



ITEM #3: For the ARCHITECTURAL COMMISSION; April 20, 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 March meeting the AC had the following concerns with regard to this request for signage;

The AC raised concerns with the lack of detail with regard to the request for signage and requested a "proof" be submitted which identified the exact nature of the sign (including "integral" and "framework" elements of the sign. They also suggested the petitioner consider scalloping the edges of the sign to soften the appearance of the sign. Given the relatively large size of the sign requested details of how the sign would be mounted to the building. The AC continued this request to the April 20th meeting.

A motion was made by Commissioner Sylvester, seconded by Commissioner Closson to recommend continuation of this request for signage to the April 20th meeting the allow the petitioner time to submit a proof of the sign, subject to the discussion held at this meeting and including; color, copy, integral and non-integral sign elements, location of on the building, techniques to soften the appearance of the sign and specifications for mounting the sign to the building. On a voice vote; all aye.

To that end the petitioner has submitted a revised "proof" of the proposed signage. As proposed the sign would be constructed of painted wood with the "integral" portion of the sign measuring 84" x 24" (14 Sq. Ft.). The "integral" signage is proposed to be mounted to a "framework" measuring 96" x 36" (24 Sq. Ft.). A model (not to scale) will be available at meeting time.

The sign would be principally painted blue with a white background and black accents (including blue & black borders).

As proposed the wall sign is approvable; nothing was submitted regarding the hanging sign which was previously proposed.

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 No Arterial Access in Square Feet	Arterial Access	
	B1	B2
1-1,000	12	20
1,001-3,000	20	30
3,001-5,000	30	40
5,001 or greater	30	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.

201 Robert Parker Coffin Road

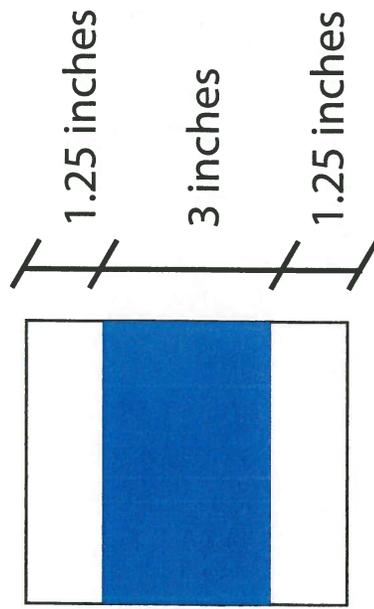
96 inches



36 inches

24 inches

84 inches



1.25 inches

3 inches

1.25 inches



96 inches

FIDELITY
WFS

Builders · Designers · Developers

30 inches