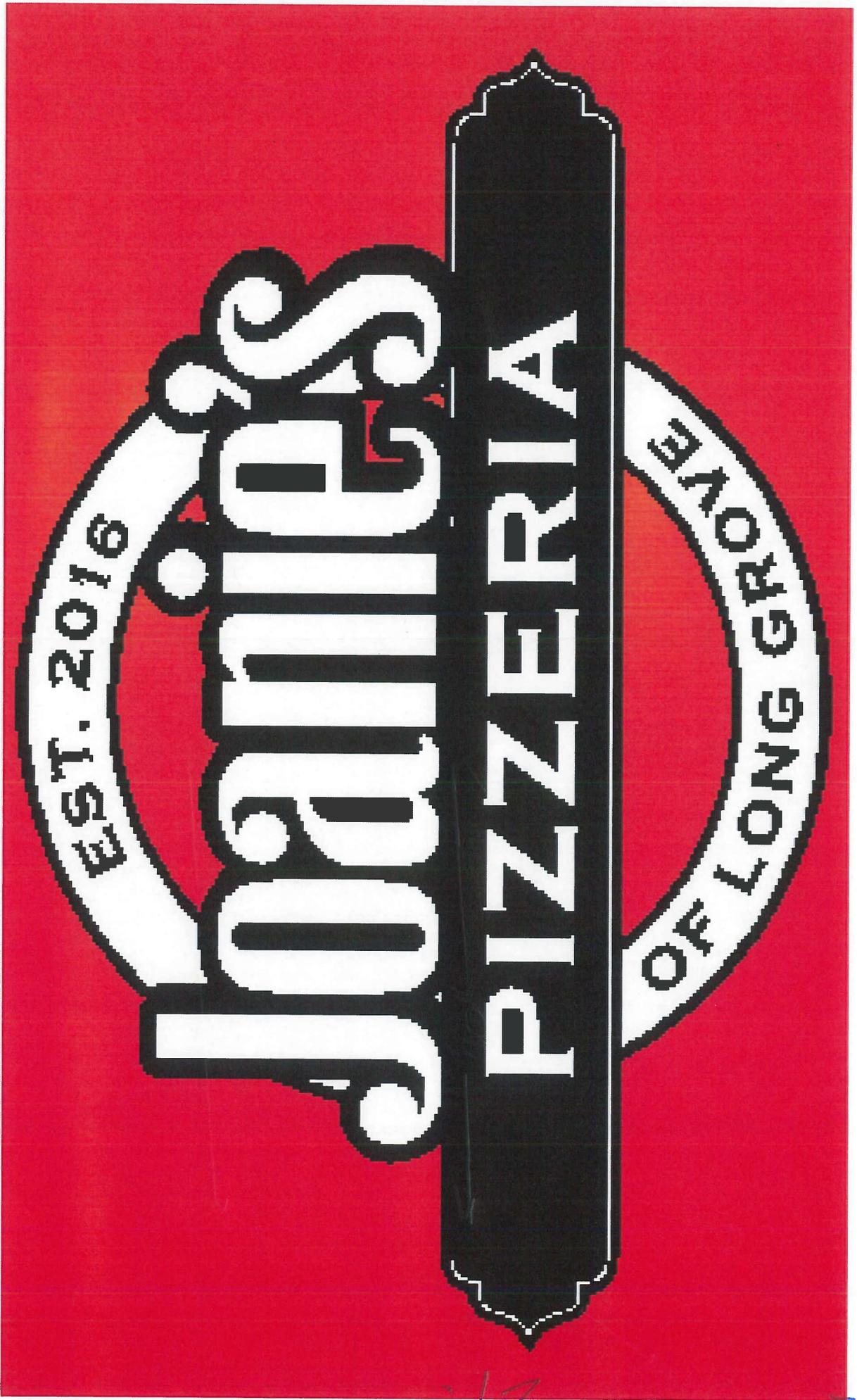
8 8  
**WINE & CRAFT BEER**

4 1/2"

30"

**R  
E  
S  
T  
A  
U  
R  
A  
N  
T**

47"



WALL SIGN

29"

----- Original Message -----

**Subject:**Re: New proofs

**Date:**09/09/2016 12:40 am

**From:**Joanie Shunia <jshunia80@gmail.com>

**To:**roman <roman@romansigns.com>

Hi Jeff,

Thanks for taking the time to place the three additional components in the same space as the logo. After seeing them this way, it feels right for the logo to be by itself in that square space. I'm still waiting to hear back possible approval for the larger sign. Hopefully that conversation happens tomorrow. If not, we'll have to go with the size of the original sign layout.

With all this, I still want to include these three additional elements - broasted chicken, BBQ RIBS, wine/craft beer - hanging underneath the sign. One request for you is: we'd like to have those three elements having the same appearance as the "Pizzeria" in the logo - for example, the black bar with that same design feature and then have the words in white lettering. Are you able to do that? Or do you need me to send you something that looks like that?

Also, you'll notice that I changed "BAR-B-QUE RIBS" to "BBQ RIBS"

Thanks Jeff!

On Thu, Sep 8, 2016 at 4:44 PM, roman <roman@romansigns.com> wrote:

Hey Joanie,

Sorry that I did not get this over sooner. Working late and came down with a head cold. Not fun. I needed to rework the layout a bit. The copy is now in black and I think it is more readable. If you would prefer the red, I can get Cranberry Red vinyl which is really close to the background Red.

I did make a change to the size of the sign. It is now 40" high and 44" wide. The 44" height was the opening of the frame. I forgot to take into consideration the space for the hardware to hang the sign. What I needed to adjust was the space between the menu bars. Their sizes remained the same.

Finished Sign Sizes:

**Hanging Sign** - Double Sided HDU Sandblasted 40"X44"

**Wall Sign** - 29"X47" - The Red will extend a few inches wider from the logo

Let me know what you think. Once everything is worked out, I will give you a cost and the spec sheets for the village.

Thanks,  
Jeff

**From:** roman <[roman@romansigns.com](mailto:roman@romansigns.com)>  
**Date:** September 13, 2016 at 12:57:10 PM CDT  
**To:** Joanie Shunia <[jshunia80@gmail.com](mailto:jshunia80@gmail.com)>  
**Subject:** 3 hangers

Hello,

The next one:

The hangers are now 4 1/8" X 30" with a letter height of 2 1/4". Readability is now roughly 45 feet away. The white inset border is now 1/8" wide, which is closer to being seen clearly. At least 3/8" is preferred, but then it will start forcing the letters to get smaller.

I await your decision

Jeff



FOR OFFICE USE ONLY:	
AC Received:	
AC Reviewed:	
AC Approved:	
Village Bd. Approved:	

FOR OFFICE USE ONLY:		
Date Received:		
Permit No.:		
Date Issued:		
Township:		
Sec:	T:	R:
PIN No.:		
Zoning:		

**ARCHITECTURAL COMMISSION  
SIGN PERMIT APPLICATION**

BUSINESS NAME: <u>Joanie's Pizzeria of Long Grove</u>	BUS. PHONE #: <u>847415-2220</u>
BUSINESS ADDRESS: <u>235 ROBERT PARKER COFFIN Rd LONG GROVE 60047</u>	
BUSINESS OWNER'S NAME: <u>JOAN SHUNIA</u>	E-MAIL: <u>VillagePizzaandBakery@gmail.com</u>

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	
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The Architectural Commission regularly meets every third (3<sup>rd</sup>) Monday of the month at 7:00pm in the Village Hall or as otherwise posted. The applicant (or representative) must be present. Please prepare and submit seven (7) sets of all of the following information ten (10) days prior to the meeting:

1. THIS FULLY COMPLETED APPLICATION SIGNED BY BOTH THE PETITIONER AND THE PROPERTY OWNER
2. REGARDING THE POSITION OR LOCATION OF PROPOSED SIGN ON THE BUILDING OR PROPERTY:
  - (a) PROVIDE SITE PLAN
  - (b) PROVIDE PHOTOGRAPH OF THE LOCATION ON THE PROPERTY OR BUILDING WHERE THE SIGN WOULD BE INSTALLED
  - (c) SQUARE FOOTAGE OF COMMERCIAL SPACE FOR WHICH SIGN IS BEING INSTALLED:  

4100 sq. ft.
3. PROVIDE A DETAILED DRAWING (TO SCALE) OF THE PROPOSED SIGN, INCLUDING:
  - (a) DIMENSIONS
  - (b) SAMPLE OF COLORS ON SIGN
  - (c) LETTER STYLE TO BE USED
  - (d) SAMPLE OF ANY UNUSUAL MATERIAL TO BE USED ON THE SIGN
  - (e) **FOR REQUESTS IN THE B-1 HISTORIC DISTRICT SEE SUGGESTED DESIGN GUIDELINES FOR SIGNAGE**

Should the sign be completed prior to the Architectural Commission's approval (this is not encouraged), the sign itself, or a photograph of the sign, shall be presented at the Architectural Commission meeting.

**SIGN CONTRACTOR:**

NAME: <u>Roman Signs</u>	PHONE #: <u>847562 6071</u>
ADDRESS: <u>Barrington</u>	E-MAIL:

The property owner's signature is required below before any sign application may be processed. The property owner's signature is confirmation that he/she has read and understands the regulations governing the erection of signs in the Village of Long Grove and further approves the erection of the above-described sign on his/her property.

\_\_\_\_\_  
PROPERTY OWNER(S)' SIGNATURE(S)  
JOAN SHUNIA  
\_\_\_\_\_  
PROPERTY OWNER(S)' PRINTED NAME(S)  
[Signature]  
\_\_\_\_\_  
BUSINESS OWNER(S)' SIGNATURE(S)

(See the reverse side for maximum sign dimensions and fee schedule.)

**SIGN PERMIT  
ARCHITECTURAL COMMISSION APPLICATION  
MAXIMUM SIGN SIZES AND FEES**

The following dimension regulations and fee information are provided as a guideline and are excerpted from the Village Zoning Code, 5-9-5, "Sign Regulations." It is recommended that applicants read the entire section, available online at [www.longgrove.net](http://www.longgrove.net), to better understand the basis for sign permit approval.

**RETAIL BUSINESSES:**

<b>MAXIMUM SIGN AREA (SQ. FT.) PERMITTED IN BUSINESS DISTRICTS</b>			
<b>TOTAL FLOOR AREA OF BUSINESS</b>	<b>B1*</b>	<b>B2</b>	
		<b>NO INDIVIDUAL ARTERIAL ACCESS</b>	<b>INDIVIDUAL ARTERIAL ACCESS</b>
1 – 500 sq. ft.	12	12	75
501 – 1,000 sq. ft.	12	12	75
1,001 – 3,000 sq. ft.	20	20	100
3,001 – 5,000 sq. ft.	30	30	125
5,001 or greater	30	30 <sup>1</sup>	125 <sup>2</sup>
<sup>1</sup> For each additional 2,000 sq. ft., an additional 10 sq. ft. of signage is permitted. The maximum total signage area shall not exceed 50 sq. ft.			
<sup>2</sup> For each additional 2,000 sq. ft., an additional 10 sq. ft. of signage is permitted. The maximum total signage area shall not exceed 145 sq. ft.			

FEE: Fees are calculated based on square footage of the sign and are as follows:

<b>B – 1 DISTRICT*</b>		<b>B – 2 DISTRICT</b>	
10 sq. ft. or less	\$50.00	75 sq. ft. or less	\$100.00
10.1 – 12 sq. ft.	\$60.00	75.1 sq. ft – 100 sq. ft.	\$125.00
12.1 – 20 sq. ft.	\$70.00	100.1 sq. ft. – 125 sq. ft.	\$150.00
20.1 – 30 sq. ft.	\$80.00	125.1 sq. ft. or greater	\$200.00
30.1 sq. ft. or greater	\$100.00		

**SUBDIVISION IDENTIFICATION SIGNS:**

Not more than one (2) signs per entrance to subdivision; total signage not to exceed 40 sq. ft.

FEE: \$50.00 per sign

**SUBDIVISION DEVELOPMENT SIGN:**

FEE: \$100.00 per sign

**OFFICE & OFFICE RESEARCH DISTRICT:**

Maximum two (2) signs, not to exceed 100 sq. ft. total combined dimension; 50 sq. ft. maximum per sign.

Number of signs must be approved by Architectural Commission.

FEE: \$200.00 per sign

**\*SEE DESIGN GUIDELINES FOR THE B-1 HISTORIC DISTRICT (ATTACHED)**

<i>FOR OFFICE USE ONLY</i>					
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">TYPE OF SIGN(S)</th> <th style="width: 50%; text-align: center;">FEE(S)</th> </tr> </thead> <tbody> <tr> <td style="height: 100px;"> </td> <td> </td> </tr> </tbody> </table>	TYPE OF SIGN(S)	FEE(S)			<p>Amount Paid: _____</p> <p>Date Paid: _____</p> <p>Permit #: _____</p>
TYPE OF SIGN(S)	FEE(S)				
<p>Village Official: _____</p>	<p>Date of Issuance: _____</p>				