
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: WALTER MAGDZIARZ, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: DISCUSSION: GRAND OPENING SIGN REGULATIONS
AGENDA: NOVEMBER 6, 2018 VILLAGE BOARD MEETING
DATE: NOVEMBER 2, 2018

ISSUE

Shall the Village Board discuss a proposed amendment of the Special Event regulations specifically pertaining to the use of temporary signs for grand opening purposes.

DISCUSSION

When the Village Board approved the last major amendment of the sign regulation in March 2018 there was discussion about the use of temporary signs for grand opening purposes. The Board was interested in relaxing the requirements for displaying signs for grand opening purposes, as well as allowing the use of inflatable devices and penants to call attention to new businesses in the community. At that time, Village staff indicated we would conduct further research into the matter and return to the Village Board with a proposal.

Village staff recommends modifying the Special Event permit regulations to accommodate grand opening signs to allow the use of penants, flags and inflatable devices and increase the number of signs used in direct connection to a business grand opening. This approach will provide more flexibility in the application of the regulations and the Village would maintian control over the use of temporary signs for grand opening purposes since a Special Event permit would be required for the grand opening event/celebration. The duration of grand opening events is 30 days.

COSTS

There is no cost to the Village to discuss the proposed amendment.

ATTACHMENTS

- Proposed grand opening sign regulations

RECOMMENDATION

That the Village Board provide direction and input to Village staff in order to prepare an Ordinance adopting the proposed amendment.

4-7-13: ADDITIONAL STANDARDS AND CRITERIA FOR SPECIFIC SPECIAL EVENTS:

In addition to the foregoing, the following special events shall be required to comply with the following standards and criteria:

- A. Car Wash Events: Permits may only be granted for fundraising activities.
- B. Zoos, Animal Exhibits (Except Charitable Pet Adoptions), Petting Zoos, And Animal Rides: A permit and entertainment license shall be required for a carnival, zoo, animal exhibit (except charitable pet adoptions), petting zoo, or animal rides. A limit of two (2) permits per calendar year will be allowed at the same location. All operations shall cease activities by ten o'clock (10:00) P.M. Sunday through Thursday and eleven o'clock (11:00) P.M. Friday and Saturday.
- C. Arts And Crafts Show: Permits shall be valid for a period of not more than ten (10) days and may be renewed up to twice during any calendar year.
- D. Circuses, Carnivals: Each special event permit shall be valid for a period not to exceed ten (10) days. A limit of two (2) permits per calendar year will be allowed at the same location.
- E. Film Production: A film production using public or private property within the village for the purpose of producing, videotaping or filming of commercials, movies, television programs, training tapes or films and other moving picture media activity shall require a permit. The special event administrator may authorize a permit for more than ten (10) days if warranted. Film production for the filming of actual news events in progress by the media or by the village and other governmental entities serving the community shall not require a special event permit.
- F. Neighborhood Garage Sales: A special event permit is required for unified neighborhood garage sales conducted and coordinated by several residential property owners within the same block or contiguous blocks, and may be allowed only in accordance with the provisions of this code.
- G. Parades: A special event permit shall be required for any parade, motorcade, march, ceremony, show, exhibition, pageant or procession of any kind, or any similar display (a "parade") in or upon any street in the village.
 - 1. Parade Application: Any person seeking to conduct a parade, motorcade or procession shall first file a parade permit application with the special event administrator not less than five (5) days before the date on which it is proposed to conduct the parade on forms provided by the village. The application for a parade permit shall set forth the following information:
 - a. The name, address and telephone number of the person seeking to conduct the parade.
 - b. If the parade is proposed to be conducted for, on behalf of, or by an organization, the name, address and telephone number of the headquarters of the organization, and of the authorized and responsible heads of the organization.
 - c. The name, address and telephone number of the person who will be the parade chairman and who will be responsible for its conduct.
 - d. The date when the parade is to be conducted.
 - e. The route to be traveled, the starting point and the termination point.
 - f. The approximate number of persons who, and animals and vehicles which, will constitute such parade; the types of animals; and description of the vehicles.
 - g. The hours when the parade will start and terminate.
 - h. A statement as to whether the parade will occupy all or only a portion of the width of the streets proposed to be traversed.

- i. The location by streets of any assembly areas for the parade.
 - j. The time at which units of the parade will begin to assemble at the assembly areas.
 - k. The interval of space to be maintained between units of the parade.
 - l. If the parade is designed to be held by, or on behalf of or for, any person other than the applicant, a communication in writing from the person proposing to hold the parade, authorizing the applicant to apply for the permit.
 - m. Any additional information which the director shall find reasonably necessary to a fair determination as to whether a permit should issue.
2. Authority: The special events administrator, where good cause is shown therefor, shall have the authority to consider any parade application that is filed less than five (5) days before the date the parade is proposed to be conducted.
 3. Standards For Issuance: The special events administrator shall issue a parade permit when, from a consideration of the application and from such other information as may otherwise be obtained, the administrator finds that:
 - a. The conduct of the parade will not substantially interrupt the safe and orderly movement of other traffic contiguous to its route.
 - b. The conduct of the parade will not require the diversion of so great a number of police officers of this village to properly police the line of movement and the areas contiguous thereto as to prevent normal police protection to this village.
 - c. The conduct of such parade will not require the diversion of so great a number of ambulances as to prevent normal ambulance service to portions of this village other than that to be occupied by the proposed line of march and areas contiguous thereto.
 - d. The concentration of persons, animals and vehicles at assembly points of the parade will not unduly interfere with proper fire and police protection of, or ambulance service to, areas contiguous to the assembly areas.
 - e. The conduct of the parade will not interfere with the movement of firefighting equipment en route to an emergency.
 - f. The conduct of the parade is not reasonably likely to cause injury to persons or property, to provoke disorderly conduct or create a disturbance.
 - g. The parade is scheduled to move from its point of origin to its point of termination expeditiously and without unreasonable delays en route.
 4. Notice Of Permit Rejection: If the special events administrator disapproves the parade permit application, the administrator shall mail to the applicant within three (3) days after the date upon which the application was filed, a notice of such action.
 5. Alternative Permit: The special events administrator, in denying an application for a parade permit, may authorize the conduct of the parade on a date, at a time, or over a route different from that named by the applicant. An applicant desiring to accept an alternate permit shall, within two (2) days after notice of the action of the administrator, file a written notice of acceptance with the administrator. An alternate parade permit shall conform to the requirements of, and shall have the effect of a parade permit.
 6. Contents Of Permit: Each parade permit shall state the following information:
 - a. Starting time.
 - b. Minimum and maximum speed.

- c. Maximum interval of space to be maintained between the units of the parade.
 - d. The portions of the streets to be traversed that may be occupied by the parade.
 - e. The maximum length of the parade in miles or fractions thereof.
 - f. Such other information as the special events administrator shall find necessary to enforce the provisions of this chapter.
7. Possession Of Parade Permit: The parade chairman or other person heading or leading the activity shall carry the parade permit during the conduct of the parade. (Ord. 2016-07-05D, 7-5-2016)

H. Grand Openings: Each special event permit shall be valid for thirty (30) calendar days and shall not be renewable unless the business changes ownership, changes name, and/or physically expands the operational floor area.

- 1. The number of temporary signs associated with this event shall not exceed six (6).**
- 2. The maximum total square footage of temporary signs shall not exceed two hundred (200) square feet in surface area.**
- 3. Temporary signs shall comply with section of 11-14-8 *Prohibited Signs* of the Village of Sugar Grove Zoning Ordinance with the exception of 11-14-8.L *Balloons, streamers, inflatable devises, and pennants*.**
 - a. These temporary signs shall be allowed for grand opening events and shall not be counted toward the maximum total square footage of temporary signs allowed.
 - b. These signs shall not be setback at least twenty feet (20') from the public right of way and at least ten feet (10') from any property line.
 - c. Inflatable devises measuring more than ten feet (10') in height and affixed to the roof of a building or to the ground shall meet all requirements of the Village of Sugar Grove Building Code.
 - d. Inflatable devises shall not occupy required parking spaces.
 - e. On property containing other uses, the applicant shall have the written consent of the property owner and all business operators on the property prior to the installation of any inflatable devise which exceeds ten feet (10') in height.