

# VILLAGE OF HOMEWOOD



## MEMORANDUM

DATE OF MEETING: November 2, 2023

**To:** Appearance Commission

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

**Through:** Angela Mesaros, Director of Community and Economic Development

**Topic:** Case 23-31: All Nations Community Church Monument Signage, 18620 Kedzie Avenue



## DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Ken Richmond	10/26/23
Narrative	1	Signs Plus	10/26/23
Sample Elevations	1	Signs Plus	8/8/23
Engineering Drawings/Sections	3	Signs Plus	8/8/23
Staff Exhibits	2	Asst. Dir. Comm./Econ. Development	10/27/23

## BACKGROUND

The applicant has proposed an electronic bulletin board sign in the front of All Nations Community Church, located at 18620 Kedzie Avenue. The sign will replace existing monument signage serving as an identification sign and located in front of the church building. The sign will be located within the R-1 Single-Family Residential zoning district, within which the church site is currently located. The Village Code of Ordinances does not restrict the placement of electronic bulletin board signs or other electronic displays in this district if such signage meets Village standards and receives approval from the Appearance Commission.

**DISCUSSION**

The signage proposed by the applicant will replace existing monument signage located in the front yard setback of the church building. The sign consists of two monument signs angled approximately 60 degrees from the public right-of-way and placed in a V-pattern facing toward from the church (see Figure A). Each existing sign is a bulletin board sign with changeable letters and a backlit sign portion with sign copy identifying the name of the church. Recent photographs submitted by the applicant note that the sign is currently utilizing outdated technology and is currently below general standards of maintenance. The applicant has proposed to replace the monument signs with electronic bulletin board signs providing identification of the church and information about the church.



Figure A: Existing signage at All Nations Community Church. Note V-shaped monument sign and changeable letter signage.

All Nations Community Church is classified as a civic or charitable institution in the Village Code of Ordinances, and is permitted to provide signage with significant restrictions per Section 30-7 of the Village Code of Ordinances:

*“ No sign shall be displayed on the building or premises...except for identification signs, identifying the name or nature of the institution or organization and bulletin board signs, being structures of a permanent nature but having changeable words or figures.” (Section 30-7, Code of Ordinances)*

These types of signage are permitted within the R-1 Single-Family Residential zoning district where this structure is located, provided that signage design meets specific restrictions in Village ordinances. Changeable copy/reader boards may also be used as bulletin board signs within the R-1 zoning district, so long as form standards are met pursuant Sections 30-4 and 30-5 of the Village Code of Ordinances and the purpose of the sign is to identify the church or display announcements/public service messages.

The new sign will have the following properties (see attachment “Proposed Sign Elevations”):

Sign Property	Description
Sign Dimensions (x2)	10’ (L) x 8” (W) x 5’ 6” (H)
Base Dimensions (x2)	11.5’ (L), 9” (W), 1’ 6” (H)
Sign Type (x2)	Dual (LED backlit cabinet, digital bulletin board with LED changeable copy)
Materials	Single cabinet (painted black), brick base
Other Properties	Powered from primary structure, dual 120V 20W conduits



Figure B: Inset of design of proposed signage. Signage to be repeated twice to create V-pattern with monument signs at 60 degree angle.

Each of the two proposed monument signs includes an LED backlit cabinet sign measuring 12 inches by 10 feet across the top of the sign serving as an identification sign for the church. The remainder of the sign area on each sign (36.5 inches by 10 feet) is an electronic bulletin board with changeable copy and LED display. The sign will be attached to an existing 1' 6" brick sign base with steel base plates with metal panels. The existing brick monument sign base is approximately 18 inches longer than the new sign, measuring 11 feet and 5 inches in length. The dimensions of all signage proposed meets the form standards found in the Village Code of Ordinances. No details on landscaping are currently provided by the applicant, and staff has provided recommendations for the provision of landscape plans which show details about any proposed landscaping to accompany the sign proposal and ensure a suitable transition between the ground and the proposed signage.

On-site analysis reveals that the signs are visible from multiple residential properties nearby, including two homes at 3200-3208 186<sup>th</sup> Street, two homes along Kedzie Avenue (18559 and 18655 Kedzie), and two homes along Mallard Drive (3201-3205 Mallard Drive). Electronic bulletin board signage may have impacts on these properties, where the signage is visible from the front of the residential structures where screening is not present. Staff recommends that restrictions be placed on brightness, the rate of change for messaging on the sign, and the ability to disable the sign when damage or signage errors are present.



Figure C: View from Kedzie Avenue (looking south) demonstrating visibility of signage from neighboring residential properties on 186th Street.

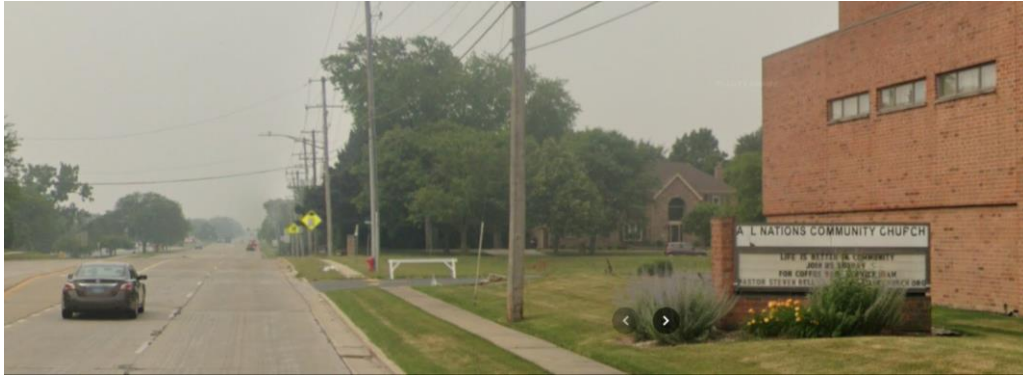


Figure D: View from Kedzie Avenue (looking north) demonstrating visibility of signage from neighboring residential properties on Mallard Drive.

Staff recommends numerous conditions which have been placed on other electronic bulletin board signs at civic and charitable institutions throughout the Village. These conditions are currently being recommended for inclusion as standardized form requirements for all electronic signs in most zoning districts. These conditions include:

- 1) All images displayed on signs shall remain static;
- 2) All messages on signs must have a minimum duration of 12 seconds without flashing, blinking, or movement;
- 3) Transitions between messages on the signs must be instantaneous;
- 4) No change in intensity or brightness, nor video displays of any type, shall be used to display any message
- 5) Single messages shall not be divided between two screens,
- 6) No flashing or blinking shall be used for any message;
- 7) Exterior signs shall be illuminated only during business hours or between the hours of 6:00am to 11:00pm, whichever is later;
- 8) No off-premise commercial advertising shall be permitted at any time;
- 9) Brightness shall be limited to 0.00 foot candles at the residential lot lines;
- 10) In event of malfunction, the electronic bulletin board sign will be turned to dark screen until corrected; and
- 11) Compliance with standards set forth by the Illinois Department of Transportation,

In addition, staff recommends an additional condition for consideration by the Appearance Commission to protect nearby residential properties:

- 12) Brightness output for all displays, when used, shall be limited to 0.3 footcandles above ambient lighting conditions for all signage.

**STAFF COMMENTS**

- 1) The proposed type of signage is allowable under requirements within the R-1 Single-Family Residential zoning district.
- 2) The proposed signage meets all requirements for signage form set forth in the Village Code of Ordinances.
- 3) The proposed signage is recommended to be subject to a set of conditions which are commonly recommended for the type of signage and use of the signage proposed by the applicant.
- 4) Staff will be recommending changes to the Sign Code in May 2024 which addresses common zoning conflicts for civic and charitable institutions placing signage in commercial zones, allowing for extremely limited placements of electronic signage and other types of modern signage barred by present signage regulations.

**RECOMMENDED APPEARANCE COMMISSION ACTION**

Staff has reviewed the proposed signage, and recommends limitations on the size, brightness, duration of message display, message transition, and movement to reduce distractions while remaining in line with best practices for signage adjacent to residential property. The signage meets requirements for signage form and placement set forth in the Village Code of Ordinances.

The Appearance Commission may wish to make the following recommendation:

**Approve electronic message board signage as proposed by All Nations Community Church on the property at 18620 Kedzie Avenue, subject to the following conditions:**

- 1) All signage constructed shall meet the following form requirements:
  - a. All images displayed on signs shall remain static;
  - b. All messages on signs must have a minimum duration of 12 seconds without flashing, blinking, or movement;
  - c. Transitions between messages on the signs must be instantaneous;
  - d. No change in intensity or brightness, nor video displays of any type, shall be used to display any message
  - e. Single messages shall not be divided between two screens,
  - f. No flashing or blinking shall be used for any message;
  - g. Exterior signs shall be illuminated only during business hours or between the hours of 6:00am to 11:00pm, whichever is later;
  - h. No off-premise commercial advertising shall be permitted at any time;
  - i. Brightness shall be limited to 0.00 foot candles at the residential lot lines;
  - j. In event of malfunction, the electronic bulletin board sign will be turned to dark screen until corrected; and
  - k. Compliance with standards set forth by the Illinois Department of Transportation
  - l. Brightness output for all displays, when used, shall be limited to 0.3 footcandles above ambient lighting conditions for all signage.
- 2) Applicant shall provide staff with details regarding landscaping accompanying signage proposed in this application, including a landscape plan, narrative detailing landscaping improvements, and other documents as requested in partnership with Village staff.