

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
DRAFT Minutes of the Special Meeting on
June 22, 2010

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer,
Molly Hughes, Jeanie Janes, John Karstrand,
Steve Potter, and Brad Summers

Members Absent: Alan Schneider

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber of
Commerce; Dan Grisko, Direct Advantage; and Doug Geoga,
Trustee, Village of Hinsdale

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the
Economic Development Commission (EDC) of Tuesday, June 22, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the
EDC held on May 25, 2010 as written. Ms. Grisemer seconded, and the motion was
approved unanimously. (Agenda Item 2)

Chairman Karstrand introduced the two new members of the EDC, Ms. Molly
Hughes, resident, and Mr. Luis Alvarez, retailer.

Tax Revenue Review: Sales and Food & Beverage

Staff reported base sales taxes for May and June, the first two months of the 2010-
11 fiscal year, as \$177,262 and \$173,322 and that these totals represented increases
of 17.6% and 5.3%, respectively. Staff remarked that these positive results
continued the trend, with base sales taxes having increased for six straight months
over the prior year. Staff added that the mean increase during this period was
7.5%, while the median increase was 5.2%.

Staff stated that local use tax was only available for May, and that it decreased by
\$4,103 or 25.7% versus the same period last year. With base and local use tax

results available for May, staff commented that total sales tax revenue for the period, which reflected February sales, revealed an increase of \$22,415 or 13.4% for May.

Staff added that food-and-beverage tax for May, the first month of the fiscal year, was \$20,266, and that this nearly approximated the Village's budget projection. Staff tied this result to the EDC's budget, reminding members that it was based on one half of the revenue projected for the year from the 1% food-and-beverage tax, or \$120,000. (Agenda Item 3)

Potential Initiatives Fiscal Year 2010-11

Chairman Karstrand introduced the agenda item, stating that Staff compiled the preferences expressed by members at the May special meeting of the EDC. He added that there appeared to be consensus on the six categories listed on the upper portion of the one-page summary provided for the meeting and noted that these initiatives totaled approximately \$95,000. Mr. Karstrand asked members individually to provide their opinions on these items, as well offer their opinions on potential uses of the remaining \$25,000 of the EDC's budget as listed on the lower half of the summary or even items potentially not contained therein.

In terms of the upper portion of the list of initiatives, summarized comments from members (other than Chairman Karstrand) in order were: Ms. Janes agreed with the basics contained on the list; Mr. Chapello supported the items with clarification provided by Staff on the proposed use of *The Hinsdalean* vis-à-vis last the costs for fiscal year's "who, what, wear" campaign; Ms. Grisemer expressed her support for the items and then relayed thoughts for the holiday lighting program; Mr. Summers offered his support for the items as presented; Mr. Potter stated his support for the items and commented that the plan represented a tighter, more focused vision that built upon the progress made during the previous fiscal year; Ms. Hughes emphasized the need to work on the mix of offerings in the community in order to generate foot traffic and develop loyalty from residents, and in accord with that effort, promotional marketing to the local audience rather than regional; and, Mr. Alvarez deferred comment on the overall list of items but noted the importance of reaching the regional audience for the success of his business, an opinion that was echoed by Ms. Janes and Mr. Potter, the group's other retail members.

Chairman Karstrand commented that the list of initiatives and their respective allocations would serve as a framework for a work plan for the Commission and that it could be considered a "living document" that would allow for adjustments as the year went on. He added that it would be presented to the Administration and Community Affairs Committee for their consideration.

After discussion concluded, Ms. Grisemer made a motion to approve the upper portion of the draft budget and initiatives as written, with items totaling

approximately \$95,000, plus additional allocations of \$7,000 for a physical project (one of three listed), \$3,000 related to the Hinsdale Gift Card, \$5,000 for direct mail, and \$10,000 as a contingency. Ms. Janes seconded, and the motion was approved 7 (Alvarez, Chapello, Grisemer, Hughes, Janes, Karstrand, and Potter) to 1 (Summers). (Agenda Item 4)

Mr. Chapello provided members of the EDC with a summary of the research done to date on the potential for an outdoor advertising structure on land within the Village, noting review of standards from the Illinois Department of Transportation (IDOT), a visit to land parallel to I-294 east of Veeck Park, review of a survey of that area, and an informal discussion with a company that manages outdoor advertising structures. Staff added that this out-of-the-box idea would only receive further consideration if and only if it could be planned in such a manner as to mitigate any potential negative visual impact to neighbors and the Village.

Adjournment


With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Ms. Hughes seconded, and the motion was approved unanimously. The June 22, 2010 special meeting of the EDC was declared adjourned at 8:44 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist
Date: August 13, 2010
RE: Monthly Sales Tax Review



Following is a review of sales taxes for the fiscal year-to-date.

Base Sales Tax – Distributed on a point-of-sale basis

(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)

Base Sales Tax receipts for the month of July (April sales) amounted to \$178,858 as compared to the previous year's receipts of \$167,017. This represents an increase of \$11,841 (7.1%) for July.

Base Sales Tax receipts for the month of August (May sales) amounted to \$197,508 as compared to the previous year's receipts of \$196,679. This represents an increase of \$829 (0.4) for August.

Total base sales tax receipts for the fiscal year-to-date (sales through May 31, 2010) amounted to \$736,175 as compared to the previous year's receipts of \$687,762. This represents an increase of \$48,413 or 7%.

These results reveal eight (8) straight months of increases in from Base Sales Tax receipts. For this period, the mean increase is 8.45%, while the median increase is 8.35%.

Local Use Sales Tax – Distributed on a per-capita basis

(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")

Local Use Sales Tax receipts for the month of July (April sales) amounted to \$18,057 as compared to the previous year's receipts of \$19,591. This represents a decrease of \$1,534 (-7.8%) for July.

Local Use Sales Tax receipts for the month of August (May) amounted to \$17,116 as compared to the previous year's receipts of \$16,571. This represents an increase of \$545 (3.3%) for August.

Total Sales Tax: Base Sales Tax plus Local Use Sales Tax

Total Sales Tax receipts for the month of July (April sales) amounted to \$196,915 as compared to the previous year's receipts of \$186,608. This represents an increase of \$10,307 (5.5%) for July.

Total Sales Tax receipts for the month of August (May sales) amounted to \$214,624 as compared to the previous year's receipts of \$213,250. This represents an increase of \$1,374 (0.6%) for August.

If you have any questions, please do not hesitate to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager
Robb McGinnis, Building Commissioner/Comm. Dev. Director

Village of Hinsdale

Sales Tax Report

Base Sales Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	150,744	177,262	26,518	17.6%	150,744	177,262	26,518	17.6%
June	March	173,322	182,547	9,225	5.3%	324,066	359,809	35,743	11.0%
July	April	167,017	178,858	11,841	7.1%	491,083	538,667	47,584	9.7%
August	May	196,679	197,508	829	0.4%	687,762	736,175	48,413	7.0%
September	June	186,688							
October	July	186,061							
November	August	182,484							
December	September	185,090							
January	October	177,271							
February	November	188,701							
March	December	209,586							
April	January	158,804							
Total		2,162,447							


Local Use Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	15,992	11,889	(4,103)	-25.7%	15,992	11,889	(4,103)	-25.7%
June	March	19,188	23,727	4,539	23.7%	35,180	35,616	436	1.2%
July	April	19,591	18,057	(1,534)	-7.8%	54,771	53,673	(1,098)	-2.0%
August	May	16,571	17,116	545	3.3%	71,342	70,789	(553)	-0.8%
September	June	22,033							
October	July	17,506							
November	August	15,638							
December	September	16,879							
January	October	16,361							
February	November	14,614							
March	December	25,121							
April	January	14,949							
Total		214,443							

Total Sales Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	166,736	189,151	22,415	13.4%	166,736	189,151	22,415	13.4%
June	March	192,510	206,274	13,764	7.1%	359,246	395,425	36,179	10.1%
July	April	186,608	196,915	10,307	5.5%	545,854	592,340	46,486	8.5%
August	May	213,250	214,624	1,374	0.6%	759,104	806,964	47,860	6.3%
September	June	208,721							
October	July	203,567							
November	August	198,122							
December	September	201,969							
January	October	193,632							
February	November	203,315							
March	December	234,707							
April	January	173,753							
Total		2,376,890							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: August 18, 2010
RE: Food and Beverage Tax

For May, June, and July, the first three months of the 2010-11 fiscal year, the Village collected \$67,543 in food-and-beverage tax revenue. This total produces a monthly average of \$22,514.


As a reminder, the EDC's fiscal year budget of \$120,000 is based upon 50% of the forecasted revenue from the 1% food-and-beverage tax. The monthly average to date slightly exceeds the monthly average used for budgeting purposes.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager
Robb McGinnis, Building Commissioner/Comm. Dev. Director

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: August 18, 2010
RE: Advertising Program Update

At a recent meeting of the Economic Development Commission (EDC), members selected advertising campaigns for reaching two distinct audiences, namely, local residents and potential visitors from the region. This approach continues the dual-track strategy that the EDC has followed and is based upon recognition that sales taxes are generated by both groups. Retailers, including those who are members of the EDC, have echoed the importance of reaching out to these audiences.

Distinct Possibility - Regional

The second ad of the “distinct possibility” campaign is attached for your reference. It is intended to run in the upcoming issue of *West Suburban Living* Magazine, which will cover the months of September and October. As discussed when the campaign choices were being made, the photograph in the ad is of an actual Hinsdale establishment, which is cited at the bottom of the image. While it would be preferable to continue personalizing ads in this fashion, at this point we do not have the images necessary to do so.

Common Cents (Presidents) - Local

The first of the “shopping locally makes common cents” advertisements is attached for your reference. It will run in *The Hinsdalean*, and others will be developed to create a rotation for this weekly paper. This somewhat whimsical campaign assumes the role of last fiscal year’s “who, what, wear”, and it is designed to emphasize the tangible benefits of shopping locally. Members of the EDC may wish to revisit the idea of photographing costumed actors at various retail stores and restaurants in the Village.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager
Robb McGinnis, Building Commissioner/Comm. Dev. Director

FINE DINING WITHOUT TRAVELING TO THE CITY?



IT'S A DISTINCT POSSIBILITY.

ZAK'S PLACE - HINSDALE, IL

SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO. THEY'RE RIGHT DOWN THE ROAD IN HINSDALE, CRAFTING AND CREATING CULINARY EXCELLENCE EVERY NIGHT OF THE WEEK. SO THE NEXT TIME YOU'RE IN THE MOOD FOR A LAVISH LUNCH OR DELICIOUS DINNER, AVOID THE AFTERTASTE OF THE IKE AND VISIT HINSDALE, A VILLAGE OF EXCEPTIONAL TASTE.

distinctly
Hinsdale
Since 1873

DISTINCT POSSIBILITIES
WWW.DISTINCTLYHINSDALE.COM



VILLAGE OF HINSDALE GIFT CARDS
ACCEPTED AT OVER 40 RETAILERS!

Shopping Locally Makes Common Cents



68% of money spent locally stays within the community

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety.

So the next time you're in the mood for a great meal, why not have one right here at home? You'll enjoy a wonderful experience and you'll garnish the Village economy with a sprig of (US) mint.

*Estimated from a Civic Economics study. Andersonvillestudy.com


distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay in Hinsdale!

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: August 18, 2010
RE: Sign Code Review

One potential way for the Village to become more business-friendly is to revisit the code requirements of the sign ordinance.

Among other ideas, several that have arisen and that been discussed briefly include:

- administrative (i.e., internal) approval of signs that meet all code criteria;
- projecting signs for first floor tenants;
- dedicated standards for window signage (rather than being coupled with requirements for wall signs, including number);
- temporary sidewalk advertising signage as a permitted type (restaurants often rely on these); and,
- flexibility for awning signage that would permit partially imprinting on the slope of the awning's surface (rather than just the valance).

The aforementioned items have received attention primarily as the result of feedback provided by tenants who have either gone through or have expressed an interest in going through the Village's current process.

While new ideas are intended to streamline the approval process and improve the effectiveness of signage for merchants, maintaining physical character of course remains a key priority, as this is one of the core competitive advantages that distinguishes the Village.

Please see attached for draft code language. It should be emphasized that these are simply draft standards and that they were developed as part of a larger Village effort to review and reorganize the zoning code. That effort remains a work-in-process.

In addition, another idea that the EDC may wish to consider is the development of a reference document that would assist the business community in its understanding of the Village's sign standards. Such a piece would be complementary to the code and would likely feature images and brief, plain language to provide clarification and direction for applicants.

If you have any questions or comments, please do not hesitate to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager
Robb McGinnis, Building Commissioner/Comm. Dev. Director

ARTICLE 14. SIGNS

- 14.1 PURPOSE
 - 14.2 SCOPE
 - 14.3 SIGN PERMIT REQUIRED
 - 14.4 DIMENSION MEASUREMENT
 - 14.5 GENERAL CONSTRUCTION AND DESIGN STANDARDS
 - 14.6 MASTER SIGN PLAN REQUIRED
 - 14.7 PROHIBITED SIGNS
 - 14.8 TEMPORARY SIGN REGULATIONS
 - 14.9 PERMANENT SIGNS EXEMPT FROM SIGN PERMIT
 - 14.11 PERMANENT SIGN REGULATIONS
-

14.1 PURPOSE

The regulation of signs by this Code is intended to promote and protect the public health, safety and welfare by:

- A. Reducing the depreciation of property values caused by signs that are incompatible with surrounding land uses.
- B. Creating a more attractive economic and business climate within the office and commercial areas of the Village.
- C. Enhancing and protecting the physical appearance of all areas of the Village.
- D. Protecting signs from obstruction by other signs.
- E. Reducing the distractions, obstructions and hazards to pedestrian and auto traffic caused by the indiscriminate placement and use of signs.

14.2 SCOPE

The regulations of this Article shall govern and control the erection, enlargement, expansion, alteration, operation, maintenance, relocation and removal of all signs within the Village. Any sign not expressly permitted by these regulations shall be prohibited. The regulations of this Article relate to the location of signs, by function and type, within zoning districts and shall be in addition to the provisions of the Hinsdale Building and Electrical Codes applicable to the construction and maintenance of signs. Section 17.5 (Nonconforming Signs) contains regulations concerning the use and termination of nonconforming signs.

14.3 SIGN PERMIT REQUIRED

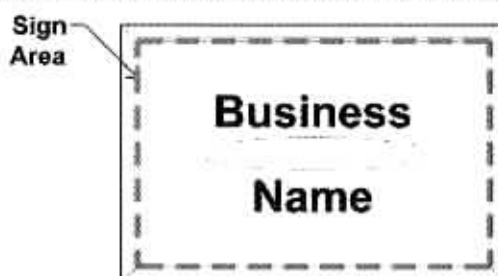
Unless specifically permitted as exempt from sign permit requirements by this Article, it shall be unlawful for any person to erect, relocate, or structurally alter any sign or other advertising structure without first obtaining a sign permit from the Village in accordance with Section 4.6 (Sign Permit). The Zoning Administrator may revoke any sign permit where there has been a violation of the provisions of this Code or misrepresentation of fact on the sign permit application.

14.4 DIMENSION MEASUREMENT

A. Computation of Sign Area

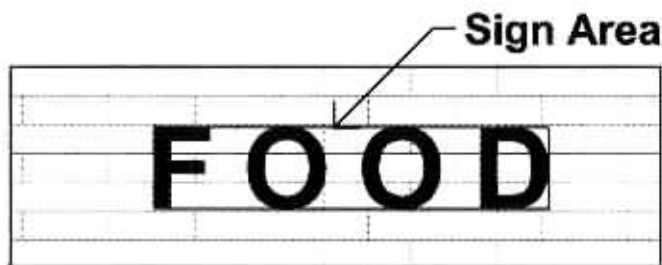
1. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign.
2. The area of the supporting structure or bracing of a sign shall be consistent with the sign it supports and location in which it is placed. When a sign has more than one (1) display face, all faces shall be included in determining the area of the sign.
3. For signs on a background, the entire area of the background shall be calculated for sign area, including any material forming the sign face or background used to differentiate the sign from the structure against which it is placed. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. (See Figure 14-1: Sign Area Computation 1)

FIGURE 14-1: SIGN AREA COMPUTATION 1



4. For signs consisting of freestanding letters or logos, the area of a sign face ("sign area") is calculated by means of the smallest square, circle, rectangle or triangle, or combination thereof, that will encompass the extreme limits of the writing, representation, emblem or other display. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. Window signs printed on a transparent film and affixed to a window pane shall be considered freestanding letters or logos, provided that the portion of the transparent film around the perimeter of the sign message maintains the transparent character of the window and does not contain any items in the sign message. (See Figure 14-1: Sign Area Computation 2)

FIGURE 14-1: SIGN AREA COMPUTATION 2

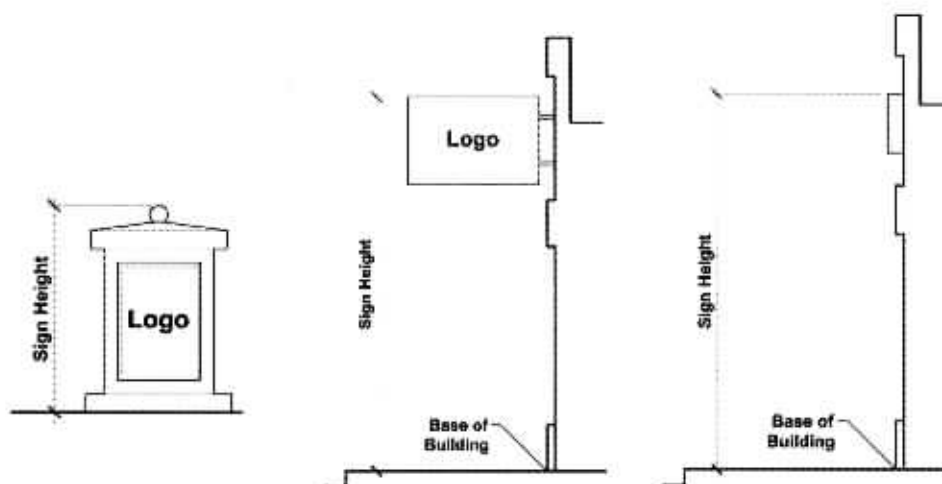


B. Measurement of Sign Height

Sign height is measured as described below. When measuring sign height, the height of the entire structure, including decorative elements, must be included. (See Figure 14-2: Sign Height)

1. For ground signs, height shall be calculated as the vertical distance measured from grade to the highest point of the sign.
2. For signs attached to buildings, height shall be calculated as the vertical distance from the base of the building to which a sign is attached to the highest point of the sign.

FIGURE 14-2: SIGN HEIGHT



14.5 GENERAL CONSTRUCTION AND DESIGN STANDARDS

The following general standards shall apply to all signs.

A. Location

1. Unless specifically authorized in this Article, no sign shall be placed in or extend into or over any public property or public right-of-way. Projecting signs and awnings are allowed to extend over any public property or public right-of-way only as permitted by this Article. Any sign placed on public property without authorization may be removed without notice.
2. No sign may be erected on private property without prior consent of the owner and, when applicable, approval of a sign permit.
3. No sign or sign structure shall obstruct free ingress to or egress from a fire escape, door, window or other required access way.
4. No sign shall project over, occupy, or obstruct any window surface required for light or ventilation by any applicable provision of the Hinsdale Building Code.

5. No sign shall be maintained at any location where by reason of its position, size, shape, content, color or illumination it may obstruct, impair, obscure, interfere with the view of, or be confused with any traffic control sign, signal or device or where it may interfere with, mislead or confuse traffic.
6. No sign, nor any part of a sign, shall be located lower than seven (7) feet from grade within the area of any sight triangle as defined in Title 7, Chapter 1, Article D of the Village Code.

B. Sign Structure and Installation

Supports and braces shall be an integral part of the sign design. Supports or braces shall be hidden from public view to the extent technically feasible. All signs attached to a building shall be installed and maintained so that wall penetrations are watertight and the structure does not exceed allowable stresses of supporting materials.

C. Wind Pressure and Direct Load Requirements

All signs shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of net surface area, unless otherwise required by the Village Code, and shall be constructed to receive dead loads as required by the Village Code.

D. Electrical Components

All electrical fixtures, devices, circuits, conduits, raceways or apparatus used to illuminate, move or project any sign shall be installed and maintained as required in the Village Code.

E. Glass

Glass forming any part of a sign must be safety glass.

F. Lettering

All letters, figures, characters or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign must be safely and securely built or attached to the sign structure.

G. Maintenance

1. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including its illumination sources, in compliance with this Code and all applicable laws, in a safe and secure condition, and in a neat and orderly condition and good working order at all times, and to prevent the development of any rust, corrosion, rotting, or other deterioration in the physical appearance or safety of such sign. The premises around all signs shall be kept clean and free of all rubbish and weeds.
2. Notwithstanding any other provision of this Article, no sign shall be constructed or maintained in any area or in any manner so as to create a nuisance or a threat to the public safety or welfare.

H. Illumination

1. Whenever an external artificial light source is used for a sign, such source shall be located, shielded and directed so as not to be directly visible from any public street or

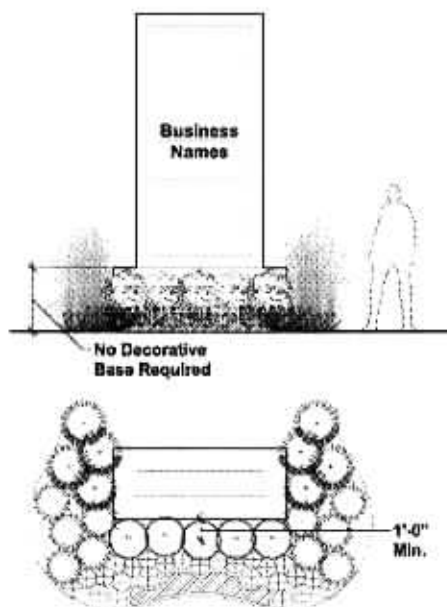
private residence

2. No receptacle or device housing a permitted light source for a sign shall protrude more than eighteen (18) inches from the face of the sign or building to which it is attached.
3. In no event shall the illumination of any sign, whether from an internal or external artificial light source, exceed fifty (50) footcandles when measured with a standard light meter held perpendicular to the sign face at a distance equal to the narrowest dimension of such sign face. All artificial illumination shall be designed, located, shielded and directed to illuminate only the sign face or faces and to prevent casting glare or direct light upon adjacent property or streets.
4. Illuminated signs are prohibited in the R-1, R-2, R-3 and R-4 Districts.
5. Any illuminated sign located on a lot abutting or across a street and visible from any residentially zoned area shall not be illuminated between the hours of 10:00 pm and 7:00 am, unless the activity to which the sign pertains is open for business after 10:00 pm or before 7:00 am.
6. Exposed neon and other gas tube signs are prohibited.
7. No internally illuminated sign shall have a translucent background. Only the sign message shall permit transmission of any light through the sign face.

I. Landscaping

Monument signs not constructed with a decorative base shall be landscaped at the base of the sign a minimum of one (1) foot from the sign base on all sides. Monument signs shall be landscaped with small shrubs, perennials and/or other live groundcover. If the monument sign is designed with a decorative base, landscaping is not required. (See Figure 14-3: Monument Sign Landscaping)

FIGURE 14-3: MONUMENT SIGN LANDSCAPING



J. Multiple Users on a Zoning Lot

When more than one (1) user occupies a zoning lot, the owner of the lot shall be responsible for allocating permitted signs among the users.

K. Data to be Posted

Every sign or other advertising structure shall have painted on or a metallic sticker applied, in a conspicuous place thereon, the date of erection, the permit number and the voltage of any electrical apparatus used in connection therewith. Such information shall not count toward the limitation on the items of information.

14.6 MASTER SIGN PLAN REQUIRED

- A. When more than one (1) wall sign, permanent window signs and/or awning/canopy sign is proposed on any building with multiple tenants or for a single large-scale user, to be determined by the Zoning Administrator, the applicant shall submit a master sign plan for review by the Zoning Administrator.
- B. A master sign plan shall provide for coordinated design for all building-mounted signage and shall include, at a minimum, criteria and specifications for general appearance, format of message, font size and style, lighting, location and construction materials.
- C. Where signs are to be located on a wall of a multi-tenant shopping center, they shall be located at a generally uniform height on the building wall and shall not cover or overhang any architectural feature.

14.7 PROHIBITED SIGNS

It is unlawful to erect or maintain any of the following signs:

- A. Abandoned signs. Abandoned signs must be removed within thirty (30) days following cessation of the relevant activity.
- B. Animated signs. This does not include time/temperature signs and electronic message display signs.
- C. Attention-getting devices.
- D. Changeable message signs. However, changeable message signs are permitted when accessory to a theater. Changeable message signs do not include bulletin boards, time/temperature signs and electronic message display signs.
- E. Flashing or blinking signs, or signs with intermittent lights. This does not include time/temperature signs and electronic message display signs.
- F. Illegally affixed signs. Any illegally affixed sign painted, pasted or otherwise affixed to any tree, rock, utility pole, hydrant, bridge, sidewalk, curb or street, bench or trash receptacle shall be prohibited. Logos and labels located on mechanical equipment, recycling bins, trash containers or dumpsters, which are part of the equipment as manufactured and/or installed, shall not be considered illegally affixed signs. This excludes house numbers located on a tree that is located entirely on private property.

- G. Moving signs. This does not include time/temperature signs and electronic message display signs.
- H. Obscene signs. No sign or other advertising device shall display any matter in which the dominant theme of the material taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.
- I. Off-premises signs, temporary or permanent.
- J. Painted signs. Any sign painted directly on an exterior wall, roof, fascia, parapet or chimney of a building or on a fence is prohibited.
- K. Permanent pole signs.
- L. Portable signs. Temporary sidewalk advertising signs are not considered portable signs.
- M. Reflective signs. Any sign using reflective paint or tape is prohibited, other than a governmental sign or a warning sign.
- N. Roof signs.
- O. Unsafe signs. No sign or other advertising structure shall constitute a hazard to safety or health by reason of inadequate design, construction, repair or maintenance.

14.8 TEMPORARY SIGN REGULATIONS

In addition to regulations applicable to specific temporary signs within this Article, the following regulations shall apply to permitted temporary signs:

A. General Regulations for All Temporary Signs

- 1. No temporary sign shall be illuminated.
- 2. Unless otherwise limited or permitted by this Code, temporary signs are limited to four (4) display periods a year, for a maximum of sixty (60) days for each display period, with a minimum of thirty (30) days between display periods. However, when a commercial establishment has a sign permit pending with the Village for a permanent sign, a temporary sign identifying the business may be erected while the application is pending in excess of the time limitation of this section.
- 3. All temporary sign permits shall indicate the first day of display and the last day of display, and shall be kept on file with the Village.
- 4. Unless specifically exempted from sign permit requirements by this section and this Article, all temporary signs shall require a sign permit and any applicable fees.

B. Banners (Temporary)

Temporary banners require a sign permit and are subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Temporary banners are permitted for any non-residential use.
2. Temporary banners are limited to thirty-two (32) square feet in area. Temporary banners may be constructed of canvas, canvas-like, plastic or wood material.
3. Only one (1) banner is permitted per zoning lot.
4. No temporary banner may be located higher than the roofline of the building to which it is attached or, if attached to a permanent sign, higher than the sign. There must be no encroachment into the public right-of-way.

C. Civic Event Signs

Civic event signs do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. All civic event signs must be approved by the Village Board.
2. Civic event signs shall be limited to no more than one (1) sign per zoning lot and shall be either wall-mounted or ground-mounted. No such sign shall be larger than fifteen (15) square feet in area.
3. Civic event signs shall be displayed for a period of not more than fourteen (14) days unless specifically approved for a longer period of time by the Village Board.
4. Civic event signs may extend on, into or over a public right-of-way with the approval of the Village Board on the basis of need, impact on pedestrian and vehicular traffic, and impact on surrounding property.

D. Construction Sign

Construction signs require a sign permit but are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. One (1) construction sign is permitted per lot.
2. The maximum permitted sign area is as follows:
 - a. Residential and OS Districts: Four (4) square feet per lot, up to sixty-four (64) feet for multiple lot developments.
 - b. Commercial, HS and IB Districts: Thirty-two (32) square feet per sign face, with a maximum of two (2) faces
3. All construction signs shall have a maximum height of eight (8) feet.
4. In the Residential and OS Districts, construction signs shall be set back ten (10) feet from any front or corner lot line and six (6) feet from any rear or interior lot line.
5. Construction signs shall not be erected prior to approval of a design review application and shall be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project.

E. Holiday Decorations

Holiday decorations do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Holiday decorations shall not be displayed for a period of more than forty-five (45) days before, or more than twenty (20) days following the holiday in connection with which they are displayed.
2. Holiday decorations may be of any type, number, area, height, location, illumination or animation so long as they create no safety hazard, nuisance or adverse impact on the adjacent properties.

F. Political Signs

Political signs do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Each political sign shall be limited to four (4) square feet in area.
2. Located entirely on private property pursuant to the owner's consent.
3. When such signs refer to an election or referendum, erected no more than thirty (30) days before the election and shall be removed within seven (7) days following such election.

G. Private Sale Signs (Garage Sale, Yard Sale, Etc.)

Private sale signs do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Limited to no more than six (6) square feet in area.
2. Located entirely on the premises where such sale is to be conducted.
3. Clearly marked with the name, address and telephone number of the person responsible for the removal of the sign.
4. Erected no more than twenty-four (24) hours before the sale, and removed within twenty-four (24) hours following the conclusion of such sale.
5. No ground-mounted sign shall be higher than four (4) feet or closer than six (6) feet to any lot line.

H. Real Estate Signs

Real estate signs do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Real estate signs shall be limited to one (1) single- or double-faced, non-illuminated sign.
2. Maximum sign area is limited as follows:
 - a. Single-family residential, individual lots: No more than four (4) square feet per sign face.

- b. Single-family residential, multi-lot developments: No more than four (4) square feet per sign face per zoning lot located in the development, up to a maximum of sixty-four (64) square feet.
 - c. Other uses: No more than sixty-four (64) square feet.
3. Every real estate sign shall be removed within five (5) days following the execution of a sales contract or rental lease of the property. For multi-unit developments or structures, the first to occur of either real estate sign shall be removed fourteen (14) days following the date upon which such development or structure is ninety percent (90%) sold or leased or six (6) months after the sign was erected, whichever occurs sooner.
 4. Signs displayed for longer than six (6) months must obtain a sign permit pursuant to applicable district regulations.
 5. The name, address and telephone number of the person responsible for such removal shall be clearly marked on the sign.
 6. Real estate "sold by" signs are prohibited.

I. Temporary Sidewalk Advertising Signs

Temporary sidewalk advertising signs require a sign permit but are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Temporary sidewalk advertising signs are permitted only within the B-1 and B-2 Districts.
2. Temporary sidewalk advertising signs are limited to twelve (12) square feet in total sign area, calculated as the total sign area of both sign faces, with a limit of six (6) square feet of sign area per side. Temporary sidewalk advertising signs are limited to four (4) feet in height.
3. Temporary sidewalk advertising signs are not subject to the display time limitations of Paragraph A, above. The use of temporary sidewalk advertising signs is limited to business hours only. Signs must be stored indoors at all other times. Temporary sidewalk advertising signs must not be used outdoors when high winds, heavy rains or heavy snow conditions exist.
4. Temporary sidewalk advertising signs sign structures must be professionally constructed and maintained in good condition, and approved by the Zoning Administrator.
5. Only one (1) temporary sidewalk advertising signs sign is permitted per business. A minimum twenty-five (25) foot separation is required between all temporary sidewalk advertising signs.
6. The temporary sidewalk advertising signs sign must be placed within fifteen (15) feet of the primary entrance of the business, and must not interfere with pedestrian traffic, or violate standards of accessibility as required by the ADA, or violate sidewalk clearance provisions of the Village. In multi-tenant establishments, temporary sidewalk advertising signs must be within fifteen (15) feet of the individual business establishment.

J. Temporary Use Signs

Temporary signs that are approved as part of a temporary use, as described in Section 13.7 (Temporary Uses) require a sign permit but are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. Located on the same zoning lot as the temporary use.
2. Limited to no more than one (1) per street frontage and set back at least six (6) feet from the front lot line.
3. Limited to six (6) square feet in area in any residential district or twenty (20) square feet in area in any other district.
4. Of sturdy construction.
5. Not detrimental to the character of the area.
6. Erected no sooner than twenty four (24) hours before the commencement of the temporary use and removed within twenty four (24) hours following the termination of the temporary use. All such signs shall be marked with their first day of display and the last day of display that is permitted by this Code.

K. Window Signs (Temporary)

Temporary window signs do not require a sign permit and are not subject to the display time limitations of Paragraph A, above. In addition, the following regulations shall apply:

1. The aggregate area of temporary window signs shall not exceed ten percent (10%) in the B-2 District, or twenty-five percent (25%) in all other districts, measured by the area of the window in which they are exhibited.
2. Temporary window signs shall not block any window area required for light, ventilation or emergency exit by any applicable code.
3. No temporary window signs shall be illuminated.
4. No temporary window signs shall be erected for a period of more than fourteen (14) days.
5. All such signs shall be marked with their first day of display and the last day of display.

14.9 PERMANENT SIGNS EXEMPT FROM SIGN PERMIT

The following types of permanent signs and activities are exempt from sign permit requirements. Such signs must comply with all applicable construction and design standards of this Code, as well as any additional standards below. These signs are permitted in all districts, unless otherwise indicated below.

A. Alteration and Maintenance Operations

The following activities shall be exempt from sign permit requirements:

1. Changing of copy on changeable copy sign when accessory to a theater sign or bulletin board.

2. Painting, repainting, cleaning, changing of items of information, or other normal maintenance and repair of a sign, not involving structural changes or changes in the electrical components of the sign.

B. Government Signs

The size of any government sign shall not exceed the requirements of the law, ordinance or regulation pursuant to which such sign is erected.

C. Memorial Signs

1. Memorial signs shall be limited to no more than one (1) sign per zoning lot and shall be wall-mounted or ground-mounted.
2. Memorial signs shall be made of durable materials such as bronze, stone or concrete, and shall not be illuminated.
3. Memorial signs shall not exceed three (3) square feet in area.
4. No ground-mounted memorial sign shall exceed four (4) feet in height.
5. No ground-mounted memorial sign shall be closer than six (6) feet to any lot line.

D. Miscellaneous Information Matter

Matter appearing on gasoline pumps, newspaper vending boxes and other vending machines, automatic teller machines, or matter appearing on or adjacent to entry doors such as PUSH, PULL, OPEN and/or CLOSED, or matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information shall be exempt from sign permit requirements. Service station rate signs and the changing of copy of such signs, including the names of grades of fuel and prices and conditions relating to prices such as full or self-service shall be permitted without a permit. However, such information shall be included in calculating the coverage of permitted permanent window sign area.

E. Nameplates

Nameplates are permitted subject to the following:

1. No more than one (1) sign per occupancy.
2. Nameplates must be wall-mounted.
3. No more than one (1) square foot in area.
4. Nameplates shall not be illuminated.

F. Official Flags and Emblems

Flags of any government or governmental agency, or any patriotic, religious, charitable, civic, educational or fraternal organization shall be exempt from sign permit requirements. There shall be no more than three (3) flagpoles per zoning lot.

G. Private Warning Signs

Private warning signs shall be:

1. Limited to two (2) square feet in area for each sign.
2. Limited to the number necessary to accomplish the intended purpose.
3. Illuminated only as required to accomplish such purpose.

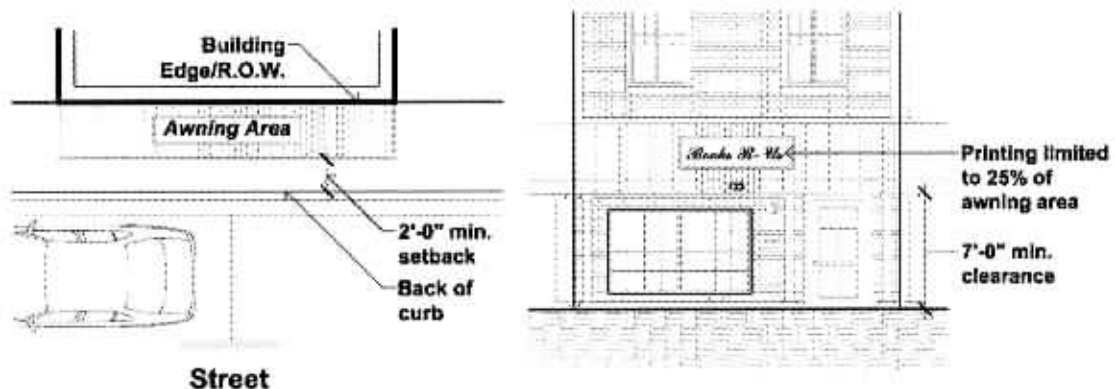
14.10 PERMANENT SIGN REGULATIONS

A. Awnings and Canopies

Awnings and canopies that are considered an architectural feature of a structure and are not used for identifying the premises or the goods and/or services sold are not considered a sign. Awnings and canopies used as signs are permitted in the Commercial, HS and IB Districts. Awning and canopy signs are subject to the following regulations:

1. Awnings and canopies signs shall be constructed out of canvas or canvas-like material. Back-lit and metal awnings and canopies are prohibited.
2. The maximum number of awnings and canopies used as a sign is as follows:
 - a. B-1 District: One (1) per user having a separate entrance. When more than one (1) exterior wall fronts on public street or parking lot, then one (1) per wall.
 - b. All other districts, where permitted: Two (2) per user
3. Printing on each awning and canopy shall be limited to twenty-five percent (25%) of the awning surface area. (See [Figure 14-4: Awning Signs](#))
4. All awnings and canopies shall maintain a minimum clearance of seven (7) feet. Awnings and canopies may extend over the public right-of-way but may not extend beyond a point two (2) feet from the curb line. (See [Figure 14-4](#))

FIGURE 14-4: AWNING SIGNS



5. All awnings and canopies shall comply with the following design standards:
 - a. Awnings and canopies shall be compatible in material and construction to the style and character of the building. The color of the awning or canopy shall be compatible with the overall color scheme of the façade.
 - b. When feasible, awnings shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
 - c. Awnings and canopies shall fit the opening of the building and positioned so that distinctive architectural features remain visible.

B. Bulletin Boards

Bulletin boards are permitted in the IB and OS Districts. In addition, bulletin boards are permitted for places of worship in any zoning district. Bulletin boards are subject to the following regulations:

1. Bulletin boards shall be limited to no more than one (1) sign per zoning lot, either in a wall or monument sign structure.
2. Bulletin boards shall be limited to fifteen (15) square feet in area and bulletin boards in a monument sign structure shall be limited to four (4) feet in height.
3. No bulletin board ground sign shall be closer than ten (10) feet to any property line abutting a street or closer than six (6) feet to any other lot line.
4. Bulletin boards may have an electronic message component, which is subject to the following regulations:
 - a. There shall be only one (1) electronic message component per lot.
 - b. Each message displayed on an electronic message component must be static or depicted for a minimum of eight (8) seconds and is limited to text only. The continuous scrolling of messages is prohibited.
 - c. No illumination from an electronic message component shall glare into any residential premises. In addition, no illumination from such sign shall interfere with the safe movement of motor vehicles on public thoroughfares.
 - d. The electronic message component shall not exceed ten (10) square feet.
 - e. The addition of an electronic message component to a nonconforming sign is prohibited.
 - f. Electronic message components shall not display any off-premises advertising.
 - g. Electronic display screens are not considered electronic message components and are prohibited.

C. Decorative Post Sign

Decorative post signs are permitted in the B-2 District. Decorative post signs are subject to the following regulations:

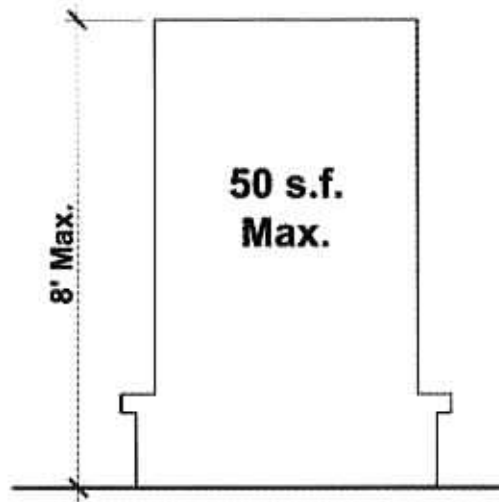
1. Decorative post signs are a type of ground sign mounted on a decorative post owned by the Village. Decorative post signs may only be located on:
 - a. Harrison Place between First Street and Hinsdale Avenue, when the businesses identified on the sign are located on Harrison Place between First Street and Hinsdale Avenue
 - b. Village Place between First Street and Hinsdale Avenue, when the businesses identified on the sign are located on Village Place between First Street and Hinsdale Avenue
2. One (1) decorative post sign is permitted on each end of Harrison Place. The sign may only identify the businesses located on Harrison Place. One (1) decorative post sign is permitted on each end of Village Place for each business on Village Place. The sign may only identify the businesses located on Village Place.
3. The maximum height of a decorative post sign shall be eight (8) feet, but the Village may approve higher.

D. Monument Sign

Monument signs are permitted in the B-1, B-3, O-1, O-2, O-3, HS and IB Districts. Monument signs are subject to the following regulations:

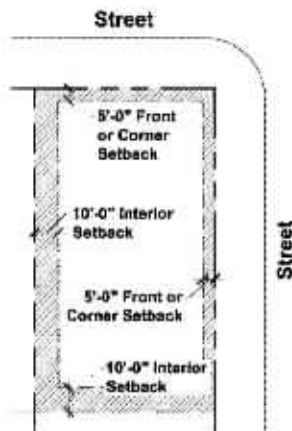
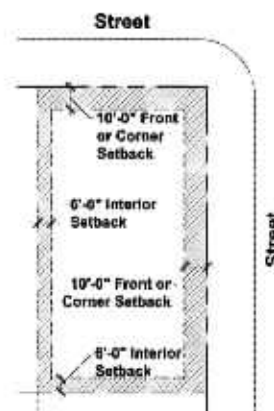
1. The maximum number of monument signs permitted is as follows:
 - a. B-1 District: One (1) per street frontage
 - b. B-3 District: One (1) sign per lot unless the lot abuts Ogden Avenue but does not have direct vehicle access from Ogden Avenue, then two (2) signs are permitted where one (1) sign is used to direct customers to the entrance of the business.
 - c. O-1, O-2, O-3 and IB Districts: One (1) per lot
 - d. HS District: Three (3) signs
2. Each individual monument sign shall be permitted a maximum sign area of fifty (50) square feet per sign face with a maximum of two (2) faces. No monument sign shall exceed eight (8) feet in height. (See Figure 14-5: Monument Signs)

FIGURE 14-5: MONUMENT SIGNS



3. In all districts where permitted except the B-1 District, ground signs shall be set back ten (10) feet from any front or corner lot line and six (6) feet from any rear or interior lot line. In the B-1 District, ground signs shall be set back five (5) feet from any front or corner lot line and ten (10) feet from any rear or interior lot line. (See [Figure 14-6: Monument Sign Location](#))

FIGURE 14-6: MONUMENT SIGN LOCATION

B-1 District**All Other Districts Where Permitted****E. On-Site Information Signs**

On-site information signs are permitted in the Commercial, HS and IB Districts. On-site information signs are subject to the following regulations:

1. On-site information signs shall be either wall-mounted or ground-mounted.
2. On-site information signs are limited to three (3) square feet, except in the B-3 District on

a lot abutting an intersection including Ogden Avenue where one (1) such sign may be twenty-one (21) square feet in total sign area.

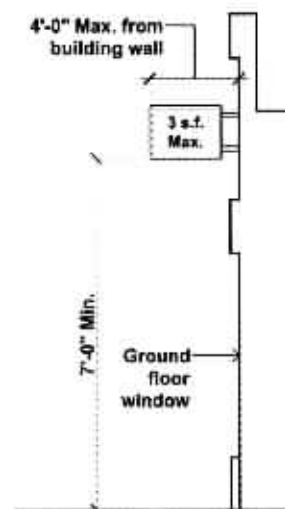
3. No ground-mounted on-site information sign shall exceed four (4) feet in height. No wall-mounted on-site information sign shall be mounted higher than fifteen (15) feet above grade.
4. Illumination is permitted only as necessary to accomplish the intended purpose of such sign. All illumination must comply with the requirements of Section 14.5.H (Illumination).
5. An on-site information sign shall only provide information and directions necessary or convenient for persons coming on the property, including entrances and exits, parking areas, one-way drives, rest rooms, pick-up and delivery areas, and the symbol or logo of the business or tenant occupying the lot.

F. Projecting Sign

Projecting signs are permitted in the B-2 District. Projecting signs are subject to the following regulations:

1. Each non-residential use within a structure with street frontage is permitted a projecting sign. Each commercial use located on the second floor of a structure with an entry on the ground floor is also permitted a projecting sign.
2. Projecting signs shall not exceed three (3) square feet in sign area. There shall be no more than two (2) sign faces. (See Figure 14-7: Projecting Sign)
3. The bottom of any projecting sign shall be at least seven (7) feet above the sidewalk. Projecting signs should be located that portion of the building immediately above the first floor windows and below the second floor window sills in the case of a two-story building. No projecting sign affixed to a building shall project higher than the building height, including sign support structure. (See Figure 14-7)
4. Projecting signs may extend over the public right-of-way but may not extend beyond a point two (2) feet from the curb line. Projecting signs shall not project more than four (4) feet from the face of the building to which they are attached, including the area between the sign and the face of the building. (See Figure 14-7)

FIGURE 14-7: PROJECTING SIGN



5. No projecting sign shall be secured with wire, strips of wood or nails nor shall any projecting sign be hung or secured to any other sign. Any movable part of a projecting sign such as the cover of a service opening shall be securely fastened by chains or hinges. Projecting signs shall neither be attached to, nor supported by, frame buildings nor the wooden framework of a building.
6. Only spotlight or goose-neck lighting integrated into the sign bracket is permitted. No projecting sign with internal illumination of any kind is permitted.

G. Time/Temperature Sign

Time/temperature signs are permitted in the B-1, B-2, B-3 O-2, O-3, HS and IB Districts. Time/temperature signs are subject to the following regulations

1. One (1) time/temperature sign is permitted per lot.
2. The maximum permitted sign area shall be fifteen (15) square feet per sign face with a maximum of two (2) faces.
3. Special use permit approval is required for all time/temperature signs.
4. Time/temperature signs must utilize clear or white light only. Messages may only change at twelve (12) second intervals. Time/temperature signs may display only the time, temperature, stock market quotations, or civic messages by means of a lamp bank.

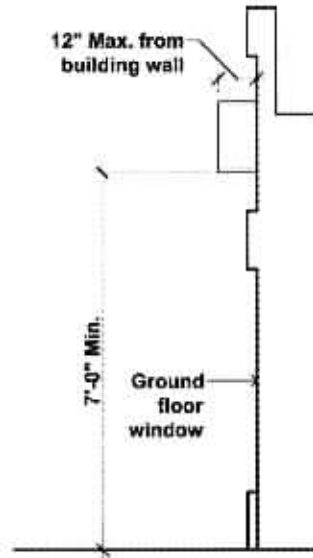
H. Wall Sign

Wall signs are permitted for non-residential uses in all zoning districts. Wall signs are subject to the following regulations:

1. The permitted sign area for a wall sign shall be as follows:
 - a. For an interior lot, the maximum size of a wall sign shall be established at one (1) square foot per linear foot of zoning lot frontage as measured along the front lot line. No wall sign shall exceed one-hundred (100) square feet.
 - b. For a corner lot, the maximum size of a wall sign located on each building wall shall be established at one (1) square foot per linear foot of zoning lot frontage as measured along the front or corner side lot line of that building wall. The size of a wall sign on each side of the building shall be limited to the square footage calculated on that side only. In no case shall the square footage permitted for the building wall located along the front lot line and the square footage permitted for the building wall located along the corner side lot line be combined to create a larger sign on a wall other than that permitted on each individual wall. No wall sign shall exceed one-hundred (100) square feet.
 - c. In a multi-tenant structure, each tenant shall be permitted a wall sign of one (1) square foot per linear foot of business frontage. In no case, shall the total amount of wall signs on the structure exceed one (1) square foot per linear foot of business frontage. If a multi-tenant structure is located on a corner lot, the maximum size of the wall sign located on the wall along the corner lot line shall be limited to one (1) square foot per linear foot of zoning lot frontage as measured along the front lot line. No wall sign shall exceed one-hundred (100) square feet.

3. Wall signs must be safely and securely attached to the building wall at no less than seven (7) feet above grade. Wall signs must be affixed flat against the building wall and must not project more than twelve (12) inches from the building wall. (See Figure 14-8: Wall Sign)

FIGURE 14-8: WALL SIGN

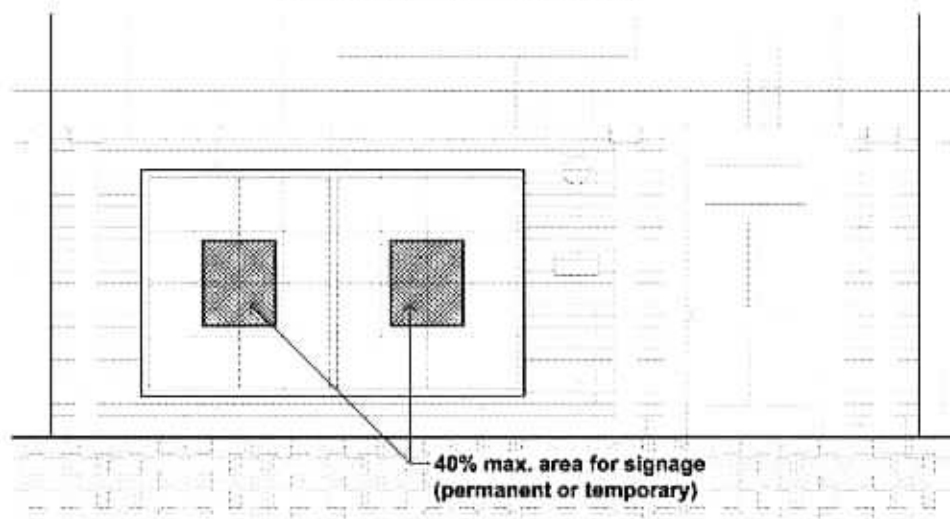


4. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On existing buildings, a parapet wall must not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new buildings, when a sign is to be mounted on a parapet wall, that parapet wall must be consistent with the architectural design of the building, including building materials. Wall signs may not be attached to un-reinforced masonry parapets. Wall signs shall not cover windows, doors or architectural features.
5. Wall signs shall be constructed of wood or metal. Wall signs shall not be painted on the exterior wall.
6. Gooseneck reflectors are permitted on all wall signs provided the reflectors must concentrate the illumination upon the area of the sign face only. Internally illuminated wall signs are permitted.
7. Within a multi-tenant commercial development, all wall signs must be located at a generally uniform height on the building wall.


I. Window Sign (Permanent)

Permanent window signs are permitted in the Commercial, HS and IB Districts. The total amount of window signs, whether temporary or permanent, shall occupy no more than forty percent (40%) of the surface of each window area. Temporary window signs are limited to twenty-five percent (25%) of window area and subject to the regulations of Section 14.8.K (Window Signs (Temporary)). (See Figure 14-9: Window Sign)

FIGURE 14-9: WINDOW SIGN



MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: August 18, 2010
RE: EDC Catalogue

The EDC may wish to consider the development of a catalogue of its work to date.

This would provide, at a glance, a summary of key projects. Items would include but would certainly not be limited to: the EDC's multi-media marketing efforts, such as the large recruitment brochure and the recent "who, what, wear" advertising grant program; urban design projects such as the historic downtown and way-finding signs and the shopping directory and parking plaza; and, event-based promotion, with Distinctly Hinsdale for the Holidays having had several years to get established.

The catalogue could help clarify the EDC's role and reveal to interested parties, such as existing and prospective business owners, the accomplishments and ongoing work of the group. The presentation would likely rely heavily on visuals but would also be accompanied by supporting text.

If you have any questions or comments, please do not hesitate to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager
Robb McGinnis, Building Commissioner/Comm. Dev. Director