



MEMORANDUM

TO: William "Bill" Ware, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development *WJH*

DATE: March 3, 2010

SUBJECT: **Downtown Grant Promotional Signage**

Last month, staff was approached by a property owner (Steve Collsen, 130 E. St. Charles Road) with a request for signage that would promote the Village's Downtown Retail Business Grant Program. Mr. Collsen provided the picture below, which was taken in downtown Wheaton. As in Lombard, the Village of Wheaton offers similar retail and façade grants to their downtown businesses. (Wheaton's DRBG has a \$10,000 limit whereas Lombard's allows up to \$20,000).

The Village's Public Works Department has the necessary equipment to manufacture this type of sign in two formats:

Type	Disposable	Reusable
Material	Paper	Vinyl
Cost	Minimal (paper and ink)	Approx. \$20 for a 3-foot by 3-foot sign
Size	Maximum 3-foot height, unlimited width	Maximum 4-foot height, unlimited width



STAFF RECOMMENDATION

Staff believes this type of signage is appropriate and should be provided to property owners upon request, but recommends that sign users continue to adhere to the maximum amount of window sign coverage set forth within the Sign Ordinance (no more than 20% of total window area). Staff also recommends that the sign content be similar to that of the Wheaton sign, advertising the possibility of a grant (with no dollar amount specified) and directing people to the Planning Services Division for further information.

ACTION REQUESTED

1. Does the ECDC wish to provide promotional signage for the Downtown Retail Business Grant, Downtown Restaurant Forgivable Loan, and/or Downtown Improvement and Renovation Grant Programs?
2. If so, does the ECDC have a preference for vinyl signs (which would be charged to the TIF) or minimal-cost paper signs?