

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: April 2, 2026

To: Appearance Commission

From: Noah Schumerth, Assistant Director of Economic and Community Development

Through: Angela Mesaros, Director of Economic and Community Development

Topic: Case 26-24: Appearance Review for ECM Sign at 3043 W 183rd Street

DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Jason Sanders, FBS Signs, Applicant	03/26/2026
Sign Plans/Specifications	2	FBS Signs, Sign Contractor	03/26/2026
Staff Exhibits	2	Noah Schumerth, A.D. ECD	03/27/2026

BACKGROUND

The applicant, FBS Signs, has proposed the installation of an electronic changing message (ECM) sign at 3043 W 183rd Street. The sign is proposed to be mounted to an existing pylon sign structure, replacing an existing ECM sign mounted in the same location. The sign will be used for advertising for Bevda's Wine and Spirits, a business under construction at 3043 W 183rd Street.

DISCUSSION

The applicant has proposed the construction of a 32 square-foot electronic changing message board sign. The sign would be comprised of double-sided LED panels. The dimensions of the sign panel will be 8 feet in length, 4 feet in width, and approximately 7 inches in depth. The sign will be powered through the existing electrical connection in the pylon sign, which is currently connected to a defunct ECM sign installed on the pylon sign.

This property is located in the B-3 General Business zone. This property is permitted to have one (1) electronic sign, provided this sign is approved by the Appearance Commission and meets the standards for ECM signs in the Village Zoning Ordinance. No other ECM board signs will be permitted to be constructed on this property without the removal of this sign or the approval of a comprehensive sign plan (CSP) allowing for more than one sign to be installed.

The maximum allowed size of an ECM sign in the B-3 zoning district is 50% of the maximum permitted size for a pylon sign at this location. The maximum allowed size for an electronic sign at this location is approximately 110 square feet. **The sign is within the allowable sign size requirements for the zoning district in which the property is located.**

The sign will be required to meet the following conditions of operation:

- **Static Display:** All images displayed on an ECM sign board shall be static (no changes in intensity or brightness, no flashing or blinking images, etc.)
- **Image Duration:** The display duration for any single image shall be no less than eight seconds.
- **Hours of Operation:** The sign may only be illuminated between 6:00am and 11:00pm.
- **Off-Premises Advertising:** No off-premises advertising may occur using this sign.
- **Adjustment for Brightness and Color:** The sign shall have functionality to adjust brightness and color to ensure appropriate operation depending on time of day.
- **Impact on Residential Property:** The sign shall not have any lighting impact on any property boundary adjacent to residential (north property boundary on the subject property).
- **Sign Malfunctions:** In the event of a sign malfunction, the ECM signboard shall be turned to dark screens with no illuminated elements of the sign face until the malfunction is corrected.

These requirements have been incorporated into the conditions of approval for the sign.

REVIEW STANDARDS

The Appearance Commission may wish to consider the following standards from the Appearance Plan when reviewing the proposed ECM sign:

F. Signs

- 1. Wall, ground, and identification signs shall be part of the architectural concept. Size color, lettering, locations, and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjoining buildings.*
- 2. Materials used in signs shall be of sound architectural character, be durable, and be harmonious with building design and surrounding landscape. Materials that tend to become illegible shall be avoided.*
- 3. Every sign shall be scaled and designed so as to conform with relationship to buildings and surrounds.*
- 4. Colors shall be used harmoniously and with restraint. Lighting shall be harmonious with the design. If external spot or floor lighting is used, it shall be arranged so that light source is shielded from view.*
- 5. The provisions of the Homewood Municipal Code as it regulates signs, shall be part of the criteria of this subsection.*

STAFF COMMENTS

In addition to this ECM sign, the applicant has proposed the replacement of sign copy in the pylon sign to which this ECM sign is to be affixed. The applicant has also proposed a new wall sign. Both of these signs meet the minimum requirements of the Village and do not require additional Appearance Review.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-24: Appearance Review for ECM Sign at 3043 W 183rd Street, subject to the following conditions:

1. Revise drawings to provide black cladding or paint on pylon sign structure to repair sign appearance and ensure visual cohesion with existing pylon sign on the property.
2. Sign shall meet the operating requirements of the Village Zoning Ordinance for ECM signs, including:

- a) All images displayed on an ECM signboard shall be static. Sign images shall not include any change in intensity or brightness, nor divisions between two screens, flashing, or blinking images.
- b) The display duration for any single image shall be no less than eight seconds.
- c) Under no circumstances shall any ECM sign be permitted to include off-premise commercial advertising in any image displayed on the sign.
- d) Exterior signs located on any lot adjacent to residential uses may be illuminated only during business hours or between 6:00 a.m. and 11:00 p.m., whichever is later.
- e) The brightness of any ECM sign shall be limited to 0.3 foot-candles at any lot line abutting a nonresidential use, and 0.00 foot-candles at any lot line abutting a residential use.
- f) Any new ECM board constructed after the effective date of this section shall include functionality to adjust brightness and color with ambient light levels to ensure appropriate operation.
- g) In the event of a malfunction, ECM signboards shall be turned to dark screens with no illuminated elements of the sign face until the malfunction is corrected.

3. Paint bollards adjacent to the pylon sign to match the final color of the pylon sign frame (black as conditioned, or another color as approved by the Appearance Commission).