

Item #1:
Report Of The AC Meeting - June 18, 2012
Signage For Wine Splash, 132 Old McHenry Road



AGENDA
ARCHITECTURAL COMMISSION
REGULAR MEETING
Monday, June 18, 2012 at 7:00 P.M.

CALL TO ORDER:

ACTION ITEMS:

- 1.) **Approval of the May 21, 2012 Draft Meeting Minutes.**

- 2.) **Consideration of a request for permanent signage for "Winesplash" 132 Old McHenry Road and within the B-1 Historic District, Submitted by Sign Central.**

OTHER BUSINESS: NONE

ADJOURNMENT: Next Scheduled Meeting: July 16, 2012 @ 7:00 PM

The Village of Long Grove is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to phone David Lothspeich, Long Grove Village Manager at 847-634-9440 or TDD 847-634-9650 promptly to allow the Village of Long Grove to make reasonable accommodations for those persons.



ITEM #2: For the Architectural Commission Monday, June 18, 2012 @ 7:00 P.M.

REQUEST: Consideration of a request for permanent signage for "Winesplash", 132 Old McHenry Road within the B-1 Historic District, submitted by Sign Central.

HISTORY/STAFF REVIEW:

The property in question is located on the north side of Old McHenry Road and is adjacent to Towner Green in the space previously occupied by "Timmy's Sandwiches and Ice Cream".

As submitted the petitioner proposes a hanging sign measuring 36"x 48" (12 sq. ft.) and a free standing sign measuring 18"x 48" (6 sq. ft.) for a total of 18 square feet of signage. 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. However, per the newly adopted Village Zoning Code, in the B-1 District buildings of this size with signs located at least 50 feet from the roadway pavement may have up to 26 square feet of signage.

Based upon the total square footage of signage proposed (18 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 an existing post in front of the building. The hanging sign will be suspended over the porch of the existing structure. The signs will be constructed of plywood with a digital print principally white and red in color with black and red lettering over the white background. The signs will appear to be non-illuminated. (See attached).

SIGN REGULATIONS (as amended 2.14.12):

(E) Historic Business District Signs: Signs within the B-1 Historic Business District must comply with the regulations of general applicability as set forth throughout Section 5-9-5, except as specifically set forth in this Subsection 5-9-5(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 B-1 Historic Business District:

1. Open Signs: A business may display one illuminated open sign, provided that such illuminated "open" sign: (i) is no more than one square foot in area, (ii) includes lighted white letters on an unlit background, (iii) does not exceed an illumination level of 840 lumens, and (iv) otherwise complies with those provisions of Paragraph 5-9-5(D)1 that are not inconsistent with this Paragraph 5-9-5(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 Paragraph 5-9-5(E)1 above, or (b) upon application and approval of a variation from the requirements of this code pursuant to Subparagraph 5-11-15(E)1(c). 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 sign 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: (i) repairing of any damage caused by weather or other impact, (ii) ensuring signs do not pose a hazard, or provide misleading information, to pedestrians or motorists, (iii) 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 Paragraph 5-9-5(E)7 and included in the maximum sign area calculation for that location.

6. Flags: Flags, in good condition and totaling not more than 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 to exceed the maximum permitted sign area

8. Total Size: Except as otherwise authorized by variation pursuant to Subparagraph 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 B-1 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 feet 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 5-9-5(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 Subparagraph 5-9-5(G)2(i) for a period not exceeding 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 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 paragraph, 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 sign faces and should be simple, unique and constructed of high quality materials that complement the landscaping and architecture of the of the B-1 District

ARCHITECTURAL COMMISSION DECISION:

The Board should review the request for signage in light of the aforementioned of regulations and render a determination based upon those criteria. The signage as proposed is approvable under the present Village sign code.

PIN No.:
Zoning:

RECEIVED
SIGN PERMIT

ARCHITECTURAL COMMISSION APPLICATION

MAY 23 2012

BUSINESS NAME: <i>Wine Splash</i>	BUS. PHONE #: <i>847-383-6386</i>
BUSINESS ADDRESS: <i>132 Old McHenry Rd, Long Grove, IL 60047</i>	
BUSINESS OWNER'S NAME: <i>Jennifer Moodie Shelley Simon</i>	ALTERNATE PH. #: <i>847-738-3067</i>
TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING: <i>Street & Building Signs</i>	

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 six (6) 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:

1,500 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

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>Sign Central, ARLINGTON HTS</i>	PHONE #:
ADDRESS:	

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.

Wendall Towner

 PROPERTY OWNER(S)' SIGNATURE(S)

Wendall Towner

 PROPERTY OWNER(S)' PRINTED NAME(S)

AK Simon / Wine Splash Inc

 BUSINESS OWNER(S)' SIGNATURE(S)

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

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

FOR OFFICE USE ONLY

TYPE OF SIGN(S)	FEE(S)

Amount Paid: _____

Date Paid: _____

Permit #: _____

Village Official: _____

Date of Issuance: _____



34039 N. Hainesville Road
Round Lake, IL 60005
Phone: 847-543-7600
Fax: 847-543-7700
[email:signcentral@sbcglobal.net](mailto:signcentral@sbcglobal.net)

WineSplash

Shelly/Jennifer

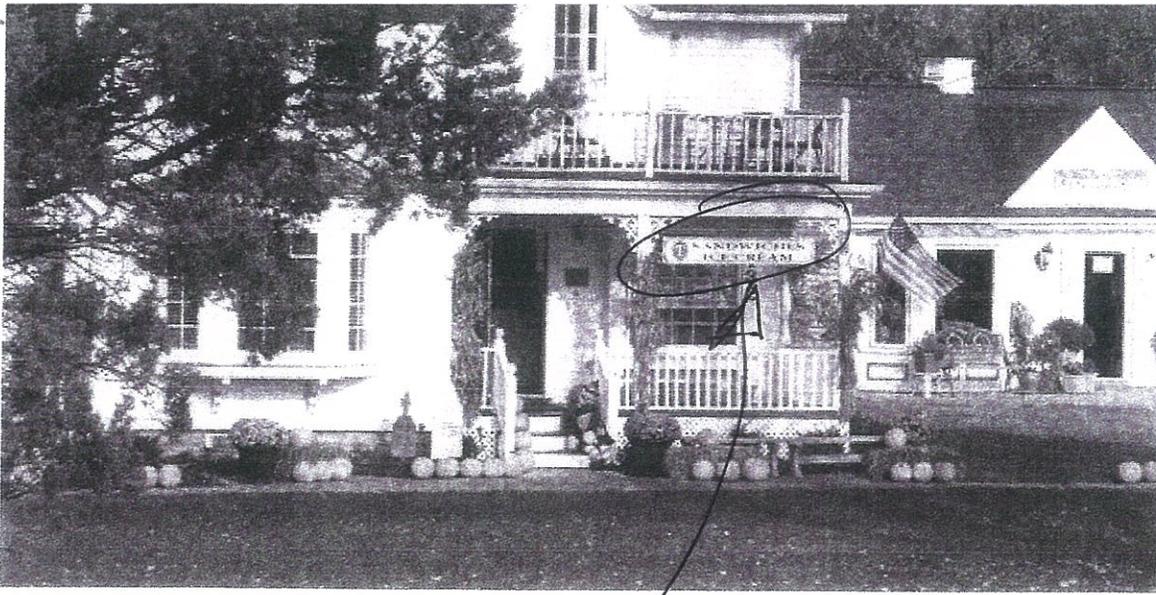
Quotation

1. Road Sign

- To Read: *Logo and Lettering*
- Digital Print
- MDO Wood Background
- ½" thick painted side or trimcap
- 36" wide x 48" tall double sided
- ~~36" x 48"~~

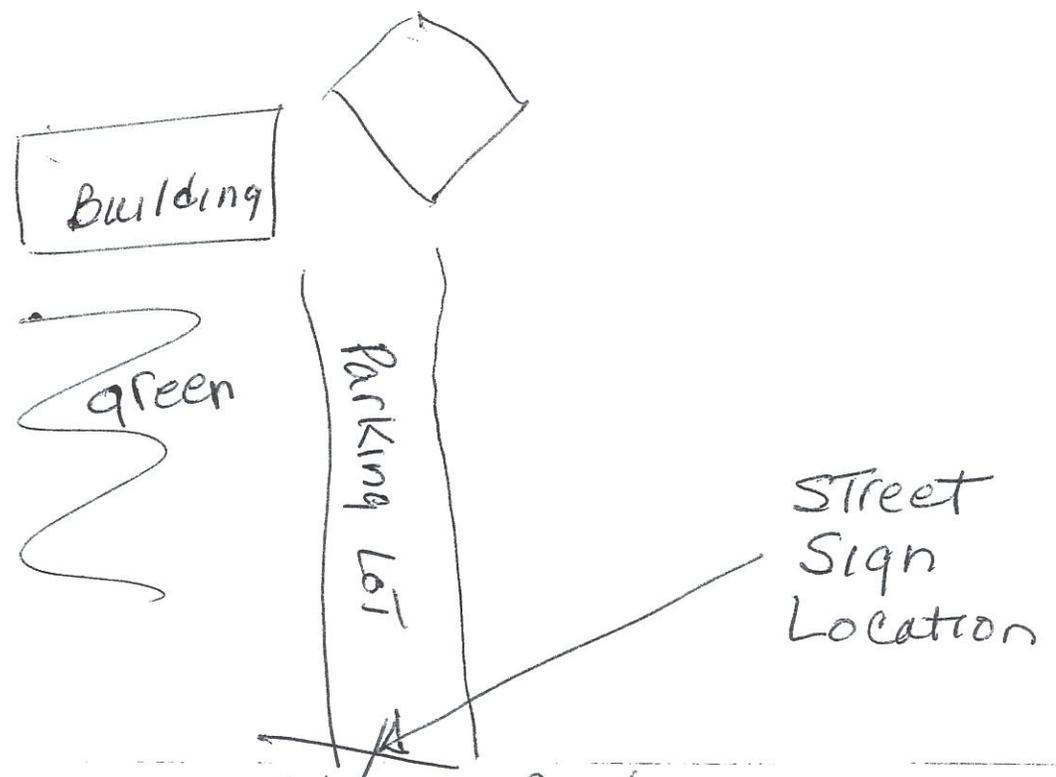
2. Hanging sign on Porch.

- To Read: *Name and logo*
 - MDO Wood Background
 - ½" thick painted side or trimcap
 - 18" x 48" single sided
 - ~~18" x 48"~~
-



Building Sign

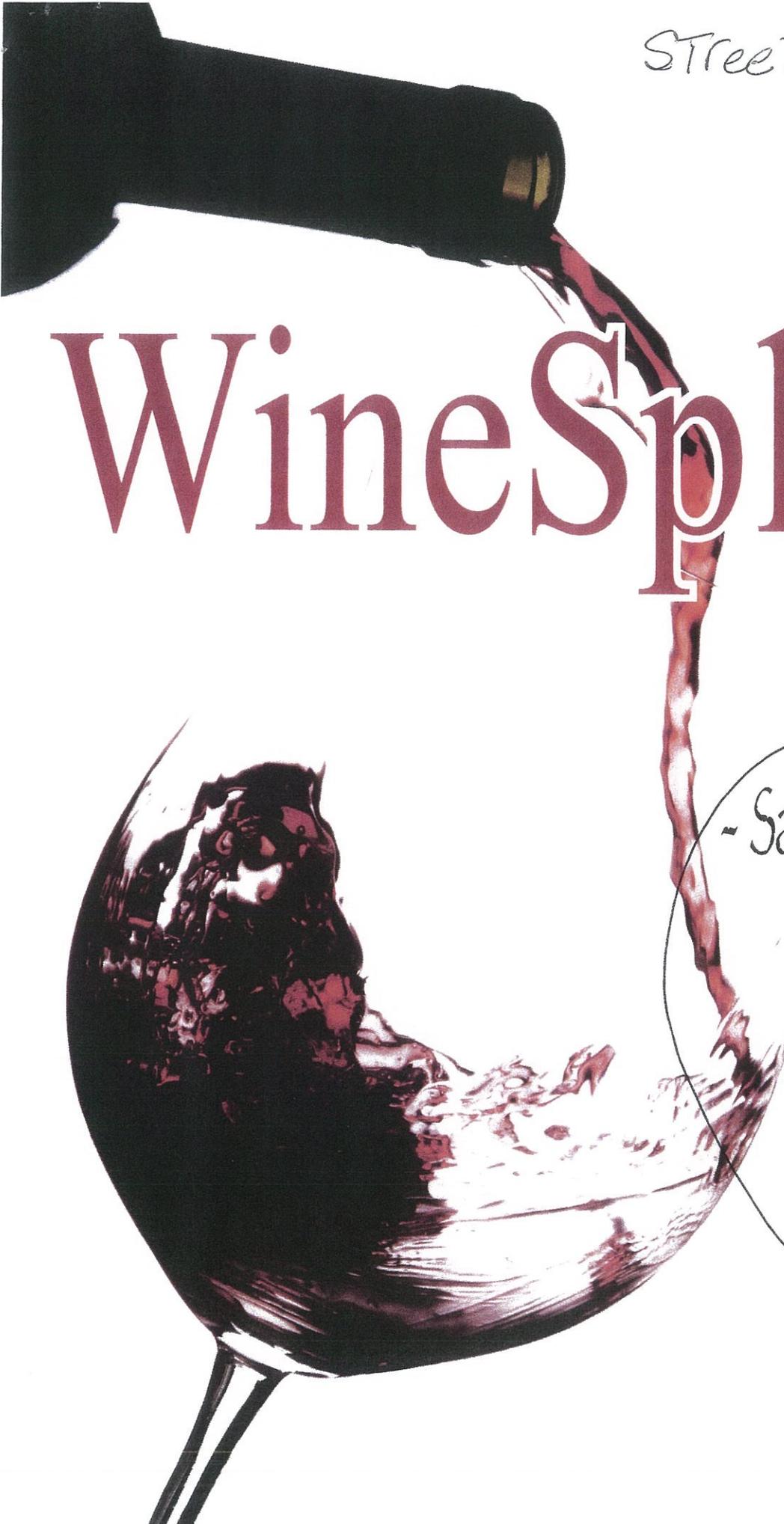
Street sign



0.03

Old Mettenry Road
(Same as prior tenant)

Street Sign



Wine Splash

- Sales by the Glass and Bottle
- Craft Beer and Food
- Wine Tasting

Porch Sign



Wine Splash

Wine Tastings - Sales by the Glass and Bottle - Craft Beer and Food.