



**ITEM #1:** For the **ARCHITECTURAL COMMISSION; 11.21.16 @ 7:00 P.M.**

**REQUEST:** Consideration of a request for downtown gateway signage (4 signs) identifying the Historic Business District, submitted by Mr. Ryan Messner of Historic Downtown Long Grove (formerly the LGBCP).

### **HISTORY/STAFF REVIEW:**

#### **Proposed Project:**

The request is being made by Mr. Ryan Messner of Historic Downtown Long Grove (formerly the LGBCP). The request is to allow four (4) wayfinding/gateway directional signs. As proposed signs would be located in the following located (subject to applicable approvals); Route 53 and Old McHenry Road (Sign "A") Illinois Route 83 & Robert Parker Coffin Road (Sign "C"), Illinois Route 22 & Old McHenry Road (Sign "D") and Robert Parker Coffin Road and Route 53 (Sign "B"). Signage presently exists at 3 of the 4 locations with a totally new sign proposed at Coffin Road & Route 53 (See attached map). New signage would replace the existing signage.

Based upon staff review of the proposal, the proposed signs would contain 35 square feet of signage (7' tall by 5' wide) and be single sided. In addition, the sign would be constructed so as to allow three (3) temporary placards to be placed on the face of sign which would be used to promote the various festivals and civic organizations within the community. Placards could be changed as need be and is similar to what is current done with regard to festival signage.

The overall design of the sign will consistent with the pattern for signage contemplated for the entire downtown once funding is available for such signage. The design for signage was created as an offshoot to the Downtown Master Plan and Design Guidelines process. Other downtown signage, namely the "Sunset Pavilion" follows this pattern. Future "wayfinding" signage will follow this design as well largely for recognition purposes. (See attached signage materials from April 2008).

The signs will be constructed of wood, with sandblasted copy to provide relief for each sign. The signs will be side mounted to wooden posts to hide the mounting hardware. The sign copy, logo, posts and trim will be painted medium green. The sign background will be antique white. All four signs will be single faced and identical in terms of design. Placard details are not available.

#### **Gateway/Entryway Signage**

This type of signage was contemplated as an off-shoot of the Downtown Master Plan and Design Guidelines (excerpts attached). Short term goals of this plan include "Implement a signage and wayfinding system that includes Downtown gateway enhancements". With exception of the sign proposed at Rt. 22 and Old McHenry Road, all signage is proposed at "Key Intersections" per the plan document and two of those three intersections are identified as having "potential gateway elements".

Further consideration was given to this matter via separate contract with the Hitchcock Design Group in 2008. Several sign style concepts were considered and the sign style as proposed was chosen for “gateway/wayfinding signage”. Excerpts from this effort are included for consideration by the AC. Renderings of some of the intersections with conceptual signage is included as well. The renderings identify fencing to enhance the look of the sign. This may be considered in the future and are omitted due to placement consideration and approvals from the State and County for sign placement. This approvals have been difficult to obtain in the past (causing delays in construction such signage). Indications now are the necessary approvals may be easier to obtain.

**ARCHITECTURAL COMMISSION DECISION:**

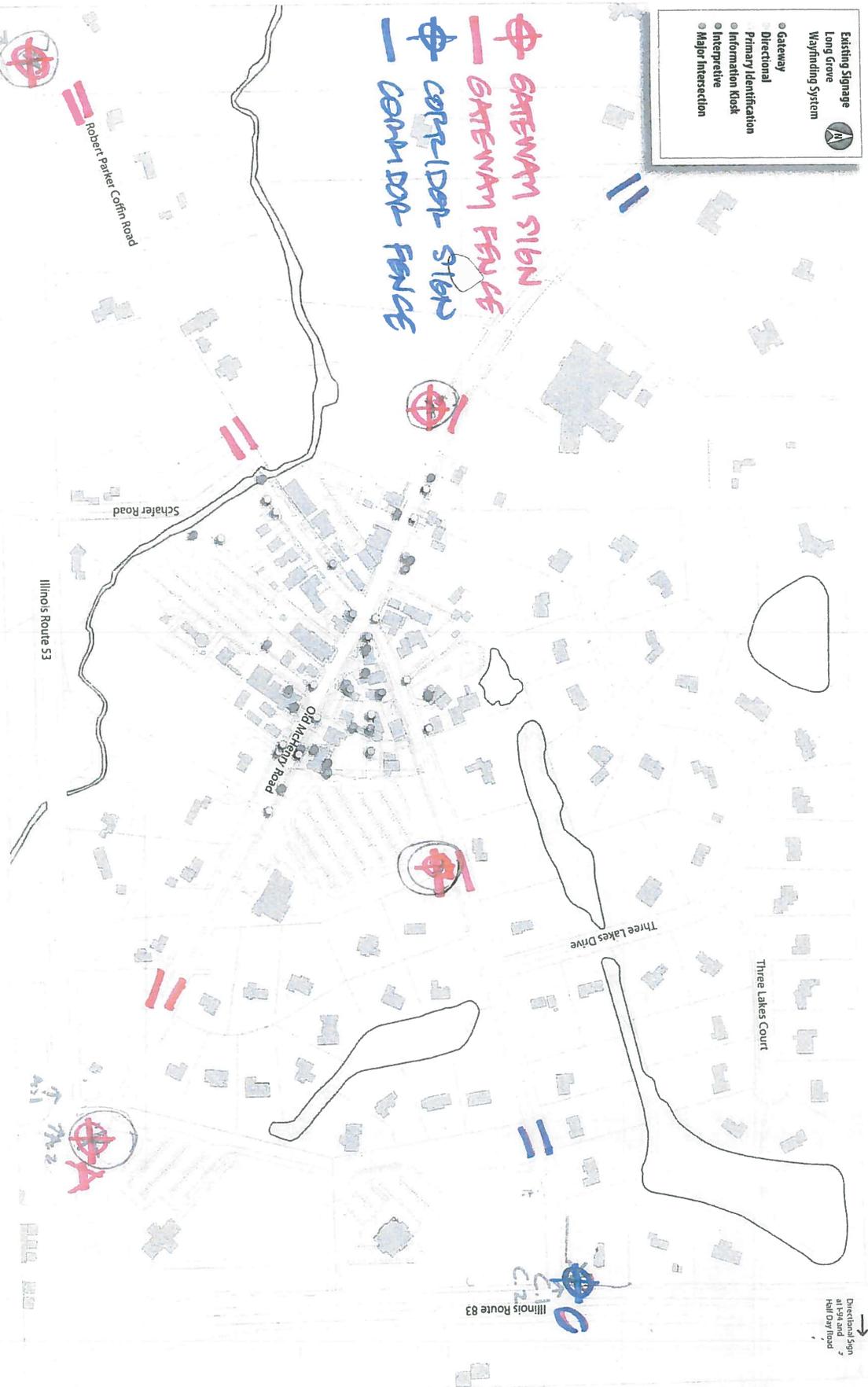
As the general sign regulations do not apply there are not standards for consideration by the AC. The AC should review and comment on the proposal keeping in mind that signage of this general type will likely be utilized in future for public and way finding signage in the historic downtown area. Signage of this nature also serves to further the goals and objectives of the “Downtown Master Plan”

The AC should consider the appropriateness of this signage at these locations as well as the aesthetics of this signage. Further approvals by the State and County will be required for actual construction of this signage at the locations proposed. Coming to consensus on the aesthetics of such signage is the logical first step however.



- Existing Signage**
- Long Grove Wayfinding System
  - Gateway
  - Directional
  - Primary Identification
  - Information Kiosk
  - Interpretive
  - Major Intersection

**GATEWAY SIGN**  
**GATEWAY FENCE**  
**CORRIDOR SIGN**  
**CORRIDOR FENCE**

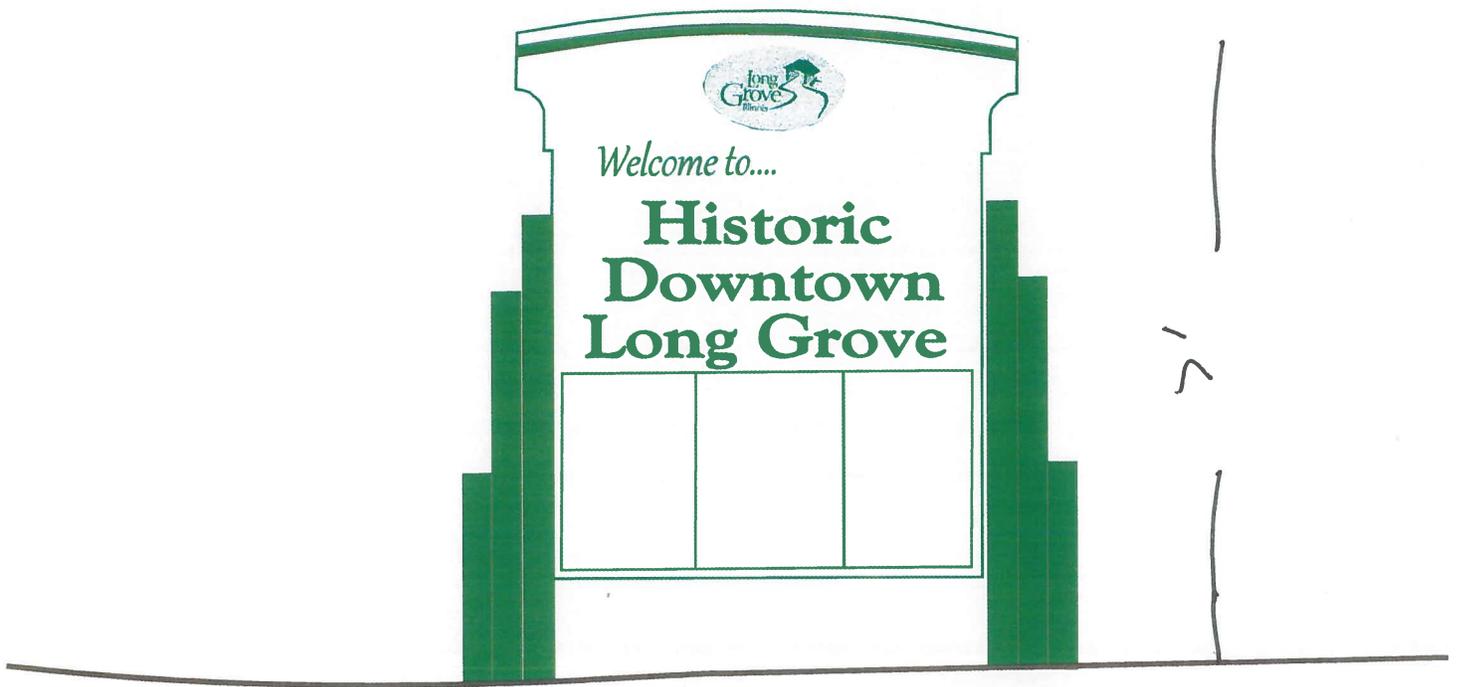


**B**  
 B1

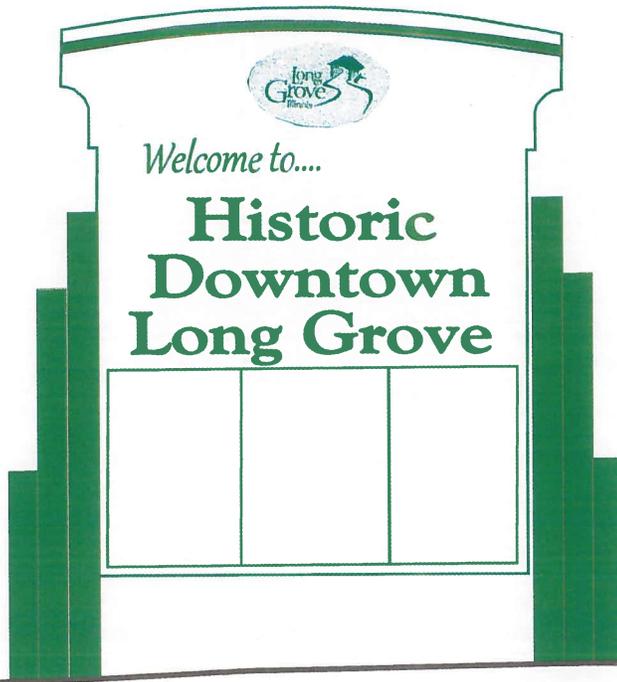
Directional Sign  
 Hill Day Road

Illinois Route 83

5



**COLORS:**  
BACKGROUND ANTIQUE WHITE  
LETTERING AND LOGO MEDIUM GREEN  
POSTS PAINTED MEDIUM GREEN



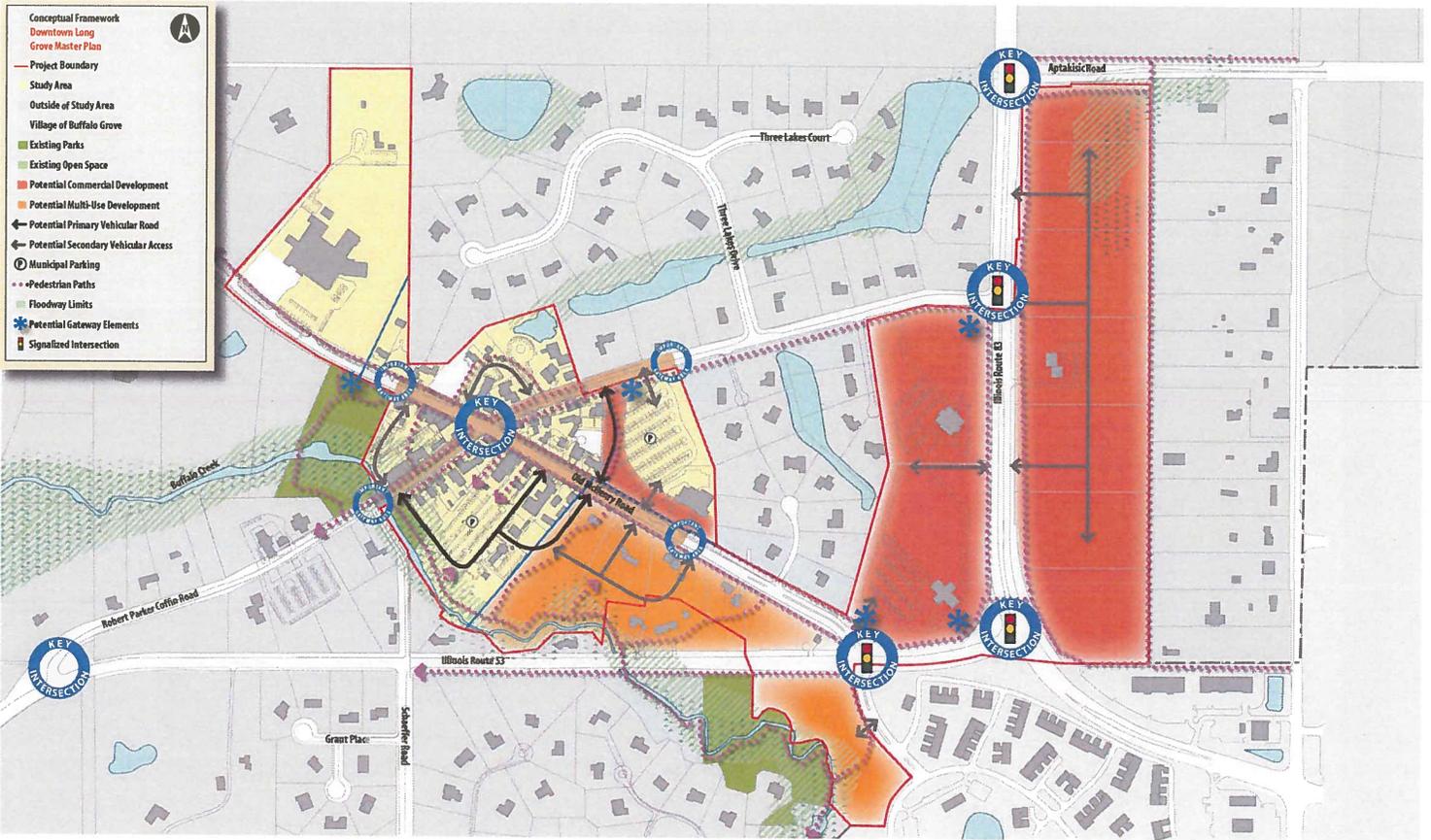
*Welcome to...*

**Historic  
Downtown  
Long Grove**

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**COLORS:  
BACKGROUND ANTIQUE WHITE  
LETTERING AND LOGO MEDIUM GREEN  
POSTS PAINTED MEDIUM GREEN**

- Conceptual Framework  
 Downtown Long  
 Grove Master Plan
- Project Boundary
  - Study Area
  - Outside of Study Area
  - Village of Buffalo Grove
  - Existing Parks
  - Existing Open Space
  - Potential Commercial Development
  - Potential Multi-Use Development
  - ← Potential Primary Vehicular Road
  - ↔ Potential Secondary Vehicular Access
  - ⊙ Municipal Parking
  - Pedestrian Paths
  - Floodway Limits
  - ✳ Potential Gateway Elements
  - ⓧ Signalized Intersection

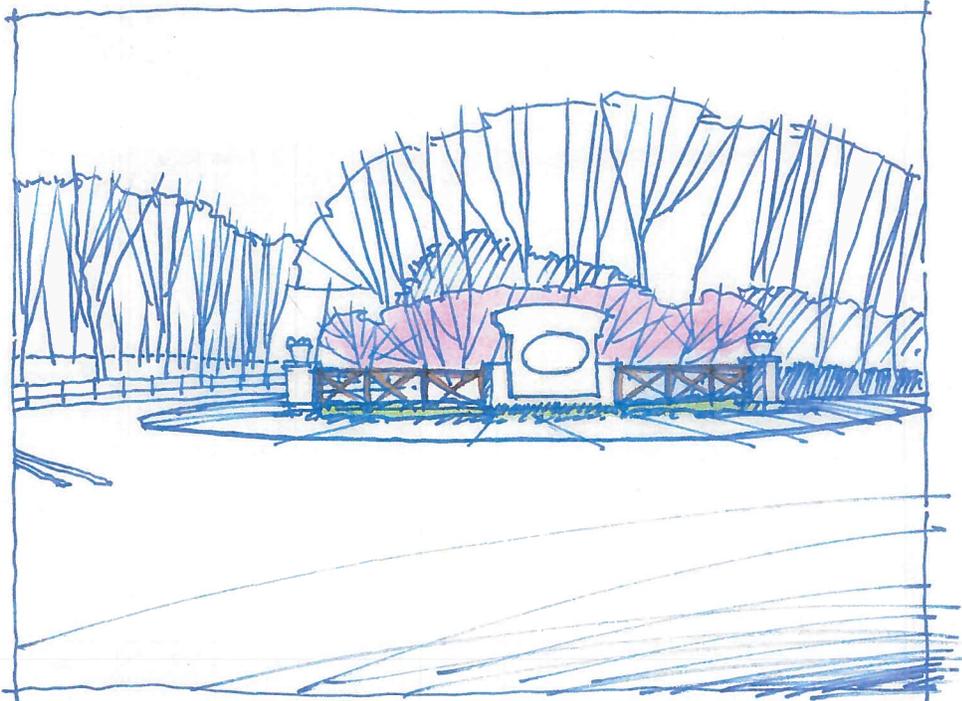


## Recommendations: Short-term Opportunities

- 1 Review municipal codes and policies – including Planned Unit Development Ordinances – and modify as necessary to align with the Master Plan
- 2 Reconfigure Archer Parking Lot to create new commercial / restaurant space that fronts onto a new local road connecting Old McHenry Road and Robert Parker Coffin Road - *\*Parking lots are conceptual, actual layout to be determined*
- 3 Determine the appropriate water system improvements for Downtown and create a plan to implement the improvements
- 4 Implement a signage and wayfinding system that includes Downtown gateway enhancements
- 5 Create a marketing program that repositions Downtown to align with the recommendations of the Master Plan
- 6 Develop a phasing plan for streetscape improvements that include paving, lighting, coordinated furnishings, on-street parking, and landscaping
- 7 Improve the Stempel Parking Lot entrance by the covered bridge
- 8 Sell or lease newly developed retail lots along new Archer Parking Lot road

Sign Type	Graphics	Preliminary Specifications	Preliminary Budgeting Estimates (Western Remac / March 24, 2008):
<b>Primary Identification (2 sided)</b>		<p><b>Sign Face:</b> 48" width x 66" height x 4" depth; aluminum; letters and border stripe are 1/2" thick dimensional aluminum</p> <p><b>Poles:</b> 4" width x 66" height x 4" depth, round; aluminum</p> <p><b>Long Grove Logo:</b> 18" width x 12" height x 2" depth; aluminum; letters and oval stripe are die-cut vinyl</p>	Approximately \$7,000 each
<b>Secondary Identification / Interpretive (1 sided)</b>		<p><b>Sign Face:</b> 24" width x 32" height x 2" depth; aluminum; letters and border stripe are die-cut vinyl</p> <p><b>Long Grove Logo:</b> 8" width x 6" height x 1" depth; aluminum; letters and oval stripe are die-cut vinyl</p>	TBD
<b>Directional (2 sided)</b>		<p><b>Sign Face:</b> 48" width x 66" height x 4" depth; aluminum; letters and border stripe are 1/2" thick dimensional aluminum</p> <p><b>Poles:</b> 4" width x 66" height x 4" depth, round; aluminum</p> <p><b>Long Grove Logo:</b> 18" width x 12" height x 2" depth; aluminum; letters and oval stripe are die-cut vinyl</p>	Approximately \$7,000 each
<b>Kiosk (2 sided, non-illuminated)</b>		<p><b>Frame:</b> 48" width x 90" height; vertical supports are 3" x 3", round</p> <p><b>Display Case:</b> 32" width x 62" height x 4" depth; aluminum with non-glare glass (or comparable); lockable hinged doors over graphic panels</p> <p><b>Poles:</b> 4" width x 66" height x 4" depth; aluminum</p> <p><b>Long Grove Logo:</b> 14" width x 8" height x 1-1/2" depth; aluminum; letters and oval stripe are die-cut vinyl</p> <p>Note: Poster inside display case is not included</p>	Approximately \$10,000 each
<b>Street (2 sided)</b>		<p><b>Sign Face:</b> 48" width x 66" height x 4" depth; aluminum; letters and border stripe are 1/2" thick dimensional aluminum</p> <p><b>Poles:</b> 4" width x 66" height x 4" depth, round; aluminum</p> <p><b>Long Grove Logo:</b> 18" width x 12" height x 2" depth; aluminum; letters and oval stripe are die-cut vinyl</p>	Approximately \$2,000 each
<b>Banners (2 sided)</b>		<p><b>Size:</b> 24" width x 60" height</p> <p><b>Colors:</b> 6 colors, including background</p>	Approximately \$100 each

**Perspective: Site B**



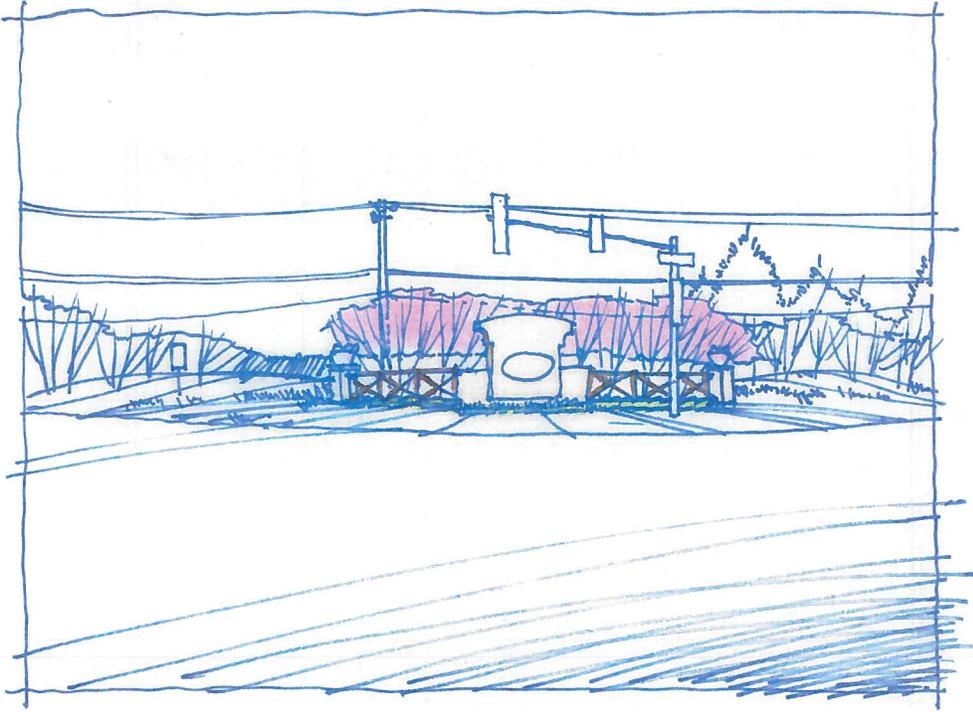
LONG GROVE: ENTRY SIGN AT LOCATION "B"

**Perspective: Site B (alt)**



LONG GROVE: ALTERNATE ENTRY SIGN AT LOCATION "B"

**Perspective: Site A**



LONG GROVE: ENTRY SIGN at LOCATION "A"



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:	Historic Downtown Long Grove	BUS. PHONE #:	847-634-0888
BUSINESS ADDRESS:	308 Old McHenry Road, Long Grove IL 60047		
BUSINESS OWNER'S NAME:	Ryan Messner	E-MAIL:	Ryan@RyanMessnerAgency.com

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	Village Signs
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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:  

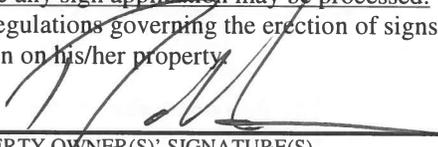
35 sq. ft.
3. PROVIDE A DETAILED DRAWING (TO SCALE) OF THE PROPOSED SIGN, INCLUDING:
  - (a) DIMENSIONS
  - (b) SAMPLE OF COLORS ON SIGN
  - (c) LETTER STYLE TO BE USED
  - (d) SAMPLE OF ANY UNUSUAL MATERIAL TO BE USED ON THE SIGN
  - (e) **FOR REQUESTS IN THE B-1 HISTORIC DISTRICT SEE SUGGESTED DESIGN 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:	Sign Effects	PHONE #:	847-630-1001
ADDRESS:	19W181 Theresa Lane, Oak Brook IL	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)  
 \_\_\_\_\_  
 PROPERTY OWNER(S)' PRINTED NAME(S)  
 \_\_\_\_\_  
 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)**

*FOR OFFICE USE ONLY*

TYPE OF SIGN(S)	FEE(S)

Amount Paid: \_\_\_\_\_

Date Paid: \_\_\_\_\_

Permit #: \_\_\_\_\_

Village Official: \_\_\_\_\_

Date of Issuance: \_\_\_\_\_