

#980724

MEMORANDUM

TO: William T. Lichter, Village Manager

FROM: Nancy Hill, AICP, Planner II

DATE: January 14, 1999

**SUBJECT: PC 98-43: Text Amendments to the Sign Ordinance regarding
Balloons**

At the January 7, 1999 meeting, the Board of Trustees discussed proposed amendments to the Sign Ordinance regarding oversized balloons and whether or not text should be allowed on the balloons. Based upon the discussion at that meeting, the staff has revised the original ordinance and prepared two other alternatives for the Board to consider.

Labeled "A", the original ordinance was slightly revised, based upon comments from Janet Petsche. She advised the staff against using the term "advertising copy", as it may limit freedom of speech and raise some First Amendment issues. Therefore, staff replaced the phrase "advertising copy" in the original ordinance with the word "text". Otherwise, the ordinance remains the same. **Ordinance "A" does not allow text to be placed upon a balloon.**

In ordinance "B", staff removed the phrase "no text shall be displayed on any surface of a balloon." **Therefore, Ordinance "B" allows text on a balloon.**

Ordinance "C" prohibits balloons altogether.

Should you have any questions, please contact me at extension 3599.

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NMH:jd