



**ITEM #2: For the ARCHITECTURAL COMMISSION; 5.18.20 @ 7:00 P.M.**

**REQUEST:** Consideration of a request for permanent signage for “Corked” (formerly the “Chit Chat Room”), 132 Old McHenry Road within the B-1 Historic District, submitted by Roman Signs.

**HISTORY/STAFF REVIEW:**

The property in question is located on the north side of Old McHenry Road and is adjacent to Towner Green and across from “The Tavern”. The space was previously occupied by the “Chit Chat Room”.

As submitted the petitioner proposes three signs; a hanging sign (22”x 44”) measuring 6.2 sq. ft. (and two menu panels for total of 7.48 sq. ft.) and an identical free standing ground sign measuring 6.2 sq. ft. and a wall sign proposed over the entry way measuring 8” x 90.5” or 4.97 square feet.

The hanging sign will also include two (2) menu panels suspended below the main sign measuring 6” x 16” (.664 square feet each or 1.28 square foot total). The hanging sign, including, panels has a total square footage of 7.48 sq. ft.

Total square footage of all signage requested equals 18.65 square feet. Square footage of the commercial space for which the sign is being requested is approximately 1,400 square feet. For retail spaces containing 1,001 to 3,000 sq. ft. of floor area 20 square feet of signage may be allowed.

Based upon the total square footage of signage proposed (18.65 square feet), the requested signage is within the maximum square footage of signage permitted at this location. Signage may be divided up between wall signs, hanging signs and freestanding signs but may not exceed the maximum allowable square footage allocated by floor area.

The hanging sign would be mounted to the existing post in front of the building along Old McHenry Road. The free standing sign will be mounted to 4” x 4” posts located in front of and centered on the porch of the existing structure. The wall sign will be mounted over the stairway entering the building. The hanging and ground signs will be constructed of sandblasted HDU (2” thick) with a wood look finish. The logo and border will be raised. The wall sign would be made of MDO board and will not have any raised features (i.e. “flat”). All signs would be painted with grey copy & borders on a dark charcoal gray background. The 4 x4 posts will be painted to match the background as well. The signs appear to be non-illuminated or will utilize existing illumination as no request for illumination is included with the request. (See proofs attached).

**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
<b>1,001-3,000</b>	<b>20</b>	<b>20</b>	<b>30</b>
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

**ARCHITECTURAL COMMISSION DECISION:**

The signage as proposed is permissible with regard to type of signage, size and location. The proposed signage is below the maximum amount of signage permissible at this location and therefore meets the signage size standards found in the Village Code.

The Commission should also 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.