
VILLAGE OF SUGAR GROVE

BOARD REPORT

TO: VILLAGE PRESIDENT AND BOARD OF TRUSTEES

FROM: MICHAEL CASSA, ECONOMIC DEVELOPMENT DIRECTOR

SUBJECT: APPROVAL: COMMERCIAL PROPERTY ENHANCEMENT PROGRAM APPLICATION FOR FIRESIDE GRILLE

AGENDA: April 4, 2023 REGULAR BOARD MEETING

DATE: March 28, 2023

ISSUE

Should the Village Board of Trustees approve a Commercial Property Enhancement Program grant application submitted by Fireside Grille.

DISCUSSION

The Commercial Property Enhancement Program (CPEP) was approved by the Village Board at the September 6, 2023 Board Meeting. Here is a review of the CPEP program:

The Village budgeted \$50,000 in the FY2022-2023 Budget for the creation of a grant program for exterior and site improvements to commercial properties. The attached CPEP program includes information on eligibility, reimbursable costs, grant evaluation criteria, and the application review and approval process. It also includes the application form, and the list of documents that must be submitted by the applicant. The program is targeted for those commercial properties located in the downtown area. A list of eligible properties is also attached. Only commercial properties are eligible. The program provides for a maximum reimbursement of \$10,000, unless the Village Board approves a higher amount.

Fireside Grille, located at 49 Sugar Lane, has submitted a grant application for a new sign package for their restaurant. Replacement and installation of commercial signs are eligible expenses under the program. Fireside Grille plans to install three new signs at a cost of \$47,800. The project includes the removal of the pole sign adjacent to Route 47. The sign will be replaced by a monument sign, which will feature fabricated aluminum letters halo lit with white LED's. It will include a custom base to match the current stonework of Fireside Grille, as well as a double-faced LED electronic message center. The project also adds two matching LED wall signs to the building: one on the east-facing vestibule and one on the north side of the building. All three signs will feature the new Fireside Grille logo. The Fireside Grille CPEP application included all the required items, including renderings of the proposed signs. Fireside Grille is requesting \$20,000 in reimbursement under the program. As stated above, the Village

Board may approve an amount higher than the \$10,000 maximum reimbursement. The Fireside Grille application is attached.

The current pole sign is located in the Village right-of-way. Fireside Grille proposes to install the new monument sign in the same location. Fireside Grille will submit an application for a variance, permitting installation of the new sign in the right-of-way. The application for a variance will come before the Village Zoning Board of Appeals, and then before the Village Board.

In order to receive grant funding, Fireside Grille would first (1) receive approval for the variance; and (2) complete installation of the three signs.

Village staff met with the Fireside Grille Manager on several occasions to assist in the application process. The Commercial Property Enhancement Program Review Committee met to discuss the Fireside Grille application. The committee consisted of the Village President, the Economic Development Director, the Community Development Director, and the Finance Director. The Planning and Zoning Administrator also participated in the meeting. The committee was unanimous in recommending approval for Fireside Grille's application for a \$20,000 reimbursement under the program.

COST

Fireside Grille is requesting a grant of \$20,000. FY2022-2023 Budget includes \$50,000 for the grant program.

RECOMMENDATION

That the Village Board of Trustees approve the application of a \$20,000 grant under the Commercial Property Enhancement Program for Fireside Grille. The funding would be subject to approval of the variance for installation of the monument sign, and to completion of the installation of the three signs.