

# Request For Board Action

REFERRED TO BOARD: September 14, 2020

AGENDA ITEM NO: 12

ORIGINATING DEPARTMENT: Community Development

SUBJECT: Consideration of a Resolution to approve a Business Incentive Grant a monument sign at 959 Main Street in the amount of \$2,581.50.

## SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The applicant owns a retail center at the southeastern corner of Main Street and Park and is seeking a Business Incentive Grant for a monument sign. Currently, this center has no monument signage. Previously, there was a pylon sign, and this was removed when the center was renovated approximately four years ago. Currently, Inspired Home leases space at the subject site and they are struggling with visibility from Main Street. The installation of a monument sign would help the existing retail in this center and provide the applicant with the ability to attract future retail to the center.

The proposed sign conforms with the Village's Downtown Sign Ordinance. The applicant will be constructing the sign and the total cost of the sign is \$5,163.00 and the applicant is looking for a grant in the amount of \$2,581.15

Pursuant to the recently adopted "Business Incentive Grant" criteria, Staff had the opportunity to review the grant and scored the application a 21 using the criteria. As the Village Board will recall, there were six criteria areas and each criterion had an ultimate score of six (6) points and a total of thirty-six (36) points.

Enclosed

- 1) Resolution
- 2) Exterior work estimates
- 3) Sketch of proposed sign

Based on the foregoing analysis, Staff would make the following motion:

**We move that the Village Board approve the herewith attached resolution for a Business Incentive Grant for the property commonly known as 959 Main Street in the amount of \$2,581.50 for the construction and installation of a monument sign.**

**RESOLUTION NO. 20-**

**A RESOLUTION APPROVING A BUSINESS INCENTIVE GRANT FOR A  
MONUMENT SIGN AT 959 MAIN STREET.**

WHEREAS, the Village approved the Business Incentive Grant program in 2019 to provide matching funds to business owners who make new investment in their exteriors or interiors.

WHEREAS, the purpose of the Business Incentive Grant Program is to promote new investment into existing and new businesses and improve the character of the Village's downtown and commercial corridors.

WHEREAS, the applicant owns a retail center at 959 Main Street and is seeking a grant that would assist him in installing a monument sign on the subject property.

WHEREAS, the applicant is seeking to install a monument sign to provide better visibility for the existing tenants, including "Inspired Homes" which continues to struggle with visibility on Main Street.

WHEREAS, the proposed improvements will improve the visibility of the new downtown business and assist in retaining this business in the Village of Antioch.

WHEREAS, the Village Staff evaluated the proposed incentive grant application using the adopted criteria for the Business Incentive Grant program and recommended approval of the grant.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Board of Trustees of the Village to Approve a Resolution for a Business Incentive Grant in the amount of \$2,581.50 for the installation of a monument sign at 959 Main Street.

PASSED this 14<sup>th</sup> day of September 2020.

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Lawrence M. Hanson  
Mayor

ATTEST:

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Lori K. Romine  
Village Clerk

Trustees  
Mary C. Dominiak  
Jerry T. Johnson  
Ed Macek



Trustees  
Scott A. Pierce  
Ted P. Poulos  
Daniel Yost

**Lawrence M. Hanson, Mayor**  
Lori K. Romine, Village Clerk

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**MEMO TO:** Village President and Board of Trustees  
**FROM:** Michael S. Garrigan, AICP, CNU-A, Community Development Director  
**DATE:** September 9, 2020  
**SUBJECT:** Grant for Monument Signage  
959 Main Street  
Business Incentive Grant Program

## Background

This façade application is coming before the Village Board under the Business Incentive Grant program which provide business grant up to \$20,000.00 to businesses in the Village of Antioch. The applicant, Trent Tobias, the owner of 959 Main Street, on behalf of his existing business tenants at his retail center at the southeastern corner of Main Street and Park Street.

The applicant is requesting a grant in the amount of \$2,581.50 in order to proceed with the construction of a monument sign at the northwestern corner of the subject site. The applicant has identified a four- foot monument sign that would incorporate three panels for each tenant of the building.

In accordance with the Village’s Downtown Sign Code, the signs would be a wood sand-blasted sign and would be externally illuminated. No internal illumination is being proposed. In addition, the applicant is proposing a concrete planter box as a base for the proposed sign.

In lieu of a concrete planter box, Staff would like to work with the applicant to add a green area of natural plantings at the hard corner of Main Street and Park. This would require the applicant to remove a small area of existing asphalt and plant the area with shrubs and perennials. Additionally, Staff has been working with the applicant to maintain the “vision triangle” to ensure that no sight lines are obstructed either on Main Street or Park. The proposed sign will be set back a minimum of ten (10) feet from feet from either street.

Currently, this small retail buildings lacks any monument sign and one of the tenants, “Inspired Homes” is struggling with visibility on the street. This proposed monument sign would assist their business in improving their visibility. In addition, the subject building contains a “Law Office” and another space.

Based on the approved criteria for the Business Incentive Grant Program, Staff has reviewed the application and scored the application as follows:

CRITERIA	SCORE
<i>The economic impact on the Village's sales or property tax revenue.</i>	3
<i>The impact on improving the physical appearance of a block or corridor.</i>	3
<i>The visibility of the business from a main corridor or arterial.</i>	5
<i>The impact that the proposed exterior improvement will have on the overall appearance of a building.</i>	4
<i>Interior renovations that increase sales or dining floor area and increase tax revenue.</i>	1
<i>Providing necessary assistance to either recruit a new business or retain an existing business.</i>	5

The applicant's score based on Staff's evaluation is 21.

In lieu of having a sign contractor construct and install this proposed sign, the applicant who is a contractor is proposing to construct and install the sign. There was previously a pylon sign at the subject site and the applicant agreed to remove that sign when this building was renovated approximately four years ago. Since that date, this retail sign has lacked any monument signage.

### Analysis

One of the challenges of operating any retail in this small retail center is the lack of visibility from Main or Park Streets. A monument sign design that is consistent with the Village's Downtown Sign District would have a real benefit in improving the visibility of this retail space. In addition, better signage would provide the owner of the building with more flexibility in recruiting future retail if any of spaces become available.

Another benefit of this requested grant is that it would provide the creation of a landscaped area at the hard corner. This new landscape area would contain shrubs and perennials and add some visual interest to this corner. Across the street to the north will be the "Beer Garden" of the Rivalry and any landscape benefits that can be made to this property will improve the Downtowns public realm.

Based on Staff's analysis, we would make the following motion:

***We move that the Village Board approve a Business Incentive Grant for 959 Main Street for a monument sign in the amount of \$2,581.50.***