Village of Long Grove Illinois

ITEM #3: For the ARCHITECTURAL COMMISSION on MONDAY, March 16, 2015 @ 7:00 P.M.

REQUEST: Consideration of a request for signage for Fidelity Wes Builders 203 Robert Parker Coffin Road within the B-1 Historic District, submitted by Mr. Mike Demar.

Update;

At the February meeting the AC had the following concerns with regard to this request for signage;

A motion was made by Commissioner Tapas, seconded by Commissioner Sylvester; to continue this item to the March 16th regular meeting and to have the petitioner address the following concerns;

1) *Materials out of which the wall sign will be constructed;*
2) *Detail on how the wall sign will be mounted to the building;*
3) *Resolution of the types of signs and maximum square footages allowable including the size, materials, colors, copy, sign placement on the structure and details on the fixtures/brackets used to affix the hanging sign to the building.*
4) *All requested materials must be submitted by Friday, March 6th @ 5:00 PM to be included for the March 16th meeting date.*

Per the direction of the AC at the February 9th meeting Staff contacted the petitioner regarding the concerns of the AC in relation to the request for signage (e-mails attached).

Staff received the attached "sketch plan" in response to these concerns. It appears the request for a hanging sign has been withdrawn. The wall sign will be constructed of painted plywood. The sign will be mounted to ¾" plywood base with a bead molding around the sign. A 1"x 6"frame is proposed around the plywood base.

It is assumed the copy, colorand size of the actual sign remains unchanged from the previous submittal. Per the definition of sign measurement the "frame" would not be included and the area encompassed by the "bead molding" would constitute the area of the sign.

*The sign will be mounted directly to the brick but exactly how this will be accomplished is not identified. Assuming the copy dimensions have not changed the wall sign is approvable as proposed. This is **without** the hanging sign.*

HISTORY/STAFF REVIEW:

The property in question is located on the northeast corner of Robert Parker Coffin Road and Old McHenry Road and is next to the former "Long Grove Soap & Candle". The petitioner will occupy the spaces at both 201 & 203 which will be combined into one business space. This site formerly occupied the business formerly known as "Harpers Attic" (203 R.P.C.) and "Celine Custom Jewelers", (201 R.P. C.).

Based upon the items submitted the petitioner is requesting one (1) wall sign (single faced) measuring 8' x 2.5' (20 square feet) to be mounted directly to the structure and one (1) hanging sign mounted on the corner of the structure. Dimensions of the hanging sign were not provided. Materials out of which the signs will be constructed were not provided. The signage would be blue and white with regard to the color scheme. Signage appears to be non-illuminated or will utilize existing illumination. No request for illumination was included in the application for signage.

Per the Village Code sign area is measured as follows;

Sign Measurement: Unless otherwise expressly provided to the contrary in these regulations, the term "sign area" shall include the gross surface area of each sign with a single continuous perimeter enclosing the extreme limits of the sign and in no case passing through or between any adjacent elements of the sign. Such a perimeter shall not include any structural or framing elements lying outside the limits of such sign and not forming an integral part of the display.

Square footage of the combined commercial space for which the signage is being requested is approximately 2160 square feet (40'x 54'). For retail spaces containing 1001 to 3000 sq. ft. of floor area 20 square feet of signage may be allowed per the Village Zoning Code (excerpt below).

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (20 square feet), the request is within the maximum square footage limitation for the floor area at this location.

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 No Arterial Access	B2 Arterial Access	B2
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)	

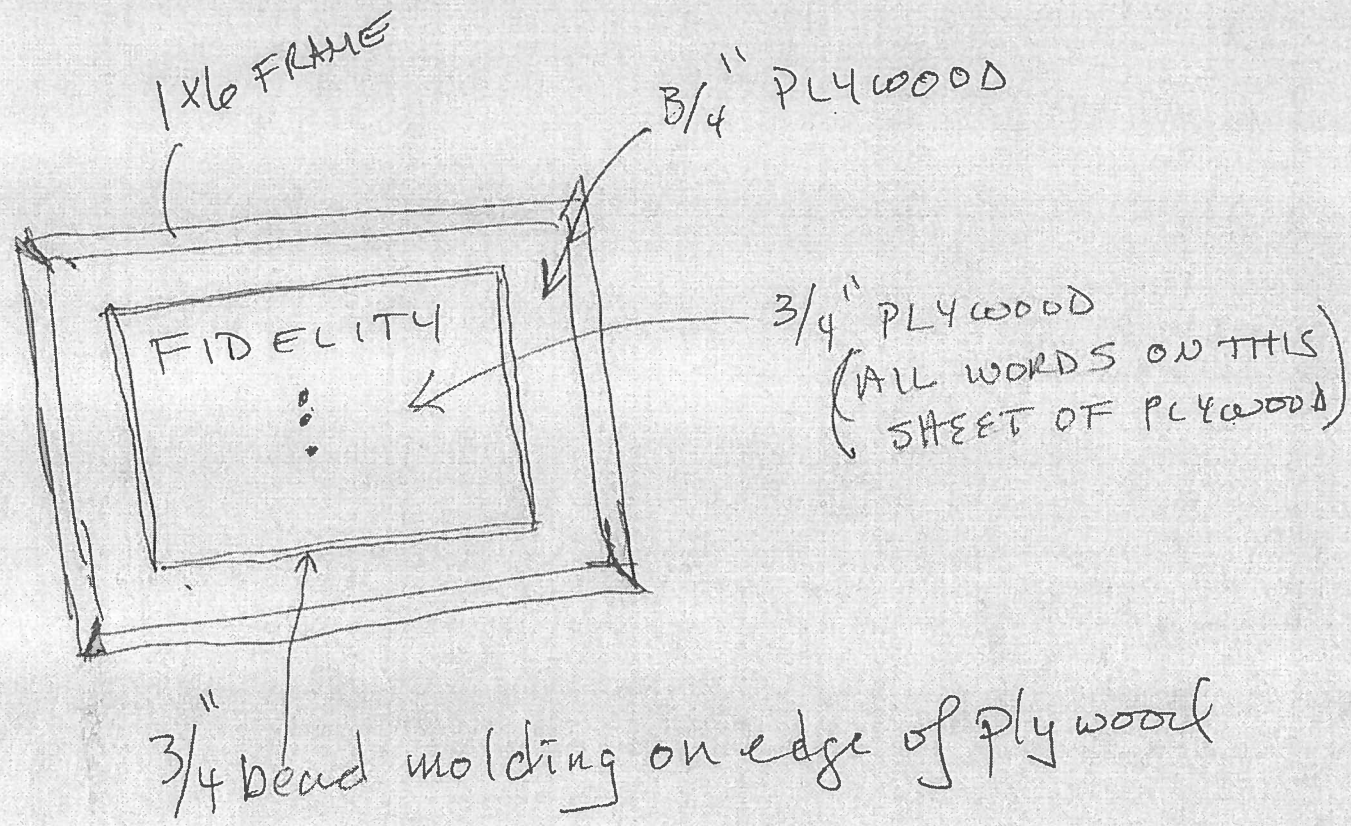
(i) For each additional 2,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 50 square feet.

(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 feet.

ARCHITECTURAL COMMISSION DECISION:

The request as proposed is permissible with regard to the types and location of proposed signage. The square footage of the wall sign as proposed is permissible and the maximum amount of signage permissible at this location per the Village Code. The **hanging sign is not permissible** and may not be allowed unless the area of the proposed wall sign is reduced or a variation of the sign regulations is successfully obtained.

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.



ALL PAINTED AND ATTACHED DIRECTLY ONTO BRICK

SAME OVERALL SIZE

TO: JIM H.

FROM: MIKE D. FIDELITY WES

Mike,

FYI –

JIM

RESENT 3/4/15

ORIGINALLY SENT 2/11/15

Mike,

Per you phone inquiry;

Based upon the items submitted the petitioner is requesting one (1) wall sign (single faced) measuring 8' x 2.5' (20 square feet) to be mounted directly to the structure and one (1) hanging sign mounted on the corner of the structure. Dimensions of the hanging sign were not provided. Materials out of which the signs will be constructed were not provided. The signage would be blue and white with regard to the color scheme. Signage appears to be non-illuminated or will utilize existing illumination. No request for illumination was included in the application for signage.

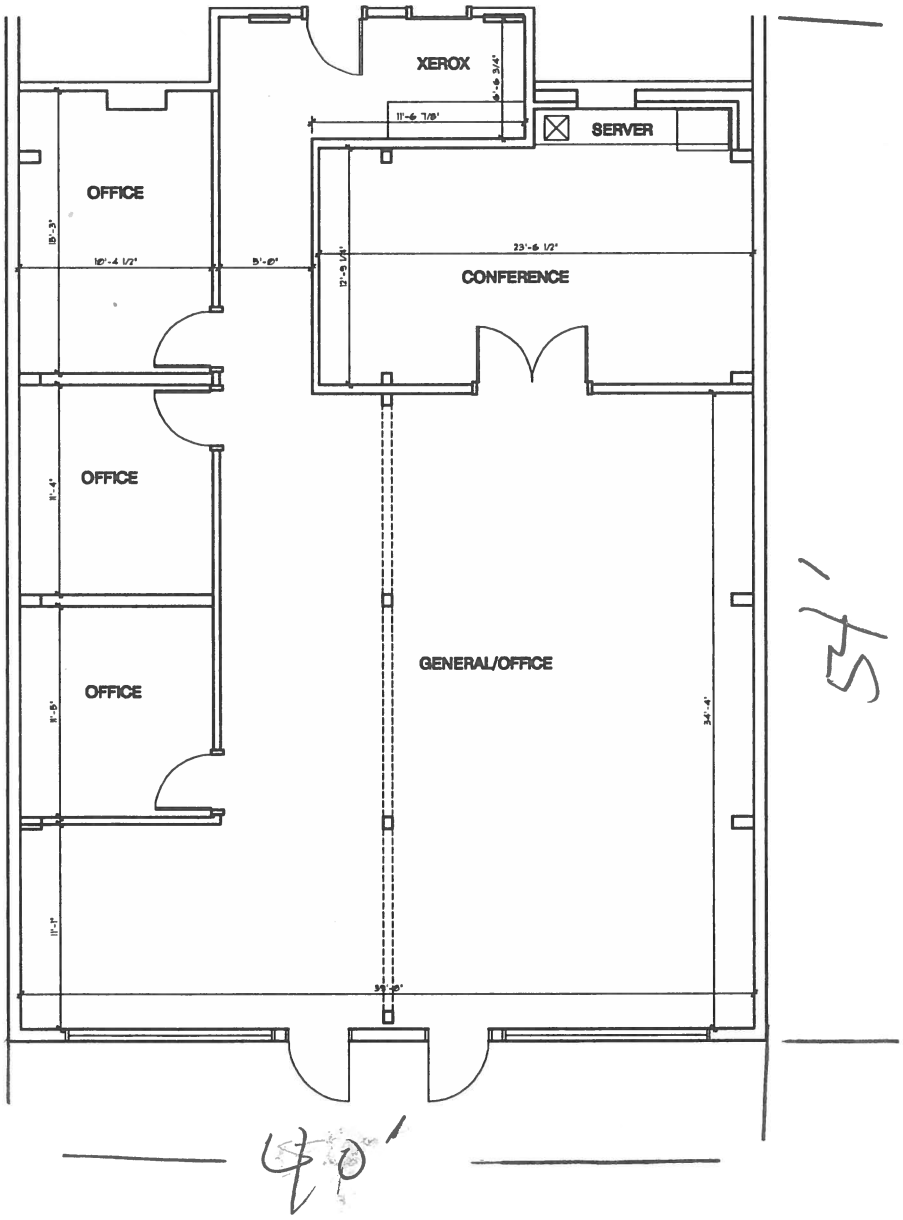
He further indicated the request as proposed is permissible with regard to the types and location of proposed signage. The square footage of the wall sign as proposed is permissible and the maximum amount of signage permissible at this location per the Village Code. The **hanging sign is not permissible** and may not be allowed unless the area of the proposed wall sign is reduced or a variation of the sign regulations is successfully obtained.

The AC had questions regarding the sign materials and how the petitioner wished to deal with the signage as proposed and the square footage issue and how the sign would be mounted to the building. **The AC noted the petitioner was not present to address these issues. As such, this item was continued to the March 16th AC meeting.**

You need to provide information on the following;

1) Materials out of which the wall sign will be constructed;
2) Detail on how the wall sign will be mounted to the building;
3) You are limited to a total of 20 square feet of signage at this location. The wall sign as proposed is 20 square feet. If you want the hanging sign the size of the wall needs to be reduced. If you still want the hanging sign details of that sign need to be submitted for review prior to the AC Meeting including size, materials, colors, copy, placement on the structure and details on the fixtures/brackets used to affix the hanging sign to the building.
4) **All requested materials must be submitted by Friday, March 6th @ 5:00 PM to be included for the March 16th meeting date.**

JIM



2160 ft
of Floor
AREA

PSENKA ARCHITECTS Inc.

FIDELITY
WES

Custom Luxury Homes

Kitchens & Baths

Established 1992

96 inches
FIDELITY
WES
Builders · Designers · Developers
30 inches
201
203

Historic Downtown

Signage Regulations

Signs

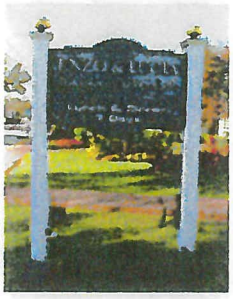
Signs shall follow the requirements set forth in the Long Grove Municipal Code, 5-9-5, Signs, to the greatest extent possible, except as listed below.

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.

FOR OFFICE USE ONLY:	
AC Received:	
AC Reviewed:	
AC Approved:	
Village Bd. Approved:	

Village of Long Grove Illinois

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

ARCHITECTURAL COMMISSION SIGN PERMIT APPLICATION

BUSINESS NAME: Fidelity Wes Builders	BUS. PHONE #: 847 883 0130
BUSINESS ADDRESS: 203 Robt Parker Coffin Rd	
BUSINESS OWNER'S NAME: MIKE DE MAR	E-MAIL mike alison warren @ fidelitywes.com
TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING: office bldg downtown	

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:

1. THIS FULLY COMPLETED APPLICATION SIGNED BY BOTH THE PETITIONER AND THE PROPERTY OWNER
2. REGARDING THE POSITION OR LOCATION OF PROPOSED SIGN ON THE BUILDING OR PROPERTY:
   (a) PROVIDE SITE PLAN
   (b) PROVIDE PHOTOGRAPH OF THE LOCATION ON THE PROPERTY OR BUILDING WHERE THE SIGN WOULD BE INSTALLED
   (c) SQUARE FOOTAGE OF COMMERCIAL SPACE FOR WHICH SIGN IS BEING INSTALLED:
   Under 30 total sq. ft. 21 60 #
3. PROVIDE A DETAILED DRAWING (TO SCALE) OF THE PROPOSED SIGN, INCLUDING:
   (a) DIMENSIONS
   (b) SAMPLE OF COLORS ON SIGN
   (c) LETTER STYLE TO BE USED
   (d) SAMPLE OF ANY UNUSUAL MATERIAL TO BE USED ON THE SIGN
   (e) 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: Self.	PHONE #:
ADDRESS:	E-MAIL: mike @ fidelitywes.com

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.

M DeMar Pres

PROPERTY OWNER(S)' SIGNATURE(S)

MIKE DEMAR

PROPERTY OWNER(S)' PRINTED NAME(S)

M DeMar Pres

BUSINESS OWNER(S)' SIGNATURE(S)

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

3110 RFD • LONG GROVE, ILLINOIS 60047-9635
(847) 634-9440 • FAX (847) 634-9408

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)**

FOR OFFICE USE ONLY

TYPE OF SIGN(S)	FEE(S)

Amount Paid: _____

Date Paid: _____

Permit #: _____

Village Official: _____

Date of Issuance: _____

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