ITEM #2: For the ARCHITECTURAL COMMISSION; March 21, 2016 @ 7:00 P.M.

REQUEST: Consideration of a request for signage for "Bella Nicole Photography "; 319 Old McHenry Road within the B-1 Historic District, submitted by Corporate Sign Systems on behalf of Kristen Yurko and Jessica Weinstock.

HISTORY/STAFF REVIEW:

The property in question is located on the north side Old McHenry Road across the street from Historical Lane and was formerly occupied by "Dakota Expressions" and "Earth Wind & Spirit".

The AC first reviewed this request at the February 8th meeting. Results of that review are as follows;

The AC had concerns with the visibility of the sign as proposed and in particular the white on black color scheme. The relatively small font size and the location of the sign as proposed would make street visibility difficult.

While the AC liked the simplicity of the sign and the color scheme they offered the following suggestions with regard to improving the functionality of the sign.

- *Consider a more prominent location (such as on the front wall of the building) for the sign;*
- *Consider a different thicker font;*
- *Consider reversing the color scheme of the sign;*
- *Provide more detail on the proposed signage including mounting details to the existing sign posts;*

A motion was made by Commissioner Tapas, seconded by Commissioner Mower to have the petitioner make modification to the proposed signage as discussed and to bring this request back to the Commissioner at a future meeting date once modifications have been completed. On a voice vote, all aye.

As revised a free standing sign utilizing existing sign (double faced) posts measuring 20.5"x 25.5" (3.5 sq. ft.) is proposed. The sign will be made of MDO board (a paintable surface made of plywood with a weather-resistant resin overlay bonded to the wood by heat and pressure) sign faces with black painted copy with white letters on a medium grey background with a dark grey border and white inset border (See attached). The signage will be placed in existing black wooden posts near the entrance to the building. Square footage of the commercial space for which the sign is being requested is approximately 600 square feet. For retail spaces containing 501 to 1,000 sq. ft. of floor area 12 square feet of signage may be allowed per the Village Zoning Code.

Based upon the total square footage of signage proposed (3.5 square feet +/-) the requested signage is within the square footage limits for the floor area at this location. Signage may be divided up between wall signs, hanging signs and freestanding signs but may not exceed the maximum allowable square footage as allocated by floor area.

SIGN REGULATIONS:

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 nonilluminated 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:

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 with 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.

Sizes:
Double Sided Painted MDO
Sign to Hang from Post and Arm
Jessica / Nicole - The height is 2⅛" and 20⅜" Wide
Photo Studio - The Height is 2⅛" and 15⅝" Wide
The sign board size is 20½" High and 25½" Wide
Dark Gray Border with White Inset Border
Medium Gray Background with White Letters

Jessica Weinstock
Bella Nicole
Photography
Studio

Planning and Design Guidelines
Privately-owned Properties, *continued*

Historic Downtown

Signage Regulations

Signs

Signs shall follow the requirements set forth in the Long Grove Municipal Code, 5-9-5, Signs, to the greatest extent possible, except as listed below.

General Requirements

- Signs must reflect the historic and eclectic feel of the Long Grove Historic Downtown and be integrated within the landscaping and architecture whenever possible.
- Creative and unique signs are encouraged.
- Signs may not be internally illuminated.
- Recommended signs can be illuminated with architecturally appropriate fixtures including goose-neck style, carriage style, ground sign up lighting, or other fixtures designed to be hidden from view.

Placement

- No sign shall be placed more than 12 feet above finished grade at the main entrance of the building.
- Signs must be placed adjacent to the destination they are intended to serve.
- Window signs area allowed but are to cover no more than 20% of the total window space.

Colors

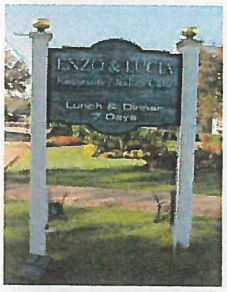
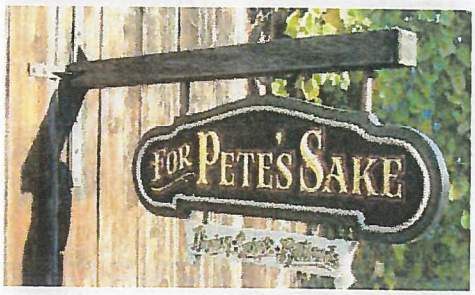
- A darker background with lighter lettering is encouraged.
- Use body colors for awnings and canopies that blend with the building facade.

Materials

- Signs should be simple and constructed of high quality materials.
- Signs must be durable, vandal resistant, and designed for easy maintenance.
- Suggested materials include painted wood, metal, and stone.
- No particle board or plastic is allowed.
- Highly reflective metallic signs are not permitted.

Content

- Signs shall be limited to the business name and a maximum or five additional words describing the products or services.
- Signs may not include an email, web, address, or phone number of the business.
- A graphic or symbol may be included on the sign given it is complementary to the overall design of the sign.

Temporary Signs

- Temporary signs must comply with Section 5-9-3 of the Long Grove Municipal Code.
- Hand lettered or temporary ground stake signs are prohibited.
- Daily retail "specials" signs or sandwich board are not allowed to be placed within the right-of-way.