



AGENDA
SPECIAL PLANNING, BUILDING & ZONING COMMITTEE
Village of Hoffman Estates
July 6, 2009

6:50 P.M. - Board Room

Members: Gary Pilafas, Chairperson
Karen Mills, Vice Chairperson
Ray Kincaid

I. Roll Call

NEW BUSINESS

1. Request approval of a temporary moratorium on the enforcement of the regulations in Section 9-3-8-K-5 of the Zoning Code to allow certain temporary business signs to be displayed during depressed economic conditions.

II. Adjournment

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

NB1

SUBJECT: Request approval of a temporary moratorium on the enforcement of the regulations in Section 9-3-8-K-5 of the Zoning Code to allow certain temporary business signs to be displayed during depressed economic conditions

MEETING DATE: July 6, 2009

COMMITTEE: Special Planning, Building and Zoning

FROM: Peter Gugliotta^{pk}/Mark Koplin *m.k.*

PURPOSE: Request approval of a temporary moratorium on the enforcement of the regulations in Section 9-3-8-K-5 of the Zoning Code to allow certain temporary business signs to be displayed during depressed economic conditions.

BACKGROUND: A number of local businesses have found it increasingly challenging to continue operating under depressed economic conditions. Most businesses have been affected by the prolonged downturn in the economy and a few have been further challenged by the lack of a significant anchor store within their subdivision or shopping center. During the past several months, the number of businesses approaching the Village for some type of assistance has increased. One of the most common requests is for additional signage, typically to advertise a special sale/event or to increase visibility of the business.

The Village currently has temporary sign provisions for special events, which provide for a banner sign to be affixed to the building for a period of 30 days, up to three times per year. There are also specific provisions for grand opening signage, which allow an additional banner plus a ground mounted sign to signify that a new business has opened. While these provisions are useful for many situations, many businesses desire additional ways to increase exposure to help overcome the present economic conditions.

DISCUSSION: In order to assist businesses during this challenging time, two proposals have been identified. These items are proposed as temporary measures (for six months) with the specific objective of assisting businesses during a critical depressed economic situation. Because this economic situation is temporary, it is not appropriate to formally amend the Zoning Code regulations. A more flexible approach is for the Village to suspend the enforcement of specific code sections in order to allow additional signage for a limited time period.

DISCUSSION: (Continued)

Following are the two items proposed to assist businesses:

1. Temporary Banner Signs. Temporary special event banner signs permitted by Section 9-3-8-K-5-c-(2) and 9-3-8-K-5-d-(1) of the Zoning Code shall be permitted to be displayed for a maximum of six times per calendar year, versus the typical three times permitted by the Zoning Code. Further, up to two banners at a time may be displayed, provided they were mounted on different building facades. Businesses can obtain consecutive permits and, therefore, they could also use the additional frequency to extend the timeframe allowed for a particular banner. This provision would be administered as part of the standard banner permit process.
2. Temporary Signs in Distressed Areas. In addition to the signs permitted for businesses in Section 9-3-8-K-5 of the Zoning Code, additional temporary ground or wall signs may be permitted for businesses located in an extraordinarily distressed situation related to surrounding vacancies (buildings or land). Signs would be permitted to provide greater visibility of existing businesses when they are located within a commercial subdivision or shopping center that contains predominantly vacant building space or vacant land. Procedurally, no permit would be required. The Village Manager will be authorized to approve such signs after review of all relevant information and determination that the property is in a distressed situation. The following specific criteria would apply:
 - ◆ Each individual sign shall be no larger than 100 square feet per face.
 - ◆ The size and number of signs shall be based on the amount of (public or private) street frontage. No two signs shall be located closer than 250 feet to each other.
 - ◆ The business owner shall provide written documentation that the owner of the property will permit the sign and shall provide full contact information for the party responsible for the ongoing maintenance and removal of the sign.
 - ◆ For commercial subdivisions, signs advertising any business within the subdivision may be permitted on any lot within the same subdivision.
 - ◆ In general, the signs shall be used to provide more prominent visibility, to provide directional information and guidance, to advertise special events, or for other purposes intended to assist businesses overcome the distressed conditions specific to their location.
 - ◆ For shopping centers or multi-tenant properties, any signage requests shall be coordinated with the property owner and other tenants.

Signs specifically prohibited by the Zoning Code (such as moving, flashing, rotating signs, etc.) would still be prohibited and all other relevant sections of the code would still apply (for example, signs could not be located within a public right of way or blocking visibility for drivers at an intersection).

RECOMMENDATION:

Request approval of a temporary moratorium until December 31, 2009, on the enforcement of the regulations in Section 9-3-8-K-5 of the Zoning Code to allow certain temporary business signs to be displayed during depressed economic conditions, subject to the criteria listed within this memo.

Attachments

**A RESOLUTION APPROVING A TEMPORARY MORATORIUM
ON THE ENFORCEMENT OF THE
REGULATIONS IN SECTION 9-3-8-K-5
OF THE HOFFMAN ESTATES MUNICIPAL CODE**

WHEREAS, Section 9-3-8-K-5 of the Hoffman Estates Municipal Code regulates the displaying of temporary signs; and

WHEREAS, the nation, region and Village of Hoffman Estates are suffering from the effects of economic downturn; and

WHEREAS, the economic downturn is creating a hardship for businesses within the Village of Hoffman Estates; and

WHEREAS, the Village of Hoffman Estates seeks to grant temporary relief to suffering businesses by allowing for temporary signage to be displayed on a subdivision or shopping center property to help advertise existing businesses; and

WHEREAS, in keeping with the intent and purpose of Article 9 of the Hoffman Estates Municipal Code, the Village Board has established the attached criteria for certain temporary signage to assist businesses.

NOW, THEREFORE, BE IT RESOLVED by the President and Board of Trustees of the Village of Hoffman Estates, Cook and Kane Counties, Illinois, as follows:

Section 1: A temporary moratorium shall be placed on enforcement of Section 9-3-8-K-5 of the Hoffman Estates Municipal Code under the attached criteria.

Section 2: This Resolution shall be in full force and effect immediately from and after its passage and approval.

PASSED THIS _____ day of _____, 2009

VOTE	AYE	NAY	ABSENT	ABSTAIN
Trustee Karen V. Mills	_____	_____	_____	_____
Trustee Cary J. Collins	_____	_____	_____	_____
Trustee Raymond M. Kincaid	_____	_____	_____	_____
Trustee Jacquelyn Green	_____	_____	_____	_____
Trustee Anna Newell	_____	_____	_____	_____
Trustee Gary J. Pilafas	_____	_____	_____	_____
Mayor William D. McLeod	_____	_____	_____	_____

APPROVED THIS _____ DAY OF _____, 2009

Village President

ATTEST:

Village Clerk

CRITERIA FOR CERTAIN TEMPORARY SIGNS

1. Temporary Banner Signs. Temporary special event banner signs permitted by Section 9-3-8-K-5-c-(2) and 9-3-8-K-5-d-(1) of the Zoning Code shall be permitted to be displayed for a maximum of six times per calendar year, versus the typical three times permitted by the Zoning Code. Further, up to two banners at a time may be displayed, provided they were mounted on different building facades. Businesses can obtain consecutive permits and, therefore, they could also use the additional frequency to extend the timeframe allowed for a particular banner. This provision would be administered as part of the standard banner permit process.

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 - ◆ For commercial subdivisions, signs advertising any business within the subdivision may be permitted on any lot within the same subdivision.
 - ◆ In general, the signs shall be used to provide more prominent visibility, to provide directional information and guidance, to advertise special events, or for other purposes intended to assist businesses overcome the distressed conditions specific to their location.
 - ◆ For shopping centers or multi-tenant properties, any signage requests shall be coordinated with the property owner and other tenants.

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