

Item #1A:
Report Of July 16, 2013 AC Meeting
Signage For Long Grove Dental Studio, Long Grove Commons



MEMORANDUM

TO: Village President and Village Board
FROM: James M. Hogue, Village Planner
DATE: July 17, 2013
RE: Board & Commissions Report for 7/23/13

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: 7.15.13 Regular Meeting (2 action items)

Consideration of a request for signage including illumination and alteration to the placement of the approved signage for Suite E, Building 6, Long Grove Commons, submitted by Doyle Signs on behalf of Dr. Nicole DeMars, Long Grove Dental Studio and within the B-2 PUD District.

Chairman Pro-Tem Tapas introduced the signage request for the record.

Planner Hogue explained the request and gave the history of signage at this location including modifications to the signage as originally approved as part of the Long Grove Commons PUD.

He noted the petitioner is requesting that three (3) signs be placed on the western end of the "Building 6".

The interior of Building 6 has been reconfigured and suites combined to create an expanded space for the Dental Office which is larger than what was originally approved as "Suite E". As such the petitioner is entitled to more signage than the six (6) square feet of signage originally assigned to "Suite E".

The petitioner is also now requesting internally illuminated signage at this location along the Illinois Route 22 frontage.

As proposed approximately 49 square feet of signage is requested as follows;

- 1). One 1' 7" x 13' 6" (21.33 sq. ft) of internally illuminated sign to replace the existing Route 22 sign on the south elevation; (See proof "A" and alternate layout attached).

- 2). One 1' 7" x 13' 6" (21.33 sq. ft) non-illuminated sign, on the west elevation (See proof "B" attached).
- 3). One 1' x 6' 3 1/2" (approximately 6.25 sq. ft) of non-illuminated signage, on the north elevation above the entry doors (See proof "C" attached).

He encouraged the AC to first make a determination as to whether to allow additional square footage of signage at this location from what was previously approved. The amount of square footage of signage as proposed exceeds the amount of square footage allowable per the PUD and subsequent signage approvals at this location.

Also, he indicated the AC needed to determine the appropriateness (and type) of internal illumination at this location. Internal illumination of signage (backlit LED's) was permissible in the Sunset Grove as part of the PUD approval and was allowed for "Smokin' T's within this development.

Finally he encouraged the consideration of consistency as well as the overall character of the development with regard to individual signage requests at this location.

The petitioner indicated that visibility was a major issue for the practice. People have difficulty finding the office. The illuminated sign on the south façade and the sign on the west façade are designed to capture the attention of the driving public. The graphics, font and color scheme were chosen to compliment the interior of the office space.

After discussion the AC found that visibility of signage at this site was an issue. It was noted the existing office signage is very difficult to see from Route 22. The AC was favorable to the look of the signage as proposed but raised a concern with the petitioner with regard to the readability of the sign as visibility is already an issue.

A motion was made by Commissioner Calas, seconded by Commissioner Plunkett, to accept the signage as submitted including LED illumination, similar to that previously approved for "Smokin' T's, for the signage on the south façade of the building and that the letter "D" identifying the suite be moved to either side of the existing doorway. On a voice vote; all aye.

Consideration of a request for signage for "Lincolnshire Travel Goods" at 350 Old McHenry Road and within the B-1 Historic District submitted by Sign Central on behalf of Maggie Gutkin.

Planner Hogue explained the request indicating the petitioner is requesting signage for the space 350 Old McHenry Road. This space was formerly occupied by "Dandy Things". The petitioner presently houses professional office space at this location.

Based upon the items submitted the petitioner is requesting one single (1) ground sign, double faced, to be placed on an existing pole (shared with the " Long Grove Performing Arts Academy") and would measure 34" x 28" (approximately 6.5 square feet).

The sum total of the requested signage is 6.5 square feet. Materials out of which the sign will be constructed are 1/2" painted marine grade plywood. The copy would be painted white & black with a blue logo with regard to the proposed color scheme. Signage will be non-illuminated and no request for illumination was included with the signage application.

Square footage of the commercial space for which the signage is being requested is approximately 1780 square feet. For retail spaces containing 1,001 to 3000 sq. ft. of floor area 20 square feet of signage may be allowed per the adopted Village Zoning Code.

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (6.5 square feet), the request is within the maximum square footage limitation for the floor area at this location.

The AC asked how this sign related in its size to the "Performing Arts Center Sign" which will be beside the proposed signage. The petitioner indicated that the sign size would be identical.

The AC also questioned the logo's placed on the sign. The petitioner indicated these represented the brands which were sold by the company.

The AC asked if any retail sales would occur on the property? The petitioner indicated that at this time the business is strictly wholesale but potentially retail sales could occur in the future. It was suggested that the words "Wholesale Only" be added to the sign to avoid confusion by shoppers in the downtown.

The AC also suggested modifications to sign including more separation between the copy and the logos and possibly a border around the sign similar to the border on the "Performing Arts Center" sign. The petitioner was amenable to the suggestions.

A motion was made by Commissioner Styer, seconded by Commissioner Calas the approved the signage with the modifications as discussed with the revisions to be submitted to staff for final review and approval. On a voice vote all aye.

PCZBA; - Next Regular Meeting; 8.6.13 CSCC; - Next Regular Meeting; 8.7.13



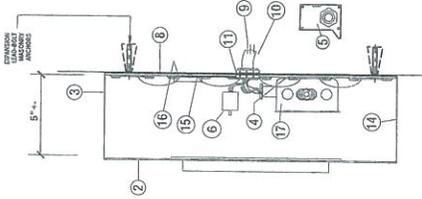
A ONE (1) ALUMINUM FACED CABINET WITH PUSH THROUGH GRAPHICS
 SCALE: 3/8"=1'
 ROUTE OUT WHERE GRAPHICS OCCUR, PUSH THROUGH 1/2" ACRYLIC
 WITH FIRST SURFACE APPLIED VINYL. USE VINYL FOR BORDER.



ALTERNATE LAYOUT

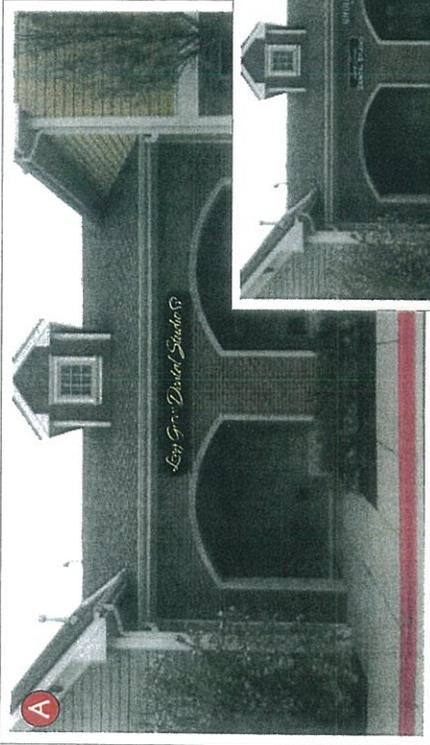


B ONE (1) ALUMINUM PANEL WITH APPLIED VINYL GRAPHICS
 SCALE: 3/8"=1'



Section thru Letters

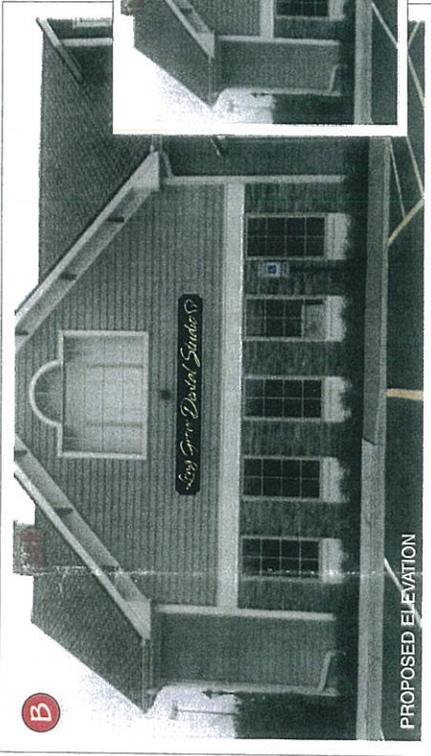
1. SIGNAGE
 2. ALUMINUM PANEL
 3. ALUMINUM CABINET
 4. ALUMINUM CABINET
 5. ALUMINUM CABINET
 6. ALUMINUM CABINET
 7. ALUMINUM CABINET
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 16. ALUMINUM CABINET
 17. ALUMINUM CABINET



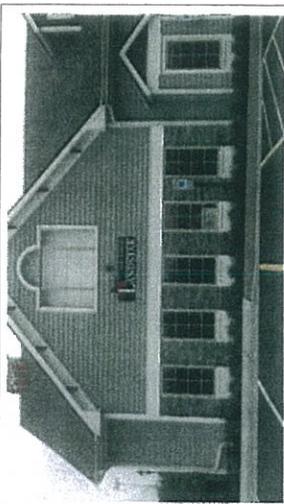
PROPOSED ELEVATION



AS IS ELEVATION



PROPOSED ELEVATION



AS IS ELEVATION

DATE	REVISION
5-31-13	REVISED PER JST NOTES
6-11-13	REMOVED SIGN 'D' & ADDED SITE PLAN

CUSTOMER APPROVAL _____ DATE _____
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CLIENT: LONG GROVE DENTAL STUDIO
 ADDRESS: 3976 ROUTE 22
 CITY: LONG GROVE STATE: IL DESIGNER: AT SALESPERSON: JST
 DRWG. NO.: 13359 SCALE: NOTED DATE: 5.15.13 SHEET NO.: 1 of 1

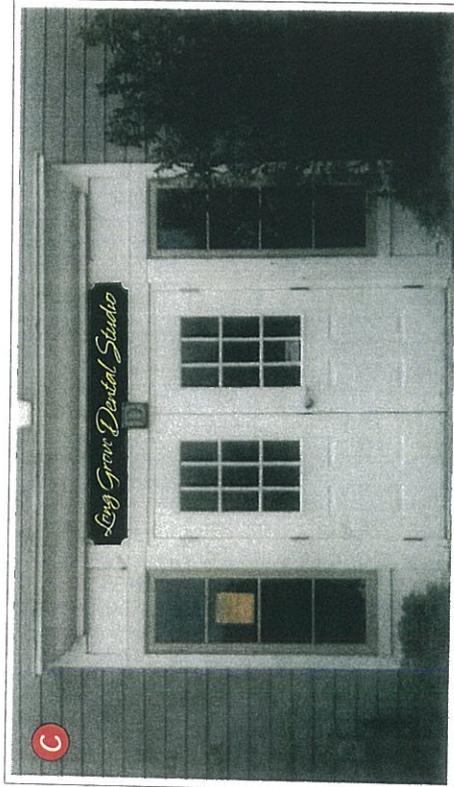
DOYLE
 GENERAL SIGN CONTRACTORS
 232 INTERSTATE RD. P.O. BOX 1068
 ADDISON, IL 60101
 630-643-9490
 FAX 630-643-9493

6'-3 1/2"
VIF

Long Grove Dental Studio

1'-0"
VIF

C ONE (1) ALUMINUM PANEL WITH APPLIED VINYL GRAPHICS
SCALE: 1"=1'



PROPOSED ELEVATION




DOYLE
GENERAL SIGN CONTRACTORS
232 INTERSTATE RD. P.O. BOX 1008
ADDITION, IL 60101
CSD-643-0490
PAX: 630-643-0403

DATE	REVISION
5-31-13	REVISED PER JST NOTES
6-11-13	REMOVED SIGN 'D' & ADDED SITE PLAN

CUSTOMER APPROVAL _____ **DATE** _____

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CLIENT LONG GROVE DENTAL STUDIO
ADDRESS 3976 ROUTE 22
CITY LONG GROVE **STATE** IL **DESIGNER AT** SALESPERSON JST
DRWG. NO. 13359 **SCALE:** NOTED **DATE:** 5.15.13 **SHEET NO.** 1 of 2

Item #1B:

Report Of July 16, 2013 AC Meeting

Signage For Lincolnshire Travel Goods, 350 Old McHenry Road

Jack Buttacavoli <jack@signcentral.com>
RE: IMG-20130703-00303.jpg
July 8, 2013 1:38 PM

How about this?

-----Original Message-----
From: Maggie Mei [mailto:MaggieM@lincolnshiretravelgoods.com]
Sent: Monday, July 08, 2013 10:22 AM
To: Jack Buttacavoli
Subject: Re: IMG-20130703-00303.jpg

Hi Jack,

Please see attached adjustment. "LINCOLNSHIRE" seems squished together.

- 34" -

1
28"
1



PMS641 PMS1925U PMS7961 Black Warm Gray 5
*Card front: Overall dull varnish with a spot lamination only over the right side icon.

- Double sided -

<maggiem@lincolnshiretravelgoods.com>
<maggiem@lincolnshiretravelgoods.com>
IMG-20130703-00303.jpg
July 8, 2013 1:23 PM

Sent via BlackBerry by AT&T



Item #1C:
Report Of July 16, 2013 AC Meeting
Downtown Signs - Tobin Fraley



Long Grove Business & Community Partners
307 Old McHenry Road • Long Grove, IL 60047 • 847-635-0888
www.visitlonggrove.com

Date: July 11, 2013
To: Architectural Committee
From: Tobin Fraley – LGAMC Design Committee Chairman
Re: Downtown Signage

Dear AC Members,

On July 15th I will be coming before the AC to discuss the subjective criteria with regard to the Village Signage Codes. Having been a member of the Master Plan Task Force, a resident of Long Grove, a retail merchant in the Historic Business District and the chairman of the Long Grove Business & Community Partners design committee, the look and feel of Long Grove's downtown is of great concern to me, the other members of the LGBCP, and to the village as a whole.

My goal in coming before the AC is to discuss a general aesthetic in terms of moving forward with signage. What have been submitted are images of existing signs in the Historic Business District and in a subjective assessment, they have been graded on an A to F scale, with A being the signs most closely aligned with the intent of the LG Signage Code as I perceive it to be and F being the least desirable. In some cases the worst signs have not been brought before the Architectural Committee and are out of compliance with the Village Code.

Enforcement of the code is a separate matter and has been in the process of being reviewed by both the Village Planner and the Village Manager.

The overall intent is to upgrade the look of our downtown. As a point of reference the LGBCP's Economic Development Committee is reviewing a number of options with regard to filling vacancies, working with property owners and enhancing the downtown. The AC's help in creating a viable and beautiful Historic Business District is a critical part of this process.

Your time and effort in this matter are greatly appreciated.

Sincerely,

Tobin Fraley

James Hogue

From: James Hogue
Sent: Tuesday, June 18, 2013 11:48 AM
To: 'Tobin Fraley'
Subject: RE: Signage 1

Hi Tobin,

I can put you on the July 15th meeting under "Other Business".

A cover letter or memo of some sort which I can include in the AC packet explaining the presentation would be helpful.

JIM

From: Tobin Fraley [<mailto:tobin@humbugs.com>]
Sent: Monday, June 17, 2013 4:18 PM
To: James Hogue
Subject: Signage 1

Hi Jim,

At long last I am getting the sign images to you. There are two JPEG files but since the total file size is over 10mb I'm sending them in two separate emails. I would like to spend about 15 minutes with the Architectural Board at their next meeting. This is an informational presentation, so there is no voting involved, but if I could be on the agenda, that would be great. Let me know if you need anything else from me and if there will actually be a meeting.

Thanks,

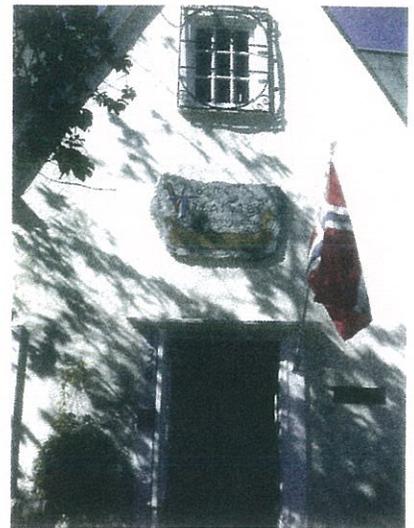
Tobin



A-



D+



B+



C-



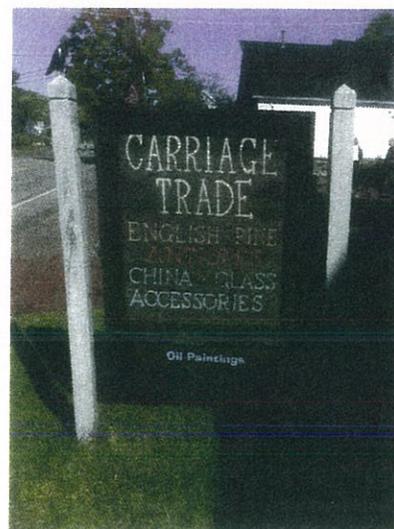
D



F



A



C+



C-