



ITEM #3: For the ARCHITECTURAL COMMISSION Thursday, May 28, 2015 @ 7:00 P.M.

REQUEST: Consideration of a request for permanent signage for “UnWinded of Long Grove”, 132 Old McHenry Road within the B-1 Historic District, submitted by Roman Signs.

HISTORY/STAFF REVIEW:

The property in question is located on the north side of Old McHenry Road and is adjacent to Towner Green and across from “The Tavern”. The space was previously occupied by “Winesplash”.

As submitted the petitioner proposes two signs; a hanging sign measuring 14”x 54” (5 sq. ft.) and a free standing sign measuring 14”x 54” (5 sq. ft.). The free standing sign will also include three (3) hanging panels measuring 6” x 16” (.66 square feet each or 2 square foot total). Total square footage of all signage requested equals 12 square feet. Square footage of the commercial space for which the sign is being requested is approximately 1,500 square feet. For retail spaces containing 1,001 to 3,000 sq. ft. of floor area 20 square feet of signage may be allowed.

Based upon the total square footage of signage proposed (10 square feet), the requested signage is within the maximum square footage of signage permitted 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 allocated by floor area.

The freestanding sign would be mounted to the existing post in front of the building. The hanging sign will be suspended over the porch of the existing structure. Both signs will be constructed of sandblasted wood with a white background. Principally the signs would be cream and burgundy in terms of color with silver, yellow and pale blue accents. The signs will appear to be non-illuminated or will utilize existing illumination as no request for illumination is attached with the request. (See attached).

SIGN REGULATIONS:

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

- (d) Business District Signage. The cumulative size of all signs permitted by this ordinance shall be governed by the square footage of the associated business as follows:

- (1) Except as otherwise authorized by variation pursuant to section 5-11-15(E)1(c) of this code, the cumulative total square footage for all signs shall not exceed the following:

MAXIMUM SIGN AREA PERMITTED IN
BUSINESS ZONING DISTRICTS IN SQUARE FEET

Total Area of Business in Square Feet	B1	B2	B2
	No Arterial Access	Arterial Access	
1-1,000	12	12	20
1,001-3,000	20	20	30
3,001-5,000	30	30	40
5,001 or greater	30	30 ⁽ⁱ⁾	50 ⁽ⁱⁱ⁾

- (i) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 50 square feet.
- (ii) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 70 square

ARCHITECTURAL COMMISSION DECISION:

The signage as proposed is permissible with regard to type of sign, location and the maximum amount of signage permissible at this location per the Village Code.

The Commission should review the request for signage against the aforementioned regulations, the downtown design guidelines and render a determination based upon those criteria as well as the appropriateness of the signage at this location in relation to other signage in the vicinity.

Main Street Sign



Main Sign (Streetside) - Sandblasted Wood 14" High & 54" Wide

Hanging Panels - Painted Non-sandblasted 6" High & 16" Wide

Colors - Corkscrew and All lettering in Medium Brown

Wine Bottle - Lite Pale Blue Outline

Burgundy Bottle Background

Cork and Label Cream with Golden Yellow Border

Corkscrew Silver

White Background

Hanging Panels - Cream Background with Golden Yellow Border

Main House Sign



House Sign (House) - Sandblasted Wood 14" High & 54" Wide

Colors - Corkscrew and All lettering in Medium Brown

Wine Bottle - Lite Pale Blue Outline

Burgundy Bottle Background

Cork and Label Cream with Golden Yellow Border

Corkscrew Silver

White Background





EPILOGUE
A STORE
of
EXTRAORDINARY
THINGS
⇌ NOW OPEN ⇌

UnWined
of Long Grove

WINE TASTING

GIFTS

CRAFT BEERS

TOWNER
GREEN



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:	<i>Un Wnwers of Long Grove</i>	BUS. PHONE #:	<i>847-383-6975</i>
BUSINESS ADDRESS:	<i>132 Old McHenry Road</i>		
BUSINESS OWNER'S NAME:	<i>Jessica Capek</i>	E-MAIL:	<i>jesslynn1818@aol.com</i>

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	<i>Road Building</i>
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The Architectural Commission regularly meets every third (3rd) 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:

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

1200 sq. ft.
- PROVIDE A DETAILED DRAWING (TO SCALE) OF THE PROPOSED SIGN, INCLUDING:
 - DIMENSIONS
 - SAMPLE OF COLORS ON SIGN
 - LETTER STYLE TO BE USED
 - SAMPLE OF ANY UNUSUAL MATERIAL TO BE USED ON THE SIGN
 - 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:	<i>Roman Signs</i>	PHONE #:	<i>1 847 381 2425</i>
ADDRESS:	<i>819 W Northwest Hwy</i>	E-MAIL:	<i>www.RomanSigns.com</i>

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.

X *Mendell Jonez*

 PROPERTY OWNER(S)' SIGNATURE(S)

X _____
 PROPERTY OWNER(S)' PRINTED NAME(S)

X *Maggie Gierke*

 BUSINESS OWNER(S)' SIGNATURE(S)

RECEIVED
MAY 20 2015
VILLAGE OF LONG GROVE

(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, to better understand the basis for sign permit approval.

RETAIL BUSINESSES:

MAXIMUM SIGN AREA (SQ. FT.) PERMITTED IN BUSINESS DISTRICTS			
TOTAL FLOOR AREA OF BUSINESS	B1*	B2	
		NO INDIVIDUAL ARTERIAL ACCESS	INDIVIDUAL ARTERIAL ACCESS
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 ¹	125 ²
¹ 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.			
² 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 - 1 DISTRICT*		B - 2 DISTRICT	
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)				
Village Official: _____	Date of Issuance: _____				