



**ITEM #6: For the ARCHITECTURAL COMMISSION on MONDAY, December 15, 2014 @ 7:00 P.M.**

**REQUEST:** Consideration of a request for signage for “Clover”, 225 Robert Parker Coffin Road within the B-1 Historic District, submitted by Jing Wu.

**HISTORY/STAFF REVIEW:**

The property in question is located in the Mill Pond Development. The space was formerly occupied by “Dandy Things”.

Based upon the items submitted the petitioner is requesting two signs (1) wall sign measuring 27”x 9” (1.68 sq. ft.) and one (1) double faced hanging sign to be placed on the corner of the structure measuring 28”x 9” (1.7 sq. ft.). The sum total of the requested signage is 3.4 square feet. Materials out of which the signs will be constructed are wood with raised wood letters. The signage would be brown with black letters and a green logo regard to the color scheme (signs were temporarily mounted for illustrative purposes). Signage is non-illuminated.

Square footage of the commercial space for which the signage is being requested is approximately 680 square feet. For retail spaces containing 501 to 1000 sq. ft. of floor area 12 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 (3.4 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 and one hanging sign are 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:

- (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 <sup>(i)</sup>	50 <sup>(ii)</sup>

- (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 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.



28" x 9" x 1"



27" x 9" x 1"



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: <u>clover</u>	BUS. PHONE #:
BUSINESS ADDRESS: <u>225 Robert Parker Coffin Rd. Long Grove, IL 60047</u>	
BUSINESS OWNER'S NAME: <u>Jing Wu</u>	E-MAIL: <u>jingwulu@hotmail.com</u>

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	<u>Hang sign</u>
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The Architectural Commission regularly meets every third (3<sup>rd</sup>) 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:  

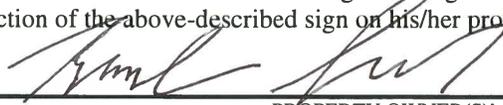
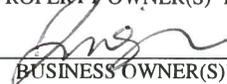
500 sq. ft.
3. PROVIDE A DETAILED DRAWING (TO SCALE) OF THE PROPOSED SIGN, INCLUDING:
  - (a) DIMENSIONS
  - (b) SAMPLE OF COLORS ON SIGN
  - (c) LETTER STYLE TO BE USED
  - (d) SAMPLE OF ANY UNUSUAL MATERIAL TO BE USED ON THE SIGN
  - (e) **FOR REQUESTS IN THE B-1 HISTORIC DISTRICT SEE SUGGESTED DESIGN 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:	PHONE #:
ADDRESS:	E-MAIL:

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.

  
 \_\_\_\_\_  
 PROPERTY OWNER(S)' SIGNATURE(S)  
  
 \_\_\_\_\_  
 PROPERTY OWNER(S)' PRINTED NAME(S)  
  
 \_\_\_\_\_  
 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 Zoning Code, 5-9-5, "Sign Regulations." It is recommended that applicants read the entire section, available online at [www.longgrove.net](http://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 <sup>1</sup>	125 <sup>2</sup>
<sup>1</sup> 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.			
<sup>2</sup> 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					
<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)				
<p>Village Official: _____</p>	<p>Date of Issuance: _____</p>				

# 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.

