



ITEM #2 ARCHITECTURAL COMMISSION 7.19.21 @ 7:00 P.M.

REQUEST: Consideration of a request for signage for the “Weichert McKee Real Estate”, 217 Robert Parker Coffin Road, within the B-1 Historic District submitted by Ms. Bobbi O’Reilly.

Proposed Project:

Weichert Real Estate has relocated from their previous location on Old McHenry Road to the space at 217 Robert Parker Coffin Road. They are requesting signage for this location which was formerly occupied by “Midtown Home and Market”. This is part of the Mill Pond Development.

Based upon the items submitted the petitioner is requesting one single (1) wall sign, to be affixed to the front (Robert Parker Coffin Road) side of the building and would measure 26” x 83” (2.1’ x 6.9’ or 14.50 square feet). The sum total of the requested signage is 14.50 square feet. Materials out of which the sign will be constructed of sandblasted HDU painted yellow with a black border and lettering. No request for illumination was included with the signage application however existing illumination (up lighting) is in place and may be utilized by the petitioner for sign illumination.

Square footage of the commercial space for which the signage is being requested is approximately 1090 square feet. For retail spaces containing 1,001 to 3000 sq. ft. of floor area 20 square feet of signage may be allowed per the adopted Village Zoning Code (excerpt below). The location of the sign on the wall of the building is not specified. Previously approved signage was bolted to the wall, located 8’ high as measured from grade and more or less centered on the wall of the structure.

Based upon the total square footage of the leasable commercial space and square footage of the signage proposed (14.50 square feet), the request is within the square footage limitation for the floor area at this location.

Per the village sign regulations one wall sign is 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:

E) Historic Business District Signs: Signs within the B1 historic business district must comply with the regulations of general applicability as set forth throughout this section, except as specifically set forth in this subsection (E). Signs within this area should reflect the historic and eclectic character of the historic business district and be integrated with the landscaping and architecture to the greatest extent possible. The following regulations apply to signs within the B1 historic business district:

1. Open Signs: A business may display one illuminated open sign, provided that such illuminated "Open" sign: a) is no more than one square foot in area, b) includes lighted white letters on an unlit background, c) does not exceed an illumination level of eight hundred forty (840) lumens, and d) otherwise complies with those provisions of subsection (D)1 of this section that are not inconsistent with this subsection (E)1, except that the approval of the architectural commission shall not be required. A business may not display a lighted open sign at times when the business is not open to the public for normal business.
2. Neon Illumination: Neon illumination of signs is only permitted: a) if neon is used as part of an "Open" sign that meets the requirements of subsection (E)1 of this section, or b) upon application and approval of a variation from the requirements of this code pursuant to subsection 5-11-15(E)1(c) of this title. For purposes of a request for a variation for neon sign illumination, a practical difficulty or particular hardship may be found to exist when the neon illumination of signs would be traditionally appropriate for the nature of the business and if such proposed sign is appropriate to the architectural style or era of construction of the business.
3. Maintenance: If signs are not properly maintained they must be removed or replaced. Proper maintenance includes: a) repairing of any damage caused by weather or other impact, b) ensuring signs do not pose a hazard, or provide misleading information, to pedestrians or motorists, c) repairing cracks, fading, or general deterioration.
4. Materials: Signs should be constructed of high quality, long lasting and natural building materials, which may include painted wood, metal, or stone, but may not include particle board, plastic, or highly reflective metallic material unless expressly approved by the architectural commission.
5. Awnings: Businesses having awnings may include the business's name as copy along the lower edge or fringe of an awning, but any awning displaying such copy shall be considered a wall or canopy sign as allowed by subsection (E)7 of this section and included in the maximum sign area calculation for that location.
6. Flags: Flags, in good condition and totaling not more than fifteen (15) square feet per zoning lot or per principal structure, may be displayed.
7. Number: The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign. Such signs, singularly or in combination, shall not exceed the maximum permitted sign area.
8. Total Size: Except as otherwise authorized by variation pursuant to subsection 5-11-15(E)1(c) of this title, the cumulative total square footage for all signs shall not exceed the following:

**MAXIMUM SIGN AREA PERMITTED IN THE
B1 BUSINESS ZONING DISTRICT
(In Square Feet)**

Total Area Of Business In Square Feet	B1 Setback (building and all signs) less than 50' from nearest edge of pavement of main roadway unless otherwise approved by architectural commission	B1 Setback (building and all signs) at least 50' from nearest edge of pavement of main roadway
1 - 1,000	12	16
1,001 - 3,000	20	26
3,001 - 5,000	30	38
5,001 or greater	30	38

Except as otherwise provided, square footage, for the purpose of this subsection (E), shall be calculated based on single sign face of any double faced sign.

9. Temporary Banner Signs: The village planner may authorize temporary banner signs that conform with subsection (G)2(i) of this section for a period not exceeding sixty (60) days for signs that relate to the business, service, pursuit, or event conducted on or within the premises on which the sign is displayed.
10. Sandwich Board Signs: The village planner may authorize one sandwich board sign, with cumulative total of all sign faces not exceeding twelve (12) square feet in addition to the total number and square footage of signs otherwise authorized, if requested as part of a business's annual business license application. The authorization to display a sandwich board sign must be renewed annually with the business license and include site plan identifying the general placement of the sign as well as a scaled drawing (or "proof") identifying the dimensions, materials and copy of the sign. Sandwich board signs may not obstruct pedestrian or vehicular ingress or egress, and must be placed inside the structure when the business authorized to display such sign is closed to the public. Such signage shall be nonilluminated and may not adversely impact the health, safety, and welfare of the general public. Sandwich board signs may not be located on, or otherwise obstruct, pedestrian walkways, parking lots, and streets and be adjacent to the destination they are intended to serve but may not be displayed in the right of way. For purposes of this subsection (E), a "sandwich board sign" shall be a portable and temporary A-frame sign that is designed to be self-supporting by nature, which sign may have two (2) sign faces and should be simple, unique and constructed of high quality materials that complement the landscaping and architecture of the B1 district.
11. Setbacks: Unless otherwise specified, setbacks shall be subject to the review and approval of the architectural commission.

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 in the Mill Pond Development and in the area in general. As submitted the requested signage is with the parameters of the Village Code and therefore approvable. An excerpt from the "Downtown Design Guidelines" regarding signage is included for consideration by the Commission.

26"x83"

Weichert.
REALTORS

Mckee
Real Estate

INDEPENDENTLY OWNED & OPERATED

3 | Our Color Palette

If you are a sports fan, you know how important team colors are. In branding, color is equally important. Next to the logo itself, it is one of the most critical visual elements of a brand's identity. These are the colors we use to portray the Weichert brand. Be a fan!

Primary Colors: These are the signature colors of the brand and should always be featured in anything you create, such as websites or ads, for example



Pantone: 107C
C0 M0 Y92 K0
R255 G234 B39
Hex: #ffea27



Pantone: N/A
C94 M77 Y53 K94
R34 G34 B35
Hex: #222223
**Note text should always be 100% black to ensure print readability*



Pantone: N/A
C5 M3 Y3 K0
R240 G240 B240
Hex: #f0f0f0
**Note Standard white is also acceptable*

Secondary Colors: These can be used sparingly to complement the signature brand colors as accents and highlights.



Pantone: N/A
C65 M55 Y55 K28
R84 G88 B90
Hex: #54585a



Pantone: 645C
C56 M21 Y2 K8
R125 G161 B196
Hex: #7da1c4



Pantone: 7684C
C56 M94 Y0 K0
R56 G94 B157
Hex: #385e9d



Pantone: 158C
C0 M62 Y95 K0
R232 G119 B34
Hex: #e87722



Pantone: 7740C
C75 M0 Y95 K15
R58 G145 B63
Hex: #3a913f



Pantone: 5395C
C100 M71 Y39 K90
R8 G31 B44
Hex: #081f2c



Margerita Romanello

From: Bobbie O'Reilly <oreilly@weichertmckee.com>
Sent: Thursday, July 8, 2021 4:01 PM
To: Margerita Romanello
Subject: 217 Sign Application
Attachments: OUTSIDE WALL FOR SIGNAGE (1) (1).jpg; Permit payment.pdf; Weichert Yellow Back (1).pdf; 217 Sign App.pdf

Attached is the paperwork for my sign application. Due to technical difficulties, I will need to send you the actual yellow color designation tomorrow.

The sign will be sandblasted HDU, high density urethane.

If there is something missing in this, please let me know.

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[Bobbie O'Reilly - Designated Managing Broker - Owner](#)

Weichert | McKee Real Estate
REALTORS

217 Robert Parker Coffin Road | Long Grove, IL 60047
Office 847-634-6500 | Cell 847-275-5050
Licensed in Illinois & Wisconsin

https://www.youtube.com/watch?v=LtSnC5z_BMc&t=13s

Ask Me About A Career In Real Estate

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>Deschert Realtors, Mikee</i>	BUS. PHONE #: <i>847-225-5050</i>
BUSINESS ADDRESS: <i>217 Robert Parker Cossin Rd</i>	
BUSINESS OWNER'S NAME: <i>Bobbie O'Reilly</i>	E-MAIL: <i>oreilly@deschertmikee.com</i>
TYPE OF SIGN(S) FOR WHICH YOU ARE APPLYING:	

The Architectural Commission regularly meets every third (3rd) 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:

780 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: <i>Reman Signs</i>	PHONE #: <i>847-381-2125</i>
ADDRESS: <i>819 W. Walnut Ave Danvers</i>	E-MAIL: <i>Reman@RemanD</i>

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.

[Handwritten Signature]
PROPERTY OWNER(S)' SIGNATURE(S)

PROPERTY OWNER(S)' PRINTED NAME(S)

[Handwritten Signature]
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, 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 ¹	125 ²

¹ 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.

² 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%;">TYPE OF SIGN(S)</th> <th style="width: 50%;">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>				