



ITEM #2: For the **ARCHITECTURAL COMMISSION** on **MONDAY, MAY 19th @ 7:00 P.M.**

REQUEST: Consideration of a request for signage for the “Broken Earth Winery”, 219-239 Robert Parker Coffin Road, within the B-1 Historic District submitted by Mr. Ken Siwieck on behalf of New Midwest Capital.

Proposed Project:

Petitioner is requesting signage for the space 219-239 Old McHenry Road. This space was formerly occupied by “Woodland Grove Gallery”. This is part of the Mill Pond Development.

Based upon the items submitted the petitioner is requesting one single (1) wall sign, to be affixed to the front (Robert Parker Coffin Road) side of the building and would measure 70” x 40” (approximately 19 square feet). The sum total of the requested signage is 6.5 square feet. Materials out of which the sign will be constructed were not listed but it appears the sign may be carved with raised lettering. The signage would be tan and brown (earth tones) with regard to the proposed color scheme. No request for illumination was included with the signage application however existing illumination may be in place and utilized by the petitioner for sign illumination.

Square footage of the commercial space for which the signage is being requested is approximately 2320 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 (excerpt below). If the building and all signage are located at least 50’ from the edge of the pavement 26 square feet of signage would be permissible.

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (19 square feet), the request is within the maximum square footage limitation for the floor area at this location.

Per the village sign regulations one wall sign is permissible at this location as follows;

(1) The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign.

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

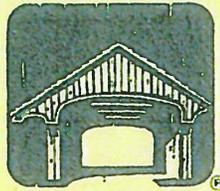
Except as otherwise provided, square footage, for the purpose of this subsection (E), shall be calculated based on single sign face of any double faced sign.

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.

FOR ZONING DEPT. USE ONLY:	
AC Received:	
AC Reviewed:	
AC Approved:	
Village Bd. Approved:	



VILLAGE OF
LONG GROVE

FOR BUILDING DEPT. USE ONLY:		
Date Received:		
Permit No.:		
Date Issued:		
Township:		
Sec:	T:	R:
PIN No.:		
Zoning:		

**SIGN PERMIT
ARCHITECTURAL COMMISSION APPLICATION**

BUSINESS NAME:	<i>BROKEN EARTH WINERY</i>	BUS. PHONE #:	<i>TBD</i>
BUSINESS ADDRESS:	<i>219 - 239 ROBERT PARKER COFFIN RD</i>		
BUSINESS OWNER'S NAME:	<i>NEW MOWEST CAPITAL</i>	ALTERNATE PH. #:	<i>847-420-1785</i>

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	<i>BUSINESS / WOOD (WALL MT.)</i>
LOCATION(S) OF PROPOSED SIGN PLACEMENT:	<i>FRONT OF BUSINESS</i>

The Architectural Commission meets every third (3rd) Monday of the month at 7:00pm in the Village Hall. The applicant (or representative) must be present. Please prepare and submit six (6) sets of all of the following information two weeks 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:

2320 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 board's approval (this is not encouraged), the sign itself, or a photograph of the sign, shall be presented at the Architectural Board meeting.

SIGN CONTRACTOR:

NAME:	<i>BOB BRECKLE</i>	PHONE #:	<i>312-719-7519</i>
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.

<i>Kenneth Lee</i>	<i>AGENT</i>
PROPERTY OWNER(S)' SIGNATURE(S)	
<i>Kew Simick</i>	
PROPERTY OWNER(S)' PRINTED NAME(S)	
<i>Kew Simick</i>	<i>AGENT</i>
BUSINESS OWNER(S)' SIGNATURE(S)	

(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 Code, 5-19, "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	10	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 (1) sign per entrance to subdivision; no single sign may 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:

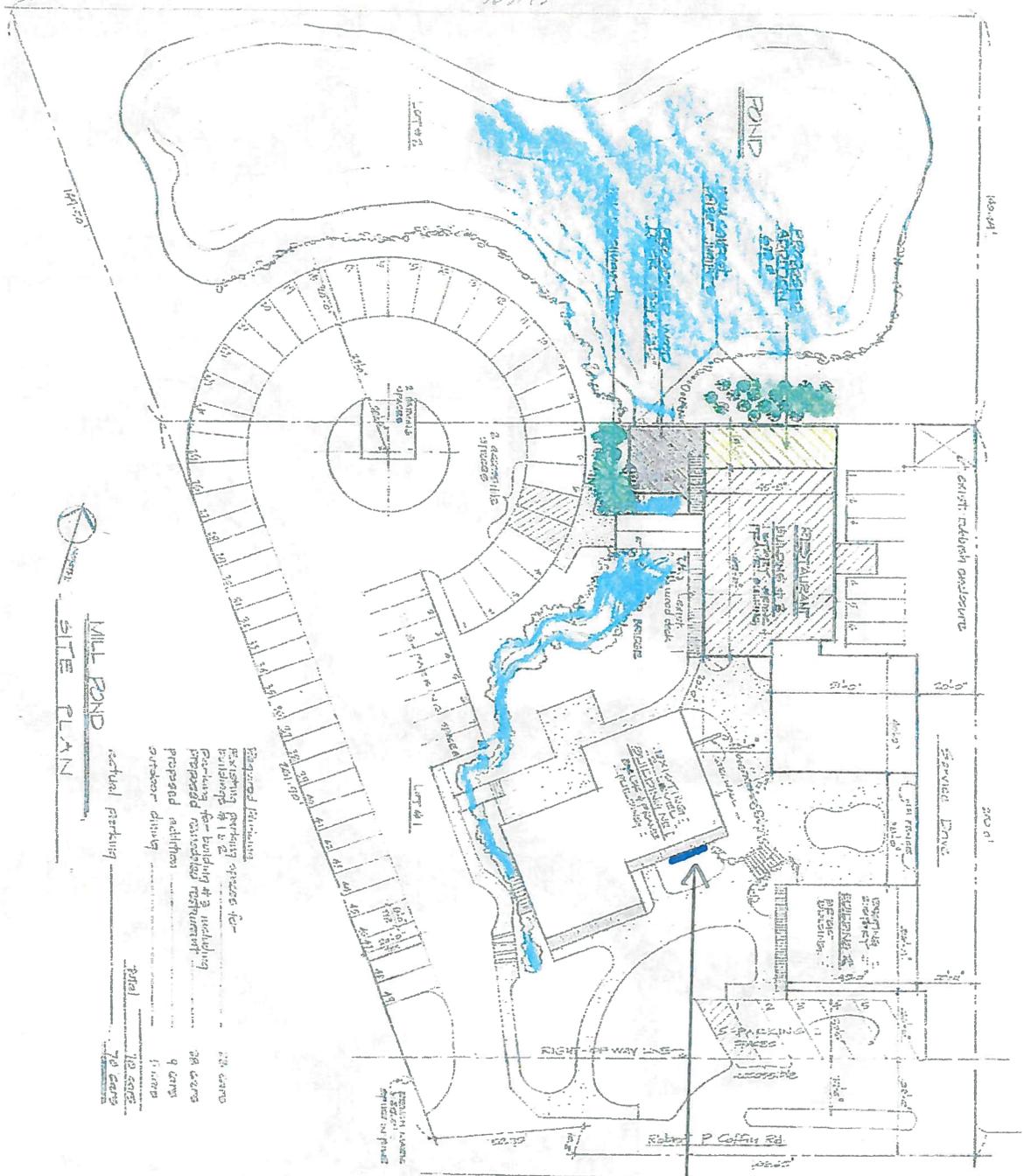
Permit #

Date of Issuance:

Signature Of Village Zoning Official

Signature of Village Official Issuing Building Permit

325.73



MILL POND
SITE PLAN

- Regional Restaurant
- Restroom
- Proposed addition
- Outdoor dining
- Actual parking

70 cars
70 cars

SIGN
LOCATION

ZONING INFORMATION	
Area of total sign area	19,142 sq ft
Right-of-way of street covered	19,142 sq ft
Area of street covered	19,142 sq ft
Actual lot area coverage	19,142 sq ft
Building area	19,142 sq ft
Actual sign area	19,142 sq ft

CONTRACTOR SHALL VERIFY ALL PERMITS AND EXISTING UTILITIES AND CONDITIONS OF JOB AND SHALL INDEMNIFY HENRY THE ARCHITECT FOR ANY AND ALL DAMAGES INCURRED BY THE CONTRACTOR IN THE PERFORMANCE OF HIS OBLIGATIONS UNDER THIS CONTRACT FOR SAME.

DATE	DESCRIPTION
1/23/05	1/23/05
1/23/05	1/23/05
4/16/05	4/16/05

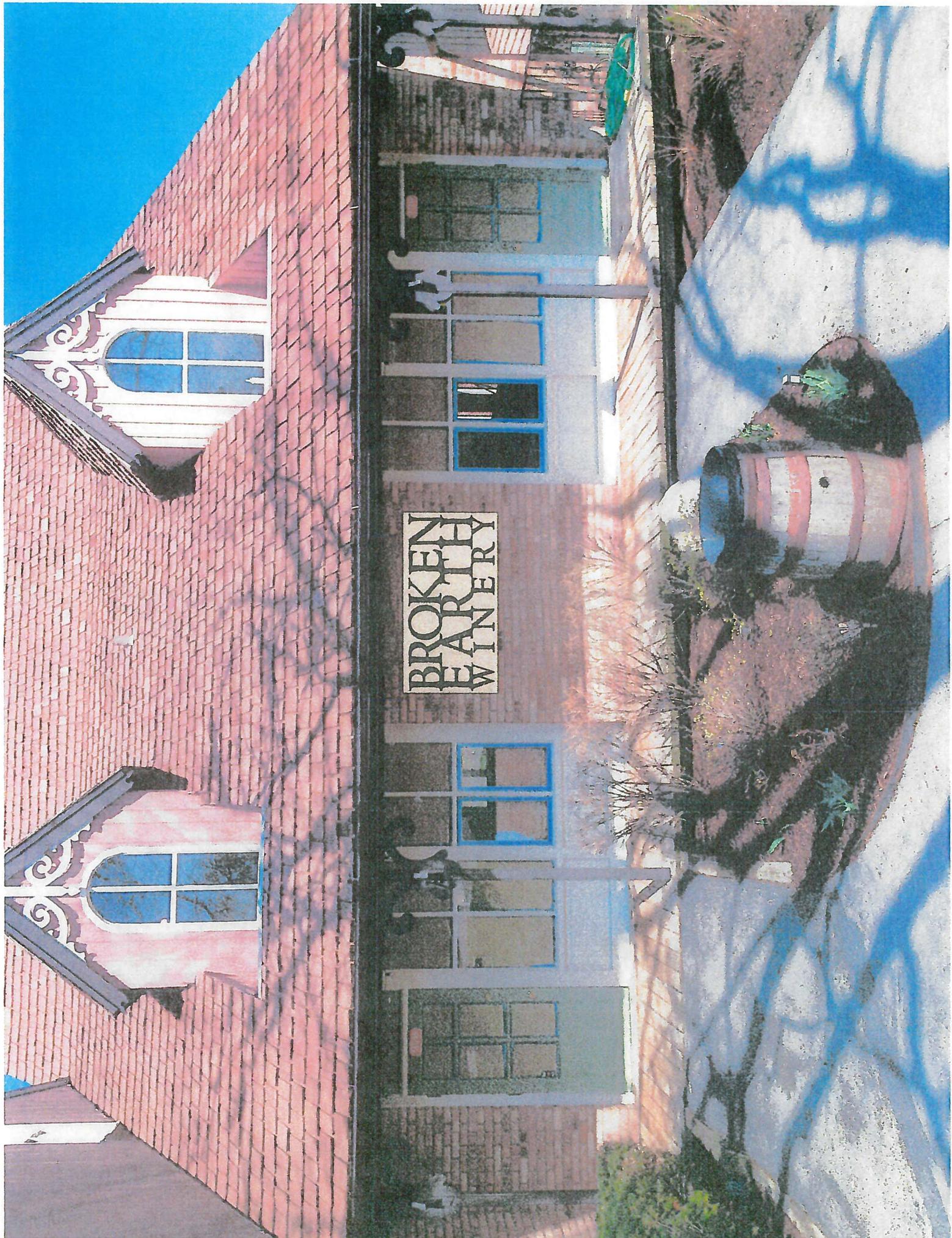
MILL POND
long grove

Sherman Gardner Inc.
CONTRACT & SERVICE
ARCHITECTS & ENGINEERS
MEMPHIS, TN 38103

70"

WILLIAM FOREY

40"



BROKEN
HEART
WINERY



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

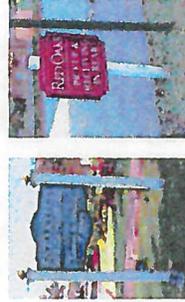
- Signs should be simple and constructed of high quality materials.
- Signs must be durable, vandal resistant, and designed for easy maintenance.
- Suggested materials include painted wood, metal, and stone.
- No particle board or plastic is allowed.
- Highly reflective metallic signs are not permitted.

Content

- Signs shall be limited to the business name and a maximum of 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.



Business District

Signage Regulations

Signs

Follow the design recommendations listed for the Historic Downtown with the below differences.

General Requirements

- Use low-profile signs, which are compatible with the architecture of the building.
- Signage should provide information and direction to direct people without confusion or delay.

Placement

- Wall signs should be integrated into the facade of the building or landscape design.

Materials

- Materials should complement architecture of the building.

IL Route 63 Monument Signage

- Use low profile signs, which are compatible with the building architecture and site for all uses.
- Retail, office, service, and entertainment signage should be designed as monument signage.
- Each development may not have more than one monument sign.

- One sign per outdoor is allowed. Ground signs of all outdoors must not be more than 8 feet tall, measured from the final grade to the top of the sign.

- Ground signs for development must not be taller than 15 feet, measured from the final grade to the top of the sign.

Lighting

- Illuminated signs should only light the letters of the sign, not the background.
- Signs can be internally illuminated.

