

Agenda Item 3
684 Bank Lane - Faherty Signage

Staff Report
Vicinity Map

Materials Submitted by Petitioner

Application
Statement of Intent
Storefront Images with Signage
Proposed Signage and Building Plaque Details
Site Plan with Sign Locations



STAFF REPORT AND RECOMMENDATION

TO:	Chairman Grinnell and members of the Historic Preservation Commission
DATE:	September 27, 2023
FROM:	Jennifer Baehr, Planner
SUBJECT:	684 Bank Lane – Faherty Signage

PETITIONER (tenant)

Faherty
80 Broad Street, 8th Floor
New York, NY 10004

PROPERTY LOCATION

684 Bank Lane
(Formerly Marshall Field's)

HISTORIC DISTRICTS

East Lake Forest Local &
National Historic District

REPRESENTATIVE

Matthew Martin, Project Manager
Chipman Design Architecture Inc
1350 E. Touhy Avenue
Des Plaines, IL 60018

BUILDING OWNER

HOC Partners 1, LLC
682 Bank Lane Suite 200
Lake Forest, IL 60045

PROPERTY DESCRIPTION

Faherty, a new retail business, is located in an existing tenant space in a building in historic Market Square which was designed by Howard Van Doren Shaw and constructed in 1916. Market Square is the historic core of the City's Central Business District. The building is at the west end of Market Square and differs in style from the buildings on the north and south sides of the square. The building is two-stories tall with a symmetrical façade.

SUMMARY OF THE PETITION

This is a request for approval of awning and window signage and a building plaque for Faherty which will occupy the north portion of the first floor space. In addition to the proposed signage, the petitioner is proposing to repaint the store entrance on the east façade to match the existing doors on the building.

The previous tenant, J.Crew, had signage that included window signs on both the east (front) and north storefronts and a building plaque on one of the columns on the east façade. The building currently has solid green awnings across the first floor storefront windows on the east façade. The existing awnings have signage on the valances for the businesses on the first floor.

STAFF EVALUATION

Awning Signage

The petitioner is proposing to keep the awnings on the front of the building and add the business name to the awning valance above the store entrance. The petitioner has indicated that if possible, the existing awnings will be reused. If the awnings cannot be reused due to their condition, they will be replaced in kind.

The City's Signage Guidelines state that awning signage is permitted for first floor businesses only and limits lettering to five inches in height, on the valance only. The proposed awning signage is 4 inches tall and located on the valance, consistent with the City's Signage Guidelines.

Window Signage

On the east façade, the front of the building facing the square, vinyl window signs are proposed in each of the storefront windows. On the north façade, window signs are proposed in the center three windows. The signs consist of lettering and graphics in a gold color with a blue border.

A mock-up of the proposed window signage is currently installed in the storefront windows for the Commission's review.

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.

Building Plaque

Currently, there are building plaques on four of the columns on the east façade of the building. The existing plaque on the north side of the building has the business name of the previous tenant and will be removed and replaced with a new bronze plaque of the same size with the name of the new tenant. The size, color and finish of the plaque will match the existing plaques.

The proposed signage and building plaque total approximately 12 square feet. A maximum of 25 square feet of signage is allowed. The total square footage of signage proposed is in compliance with the City's Signage Guidelines.

RECOMMENDATION

Grant a Certificate of Appropriateness for replacement awnings (if determined to be necessary), awning and window signage, and a building plaque at 684 Bank Lane as reflected on the plans presented to the Commission, and subject to the following condition of approval.

1. 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
684 Bank Lane



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

PROJECT ADDRESS 684 N Bank Ln, Lake Forest, IL 60045

APPLICATION TYPE

<i>RESIDENTIAL PROJECTS</i>		<i>COMMERCIAL PROJECTS</i>	
<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

HOC Partners I, LLC

Owner of Property

682 Bank Lane, Suite 200

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

Lake Forest, IL 60045

City, State and Zip Code

Phone Number

Fax Number

schreibs@centaurcp.com

Email Address

x 
Owner's Signature

ARCHITECT/BUILDER INFORMATION

Matthew Martin, Senior Project Manager

Name and Title of Person Presenting Project

Chipman Design Architecture Inc.

Name of Firm

1350 East Touhy Avenue, First Floor East

Street Address

Des Plaines, IL 60018

City, State and Zip Code

(847) 298-6900

Phone Number

Fax Number

mmartin@chipman-design.com

Email Address



Representative's Signature (Architect/ Builder)

The staff report is available the Friday before the meeting, after 3:00pm.

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

PARTNERSHIP OWNERSHIP (EXHIBIT B)

Please list all partners, general and/or limited, with an individual or beneficial interest of 5% or greater.

Name	Jennifer C. Arch 2016 Family Exempt Trust	Name	Heather E. Sannes 2016 Family Exempt Trust
Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045	Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045
Ownership Percentage	12.5 %	Ownership Percentage	12.5 %

Name	Amy D. Schreiber 2016 Family Exempt Trust	Name	Michael D. Schreiber 2016 Family Exempt Trust
Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045	Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045
Ownership Percentage	12.5 %	Ownership Percentage	12.5 %

Name	Matthew D. Schreiber 2016 Family Exempt Trust	Name	Nicholas J. Schreiber 2016 Family Exempt Trust
Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045	Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045
Ownership Percentage	12.5 %	Ownership Percentage	12.5 %

Name	Molly E. Cullum 2016 Family Exempt Trust	Name	Kaitlin E. Schreiber 2016 Family Exempt Trust
Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045	Address	682 B Bank Lane, Ste 200 Lake Forest, IL 60045
Ownership Percentage	12.5 %	Ownership Percentage	12.5 %

Name		Name	
Address		Address	
Ownership Percentage	%	Ownership Percentage	%



To: The Lake Forest Historic Preservation Commission
Re: Signage for Faherty retail store at 684 N. Bank Lane at Market Square

STATEMENT OF INTENT

BACKGROUND

We have read and understand the Lake Forest, IL Sign Ordinance. We have surveyed the signs in Market Square and have taken note of the prominence of our building on The Square. Our goal is to preserve the symmetry, balance, and overall look of the building. It is our understanding that our proposed signage is exactly what the previous tenant, JCrew, had installed and mirrors what Blue Mercury (the adjacent tenant in our building) has done. Our goal is to propose signage that has a consistent placement and presence on the building and in the village. We hope you will find that we have proposed signage that complements and integrates with the existing building, creates minimal impact on the historic structure and becomes a seamless part of the community.

EXISTING CONDITIONS – UNIQUE LIMITATIONS

We have proposed to apply vinyl to the existing awnings with our business name as the awnings are in good condition. This is to maintain awning color and material continuity along the façade. The property owner requested that we install the awning sign this way. We agree and feel that the existing awning and the white vinyl sign will look seamless.

PROPOSED SIGNS

The primary sign we are proposing will be our business name, FAHERTY centrally located on the existing awning above our entry door and our address number. **FAHERTY** will be 4" x 2'-3 1/8" and **684** will be 2 5/8" x 6 7/8" applied as a white vinyl. Our property owner recommended this method in order to maintain continuity with the color of the awnings along the façade. We agree and feel this will give a seamless look across the entire building façade.

The secondary sign we are proposing is a cast bronze and textured black plaque sign that will match the other plaque signs on the building in size, color, and material. **FAHERTY** will be centered on the 2'-7" x 2'-5" plaque. It will be located to the right of our entry door which is located symmetrically across the façade with Blue Mercury's plaque.

Our third sign type are window vinyls which are located on our North and East storefronts. The window vinyls include our sun and wave logo, "Guarantee of Quality", and "Faherty Sun & Waves Co" which are all logos consistent with our brand. They will be applied second surface, on the interior of our glass, as a 22K Gold Vinyl Burnished Gold / Satin finish. We feel the gold is a nod to the historic nature of the building and will complement and highlight our proposed bronze plaque. All proposed signage is well within the 25 SF allotted for our building (our total is 12.15 SF).

We plan to add a fresh coat of paint to the entry door in the exact same color, Benjamin Moore Essex Green HC 188 in Satin finish and all other finishes and materials on the building will remain the same.

ALIGNMENT WITH HISTORIC PRESERVATION STANDARDS

Standard 1 – The awning sign and plaque sign height are compatible with the rest of the awning and plaque signs on the building's façade.

Standard 2 – The proportion of the signs on the front façade are visually compatible.

Standard 5 – The signs relate to the overall rhythm of spacing of structures on the street.



Standard 7 – The materials and texture of the signs are compatible with the other signs on the building.

Standard 10 – The scale is proportional to the other existing signs on the building

Standard 11 – The signs relate to the overall building character and orientation.

Standard 12 – We are committing to affix signs only at places where signs have previously been affixed and therefore no additional original materials will not be impacted.

Standard 13 – We commit to being sensitive to the structure upon installation of the signs.

Standard 15 – If the entry door needs to be repainted in-kind, we commit to doing so as not to impact the door material.

Standard 16 – When surface cleaning, we commit to the gentlest means possible as not to damage any historic material.

Standard 17 – No alterations to the property are planned.

If you have any further questions, please contact Alyssa.case@fahertybrand.com or mmartin@chipman-design.com. Thank you for your consideration and we are looking forward to opening our store in the community soon.

STOREFRONT RENDERING

SCALE: N.T.S.



EAST STOREFRONT FACADE



NORTH STOREFRONT FACADE

1.



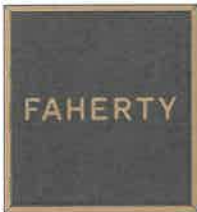
2.

Guarantee
OF QUALITY

3.

FAHERTY
684

4.



5.

Faherty
BRAND
Sun & Waves Co.

BENJAMIN MOORE
ESSEX GREEN HC 188
SATIN IMPERVO PAINT



SIGNAGE PROPOSED ON AWNING
VALANCE ABOVE STORE ENTRANCE

AWNING VINYL

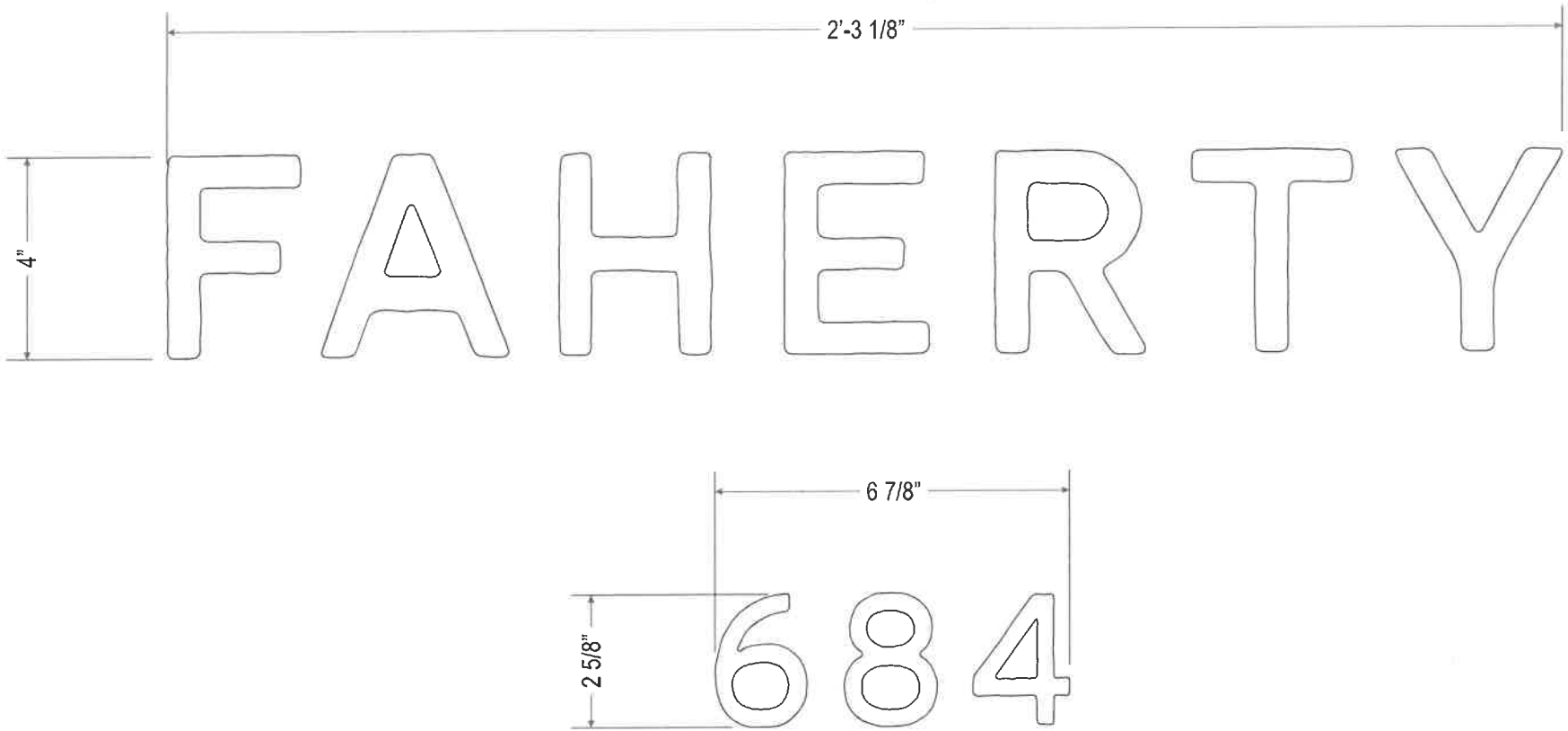
3

SCALE: 3"=1'-0"

QTY.: TWO (2) - ONE EA.

AREA: 4" x 27.125" = 0.75' \varnothing

AREA: 2.60" x 6.875" = 0.12' \varnothing



A VINYL	
MATERIAL:	CAST VINYL
COLOR/ FINISH:	WHITE/ GLOSSY
INSTALLATION:	1ST SURFACE ON EXISTING AWNING

FINISH SCHEDULE



WINDOW SIGNAGE PROPOSED ON A TOTAL OF FOUR WINDOWS
(TWO ON EAST FACADE & TWO ON NORTH FACADE)

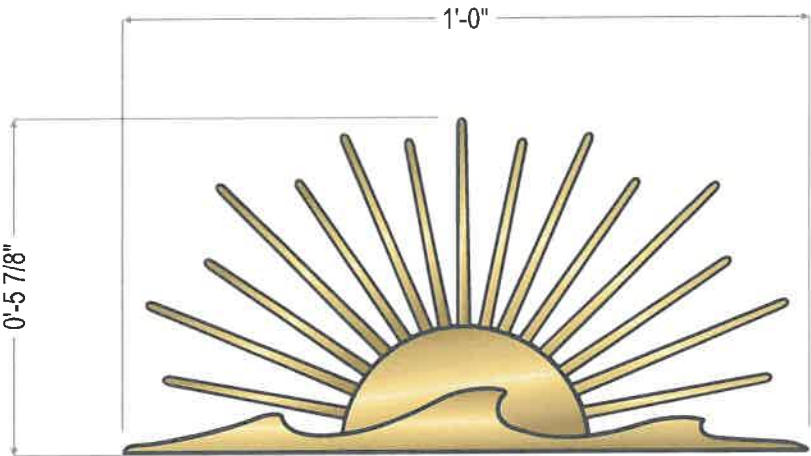
WINDOW VINYL - SUN & WAVES

1

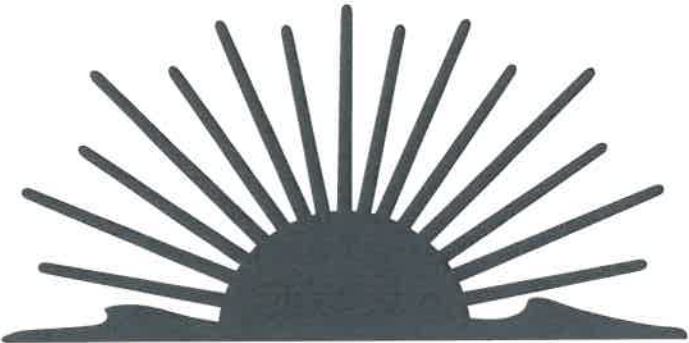
SCALE: 3" = 1'-0"

QTY.: FOUR (4)

AREA: 5.89" x 12" = 0.49' ±



FRONT



BACK



22KT GOLD VINYL BURNISHED GOLD
Non-fading 22kt gold vinyl film with permanent acrylic adhesive

- Genuine Gold plated embossed Burnished Gold (Satin)
- 2 mil high gloss anti graffiti vinyl
- 15 year non fading indoor/outdoor non print surface
- or 8 year non fading indoor/outdoor printable surface
- Clear, pressure sensitive adhesive
- Easy cut & weed on vinyl cutting plotter machines
- Excellent conformability even on rivets
- Edge stripped for Gerber Edge
- Infinite applications including: signage, fire apparatus, emergency vehicles, fleet vehicles, boats, cars, motorcycles, music instruments & graphic design

Note: on-screen colors vary and are approximations of the actual products color.

SELECT YOUR OPTIONS:

LENGTH:
1yds (0.91m)

WIDTH:
15in (380mm) Punched

SURFACE:
Non-Printable 2mil (15yr)

APPLICATION:
Top Surface

\$72.00

ADD TO CART

A VINYL	
MATERIAL:	CAST VINYL
COLOR/ FINISH:	TO MATCH FINISH SCHEDULE
INSTALLATION:	2ND SURFACE

FINISH SCHEDULE



22KT GOLD VINYL
BURNISHED GOLD/ SATIN



TO MATCH
PMS 7545 C

WINDOW SIGNAGE PROPOSED ON ONE EAST FACADE STOREFRONT WINDOW

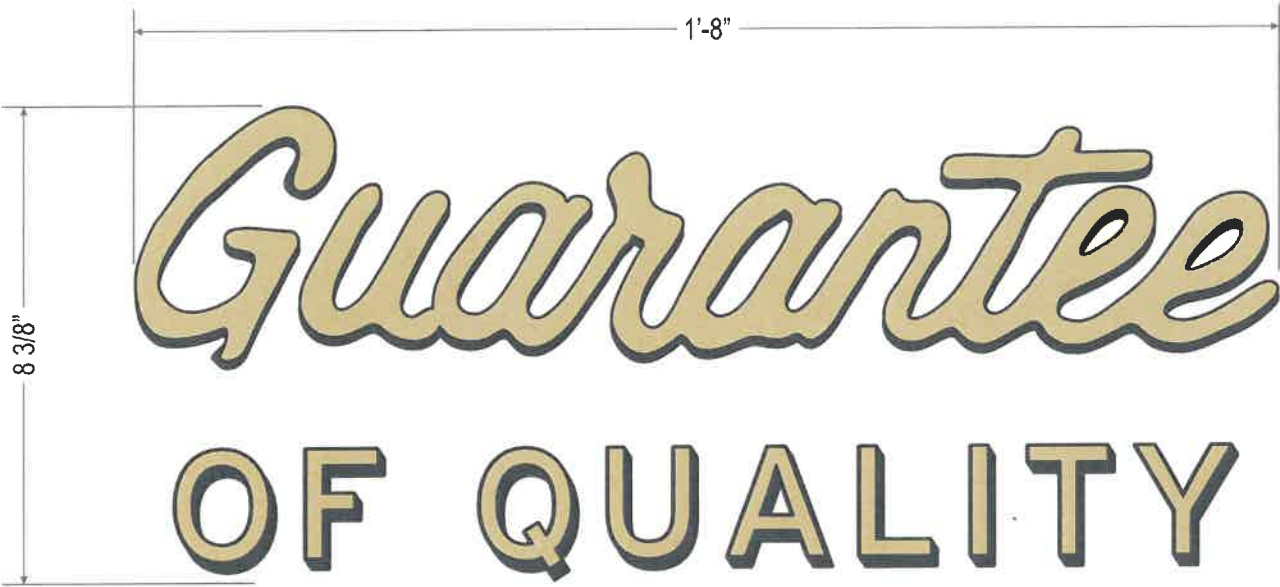
WINDOW VINYL - GUARANTEE

2

SCALE: 3"=1'-0"

QTY.: ONE (1)


AREA: 8.36' x 20' = 1.16' ∅



FRONT



BACK



22KT GOLD VINYL BURNISHED GILD
Non-fading 22kt gold vinyl film with permanent acrylic adhesive

- Genuine Gold plated embossed Burnished Gild (Satin)
- 2 mil high gloss anti graffiti vinyl
- 15 year non fading indoor/outdoor non print surface
- or 8 year non fading indoor/outdoor printable surface
- Clear, pressure sensitive adhesive
- Easy cut & weed on vinyl cutting plotter machines
- Excellent conformability even on rivets
- Edge stripped for Gerber Edge

Infinite applications including: signage, fire apparatus, emergency vehicles, fleet vehicles, boats, cars, motorcycles, music instruments & graphic design
Note, on-screen colors vary and are approximations of the actual product's color.

SELECT YOUR OPTIONS:

LENGTH: 1yds (0.91m)

WIDTH: 15in (380mm) Punched

SURFACE: Non-Printable 2mil (15yr)

APPLICATION: Top Surface

\$72.00

ADD TO CART

A VINYL	
MATERIAL:	CAST VINYL
COLOR/ FINISH:	TO MATCH FINISH SCHEDULE
INSTALLATION:	2ND SURFACE

FINISH SCHEDULE



22KT GOLD VINYL
'BURNISHED GILD'/ SATIN



TO MATCH
PMS 7545 C

WINDOW SIGNAGE PROPOSED ON ONE NORTH FACADE STOREFRONT WINDOW

WINDOW VINYL - FAHERTY BRAND


5

SCALE: 1 1/2"=1'-0"

QTY.: ONE (1)

AREA: 11.5' x 24' = 1.92' \varnothing



FRONT 



BACK 



enlarged to show detail

22KT GOLD VINYL BURNISHED GILD
Non-fading 22kt gold vinyl film with permanent acrylic adhesive

- Genuine Gold plated embossed Burnished Gild (Sebr)
- 2 mil high gloss anti graffiti vinyl
- 15 year non fading indoor/outdoor non print surface
- or 8 year non fading indoor/outdoor printable surface
- Clear, pressure sensitive adhesive
- Easy cut & weed on vinyl cutting plotter machines
- Excellent conformability even on rivets
- Edge stripped for gerber edge
- Infinite applications including: signage, fire apparatus, emergency vehicles, fleet vehicles, boats, cars, motorcycles, music instruments & graphic design

Note: on screen colors vary and are approximations of the actual product's color

SELECT YOUR OPTIONS:

LENGTH: 1yds (0.91m) 

WIDTH: 15in (380mm) Punched 

SW/FACS: Non-Printable 2mil (15yr) 

APPLICATION: Top Surface 

\$72.00

ADD TO CART

A VINYL	
MATERIAL:	CAST VINYL
COLOR/ FINISH:	TO MATCH FINISH SCHEDULE
INSTALLATION:	2ND SURFACE

FINISH SCHEDULE



22KT GOLD VINYL
'BURNISHED GILD'/ SATIN



TO MATCH
PMS 7545 C

persōna | **TRIANGLE**
SIGNAGE LIGHTING FACILITY SERVICES

11 Azar Court • P.O. Box 24186
Baltimore, Maryland 21227
T: 410-247-5300 • F: 410 247-1944

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CLIENT & LOCATION

684 N BANK LANE
LAKE FOREST, IL 60045



LEAD NO. 214793 R2	SM/PM RR - SS	REVIEW	SHEET NO. 8 of 8
DATE 7.18.2023	ARTIST JACK	SEG. NO.	

BUILDING PLAQUE PROPOSED ON EXISTING COLUMN NORTH OF STORE ENTRANCE

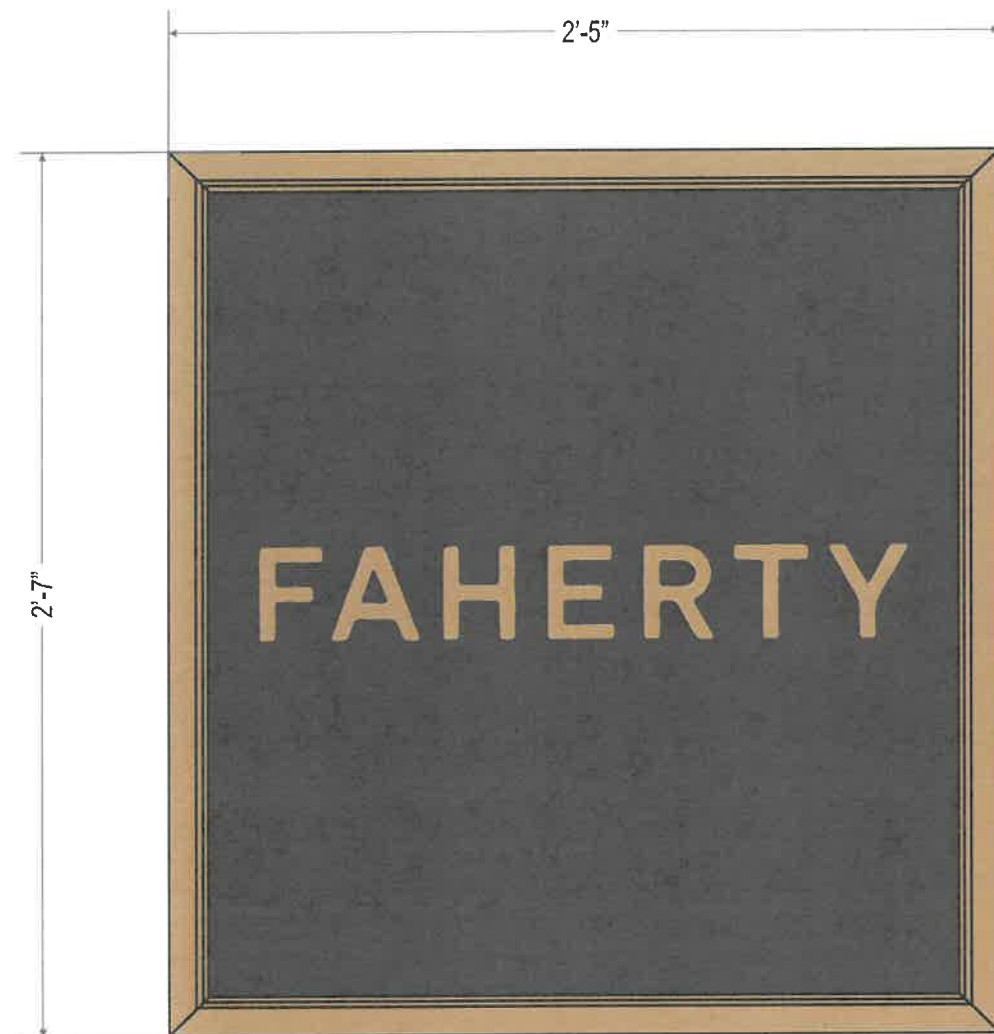
CAST BRONZE PLAQUE

4

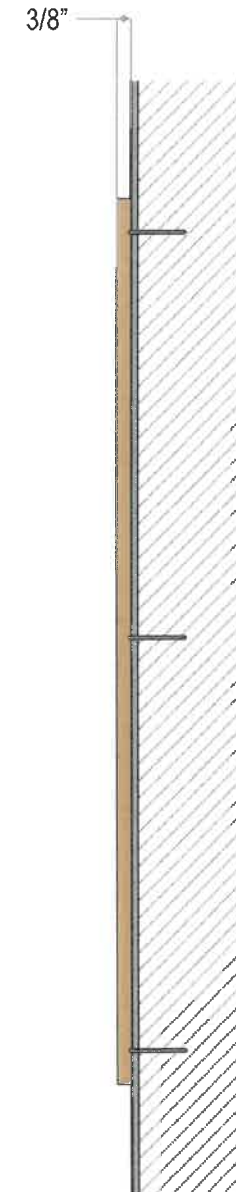
SCALE: 3"=1'-0"

QTY.: ONE (1)

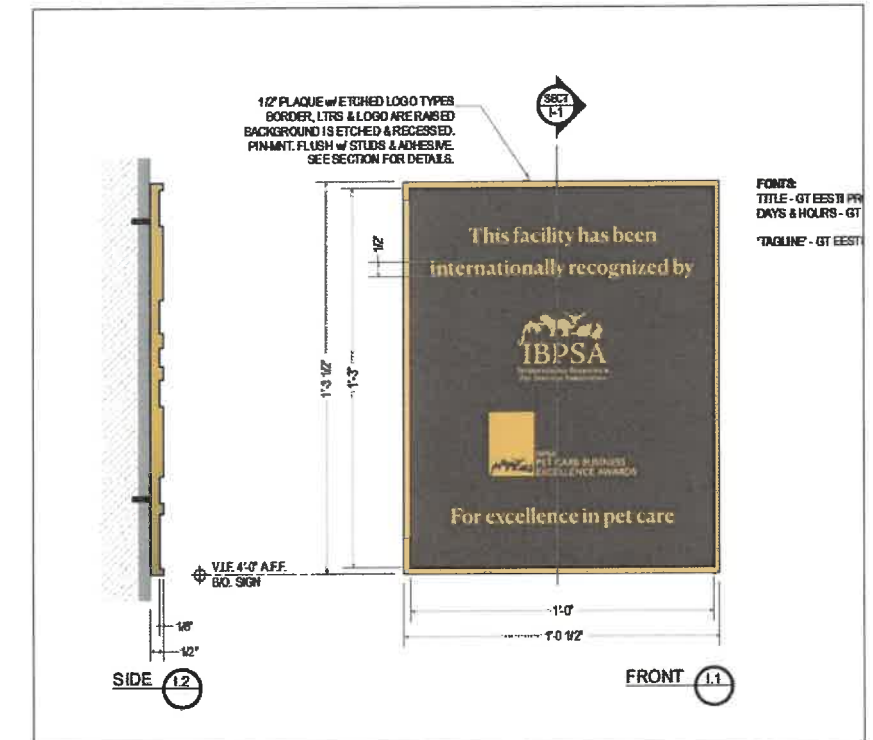
AREA: 29" x 31" = 6.24' ∅



FRONT



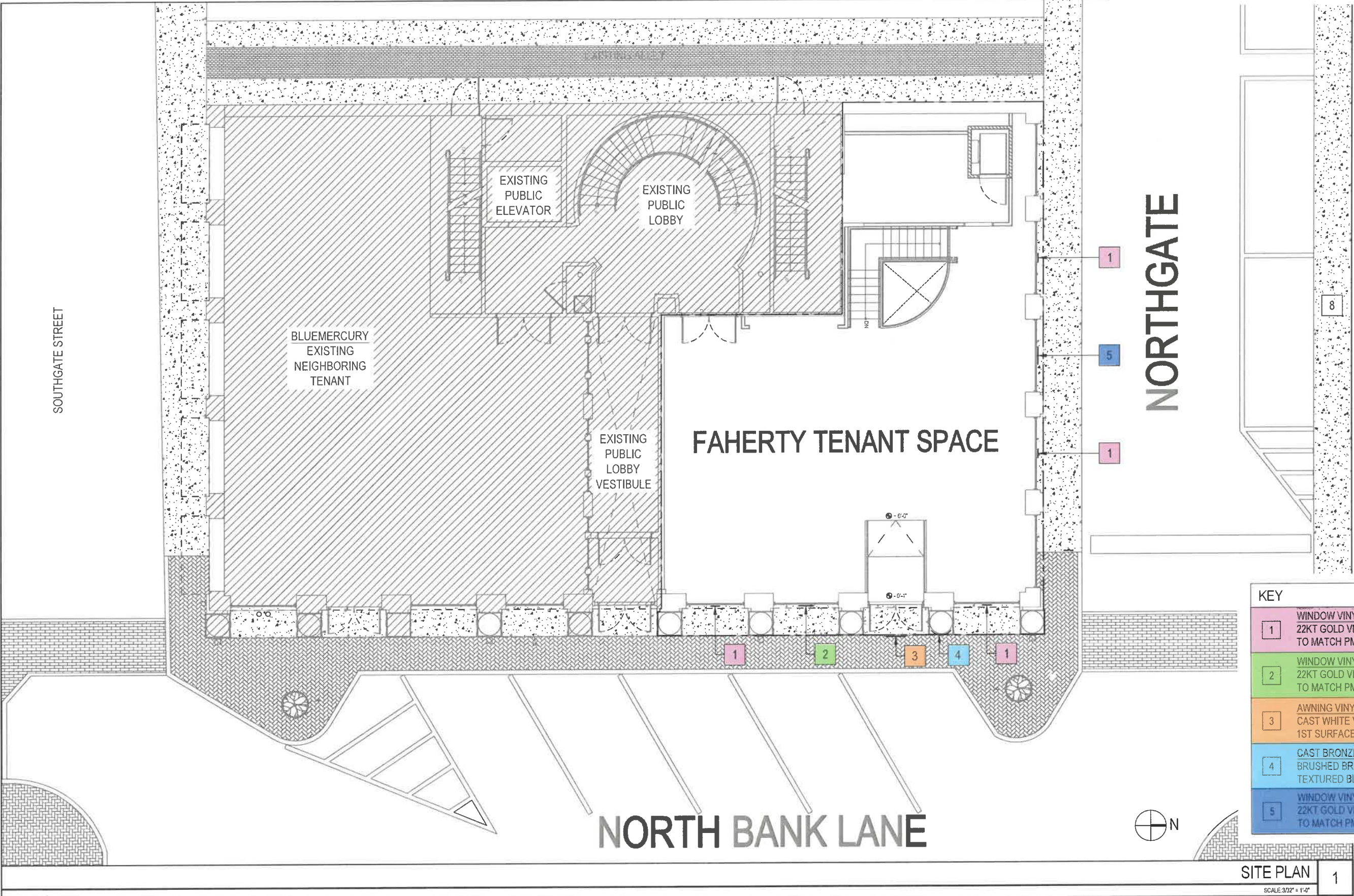
SIDE



EXAMPLE

FINISH SCHEDULE





KEY	DESCRIPTION
	NOT IN CONTRACT
	APPROXIMATE LEASE LINE
	PROPOSED DECAL / PLAQUE
	EXISTING SIGN TO REMAIN
	EXISTING AWNING TO REMAIN
	EXISTING WALL MOUNTED LIGHT TO REMAIN
	EXISTING TREE TO REMAIN

KEY	DESCRIPTION
1	WINDOW VINYL DECAL - SUN & WAVES 22KT GOLD VINYL 'BURNISHED GILD' / SATIN (FRONT) TO MATCH PMS 7545 C (BACK)
2	WINDOW VINYL DECAL - GUARANTEE 22KT GOLD VINYL 'BURNISHED GILD' / SATIN (FRONT) TO MATCH PMS 7545 C (BACK)
3	AWNING VINYL DECAL CAST WHITE VINYL / GLOSSY 1ST SURFACE ON EXISTING AWNING
4	CAST BRONZE PLAQUE BRUSHED BRONZE TEXTURED BLACK
5	WINDOW VINYL DECAL - FAHERTY BRAND 22KT GOLD VINYL 'BURNISHED GILD' / SATIN (FRONT) TO MATCH PMS 7545 C (BACK)

SITE PLAN

1

SCALE: 3/32" = 1'-0"

DATE: 09-19-2023
DRAWN BY: MM
CHECKED BY: MS
CDA ID: 23-4502.00

HISTORIC PRESERVATION REVIEW

684 N. BANK LN
LAKE FOREST, IL 60045

SIGNAGE SITE PLAN

