

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: May 21, 2013

RE: Sales Tax Review

Below you will find a review of sales tax revenue for the first month of Fiscal Year 2013-2014.

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 May (February sales) amounted to \$210,060 as compared to the previous year's receipts of \$193,823. This represents an increase of \$16,237 (8.4%) for May.

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 May (February sales) amounted to \$17,005 as compared to the previous year's receipts of \$17,700. This represents a decrease of \$695 (-3.9%) for May.

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

Total sales tax receipts for the month of May (February sales) amounted to \$227,065 as compared to the previous year's receipts of \$211,523. This represents an increase of \$15,542 (7.3%) for May.

If you have any questions, please feel free to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

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Date: May 21, 2013

RE: Food and Beverage Tax Revenue

For Fiscal Year 2012-13, the budget projection for food-and-beverage tax revenue was \$311,500 or approximately \$25,958 per month.

For April (March collection), the last month of the fiscal year, the Village collected \$28,081 in food-and-beverage tax revenue. This is \$33 (or 0.1%) more than the same month last year.

For the fiscal year, the Village received \$320,591 in food-and-beverage tax revenue versus last year's \$317,267. This reveals an increase of \$3,324 or 1% for the same period last year and approximately 2.9% in relation to budget.

As noted recently, Fox's on York and the Dairy Queen/Orange Julius at the oasis should have a positive effect on this revenue total during the new fiscal year (that began May 1st).

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

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From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: May 21, 2013

RE: Promotional Sales Event

At recent meetings of the Economic Development Commission (EDC), members decided to again pursue a retail sales promotion for the spring and return to the theme, Customer Appreciation Celebration. Members also commented that the holiday sales promotion should occur over the Thanksgiving weekend and leverage the highly-visible Small Business Saturday of AmEx.

Members selected Friday, June 7th and Saturday, June 8th for the Customer Appreciation Celebration after considering a number of potential weekends based on the community calendar (of graduations, prom, First Communion, etc.). It was thought that this would offer a nice lead in to the 40th Anniversary of the Fine Arts Fair and complement the opening week of the Farmer's Market and Uniquely Thursdays.

The media plan includes print and online advertising, banners in the park and on light posts around downtown, and e-Hinsdale, an e-mail sent weekly to approximately 1,000 subscribers. Direct Advantage will review this plan at the meeting.

Merchant participation is critical to success. At the meeting of the EDC, Direct Advantage will provide an update on the number of merchants that have placed a special offer or experience on HinsdaleRetail.com. Although not required to participate, the information submitted by retailers to this site will be translated to HinsdaleEvents.com, the micro-website address that is listed in advertising. This site will allow consumers to discover what may be special and unique about shopping the two days of the promotion. Additional outreach to merchants to through e-mail to pique interest will continue.

If you have any questions in advance of the meeting, 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

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Date: May 21, 2013

RE: Temporary Sidewalk Signage

A couple of years ago, the Village streamlined the approval process for code-compliant signage. The objectives were to be more responsive and business-friendly and to maintain the character of the built environment.

The administrative review process, which requires approval by the Chairman of the Plan Commission and the Village Manager, has proven to be effective. The current procedure does not include other exterior appearance elements (e.g., awnings), and as a result, approval of these can be time-consuming. With that in mind, there is a desire to extend the administrative approach.

While that program will be developed, there is a sign issue that has produced feedback to Village Hall to warrant discussion. Specifically, this is the use of “sandwich boards.” Although this sign type is prohibited by the current code (which has been in place since the late 1980s), its use proliferated downtown. Consequently, Community Development’s Code Enforcement received a directive from the Village Board to enforce the code prohibition on sandwich boards along with another prohibited sign type, the attention-getting device “open” sign (these have become increasingly bright with some even animated).

The fundamental issue for members of the Economic Development Commission (EDC) to consider is whether the use of temporary sidewalk signs (or temporary sidewalk advertising signs) is appropriate in any instance, and if so, what code provisions would be required to authorize their use.

Some questions to consider include but are not necessarily limited to the following:

What zoning district(s) might they be permitted in? Would the sign be compatible only with the pedestrian-oriented B-1 Community Shopping District and B-2 Central Business District?

If not for use on public right-of-way, could they be permitted on private property?

If allowed on public right-of-way, shall a certificate of insurance be supplied by the business owner? Would the business owner sign an agreement that would indemnify (and/or hold harmless) the Village?

For the B-2 (downtown), would their use be allowed for upper floor businesses and not for ground floor ones (i.e., ones at street level with display windows)?

With a multi-tenant building, would only one sign be permitted per building? If more than one were permissible, would a total be specified (e.g., two)? If two were permitted, would there have to be a minimum amount of separation between them (e.g., 10'-15')? Would the sign have to be placed within a certain proximity to the entrance of the business (10'-15')? For upper floor tenants, would the sign(s) have to be placed within a certain distance to the main entrance of the building (e.g., 10'-15')? Would there have to be a minimum separation between any two signs, even when it is between at neighboring buildings (e.g., 20'-25')?

If permitted as a sign type, what would the approval process be? Would it follow the existing process that includes the Plan Commission Chairman, or could it be approved through a shorter administrative process?

Would the signs only be permitted during business hours? Shall it be specified that at all other times the signs must be kept indoors? Should there be a provision that the sign may not be used during inclement weather when heavy rains, high winds, or snowy conditions are present?

What size would be permitted? Sample language could be, "each sign may not exceed eight (8) square feet of total sign area, calculated as the total sign area of both sign faces, with a limit of four (4) square feet of sign area per side."

Would materials be specified? This could include materials that are permitted (e.g., wood or painted or powder-coated metal) and materials that are prohibited (e.g., plastic)? Would the sign have to have a decorative quality or could it solely be utilitarian? Would there be a limit to the number of colors as there is for building signage?

Would placement of the sign be formally prescribed? For example, must part of the sign base touch the building's exterior wall (unless the building's positioning on the lot does not make that possible)?

These are simply some questions that came to mind. It is clear that while this is an appealing sign type to certain businesses (with some citing a direct effect on the bottom line), development of appropriate standards would require thoughtful

consideration. Since code standards have broad applicability, it is the potential collective effect of their application that should be kept in mind when considering this topic. Perhaps protection of the Village's historic character can be sensibly balanced with increasing flexibility on signage that a number of local small businesses have reported is instrumental to their success.

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