

MEMORANDUM

TO: William T. Lichter, Village Manager

FROM: David A. Hulseberg, AICP, Director of Community Development

DATE: November 19, 2004

**SUBJECT: PC 04-33 Text Amendments to the Sign Ordinance
Executive Summary**

Community Development staff is proposing text amendments to the Sign Ordinance as it relates to various types of temporary signs. This petition was originally heard at the October 18, 2004 Plan Commission meeting and was continued to the November 15, 2004 meeting to address the comments raised by the Commissioners at the meeting. The following is an executive summary of the final proposed amendments.

The amendments intends to modify the Sign Ordinance as it relates to Construction Signs, Development Signs, Developer's Signs, Temporary Pre-Development/Real Estate Signs, Real Estate Signs and Temporary Lease/Rental Signs. The main purpose of the proposed text amendments is to reduce, modify and simplify the classifications and regulations for temporary real estate and development signs. Moreover, as staff wants to encourage developer signs on vacant properties, our codes should be written accordingly.

While the amendments to the Code are extensive, the actual changes in summary form are as follows:

1. Modify the term "Development Sign", which will be used to encompass all signs that are classified as Construction Signs, Development Signs, and Developer's Signs under the current Sign Ordinance.
2. Eliminate Construction Signs and Developer's Signs. These signs would be regulated by the new "Development Sign" provisions.
3. Modify the term "Real Estate Sign" to encompass all signs classified as Temporary Pre-Development/Real Estate Signs, Temporary Lease/Rental Signs and Real Estate Signs.
4. Remove setback requirements for Development and Real Estate Signs.
5. Allow greater flexibility for Development Signs on new construction, multiple family and non-residential properties. The amendments create a supply of square footage available for

Development Signs, with minimum and maximum square footages. These provisions will provide flexibility to the developer to create signs that address their needs and are readable from the public right-of-way.

6. Amend the Code for clarity and to remove incorrect references and citations.

While not a Code change, staff will begin to add developer sign requirements to selected future petitions to the Plan Commission and/or the Zoning Board of Appeals as a condition of approval. Ultimately, it is hoped that these signs will better inform the public about the nature of the development, the development community about new construction activity and prospective tenants about business or residential relocation and/or expansion possibilities.