

**AN ORDINANCE MODIFYING THE CITY'S ZONING  
ORDINANCE TO AUTHORIZE "GRAND OPENING SIGN  
PACKAGES" FOR CERTAIN NEW BUSINESSES**

**WHEREAS**, the City of Rolling Meadows is a home rule municipality in accordance with Article VII, Section 6 of the Constitution of the State of Illinois of 1970 and has the authority to exercise any power and perform any function pertaining to its government and affairs; and

**WHEREAS**, Section 122-394 ("Amendments") of Chapter 122 ("Zoning") sets forth procedures for considering amendments to the map and text of the City's Zoning Ordinance.

**WHEREAS**, the City desires to amend the text of the Zoning Ordinance in order to authorize "Grand Opening Sign Packages" for certain new, reopening, and/or businesses under new ownership ("**Requested Amendment**"); and

**WHEREAS**, the City's Planning and Zoning Commission ("**PZC**"), after notice was provided as required by law, conducted a public hearing on November 6, 2024 to consider an application to consider the Requested Amendment; and

**WHEREAS**, after taking and considering all testimony presented at the public hearing, the PZC made the findings of fact enumerated in **Exhibit A** and recommended that the City Council approve the Requested Amendment; and

**WHEREAS**, concurrent with the adoption of the Requested Amendment, the City Council desires to establish a specific fee for Grand Opening Sign Packages that will reasonably approximate the City's costs to administer these permits as well as rules that allow certain businesses that recently opened, reopened, or changed ownership to utilize a Grand Opening Sign Package; and

**WHEREAS**, the Corporate Authorities of the City of Rolling Meadows have determined that it would be in the best interest of the City to approve the Requested Amendment as set forth in this Ordinance.

**NOW, THEREFORE, BE IT ORDAINED** by the City Council of the City of Rolling Meadows, Illinois:

**Section 1: Recitals.** The recitals set forth above are incorporated herein by reference as the findings of the Corporate Authorities.

**Section 2: Amendment to Section 122-606.** Pursuant to Sections 122-394 ("Amendments") and the City's home rule authority, Section 122-606 ("Permanent Signs Requiring Permit") of Article X ("Signs") of Chapter 122 ("Zoning") is hereby amended to add a new as follows [additions are **bold and double-underlined**; deletions are ~~struck through~~]:

**"Section 122-606** ~~Permanent Signs~~ **requiring permit.**

~~Permanents Signs~~ identified below in this section shall be **are** allowed in the City of Rolling Meadows, subject to; the regulations of this article, **all other applicable** provisions of the City Code, and receipt of a sign and/or building permit as may be approved by the zoning administrator.

**(k) Grand Opening Sign Packages.**

- (1) Intent. To provide visibility and awareness to businesses in the city upon their initial opening, reopening, or change of ownership. It cannot be used to promote grand openings in another location or to promote an existing business.**
- (2) Eligible Businesses. A business may apply for a permit from the Community Development Department to authorize a Grand Opening Sign Package where:**
  - a. The business is new to the City, reopening within the City, or has had a change in 50% or more of their ownership, which change in ownership took place within the preceding 60 days;**
  - b. The business is located in any zoning district except an "R" district; and**
  - c. The business is primarily engaged in the retail sale of goods or services to the public.**
- (3) Location. All signage and promotion materials must be placed on premise of the business. No off-premise signage may be utilized. No more than one Grand Opening Sign Package at one time may be issued for one parcel.**
- (4) Dates of Utilization. A Grand Opening Sign Package shall be valid for a period of up to 30 consecutive days. At least one day of the period of validity shall fall within 90 days of the date of the business opening or reopening to the public or the date of the change of ownership.**
- (5) No Illumination. No temporary illumination may be installed or used in conjunction with a Grand Opening Sign Package.**
- (6) Signs Permissible. Notwithstanding any more restrictive provision of this Article X, a sign permit for a Grand Opening Sign Package shall authorize the following types and quantity of signage:**
  - a. Quantity Limited: A total of four banner signs or inflatable advertising, in any combination, may be authorized as part of a Grand Opening Sign Package as follows:**
    - i. Banners. Except as to quantity, each banner shall be in accordance with Section 122-606(i) concerning temporary banner signs.**
    - ii. Inflatable Advertising. A maximum of one inflatable advertising balloon or device is permitted as part**

**of a Grand Opening Sign Package. The maximum height for inflatable advertising is 20 feet, measured from the adjacent grade to the highest point. Inflatable advertising must be in contact with the ground and be securely anchored. Inflatable advertising shall not be animated or moving.**

**b. Strings of Pennants. Pennants strings may used. Pennant strings must be securely fastened.**

**Section 3: Amendment to the Schedule of Rates, Fees, Fines and Penalties.** Section XXIV ("Zoning") of Article X ("Signs") of Appendix B ("Schedule of Rates, Fees, Fines, and Penalties") is hereby amended at paragraph B, subparagraph 3 to read as follows [additions are **bold and double-underlined**; deletions are struck through]:

"3. Temporary signs and banners:

a. Freestanding:

Illuminated:	\$26.00 + \$0.20 per square foot.
Non-illuminated:	\$26.00 + \$0.10 per square foot.

b. Non-freestanding:

Illuminated:	\$21.00 + \$0.10 per square foot.
Non-illuminated:	\$21.00 + \$0.05 per square foot.

c. ~~Pennants, streamers, etc.: \$0.10 per square foot, \$17.50 minimum.~~ **Grand Opening Sign Packages: \$40.00.**

d. ~~Searchlights: \$40.00 per lamp."~~

**Section 4: Interpretation of Opening Date for Existing Businesses.**

Notwithstanding anything in this Ordinance to the contrary, any business that opened, reopened, or changed ownership between December 1, 2023 and the effective date of this Ordinance shall be deemed to have satisfied the criteria of Section 122-606(k)(2)(a) and, if otherwise eligible, may receive a permit for a Grand Opening Sign Package with a starting date at any time prior to May 1, 2025.

**Section 5: Severability.** If any provision of this Ordinance or part thereof is held invalid by a court of competent jurisdiction, the remaining provisions of this Ordinance shall remain in full force and effect, and shall be interpreted, applied, and enforced so as to achieve, as near as may be, the purpose and intent of this Ordinance to the greatest extent permitted by applicable law.

**Section 6: Effective Date.** This Ordinance shall be in full force and effect from and after its passage, approval, and publication in pamphlet form in the manner provided by law.

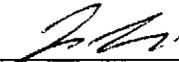
*[Signature page follows.]*

**PASSED AND APPROVED** by the City Council of Rolling Meadows, Cook County, Illinois, this 26<sup>th</sup> day of November, 2024.

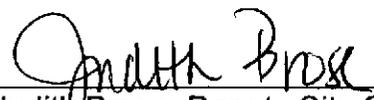
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NAYS: 0

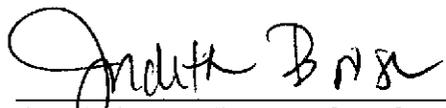
ABSENT: Budmats, Vinezeano, Reyez

  
\_\_\_\_\_  
Lara Sanoica, Mayor

ATTEST:

  
\_\_\_\_\_  
Judith Brose, Deputy City Clerk

Published this 4<sup>th</sup> day of December, 2024.

  
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Judith Brose, Deputy City Clerk

## Exhibit A

### PZC Findings of Fact

#### Amendment Standards

**Standard 1) Potential impacts:** *The amendment shall not adversely impact existing land uses in proximity to a subject property, or, in the case of a text amendment, the overall zoning district purpose or intent of a code section proposed for amendment. The amendment should not unreasonably affect the value, use and enjoyment of nearby properties.*

**Findings:** The proposed text amendment does not adversely impact the purpose or intent of the Code, or the use or enjoyment of any property. By limiting these sign packages to newly opened businesses in commercial and manufacturing districts and only on a temporary basis; visual impacts will be mitigated. There may be positive impacts to adjacent businesses due to increased visibility of the shopping center or retail strip-center overall because of a grand opening.

**Standard 2) Trend of development/consistency:** *Map amendments should be a logical extension of the trend of development in the area around the subject property, or consistent with the approved comprehensive plan. In the case of a text amendment, the amendment shall be consistent with the overall zoning district purpose or intent of a code section proposed for amendment.*

**Findings:** The proposed amendment is consistent with the stated purposes of the Sign Regulations found in the Zoning Regulations. Code currently allows for temporary signage in some cases and this amendment is a logical extension of those provisions.

**Standard 3) Externalities:** *Relevant physical or market conditions that may have changed to make the existing zoning of a property inappropriate, or that make the proposed text amendment necessary for this chapter to be in keeping with the desirable development of the city shall be specified.*

**Findings:** Because of the nature of many of our commercial shopping centers (set far back from fast moving thoroughfares) and the difficult current market conditions for retail and other commercial businesses, this amendment (or similar) is required to address the visibility needs of new commercial businesses.

**Standard 4) City plans:** *Amendments should be consistent with the City's Comprehensive Plan, Official Map, and all other plans and policies adopted by the city.*

**Findings:** This amendment does not interfere with the implementation of the City's Comprehensive Plan or Official Map and is consistent with the City's Business Development Strategic Plan.

**Standard 5) Zoning appropriateness:** *The extent to which use of the subject property (or relevant properties in the case of a text amendment) is diminished by the current zoning standards or designation and is no longer suitable for the underlying zoning shall be specified.*

**Findings:** The current zoning regulations related to temporary signage are relatively restrictive and that restrictiveness has impacted new businesses wishing to open in Rolling Meadows. It is fair to say that the current standards are no longer suitable and the proposed additions provide the needed flexibility to address visibility and awareness concerns.