



**ITEM #4: ARCHITECTURAL COMMISSION 5.17.21 @ 7:00 P.M.**

**REQUEST: Consideration of a request for signage for property located at 404 Robert Parker Coffin Road within the B-1 Historic District, submitted by Paul O'Meara on behalf of the Landmark Exteriors Inc.**

**HISTORY:**

In September of 2019 Landmark Exteriors proposed the removal of the existing siding and replacement with Hardie Shake Siding and trim board installed along the bottom of the windows and LP Lap Siding installed below the trim board to grade. The proposed color scheme will be comprised of grey shake siding with trim board with red lap siding below. New doors and windows are also proposed and installed on the structure.

This is what was approved and is presently the exterior treatment for this structure.

Signage was also proposed, and after substantial discussion between the AC & the applicant, a signage proposal was ultimately approved. However, the applicant later had concerns with what was approved from largely a maintenance perspective and the approved signage was never installed.

Landmark Exteriors is now submitted and alternative concept for signage.

**PROPOSAL**

As submitted the petitioner is proposing a single sided wall sign to be mounted to the structure on the on the Robert Parker Coffin Road side.

Per the Village Code a Wall Sign is defined as follows;

***WALL SIGN: A sign attached to a wall of a building or structure in such a manner that the wall becomes merely the supporting structure, or in which the wall forms the background surface.***

The proposed sign face measures 120" x 24" (10' x 2') or 20 square feet. The square footage of the structure is 1,625 square feet and has a maximum allowable sign area of 20 sq. ft.

The sign will constructed of a flat wood panel with painted copy logo and black border. The copy will be red and black on with a white background. The sign appears to be flush mounted to the building.

**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 sign, location. The maximum amount of signage permissible at this location is also met per the signage 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.

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SPECIALIZING IN EXTERIORS • WINDOWS • SIDING • ENTRY DOORS



1244 N. MILWAUKEE AVENUE, LIBERTYVILLE, IL 60048  
LIBERTYVILLE PHONE 847-281-9890

[WWW.LANDMARKEXT.COM](http://WWW.LANDMARKEXT.COM)

404 ROBERT PARKER COFFIN RD, LONG GROVE, IL 60047  
LONG GROVE PHONE 847-304-2882



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: <i>LandMark Exteriors, Inc</i>	BUS. PHONE #: <i>847-281-9890</i>
BUSINESS ADDRESS: <i>404 Robert Cullin Road</i>	
BUSINESS OWNER'S NAME: <i>Paul O'Meara John Long</i>	E-MAIL: <i>pomeara@landmark-ext.com</i>

TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	<i>Exterior "Company logo" sign</i>
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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:  

*20 sq. ft. 15' x 2'*
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: <i>By owner</i>	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.

*Paul O'Meara*  
 \_\_\_\_\_  
 PROPERTY OWNER(S)' SIGNATURE(S)

*Paul O'Meara*  
 \_\_\_\_\_  
 PROPERTY OWNER(S)' PRINTED NAME(S)

*Paul O'Meara*  
 \_\_\_\_\_  
 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"> <thead> <tr> <th>TYPE OF SIGN(S)</th> <th>FEE(S)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </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>								