VILLAGE OF HOMEWOOD

MEMORANDUM   **DATE: 3/7/2024**

To: Angela Mesaros, Director of Economic and Community Development

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

Topic: Updates to Work Plan for Appearance Plan Development

Introduction

The Appearance Plan for the Village of Homewood, last officially updated in 1998, is slated for a full update to reflect new development pressures and changes which have occurred in the Village in the past 25 years. The Village began the process of gathering public input and data to revise the Appearance Plan in 2022, and completed this process in early 2024. Staff have begun the work to create a revised Appearance Plan and Sign Code to better equip officials and staff in the work of promoting functional, attractive, and fiscally sound development.

The purpose of this memo is to detail a revised work plan for completing the Appearance Plan by the end of 2024, building off of the previous work completed by staff. At this time, all work is to be completed by Village staff under the supervision of the Appearance Commission and the Village Board of Trustees.

Revised Appearance Plan Project Timeline

Complete Revised Project Scoping – Late September/Early October 2023

☒ Determine whether additional public input is needed to complete the Appearance Plan draft (Noah)

Host Workshop #1 – October 2023 (COMPLETE)

☒ Revisit plan goals/purpose in new meeting to ensure department cohesion and clear approach after review of initial draft

☒ Determine scope for new plan document

- Determine areas of applicability (zoning districts/areas of focus)
- Consider connection to RTA document/other planning documents

☐ Determine plan type (checklists with need to meet minimum number of criteria? general guidelines set? hierarchical guidelines set? contextual plan?) and plan organization strategy (building typology? street section? neighborhood/planning area? zone?)

- May be worth discussion with Appearance Commission members
- Organizational structure will be based on the priorities the Village has identified in design (what designs are most important to the success of the Village? Where do we take design most seriously? How do we isolate these priorities?)

Case 23-07

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Complete Public Engagement and Refine Results – November 2023 through March 2024

☒ Complete follow-up with Appearance Commission for launch of project and opportunity to provide feedback on what they'd like to see in the plan itself (what makes it easier to administer, more useful based on the previous feedback they have provided)

☐ Engage with young adults through H-F School District, Library, and H-F Park District

☒ Collect input from business community, arts council, etc. (attend monthly meeting with each to have a presentation on the Appearance Plan goals/progress and collect additional input)

☐ Conduct outreach with common development partners working with the Village to identify particularly difficult design standards to meet with current market conditions, identify areas where cost implications are high compared to marginal benefit for design and include in outreach report.

☒ Refine results of input and prepare report to distribute to Appearance Commission; Planning and Zoning Commission; place report on website after release to public boards/commissions.

- Complete preliminary report of data collected prior to June 2023.
- Tabulate and summarize data with visually interesting methods; place into report.
- Complete architectural analysis of the building stated as preferred buildings, summarize in report for Commissioners (include historical analysis as needed).

☒ Host workshop with Appearance Commission with release of report. Invite the public to participate in the workshop, or on-demand through the website

Host Workshop #2 – March 2024

☐ Identify best practices, both visually and organizationally, within planning resources to develop a plan theme and document design template

Host Workshop #3 – April 2024

☐ Pair public priorities to plan categories/areas of interest, complete activities to use public comments to develop priorities for design guidelines, prioritize and create a hierarchy of design principles for different types of development

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Develop Plan Draft –May 2024 through August 2024

☐ Begin identifying sign code design principles, functional and attractive signage in the Village (see Sign Code section below)

☐ Organize design principles into categories based on plan organization

☐ Write draft appearance plan (text with basic structure outline for Appearance Commission reference)

Refine Plan Draft – August 2024 through October 2024

☐ Present new Appearance Plan text in a public hearing at the Appearance Commission and the public and collect structured feedback.

▪ Make the same information available online for those who aren't able to attend in person.

☐ Complete final draft of new Appearance Plan based on the feedback received from Appearance Commission and any additional input from the public (text and basic structure guide)

☐ Complete graphic design for the new guidelines with Village branding and design concepts, transfer text into new graphic design format to create final plan draft.

Complete Approvals –October 2024 through December 2024

☐ Take the final draft to the Appearance Commission for recommendation to the Village Board for adoption.

☐ Draft revised Municipal Code language for Chapters 2 and 28, or identify area of Municipal Code to amend to codify set of guidelines.

☐ Draft an ordinance for the revise Municipal Code language and update of the referenced plan.

☐ Take the final draft to the Village Board for adoption.

☐ Publish in Municode and on Village website.

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Revised Sign Code Project Timeline

Prepare for Sign Code Update – January 2024 through March 2024

☐ Collect best practices in signage codes, including best practices on zoning enforceability, presentation of sign types and form regulations, and language to ensure content neutrality.

☒ Collect guidance and model code language for navigating legal challenges surrounding signage.

☐ Include Village Attorney in legal review.

Host Workshop #4 – February 2024

☒ Complete current code assessment to identify current administration challenges and shortcomings

Host Workshop #5 – March 2024

☐ Collect and evaluate signage examples from around the Village to determine constraints for appropriate signage development.

☐ Use workshop time with staff to determine signage types and sizes deemed appropriate for different districts or development areas.

Prepare and Review Sign Code Draft – May 2024 through August 2024

☐ Collect responses from elected and appointed officials and the public.

☐ Present draft revised regulations to the Appearance Commission, tying into the public feedback collected during the Appearance Guidelines update process. Collect input from the Commission and the public.

☐ Publish draft regulations on website for review and feedback.

Refine Plan Draft – August 2024 through October 2024

☐ Revise updated sign ordinance based on public comments and feedback from public commissions.

☐ Present final draft of revised sign ordinance to the Appearance Commission for a recommendation to the Board.

☐ Present final draft of updated sign ordinance to Village Board for adoption.

☐ Publish in Municode and on Village website.

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Complete Approvals –October 2024 through December 2024

☐ Take the final draft to the Appearance Commission for recommendation to the Village Board for adoption.

☐ Draft revised Municipal Code language for Chapters 2 and 30, or identify area of Municipal Code to amend to codify set of guidelines.

☐ Draft an ordinance for the revise Municipal Code language and update of the referenced plan.

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