



Village of Hanover Park Administration

Municipal Building
2121 West Lake Street, Hanover Park, IL 60133
630-823-5600 tel 630-823-5786 fax

hpil.org

Village President
Rodney S. Craig

Village Clerk
Kristy Merrill

Trustees
Troy Albuck
Yasmeen Bankole
Jenni Broccolino
Liza Gutierrez
Jon Kunkel
Herb Porter

Interim Village Manager
Courtney Sage

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

2121 W. Lake Street, Room 214, Hanover Park, IL 60133

**Tuesday, May 12, 2026
12:30 p.m.**

AGENDA

- 1. Call to Order**
- 2. Acceptance of Agenda**
- 3. Townhall**
Anyone wishing to address the public body must register prior to Call to Order.
Please note that public comment is limited to 5 minutes per speaker.
- 4. Approval of Minutes – April 14, 2026**
- 5. Old Business**
 - 5-a.** Spotlight on Business - recommendations
- 6. New Business**
 - 6-a.** Temporary Signage Discussion
 - 6-b.** Next Commercial/Industrial Meetup – October date
 - 6-c.** New Business License Applications
 - Hair Era Salon – 1780 Lake (Starbucks bldg., across from Metra)
 - Hangry Food Now – 1222 Lake (Caputo's shopping center)
 - Hopeful Beginnings – 1515 Lake (501c3)
 - Dulce Botana – 2003 Irving Park
 - IFlowers – 7201 Olde Salem
 - Fogon Mestizo – 7219 Orchard (previous Orale location)
 - Crave Café – 1053 Lake
 - Halal Banquet – 6754 Barrington (in Hanover Square)
- 7. EDC Member Reports:**
 - Adoptee updates & future discussion topics
- 8. Development Updates – Proposed projects and status updates**
- 9. Committee Member Events**
 - a. Bartlett Area Chamber (BACC) - Nan is retiring May 15. BACC Events:**

- May 14 – Annual Golf Outing 2026, Bartlett Hills Country Club, 800 Oneida Avenue
- May 15 – Ribbon Cutting: Fiamma Napoletana @ 4:30-6:00pm, 778 W. Bartlett Road, Bartlett
- May 21 – BACC Monthly Board Meeting
- May 27 – Ribbon Cutting: Elite Roofing & Restoration @ 12-1pm, 348 S.Main Street, Bartlett
- May 28 – Breakfast with the Villages of Bartlett & Hanover Park @ 8-9:30am, Bartlett Hills Golf Course, 800 Oneida Avenue, Bartlett
- June 4 – Mini Golf-Women in Business @ 2-5pmk, Green Valley Golf Range, 26W101 Lake Street, Hanover Park
- June 5 – Ribbon Cutting: Jimmy John's @ 2-5pm, 672 S. Barrington Road, Streamwood
- June 11 – Fox Valley Rising Professionals networking event @ 5-6:30pm, Midway Sports Bar, 399 Bartlett Plaza, Bartlett

b. Northwest Hispanic Chamber (NWHCC) Events

- June 4 – NWHCC Summer Speed Networking Event @ 6-8pm, Bellworks, Hoffman Estates
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- Sept. 2 - NWHCC Annual Hispanic Heritage Game Night at Wintrust Field, Schaumburg @ 5-9pm

c. Women's Business Development Center (WBDC) Events

- May 19 – 2026 WBDC Virtual Corporate Connections @ 1-2pm (webinar)
- May 20 – Childcare Collaborative @ 6-7pm (every 4th Wednesday)
- June 9 – How to Start Your Childcare Business @ 12-1pm (webinar)

10. Upcoming Village Events

Visit the Village website for complete details on upcoming events for 2026:

- May 25 – Memorial Day Observance
- June 6 – Apiary Open House
- June 19 – Movie in the Park: *National Treasure*
- June 21 – Juneteeth Celebration
- July 17 – COPS Day Picnic & Movie in the Park: *The Bad Guys 2*
- July 31 – Movie in the Park: *A Minecraft Movie*
- August 16 – Summer Soiree

11. Adjournment



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VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

Village Hall – Room 214, Hanover Park, IL

Tuesday, April 14, 2026
12:30 p.m.

MINUTES

1. CALL TO ORDER

PRESENT:	Members:	Steve Bessette, Edgar Candelas, Nan Gudenkauf, Mark Revollo, Kevin Swan, Israel Vargas, Steven Zanfardino, Chair Tobin
ABSENT:	Members:	A&A Music, Elite RF, Valexity Technologies, WBDC
ALSO PRESENT:		Director Govind, Eco Dev Coord. Boesel, Assoc. Planner Subovitz, Sr. Admin Sjodin, Trustee Albuck, Mayor Craig

2. ACCEPTANCE OF AGENDA – Approved via unanimous consent

3. TOWNHALL: none

4. APPROVAL OF MINUTES

Motion by member Gudenkauf to approve the Minutes of March 10, 2026 seconded by member Revollo.

5. OLD BUSINESS

5-a. Restaurant Week Recap

- 14 restaurants participated
- A 60-second video montage was created by our I.T. department to showcase each restaurant and posted on social media. Footage was taken by staff.
- Trustee Albuck presented a card with signatures from 12 of the 15 restaurants he visited during the event
- Director Govind commented that a lot of effort was made by staff to reach out to all restaurants.
- Staff delivered posters to each participating restaurant to display in their door and at the register
- A survey was sent to all participating restaurants after the event. Feedback was generally positive; most said they would participate again next year. One said more promotion was needed.
- Member Vargas suggested the restaurant staff should be proactive in promoting since they could make more tips from increased business
- Chair Tobin commented she went to La Perla Mexican restaurant, which she had not tried before, specifically because they were participating

- EDC discussed doing a 'Best Taco in Hanover Park' contest, since we have numerous taquerias. Member Candelas suggested doing this in September during Hispanic Heritage month
- EDC members agreed that next year we should possibly have just three options for restaurants to choose from to offer: 20% off, a free appetizer, or a free dessert. This would simplify things a lot.

5-b. Spotlight on Business Recommendations

- Director Govind commented Forge Virtual Studios will be in the May/June Hi-Lighter.
- EDC members suggested doing a Spotlight on ALL ice cream/smoothie/sweet treat places for summer

6. NEW BUSINESS

6-a. Hanover Township Job Fair

- The Job Fair was on April 8 @ 11am-2pm at 240 S. Route 59, Bartlett.
- Member Zanfardino commented the event was very busy and the parking lot was full
- Chair Tobin commented the library has job search help available including resume writing and coaching

6-b. Next Commercial or Industrial Meetup

- Director Govind emphasized our goal will be a manufacturing meetup in October which is manufacturing month.
- Roselle held theirs at 5:00pm and had beer and wine. Hanover Park's was in the morning and offered breakfast.
- For commercial, topics would mainly be related to financial resources
- Member Zanfardino suggested AI as a topic since it is the future
- Members Candelas and Revollo (with the banks) suggested topics about investments in the future or how to gain investors. The bank could host and it would be an after hours event
- Member Vargas suggested having a keynote speaker first
- Staff will reach out to a few manufacturers to see what their needs are and what they would want to learn about.

6-c. New Businesses and Updates

- Director Govind commented the chef from Orale is opening a new restaurant at the same location. Staff has tried to get the landlord to participate in the Façade Grant, but they have not submitted an application.
- The Metra coffee shop will have a new bakery opening soon.
- The floral shop in Olde Salem that closed will be the home to a new floral shop

Member Vargas asked how many Hanover Park restaurants also have food trucks; Director Govind said none currently. The March Business Matters contained an article regarding food trucks.

7. EDC Member Reports & Adoptee Updates

- Member Gudenkauf announced she will be retiring from the Bartlett Chamber at the end of May after 23 years with the Chamber. Mary Smith will be taking the summer off and then will do some remote work for the Chamber. The Chamber will be looking for replacements in the future.
- Chair Tobin said the library is offering free summer meals again from Noon-2:00pm Monday through Friday, from June 8 through August 7. Information will be sent to area schools.
- Member Vargas said Centro de Informacion is holding their Summer Community Event on June 13 from 11am-2pm. The topic will be housing security; IHEAP will be there, the bank is sponsoring food and there will be music

Meeting adjourned by unanimous consent.

Meeting adjourned at 1:42 pm

Transcribed by:

Kathy Sjodin, Sr. Admin. Assistant
April 14, 2026

Gail Tobin - Chair

AGENDA MEMORANDUM



TO: The Economic Development Committee

FROM: Shubhra Govind, Director of Community & Economic Development

SUBJECT: Chapter 6 – Sign Code Update - Discussion

ACTION

REQUESTED: ☐ Approval ☐ Concurrence ☒ Discussion ☐ Information

MEETING DATE: May 12, 2026

Executive Summary

Staff has reviewed the Village's current Sign Code regulations related to temporary signage and is recommending several targeted amendments intended to provide additional visibility and marketing opportunities for local businesses, particularly newly established businesses and those without frontage along major roadways. The proposed changes are intended to support business success and economic vitality while continuing to balance community aesthetics, traffic safety, and reasonable sign regulation standards.

The proposed amendments include:

- Increased duration and/or size allowances for certain temporary signs in limited circumstances;
- Addition of "Coming Soon" signage to the existing 'going out of business' sign provisions;
- Allowance for wall-mounted shopping center directory signs for qualifying properties; and

Below, please see the existing and proposed regulations related to temporary signage and associated visibility enhancements.

Discussion

Existing Conditions and Visibility Challenges

Signage is essential for businesses to attract customers and thrive. The Village maintains a Sign Code intended to preserve community aesthetics and ensure public safety, and staff regularly reviews the Code in response to changing business needs, development patterns, and signage practices.

Staff has identified several recurring challenges impacting business visibility, including:

- Shopping centers without monument signs that rely solely on wall signage for tenant identification;
- Commercial properties with limited frontage or visibility along major roadways;
- Building orientations and site layouts that reduce tenant exposure; and
- The need for increased visibility during a business's first year of operation.

Several affected commercial areas are identified in Exhibit 2.

Existing Sign Variation Process

The current Sign Code includes an authorized sign variation process allowing consideration of off-premise signage within 500 feet of a business where:

- Unique physical surroundings, lot configuration, or topographical conditions create a hardship; and
- No reasonable conforming alternatives exist.

However, staff has found this process may not always provide a practical or consistent solution, as it often requires cooperation from adjacent property owners.

Proposed Temporary Signage Amendments

To address visibility concerns, staff evaluated several approaches intended to provide businesses with additional promotional opportunities while maintaining reasonable aesthetic and operational standards. Staff is recommending amendments that would:

- Allow increased duration and/or size allowances for certain temporary signs;
- Provide additional flexibility for businesses with limited street visibility; and
- Better support new businesses during initial occupancy and customer establishment periods.

“Coming Soon” Signs

Staff is also recommending adding “Coming Soon” signs to the existing temporary business status sign category, similar to current “Going Out of Business” signage provisions. This amendment is intended to provide businesses with an opportunity to promote upcoming openings prior to occupancy.

Shopping Center Directory Signs

Staff is recommending allowing certain shopping centers to install building-mounted directory signs where:

- Existing site conditions limit visibility from major roadways; and
- No monument signage currently exists.

These directory signs would improve tenant visibility and customer wayfinding while providing a more permanent and organized signage solution for multi-tenant commercial centers.

Public Right-of-Way Directional Sign Analysis

Staff also researched the possibility of directional signage within the public right-of-way. Recently, the Village of Schaumburg reviewed its policy regarding right-of-way directional signs and determined such signage is generally only effective when:

- The right-of-way is municipally owned; and
- The signage is sufficiently large and pronounced to provide meaningful visibility.

See Exhibit 4 for the Schaumburg staff memorandum.

After reviewing Schaumburg’s analysis, Hanover Park staff determined that public right-of-way directional signs would likely not be a practical or effective approach for the Village because:

- Hanover Park’s major roadways are primarily controlled by external agencies, including the DuPage County Division of Transportation, the Illinois Department of Transportation, and the Illinois State Toll Highway Authority; and

- Significant capital investment would likely be required for large monument-style signage, while smaller utility pole-mounted signs have demonstrated limited effectiveness.

Proposed Changes

Below is a table that contains the major changes to the proposed Sign Code:

Sign Ordinance Section	Current Regulation	Proposed Regulation
Addition of two new Signs in Sec. 6-3. Definitions	Defines: "Going out of business sign"	Adding "coming soon" sign, to permit businesses to have a sign announcing their opening
	N/A	Creating a "directory sign" for the ends of shopping centers (see exhibit 3)
Sec. 6-5.(a) Temporary signs not requiring a permit	Permits "going out of business signs"	Permits "going out of business <u>and coming soon signs</u> ", not to be displayed more than 90 days before the termination or issuance of a business license.
Sec. 6-5.(b)(1)a. & b. Special promotion signs	4 permits per year 10 days each 2, 10-day permits may be consecutive - Must have a 30-day gap between signs	Should this be changed?
Sec. 6-5.(b)(2) Grand opening signs	Permit shall be valid for 30 days	Businesses on lots not adjacent to arterial streets without monument signs may have a permit for 60 days (or should ALL new businesses be allowed 60 days for grand opening signs?)
	No feather signs	Need to discuss with atty and Village Board if Village-issued, Hanover Park branded "now open" feather sign could be considered

Sec. 6-8. Permitted signs in business districts	End units of shopping centers may have an additional wall sign	Shopping centers may install a directory sign on the ends of shopping centers.
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The proposed approach is intended to balance business promotion opportunities with appropriate oversight and consistency through standardized Village branding and administration.

Recommended Action

Discuss the proposed Sign Code amendments and provide feedback to staff regarding updating the code.

Attachments: Exhibit 1 – Redlined Version of the Draft Sign Code Update
 Exhibit 2 – Commercial Zones and Major Streets
 Exhibit 3 – Example of Shopping Center Directory
 Exhibit 4 – Schaumburg ROW Sign Agenda Item

Sec. 6-3. - Definitions.

Going out of business and coming soon sign. A temporary sign advertising the termination or commencement of a business, service or activity.

Directory Sign. A wall sign designating several tenants in a shopping center.

Sec. 6-5. Temporary signs.

- (a) *Temporary signs not requiring permits.* The following types of temporary signs do not require permits, but must conform with all other requirements of this article. These signs are permitted in districts where specified.
- (1) *Government signs.* Of any type, number area, height, location, or illumination as specified by law or statute.
 - (2) *Political signs.* Shall not exceed six square feet per side of each sign and 36 square feet per lot, posted on private property, provided that said signs are removed from non-residential properties no more than seven days after the election or activity to which they pertain.
 - (3) *Real estate signs and construction signs.* Not exceeding one double-faced sign per street on which the property fronts. Such signs shall not be illuminated, must be removed seven days following the closing of the sale or lease or the completion of construction, and shall not exceed the following size restrictions:
 - a. For residential, historic, and limited office districts: Six square feet per side.
 - b. For commercial districts: 24 square feet per side.
 - c. For industrial districts: 48 square feet per side.
 - d. For vacant land, zoned R single-family residence district, greater than five acres in size: 48 square feet per side.
 - (4) *Civic event signs.* Shall not exceed 40 square feet in area per side and a maximum of one double-faced sign per street on which the property fronts. Civic event signs shall be posted no earlier than 30 days prior to the event and shall be removed no more than seven days following the event.
 - (5) *Garage sale signs.* Not exceeding six square feet in area per side and four feet in height. One garage sale sign is permitted per frontage at the garage sale location. The sign must be displayed on private residential property and must identify the address and dates of the sale. Off-site signs shall only be permitted on private property with the consent of the owner of the property where the sign is placed. Signs may be displayed only one day prior to or during the sale.
 - (6) *Temporary window signs.* Not exceeding 50 percent of the window area.
 - (7) *Open house signs.* Shall not exceed one double-faced sign and six square feet per side. The sign must be located on the property offering the open house. Additional double-faced signs, not exceeding six square feet per side, may be located on private property with the consent of the property owner at the nearest intersection to the property holding the open house. Said signs shall be posted only during the hours the house is open.
 - (8) *Corporate flags.* In districts where permitted and in accordance with the following requirements:
 - a. One corporate flag shall be permitted per business, not to exceed 20 square feet in area.
 - b. The flag shall be flown from a permanently mounted flagpole. The height of the flagpole shall not exceed 20 feet or the height of the building, whichever is lower.
 - c. Governmental flags may be flown on the same pole as a corporate flag.

- d. Faded or torn flags shall be removed, replaced, or repaired to original condition.
- (9) *Light pole banners.* Only in shopping centers, and as permitted below:
- Banners shall not exceed 96 inches in length and 33 inches in width.
 - A maximum of two banners are permitted per pole.
 - The banners shall not advertise any products, but may include the name and logo of the shopping center or businesses within the shopping center.
 - Faded or torn banners shall be removed, replaced, or repaired to original condition.
 - A minimum eight-foot vertical clearance shall be maintained for all light pole banners.
- (10) *Help wanted signs.* Located on private property, shall not exceed one double-faced sign per street frontage, and not exceeding the following size restrictions:
- Six square feet per side in residential, historic and limited office districts.
 - Twenty-four square feet per side in business districts.
 - Forty-eight square feet per side in industrial streets [districts].
- (11) *Going out of business and coming soon signs.* Not be displayed more than 90 days before the termination date of the business or the issuance of a business license. The sign must be displayed on private property and must be removed in the absence of a business license.
- (12) *Model subdivision signs.* Shall not exceed 150 square feet in area and must be located on the development premises. The sign must be removed when the last lot is sold.
- (13) *Model signs.* Not exceeding one double-faced sign per model, six square feet per side, and must be removed when the last model is sold.
- (b) *Temporary signs requiring permits.*
- (1) Special promotion signs for:
- Businesses not located within a shopping center:*
 - A maximum of four permits shall be issued to businesses located on shopping center outlots and all other businesses not located within a shopping center each calendar year. Each permit shall be associated with only one temporary sign. No more than one temporary wall banner can be permitted per business at one time.
 - Each permit shall be valid for not more than ten consecutive days, and two, ten-day periods may be held consecutively. There shall be a gap of at least 30 days following a 20-day period prior to another permit for a temporary sign being issued. Businesses may, during their first year after receiving a Final Certificate of Occupancy, receive an additional 20-day permit.
 - The applicant shall post a \$100.00 cash bond as part of the permit to ensure the removal of the signs when the permit expires. Failure to remove the signs shall result in the forfeiture of the bond and other enforcement action.
 - Temporary wall banner signs must be located on the same zoning lot as the subject business and can be up to 40 square feet in the aggregate by right. Larger banners may be permissible based upon building frontage and setback as follows:

Building Setback from Property Line (feet)	Maximum Sign Area Per Lineal Foot of Building Frontage
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0—100	1.00 sq. ft. to 1 ft.
101—200	1.25 sq. ft. to 1 ft.
201—300	1.50 sq. ft. to 1 ft.
301—400	1.75 sq. ft. to 1 ft.
401—500	2.00 sq. ft. to 1 ft.
Over 500	2.25 sq. ft. to 1 ft.

b. *Businesses located within a shopping center:*

1. Each individual business in a shopping center shall be permitted three permits each calendar year.
2. Each permit shall be valid for not more than ten consecutive days, and the two ten-day periods may be held consecutively for a total of 20 days. Each permit shall be associated with only one temporary sign. Only one temporary wall banner shall be permitted per business at one time. Businesses may, during their first year after receiving a Final Certificate of Occupancy, receive an additional 20-day permit.
3. If more than three businesses display permitted special promotion signs concurrently, it shall be considered a shopping center-wide event.
4. Each shopping center shall be permitted three shopping-center-wide events per calendar year, in addition to the individual business special promotion events. Each event shall not exceed more than ten consecutive days.
5. Temporary wall banner signs must be affixed to the wall of the subject business and can be up to 40 square feet in the aggregate by right. Larger banners may be permissible based upon building frontage and setback as follows:

Building Setback from Property Line (feet)	Maximum Sign Area Per Lineal Foot of Building Frontage
0—100	1.00 sq. ft. to 1 ft.
101—200	1.25 sq. ft. to 1 ft.
201—300	1.50 sq. ft. to 1 ft.
301—400	1.75 sq. ft. to 1 ft.
401—500	2.00 sq. ft. to 1 ft.
Over 500	2.25 sq. ft. to 1 ft.

6. The applicant shall post a \$100.00 cash bond as part of the permit to ensure the removal of the signs when the permit expires. Failure to remove the signs shall result in the forfeiture of the bond and other enforcement action.
7. Written permission from the landlord or manager of the shopping center is required before a permit is issued.

(2) Grand opening signs shall conform to the following regulations:

- a. For the grand opening of a new business, one special promotion sign permit may be issued. The permit shall be valid for a maximum of 30 days and must be issued within 120 days from the date of issuance of the business license. Businesses on zoning lots not adjacent to an arterial street,

per Sec. 30-102., without existing monument signs may receive a permit for a maximum of 60 days.

- b. The applicant shall post a \$100.00 cash bond as part of the permit to ensure the removal of the signs when the permit expires. Failure to remove the signs shall result in the forfeiture of the bond and other enforcement action.
- c. Grand opening signs must be located on the same zoning lot as the subject business and can be up to 40 square feet in the aggregate by right. Larger banners may be permissible based upon building frontage and setback as follows:

Building Setback from Property Line (feet)	Maximum Sign Area Per Lineal Foot of Building Frontage
0—100	1.00 sq. ft. to 1 ft.
101—200	1.25 sq. ft. to 1 ft.
201—300	1.50 sq. ft. to 1 ft.
301—400	1.75 sq. ft. to 1 ft.
401—500	2.00 sq. ft. to 1 ft.
Over 500	2.25 sq. ft. to 1 ft.

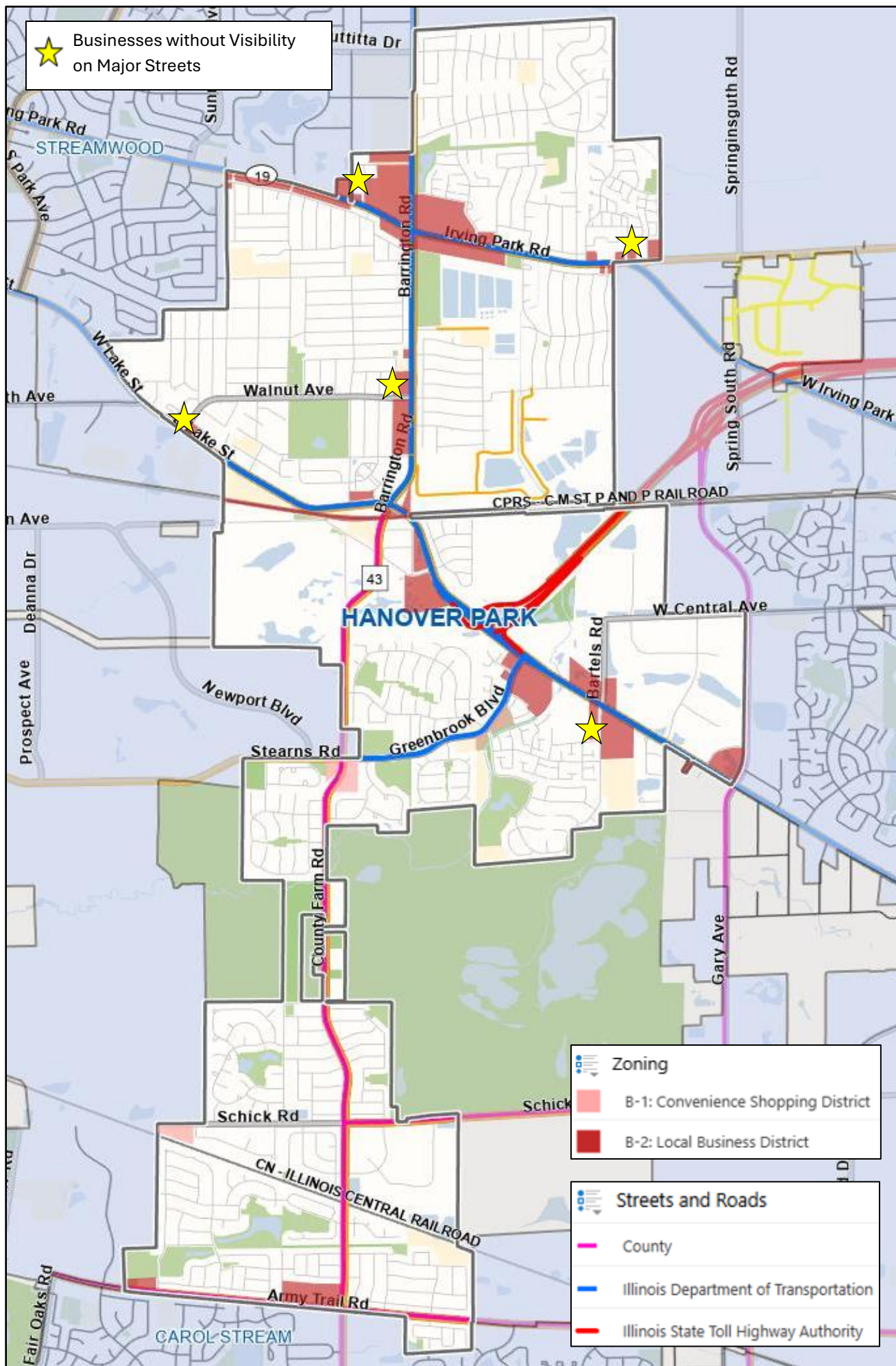
- d. In addition to other approved grand opening signs, a business may be granted use of a temporary, Village-issued “now open” sign with the posting of a \$200 refundable deposit for the duration of a permitted grand opening sign.

Sec. 6-8. Permitted signs in business districts.

- (b) *Permitted permanent signs for businesses located within shopping centers.*

- (2) Wall signs shall comply with the approved shopping center sign plan and the following requirements:

- f. End units on shopping center buildings shall be permitted a second wall sign on an additional building face, provided the sign area does not exceed 50 percent of the sign area permitted on the alternate building frontage. Shopping centers may also install a directory sign on an end unit, provided the total sign area does not exceed 50 percent of the total sign area permitted on the alternate building frontage. A business may have a separate sign on the same frontage as the directory as long as it is not in addition to a sign within the directory.







**Discussion Regarding Wayfinding Signage
9/2/2021
Planning, Building, and Development Committee**

Presenter: Matt Frank, Director of Economic Development
Lead Department: Economic Development

Executive Summary:

Trustee Dunham requested that the Planning, Building and Development Committee discuss wayfinding signage and potential locations in Schaumburg. Specifically, Trustee Dunham mentioned concerns with The Capital Grille and Lou Malnati's.

Wayfinding signage is developed to help pedestrians and motorists navigate streets and roadways. It is a tool to guide people to their destinations and better understand the area. Wayfinding signage can increase and encourage visitor and resident discovery and exploration of areas that aren't on the main travel corridors. Many surrounding communities utilize wayfinding signage including Arlington Heights, Barrington, Glenview and Hoffman Estates.

Installation of wayfinding signage is supported by Schaumburg's Comprehensive Plan. The Tourism and Recreation chapter of the plan includes a recommendation that the village develop a complete network of wayfinding signage to direct and inform visitors of key destinations throughout the Village (Plan Recommendation 9.4).

The Village currently has a variety of gateway signs throughout Schaumburg to promote the arrival of residents and visitors to our community. These signs promote the community and reinforce community image and brand. Wayfinding signage could be designed to build off the gateway signs and reinforce the Schaumburg brand throughout the community while also promoting destinations.

Schaumburg installed a simple wayfinding sign at Meacham Road and American Lane to help promote the former Punch Bowl Social and Schaumburg Banquet space further west on American Lane. This sign was a low-cost option that didn't require coordination with other jurisdictions; however, it is not visually impactful.

The Community Development Department has prepared a few designs that could be utilized in a future Wayfinding Signage Program for sit down restaurants. Staff estimates that each wayfinding sign would be \$38,000 to \$68,000 depending on the size of the sign. This cost would include the sign, lighting and landscaping work to install them. These signs could be updated as new users come to the market or businesses close.

The specific locations that Trustee Dunham identified are located on roadways not owned or maintained by the village. This adds an element of difficulty in that staff will need to reach out to Cook County and IDOT to begin the discussions for installation of such a sign in their right of ways. Installation similar to what was installed at Meacham Road and American Lane would be contingent on Cook County and IDOT's approval.

If there is a desire to pursue the development of a more comprehensive Schaumburg wayfinding signage program, staff will further research locations and costs to move this concept forward in the FY22/23 budget. Installation of the signs will require seeking permission from IDOT and/or securing easements from private property owners due to their size and need for electricity and possible irrigation.

Recommended Action:

For Discussion.

ATTACHMENTS:

Description	Type
▢ Wayfinding Sign Memo	Cover Memo
▢ Wayfinding Sign Policy	Exhibit



WAYFINDING SIGNAGE POLICY

Purpose. The Wayfinding Signage Program is being created to help promote restaurant properties who are not on major arterials. This program is intended to assist restaurant locations who have experienced prior vacancies and/or loss of revenues within the Woodfield Regional Center.

General. Wayfinding Signs will be designed to incorporate the village brand and panels for the names of restaurants at key intersections within the Woodfield Regional Center. These signs will be large in scale and increase visibility for easier wayfinding. A consistent look with the wayfinding signage throughout the Woodfield Regional Center will enhance the village's marketing effort that blends with Schaumburg's street banners and gateway signs. A maximum of four restaurants that meet the criteria below will be allowed on the wayfinding sign to help increase visibility from these major arterials. The restaurant names shall be at least 6 inches in height for easy viewing by drivers and pedestrians.

Criteria. To be eligible for a panel on the wayfinding sign, the business must be a sit-down restaurant with over 4,000 square feet that is not located on Golf, Higgins, Meacham, Algonquin, or Roselle Roads in the Woodfield Regional Center. Restaurants located in Streets of Woodfield, Woodfield Mall or Woodfield Village Green would be excluded as these centers have their own signage packages.

Potential Locations and Restaurants to be included in the Wayfinding Signage Program:

McConnor Parkway:

- Morton's
- Former Jason's Deli
- RAM/Blue Martini Lounge
- Former Sweet Tomatoes
- Capital Grille

American/National:

- Former Punch Bowl Social
- Schaumburg Indian Grill

Woodfield Road:

- Granite City

Mall Drive:

- Meze
- Stonewood Ale House
- Gaylord's

