

# VILLAGE OF HOMEWOOD



**MEMORANDUM**

**DATE OF MEETING: March 6, 2025**

**To:** Appearance Commission

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

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

**Topic:** Case 25-01: Sign Code Update – Appearance Commission Workshop

## DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Workshop Slide Deck – Remaining Slides		Economic and Community Development (ECD) Department	02/27/2025

## PROJECT INTRODUCTION

The Village Sign Code, Section 30 of the Village Code of Ordinances, is the Village’s set of regulations for any property owner seeking to install signage within Village limits. The regulations dictate sign form and construction requirements and define Village procedures related to the approval and regulation of signs.

The Village initiated the process to overhaul the Village Sign Code in late 2022. The last major amendment to the Village Sign Code was completed in 1997, with another set of minor amendments completed in 2004. The Sign Code predates the Appearance Commission (established in 1998). The Commission reviews and approves sign variances, and the Appearance Plan (also established in 1998). The Appearance Plan provides additional design guidelines for signage in the Village.

The Sign Code predates the recently adopted new zoning ordinance by 26 years. Since the adoption of the original Sign Code in 1997, many broad changes to design and review of signs have occurred including changes in signage and lighting technology and shifts in legal precedent of sign regulation and protecting (or limiting) constitutional rights. Additionally, Homewood has seen significant changes in the built environment since the adoption of the current Village Sign Code. These changes include development in the Downtown area and in the Village’s other commercial corridors. The new Sign Code will modernize local regulations to meet the current legal, technological, and aesthetic challenges surrounding signage in Homewood.

## DISCUSSION

At the Appearance Commission meeting on January 16, 2025, Commissioners received an initial introduction to the Sign Code Update project, including a draft document. At the meeting on February 6, 2025, Staff presented the first half of the Sign Code amendments. At this meeting, Staff will present the second (final) portion of proposed changes to the Sign Code.

***This agenda item is continued from previous meetings. Please refer to packet materials January 16, 2025 and February 6, 2025 for information previously provided, including information on project goals and a summary of all sign code changes proposed.***

**TIMELINE**

This workshop meeting for the proposed Sign Code Update will conclude the scheduled public workshops for the Sign Code Update. A timeline is provided below with details on the remaining steps towards Village Board approval of the sign ordinance. This proposed ordinance update requires recommendations from the Appearance Commission, the Planning and Zoning Commission, with final approval by the Village Board.

**Table 1. Project Schedule**

Review	Date
Appearance Commission Workshop #3	March 6, 2025
Appearance Commission Public Meeting	April 3, 2025
Planning and Zoning Commission Public Hearing	April 10, 2025
Village Board of Trustees Public Meeting	April 22, 2025

*All dates subject to change during review of draft Sign Code Update.*

**RECOMMENDED APPEARANCE COMMISSION ACTION**

This agenda item is a continuation of the in-depth review of sign regulation updates. The final version of the proposed Village Sign Code will be reviewed for a formal recommendation at a future public meeting of the Appearance Commission.

No motion required.