



## MEMORANDUM

**TO:** Village President and Village Board  
**FROM:** James M. Hogue, Village Planner  
**DATE:** February 10, 2015  
**RE:** Board & Commissions Report for 9/22/14

This memo is intended to update the Village Board as to the status of projects and activities of the Long Grove Plan Commission & Zoning Board of Appeals (PCZBA), Conservancy & Scenic Corridor Committee (CSCC) and the Architectural Commission (AC).

### **AC - Regular Meeting; 2.9.15 (3 Action Items)**

#### **1) Consideration of a request for signage for Fidelity Wes Builders 203 Robert Parker Coffin Road within the B-1 Historic District, submitted by Mr. Mike Demar.**

Planner Hogue indicated the property in question is located on the northeast corner of Robert Parker Coffin Road and Old McHenry Road and is next to the former "Long Grove Soap & Candle". The petitioner will occupy the spaces at both 201 & 203 which will be combined into one business space. This site formerly occupied the business formerly known as "Harpers Attic" (203 R.P.C.) and "Celine Custom Jewelers", (201 R.P. C.).

Based upon the items submitted the petitioner is requesting one (1) wall sign (single faced) measuring 8' x 2.5' (20 square feet) to be mounted directly to the structure and one (1) hanging sign mounted on the corner of the structure. Dimensions of the hanging sign were not provided. Materials out of which the signs will be constructed were not provided. The signage would be blue and white with regard to the color scheme. Signage appears to be non-illuminated or will utilize existing illumination. No request for illumination was included in the application for signage.

He further indicated the request as proposed is permissible with regard to the types and location of proposed signage. The square footage of the wall sign as proposed is permissible and the maximum amount of signage permissible at this location per the Village Code. The **hanging sign is not permissible** and may not be allowed unless the area of the proposed wall sign is reduced or a variation of the sign regulations is successfully obtained.

The AC had questions regarding the sign materials and how the petitioner wished to deal with the signage as proposed and the square footage issue and how the sign would be mounted to the building. The AC noted the petitioner was not present to address these issues. As such, this item was continued to the March 16<sup>th</sup> AC meeting.

#### **2) Consideration of a request for new illuminated signage for "Clayoven Tandoor", 3970 Rt. 22, Long Grove Commons, Building 8, within the B-2 PUD District, submitted by Sign-A-Rama.**



Planner Hogue explained the property in question is located at 3970 Route 22 and is one of two buildings located on the west end of Long Grove Commons Development. The structure was previously occupied by “Eggsperience”, “Rhapsody Café” and more recently the “Urban Tandoor” restaurant.

In December of 2014 the property owner requested a change in copy for the existing signage on the building which was necessitated by a change in ownership of the restaurant. With the exception of the name change this request was identical to the previously approved “Urban Tandoor” signage request.

As submitted the petitioner proposes an additional wall sign measuring 10’ x 2.5’ (25 Sq. Ft.) on the south elevation (Rt.22 side) of the structure. This signage would be LED illuminated in a manner similar to others recently approved in the development. Signage as previously approved in December is not proposed to change.

Signage for the commercial space for which the sign is being requested was determined as part of the overall PUD approval process for Long Grove Commons. Building 8 was allocated signage as follows:

North Elevation – No signage approved

South Elevation - 1 sign; 6 square feet

East Elevation - 2 signs; 6 & 18 square feet respectively

West Elevation - 2 signs; 6 & 18 square feet respectively

In considering the request the AC was concerned with visibility of the sign and the request for the increased square footage. The AC was sympathetic to the site impediments associated with this building but also respectful of the signage allocation as approved per the PUD.

The AC suggested the proposed signage be reduced to 18 square feet noting 3 six square foot signs were allocated to the south end of building 8 but never put in place. The AC was amenable to the consolidation of this unused signage on the south side of the building thereby not increasing the overall signage allocated to Building 8.

The AC suggested the words “Indian Bar & Grill” be deleted from the proposed sign and a white background is included to address the visibility issue. The petitioner was amenable to these changes.

A motion was made by Commissioner Tapas, seconded by Commissioner Styer to recommend approval of illuminated signage as proposed subject to the following conditions;

- Total signage for the structure shall not exceed the maximum square footage as allowed per the PUD approval;
- Proposed signage shall be reduced to 18 square feet;
- Sign color shall be examined and the inclusion of back plate (white suggested) be installed on the sign;
- Existing signage as previously approved shall not be altered;
- Revisions shall be subject to final review and approval by staff.

On a voice vote; all aye

### **3) Consideration of modifications to the approved elevations for Building 1 in the Long Grove Commons PUD for the for the “Primrose School” submitted by Mr. John Finnemore**

Planner Hogue reported that at the December meeting the AC initially discussed this proposal. At that meeting the AC noted concerns with the proposed structure and offered the following suggestions or remedy those concerns;



- Elements of the “Long Grove Style” should be better incorporated into the structure;
- More contrast should be added to the color scheme of the building;
- Elevations should incorporate more of the architectural details found in the existing structures in Long Grove Commons;
- A fencing detail should be provided;
- A final landscaping plan should be provided;
- Revisions to be presented to the AC at the February 9<sup>th</sup> meeting (11” x 17” format).

To that end the petitioner submitted revised elevations for consideration by the AC, a fencing detail, a final landscape plan and play ground equipment details for AC consideration.

Mr. John Finnemore, petitioner representative explained the revisions noting the changes to the building indicating projections had been added to the front, brackets added to the entryway, the exterior finish colors changed including hardiboard colors. He noted that the building layout was conducive to needs of the school and that these constraints were a limiting factor in modifications to the building.

The AC had further concerns with “monolithic” and institutional look of the structure. They noted that alteration of the roof lines may be the most vital and efficient way to deal with these concerns and break up the scale of the building. The AC considered the request in three parts.

A motion was made by Commissioner Styer, seconded by Commissioner Closson, to have the petitioner resubmit additional elevations for consideration at the March meeting which addresses the following;

- Provide further articulation of the structure to reduce the scale of the structure to provide more of a residential look ;
- Articulate trim board around the structure;
- Project dormers down the north and south side of the building (to break-up window lines)

On a voice vote; all aye.

The AC then discussed the fencing as proposed noting it was substantially identical to the exiting fencing.

A motion was made by Commissioner Closson, seconded by Commissioner Tapas to accept the fencing as proposed by the petitioner. On a voice vote; all aye.

The AC then discussed the landscape plan (including play structures) and lighting proposed for the structure.

A motion was made by Commissioner Styer, seconded by Commissioner Closson, recommend approval of the landscape plan as submitted (including play structures) subject to the following conditions;

- Proposed landscaping be reviewed and approved by the Village Arborist;
- Revised elevations identify building lighting including fixture details and photometrics (if possible);

On a voice vote; all aye

**PCZBA; Next Regular Meeting 3.3.15 CSCC; - Next Regular Meeting; 3.4.15**





96 inches

**FIDELITY**  
WES  
Builders • Designers • Developers

30 inches

203

203



17" upper case  
12" lowercase



Channel box - White face red and black vinyl lettering

25 sq ft Channel Letter Sign  
on Raceway

Sign hooked up to existing dedicated 20amp line  
or dictated by code.

All letters to display U.L. labels

**Colors**

- Acrylic Faces Red #2793
- Day/Night Black
- Symbol Face Digital Print
- 5" Returns Black
- Trim Caps Red/Black
- LED White
- Raceway To match facade

Clay Oven Tandoor 3970 Rt 22 Long Grove, IL 60047		APPROVED BY:
SCALE:	NTS	 <b>Signarama</b> The way to grow your business.
DATE:	Jan 21, 2015	
DRAWING #:	01510B	352 LEXINGTON DR, BUFFALO GROVE, ILLINOIS 60089 PHONE: 847-215-1535 FAX: 847-215-1574



Children's Design Group  
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 GULF SHORES, AL 36547  
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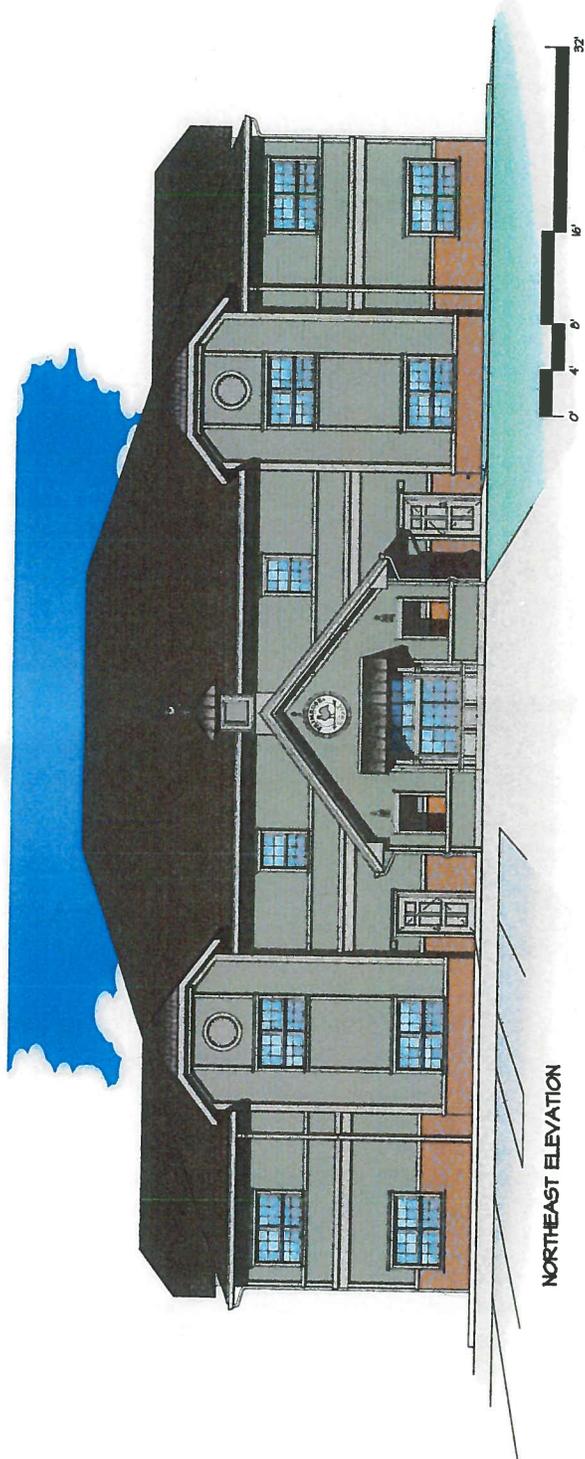


A New Building For  
**Primrose School Franchising Company**  
 3660 Cedarcrest Road  
 Acworth, Georgia 30101  
 Copyright © 2011  
 Primrose School Franchising Company  
 Owner:  
 322 Kocritz, College Station Parket Place  
 West Oak Blvd, Suite 200, Houston, TX 77027  
 Phone: 713-227-2710 Email: rnschools@westlanddevelopment.com

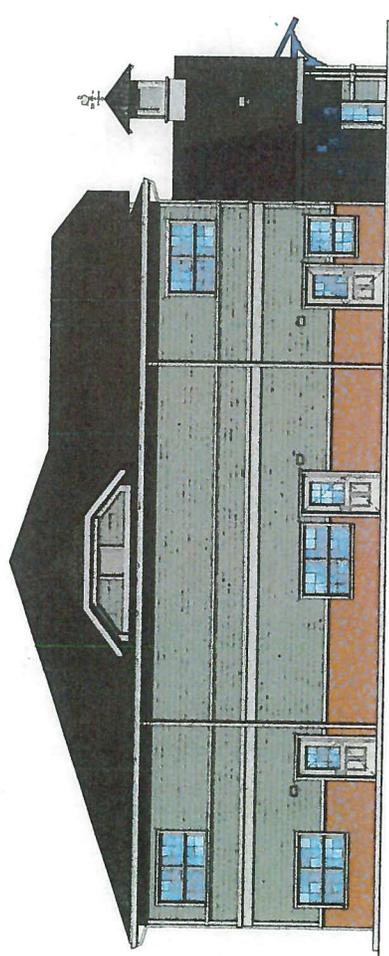
Site:  
**Primrose School at  
 Long Grove  
 Old McHenry Road  
 Long Grove, IL**



Drawing Title:  
**EXTERIOR  
 ELEVATIONS**



NORTHEAST ELEVATION



SOUTHEAST ELEVATION

**EXTERIOR COLOR SCHEDULE**

(A) TRASH ENCLOSURE GATES (POST & RINGS)	8IN 1/2 TATE OLIVE (INDUSTRIAL ENAMEL EXTERIOR APPLICATION)
(B) EXTERIOR HD. TRIM EXTERIOR DOORS, FRAMES, LAMBS, SILL, SITTERS AND DOORWAYS, SILL SOTTIS.	TO MATCH HARDIE TRIM SANDSTONE BEIGE J80-30 (B7 HC-82 or SH SH 657)
(C) EXTERIOR FACIA, FREEZE	SANDSTONE BEIGE J80-30 (B7 HC-82 or SH SH 657)
(D) WINDOWS	BEIGE ALUMINUM/INCL
(E) SIDING	HARDIE PLK BEIGE CEDARHILL TATE OLIVE 8IN 1/2
(F) ASPHALT SHINGLES	MANUF. GRAY STILE: GRAY SODIA COLOR: GRAY
(G) STANDING SEAM ROOF	NOTE: ALL ROOF MOUNTED EQUIPMENT SHALL BE PAINTED TO MATCH ROOF COLOR ASP-RAN SHUREAM - 12" COLOR: DARK BRONZE
(H) STEEL ANCHOR BRACKETS	SANDSTONE BEIGE J80-30 (INDUSTRIAL ENAMEL EXTERIOR APPLICATION)
(J) BRICK	BORAL COLORED MODULAR GROUT: BUFF COLORED MORTAR

DATE: 2/2/2015

