

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: November 5, 2026

To: Appearance Commission

From: Danielle Stewart, Assistant Director of Economic and Community Development

Topic: Case 26-70: Text Amendment for Temporary Sign Regulations

APPLICATION INFORMATION

APPLICANT	Village of Homewood
ACTION REQUESTED	Text amendment to consider the revision of regulations governing temporary signs, including applicable allowances and requirements for non-residential properties, and to establish new types of temporary signage.
ADDRESS	N/A
PIN	N/A

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Strikethrough/Underline of Zoning Text	35	Danielle Stewart, Asst. Dir. ECD	10/30/2026

BACKGROUND

The Village is undertaking a review of its temporary signage regulations to evaluate current needs and identify opportunities to provide greater flexibility for temporary signage throughout the community. This review is intended to better accommodate a variety of temporary commercial uses and business activities, including seasonal retailers, while maintaining reasonable standards for signage placement, size, duration, and appearance. The proposed text amendment seeks to modernize the Village's existing regulations to better reflect the needs of local businesses and commercial properties.

DISCUSSION

The proposed text amendment shall be evaluated in accordance with the standards established in Section 44-07-10(d)(2) of the Village Zoning Ordinance. These standards provide the framework for reviewing proposed zoning text amendments and include the following considerations:

(d) *Standards.* In making their recommendations on the map or text amendment, the planning and zoning commission and village board shall review responses by the applicant to the standards set forth below. Not one of the standards is controlling.

...

(2) Text amendments.

- a. Is the proposed text amendment consistent with the stated goals in the comprehensive plan?
- b. Does the proposed text amendment address a particular issue or concern for the village?
- c. Will the proposed text amendment impose an unreasonable hardship on existing uses?
- d. Have major land uses, conditions or circumstances changed since the original zoning ordinance text was established?
- e. Is the requested change compatible with the existing uses and development patterns of the community?
- f. Will the proposed change be detrimental to the health, safety and welfare of the neighborhood or of the village as a whole?

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Recommend approval of Case 26-70, Text Amendment for Temporary Sign Regulations, to the Village Board of Trustees.