

**Agenda Item 4**  
**248 Market Square - Evereve Signage**

Staff Report  
Vicinity Map

Materials Submitted by Petitioner

Application

Statement of Intent

Existing Storefront Images

Existing Awning Signage

Proposed Wall Sign – Option One

Proposed Wall Sign – Option Two

Proposed Wall Sign – Option Three

Proposed Wall Sign Details

Proposed Window Signs – West Storefront

Proposed Entry Door and East Storefront Window Signs



## STAFF REPORT AND RECOMMENDATION

TO:	Chairman Grinnell and members of the Historic Preservation Commission
DATE:	November 7, 2023
FROM:	Jennifer Baehr, Planner
SUBJECT:	248 Market Square – Evereve Signage

### **PETITIONER (tenant)**

Evereve  
6800 France Avenue S.  
Suite 700  
Edina, MN 55435

### **PROPERTY LOCATION**

248 Market Square  
Market Square – North Side

### **HISTORIC DISTRICTS**

East Lake Forest Local &  
National Historic District

### **REPRESENTATIVES**

Carli Sperling, Evereve  
Keith Hlad, Integrity Sign

### **PROPERTY OWNER**

STRS L3 ACQ2 LLC  
269 Market Square, Suite C  
Lake Forest, IL 60045

### **PROPERTY DESCRIPTION**

Evereve is an existing retail business in historic Market Square. Market Square was designed by Howard Van Doren Shaw and constructed in 1916. Market Square is the historic core of the City's Central Business District. Evereve has occupied the retail space at the west end of Market Square's north building since 2015 and is expanding into the tenant space directly to the east.

### **SUMMARY OF THE PETITION**

This is a request for approval of new signage for Evereve, a wall sign, and door and window signage. The existing awning and awning signage will remain.

### **STAFF EVALUATION**

#### ***Wall Sign***

The petitioner is proposing a wall sign above the west storefront. The wall sign is proposed in the location of what appears to have previously been a transom window. The transom area seems to have been covered with a panel of some type and painted to match the surrounding trim. Staff asked the petitioner to investigate the existing conditions of the transom window but that information has not yet been provided.

- Staff recommends further exploration of the existing conditions of the transom window. The wall sign shall be installed in a manner that preserves the historic integrity of the storefront, specifically the transom window if it still exists.

The proposed wall sign displays the business name in aluminum letters that are attached to an aluminum back panel.

- To avoid a shiny and glossy appearance, staff recommends that the aluminum panel and lettering have a matte finish.

The lettering is 6 feet and 8 inches long and 12 inches tall. The aluminum back panel is 27 feet and 10 inches long and 2 feet and 5 inches tall. The size of the wall sign is in compliance with the City's Signage Guidelines.

The petitioner has provided three different color schemes for the wall sign. The first option, which is the option preferred by the tenant, consists of a black back panel and gold lettering. The second option is a white back panel with gold lettering, and the third option is a green back panel with gold lettering.

Although the Market Square green back panel is consistent with the character of the Square, it appears somewhat flat. The black panel with green framing and gold lettering appears elegant, fresh and generally compatible with the existing colors of the storefront. This color combination is used for the Williams Sonoma wall sign on the south side of Market Square.

### ***Door and Window Signage***

A vinyl sign is proposed on the main entrance door to the store. The door sign displays the business name in white in the upper portion of the door and is 20.63 inches long and 3.25 inches tall.

On either side of the store entrance, vinyl window signs that display the business name in black are proposed at the bottom of each window. The window signs are 25.38 inches long and 4 inches tall.

On the storefront window to the east, a vinyl window sign displaying the business name in white is proposed in the center of the window. This window sign is 47.5 inches long and 7.5 inches tall.

The City's Signage Guidelines state that window signs may be either paint or vinyl directly applied to the glass and up to one-third the height of the glass. The width is limited to 90 percent of the width of the glass. The proposed window signage is consistent with the City's Signage Guidelines.

A total of 25 square feet of signage is permitted. Including the existing awning signs and all the proposed signage, approximately 8.5 square feet of signage is proposed. The total square footage of the proposed signage is in compliance with the City's Signage Guidelines.

The Guidelines allow two types of signs for a building located on a corner. This can be a combination of a wall and window sign, or an awning and window sign for example. Because the petitioner is proposing to maintain the existing awning signage, with the proposed wall and window signs, there will be three types of signs on the storefront. The number of signs that are proposed in

addition to the existing awning signage appears somewhat overwhelming, repetitive, and unnecessary.

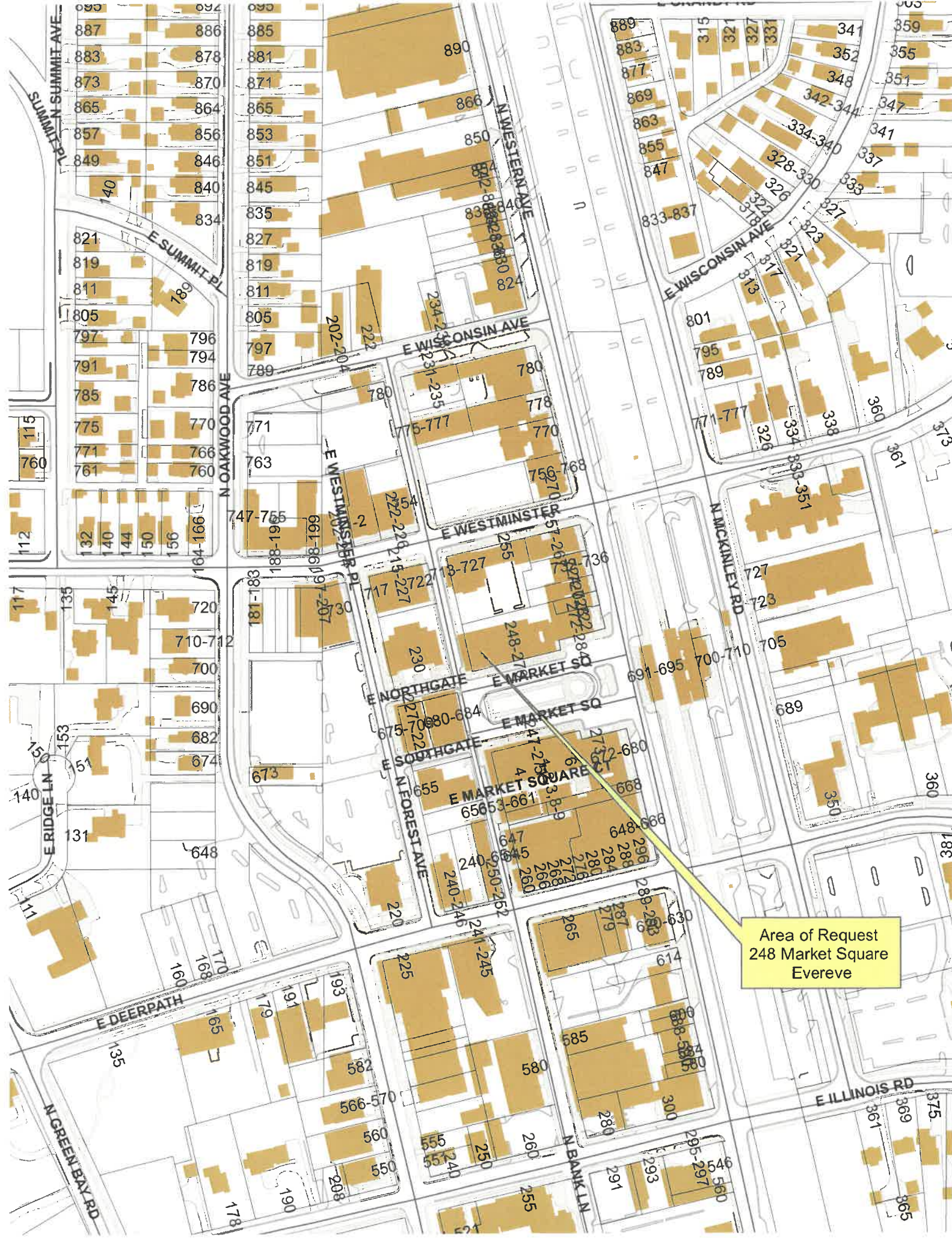
- Staff recommends eliminating the business name on the door and replacing it with the business' hours of operation to avoid the repetitive appearance of the business name. With the signage on the windows, awnings, and wall, by the time a customer gets to the entrance door, they will be well aware that they are entering Evereve.
- Staff recommends consideration of reducing the number of signs, which could include eliminating the existing awning signage.

### **RECOMMENDATION**

Grant a Certificate of Appropriateness for wall and window signage at 248 Market Square subject to the following conditions of approval.

1. The petitioner shall conduct further investigation of the transom window area. The installation of the wall sign must be done in a manner that preserves the historic integrity of the storefront.
2. The aluminum panel and lettering of the wall sign must have a matte finish to avoid a glossy appearance.
3. The business name on the door shall be eliminated and replaced with the hours of operation.
4. Consideration shall be given to reducing the number of signs overall to avoid an overwhelming and repetitive appearance.
5. Plans submitted for permit must reflect the project as presented to the Commission. If any modifications are proposed in response to Commission direction or as a result of design development, plans clearly detailing the areas of change must be submitted at the time of submission for permit, *along with* the plans originally presented to the Commission, and will be subject to review by staff, in consultation with the Chairman as appropriate, to verify that the plans are consistent with the intent of the Commission and the approvals granted.





Area of Request  
248 Market Square  
Evereve





THE CITY OF LAKE FOREST  
HISTORIC PRESERVATION COMMISSION APPLICATION FOR A  
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 248 Market Square

APPLICATION TYPE

RESIDENTIAL PROJECTS		COMMERCIAL PROJECTS	
<input type="checkbox"/> New Residence	<input type="checkbox"/> Demolition Complete	<input type="checkbox"/> New Building	<input type="checkbox"/> Landscape/Parking
<input type="checkbox"/> New Accessory Building	<input type="checkbox"/> Demolition Partial	<input type="checkbox"/> Addition/Alteration	<input type="checkbox"/> Lighting
<input type="checkbox"/> Addition/Alteration	<input type="checkbox"/> Height Variance	<input type="checkbox"/> Height Variance	<input checked="" type="checkbox"/> Signage or Awnings
<input type="checkbox"/> Building Scale Variance	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/>

HISTORIC DISTRICT OR LOCAL LANDMARK (leave blank if unknown)

- ☒ East Lake Forest District ☐ Green Bay Road District ☐ Vine/Oakwood/Green Bay Road District  
☐ Local Landmark Property or District ☐ Other

PROPERTY OWNER INFORMATION

STRS L3 ACQ2 LLC

*Owner of Property*

269 Market Square, Suite C

*Owner's Street Address (may be different from project address)*

Lake Forest, IL 60045

*City, State and Zip Code*

224-880-5742

*Phone Number*

*Fax Number*

c.fischer@midamericagrp.com

*Email Address*

*C. Fischer*

*Owner's Signature*

ARCHITECT/BUILDER INFORMATION

Keith Hlad, Vice-President

*Name and Title of Person Presenting Project*

Integrity Sign Company

*Name of Firm*

18770-A S. 88th Avenue

*Street Address*

Mokena, IL 60448

*City, State and Zip Code*

708-478-2700

*Phone Number*

708-478-5074

*Fax Number*

keith@integritysigncompany.com

*Email Address*

*Keith E. Hlad*

*Representative's Signature Architect/Builder*

The staff report is available the Friday before the meeting, after 8:00pm.

Please email a copy of the staff report

☐ OWNER

☒ REPRESENTATIVE

Please fax a copy of the staff report

☐ OWNER

☐ REPRESENTATIVE

I will pick up a copy of the staff report at  
the Community Development Department

☐ OWNER

☐ REPRESENTATIVE



## CORPORATE OWNERSHIP (EXHIBIT A)

*Please list the names and addresses of all officers and directors of the Corporation and all shareholders who own individually or beneficially 5% or more of the outstanding stock of the corporation. In addition, this application must be accompanied by a resolution of the Corporation authorizing the execution and submittal of this application.*

<b>Name</b> STRS L3 ACQ2 LLC	<b>Name</b> _____
<b>Address</b> 249 Market Square, Lake Forest, IL 60045	<b>Address</b> _____
<b>Ownership Percentage</b> 100     %	<b>Ownership Percentage</b> _____     %

<b>Name</b> _____	<b>Name</b> _____
<b>Address</b> _____	<b>Address</b> _____
<b>Ownership Percentage</b> _____     %	<b>Ownership Percentage</b> _____     %

<b>Name</b> _____	<b>Name</b> _____
<b>Address</b> _____	<b>Address</b> _____
<b>Ownership Percentage</b> _____     %	<b>Ownership Percentage</b> _____     %

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<b>Ownership Percentage</b> _____     %	<b>Ownership Percentage</b> _____     %

<b>Name</b> _____	<b>Name</b> _____
<b>Address</b> _____	<b>Address</b> _____
<b>Ownership Percentage</b> _____     %	<b>Ownership Percentage</b> _____     %

# EVEREVE

To: The Lake Forest Historic Preservation Commission  
Re: Signage for the Evereve Retail location at Market Square

## STATEMENT OF INTENT

### BACKGROUND

We have read and understand the Lake Forest, IL Sign Ordinance. After a survey of the area and taking photos of many adjacent tenants in Market Square, we have observed that most businesses have designated, convenient location for signage that is directly above their storefront and main entry doors. It is our goal to create signage that is consistent with placement and design to all the other signs in the village. We hope you will find that we have proposed signage that meets those standards while enhancing and integrating with the surrounding businesses while creating a minimal impact on the historic structure and achieves clear visibility and signage for customers.

### EXISTING CONDITIONS – UNIQUE LIMITATIONS

Evereve will be expanding in its current location to the space directly adjacent to ours. There is currently no signage or blade sign for either tenant space and only signage for Evereve on the front flat of the awnings. Visibility is challenging due to the small size of the print on the awnings and trees that block the view from the parking area outside of this area of stores. There is a transom window above both of the suites, however they will not allow any signage to be mounted flush on the window due to current conditions.

### PROPOSED SIGNS

Evereve is proposing three possible options for the signage at our store. Option 1 includes a black metal sign panel, similar to what has been used as a background for other retailers in the village. The sign itself will hang on the panel and follow the same font, size and material as the other gold signage in the village. We have located the sign to be centered over the only entry door into the tenant space to clearly communicate to customers where the business is located and the main entry door. Option 2 and 3 use the same signage but two additional options for the back panels. Both also seen and used by other tenants in the village. Option 2 provides a white metal back panel and option 3 provides a green metal back panel. Each of these 3 options will help to beautify Market Square and provide better way finding for guests.

Awnings over the existing location will stay as is with the small Evereve logo on each flap.



The last signage elements in the proposal include 2 black window decals at the bottom of the windows on the existing Evereve storefront and 1 white decal centered on the window in the expansion space. Both types are vinyl letters second surface application.

#### ALIGNMENT WITH LAKE FOREST SIGN ORDINANCE

- Style and design of all signage meets requirements in the standards and design guidelines
- Placement of all signage meets requirements in the standards and design guidelines
  - Signs should be located at or near the public entrance to a building or storefront and should not cover or obscure existing architectural features of a building
  - On masonry buildings, signs should be anchored through mortar joints rather than directly into the masonry unit itself
- Colors of all signage meet requirements in the standards and design guidelines
  - The use of subdued, muted, earth tone or primary color is encouraged
  - A darker background with lighter lettering is encouraged as a traditional and aesthetically pleasing presentation
- Materials of all signage meets requirements in the standards and design guidelines
- Content of all signage meets requirements in the standards and design guidelines
- Window signs meet the requirements in the standards and design guidelines
  - Total height of any window sign should be limited to one-third the height of the glass in the sash, excluding muntins
  - The width of any window sign should be limited to 90 percent of the width of the glass in the sash installed
  - May be either painted or vinyl applied directly to the surface of the glass on a permanent basis
- Awnings meet requirements in the standards and design guidelines
  - Existing awnings remain to remain

If you have any further questions, please contact [kari.ihle@evereve.com](mailto:kari.ihle@evereve.com)  
Thank you for your consideration.

Warm regards,

*Kari Ihle*

Kari Ihle, LEED AP

Evereve

Sr Director of Environmental Design, Planning, Maintenance + Sustainability



17576 HEMLOCK AVENUE  
LAKEVILLE, MN 55044  
952.292.2141

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**PROJECT**  
**EVEREVE**  
**252 MARKET SQUARE**  
**LAKE FOREST, IL 60657**

**PROJECT TYPE:**  
**EXTERIOR LETTERS**  
**WINDOW LETTERS**

**CUSTOMER APPROVAL:**  
**NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_  
**PROJECT CONTACT:**  
**MIKE PANKEY**

**REVISION 1: 08.15.23 CK**  
**REVISION 2: 08.31.23 CK**  
**REVISION 3: 09.08.23 CK**  
**REVISION 4: 09.27.23 CK**  
**REVISION 5: 09.28.23 CK**  
**REVISION 6: 10.27.23 CK**  
**REVISION 6: 10.31.23 CK**

**SALES: MP**  
**DESIGN: CK**  
**DATE: 07.27.23**  
**START DATE: 07.20.23**  
**DWG: EVEREVE**  
**LAKE FOREST, IL**



EXISTING CONDITIONS



EXISTING CONDITIONS



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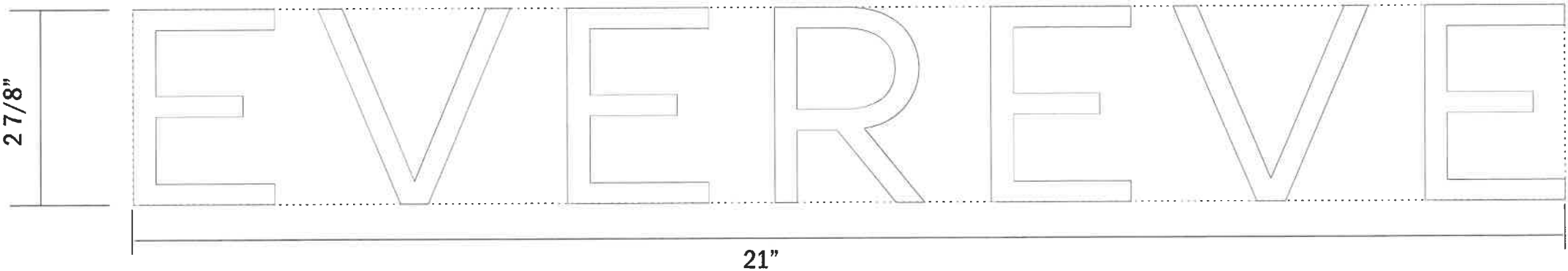
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EXISTING AWNINGS TO REMAIN



.32SF X 2  
= .64SF

1 EXISTING AWNINGS  
2 QTY. 2

SCALE: 1:2



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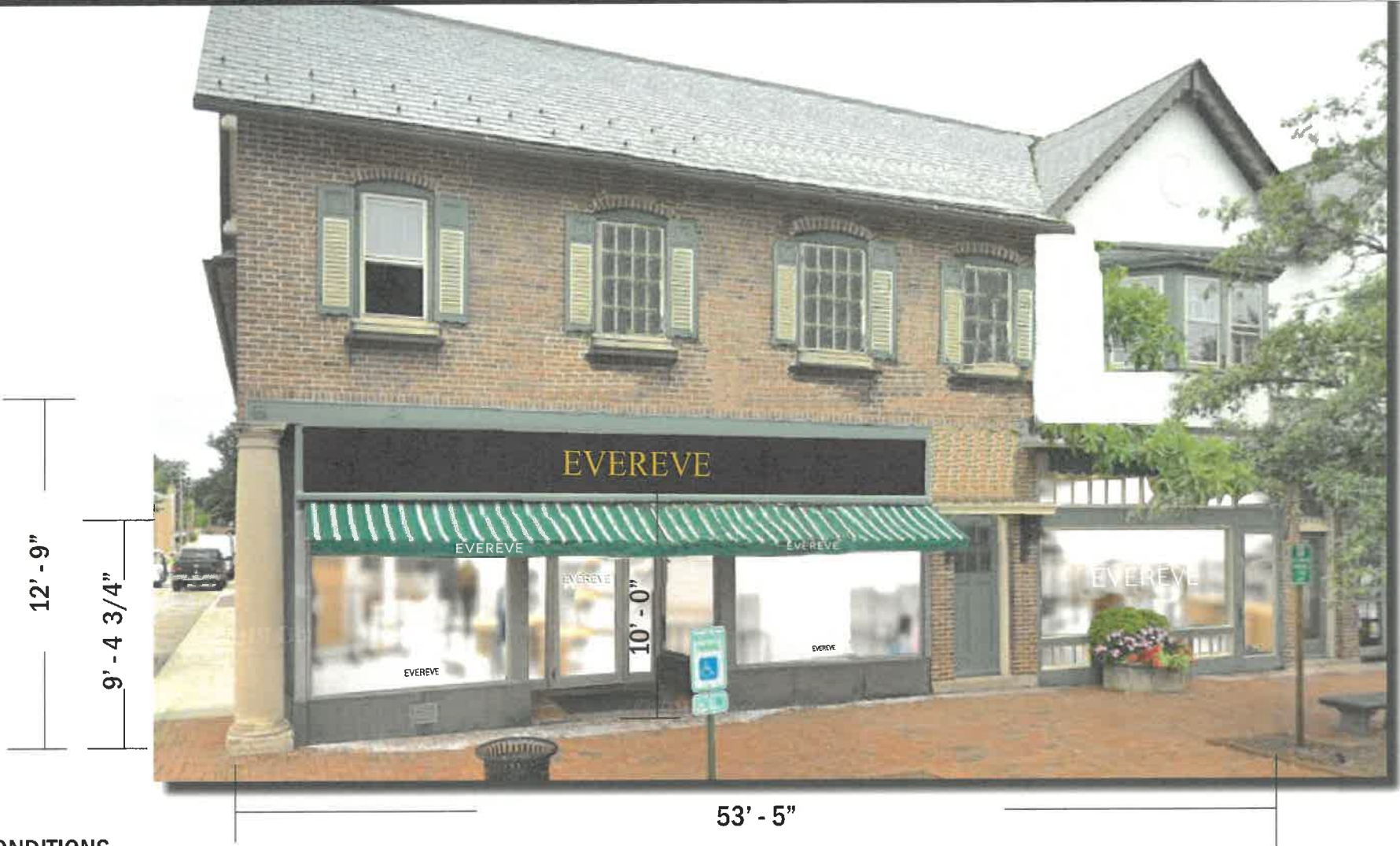
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DWG: EVEREVE  
LAKE FOREST, IL

PAGE: 3

OPTION 1

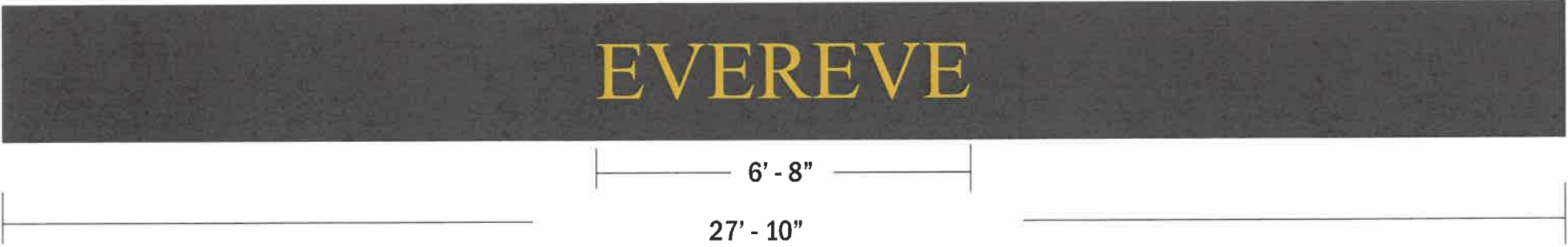


1  
3

PROPOSED CONDITIONS

SCALE: 3/16" = 1' - 0"

29 1/4"  
12"



67.26SF

MAIN ID LETTERS: 2" DEEP, POWDER COATED GOLD  
SERIF FONT TO MATCH ADJACENT TENANTS - TIMES NEW ROMAN SHOWN (TBD)  
STUD MOUNTED, WITH SILICONE, TO A FINISHED BACKER PANEL PAINTED SW 7069 IRON ORE  
BACKER PANEL: 1" TUBE FRAMING WITH .063 ALUMINUM SKIN, PAINTED AND MOUNTED TO THE OPENING USING A 1" X 1" ALUMINUM ANGLE  
PANEL MOUNTED ACROSS STOREFRONT SIGNBAND ABOVE CANOPIES  
METHOD OF ATTACHMENT: 2 HORIZONTAL PIECES OF ANGLE ON BACK OF PAN ARE HIDDEN FROM VIEW  
ATTACHED TO WALL USING COUNTER-SUNK SCREWS, PTD TO MATCH SIGN BAND

SW 7069  
IRON ORE

SECTION DRAWING NEXT PAGE

FONT: TIMES NEW ROMAN

SCALE: 3/8" = 1' - 0"

2  
3

DIMENSIONAL LETTERS ON ALUMINUM BACKER PANEL  
QTY. 1









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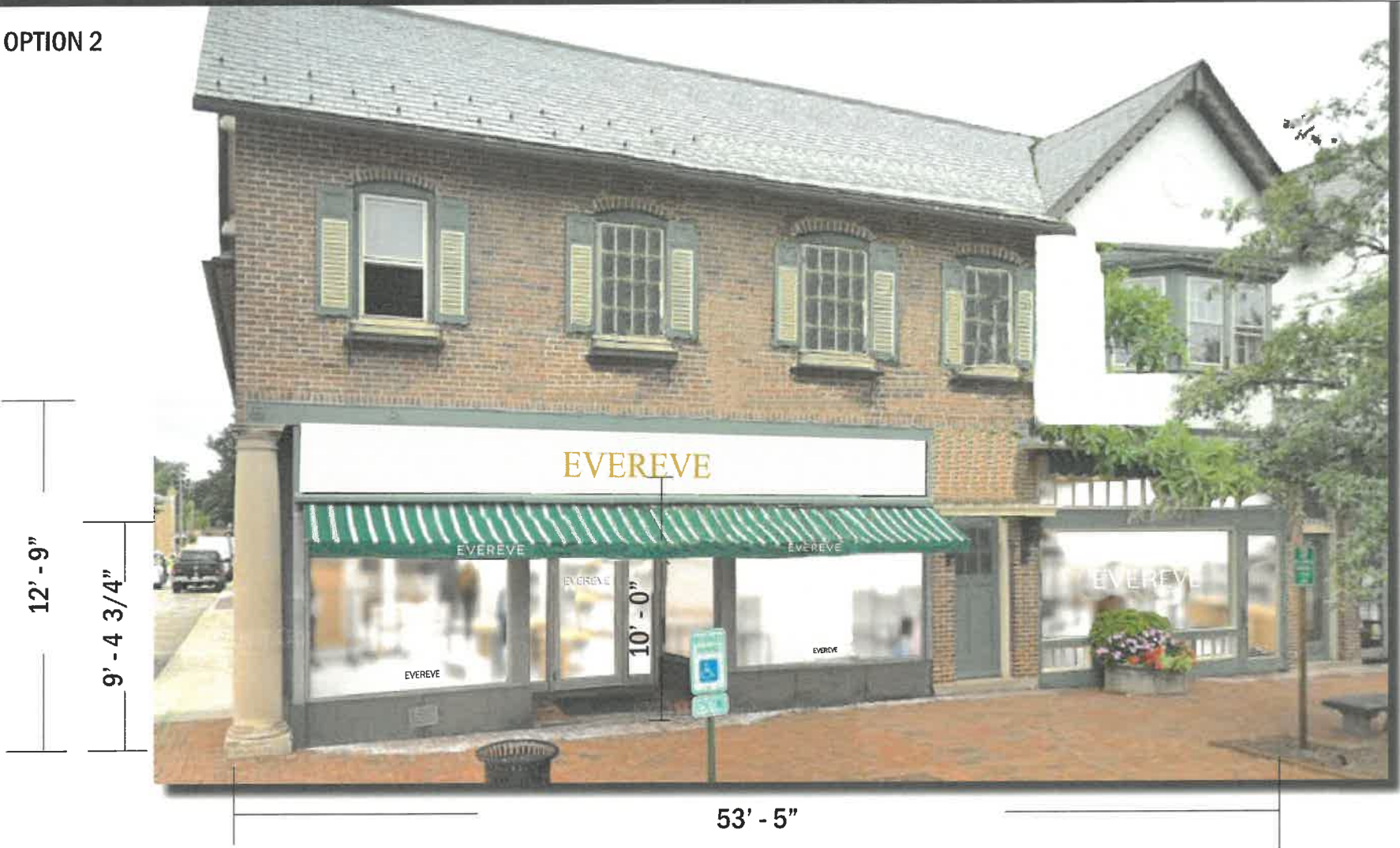
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PROJECT CONTACT:  
MIKE PANKEY

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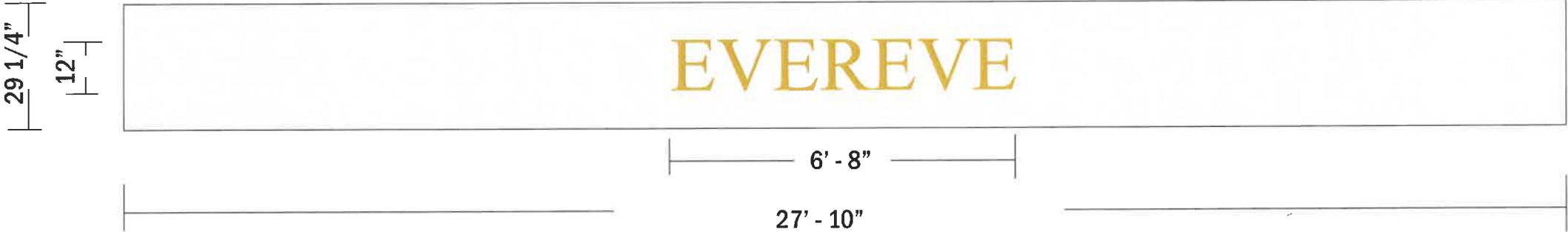
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OPTION 2

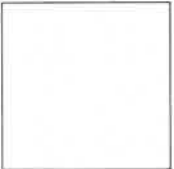


1  
6 PROPOSED CONDITIONS

SCALE: 3/16" = 1' - 0"



MAIN ID LETTERS: 2" DEEP, POWDER COATED GOLD  
SERIF FONT TO MATCH ADJACENT TENANTS - TIMES NEW ROMAN SHOWN (TBD)  
MOUNTED TO SIGN BAND  
EXISTING SIGN BAND PAINTED SW 7028 INCREDIBLE WHITE - BY OTHERS  
CONDITIONS VERIFIED IN SURVEY



SW 7028  
INCREDIBLE WHITE

2  
6 DIMENSIONAL LETTERS ON EXISTING SIGN BAND THAT HAS BEEN PAINTED BY OTHERS  
QTY. 1

FONT: TIMES NEW ROMAN  
SCALE: 3/8" = 1' - 0"







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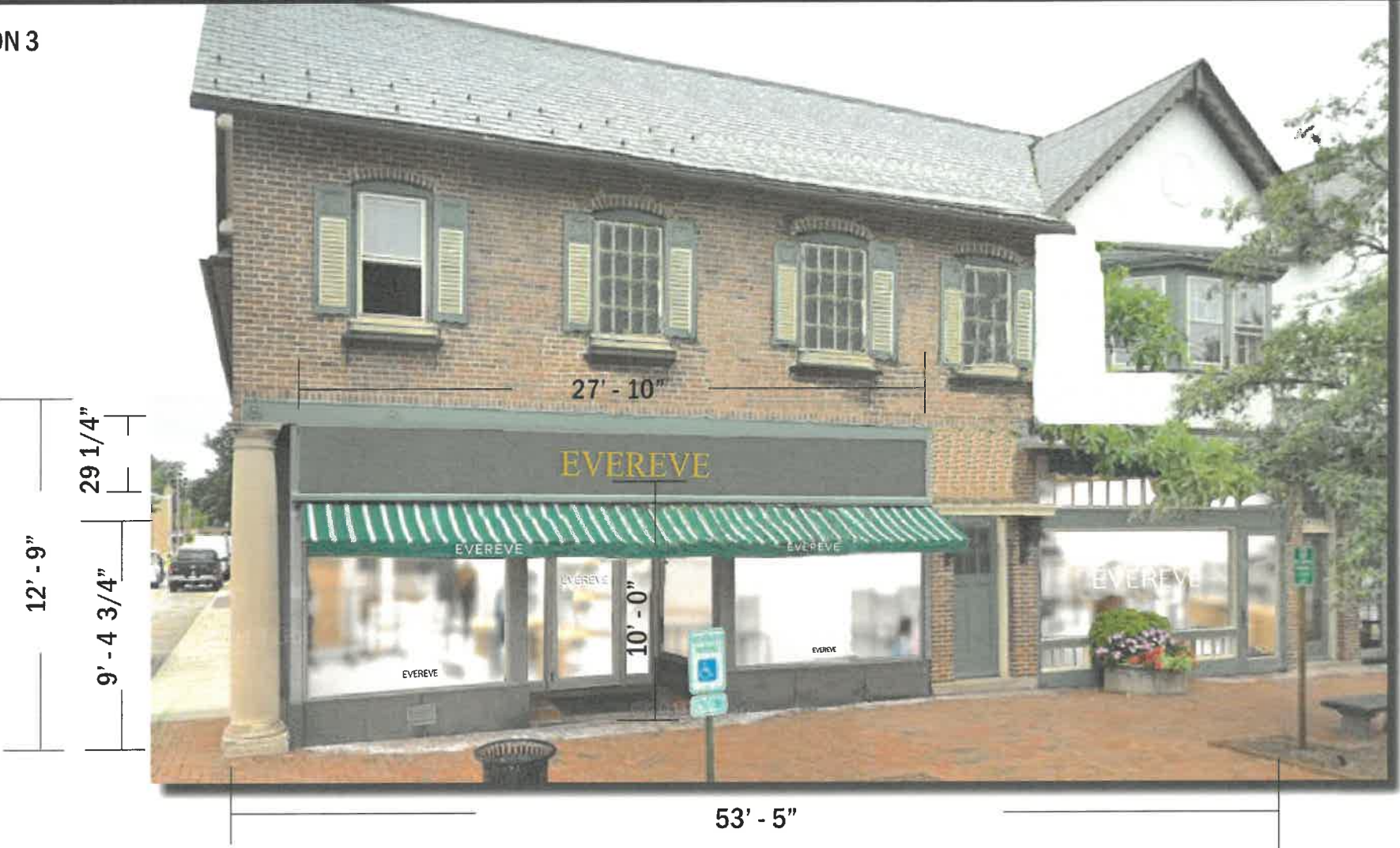
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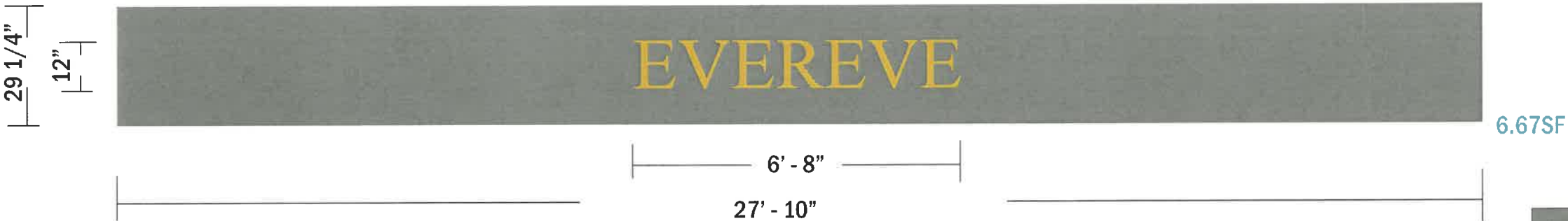
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OPTION 3

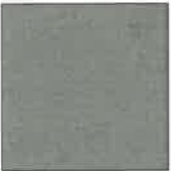


1  
8 PROPOSED CONDITIONS

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MOUNTED TO SIGN BAND  
EXISTING SIGN BAND, PAINTED SW 6186 DRIED THYME - BY OTHERS



SW 6186  
DRIED THYME

2  
8 DIMENSIONAL LETTERS ON EXISTING SIGN BAND THAT HAS BEEN PAINTED BY OTHERS  
QTY. 1

FONT: TIMES NEW ROMAN  
SCALE: 3/8" = 1' - 0"





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LAKE FOREST, IL

.100 ALUMINUM BRAKE FORMED FLANGED PANEL

1/2" 2"

1 1/2" X 2" X 1/8"  
CONTINUOUS MTG. ANGLE  
TOP AND BOTTOM

PANEL RETURNS PAINTED TO MATCH  
EXISTING BORDER RETURNS

Aluminum  
1/2" THICK FCO LETTERS

SECTION DRAWING NON-ILLUMINATED  
PAN SIGN

1  
4 DIMENSIONAL LETTERS ON ALUMINUM BACKER PANEL  
QTY. 1

FONT: TIMES NEW ROMAN  
SCALE: 3/8" = 1' - 0"



17576 HEMLOCK AVENUE  
LAKEVILLE, MN 55044  
952.292.2141

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APPROVAL OF THIS DRAWING  
HEREBY GIVES PERMISSION  
TO LANDMARK ARCHITECTURAL  
SIGNS TO BEGIN PRODUCTION  
OF THE SIGN(S) WITHIN THIS  
DOCUMENT. THE RECIPIENT  
AGREES THAT ALL THE COLORS,  
SPECIFICATIONS AND ELEVATIONS  
LISTED IN THIS DRAWING ARE  
CORRECT AND APPROVED. CHANGES  
MADE TO THIS DRAWING AFTER  
PRODUCTION HAS BEGUN WILL  
RESULT IN ADDITIONAL CHARGES.

PROJECT  
EVEREVE  
252 MARKET SQUARE  
LAKE FOREST, IL 60657

PROJECT TYPE:  
EXTERIOR LETTERS  
WINDOW LETTERS

CUSTOMER APPROVAL:

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

PROJECT CONTACT:  
MIKE PANKEY

REVISION 1: 08.15.23 CK  
REVISION 2: 08.31.23 CK  
REVISION 3: 09.08.23 CK  
REVISION 4: 09.27.23 CK  
REVISION 5: 09.28.23 CK  
REVISION 6: 10.27.23 CK  
REVISION 6: 10.31.23 CK

SALES: MP

DESIGN: CK

DATE: 07.27.23

START DATE: 07.20.23

DWG: EVEREVE  
LAKE FOREST, IL

PAGE: 10



CENTERED ON (2) FRONT WINDOWS  
PLACED AS NOTED  
VINYL ONLY WHERE NOTED

1  
10 PROPOSED CONDITIONS: EXTERIOR WINDOW LETTERS - BLACK  
QTY. 2

SCALE: 3/16" = 1' - 0"

25 3/8"

EVEREVE

.36SF X 2  
= .72SF

FIRST SURFACE WINDOW GRAPHICS  
SELF-ADHESIVE BLACK ROWMARK LETTERS  
CENTERED ON ABOVE WINDOWS, PLACED AS NOTED

2  
10 DETAIL: BLACK WINDOW LETTERS  
QTY. 2

EVEREVE LOGOFONT  
SCALE: 1:2



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HEREBY GIVES PERMISSION TO LANDMARK ARCHITECTURAL SIGNS TO BEGIN PRODUCTION OF THE SIGN(S) WITHIN THIS DOCUMENT. THE RECIPIENT AGREES THAT ALL THE COLORS, SPECIFICATIONS AND ELEVATIONS LISTED IN THIS DRAWING ARE CORRECT AND APPROVED. CHANGES MADE TO THIS DRAWING AFTER PRODUCTION HAS BEGUN WILL RESULT IN ADDITIONAL CHARGES.

**PROJECT**  
**EVEREVE**  
**252 MARKET SQUARE**  
**LAKE FOREST, IL 60657**

**PROJECT TYPE:**  
**EXTERIOR LETTERS**  
**WINDOW LETTERS**

**CUSTOMER APPROVAL:**

**NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**PROJECT CONTACT:**  
**MIKE PANKEY**

**REVISION 1:** 08.15.23 CK  
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**SALES:** MP

**DESIGN:** CK

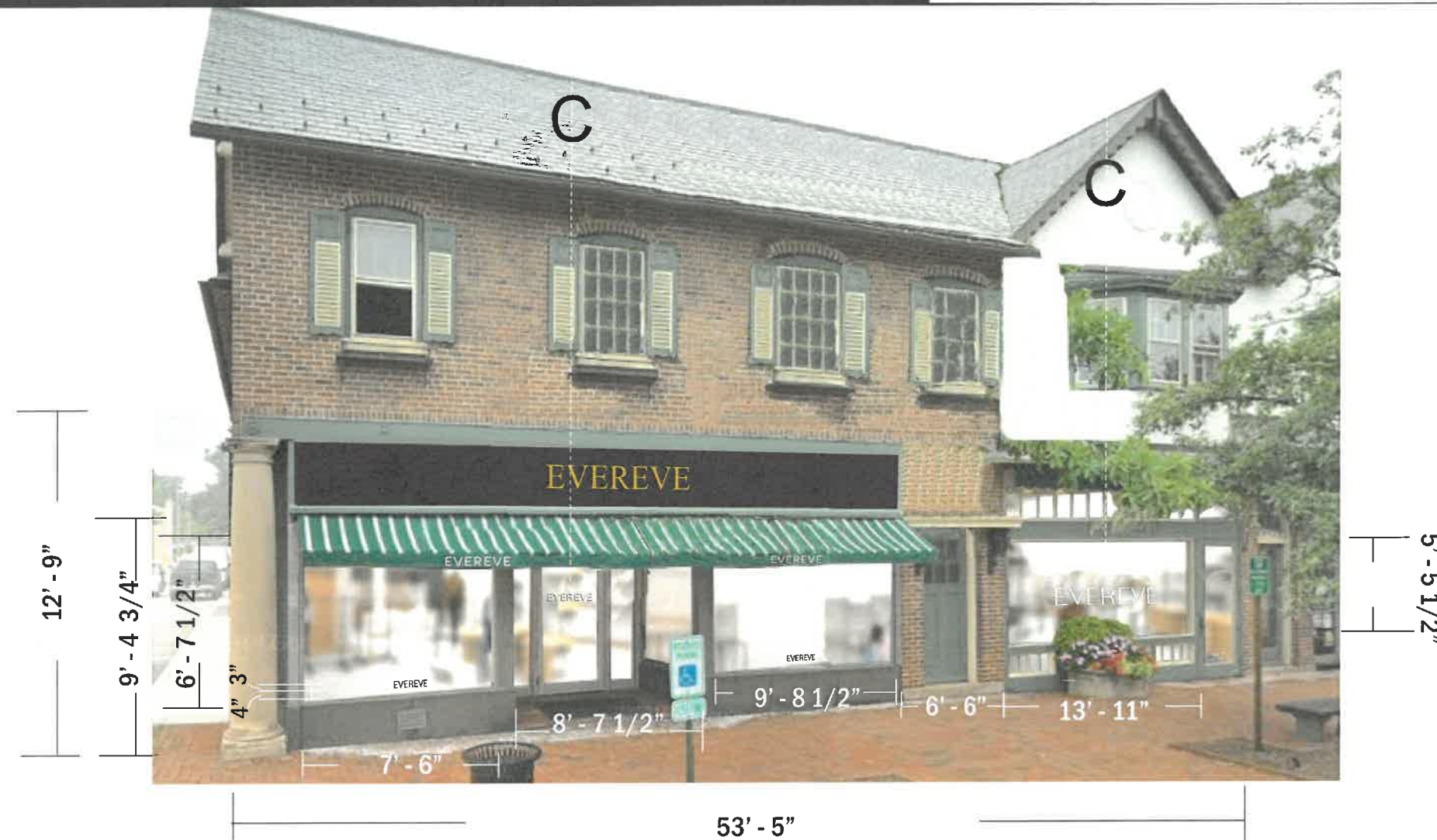
**DATE:** 07.27.23

**START DATE:** 07.20.23

**DWG:** EVEREVE

**LAKE FOREST, IL**

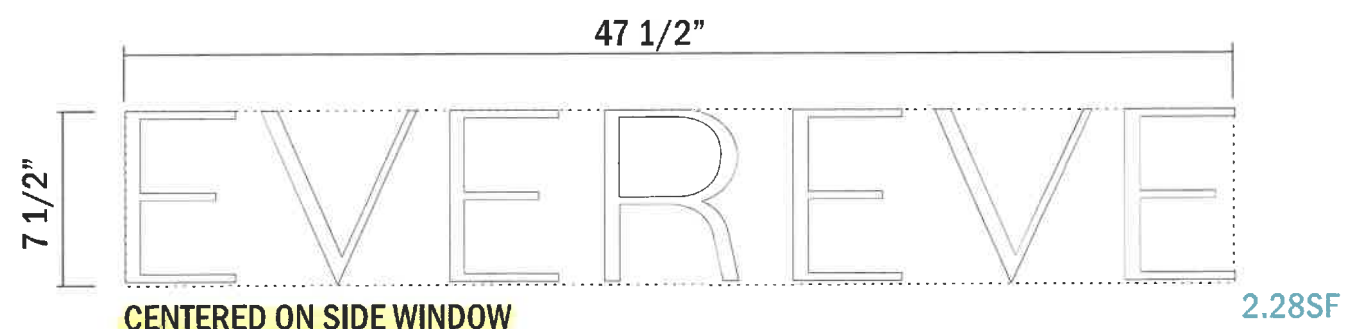
**PAGE:** 11



CENTERED ON (1) DOOR WINDOW AND (1) SIDE WINDOW, PLACED AS NOTED  
VINYL ONLY WHERE NOTED

1  
11 PROPOSED CONDITIONS: EXTERIOR WINDOW LETTERS

SCALE: 3/16" = 1' - 0"



CENTERED ON SIDE WINDOW

FIRST SURFACE WINDOW GRAPHICS  
SELF-ADHESIVE WHITE ROWMARK LETTERS



FRONT DOOR

2  
11 DETAIL: WHITE WINDOW LETTERS  
QTY. 1 OF EA (2 TOTAL)

EVEREVE LOGOFONT

SCALE: 1:8