

The City of Highland Park understands that signage is an important means for community businesses to communicate with the residents and visitors of Highland Park. The Sign Code (Article XX of the Zoning Code) is frequently updated in order to streamline the sign permitting process and to maintain the attractiveness of our commercial districts. **Updates enacted on June 25, 2007 are identified with \*asterisks\***

This brochure summarizes the requirements of the Sign Code for property owners and tenants of Highland Park commercial districts. For more detailed information on the City's sign regulations, the Sign Code is posted on the City's website at: <http://www.cityhpil.com/pdf/ordinances/article20.pdf>

## HOW DO I GET STARTED?

Signs fall into one of three categories:

- Signs not requiring a permit
- Sign requiring a sign permit from the Building Division
- Sign requiring a variation and review by the Design Review Commission (DRC)

For signs that require a permit, a Sign Permit Application must be filled out and submitted with appropriate fees. Sign Permit Applications may be obtained at the:

Department of Community Development  
 Building Division  
 1150 Half Day Road (2<sup>nd</sup> Flr.)  
 Highland Park, IL 60035  
 Phone: (847) 432-0808

## WHAT TYPES OF SIGNS DO NOT REQUIRE A PERMIT?

The following types of signs *do not* require a sign permit, although they are limited to *one* sign per lot and must comply with additional size and location requirements:

- Real Estate Signs: limited to 6 square feet or \*16 square feet in the B3/I districts\*
- Construction Signs: limited to one per development and \*12 square feet; 32 square feet in the B3/I districts\*
- Nameplate Signs: limited to 1 square foot per occupancy and 3 square feet per lot
- Lawn Service Signs, Security Signs: limited to 2 square feet
- Temporary Window Signs: limited to 30 days, up to 20% of \*ground floor occupancy windows\*, with no one sign exceeding 32 square feet in the B3/I Districts



## WHAT TYPES OF SIGNS DO REQUIRE A PERMIT?

- Temporary Banner Signs
- Permanent Window Signs
- Wall Signs
- Ground Signs
- Awning, Canopy or Marquee Signs

*Note: Awnings, Canopy and Marquee Signs are subject to Design Review Commission approval because they constitute an alteration to the exterior design of a building.*

### Downtown and Neighborhood Shopping Districts (B1, B2, B4 & B5)

#### Wall, Awning, Canopy & Marquee Signs

- One Wall Sign is allowed per street frontage upon which a business has a separate entrance. This includes frontage on a parking area if direct access from the parking is considered the primary entrance of the business
- In a multi-tenant building, a Wall Sign must be located on the portion of the building in which the business for which the Wall Sign is maintained is located



- Maximum Wall Sign height is no higher than the bottom of the second story window or the top of a one-story building parapet
- An awning sign is allowed in lieu of a Wall Sign, limited in area to the lesser of either 100 square feet or 15 % of the horizontal wall area below the second story windows
- Awning Signs are limited in size to 15% of the awning surface area; no larger than the lesser of either 100 square feet or 15% of the horizontal wall area below the second story windows



#### Window Signs

- A Window Sign is painted on or affixed to the interior of a structure so as to be viewed from the exterior of the structure
- One Window Sign is allowed per lot; limited to the greater of either 10 % of the windows per occupancy or 6 square feet
- Maximum sign height permitted is no higher than a window on the ground level of the building, excluding the basement

#### Ground Signs

- One Ground Sign is allowed per street frontage
- If a lot is permitted to have more than one Ground Sign, these must be located at a horizontal distance greater than 100 feet.
- Ground Signs are limited in size to 25 square feet per sign face with a maximum height of 6 feet

#### Temporary Banner Signs

- Up to four 30-day Temporary Sign Permits may be granted per lot in a 365-day period, \*with a 30-day waiting period\* between each permit
- Temporary Signs may not exceed 6 square feet \*or 24 square feet for religious/educational uses\*
- Temporary Signs may be posted \*no higher than the bottom of a second-story window or the top of a one-story building; maximum height of 6 feet if not affixed to a building\*

**Note: Internal illumination of signs is not allowed!**

## Highway Commercial & Light Industry Districts (B3 & I)

### Wall, Awning, Canopy & Marquee Signs



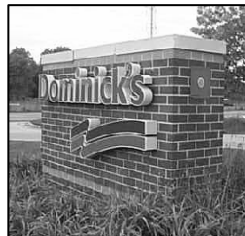
- One Wall Sign is allowed per street frontage upon which a business has a separate entrance. This includes frontage on a parking area if direct access from the parking area is considered the primary entrance of the business
- In a multi-tenant building, a Wall Sign must be located on the portion of the building in which the business for which the Wall Sign is maintained is located; either (i) no higher than the bottom of the second story window or the top of the wall of a one-story building, or (ii) immediately below the top of the parapet of the building
- An Awning, Canopy, or Marquee sign is allowed in lieu of a Wall Sign. Canopy and Marquee Signs are limited in size to the lesser of 125 square feet or 15 % of the horizontal wall area below the second story windows
- Awning Signs are limited to 15% of the awning surface area; no larger than the lesser of 100 square feet or 15% of the horizontal wall area below the second story windows

### Window Signs

- A Window Sign is painted on or affixed to the interior of a structure so as to be viewed from the exterior of the structure
- One Window Sign is allowed per lot; limited to the greater of 10 % of the windows per occupancy or 6 square feet
- Maximum sign height is no higher than a window on the lowest level of the building, excluding the basement

### Ground Signs

- One Ground Sign is allowed per street frontage
- If a lot is permitted to have more than one Ground Sign, these must be located at a horizontal distance greater than 100 feet
- A Ground Sign may not exceed 16 feet in length

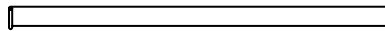


- Ground Signs are limited in area to 75 square feet per sign and 50 square feet per sign face with a maximum height of 6 feet if it is a Development Map sign, or 15 feet if it is an Identification Sign or Joint Identification Sign
- Ground Signs for motor vehicle dealerships may be fully internally illuminated

**Note: Internal illumination of Identification Sign lettering and logo is allowed!**

### Temporary Banner Signs

- Up to four 30-day Temporary Sign Permits may be granted for one lot within a 365-day period, \*with a 30-day waiting period between each permit\*
- Temporary Signs may not exceed \*24 square feet\* per sign face and may be \*posted no higher than the building parapet or 6 feet if not affixed to a building\*



### WHAT TYPES OF SIGNS ARE PROHIBITED?

- A-frame Signs
- Pole Signs(\*)
- Off-site Advertising Signs
- Real Estate "Sold By" Signs
- Mobile Signs
- Signs Posted in the Right-of-Way or on Public Property
- Moving or Animated Signs
- Projecting Signs
- Roof Signs
- Reader Board Signs(\*)
- Signs on Utility Poles
- Signs Using Reflective Paint or Tape
- Signs in the Shape of a Product(\*)
- Signs Considered Unsafe or Hazardous

(\*) indicates an exception in the Sign Code

# City of Highland Park



## An Overview of Commercial District Sign Regulations

[www.cityhpil.com](http://www.cityhpil.com)

Revised June 27, 2007