



Village of Hanover Park Administration

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VILLAGE OF HANOVER PARK

DEVELOPMENT COMMISSION WORKSHOP AGENDA

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

Thursday, March 27, 2014
6:30 p.m.

-
- 1. CALL TO ORDER – ROLL CALL**
 - 2. PLEDGE OF ALLIEGENCE:**
 - 3. ACCEPTANCE OF AGENDA**
 - 4. DISCUSSION TOPIC:**
 - a. Unified Development Ordinance Update Review:
 - Sign Regulations
 - 5. ADJOURNMENT**



Village of Hanover Park
Community & Economic Development Department

INTEROFFICE MEMORANDUM

TO: Chairman Wachsmuth and members of the Development Commission

FROM: Katie Bowman, Village Planner

SUBJECT: **Signage Regulations Update**

ACTION

REQUESTED: Approval Disapproval Information

MEETING DATE: **March 27, 2014**

Request Summary

Review additional updates to Signage Regulations made following Development Commission discussion on August 8, 2013.

Background

On August 8, 2013, the Development Commission reviewed recommended changes to Signage Regulations as a part of the finalization of recommended changes to the Zoning, Sign, and Subdivision Ordinances, and incorporation of such changes into a Unified Development Ordinance. The Commission provided feedback on recommended clarifications and changes.

On August 20, 2013, the CONECT Business Committee also reviewed recommended changes to Signage Regulations to provide feedback from a business perspective. The Committee found the regulations to be good and requested that expanded temporary sign regulations for business promotion be considered.

Discussion

At this time, Staff would like to propose additional updates to the Signage Regulations based upon feedback from the Development Commission, CONECT Committee, and additional research of regulations in surrounding comparable communities. These updates focus on the organization of the section, simplifying and consolidating requirements to create a more user-friendly code that applies more equally across business types. There are also several updates to temporary signage regulations to provide businesses more ability for promotion, while maintaining the aesthetic standards of the Village.

Overall, the signage regulations have been reorganized to better match other section of the code, moving from general to specific regulations. The Administration and Enforcement, Permit Requirements, Computation of Sign Area, and Sign Area Bonuses sections have been moved to the beginning of the section. Next, the definitions of sign types have been brought back into the section as "Classification of Signs" to provide an easy reference for users. Prohibited and temporary sign regulations have been moved to later in the section, followed by administrative

regulations related to maintenance, nonconforming signs, variations, and violations. Additionally, sign regulations by district have been consolidated in order to provide district standards for similar signs in a simplified reference table.

Specific updates of note are outlined below and underlined in the attached ordinance:

Signage Regulations – Article 6, Division 1 and 2

- Section 1.5 – Sign Area Bonuses – Bonus for additional wall signage for buildings close to right-of-way removed. Buildings close to the street do not necessarily need additional wall signage.
- Section 1.6 – Classification of Signs – Section added to provide access to sign definitions within the section.
 - o Additional clarification added to section on determining the area of a window for window signs.
- Section 1.8.a – Temporary Signs Not Requiring a Permit – Various updates made based upon Development Commission discussion.
 - o (6) Similar regulations for garage sale and open houses combined.
- Section 1.8.b – Temporary Signs Requiring a Permit
 - o (1) Promotional signs - Regulations for signs within and outside of shopping centers combined. Any business, whether in a shopping center or not, may have (2) 30 day promotional signs a year. Shopping centers may also have (3) 15 day shopping center wide events a year.
 - o (1) Promotional Signs – Provision added to permit one additional promotional signs (2 total) within overall signage restriction of 40 square feet.
 - o (2) Grand opening/coming soon signs – Based upon business feedback, 20 additional square footage of signage permitted for businesses over 10,000 square feet, for 60 square feet total.
 - o (5) Model Signs – Based upon Development Commission discussion, model subdivision and home signs now to require a permit with a one year time period.
 - o (6) Application Requirements – Additional requirements for all temporary signs consolidated.
- (former Section 1.9) – Planned Unit Development Sign Districts – Removal of provision for PUD Sign Districts. Separate provisions for such districts are not necessary, as any special signage may be approved and permitted in the future as a part of the overall PUD permit and all shopping centers are required to have a shopping center sign plan.
- Section 1.11 – Nonconforming Signs – Requirements for when nonconforming signs must be replaced are clarified. When a major copy change occurs, including more than 50% of the signage area, the entire sign will be required to come up to code, being converted from a pole sign to a monument sign, or the like.
- Section 1.12 – Variations – Similar to the Landscape section, all regulations for signage variations moved to the variation section, Article 2, Division 3 (attached).
 - o Section 3.7.i (9) – Additional variation added to provide for variation of sign details not specifically noted in the code, similar to overall zoning variation provisions.

- Note that recommendations regarding administrative variances, as discussed at a previous meeting, have not been made and will be discussed at a later meeting.
- Section 2.1 – Residential Signs – Section alphabetized and business sign section referenced for regulations for specific types wall and freestanding signs, such as a public building sign.
- Section 2.2 – Business Signs – Section reorganized to consolidate sign regulations by type and reduce repetition of sign standards in each district.
 - (1) Automatic changeable copy signs – Regulations incorporated into this section from.
 - (5) Freestanding Signs – Table created for regulations for freestanding signs to provide information in an easily referenced manner. Regulations based upon shopping center size consolidated. Details added from definitions section related to the type of sign permitted.
- Section 2.4 – Historic District Signs
 - b (1) Freestanding Signs – Square footage permitted increased from 12 square feet to 35 square feet to provide businesses additional signage area and correlate with area permitted for school and church signs in residential districts.
 - b (2) Projecting Signs – Regulations added to permit projecting signs in the historic district, as they are a common sign for such districts. Proposed parameters of 12 square feet of area and 6 feet of projection correlate with similar districts in other communities.
 - b (3) Wall Signs – Wording added to clarify the size of wall signs permitted, to correlate with regulations for standard businesses, with size based upon building setback.

Recommendation

Staff requests that the Development Commission review the proposed updates to Signage Regulations and provide direction for their incorporation into the second draft of the Unified Development Ordinance.

Attachments

- Exhibit 1 - March 27, 2014 Draft Signage Section
Article 6, Division 1 and 2 in UDO (Chapter 6 of current Municipal Code)
- Exhibit 2 - March 27, 2014 Draft Variation Section
Article 2, Division 3 in UDO (Chapter 110, Section 110-4.7 in Zoning Code)

ARTICLE 6: SIGN REGULATIONS

Division 1: General Regulations

- 1.1 Purpose
- 1.2 Administration and Enforcement
- 1.3 Permit Requirements
- 1.4 Computation of Sign Area
- 1.5 Sign Area Bonuses
- 1.6 Classification of Signs**
- ~~1.61.7 Prohibited Signs~~
- ~~1.71.8 Temporary Signs~~
- ~~Automatic Changeable Copy Signs~~
- ~~1.8 Permit Requirements~~
- ~~1.9 Computation of Sign Area~~
- ~~1.10 Sign Area Bonuses~~
- ~~1.11 Planned Unit Development Sign Districts~~
- ~~1.12 Administration and Enforcement~~
- ~~1.131.9 General Maintenance and Construction~~
- ~~1.141.10 Removal of Signs~~
- ~~1.151.11 Nonconforming Signs~~
- ~~1.161.12 Variations~~
- ~~1.171.13 Penalty for Violations~~

Division 2: Regulations by Land Use Type and Zoning District

- 2.1 Permitted Signs in Residential Districts
- 2.2 Permitted Signs in Business Districts
- 2.3 Permitted Signs in Industrial Districts
- 2.4 Permitted Signs in Historic and Limited Office Districts

Division 1: General Regulations

1.1 PURPOSE

- a. The purpose of this Article is to facilitate communication between people and their environment by authorizing the use of signs which are:
 - (1) Compatible with their surroundings.
 - (2) Appropriate to the type of activity to which they pertain.
 - (3) Expressive of the identity of individual proprietors as well as of the community as a whole.
 - (4) Legible in the circumstances in which they are seen.
 - (5) Respectful of the reasonable rights of other property owners.

- b. Preserve, protect and promote the public health, safety, and welfare.
- c. Promote local commercial and industrial activity by allowing the reasonable, orderly, and effective display of signs.
- d. Improve the appearance of the Village and streetscape by regulating the type, size, and location of signs.
- e. Ensure signs are designed as integral architectural elements of the building and site to which they principally relate.
- f. Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.

1.2 ADMINISTRATION AND ENFORCEMENT

- a. The Community Development Department shall be responsible for the administration and enforcement of this Article and shall:
 - (1) Review applications for sign permits.
 - (2) Provide review comments to the Fire Department, Inspectional Services Division, which shall issue sign permits for signs conforming to the provisions of this Article and all other applicable codes.
 - (3) Forward to the appropriate reviewing bodies all applications for variations from the provisions of this Article.
 - (4) When the interest of the Village so requires, make investigations and render written reports.
 - (5) Recommend rules and implement procedures consistent with this Article.
- b. Cross references: Administration, Chapter. 2.

Comment [BK1]: The following Sections moved from later in the Chapter for consistency with other sections of Code: Administration & Enforcement, Permit Requirements, Computation of Sign Area, and Sign Area Bonuses.

1.3 PERMIT REQUIREMENTS

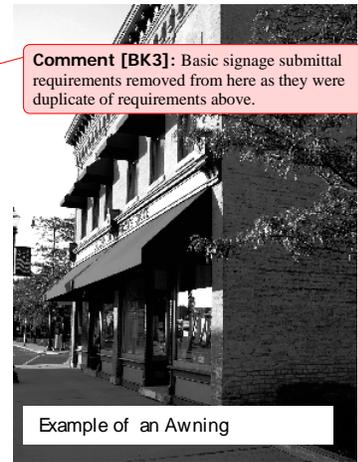
- a. Permit Required. No person shall erect, convert, alter, rebuild, enlarge, remodel, relocate or change the copy of any sign not exempted in Section 1.4 a. above without first having obtained a permit.
 - (1) A permit shall not be required for routine maintenance as defined in Section 1.12 of this Article.
- b. Permit Applications. Application for permits shall be made in writing on forms provided by the Village.
 - (1) Requirements for All Sign Types. A completed application for a sign shall contain the following information:
 - (a) Name, address and phone number of property owner, applicant and sign contractor.
 - (b) Written approval from the property owner or property manager,.

- (c) Site plan showing the location on the building, structure or lot where sign is to be located.
 - (d) Scale drawing of the proposed sign indicating the type of materials and colors to be used, dimensions, electrical components and disconnect in conformance with Village adopted electrical regulations.
 - (e) Method of external illumination, if any.
 - (f) Name, address, and phone number of licensed electrician performing work, with a copy of their current license.
 - (g) If not already on file, master sign plan documenting all existing signs on the zoning lot, including their type and area, location, and the occupant of the site to which each sign pertains.
 - (h) Permit fees, plan review fees, and/or refundable bonds as may be necessary, and as established by the Village Board from time to time.
 - (i) Design professional's calculations and sealed drawings may be required for certain signs as determined by the Village Building Official.
 - (j) Other information as required by the Zoning Administrator to show full compliance with this Article.
- (2) Wall or Awning Sign. An application for a wall or awning sign shall contain the following additional information:
- (a) Scale drawing of the proposed sign including construction details for attachment to the building.
 - (b) A building elevation showing the business frontage, sign location, the dimensions of the store front and the dimensions and location of the awning, if applicable.
- (3) Freestanding Sign. An application for a freestanding sign shall include the following additional information:
- (a) Plat of survey sealed by an Illinois licensed land surveyor showing the location of the proposed sign.
 - (b) Foundation detail and calculations sealed by an Illinois licensed architect or structural engineer, as determined by the Village Building Official.
- (4) Temporary Sign. An application for a temporary sign requiring a permit shall include the following additional information:
- (a) Proposed dates that signs will be in place.
 - (b) Type and location of signs to be erected.
 - (c) For illuminated signs, the method of providing power to the sign.
- (5) Historic or Limited Office District. An application for a sign within the historic or limited office district shall include the following additional information:
- (a) Plat of survey sealed by an Illinois licensed land surveyor indicating the location of the proposed sign.

Various Types of Signs

Comment [BK2]: Current code requires sealed engineer/architect drawings for all monument signs, which can be cumbersome.

Comment [BK3]: Basic signage submittal requirements removed from here as they were duplicate of requirements above.



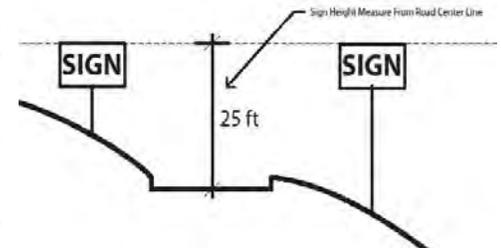
Example of an Awning

- (b) Scale drawing of the proposed sign indicating the type of materials and colors to be used, dimensions, and foundation detail or method of attachment to the building.
- c. **Permit Issuance.** Upon the filing of an application for a sign permit, it will be determined if the proposed sign is in conformance with all the requirements of this Article. If the sign complies with all requirements of this article and all other applicable Ordinances of the Village, a permit shall be issued for the proposed sign. If the work authorized under a sign permit has not been completed with an approved final inspection within 12 months after the date of issuance, the permit shall become null and void.
- d. **Revocation.** The Village may deny, revoke or suspend a permit issued under the provisions of this Article if the permit was issued on the basis of a misstatement of fact or fraud or when it appears that the sign being erected does not conform to the requirements of this Village Code. When a sign permit is revoked, the Village shall provide written notice of such to the applicant, along with a statement of reasons for the revocation.
- e. **Annual Property Maintenance Inspection.** Inspection of signs shall be performed annually as part of the required annual business license inspection, and at such other times as deemed necessary, or for a sign requiring a permit, for the purpose of ascertaining whether the sign is secure, whether it is in need of removal or repair, and whether it is in compliance with the provisions of the Article.

Comment [BK4]: Change recommended as a part of first draft in 2011. Discussed by Board on 5/6/10. Confirmed with IS that they will perform general inspections of signs as a part of annual business inspection to look for needed maintenance repairs.

1.4 COMPUTATION OF SIGN AREA

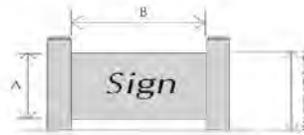
- a. The following guidelines shall control the computation of sign area and sign height:
 - (1) **Computation of Area of Individual Signs.** The area of a sign face shall be the total exposed surface within a continuous perimeter composed of a single rectangle enclosing the extreme limits of characters, lettering, illustrations, ornamentations, or other figures, together with any material, or color used as an integral part of the background of the display, or to differentiate the sign from the background on which is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself. (See Figure 6.1)
 - (2) **Computation of Area of Multifaced Signs.** The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.
 - (3) **Computation of Height.** The height of a sign shall be the measurement from the top of the highest element of the sign to: (See Figure 6.1)



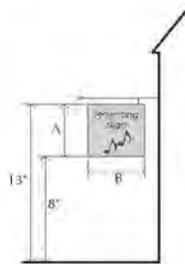
- (a) the average level of the finished ground surface, exclusive of any filling, berming, mounding or excavating solely for the purpose of locating the sign, around any sign located more than twenty-five **(25)** feet from a street right-of-way;
- (b) the established street elevation when the sign is located within twenty-five **(25)** feet from one **(1)** street right-of-way; or
- (c) the average of all street elevations when the sign is located within twenty-five **(25)** feet from more than one **(1)** street right-of-way.

**FIGURE 6-1.
Measuring Sign Height and
Sign Area.**

The top drawing illustrates measurements for a ground sign. Only one side of a double-faced sign shall apply to sign area standards.



The drawing second from top illustrates measurements for a projecting sign. Projecting signs shall have a minimum clearance of eight feet above grade and shall have a maximum height of thirteen feet above grade. Only one side of a double-faced sign shall apply to sign area standards.

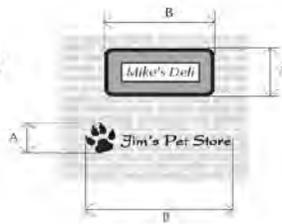


The drawing third from top illustrates measurements for two wall signs.

For these three illustrations:

- A = height of sign face
- B = width of sign face

Sign area = A x B



The drawing fourth from top illustrates measurements for signs that are on broken planes.

- A = height of sign faces
- B = width of sign faces

Sign area = A x B



1.5 SIGN AREA BONUSES

Comment [BK5]: New section in code to encourage improved signs.

a. The installation of safe, effective and attractive signs is encouraged through the following sign area bonus system:

(1) Nonconforming Signs. The replacement of non-conforming signs is encouraged through a bonus of **10%** applied to the allowable area for individual signs and **10%** applied to the aggregate sign area, **if** permits for the replacement of all legal non-conforming signs on a premise are requested and approved prior to **January 1, 2012.**

Comment [BK6]: Update based upon one year following adoption date.

(2) Freestanding Sign Setbacks. For every freestanding sign a one **(1)** foot height increase is allowed for every ten (10) feet of additional setback, beyond that required by this Article, up to a maximum height of **15** feet.

~~(2) Location of Principal Buildings. For principal buildings located within twenty (20) feet of a public right-of-way, the permitted area of a wall sign may be increased by 10% of the allowable wall sign area.~~

Comment [BK7]: Removed, as businesses close to street do not need additional signage. None of the other 3 communities researched provide for a bonus system for setback increases.

1.6 CLASSIFICATION OF SIGNS

Comment [BK8]: Section added to provide definitions of signage in consolidated location.

a. For the purposes of this Code, signs shall be classified as follows. See also Article 9, Division 1, "Definitions".

(1) Abandoned sign: A sign that no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, or for which no legal owner can be found.

(2) Awning sign: A sign painted or printed on the surface of an awning.

(3) Banner: A sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind excluding flags, emblems, and insignia of political, professional, religious, educational, or corporate organizations when such flags, emblems, or insignia are displayed for noncommercial purposes.

(4) Banner, light pole: A nonrigid sign attached at the top and bottom to permanent structural members on a light pole or similar pole erected for another purpose.

(5) Billboard: See Off-premises sign.

(6) Building memorial signs or tablets: A sign identifying the building or structure, name and/or date of construction either as a part of the structure or located on a separate tablet.

(7) Changeable copy sign, automatic: A sign, on which the copy changes automatically through illumination by electric lights, luminous tubes, or any other means of illumination or through mechanical or electrical means.

(8) Changeable copy sign, manual. A sign on which the copy is changed manually in the field, including reader boards with changeable letters.

(9) Civic event sign. A temporary sign identifying or advertising events of civic, philanthropic, educational or religious organizations.

(10) Construction sign: A temporary sign identifying individuals or companies involved in design, construction, wrecking, financing, or development of a construction site.

(11) Corporate flag: A sign made of fabric identifying the name and logo of the business located on the premises.

- (12) Directional sign: An on-premises freestanding sign giving directions, instructions, or facility information to guide vehicle traffic toward a business or activity including, but not limited to parking lots, drive-through lanes, entrances, and exits.
- (13) Facade frieze panel: A noninternally illuminated wall sign placed within the horizontal band of material (usually masonry) directly above the storefront windows.
- (14) Flashing sign: An illuminated sign in which, during its period of operation, such illumination is intermittent or sequential, but excluding automatic changeable copy signs.
- (15) Freestanding sign: A sign supported by masonry monument structures or supports permanently affixed to the ground and independent of support from any building and having a minimum base width equal or exceeding 80 percent of the sign width.
- (16) Garage sale sign: A temporary sign advertising a residential garage sale.
- (17) Going out of business sign: A temporary sign advertising the termination of a business, service or activity.
- (18) Government sign: Any temporary or permanent sign erected and maintained by a government agency including the village, county, state, or federal government, and units of local government.
- (19) Grand opening/coming soon sign: A sign advertising the commencement of operations for a new business involving a change in the principal use and/or ownership of the property.
- (20) Help wanted sign: A temporary, nonilluminated sign advertising employment opportunities available on the premises.
- (21) Historical signs: A sign or commemorative plaque of a recognized historical agency indicating the historical significance and/or date of construction of the structure.
- (22) Home occupation signs: A sign advertising a home occupation as authorized by the Hanover Park Zoning Ordinance.
- (23) Illuminated sign, external: A sign with an artificial, external light source for the purpose of illuminating the sign.
- (24) Illuminated sign, internal: A sign with an artificial, internal light source for the purpose of illuminating the sign.
- (25) Inflatable sign: Any inflatable shape or sign of any size displayed for the purpose of attracting attention to a product, service, place, activity, person, institution or business.
- (26) Marquee sign: Any sign attached in any manner to or made part of a marquee.
- (27) Menu board: A freestanding or wall sign displaying items or services available at a drive-through facility.
- (28) Model sign: A nonilluminated temporary sign displaying information on the prices and types of model homes but not limited to the name and location of the subdivision and the prices and types of model homes available.
- (29) Model subdivision sign: A nonilluminated temporary sign advertising information including types of model homes but not limited to the name and location of the subdivision and the prices and types of model homes available.
- (30) Moving sign: A sign that has an external or visible part or parts that move, rotate, or spin.
- (31) Off-premises sign: A sign that advertises a business, profession, product, or service that is not available on the premises where the sign is located.
- (32) Painted wall sign: Any sign which is applied with paint or similar substance on the face of a wall, parapet, mansard, fence, or similar surfaces, excluding windows and doors.

- (33) Pennants: Sections of sign secured to a string, rope, or other similar material so as to allow movement of the sign by movement of the atmosphere
- (34) Pedestrian information sign: Signs using a generic description which direct or guide pedestrians to facilities intended to serve the public including but not limited to: signs identifying restrooms, public telephones, walkways, and similar facilities.
- (35) Plaque sign: A noninternally illuminated panel mounted flat to the building face.
- (36) Political sign: A temporary sign identifying a political candidate, party, or issue.
- (37) Portable sign: Any sign designed to be easily moved and not permanently affixed to the ground, structure, or building.
- (38) Projecting sign: A sign which is attached to and projects more than 12 inches from a building wall, excluding an awning sign or canopy.
- (39) Public building identification sign: A sign identifying places of public assembly, including, but not limited to schools, recreational centers, churches, synagogues, and parks.
- (40) Real estate sign: A temporary sign advertising the real estate upon which the sign is located as being for rent, lease, or sale.
- (41) Religious Institution sign: Identification signs, religious symbols or emblems of religious orders displayed for the purpose of identification and to indicate the services and activities conducted on the premises.
- (42) Roof sign: A sign erected or maintained in whole or in part upon, against, or directly above the roof or parapet line of a building except that portion of a mansard roof below the deck line shall not be considered a roof for the purposes of this Article.
- (43) Searchlight: A device for throwing a strong beam of light in any direction.
- (44) Sight triangle: A triangular area, described by the edge of pavement lines of two intersecting streets and a line connecting the edge of pavement lines, each leg of which is twenty-five feet (25') in length, extending in both directions from the intersecting point of the street curb lines and the hypotenuse.
- (45) Sign: Any identification, description, illustration, or device illuminated or nonilluminated which is visible to the general public and directs attention to a product, service, place, activity, person, institution, business, or solicitation, including emblem, painting, flag, banner, pennant, or placard designed to advertise, identify, or convey information.
- (46) Special promotion sign: A temporary sign including, but not limited to banners, and portable or wheeled signs, identifying a limited or unique activity, service, product or sale of limited duration, or a special community activity sponsored by a not-for-profit organization.
- (47) Spotlight: A strong, focused beam of light thrown upon a particular spot to call attention to a specific object.
- (48) Subdivision identification sign: A freestanding sign identifying a recorded subdivision or multifamily development.
- (49) Temporary sign: A sign intended for a limited period of display and constructed and maintained as a permanent sign except as otherwise provided in this chapter.
- (50) Time-temperature sign: A sign intended to digitally or manually display current and accurate temperature and/or time readings.
- (51) Under-canopy sign: A sign attached to the underside of a structural canopy of a walkway within a shopping center, and placed perpendicular to the building.

- (52) Valance sign: A long, narrow band hung beneath the porch roof fascia, between the porch columns.
- (53) Vehicle sign: ~~Sign~~ placed on or affixed to vehicles and/or trailers which are 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. This does not include signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
- (54) Wall sign: A sign attached parallel to the building wall, including painted, individual letters, cabinet signs, and signs on a mansard, but excluding awning signs.
- (55) Window area: The entire area of the subject window, within the frame, vertical mullions, or other supporting features of the glass. Such area may include horizontal divisions (transoms) within the overall functional window area.
- (4)(56) Window sign: Any advertising affixed to an exterior window or door, or placed within 12 inches inside the window or door.

Comment [BK9]: Definition expanded based upon Schaumburg's regulations. Current is: A sign painted or placed on a vehicle or trailer that is parked or located for the primary purpose of displaying the sign.

Comment [BK10]: Addition wording added to help with enforcement of code for windows that have multiple 'sections'

4.61.7 PROHIBITED SIGNS

a. Prohibited Types of Signs

- (1) Abandoned signs.
- (2) Banners, except as permitted in Section 1.4, "Temporary Signs".
- (3) Flashing signs.
- (4) Marquee signs.
- (5) Moving, rotating, or animated signs.
- (6) Billboards or other Off-premise signs.
- (7) Painted wall signs.
- (8) Portable signs, except as permitted in Section 1.4, "Temporary Signs".
- (9) Projecting signs, except as permitted in Section 2.4, "Permitted Signs in Historic and Limited Office Districts".
- (10) Roof signs.
- (11) Signs displaying obscene or other unlawful matter.
- (12) Signs imitating or resembling official traffic or governmental signs or signals.
- (13) Vehicle signs.
- (14) Inflatable signs.
- (15) Searchlights or portable spotlights.
- (16) Signs with more than two sign faces.
- (17) Pole mounted signs.
- (18) Box signs.
- (19) Pennants.

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Comment [BK11]: Schaumburg

Picture of an inappropriate sign

b. Prohibited Placement of Signs

- (1) Signs affixed to or painted on parkway trees, utility poles, streetlights, or traffic signals.
- (2) Signs affixed to fences, except "No Trespassing", "No Parking/Towing" and "Beware of Dog" signs in accordance with all other applicable sections of this Article.

Comment [BK12]: These signs are common in multifamily districts.

- (3) Signs affixed to the rear wall of a building, except as permitted in ~~section 2.2(a)(1)~~ Section 2.2, "Permitted Signs in Business Districts".
- (4) Signs on, or overhanging, public property or a public right-of-way, except projecting signs and under canopy signs in the Ontarioville Historic District.
- (5) Signs not in compliance with Village adopted electrical regulations.
- (6) Signs on railroad property.
- (7) Signs that interfere with clear vision at or near the intersection of two public streets or the intersection of any driveway and street in an area within the sight triangle, as defined in Section 1.6, "Classification of Signs" Article 9, Section 9.2, "Definitions".
- (8) Signs on easements unless specifically designated for a sign.
- ~~(9)~~ Signs affixed to a building wall adjacent to a residential district unless sufficiently screened by a landscape buffer.

Comment [BK13]: Add when finalize Village Center district details.

Comment [KT14]: Hess – this will catch all of the other electrical requirements and allow for updates with building code.

Comment [KT15]: Per DC discussion

1.8 TEMPORARY SIGNS

a. Temporary Signs Not Requiring Permits. The following types of temporary signs do not require permits, but must conform to 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 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.~~
- ~~(4) Garage Sale Signs. Not exceeding six square feet in area per side and four feet 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 for 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~~
- (5) Temporary window signs. Not exceeding 50 percent of each individual window frame. Temporary window signs shall not be displayed for a consecutive period of more than 30

Comment [BK16]: Per Code Enforcement, State code does not permit us to regulate the length of time a political sign may be displayed.

Comment [BK17]: This is currently 40sf. I would be open to keeping it as is, which is consistent with other temporary business signs.

Comment [BK18]: Consolidated with open house sign regulations, which are the same.

~~days. Window signs to be displayed for more than 30 days per year shall require a sign permit.~~

- (6) ~~Open house and garage sale signs. Shall not exceed six square feet in area per side and four feet in height. One sign is permitted per frontage at the open house or garage sale location. Additional signs may be located on private property with the consent of the property owner at the nearest intersection to the property holding the open house or garage sale. Said signs shall be posted up to one (1) day prior to the open house and shall be removed within one (1) day following the end of the open house.~~

Comment [BK19]: Per DC discussion.

- (7) ~~Corporate flags. In districts where permitted and in accordance with the following requirements:~~

- (a) One corporate flag shall be permitted per business.
- (b) The flag shall be flown from a permanently mounted flagpole. The height of the flagpole shall not exceed 20 feet.
- (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.

Comment [KT20]: Moved to permanent sign section.

- (8) ~~Help wanted signs. Located on private property, shall not exceed one double-faced sign per street frontage, and not exceeding the following size restrictions:~~

- (a) Six square feet per side in residential historic and limited office districts.
- (b) Twenty-four square feet per side in business and industrial districts.

Comment [BK21]: Consolidation for simplicity of enforcement.

~~(c) Forty-eight square feet per side in industrial districts.~~

- (9) ~~Going out of business signs. Shall not exceed 40 square feet in size. Shall not be displayed more than 90 days before the termination date of the business. The sign must be displayed on private property.~~

~~(9) 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.~~

~~(10) 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.~~

Comment [BK22]: Moved to section for temporary signs that require a permit.

b. Temporary Signs Requiring Permits

~~(1) Special promotion signs:
Businesses not located within a shopping center:~~

- (a) Maximum of ~~two~~ permits shall be issued to a business each calendar ~~year~~.
- (b) Each permit shall be valid for not more than thirty (30) consecutive days, and the two (2) thirty-day (30) periods may not be held consecutively. ~~A minimum of thirty (30) days is required between temporary sign periods.~~

Comment [BK23]: In practical terms, this is what I am seeing businesses want to do.

Comment [KTS24]: Schaumburg – 6 permits/yr for a max of 10 days or 60 days total; Bartlett – 90 days total with possible extension by ZA;

~~(c) If more than three businesses in a shopping center display permitted special promotion signs concurrently, it shall be considered a shopping center-wide event.~~

~~(d) 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 fifteen consecutive days.~~

Comment [BK25]: I'm not really seeing any shopping centers do this. We can reduce the permitted shopping center events to counter increased flexibility for individual businesses.

~~(e) The total area of special promotional signs per business shall not exceed 40 square feet, which may be distributed among up to two signs.~~

Comment [BK26]: Currently, we permit only one sign per business at up to 40sf, recommend up to 2 signs for additional flexibility.

- ~~(d) The applicant shall post a \$100 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.~~
- ~~(e)(f) The temporary signs is limited to a maximum of 40 square feet in area. Written permission from the landlord or manager of the shopping center is required before a permit is issued.~~
- ~~(f) Businesses located within a shopping center shall comply with the standards in Section 1.3 b. (1) (a) above, and the following additional requirements:~~
- ~~(g) Each individual business in a shopping center shall be permitted two permits each calendar year.~~
- ~~(h) If more than three businesses display permitted special promotion signs concurrently, it shall be considered a shopping center wide event.~~
- ~~(i) Each shopping center shall be permitted six shopping center wide events per calendar year, in addition to the individual business special promotion events. Each event shall not exceed more than seven consecutive days.~~
- ~~(j) Written permission from the landlord or manager of the shopping center is required before a permit is issued.~~

Comment [BK27]: Consolidated section: Recommend that we make requirements for business in and out of shopping centers the same for consistency.

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

- (a) For the opening of a new business, grand opening and/or coming soon signs may be permitted for up to sixty (60) days. Such permit must be issued within 120 days from the date of issuance of the business license.
- ~~(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.~~
- ~~(b) Businesses of up to 10,000 square feet in area may have a maximum of 40 square feet of grand opening/ coming soon signage. Businesses with more than 10,000 square feet in area may have a maximum of 60 square feet of grand opening/ coming soon signage. Grand opening/coming soon signs are limited to a maximum of 40 square feet in area.~~

Comment [BK28]: We see businesses want to do a 'coming soon' while they are under construction. We are open to promoting new businesses, within reason. I might consider 30 days for coming soon and 30 for grand opening, may be held consecutively. However, note that they could then also display two (30) day signs during the year as well.

(3) Signs for Seasonal Commercial Establishments

- (a) A temporary wall sign shall be permitted on one building frontage.
- (b) The maximum sign area of the temporary wall sign shall not exceed the area allowed in Table 6.1.
- (c) The maximum time period to display the temporary wall sign shall be 90 days.
- (d) The sign must be of professional quality in its appearance and construction. Banners are not permitted.
- (e) The owner of a sign and the owner of the premises on which the sign is located shall be jointly and severally liable to maintain such sign, in compliance with section 6-12(e) of this Article and this Chapter. The sign shall be maintained structurally sound and in good repair, and to prevent the deterioration in the physical appearance of such sign.

~~(f) The applicant shall post a \$100.00 cash bond as a part of the permit to ensure the removal of the sign when the permit expires. Failure to remove the sign shall result in the forfeiture of the bond and other enforcement action.~~

- (4) Light pole banners. Only in shopping centers, and as permitted below:
 - (a) Banners shall not exceed 96 inches in length and 33 inches in width.
 - (b) A maximum of two banners are permitted per pole.
 - (c) Banner designs may change seasonally, or as associated with business events.
 - (d) The maximum time period to display the banners shall be 90 days per design, or as approved as a part of the permit.
 - (e) The banners shall not advertise any products, but may include the name and logo of the shopping center or businesses within the shopping center.
 - (f) Faded or torn banners shall be removed, replaced, or repaired to original condition.

Comment [BK29]: Section moved from temporary signs without permit. Maximum period of display added. Permit required to ensure safe/secure poles.

- (5) Model subdivision and model home signs.
 - (a) Model subdivision signs shall not exceed 150 square feet in area and must be located on the development property.
 - (b) Model home signs shall not exceed one double-faced sign per model with a maximum of six (6) square feet per side.
 - ~~(c) The sign must be removed after the last model home is sold, or one year, whichever is greater. After one year, a new permit must be obtained.~~

- (6) Application Requirements:
 - (a) The applicant shall post a \$100 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.
 - (b) Written permission from the landlord or manager of the shopping center is required before a permit is issued.

Comment [BK30]: Regulation consolidated for all temporary signs requiring a permit.

PLANNED UNIT DEVELOPMENT SIGN DISTRICTS

- ~~(1) Together with the application for a Planned Development under Article 2, Division 1 of this Chapter, the Development Commission shall also consider the designation of the property covered by the Planned Unit Development as a special sign district. This special sign district shall be approved by ordinance of the Village Board as a "Planned Development Sign District."~~
- ~~(2) Initiating a District. Only the person listed as the applicant for the Planned Unit Development may initiate the consideration of a special sign district by presenting a request to the Development Commission as part of the application for the planned unit development.~~
- ~~(3) Comprehensive Sign Plan. No sign for which a permit is required may be erected in a Planned Unit Development Sign District unless it is in conformance with the approved comprehensive sign plan for that District.~~

Comment [BK31]: Separate provisions for such districts are not necessary, as any special signage may be approved and permitted in the future as a part of the overall PUD permit.

- ~~(a) Initial Sign Plan. Prior to the creation of a Planned Unit Development Sign District the Development Commission shall examine all proposed signs and recommend to the Village Board a comprehensive sign plan for the District, including special sign regulations where appropriate. The regulations in this Article shall serve as a guide in evaluating signs, but the Planned Development Sign District regulations contained in the comprehensive sign plan may supersede regulations found in this Article.~~
- ~~(b) Amendments. The comprehensive sign plan for a Planned Unit Development Sign District may be amended by following the same procedure that is used to establish the initial planned unit development.~~

1.9 GENERAL MAINTENANCE AND CONSTRUCTION

- a. Wind pressure. All signs erected within the Village shall be constructed to withstand wind pressure as required by the adopted Building Code.
- b. Construction. All signs erected in the Village shall be constructed of noncombustible materials except in the following instances and only in compliance with the following regulations:
- (1) Temporary signs may be constructed of combustible materials but must be in compliance with all other applicable Village regulations. Freestanding signs constructed of wood with an MDO (Medium density overlay) or other covering, or any other combustible materials shall be permitted not exceeding five feet in height or any area of ~~4050~~ square feet per side, except that wood or combustible materials may be used as bands, letters, moldings, or decorations.
 - (2) Wall signs constructed of combustible materials shall be permitted not exceeding nine square feet in total area.
 - (3) Government signs constructed of combustible materials shall be permitted.
- c. Illumination
- (1) All electrical signs to be installed in the Village shall be installed and maintained in accordance with the electrical code adopted by the Village. No permit for an illuminated sign shall be issued unless the plans are in compliance with all electrical requirements.
 - (2) All signs in which electrical wiring and connections are used shall have affixed thereon a plate showing the voltage of the electrical apparatus used in connection with the sign.
 - (3) In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed 75 foot-candles when measured with a standard light meter perpendicular to the face of the sign at a distance equal to the narrowest dimension of the sign.
- d. Laboratory Approval Required. Every electric sign to be erected in the Village, fixed or portable, shall be constructed with components approved by Underwriters Laboratory or another approved testing agency. The sign manufacturers must provide written documentation of such listing. All signs must be installed in conformance with that listing.

Comment [BK32]: Definition added for clarity.

e. Maintenance

- (1) All signs and their supports shall be maintained in a safe, secure, presentable, and structurally sound condition at all times, and in no case shall any sign be permitted to present a threat to the public safety or welfare. Signs shall be maintained in compliance with all applicable codes and ordinances of the Village and in accordance with the following regulations:
 - (a) Signs and their related support structures shall be kept clean and properly treated so as to prevent rust, peeling, flaking, or fading.
 - (b) Signs shall be maintained free of any broken panels, lights, tubes, missing letters, flaking or peeling paint.
 - (c) The area surrounding all signs shall be maintained free of debris and any surrounding grassed or landscaped area shall be kept trimmed and in a healthy condition.
- (2) The owner of any sign which is found by the Village to be maintained in violation of the provisions of this Article shall be given written notice of such violations. The sign owner shall repair, or take action to initiate repair of the damage, as directed by written notice.
 - (a) If the sign owner fails to take action to repair of the sign as directed by notice, the sign may be removed by the Village at the expense of the sign owner. Any sign posing an immediate risk to the public may be removed or repaired by the Village without notice at the expense of the sign owner.
- (3) A permit is not required to clean or maintain signs as long as the work does not involve electrical alterations, change of size or location, replacing panels or replacing permanently affixed letters or logos.

Comment [BK33]: Procedural update following departmental reorganization

1.10 REMOVAL OF SIGNS

a. Illegal Sign

- (1) Any permanent sign found to be displayed in violation of this Article is hereby classified as an illegal sign. Whenever an illegal sign is found to exist, the Village shall provide notice to the owner or designee. Such person shall initiate action necessary to cause the sign to comply with this Article within the time frame specified in the notice.
- (2) Any temporary sign illegally displayed, or any sign illegally placed in the public right-of-way shall be immediately removed or caused to comply with all the provisions of this Article upon notice.

b. Signs for Businesses No Longer in Operation. Any sign, now or hereafter existing, which advertises a business no longer in operation or services or products no longer offered on the premises, shall be removed by the owner within 60 days of the discontinuance of the business. If said owner fails to remove the sign within the time specified by written notice, the Village,

Comment [BK34]: Procedural update following department reorganization – Inspectional Service issues commercial sign violation notices

the Village is hereby authorized to cause the removal of such sign. Any expense or incident thereto shall be paid by the business owner.

1.11 NONCONFORMING SIGNS

a. Any sign lawfully existing or under construction at the time of the adoption of this Article which does not conform to one or more of the provisions of this Article, and any such signs which shall become nonconforming upon the adoption of any amendments thereto, may continue in operation and may be maintained indefinitely as a legal nonconforming sign subject to the following requirements:

- (1) Normal maintenance of legal nonconforming signs, , necessary nonstructural repairs, and incidental alterations, which do not extend or intensify the nonconforming features of the sign, shall be permitted. ~~The changing of individual tenant panels on a shopping center sign constitutes normal maintenance. A major copy change, as defined in Section 1.13 below, does not constitute normal maintenance. The changing of panels on a single tenant sign or overall shopping center sign does not.~~
- (2) No structural alteration, enlargement, or extension shall be made to a legal nonconforming sign unless the alteration, enlargement, or extension will result in the elimination of the nonconforming features of the sign.

Comment [BK35]: Proposed change to bring about more pole signs coming into compliance.

b. Loss of Legal Nonconforming Status. A sign loses its legal nonconforming status if one or more of the following occurs. Upon the loss of such nonconforming status, such sign must be altered so as to come into compliance with the signage requirements of this Article, or must be replaced with a compliant sign.

Comment [BK36]: Attempt to clarify the impact of nonconforming status.

- (1) Sign Altered. The sign is altered in any way, except for normal maintenance or repair, which makes the sign less in compliance with the requirements of this Article than it was before the alteration.
- (2) Major Copy Change. The majority of copy on a sign is changed (~~more than 50%~~), to include the copy of a single tenant wall or freestanding sign, the shopping center master copy (center name), or a majority of tenant panels (~~more than 50% of sign area~~).
- (3) Sign Relocated. The sign is relocated either on the premises or to another location.
 - (a) A legal nonconforming sign may be relocated in compliance with this Article when relocation of that legal nonconforming sign is required by the use of the power of eminent domain by an authorized public entity which acquires the property on which the sign was located.
- (4) Sign Unsafe. The sign fails to conform to the requirements of this Article and the Municipal Code regarding maintenance, operation, and public safety standards.
- (5) Sign Damaged.

Comment [BK37]: Additional clarification added.

- (a) If a legal nonconforming sign is damaged or destroyed by any means to the extent of fifty (50%) percent of its replacement value at that time, the sign may not be rebuilt or used thereafter unless it is made to conform to all of the provisions of this Article.
- (b) In the event the damage or destruction of the nonconforming sign is less than fifty (50%) percent of its replacement value at that time, the sign may be rebuilt to its original condition and may continue to be displayed.

1.12 VARIATIONS

Comment [BK38]: Entire section moved to Variance article in same manner landscape details were moved.

~~a. A Property Owner may file an application for a signage variation when compliance with the requirements of this Division for a new or pre-existing sign creates undue and unnecessary hardship in such a way as to prevent the property owner from displaying a sign as intended by this Article. All applications for a sign variation shall be reviewed in accordance with the variation procedures as provided for in Article 2, Division 3, "Variations".~~

~~a. Purpose. The variation process is intended to provide limited relief in instances where the literal provisions of this Article create undue and unnecessary hardship in such a way as to prevent property owner from displaying a sign as intended by this Article.~~

~~b.~~

~~c. Application and Processing for Sign Variations. Variation requests may be made only by the property owner on which the proposed sign is to be placed and shall be filed with the Zoning Administrator on the appropriate application form. A completed application shall include the following information:~~

- ~~(1) The name, address and phone number of the property owner.~~
- ~~(2) A written description and justification of the requested variation and Chapter section to be varied.~~
- ~~(3) The location of the building, structure, or lot on which the proposed sign is to be placed.~~
- ~~(4) An up-to-date plat of survey of the property, showing accurate placement of the proposed sign.~~
- ~~(5) Ten printed copies and one electronic copy of the specifications of the proposed sign including the method of construction, type of sign, materials, color, size, type of illumination (if applicable), and attachment to the building or ground.~~
- ~~(6) Ten printed copies, and one electronic copy of landscape or elevation plans or such additional information as required by the Zoning Administrator to accurately describe the variation request.~~
- ~~(7) A letter from the property owner indicating approval of the sign as submitted.~~

~~d. Approval Process and Decisions. All applications for a sign variation shall be reviewed in accordance with the procedures for all zoning variations as provided for in Article 2, Division 3, "Variations".~~

~~e. Standards For Review. The Development Commission shall not recommend approval of any variance unless it conforms to the standards set forth in Article 2, Division 3, Section 3.8 of this Chapter, including the following additional standards:~~

- ~~(1) **Graphic Effectiveness Demonstrated.** The petitioner has demonstrated that all reasonable efforts (utilizing color, contrast, lettering legibility, illumination, and graphic composition) have been made to increase the reading effectiveness of the proposed sign within the normal requirements of this Article.~~
- ~~(2) **Consistent with Intent of Sign Regulations.** The proposed variation is consistent with the general intent, purpose, and objectives of this Article.~~
- ~~(3) **Special Site Conditions.** The petitioner has demonstrated that the natural or man-made characteristics of the site, including, but not limited to, the amount of landscaped area, type of landscape materials, berms, screening buffers, sign setback requirements, building and parking areas, and other site improvements are able to mitigate the visual impact of the proposed variation.~~

~~f. **Authorized Sign Variations**~~

- ~~(1) Variations from the regulations of this Article may be considered by the Development Commission and approved by the Village Board only in the following instances, and no others:~~
 - ~~(a) To permit the erection of a sign for a legal nonconforming use in a residential zone which would not conform to the regulations of a residential district, but which would not exceed the regulations for a sign located in the most restrictive business district.~~
 - ~~(b) To permit the location of an off-premise sign within 500 feet of the premise, where it can be demonstrated that because of unique physical surroundings, shape, or topographical conditions of the specific business premises, a particular hardship would be brought on the owner, and no other reasonable alternatives exist which would conform to this Article. Such sign must comply with all other regulations of the zoning district in which it is located.~~
 - ~~(c) To permit a variation from the maximum number, location, and area of wall signs allowed for a business where it can be demonstrated that due to a unique configuration of the building or site, the business does not have direct building display frontage to a street and therefore is unable to erect a wall sign adequate to meet the advertising needs of the business under the provisions of this Article. In no case shall the number of permitted wall signs be increased greater than two, and the permissible sign area shall not be increased greater than 20 percent.~~
 - ~~(d) To permit an increase in the number of directional signs allowed on a business property where it can be demonstrated that due to a unique configuration of the parcel, additional traffic control signage is required to promote safe on-site circulation, or in the instance of a business which requires unusual on-site traffic circulation due to a multi-lane drive-through or other unique business use. The number of on-site directional signs shall not be increased more than 75 percent. The number of directional signs at each curb cut shall not exceed one.~~
 - ~~(e) To permit an increase in the maximum square footage of a church identification sign for churches with seating capacity exceeding 500. Larger churches uniquely draw attendees from greater distances and in larger numbers and therefore require a larger~~

Comment [BK39]: There may be instances where individual businesses meet this criteria as well.

~~identification sign. In no case shall a church identification sign be exceed a maximum of 100 square feet per side, or be permitted to exceed ten feet in height. Any church requesting such a variance must provide proof of seating capacity.~~

- ~~(f) To permit a freestanding sign to have more than two sides on unusually shaped lots where it can be demonstrated that a two-sided sign will not be clearly visible from all street directions. No sign shall be permitted to have more than three sides and the total square footage for the freestanding sign in the district where the sign is located shall not be exceeded.~~
- ~~(g) To permit the reconstruction of an existing, legal, nonconforming shopping center identification sign at the same gross sign area as the existing sign. The height of the sign and all other characteristics of the sign must be brought into compliance with this Article at the time of construction. A legal, nonconforming shopping center identification sign shall not be permitted to be reconstructed greater than 428 square feet in gross surface area. If the shopping [center] is allowed a second freestanding identification sign under the provisions of this Article, the total square footage for both signs shall not exceed 428 square feet.~~
- ~~(h) To permit a shopping center wall identification sign where a unique site configuration creates the need for additional shopping center identification in addition to or in lieu of, a freestanding sign the sign shall not exceed 75 percent of the total permitted area of the allowed freestanding sign, or of the larger freestanding sign where two freestanding signs are permitted for the shopping center, and shall conform to the shopping center sign plan. The wall sign shall include the name of the shopping center and may include tenant panels provided they do not exceed the maximum sign area for the sign. Each tenant panel shall be a minimum of 12 inches in height and shall only list the name of a shopping center tenant. The wall sign shall face the arterial street which the shopping center fronts and no variation shall be given allowing the wall sign to face a residential district.~~

~~(i)(a) _____~~

~~g. Conditions and restrictions~~

- ~~(1) The Development Commission may recommend to the Village Board that a variation be granted when it shall be determined from evidence presented at the public hearing that the variation will not merely serve as a convenience to the petitioner but is necessary to alleviate some demonstrable hardship or unusual practical difficulty and that the granting of the variation will not in any way be inconsistent with the intent, purpose, and objectives of this Article.~~
- ~~(2) In any case where a variation has been granted, and where no work pertinent thereto has been initiated within one calendar year from the date of approval from the Village Board, then without further action by either the Development Commission or the Village Board, said variation shall become null and void.~~

1.13 PENALTY FOR VIOLATIONS

- a. Any person who erects, alters, or moves any sign without obtaining the required permits, shall be subject to a penalty- as specified in the Municipal Code. Each day a violation exists shall be considered a separate offense.

Comment [BK40]: Currently at 25-500, if reference fee section of code, allows for this to change.

Division 2: Regulations by Land Use Type and Zoning District

2.1 PERMITTED SIGNS IN RESIDENTIAL DISTRICTS

- a. Permitted Permanent Signs in Residential Districts.

Comment [BK41]: Section alphabetized and simplified.

- (1) Building memorial signs or tablets. Permitted when cut into masonry, bronze or another incombustible material, or when inlaid so as to be a part of the building.
- (2) Government signs. Of any type, number, area, height, location or illumination as specified by law or statute.
- (3) Historical signs. Located on private property and not exceeding six square feet and placed flat against a building, stone, or other permanent surface.
- (4) House numbers and nameplates. Indicating only the name and address of the resident.
- (5) "No Dumping" or "No Parking/Towing" signs. Not exceeding six square feet per side and not greater than six feet in height.
- (6) "No Solicitors Invited" signs. Permitted not exceeding one square foot in area.
- (7) "No Trespassing" or "Beware of Dog" signs. Not exceeding six square feet per side. The signs shall not be greater than six feet in height, and may be attached to fences.
- (8) Organizational flags or emblems. These signs shall not exceed ten feet in height or six square feet per side.
- (9) Pedestrian information signs. Not exceeding ten feet in height or exceeding six square feet per side. No advertising is permitted on pedestrian information signs.
- ~~(2)~~(10) Public building identification signs. Freestanding and wall signs permitted in accordance with Section 2.2, "Permitted Signs in Business Districts."
 - ~~(3) — One double-sided freestanding sign not exceeding 35 square feet per side and ten feet in height. Non-internally illuminated wall signs not exceeding the area allowed in Table 6-1.~~

- ~~(4) A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.~~
- ~~(5) Such freestanding sign may be a manual changeable copy sign.~~
- ~~(6) Such freestanding sign may be an automatic changeable copy sign, provided such sign meets the definition and requirements in Section 1.4 of this Article.~~
- ~~(7) A second wall sign shall be permitted 50 percent of the maximum sign area permitted for the first sign, plus the difference, if any, between the actual square footage of the first sign and the maximum square footage permitted by Table 6.1 for the first sign.~~
- ~~(8) The maximum sign area for both signs shall not exceed 1 1/2 times the sign area permitted by Table 6.1 for the first sign.~~

Comment [BK42]: Part of new auto changeable copy regs. Extensive discussion of automatic changeable copy signs confirmed that no special use required.

~~(9)(11) Religious Institution signs. Freestanding and wall signs permitted in accordance with Section 2.2, "Permitted Signs in Business Districts."~~

~~Each religious institution or place of religious worship is permitted one identification sign not exceeding 35 square feet per side in area or ten feet in height.~~

~~A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.~~

~~Such freestanding sign may be a manual changeable copy sign.~~

~~Such freestanding sign may be an automatic changeable copy sign, provided such sign meets the requirements in Section 1.4 of this Article~~

~~A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.~~

~~(12) Subdivision identification signs. Freestanding signs permitted in accordance with Section 2.2, "Permitted Signs in Business Districts." Subdivision identification signs shall be non-internally illuminated and shall not include manual or automatic changeable copy.~~

~~One non-internally illuminated freestanding sign shall be permitted for each subdivision. For multifamily developments containing 25 or more dwelling units, two non-internally illuminated freestanding signs shall be permitted, with no more than one at each entrance from an adjacent public street. All such signs shall not exceed 50 square feet per side or seven feet in height per sign.~~

~~A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.~~

2.2 PERMITTED SIGNS IN BUSINESS DISTRICTS

Comment [BK43]: Section reorganized to consolidate sign regulations by type and reduce repetition of sign standards in each district.

a. Sign plan required. To allow for a uniform appearance of signs within shopping centers, tenants and owners must comply with the shopping center's approved sign plan.

Comment [BK44]: Moved from section on regulations for shopping centers.

- (1) The shopping center sign plan shall be approved as part of the building permit for the shopping center, or if constructed, by the subsequent submittal and approval of a signage plan by the Zoning Administrator.
- (2) The sign plan must include provisions to ensure signs within the shopping center are compatible in type, size, shape, color, style, illumination, material, and relative position on the building face.
- (3) Amendments to the approved sign plan must be submitted in writing by the shopping center owner or management company for consideration by the Zoning Administrator.
- (4) The requirements in the approved sign plan are in addition to the requirements of this Article. In the event that there is a conflict between the requirements of the sign plan and this Article, the more restrictive requirements shall control.

b. The following signs shall be permitted in business districts:

(1) Automatic Changeable Copy Signs

Such signs shall adhere to all of the following conditions and restrictions:

Comment [BK45]: New regulations est in 2012. This verbiage currently located in definitions, however as definitions will be with all zoning, I think it is better here.

(a) *Location:*

- 1. Allowed in the commercial B-1 and B-2 zoning districts, on a zoning lot located on an arterial or major collector street as defined in section 38-102(d);
- 2. Religious institution signs, government signs, and public building identification signs, as defined in this code, may be allowed in the residential R, R-1, R-2, R-3, and R-4 zoning districts, with special use approval on a zoning lot located on an arterial or major collector street as defined in section 38-102(d) and in a location that does not face the front of a residential unit;
- 3. Shall be set back not less than ten feet from the street right-of-way, and shall not be located within 100 feet of another such sign.

Comment [BK46]: Equivalent to property line along front of lot.

(b) *Design:*

- 1. Allowed only when all signs on the zoning lot are in total compliance with the current sign ordinance;
- 2. The sign surface area shall be counted in the overall surface area of the free-standing sign.
- 3. The sign shall not be permitted as a wall sign or as part of a wall sign or window sign;
- 4. The sign area shall not exceed two-thirds of the maximum permitted sign area of the sign of which the changeable copy sign is a part.

(c) *Display and brightness:*

- 1. Lumination level must not exceed 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk and dawn (sunset and sunrise) as measured from the sign's face at a maximum brightness;

- 2. The sign shall be equipped with manual and automatic dimming devices and sun screens to adjust the brightness levels based upon ambient light conditions.

(d) Text:

- 1. Sign copy changes shall occur no more often than every seven seconds;
- 2. No scrolling, flashing, crawling, or other movements of text messages;
- 3. Messages may dissolve or go blank and may either reappear in full display or solidify;
- 4. Graphics shall be allowed as fixed displays but with no moving graphics; background colors or displays shall be allowed to change only when the message changes;
- 5. No other special effects are allowed.

(e) *Message:* Copy shall not advertise products or services not available on the zoning lot on which the automatic signage is located.

(2) Automobile service stations. Automobile service stations shall comply with these additional requirements related to the unique activities occurring at such establishments:

(a) Information on gasoline pumps. Matter appearing on gasoline pumps as purchased or installed shall not be considered as signs for purposes of this Article.

(b) Price and service information. In addition to all other signs permitted by this Article, an automobile service station may display one sign, not larger than three square feet per face with a maximum of two faces at each pump area stating whether the area is a "self-service" or a "full-service" area. No element of the cost to the customer of the gasoline shall be omitted from statement of the price. There shall be a sign required if the pump reads one-half of the actual cost to the customer. This sign shall indicate that the customer will pay double what the pump reads.

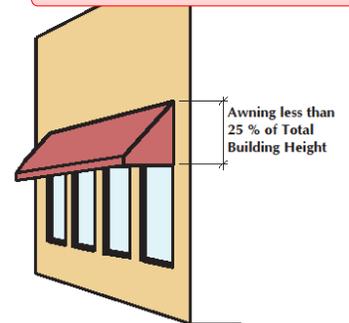
(c) Sign areas. Automobile service stations which include interior facilities for the servicing of automobiles may have one sign identifying the service(s) performed by the service station which may be placed over the opening to each bay. Such signs shall have one face and shall not exceed six square feet each.

(d) Additional signs. Automobile service stations may display the following additional signs:

- 1) Signs showing an affiliation with a motor club.
- 2) Signs indicating the acceptance of designated credit cards.
- 3) Matters appearing on outdoor vending machines as purchased or installed.
- 4) Up to two signs may be attached to a canopy that does not exceed fifteen square feet each.

(e) Automobile service stations may display outside display racks or signs advertising batteries, tires, oil or other products, if the signs are located directly adjacent to a

Comment [BK47]: Change based upon business feedback.



display of the product(s) described. Such signs may have two faces. Said signs shall not exceed three square feet per face. There shall only be three of these signs displayed at one time.

(3) Awning signs shall comply with the following requirements:

- (a) Awnings imprinted with lettering or logos or otherwise intended as a sign to attract attention to a business, service, or activity, shall be permitted subject to the wall sign requirements in section 1.6(a)(1) above, except as provided below.
 - 1) The sign area shall not exceed 25 percent of the height and width of the awning, or the permitted sign area allowed in Table 6.1, whichever is less.
 - 2) No portion of an awning shall extend into or over a driveway or parking area.
 - 3) The sign shall not obstruct the view of the interior by police or fire personnel.
 - 4) Awning signs shall not be permitted on any building wall adjacent to a residential zoning district.
 - 5) Awning signs shall not extend above the wall to which it is attached.
 - 6) All mounting brackets and other hardware used to affix the awning sign to the wall shall be concealed by the awning sign or integrated into the design of the awning sign.
 - 7) A combination of both awnings and wall signs may be permitted on one building face but the total sign area shall not exceed that permitted in Table 6.1.

(4) Directional signs shall comply with the following requirements:

- (a) The height of the sign shall not exceed five feet.
- (b) The maximum sign area is six square feet per side.
- (c) The maximum number of signs shall not exceed one per curb cut and four per site.

(5) Freestanding signs shall comply with the following requirements:

- (a) Freestanding signs are permitted not exceeding the total area allowed in Table 6.2 below.

Comment [BK48]: Regulations consolidated into table.

TABLE 6.2

Property Type	Number	Maximum Sign Area	Maximum Sign Height
Businesses NOT within shopping center	1 per property	64 sq. ft.	8 ft.
Businesses NOT within shopping center, with over 500 feet of frontage	1 per property	150 sq. ft.	15 ft.
Shopping centers with less than 300 feet of frontage on arterial streets	1 per shopping center	80 sq. ft.	10 ft.

Shopping centers with 300 to 500 feet of frontage	1 per shopping center	100 sq. ft.	12 ft.
Shopping centers with over 500 feet of frontage	1 per shopping center OR 2 per shopping center when fronting two principal arterials	150 sq. ft. for first 64 sq. ft. for second Total of 428 sq. ft.	15 ft. for first 10 ft. for second
Movie Theaters	1 per theater OR 2 per theater when fronting two principal arterials May combine with shopping center sign	80 sq. ft. In addition to shopping center signage	10 ft.
Shopping center outlot buildings	1 per building OR consolidated into overall shopping center sign as outlined below	64 sq. ft.	8 ft.
Public building identification sign	1 per property	35 sq. ft.	10 ft.
Subdivision identification sign	1 per subdivision OR 2 per multifamily development with more than 25 units (1 per entrance)	50 sq. ft.	7 ft.
Religious institution sign	1 per property	35 sq. ft.	10 ft.

(b) Sign shall be a monument-style sign with a minimum base width equal or exceeding 80 percent of the sign width. Base shall be constructed or clad by masonry material.

Comment [BK49]: Clarification added from definitions section.

~~(b)~~(c) No more than two sides shall be permitted.

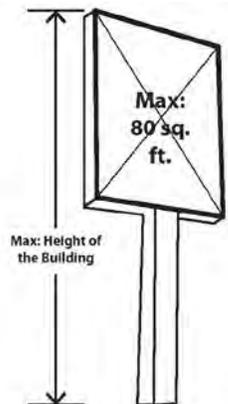
~~(c)~~(d) Only one freestanding sign is permitted per monument or similar group of supports, excluding temporary permitted signs.

~~(d)~~(e) The height of a freestanding sign shall not exceed the height of the building(s) on the property it is located.

(f) The freestanding sign may include a manual changeable copy sign according to the following provisions:

1. Freestanding sign for shopping centers: The area of the manual changeable copy may not exceed 25 percent of the total area permitted for the freestanding sign.

4-2. All other freestanding signs: The area of the manual changeable copy may not exceed the total permitted area for the freestanding sign.



~~(e)(g)~~ The freestanding sign may be an automatic changeable copy sign, provided such sign meets the requirements in Section 1.4 of this Article. The area of the automatic changeable copy may not exceed two-thirds (2/3) of the total area permitted for the freestanding sign.

~~(f)(h)~~ Tenant panels may be incorporated into the freestanding sign, provided the maximum sign area is not exceeded. Each tenant panel shall be a minimum of 12 inches in height and shall only list the name of the business or occupant of the shopping center.

(i) A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.

~~(g)(i)~~ Shopping centers permitted two freestanding signs by Table 6.2 shall be permitted one sign at the maximum height permitted by Table 6.2. The second sign shall be permitted at the maximum height permitted for the second sign, plus the difference, if any, between the actual height of the first sign and maximum height permitted by Table 6.2 for the first sign. In no instance shall a shopping center sign exceed 15 feet. Shopping centers greater than 15 acres in size that are permitted two freestanding signs as part of this Article may increase the permitted height of the lower sign by the difference in elevation from the higher sign. The elevation shall be measured from that part of the closest right-of-way line to the proposed sign.

Comment [BK50]: Section reworded to correlated with other similar provisions in code.

~~(h)(k)~~ Shopping centers included in this subsection which have adjacent outlot buildings may, if the outlot property does not have a freestanding sign, and a covenant is recorded upon the outlot prohibiting freestanding signs, add the permitted freestanding sign area of the outlot building to either shopping center identification sign or apportion the sign area between the shopping center identification signs. The required covenant shall be approved as to form and content by the Village. The covenant shall provide that the covenant runs with the land and that the covenant cannot be released or extinguished without the written consent of the Village. Evidence that the covenant has been properly recorded shall be submitted to the the Village attorney before a sign permit is issued.

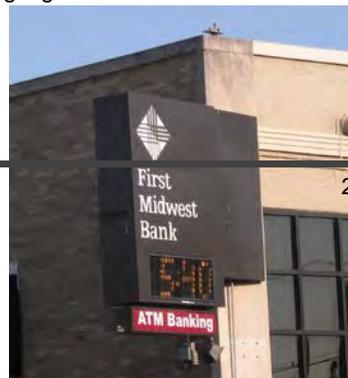
(6) Menu boards shall comply with the following requirements:

- (a) A maximum of two single-faced menu board is permitted per drive-through lane.
- (b) The maximum area shall not exceed 36 square feet.
- ~~(5)~~ The maximum height shall not exceed eight feet.

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(7) Time-temperature signs. Time-temperature signs shall be permitted to be incorporated into permitted signage in accordance with the following regulations:

- (a) The time-temperature display area shall not exceed four square feet per side.
- (b) The allowable sign area for the subject sign shall not be exceeded.



- (c) The time-temperature sign must be continually adjusted to present accurate readings.
- (d) Temperature display only signs shall change only when the active temperature varies by degrees.
- (e) Time display only signs shall change no more frequently than at one-minute intervals, excluding changes displaying the passage of time in second intervals.
- (f) Signs displaying alternate time-temperature readings shall change no more frequently than once every 15 seconds.

(8) Wall signs shall comply with the following requirements:

(a) Wall signs are permitted not exceeding the total area allowed in Table 6.1 below.

TABLE 6.1

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.

- (b) No wall sign shall extend above or project more than 12 inches beyond the plane of the wall to which it is attached, excluding permitted awning signs.
- (c) All mounting brackets and other hardware used to affix the sign to the wall shall be concealed by the sign or integrated into the design of the sign.

(d) Wall signs shall not be permitted on any building wall facing a residential district except in the following instances:

1. Public building identification signs and signs otherwise permitted in residential districts.
2. Signs identifying the name and address of a business may be painted on the rear door for emergency purposes, and may not exceed 150 square inches.

~~(d)(e)~~ One wall sign shall be permitted on each building frontage. One additional wall sign shall be permitted on a wall not on a building frontage if the total sign area of all wall signs on the building does not exceed the total sign area permitted in subsection (a)(1) g. of this section.

~~(e)(f)~~ Businesses permitted two wall signs by the provisions of this Article shall be permitted one wall sign at the maximum sign area permitted by Table 6.1. The second wall sign shall be permitted 50 percent of the maximum sign area permitted for the



first sign, plus the difference, if any, between the actual square footage of the first sign and the maximum square footage permitted by Table 6.1 for the first sign.

1. The maximum sign area for both signs shall not exceed 1 1/2 times the sign area permitted by Table 6.1 for the first sign.

~~(f)~~(g) In no instance shall wall signs be permitted on more than two building faces.

~~(g)~~(h) All roof signs are prohibited, except signs affixed to mansard roofs consisting of non-illuminated freestanding or cut-out letters, with no ground supports except the roof.

~~(h)~~(i) Businesses with an area of over 10,000 square feet may have more than one wall sign on their primary frontage, such signs shall indicate the types of goods or services provided and should be oriented above major entrances. The total area of all signage upon such frontage shall not exceed that permitted in Table 6.1

Comment [BK51]: Proposed addition based upon common business practice and feedback. This codifies what has been permitted in the past for large grocery and hardware stores. How do others approach this?

Comment [BK52]: Regulations for wall signs for shopping center buildings and outlots consolidated to follow same regulations as individual businesses to include up to 2 walls signs.

(9) Window signs shall comply with the following requirements:

- (a) No sign shall encroach upon the frame, mullions, or other supporting features of the glass.
- (b) The maximum sign area is 50 percent of each individual window area.
- (c) The sign shall not obstruct the view of the interior by police or fire personnel.

(10) Under Canopy Sign One (1) under-canopy sign shall be permitted per tenant space in a shopping center, subject to the following requirements:

- (a) Such sign shall not exceed two square feet in surface area per side;
- (b) A minimum clearance of eight feet from the sidewalk to the bottom of the sign shall be provided;
- (c) Such signs shall be perpendicular to the building; and
 - b. Such signs may be internally illuminated.

(11) All signs permitted in residential districts shall be permitted in industrial districts.

c. Permitted Temporary Signs in Business Districts (see also Section 1.3)

- (1) Special promotion signs.
- (2) Grand opening signs.
- (3) Light pole signs.
- (4) Government signs.
- (5) Political signs.
- (6) Real estate signs.
- (7) Construction signs.
- (8) Civic signs.
- (9) Temporary window signs.

- (10) Corporate flags.
- (11) Help wanted signs.
- (12) Going out of business signs.
- (13) Signs for seasonal commercial establishments.

Comment [BK53]: Leave the topic here, but move the details to the section on temp signs requiring permit.

2.3 PERMITTED SIGNS IN INDUSTRIAL DISTRICTS

a. Permitted Signs for Businesses not within a Business Park.

(1) Wall signs shall comply with the following requirements:

- ~~(a) No wall sign shall extend above or beyond the wall to which it is attached.~~
- ~~(b)(a)~~ No wall sign shall extend beyond or project more than 12 inches beyond the plane of the wall to which it is attached.
- ~~(c)(b)~~ All mounting brackets and other hardware used to affix the sign to the wall shall be concealed by the sign or integrated into the design of the sign.
- ~~(d)(c)~~ Wall signs shall not be permitted on any building wall facing a residential district, except that the name and address of a business may be painted on the rear door for emergency purposes, and may not exceed 150 square inches.
- ~~(e)(d)~~ One wall sign shall be permitted per building frontage, except that wall signs shall not be permitted on more than two building faces.
- ~~(f)(e)~~ Wall sign area shall not exceed one square foot per lineal foot of building frontage.

(2) Freestanding signs shall comply with the following requirements:

- (a) One two-sided freestanding sign shall be permitted per zoning lot.
- (b) The freestanding sign shall not exceed 50 square feet in area per side or ten feet in height.
- (c) Only one freestanding sign is permitted, not including temporary permitted signs.
- (d) The freestanding sign may include a manual changeable copy sign, provided the maximum sign area for the free standing sign is not exceeded.
- (e) A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.

(3) Directional signs complying with the following requirements:

- (a) The height of the sign shall not exceed five feet.
- (b) The maximum sign area is six square feet per side.

(4) All signs permitted in residential districts shall be permitted in industrial districts.

b. Permitted signs for businesses within a business park.

- (1) Sign plan required. To allow for a uniform appearance of signs within a business park, developers, and users must comply with the approved sign plan.

- (a) The industrial development sign plan shall be approved as part of the subdivision or planned unit development approval process.
 - (b) The sign plan must include provisions for monument signs at entrances to the development as well as freestanding and wall signs for individual users. Amendments to the approved sign plan must be submitted in writing for consideration by the Zoning Administrator.
 - (c) The requirements in the approved sign plan are in addition to the requirements of this Article. In the event that there is a conflict between the requirements of the sign plan and this Article, the more restrictive requirements shall control.
- (2) Entrance monuments, as permitted in the approved sign plan. A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.
- (3) Wall signs shall comply with the following requirements:
- (a) Each single-tenant building shall be permitted one wall sign not exceeding 100 square feet in area.
 - (b) All wall signs shall consist of only back or exterior lit individual channel letters or logos and shall only include the name and/or logo of the business.
 - (c) Each multi-tenant building shall be permitted no more than two tenant wall signs. Each sign shall not exceed 60 square feet, or a total of 120 square feet of total wall signage on one building face. The signs must be displayed on the same building face and shall be separated by a minimum of 250 linear feet.
 - (d) No wall sign shall extend above or beyond the wall to which it is attached.
 - (e) No wall sign shall project more than 12 inches beyond the plane of the wall to which it is attached.
 - (f) All mounting brackets and other hardware used to affix the sign to the wall shall be concealed by the sign or integrated into the design of the sign.
 - (g) Wall signs shall not be permitted on any building wall facing a residential district, except that the name and address of the business may be painted on the rear door for emergency purposes and may not exceed 150 square inches.
- (4) Freestanding signs shall comply with the following requirements:
- (a) The freestanding sign shall be a two-sided, low-profile, monument sign not exceeding seven feet in height, 13 feet in width, 18 inches in depth, or 50 square feet per side. Signs shall be horizontal in appearance and shall have a width to height proportion of no less than 1-1/2:1 and no greater than 2-1/2:1.
 - (b) A six-inch-tall address panel, equal in length to the tenant panel, shall be mounted directly beneath the tenant panel and shall include the number and street address of the property in three-inch letters.
 - (c) One freestanding sign is permitted per lot, except that on lots with two or more frontages of at least six acres in size, two freestanding signs may be installed provided they are separated by at least 150 linear feet as measured along front and corner-side lot lines.

- (d) All signs shall be set back a minimum of five feet from property lines or paved drives and walkways (as measured from back of curb).
- (e) A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.

(5) Directional signs complying with the following requirements:

- (a) The height of the sign shall not exceed five feet.
- (b) The maximum sign area is six square feet per side.

(6) All signs permitted in residential districts shall be permitted in industrial districts.

c. Temporary Signs Permitted in Industrial Districts (see also section 1.3)

- (1) Government signs.
- (2) Special promotion signs.
- (3) Grand opening signs.
- (4) Political signs.
- (5) Real estate signs.
- (6) Construction signs.
- (7) Corporate flags.
- (8) Help wanted signs.
- (9) Open house signs.

2.4 PERMITTED SIGNS IN THE ONTARIOVILLE HISTORIC AND LIMITED OFFICE DISTRICTS

a. General Regulations

- (1) Internally illuminated signs are prohibited.
- (2) Signs which are illuminated from white light sources shining on the sign are permitted.
- (3) Colored lights are prohibited except for seasonal displays from November 1 through January 15.
- (4) Signs constructed of plastic are prohibited.
- (5) Signs may be constructed of metal or fire-retardant treated wood.

b. Permitted Permanent Signs

(1) Freestanding signs shall comply with the following requirements:

- (a) No freestanding sign shall exceed seven feet in height.
- (b) The maximum permitted sign area is ~~3542~~ feet per side.
- (c) No freestanding sign shall have more than two sides.
- (d) The maximum width of any freestanding sign is four feet.
- (e) One freestanding sign shall be permitted per premise.
- (f) Only one freestanding sign is permitted per post or other similar supports.

Comment [BK54]: Area increased to correlate with signs permitted in residential districts.

- (g) A landscaping plan shall be submitted for review and approval with the sign permit application in accordance with the requirements of Article 5, Division 2, Section 2.8 a. of this Chapter.

~~(2)~~ Projecting signs shall comply with the following requirements:

- (a) Projecting signs shall have a minimum height of eight feet above grade.
- (b) The maximum height shall be thirteen feet above grade, or the height of the building to which it is attached, whichever is less.
- (c) The sign shall project no more than 6 feet from the wall to which it is attached.
- (d) The maximum area of a projecting sign shall be 12 square feet.

Comment [BK55]: Regulations added for projecting signs to allow for traditional types of signage in historic districts and to correlate with regulations in other communities.

~~(3)~~ Wall signs shall comply with the following requirements:

(a) General requirements:

- 1) Wall signs are permitted not exceeding the total area allowed in Section 2.2, Table 6.1, or as otherwise specified below.

- ~~4)2)~~ Wall signs shall not be permitted on any building wall facing a residential district, except that the name and address of the business may be painted on the rear door for emergency purposes, and may not exceed 150 square inches.

Comment [BK56]: Consistent standard for businesses, typically

(b) Facade frieze panel signs.

- 1) Facade frieze panel signs shall be no thicker than two inches.
- 2) On multi-story buildings, the facade frieze panel shall be a minimum of 12 inches below the sills of the second floor windows.
- 3) On a single-story building, the facade frieze panel shall be a maximum of 12 feet above the ground.
- 4) The sign area shall not exceed 12 square feet.

(c) Plaque signs.

- 1) Plaque signs shall be no more than two inches thick.
- 2) The sign shall be mounted on the first floor of the building, no closer than 12 inches to the corner or edge of the building face and no higher than six feet above the ground.
- 3) The maximum sign area is 12 square feet, with no dimension exceeding four feet.

~~(3)~~ Window signs shall comply with the following requirements:

- (a) Window signs shall not cover more than 25 percent of the window area.
- (b) Permanent window signs may be applied directly to the window.
- (c) Transparent panels with lettering applied may be suspended inside the window.
- (d) No sign shall encroach upon the frame, mullions or other supporting features of the glass.
- (e) The sign shall not obstruct the view of the interior by fire or police personnel.

| ~~(4)~~(5) Valance signs shall comply with the following requirements:

- (a) The valance sign shall be a maximum of eight inches deep.
- (b) The valance sign shall not be mounted directly to the building, but shall be hung by chains or metal brackets.
- (c) Letters shall be die cut or raised.
- (d) The signs shall not exceed 12 square feet.

c. Permitted Temporary Signs (see also Section 1.3)

- (1) Government signs.
- (2) Political signs.
- (3) Real estate signs.
- (4) Open house signs.
- (5) Help wanted signs.
- (6) Construction signs.
- (7) Civic event signs.

ARTICLE 2: DEVELOPMENT REVIEW PROCEDURES

- A. **Division 1: Planned Unit Development**
- B. **Division 2: Special Uses**
- C. **Division 3: Variations**
- D. **Division 4: Amendments**
- E. **Division 5: Site Plan Review**
- F. **Division 6: Public Notification**
- G. **Division 7: Required Certificates, Permits, and Interpretations**

Division 3: Variations

- 3.1 **Purpose**
- 3.2 **Authority**
- 3.3 **Initiation**
- 3.4 **Processing**
- 3.5 **Decisions**
- 3.6 **Standards of Review**
- 3.7 **Conditions and Guarantees**

3.1 PURPOSE

The variation process is intended to provide limited relief from the requirements of this Chapter in those cases where strict application of those requirements will create a practical difficulty or unnecessary hardship prohibiting the use of land in a manner otherwise allowed under this chapter. In no event, however, shall the Village Board grant a variation that would allow the establishment of a use not otherwise allowed in a zoning district or that would change the zoning district classification of any or all of the affected property.

3.2 AUTHORITY

Variations shall be authorized or denied by the Village Board in accordance with the regulations and conditions set forth in this Division 3 for Variances. No application for a variation shall be acted upon by the Village Board until after:

- a. A public hearing has been held by the Development Commission after due notice by publication as required by Section 3.4 herein; and
- b. A written report containing recommendations, findings of fact, and other appropriate

commentary and conditions is adopted by the Development Commission and forwarded to the Village Board.

3.3 INITIATION

An application for a variation may be made to the Zoning Administrator by the owner of the property, or his/her designated representative, for which the variance is proposed to be located or established.

3.4 NOTICE OF HEARING

Notice shall follow the procedures for notice of public hearings in Article 2 Division 6 (Public Notification).

3.5 PROCESSING

Upon receipt of a complete application, including all required supporting documentation, the Zoning Administrator shall schedule the petition for a public hearing within 30 days.

- a. All information and documents applicable to the variance application shall be submitted to the Zoning Administrator at least four weeks prior to the regularly scheduled meeting of the Development Commission, during which a public hearing will be held.
- b. The completed application and all relevant reports shall be forwarded to the Development Commission at least seven days prior to the public hearing date.

3.6 DECISIONS

The Development Commission shall hold a public hearing during one of its regularly scheduled meetings, which hearing may be continued for an additional 60 days by the Development Commission.

- a. Continuation of the public hearing beyond 60 days shall only occur with the mutual consent of the petitioner.
- b. Within 30 days of the adjournment of the public hearing, the Development Commission shall adopt and forward its written recommendations and findings of fact on the variance to the Village Board. The Village Board shall make the final decision on the variation.
- c. If the Development Commission has failed to adopt and submit its findings of fact and recommendations on an application for a proposed variation within 30 days of the date when the public hearing on the application was adjourned, and such time is not extended by the Village Board, or at the request of the petitioner, the proposed amendment shall be deemed to have received a recommendation of denial.
- d. If an application for a proposed variation is not approved or denied by the Village Board within 30 days of the date of receipt of the Development Commission's recommendations, and such time is not extended by mutual consent of the Village Board and the applicant, it shall be deemed to have been denied.

3.7 AUTHORIZED VARIATIONS

Variations from the regulations of this Chapter may be recommended by the Development Commission to the Village Board only in accordance with the standards set forth in this Section, and may be granted only in the following instances, and in no others:

- a. To permit up to 20 percent reduction in the front, rear, or side yards in residential zoning districts as required by this Chapter, and to permit an unlimited reduction in the front, rear and side yards in all other zoning districts as required by this Chapter. ~~A petition for a yard setback variation shall also include the submittal of a site plan to demonstrate conformance to the requirements, where practical. In addition, the site needs to be in accordance with Article 5 Division 2 "Site Plan Review," with consideration of the flexibility provided of the conditions listed under section "h.(2)" of this Section (3.7 Authorized Variations).~~
- b. To recommend a variation to other development requirements where, by reason of an exceptional situation, surroundings, or a condition of a zoning lot or lot of record, or by reason of exceptional narrowness or shape of a zoning lot or lot of record, or by reason of exceptional topographic conditions, the strict application of provisions of this Chapter would result in peculiar and exceptional practical difficulties or particular hardship upon the owner of such property, as distinguished from a mere inconvenience to such owner, provided such relief as recommended be granted without substantial detriment to the public good and without substantially impairing the general purpose and intent of the Comprehensive Plan as established by the regulations and provisions contained in this Chapter.
- c. To reduce the applicable off-street parking or loading facilities required by not more than 20 percent, or a minimum of one space, of the applicable regulations. ~~A petition for a parking variation shall also include the submittal of a site plan to demonstrate conformance to the requirements, where practical, in Article 5 Division 2 "Site Plan Review," with consideration of the flexibility provided under section "h.(2)" of this Section 3.7 Authorized Variations.~~
- d. To increase by not more than ten percent the maximum gross floor area of any use so limited by the applicable regulations. ~~A petition for a floor area variation shall also include the submittal of a site plan to demonstrate conformance to the requirements where practical, the site needs to be in accordance with in Article 5 Division 2 "Site Plan Review," with consideration of the flexibility provided under section "h.(2)" of this Section 3.7 Authorized Variations.~~
- e. ~~_____~~ To recommend the issuance of a permit for the reconstruction of a nonconforming building that has been destroyed or damaged to an extent of more than 50 percent of its value by fire, acts of God, or the public enemy, where the Development Commission shall find some compelling public necessity requiring a continuation of the nonconforming building. ~~A petition for a variation for a nonconforming building shall also include the submittal of a site plan to demonstrate conformance to the requirements, where practical in Article 5 Division 2 "Site Plan Review," with~~

~~consideration of the flexibility provided under section “h.(2)” of this Section 3.7 Authorized Variations. In addition, the site needs to be in accordance with Article 5 Division 2 with the flexibility of the conditions listed under section “h.(2)” of this section (3.7 Authorized Variations).~~

f. To exceed any of the authorized variations allowed under this Chapter, when a lot of record or a zoning lot is, by reason of the exercise of the power of eminent domain by any authorized jurisdictional body, changed from a complying lot to a lot in violation of applicable requirements hereof.

g. To eliminate the requirement of enclosing loading spaces when a building fronts on more than two streets. ~~A petition for a variation for enclosed loading spaces shall also include the submittal of a site plan to demonstrate conformance to the requirements, where practical in Article 5 Division 2 “Site Plan Review,” with consideration of the flexibility provided under section “h.(2)” of this Section 3.7 Authorized Variations. In addition, the site needs to be in accordance with Article 5 Division 2 with the flexibility of the conditions listed under section “h.(2)” of this section (3.7 Authorized Variations).~~

h. Landscape Variations

(1) Flexibility in the Administration of Required Landscape Standards. To meet the objectives outlined in Article 5, Division 2, specific landscape, buffer, and screening requirements are established. However, the Village recognizes that, because of the wide variety of types of developments and the relationships between them, some flexibility in applying standards set forth in Article 5, Division 2 is appropriate as long as the intent of specified requirements are met. Minor deviations from any specific requirement of this Division may be approved administratively by the Zoning Administrator; deviations of twenty percent (20%) or more of an individual regulation shall require a variation.

~~(1)~~(2) Application: A Property Owner may file an application for a variation of landscape requirements when compliance with the requirements of Article 5, Division 2 “Landscaping, Buffering, and Screening” for a new or pre-existing building or use will:

- (a) Reduce or interfere with the number of existing off-street parking spaces, parking and driveway aisle requirements or off-street loading requirements;
- (b) Not be possible because of property configuration, unusual shaped lot, or the location of existing structures and other built features.

~~(2)~~(3) Conditions: If the Development Commission determines that a need for a variation exists, the Development Commission may recommend, and the Village Board may impose, any one or more of the following conditions and restrictions on the property benefited by a variation as may be deemed necessary to assure compliance with the applicable standards of Article 5, Division 2 (Landscape and Tree Preservation), to reduce or minimize the effect of such variation upon other

property in the neighborhood, or to implement the general purpose of Article 5, Division 2:

- (a) Additional or substitute landscape plantings or areas on-site.
- (b) Construction of masonry walls in lieu of landscape screening.
- (c) Installation of decorative wrought iron or other appropriate fencing.
- (d) Removal of excess pavement areas.
- (e) Rearrangement or removal of on-site parking spaces and drive aisles.
- (f) Other conditions as determined by the Development Commission or the Board of Trustees.

i. Signage Variations

Comment [BK1]: Section moved from Sign Regulations

- (a) Standards For Review. The Development Commission shall take the following additional standards into consideration for sign variations:
 - (1) Graphic Effectiveness Demonstrated. The petitioner has demonstrated that all reasonable efforts (utilizing color, contrast, lettering legibility, illumination, and graphic composition) have been made to increase the reading effectiveness of the proposed sign within the normal requirements of Article 6, "Sign Regulations".
 - (2) Consistent with Intent of Sign Regulations. The proposed variation is consistent with the general intent, purpose, and objectives of Article 6, "Sign Regulations".
 - (3) Special Site Conditions. The petitioner has demonstrated that the natural or man-made characteristics of the site, including, but not limited to, the amount of landscaped area, type of landscape materials, berms, screening buffers, sign setback requirements, building and parking areas, and other site improvements are able to mitigate the visual impact of the proposed variation.
- (b) Authorized Sign Variations: Variations from the regulations of Article 6, "Sign Regulations," may be recommended by the Development Commission to the Village Board only in accordance with the standards set forth in this Section, and may be granted only in the following instances, and in no others:
 - (1) To permit the erection of a sign for a legal nonconforming use in a residential zone which would not conform to the regulations of a residential district, but which would not exceed the regulations for a sign located in the most restrictive business district.
 - (2) To permit the location of an off-premise sign within 500 feet of the premise, where it can be demonstrated that because of unique

physical surroundings, shape, or topographical conditions of the specific business premises, a particular hardship would be brought on the owner, and no other reasonable alternatives exist which would conform to this Article. Such sign must comply with all other regulations of the zoning district in which it is located.

- (3) To permit a variation from the maximum number, location, and area of wall signs allowed for a business where it can be demonstrated that due to a unique configuration of the building or site, the business does not have direct building display frontage to a street and therefore is unable to erect a wall sign adequate to meet the advertising needs of the business under the provisions of this Article. In no case shall the number of permitted wall signs be increased greater than two, and the permissible sign area shall not be increased greater than 20 percent.
- (4) To permit an increase in the number of directional signs allowed on a business property where it can be demonstrated that due to a unique configuration of the parcel, additional traffic control signage is required to promote safe on-site circulation, or in the instance of a business which requires unusual on-site traffic circulation due to a multi-lane drive-through or other unique business use. The number of on-site directional signs shall not be increased more than 75 percent. The number of directional signs at each curb cut shall not exceed one.
- (5) To permit an increase in the maximum square footage of a church identification sign for churches with seating capacity exceeding 500. Larger churches uniquely draw attendees from greater distances and in larger numbers and therefore require a larger identification sign. In no case shall a church identification sign be exceed a maximum of 100 square feet per side, or be permitted to exceed ten feet in height. Any church requesting such a variance must provide proof of seating capacity.
- (6) To permit a freestanding sign to have more than two sides on unusually shaped lots where it can be demonstrated that a two-sided sign will not be clearly visible from all street directions. No sign shall be permitted to have more than three sides and the total square footage for the freestanding sign in the district where the sign is located shall not be exceeded.
- (7) To permit the reconstruction of an existing, legal, nonconforming shopping center identification sign at the same gross sign area as the existing sign. The height of the sign and all other characteristics of the sign must be brought into compliance with this Article at the time of construction. A legal, nonconforming shopping center identification sign shall not be permitted to be reconstructed greater than 428 square feet in gross surface area. If the shopping [center] is allowed a second freestanding identification sign under the provisions of this Article, the total square footage for both signs shall not exceed 428 square feet.

Comment [BK2]: There may be instances where individual businesses meet this criteria as well.

(8) To permit a shopping center wall identification sign where a unique site configuration creates the need for additional shopping center identification in addition to or in lieu of, a freestanding sign the sign shall not exceed 75 percent of the total permitted area of the allowed freestanding sign, or of the larger freestanding sign where two freestanding signs are permitted for the shopping center, and shall conform to the shopping center sign plan. The wall sign shall include the name of the shopping center and may include tenant panels provided they do not exceed the maximum sign area for the sign. Each tenant panel shall be a minimum of 12 inches in height and shall only list the name of a shopping center tenant. The wall sign shall face the arterial street which the shopping center fronts and no variation shall be given allowing the wall sign to face a residential district.

(4)(9) To recommend a variation to other development requirements where, by reason of an exceptional situation, surroundings, or a condition of a zoning lot or lot of record, or by reason of exceptional narrowness or shape of a zoning lot or lot of record, or by reason of exceptional topographic conditions, the strict application of provisions of this Chapter would result in peculiar and exceptional practical difficulties or particular hardship upon the owner of such property, as distinguished from a mere inconvenience to such owner, provided such relief as recommended be granted without substantial detriment to the public good and without substantially impairing the general purpose and intent of the Comprehensive Plan as established by the regulations and provisions contained in this Chapter.

3.8 STANDARDS FOR REVIEW

a. **Standard Variation:** No variation shall be recommended for approval by the Development Commission to the Village Board unless the variation meets the following standards:

- (1) That the variation, if granted, will not alter the essential character of the locality, and will be consistent with the goals and objectives set forth in the Comprehensive Plan.
- (2) That the plight of the owner is due to unique circumstances.
- (3) For the purpose of supplementing the above standards, the Development Commission, in determining that there are particular difficulties or hardships, shall also take into consideration the extent to which the following standards, favorable to the applicant, have been established by the evidence:
 - (a) That the particular surroundings and topographical conditions of the specific property involved will bring hardship upon the owner as distinguished from a mere inconvenience if the strict letter of the regulations were to be carried out.
 - (b) That the conditions upon which the petition for variation is based would not be generally applicable to other property within the same zoning

classification.

- (c) That the purpose of the variation is not based exclusively upon a desire to receive a greater economic return.
- (d) That the alleged difficulty or hardship has not been created by any person previously or currently having an ownership interest in the property.
- (e) That the granting of the variation will not be detrimental to the public welfare or unduly injurious to other property or improvements in the general area in which the property is located.
- (f) That the proposed variation will not impair an adequate supply of light and air to abutting property or substantially increase the danger of fire or otherwise endanger the public safety or substantially diminish or impair property values within the general area.
- (g) The design of the proposed variation will minimize adverse effects, including visual impacts, of the proposed use on abutting and nearby properties.
- (h) For variations from Article 5, Division 2 – Landscaping, Buffering, Screening and Tree Preservation, the use of impervious surfaces on the property has been minimized to the greatest extent feasible.

a.b. Signage Variation: The Development Commission may recommend to the Village Board that a variation to Article 6, “Sign Regulations,” be granted when it shall be determined from evidence presented at the public hearing that the variation will not merely serve as a convenience to the petitioner but is necessary to alleviate some demonstrable hardship or unusual practical difficulty and that the granting of the variation will not in any way be inconsistent with the intent, purpose, and objectives of this Article.

3.9 CONDITIONS AND RESTRICTIONS

a. Petitions for variations shall include submittal of a site plan to demonstrate conformance to the requirements, where practical, of Article 5, Division 2, Site Plan Review, with consideration of the flexibility provided under Section 3.7.h.2, Landscape Variations.

Comment [BK3]: Moved from individual variance types.

a.b. The Development Commission may recommend and the president and board of trustees may require such conditions and restrictions upon the property to be benefited by a variation as may be necessary to comply with the standards set forth in this chapter, to reduce or minimize the effect of such variation upon other property in the general area, and to implement the general purpose and intent of this chapter.

b.c. No variation granted by ordinance of the president and Village Board shall be valid for a period longer than 12 months from the effective date of the ordinance granting such variation, including sections, phases or portions thereof granted prior to the passage of this Chapter, unless a building permit has been issued and the

construction or alteration of a building started or the use commenced within such period.

e-d. A Variation approved shall contain the following condition: If the property to which the variation applies becomes subject to: new development; a new application for a variation; increase in the intensity of use; or substantial building renovation; or, expansion or reconstruction of parking areas, the variation(s) previously granted pursuant to this Division may become null and void if as noted in subsequent site plan, special use, variance, or other development approval.