
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: WALTER MAGDZIARZ, COMMUNITY DEVELOPMENT DIRECTOR
DANIELLE MARION, PLANNING & ZONING ADMINISTRATOR
SUBJECT: DISCUSSION: ZONING ORDINANCE AMENDMENT
(TEMPORARY SIGNS FOR SPECIAL EVENTS)
AGENDA: APRIL 5, 2022 VILLAGE BOARD MEETING
DATE: APRIL 1, 2022

ISSUE

Shall the Village Board approve a proposed Zoning Ordinance amendment to modify the existing regulations pertaining to temporary signs for special events.

DISCUSSION

Village staff was contacted by the coordinator of the Farmer's Market concerning the expanded use of temporary signs for the weekly event. Specifically, the Farmer's Market desires to display multiple off-site signs to advertise and direct the public to the weekly event.

Village staff investigated the request and determined it was in conflict with the sign regulations and instead proposed an amendment that would give certain special events an advantage with on- and off-site signs. Village staff recognizes the proposed amendment has its problems, but the Planning Commission was of the opinion the amendment was fraught with unintended consequences. So much, in fact, that the Commission could not get a second to the motion to recommend approval of the proposed amendment. Accordingly, the motion died and there is no formal recommendation to forward to the Village Board.

COSTS

There is no cost to discuss the matter.

ATTACHMENTS

- Planning Commission Recommendation PC22-002

RECOMMENDATION

Village staff concurs with the Planning Commission's recommendation, or lack thereof. If the Village Board has any desire to implement the proposed amendment, Village staff requests input and direction in order to draft regulations that will achieve the desired outcome for future discussion. In such a case, the amendment would be sent back to the Planning Commission for a formal recommendation. On the other hand, if the Village Board sees no need to proceed with the amendment it can note that for the record and let the matter die by taking no further action.

VILLAGE PRESIDENT

Jennifer Konen

VILLAGE ADMINISTRATOR

Brent M. Eichelberger

VILLAGE CLERK

Alison Murphy



COMMUNITY DEVELOPMENT

VILLAGE TRUSTEES

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Michael Schomas

Ryan Walter

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R E C O M M E N D A T I O N
PC22-002

TO: Village President and Board of Trustees
FROM: Zoning Board of Appeals
DATE: Meeting of March 16, 2022
PETITION: 22-002 Text Amendment: Temporary Signage (Special Events)

PROPOSAL

Amend section 11-14-11 to add provisions for temporary signage for special events.

BACKGROUND & HISTORY

In reviewing the Village's sign ordinance, staff discovered that Special Events who choose to have temporary signage are not allowed to advertise their event with signage for the full duration of some of the seasonal events that take place within the Village. In addition to the time restraint, these events also are not permitted to have any type of signage in any location other than on the property on which the event takes place.

With this realization, staff feels that it could be of value to allow permitted Special Events to be allowed to have these additional provisions regarding temporary signage.

PUBLIC RESPONSE

After due notice, the Planning Commission held a public hearing on March 16, 2022. No objectors were present.

DISCUSSION

The Planning Commission discussed the proposed text amendment and possible issues that might arise with the approval.

RECOMMENDATION

Commissioner Eckert made a motion to recommend the Village Board approve the proposed text amendment attached as exhibit A, there was no second provided and the motion failed.

AYES: None

NAYES: None

ABSENT: Guddendorf

Exhibit A

11-14-11: TEMPORARY FOR BUSINESS PERMITTED SIGNS

- i. Special Events: Special Events that have a valid special event permit may have up to four temporary advertising signs with a temporary sign permit. Signs are permitted to be located off-site only with the permission of the property owner.
 - a. Duration: Special event temporary signs may be displayed not more than 7 days prior to the first date of the special event and shall be removed no later than 7 days after the last date of the special event permit.
 - b. Area: The total area of all special event temporary signs displayed at one time shall not exceed one hundred twenty-eight (128) square feet, and no temporary sign shall exceed thirty two (32) square feet.
 - c. Height: The maximum height shall be ten feet (10') for freestanding temporary signs
 - d. Illumination: Special Event temporary signs shall not illuminated.