

**Items #2 & #3**  
**Report of The CSCC & AC Meeting - Update**



## MEMORANDUM

TO: Village President and Village Board  
FROM: James M. Hogue, Village Planner  
DATE: February 22, 2011  
RE: Board & Commissions Report for 2/22/11

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 Board (AB).

### **AB; 2.21.11 – 3 Action Items**

#### **1. Consideration of a request for signage for “Exit Global Realty Pros” 238 Robert Parker Coffin Road and zoned within the B-1 Historic District submitted by Sign-A-Rama on behalf of Dominick DiMaggio.**

Mr. Dominick DiMaggio explained his request to the Architectural Commission noting that he was trying to mimic the existing approved signage for the “Olive Tap” which is located in the same building. He presented one of the real estate signs he uses to exactly identify the proposed color scheme of the sign (teal & brown with a black border). The AC liked the look of the real estate sign suggested the freestanding sign be modified to reflect the shape and color scheme of the real estate sign. They further suggested the wall sign stay rectangular but be modified to match the free standing sign in terms of color and copy. The petitioner was amenable to the changes.

Planner Hogue noted the freestanding sign will be “post and panel sign” measuring 60” from grade and 30’ to the bottom of the sign. Materials out of which the signs will be constructed are ½” thick “Omega Board”. Signage will be non-illuminated.

Square footage of the commercial space for which the signage is being requested is approximately 1400 square feet. 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 (14 square feet), the request is within the maximum square footage limitation for the floor area at this location. The signage as requested is approvable.

A motion was made by Commissioner Tapas, seconded by Commissioner Brockman to recommend approval of the signage as enhanced by the discussion of the Architectural Commission to include;

- Modification of the freestanding sign to mimic the “for sale” sign as presented by the petitioner to the AC on 2.21.11 including the scalloped edges and colors (brown & teal with a black border);
- Sign posts are to be white in color;

- The wall sign is to remain rectangular in shape but modified to match the color scheme and copy of the freestanding sign;
- Modifications shall be resubmitted and subject to the review and approval of Village staff.

On a voice vote; all aye

**2. Consideration of a request for replacement subdivision identification signage for the Brookstone Subdivision within an R-2 PUD Residential District, submitted by Mr. James A. Cox, President, Brookstone H.O.A .**

Planner Hogue recapped the previous discussion of the Commission noting the following concerns;

- Consider examining the size of the base to minimize any problems with settling which may occur once the sign is put in place.
- Be aware that any future illumination of the signage will require AC review and approval.
- Provide a detail on how the signage will be mounted to the base.
- Provide a site plan with the number & general location of the signs (a maximum of two signs not to exceed a total of 40 sq. feet; 20 sq. feet max. per sign in this case may be allowed).
- Have the font on the proposed signage remain consistent with the current & existing signage.
- Provide the dimensions of the area of the sign containing the “copy” (i.e. Brookstone).

These had been sent to the Brookstone HOA per the request of the AC.

Mr. Tim Kirby representing the HOA explained that the proposal was to swap out the signs in one for one fashion with the existing wood sign which have deteriorated over time. The cost to repair the existing wooden signs was excessive and the stone signs offer a more maintenance free alternative. One sign would be placed at both existing entrances to the subdivision in approximately the same locations as the existing signage. Commissioner Brockman asked if the font on the proposed signage could be modified to match the font of existing signage. Mr. Kirby responded that the fonts as proposed had been voted on by the HOA and reflected the desires of the neighborhood. It was noted that a site plan identifying the locations of the signage had not been submitted.

A motion was made by Commissioner Brockman, seconded by Commissioner Connolly to accept the signage as submitted with the condition that a site plan be submitted to Village Staff indicated the approximate location of the proposed signage. On a voice vote; all aye.

Commissioner Tapas urged the petitioner to have the sign installer check the bearing capacity of the soils around the sign base to ensure they were adequate to support the weight of the sign.

**3. Consideration of a request for window treatments for the CVS Pharmacy Building, Route 83 and Aptakistic Road within the Sunset Grove Development, Submitted by Sure Light Signs.**

Mr. Doug Merritt, of Professional Permits and Mr. Tony Turrick, CVS presented the proposal for the window graphics at the CVS store in Sunset Grove. These included the use to the CVS logo and “teardrop” background in the photos.

The AC noted the following concerns/ modifications with this proposal;

- Remove the red CVS logo from the window treatment;
- Remove the “teardrop” background from the photos/window treatment ;
- Do not use “red” as a color in the window treatments;
- The photos submitted are acceptable

Mr. Turrick noted that CVS was looking for some sort of corporate identity in the window treatments. He noted the “teardrops” were designed to be logo/customer recognition tool for CVS and have been incorporated into all new stores nationwide.

He asked the AC for options which he could take back to his corporate design people regarding the window treatments. After discussion the AC made the following recommendations;

A motion was made by Commissioner Tapas, seconded by Commissioner Connolly, that the photos as submitted by CVS in the 12.10.2010 “Store Window Graphics” submittal were acceptable to the Architectural Commission as window graphics in the Sunset Grove CVS Store.

On a voice vote; all aye.

A second motion was made by Commissioner Tapas and seconded by Commissioner Brockman that order of preference for the window treatments be as follows;

- 1). The use of the plain photos, without the CVS logo and “teardrop” background is acceptable and the preferred alternative of the AC for the window treatments at this location. Use of the plain photos as window treatments may proceed without further consideration by the AC;
- 2). The use of the plain photos (without the CVS logo or “teardrop” background) in the lower glass spandrel panels of the widows and the use of the “teardrop” background in the upper spandrel panels may be considered subject to re-submittal and re-review by the Architectural Commission;
- 3). The use of the plain photos (without the CVS logo or “teardrop” background) in the lower glass spandrel panels of the widows and the use of the “teardrop” background and CVS logo in the upper spandrel panels may be considered subject to re-submittal and re-review by the Architectural Commission;
- 4). The windows may be left in their current state without any window treatment (i.e. no photo’s; no CVS Logo and no “teardrops” without the further review and consideration by the AC.

On a voice vote all aye;

**CSCC; 2.16.11 Regular Meeting; Materials included in Village Board Packet; CSCC unanimously recommended approval of the landscape plan as revised. The Board needs to make a motion to accept the recommendation of the CSCC.**

**PCZBA; 2.1.11 Regular Meeting; Cancelled**

20"h



48"h



30"h



36"4

60"h

grade

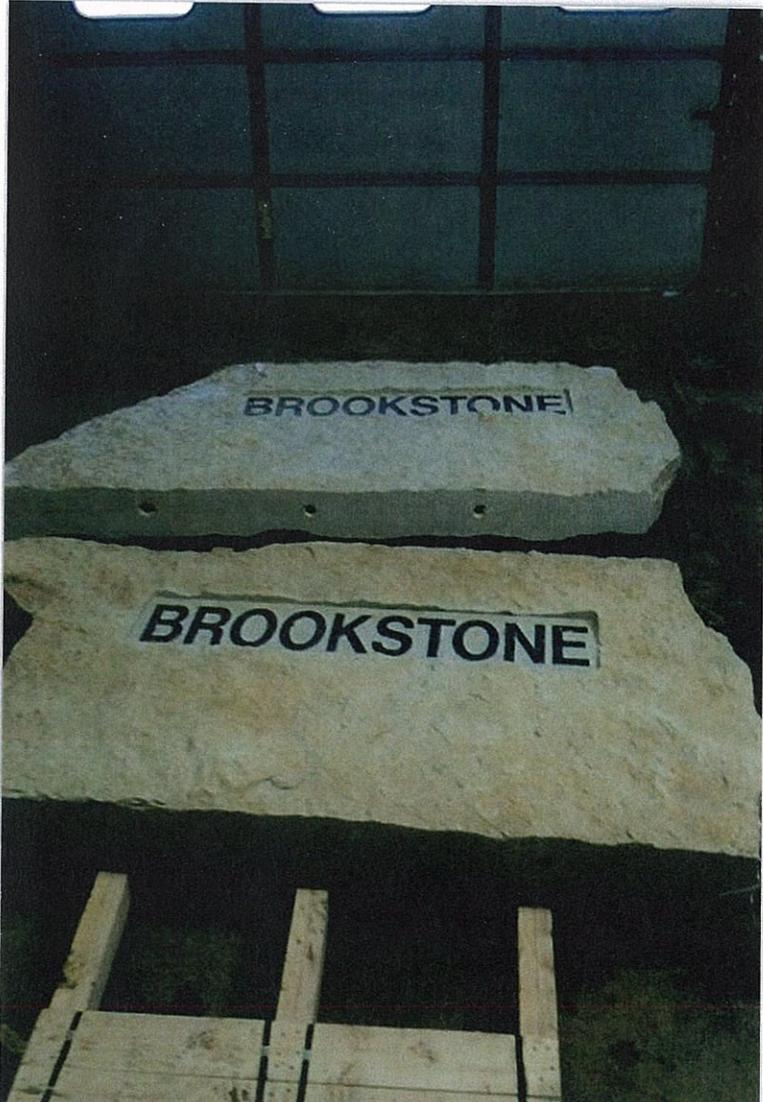
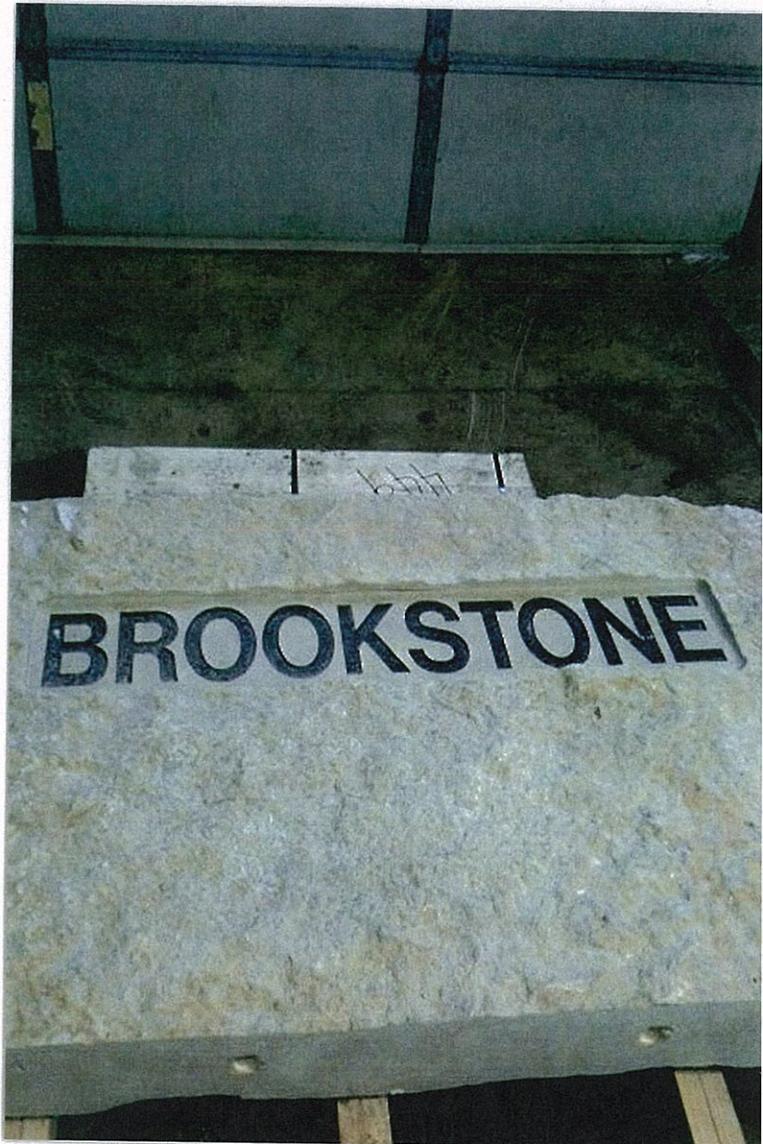
Material Used: 1/2" thick Omega Board

Customer:	Dominick T. DiMaggio	
Company:	Exit Realty	
Address:	238 Robert Parker Coffin Road	
City:	Long Grove	State/ZIP: IL. 60047
Phone:	847-452-7992	
Fax:		



220 Peterson Rd. Libertyville, IL 60048  
 Ph: 847-680-0004 Fax: 847-680-6644  
[www.thesigngirls.com](http://www.thesigngirls.com)

Job No.:	Date:	
Order Desc:	Salesperson:	
Sign Dimensions:	see below	Estimate:
Comments:	Qty 1 Post and panel sign, Single sided 30"h x 36"w Painted posts and fnlals. Qty 1 building sign 20" x 48" Single Sided	

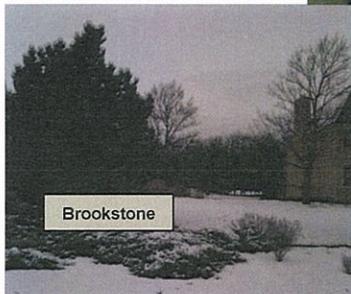


# Proposed sign locations for Brookstone Sub Division



Existing sign

South of Checker Road, west of Pheasant Run



Brookstone

New sign is installed in location of old sign

North of Richmond Way, east of Schaeffer Road