

Sign Code guideline

This is to provide the business owner a synopsis of the sign code, always refer to the sign code in its entirety prior to ordering or installing any sign in the village.

SIGN AREA

Computation of sign area for a one sided sign.

The sign area of one side shall be calculated by means of the smallest square or rectangle encompassing the extreme limits of the entire sign copy area of adjacent elements, in no case passing through or between adjacent elements, viewable only from one direction.

Computation of sign area for a sign with more than one side.

The area of a sign with more than one side shall be computed as a one sided sign if the faces of the sign are parallel or the interior angle formed between two faces is 30 degrees or less. If the faces are of unequal area, the area of largest side shall be the area of the sign. In all other cases, the areas of all faces of a multi-faced sign shall be added together to compute the area of the sign.

Neon, LED tubing, or other linear light accent elements.

After the first five lineal feet of this type of linear embellishment, one lineal foot of neon, LED tubing, or other light accent elements used as embellishments on signs or structures shall represent the equivalent of one square foot of sign area.

PROHIBITED SIGNS

The following specific types of signs are prohibited:

- (1) Abandoned signs.
- (2) Billboards/off-premises signs.
- (3) Flashing signs.
- (4) Neon, LED tubing, series lighting, and other similar applications window trimming.
- (5) Projecting signs.
- (6) Roof signs.
- (7) Vehicular signs, unless such signs conform to the following restrictions:
 - a. Vehicular signs shall not be parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property. Special exception may be made where parking is restricted and customer parking takes priority at the discretion of the Director of Community Development
 - b. Vehicular signs shall contain no flashing or moving elements.
 - c. Vehicular signs shall have no element with a luminance greater than 500 Nits.
 - d. Vehicular signs shall not project beyond the surface of a vehicle for a distance in excess of 18 inches.
 - e. Vehicular signs shall not be attached to a vehicle so that the driver's vision is obstructed from any angle.
 - f. Vehicular signs shall not be on vehicles which are inoperable.
- (8) Video signs (except in conjunction with automobile service station fuel pumps)

- (9) Signs, which:
- a. Bear or contain statements, words or pictures of an obscene or pornographic character, or which contain advertising matter which is untruthful.
 - b. Are painted on or attached to any fence or any wall which is not structurally a part of a building, except to identify the fence manufacturer or residence structure by means of posting the name of the occupant or structure and the street address, which exempt signs shall not exceed a maximum of 24 square inches.
 - c. Operate or employ visible moving parts, or any portion of which moves or gives the illusion of motion, except as allowed in this chapter.
 - d. Emit audible sound, odor or visible matter.
 - e. Purport to be, or are an imitation of, or resemble an official traffic sign or signal, or which bear the words "stop," "go slow," "caution," "danger," "warning" or similar words.
 - f. By reason of their size, location, movement, content, coloring or manner of illumination may be confused with or constructed as a traffic control sign, signal or device, or the light of any emergency or road equipment vehicle, or which hide from view any traffic or street sign or signal or device.
 - g. Resemble any official marker erected by the village, state or other governmental agency.
 - h. Are permanent and made of plywood, pressed board, MDO or non-exterior grade wood products.

EXEMPT SIGNS

The following signs are exempt from the permit requirements of this chapter and are allowed in all districts except as otherwise indicated. All these types of signs do have further restrictions on size, quantity or time period, please refer to the sign code in its entirety.

- (1) *Construction signs, Celebratory signs, Flags(restrictions apply), Light pole banners (restrictions apply). Memorial signs, Notice bulletin boards, No trespassing or no dumping signs. On-site directional signs, Plaques, Political and campaign signs. Public notices, Public notice board kiosks, Public signs, Public/quasi-public signs, Real estate signs, Symbols or insignia, Warning signs. Window signs—Temporary.*

SIGNS REQUIRING PERMITS

- (1) *Permitted signs.*
- (a) *Neighborhood identification signs.* In any zone, a sign, masonry wall, landscaping and other similar materials or features may be combined to form a display for neighborhood, tract, or residential development identification, provided that the copy of such sign or display shall consist only of the neighborhood, tract, or residential name and be consistent with the character of the area for which it identifies. Any sign for a residential subdivision or development with an oversight body, such as a homeowner's association or condominium board, shall have written approval for the design and construction of the sign from said oversight body. The maintenance and upkeep of the appearance of the sign shall be the responsibility of the erecting party.
- (2) *Special use signs.*
- (a) *Subdivision development signs.* The Zoning Board of Appeals may issue a special use permit for a temporary sign in any zone in connection with the marketing of lots or structures in a subdivision. Such permit will state the conditions under which the signs may be displayed, including, but not limited to, time limit, type of sign, sign size and height and location.
 - (b) *Any sign that does comply with subsection 78-61(21).*

SIGNS IN BUSINESS DISTRICTS (B1 retail business and B2 service business)

(1) *Maximum gross surface area of all permitted and special use signage.* The total gross surface area of all signs for a single building shall not exceed three times in square feet the total wall frontage expressed in linear feet, up to a maximum of 500 square feet for a building with one frontage, 800 square feet for a building with two frontages, and 1,000 square feet for a building with three or more frontages. If a single building is a multi-tenant commercial area and is so used, the formula to be applied in ascertaining the permitted gross surface area for each individual establishment shall be determined by three times in square feet the total wall frontage expressed in linear feet of the individual establishments. For sites that do not qualify for a ground sign, the total gross surface area of all signs for a single building shall not exceed two and a half times in square feet the total wall frontage expressed in linear feet, up to a maximum of 500 square feet for a building with one frontage, 800 square feet for a building with two frontages, and 1,000 square feet for a building with three or more frontages.

Any signage exceeding this amount will require a special use permit.

Permitted signs.

Wall signs.

- a. *Amount:* Each business shall be allowed wall signage on a R.O.W. or wall frontage provided it does not have an awning, canopy, or marquee sign along that frontage.

Wall signs may be erected on the lower plane of a mansard-style roof or mansard wall facing, provided the angle of such mansard roof or wall facing is constructed at any angle of not less than 70 degrees from the horizontal plane.

- b. *Area:* The total wall sign area for each business shall be within the limits for total signage allowed upon a site. See subsection (1).

For any business with multiple wall signs on separate wall frontages or R.O.W. frontages, any wall sign after the first shall be 50 percent the size of the first sign.

- c. *Height:* The top of any sign shall be a minimum of half (0.5) a foot below the roofline/parapet wall of the building. No wall sign shall extend above the roofline/parapet wall of a building.

- d. *Location:* No wall sign shall extend more than 12 inches perpendicular to the wall to which it is attached. No signage from one business may be placed or stacked above the signage of any other business along a common wall.

Awning, canopy, and marquee signs.

- a. *Amount:* Each business shall be allowed awning, canopy, or marquee signage on a R.O.W. or wall frontage provided it does not have a wall sign along that frontage.

- b. *Area:* The total awning, canopy, or marquee sign area for each business shall be within the limits for total signage allowed upon a site. See subsection (1).

Not more than 35 percent of an awning or canopy may be used for the copy of the sign.

- c. *Height:* Signs or letters placed on the vertical facade of a canopy or marquee sign may not extend above or below the canopy or marquee. No portion of an awning, canopy, marquee, or any sign or appurtenance attached thereto shall be less than seven and one-half feet above the level of the ground over which it projects.

- d. *Location:*

Awning sign: The part of the awning which is at an angle to the street may be used for the copy of sign. Signage letters of four inches or less in height may be allowed on the valance of awnings without counting against the maximum signage area.

Canopy or marquee sign: Only the vertical façade portion of the canopy or marquee may be used for copy of the sign.

Ground signs.

- a. *Amount:* The following is the criteria for the quantity of ground signs allowed per public R.O.W. frontage. 0-99 feet, no sign permitted; 100-599 feet, 1 sign permitted, 600'+ 2 signs permitted.

Where a site abuts on more than one public right-of-way or street, the sum total of such frontage may be considered in applying the provisions of this section.

- b. *Area:* As allowed within the restrictions of the maximum gross surface area for signage on a particular site. See subsection (1).

- c. *Height:*

i. No ground sign shall exceed a height of 20 feet above ground level for a lot with less than ten tenants and less than 120,000 square feet of gross leasable area; 22 feet above ground level for a lot having ten or more tenants and more than 120,000 square feet of gross leasable area; or 36 feet above ground level for lots with over 200,000 square feet of gross leasable area.*

ii. No ground sign shall exceed a height of 20 feet above ground level when located on a lot abutting an R1 or R2 district.

iii. Any outlot that is part of a shopping center which already has a ground sign shall not have a monument sign that exceeds ten feet in height.

iv. No sign shall extend three feet above any roof or facade line of the associated building.

v. Ground sign height may be increased as part of a planned unit development or site plan approval.

*A 20 percent variation for existing signs may be obtained through the Plan Commission and Zoning Board of Appeals with the approval of the Village Board.

- d. ***Setback and location:*** Where only one ground sign is allowed, such sign shall be located as close to the centerline of the frontage of the activity as is practical. Each sign must be at least 100 feet apart from any other ground sign. No sign shall be allowed within 50 feet of any property in a residential district. No sign shall be allowed to project over the public right-of-way.

A ground sign may be located in any required yard subject to any conditions contained in the zoning ordinance (appendix B). All ground signs over 30 inches in height shall not be located within a 15-foot sight triangle in any direction along the property line from any vehicular access drive or public thoroughfare and shall not create any dangerous sight obstructions at other locations on the site, including visual obstructions of, or to, pedestrian traffic on designated public or private sidewalks.

- e. ***Landscaping:*** Ground signs shall be landscaped at their base in a manner harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer. Planting beds shall extend one and one-half feet from the sign base on all sides. The landscape area shall be curbed at the perimeter when the sign is incorporated into a hard-surfaced parking area.

The types of landscaping shall be as follows:

i. *Pole signs:* Shrubs or other ground covers shall be a minimum of four feet in height at planting. If decorative casing for poles or pylon structures is proposed, the Director of Community Development may grant partial relief of the landscaping requirement.

ii. *Monument signs:* Shrubs or other ground covers shall be a minimum of 60 percent of the height of the base at planting without blocking the sign copy for the purpose to cover or soften the base. If the proposed sign base is visually enhanced, the Director of Community Development may grant partial relief of the landscaping requirement.

- f. ***Materials and design:*** The structural elements of monument signs should be built with decorative, durable materials, such as brick, decorative masonry blocks, stone, or other such materials. Signs should incorporate a color scheme of no more than four colors. All ground signs shall contain the address or address ranges for the site. For multi-tenant commercial areas, all signs shall contain the name of the development or building in a display at least as large as the largest portion of the sign for any tenant, and signage for separate businesses should have symmetrical arrangements with other businesses advertised on the same structure.

Window signs—Permanent.

- a. *Area:* As allowed within the restrictions of the maximum gross surface area for signage on a particular site. See subsection (1). The reasonable application of lettering or decals giving the address, hours of business, entrance or exit information, professional or security affiliations or memberships, the acceptance of credit cards or other similar information, shall not be considered as the display of signs for purposes of permanent window signage.
- b. *Materials and design:* Signs with neon, LED tubing, series lighting, and other similar applications are allowed provided that they do not consist of more than 15 percent of the total permanent window signage. Neon, LED tubing, series lighting, and other similar applications used for trimming of windows is prohibited.

Directional signs. One such directional sign is allowed near each driveway ingress/egress. The area of each sign may not exceed six square feet. The maximum allowed height shall be four feet. Advertising shall not be allowed on such signs; however, the name of the activity, in letters not exceeding six inches, or a logo or symbol, may be included on each directional sign. Such signs shall not count against the maximum gross surface area for signage on a particular site (See subsection (1)).

Changeable copy signs—Manual. A ground sign may have a portion of it used as a changeable copy sign - manual provided that the area of such sign does not exceed 25 percent of the area of the ground sign to which it is part.

Public service information sign. A ground sign may have a portion of it used as a public service information sign provided that the area of such sign does not exceed 25 percent of the area of the ground sign to which it is part.

Electronic message center. A ground sign may have a portion of it used as an electronic message center provided that:

- a. The electronic message center area shall not exceed 25 percent of the area of the ground sign to which it is part. The electronic message center area shall be integrated into the design of the overall ground mounted sign.
- b. The subject property shall have no less than 200 feet of R.O.W. frontage on which the sign is to be located.
- c. Anything displayed on the lines of text on the sign shall be displayed monochromatically, and shall not change in color, intensity, brightness, shade or color gradient.
- d. The copy, logo or display of the sign shall remain static and unchanging for a period of no less than ten seconds.
- e. The sign may be used to advertise commercial products available at the businesses located on the premises, noncommercial messages from not-for-profit or governmental organizations located within the village, and advertisements for public meetings and noncommercial public events in the village.
- f. The message shall not consist of flashing, scintillating, chasing or animated lights, or include animated pictorial graphics.
- g. The illumination of the sign shall not exceed an intensity of 0.5 foot-candles as measured with a portable hand-held sensor at either the property line or ten feet from the sign, whichever is lesser.
- h. The sign shall incorporate automatic dimmer software or solar sensors with maximum settings of 5,000 nits during daylight and 500 nits between dusk and dawn. If the village finds that the sign causes glare or otherwise impairs the vision of the driver of a motor vehicle, the owner of the sign, within 24 hours of a request by the village, shall reduce the intensity of the sign to a level acceptable to the village.
- i. The sign is prohibited within 100 feet of a principal residential structure if any part of the sign face would be visible from the principal residential structure.
- j. Sign shall only operate between one-half hour before the premises are opened, or 6:00 a.m., whichever is earlier and one-half hour after premises is closed to the public, or 11:00 p.m., whichever is later.
- k. If at any time, more than 30 percent of the display lights malfunction or are no longer working, the owner of the sign shall make repairs to the sign within 60 days or the sign will require removal. All electronic message center signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.

Automobile service station signs.

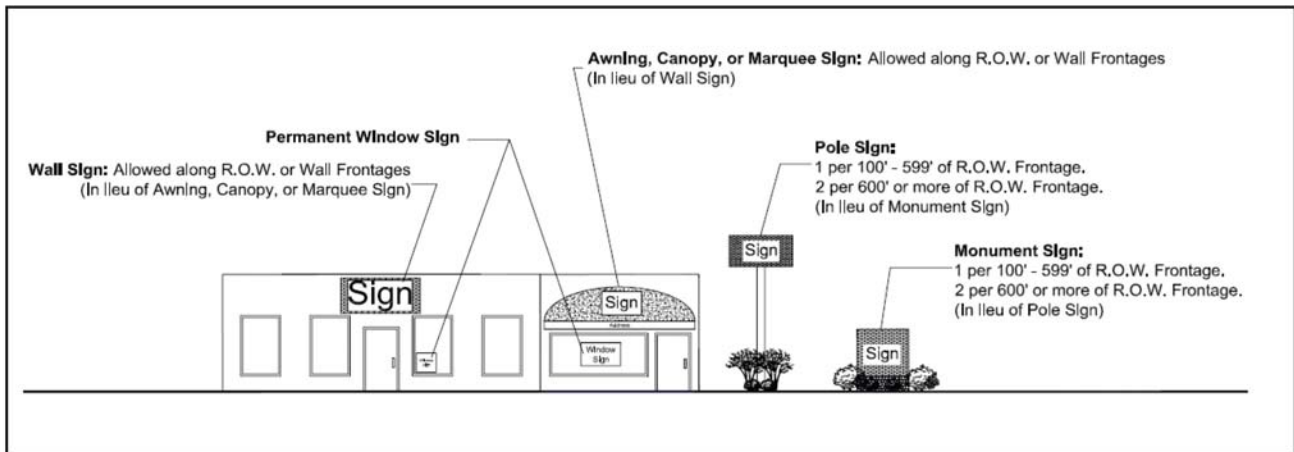
- a. *Information on gasoline pumps:* Signs appearing on gasoline pumps shall not be considered as signs for purposes of this chapter. This provision shall include video signs provided that they meet the performance standards of the village's zoning ordinance.
- b. *Ground sign allowed:* Each service station shall be allowed one ground sign regardless of frontage, provided that no sign exceeds 64 square feet in area. Ground signs may contain electronic message center signs for the display of fuel prices without requiring special use approval, provided that they are used for the exclusive display of fuel prices solely with no other content allowed and with the fuel price display being monochromatic and static without scrolling, movement, or flashing. The maximum height for any sign is 20 feet.
- c. *Price sign:* All price signs must reflect full service or miniservice and the current price per unit of gasoline sold at the station. No element of the cost to the customer of gasoline shall be omitted from the statement of the price per unit of measurement. Failure to maintain posted prices shall require that the sign be removed from the location.
- d. *Signable areas of building:* Automobile service stations which include interior facilities for the servicing of automobiles or a canopy for gasoline pumps shall be treated as consisting of two buildings, each with its own wall sign calculation area.
- e. *Incidental signs:* Automobile service stations may display a maximum of six incidental signs with a total area of 20 square feet. Such signs shall relate only to affiliation with a motor club, acceptance of designated credit cards or automobile-related services provided by the station such as towing, mechanical work, etc. Matters appearing on outdoor vending machines as purchased or installed shall not be counted as signs for purposes of this section.

(4) *Special use signs.*

- (a) Any signs beyond the allowed signs described in this chapter.
- (b) Any drive-through sign that does not meet the provisions of section 78-61(3).
- (c) Electronic message center signs that do not comply with section 78-92(3)(h).
- (d) Painted wall signs.

Permitted Signage in Business Districts Examples

Maximum Area of Signage Allowed Per Sec. 78-92(1)



SIGNS IN MANUFACTURING DISTRICTS (M limited manufacturing)

- (1) *Maximum gross surface area of all signs.*

- (a) Same as those allowed under article V, division 3, signs in business districts.
- (3) *Permitted signs.*
 - (a) Same as those allowed under signs in business districts.
 - (b) Ground signs shall be allowed to a maximum of 20 feet in height.
- (4) *Special use signs*-Same as those allowed under article V, division 3, signs in business districts.

TEMPORARY SIGNS

The following signs will be allowed for a specified amount of time with an approved temporary sign permit issued by the Director of Community Development or designee as outlined in section 78-122.

- (1) Banners, Bunting, Flags, Inflatables, Pennants, Portable signs, Sandwich board, A-board, and sidewalk/curb signs within ten feet of the primary building entrance and Searchlights.

The following are the conditions for granting a temporary sign permit:

- (1) Public interest signs publicizing a charitable or nonprofit event of general public interest. Such sign may be erected only on private property, shall be no larger than 32 square feet.
- (2) Grand opening. New or expanding business signs of a temporary nature shall conform to the following:
 - a. No more than one sign per frontage may be erected in a commercial, office or industrial district and must conform to the location and construction requirements of this chapter;
 - b. Any such sign may be displayed for 90 days. The Director of Community Development may extend the time limit for an additional period of 90 days upon written request of the business licensee;
 - c. The maximum size of a freestanding sign shall be 32 square feet; and
 - d. The maximum size of a wall-mounted sign shall be equal to the maximum allowed wall signage for the subject building or unit.
- (3) Special event is an event of less than four weeks' duration sponsored and/or run by a commercial enterprise in connection with seasonal sales or other special offers; all listed temporary signs in section 78-121 are allowed, provided they may be allowed for a maximum four-week period no more than four times a year and a minimum of one month between events. The maximum area of signs shall be no larger than 32 square feet. Inflatable figures may not exceed ten feet in width or depth. All signs shall comply with all setbacks, height maximums, and other regulations in this chapter. At the discretion of the Director of Community Development, special event signs may be displayed for up to eight weeks provided that the same entity does not exceed the total annual allotment of special event signage (16 total weeks).

CONSTRUCTION SPECIFICATIONS (refer to the sign code in its entirety)

LEGAL NON CONFORMING SIGNS

(a) *Notification of nonconformity.* The Director of Community Development or designee shall survey the village for signs which do not conform to the requirements of this chapter. Upon determination that a sign is nonconforming, the Director of Community Development or designee shall use reasonable efforts to so notify personally and in writing the user or owner of the property on which the sign is located of the following:

- (1) The sign's nonconformity; and
- (2) Whether the sign is eligible for characterization either as legal nonconforming or unlawful. Failing determination of the sign owner, user or owner of the property on which the sign is located, the notice may be affixed in a conspicuous place to the sign or to the business premises with which the sign is associated.

(b) *Signs eligible for characterization as legal nonconforming.* Any sign which does not conform with the provisions of this chapter is eligible for characterization as a legal nonconforming sign and is allowed, provided it meets one of the following requirements:

- (1) The sign was erected or installed pursuant to a sign permit or variance prior to April 26, 2011;
- (2) The sign was in all respects in compliance with the applicable law in effect prior to May 24, 2011; or
- (3) Where property is annexed to the village, the amortization period for a nonconforming sign shall commence from the date that such annexation is effective.

(c) *Amortization of nonconforming signs.* Every sign or other advertising structure in existence on April 26, 2011, which violates or does not conform to the provisions hereof, shall be removed, altered or replaced so as to conform with the provisions of this chapter, in accordance with the following schedule:

- (1) Neon window borders: By January 1st, 2016.
- (2) Abandoned signs: sixty (60) days.
- (3) All other nonconforming signs: By January 1st, 2026.

(d) *Loss of legal nonconforming status.* A legal nonconforming sign shall immediately lose its legal nonconforming designation if:

- (1) The sign is altered in any structural or visual way which tends to or makes the sign less in compliance with the requirements of this chapter than it was before the alteration;
- (2) The sign is relocated to a position making it less in compliance with the requirements of this chapter;
- (3) The sign is replaced; or
- (4) The sign is not properly maintained or is damaged to the extent of 20 percent of its replacement value.

If a legal nonconforming sign loses its nonconforming designation, as set forth in this subsection, such sign shall be removed within 30 days; provided, however, that a permit may be sought to relocate or rehabilitate the sign to comply with this article.