



**AGENDA  
VILLAGE OF GLENCOE  
ZONING COMMISSION  
REGULAR MEETING**

**Village Hall Council Chambers  
675 Village Court  
August 1, 2022  
7:00pm**

**1. CALL TO ORDER AND ROLL CALL**

*Scott Novack, Chair  
Sara Elsasser  
Dena Fox  
Jake Holzman  
Alex Kaplan  
Michael Kuppersmith  
Debbie Ruderman*

**2. CONSIDER ADOPTION OF THE JULY 11, 2022 ZONING COMMISSION MEETING MINUTES**

**3. CONSIDERATION OF A REFERRAL FROM THE VILLAGE BOARD FOR A PROPOSED AMENDMENT TO THE SIGN CODE SECTION OF THE ZONING CODE**

**4. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

**5. ADJOURN**

*The Village of Glencoe is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend the meeting who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact the Village of Glencoe at least 72 hours in advance of the meeting at (847) 835-4114, or the Illinois Relay Center at (800) 526-0844, to allow the Village of Glencoe to make reasonable accommodations for those persons.*



**MINUTES  
VILLAGE OF GLENCOE  
ZONING COMMISSION  
REGULAR MEETING**

Village Hall Council Chamber and Videoconference  
Monday, July 11, 2022 – 7:00 PM

**1. CALL TO ORDER AND ROLL CALL**

The Regular Meeting of the Commission of the Village of Glencoe was called to order by the Chair, at 10:30 p.m. on the 11th day of July 2022, held at Glencoe Village Hall.

Attendee Name	Title	Status
<b>Zoning Commission</b>		
Scott Novack	ZC Chairman	Present
Sara Elsasser	Commissioner	Absent
Alex Kaplan	Commissioner	Present
Debbie Ruderman	Commissioner	Present
Michael Kuppersmith	Commissioner	Present
Jake Holzman	Commissioner	Present
Dena Fox	Commissioner	Present
<b>Village Staff</b>		
Stewart Weiss	Village Attorney	Present
Taylor Baxter	Development Services Manager	Present
Richard McGowan	Planner	Present

**2. CONSIDERATION OF MINUTES OF THE JUNE 6, 2022 ZONING COMMISSION MEETING**

<b>RESULT:</b>	<b>ACCEPTED</b>
<b>AYES:</b>	Novack, Kaplan, Ruderman, Kuppersmith, Holzman, Fox
<b>NAYS:</b>	None
<b>ABSENT:</b>	Elsasser

**3. CONSIDERATION OF A REFERRAL FROM THE VILLAGE BOARD FOR A PROPOSED AMENDMENT TO THE SIGN CODE SECTION OF THE ZONING CODE**

Chairman Novack stated that due to the late start time and long Zoning Board of Appeals meeting that was held before the Zoning Commission meeting, the Zoning Commission meeting is recommended to be moved to the August 1, 2022 meeting date. Chairman Novack opened the public hearing.

A motion was made and seconded to continue the public hearing to the August 1, 2022 meeting date.

<b>RESULT:</b>	<b>ACCEPTED</b>
<b>AYES:</b>	Novack, Kaplan, Ruderman, Kuppersmith, Holzman, Fox
<b>NAYS:</b>	None
<b>ABSENT:</b>	Elsasser

#### PUBLIC COMMENT

Chairman Novack asked the audience if there are any public comments. No public comments were made.

#### 4. MOTION TO ADJOURN

There being no further business to come before the Zoning Commission, the meeting was adjourned at 10:32 p.m.

<b>RESULT:</b>	<b>ACCEPTED</b>
<b>AYES:</b>	Novack, Kaplan, Ruderman, Kuppersmith, Holzman, Fox
<b>NAYS:</b>	None
<b>ABSENT:</b>	Elsasser



# VILLAGE OF GLENCOE MEMORANDUM

675 Village Court, Glencoe, Illinois 60022  
p: (847) 835-4111 | info@villageofglencoe.org | Follow Us: @VGlencoe

[www.villageofglencoe.org](http://www.villageofglencoe.org)

## Staff Memorandum

**DATE:** April 8, 2022

**TO:** Zoning Commission

**FROM:** Taylor Baxter, AICP, Development Services Manager  
Rich McGowan, Planner

**SUBJECT:** Public hearing and discussion of proposed amendments to the Sign Code

---

### BACKGROUND:

In fall 2021, the Staff made a presentation to the Village Board to provide an overview of problems with the current sign code. These include an overall lack of clarity and usability along with potentially significant legal issues. The primary legal issue with the current sign code is its extensive use of content-based regulations, which have been found to be unconstitutional by the Supreme Court in recent cases, particularly *Reed v. Town of Gilbert* in 2015. With some exceptions, a guiding legal principle for sign regulations is that they should be based on criteria such as size, number, location, materials, and illumination, rather than a sign's content or message. An administrator should not have to read a sign or consider its message to issue or deny a permit. After a discussion of alternatives, the Board directed staff to pursue a code rewrite that seeks to replicate current sign policies to the extent possible while removing content-based regulations and improving clarity and usability.

At the March and April 2022 Village Board meetings, staff presented draft changes to the sign code for feedback. This discussion centered on two areas: commercial window signage and problematic sign types under *Reed*, particularly real estate, construction, civic events, private sale, and political signs. The Board expressed support for the proposed window sign policy changes and for moving forward with removing content-based regulations from these sign types. These topics are discussed in more detail below. After review, the Village Board referred the proposed amendment to the Zoning Commission in May 2022 for a public hearing and a recommendation.

### PROPOSED CHANGES

Other than those described below, the proposed code amendment minimizes policy changes. While the proposed changes represent a significant reorganization of the code and eliminate content-based restrictions, they maintain current number, size, location, illumination, and other regulations to the extent possible. The attached draft code amendment includes annotations describing these proposed changes.

### PROPOSED POLICY CHANGE: BUSINESS DISTRICT WINDOW SIGNAGE

To the extent possible, staff has tried to minimize policy changes throughout this code revision process. One exception is window signage in business districts, as currently regulations are difficult to



administer and are not reflected in established practices.

Based on a walking audit, Staff has determined that most storefronts in Downtown Glencoe have window signage that does not meet the current requirements of the sign code. Businesses with a wall sign are limited to one window sign that does not exceed approximately 0.2 square feet in area per linear foot of store frontage. For example, a 25-foot-wide storefront would be allowed one 5.6-square-foot window sign, in addition to another two-square-foot door sign with strict content limits. Sign letters are limited to six inches in height. This size limit doubles for businesses without a wall sign, but the limit of one sign remains. Much of the nonconforming Downtown signage has been in place for years, while some has been added during the COVID-19 pandemic. Bringing window signage into compliance with current requirements would necessitate code enforcement action at nearly every Downtown property.

Staff's proposed window signage regulation updates would streamline regulations, eliminate content-based restrictions, increase flexibility for businesses, and simplify enforcement. Instead of limiting signage to a single sign with a small size limit, the proposed code would limit window signage to 10 to 20 percent of a business' window area. The code could also include a provision granting additional signage (for example, up to 30 percent window coverage) to businesses without wall signage. This would allow businesses to change signage as needed while operating under a simple rule of thumb that at least 70 to 90 percent of window area must remain unobstructed. Businesses could also post small signage for things such as sale notices, employment opportunities, or health and safety protocols without exceeding the current limit of a single window sign. This would also be easier for staff to enforce, as window signage exceeding a 10 to 30 percent area limit can easily be identified while walking through business districts.

Staff researched window signage regulations in neighboring communities, which are outlined in the chart below:

Municipality	Window signage regulations
Glencoe	0.2-0.4 square feet of signage per linear foot of frontage. One sign only, with additional door sign with content restrictions. No letters may exceed 6 inches in height. Appearance review not needed (no permit required per sign code).
Winnetka	Window signs may cover 10% of window area. Cumulative total 15% of storefront area for window + wall signs. No limit on number. Appearance review required.
Wilmette	Temporary window signs allowed without a permit, up to 15% of window area, for only 8 weeks. Permanent signs limited to 10% window area. Combined temporary and permanent window signage may not exceed 20% window area. Additional allowance for restaurant menus. Content-related restrictions throughout.
Kenilworth	Combined window sign area not to exceed 30% of window area.
Northfield	Temporary signs not to exceed 15% window area, for no more than 14 days. Total window signage limit of 30% of window area.
Highland Park	10% of window area or 6 square feet, with additional 2 square feet available with content restrictions; additional available for temporary signs.

Proposed changes are as follows (deletions in ~~striketrough~~, additions in **bold underline**):

~~—— (i) One permanent, non-illuminated window sign not exceeding 15 percent of the maximum size of the wall sign permitted for such business establishment pursuant to Subparagraph 13(b) of this Section and with letters not exceeding six inches in height shall be permitted; provided, however, that where no wall sign is permitted pursuant to Subparagraph~~

~~13(b) of this Section is maintained, the size of such non-illuminated window sign may be increased up to an area not to exceed 30 percent of the maximum size of the wall sign which would be allowed pursuant to Subparagraph 13(b) of this Section and such window sign shall not be subject to the letter height limit contained herein. Signs located in a second floor window shall contain only letters and numbers, without backing. In addition to the information permitted in paragraph 5-105F17, the window sign may include identification of the business's web site address. (Amended 7-2007)~~

~~—— (ii) In the B-1 and B-2 Districts only, an additional permanent window sign will be permitted on the business establishment's door, provided that the sign (1) does not exceed two square feet in sign area, (2) is not illuminated, and (3) is limited to identification of the business's name, address, web site address, telephone number, hours of operation, and similar information. The additional window sign permitted by this paragraph (ii) will not be included in calculating the maximum window area as required by paragraph 5-10513d(i). (Amended 11/2007)~~

~~—— (iii) In the B-1 and B-2 Districts only, a temporary window sign permitted by paragraph 5-105F17 which relates to a special sale, promotion, or event must not exceed 30 percent of the area of the window in which it is exhibited. (Amended 11-2007)~~

### **Window signs**

**1. Window signs may not obstruct 20 percent of a storefront's window area. For storefronts with multiple frontages, each frontage shall be considered separately when calculating the 20 percent obstruction limit.**

**2. Window signs may not be illuminated.**

**3. Window signs may not be handwritten.**

Staff recommends that the Commission consider whether these proposed changes are appropriate for the Village's business districts. If so, the Commission should consider what percentage of window area should be allowed to be obstructed by signage. The Commission may also consider whether additional window signage should be allowed on storefronts without wall signage, keeping in mind that wall signs require exterior appearance review by the Plan Commission, while window signs do not.

### **MINIMIZING CONTENT-BASED RESTRICTIONS**

The Village's current regulations include many content-based definitions and requirements. Those that are entirely content-based are proposed to be eliminated, while others that are partially content-based are proposed to be modified. In many cases, the removal of content-based regulations will have little effect on what signs can be permitted. However, some existing sign types require additional consideration.

#### ***Real Estate Signs, Construction Signs, Political Signs, Civic Event Signs, and Private Sale Signs***

Current regulations for these sign types include content-based elements and unlikely to withstand legal challenge. Based on discussions with the Village Attorney and Village Board, staff has proposed the introduction of a new sign type, "Standard Informational Sign": a small, temporary sign without content restrictions. These content-based sign types would be subsumed under "Standard Informational Signage", which could be allowed with restrictions on size, location, materials, and lighting. For example, a residential lot could be allowed up to 10 square feet of standard information signage, with no sign to exceed six square feet. This signage could be used for a real estate sign, to give contractor information, to advertise a yard sale, to promote a political cause or civic event, or for other purposes as desired by

the property owner.

The proposed code amendment allows for an increase in the amount of Standard Informational Signage allowable on a property under certain conditions, such as when a property is for sale, when there is an active building permit, or during election season. For example, a property could typically have 10 square feet of standard information signage, but if it were actively for sale, it could have an additional six square feet of standard informational signage per street frontage. Additional signage could also be allowed during active construction projects. There would not be any content-related restriction for this signage.

**ZONING COMMISSION ROLE AND NEXT STEPS:**

The Zoning Commission's role in this process is to hold a public hearing on the proposed amendment, consider public input, and make a recommendation to the Village Board. The Commission may recommend changes to the proposed amendment as it determines to be appropriate. Per the Zoning Code, "Every recommendation of the Zoning Commission shall be made by motion or resolution which shall be memorialized in writing. For amendments, such motion or resolution may refer to any pertinent facts, conditions, or considerations supporting the recommendation" (Sec. 7-103(H)). The recommendation may be made in the form of a motion, or the Commission may direct staff to prepare a resolution to bring back to the Commission for consideration and approval at a later meeting.

If the Commission determines that it needs more time to consider the proposed amendment and make a recommendation, it may continue the public hearing to the August 1<sup>st</sup> meeting. It may also close the public hearing at the July 11<sup>th</sup> meeting and defer making a recommendation to the August 1<sup>st</sup> meeting.

## Draft Sign Code – April 6, 2022

Deletions in ~~striketrough~~, additions in **bold underline**

### 5-105 SIGNS

A. Purposes. The regulation of signs by this Code is intended to promote and protect the public health, safety, and welfare by reducing the depreciation of property values caused by signs that are incompatible with surrounding land uses; by creating a more attractive economic and business climate within the business districts of the Village; by enhancing and protecting the physical appearance of all areas of the Village; by protecting signs from obstruction by other signs; and by reducing the distractions, obstructions, and hazards to pedestrian and auto traffic caused by the indiscriminate placement and use of signs.

B. Scope. The regulations of this Section shall govern and control the erection, enlargement, expansion, alteration, operation, maintenance, relocation, and removal of all signs within the Village visible from any street, sidewalk, or public or private common open space. Any sign not expressly permitted by these regulations shall be prohibited. The regulations of this Section relate to the location of signs, by function and type, within zoning districts and shall be in addition to provisions of the Building Code applicable to the construction and maintenance of signs. Regulations concerning the use and termination of nonconforming signs appear in Section 6-105 of this Code.

C. Certificate of Zoning Compliance Required. Except as expressly provided in this Section, no sign shall be erected, enlarged, expanded, altered, relocated, or maintained unless a certificate of zoning compliance shall have first been issued in accordance with the provisions of Section 7-301 of this Code.

1. No certificate of zoning compliance shall be issued for any **permanent** sign in the R-D, B-1, or B-2 District unless appearance review approval is first obtained in accordance with Section 7-503 of this Code.

**Commented [TB1]:** Clarifies that Plan Commission does not review temporary signage

2. No certificate of zoning compliance shall be required for the repair or maintenance of a sign, provided that such repair or maintenance does not alter the size, height, location, illumination, or appearance. ~~an alteration of a sign involving only routine maintenance or the changing of parts designed to be changed in any manner that does not change the functional classification of the sign; provided, however, that this exception shall not permit a change of the message on any sign without a certificate of zoning compliance therefor. In addition, any~~

**Commented [TB2]:** "Functional classifications" have been removed from the code.

3. **Any** other permits required under any applicable federal, state, or local law, ordinance, or regulation shall be obtained prior to the erection, enlargement, alteration, or relocation of any such sign.

{00125925.2}

#### D. Classification of Signs

1. **Abandoned or Dilapidated Sign.** A sign that has ceased to be in use by either the owner of the sign or the occupant of the property on which the sign is placed, or through the removal or relocation of the previous occupant of the property, or a sign that has ceased to be used through the removal of its copy, or the deterioration of its copy through lack of maintenance, but excluding temporary or short-term periods of remodeling, refurbishment or maintenance of the sign.
2. **Animated or Moving Sign.** A sign or part of a sign that changes physical position by any movement or rotation or that gives the visual impression of such movement or rotation.
3. **Awning Sign.** A sign that is mounted or painted on or attached to an awning, canopy, or marquee that is otherwise permitted by this Code. ~~No such sign shall project above, below, or beyond the physical dimensions of such awning, canopy, or marquee.~~
4. **Attention-Getting Device.** A sign designed to attract attention by means of flashing or moving parts, bright color or light, or movement of any kind. Examples of such signs include pennants, banners, flags, streamers, balloons, propellers, whirligigs, search lights, and flashing lights.
5. **Changeable Message Sign.** A sign, ~~other than a bulletin board or public service sign,~~ having a face or faces that allow the message on the sign to be readily changed by means of light banks, removable letters, or any other device.
6. **Civic Event Sign.** A temporary sign ~~associated with~~ that announces or identifies a civic use, purpose, event, or program.
7. **Construction Sign.** A temporary sign erected on premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors, and similar artisans, and the owners, financial supporters, sponsors, and similar persons or firms having a role or interest in the construction activity.
8. **Flag sign.** A sign made of flexible fabric that is attached to a pole or building
9. **Ground Sign.** Any sign, other than a pole sign, placed upon or supported by the ground independently of any other structure. Ground signs include any sign mounted on a freestanding pole or other supports so that the bottom edge of the sign face is less than six feet above grade.
10. **Governmental Sign.** A sign erected and maintained pursuant to and in discharge of any governmental function or required by any law, ordinance, or governmental regulation
11. **Holiday Decorations.** Signs in the nature of decorations, **Decorations that are** clearly incidental to and customarily and commonly associated with any national, local, or religious holiday. **Holiday Decorations are not considered signs under this code.**

**Commented [TB3]:** Moved to regulations

**Commented [TB4]:** These sign types are content-based and are proposed to be deleted

**Commented [TB5]:** Proposed to regulate as Standard Informational Signs

**Commented [TB6]:** Regulating these is problematic under *Reed* and this proposed change specifically removes them from the sign code

{00125925.2}

12. **Joint-Identification Sign.** A **ground or pole** sign that serves as common or collective identification for two or more commercial or office uses sharing a shopping center and which is located in common open space **in a shopping center**. Such sign shall be limited in content to identification of the center shared by such uses and of the individual uses sharing such center.

**Commented [TB7]:** Changed definition eliminates content-based restrictions

13. **Official Flag or Emblem.** A flag or emblem **adopted by a federal, state, or local government**. **Official Flags and Emblems are not considered signs under this code.** ~~of a government or of a membership organization.~~

14. **Access Safety Sign.** ~~On-Site Informational Sign.~~ **A sign that marks a method of ingress, egress, direction, or circulation for a parking lot or drive,** and limited to, information and directions necessary or convenient for persons coming on the property including signs marking entrances and exits, parking areas, one-way drives, rest rooms, pickup and delivery areas, and the like.

**Commented [TB8]:** Direct tie to safety limits potential problems with content-based restrictions. However, there may still be a tie to content. Sign type name changed to more closely tie to safety, which may have more leeway under *Reed*

15. **Permanent sign.** **A sign attached to a structure or the ground that is made of materials for long-term use.**

16. **Pole Sign.** A sign that is mounted on a freestanding pole or other supports so that the bottom edge of the sign face is six feet or more above grade.

17. **Political Campaign Sign.** A temporary sign ~~associated with~~ announcing or supporting political candidates or issues in connection with any national, State, or local election. Political campaign signs include only those signs specifically advocating on behalf of a person, or a position on a question, to be considered by voters. (Amended 7-200), (4-2011)

**Commented [TB9]:** Removing explicit content-based restrictions is helpful, but this could still be a problematic sign type; Courts have consistently invalidated “political sign” designations, even those that treat political signs favorably, as well as those that impose “one sign per candidate” rules.

Proposed to regulate as Standard Informational Signs

18. **Portable Sign.** A sign that is not permanently affixed to a building, a structure, or the ground, but not including customary identification lettering on vehicles or advertising posters on buses and taxicabs.

19. **Projecting Sign.** A sign that is wholly or partly dependent upon a building for support, and that projects more than 12 inches from such building.

20. **Real Estate Sign.** A ~~temporary sign associated with a property that is for sale or for lease~~, limited to information pertaining to the sale or lease of the premises on which the sign is located, which may include the name, address, and contact information of the real estate broker or leasing agent and information concerning events occurring on the premises relating to such sale or lease. (Amended 5-2009)

**Commented [TB10]:** Proposed to regulate as Standard Informational Signs

21. **Roof Sign.** A sign that is mounted ~~or painted~~ on the roof of a building, or which is wholly dependent upon a building for support, and that projects more than six inches above the highest point of a building with a flat roof, the eave line of a building with a gable or hip roof, or the deck line of a building with a gambrel or mansard roof.

22. **Standard Informational Sign.** **A sign made from rigid materials for short-term use, containing no reflecting elements, or flags, and which is mounted on a post, stake**

{00125925.2}

or metal frame, or for business use, mounted directly on the façade or window of a tenant space.

23. Temporary Sign. A sign or advertising display constructed of cloth, canvas, fabric, paper, or other light material ~~designed or intended to be displayed for a short period of time,~~ including Standard Informational Signs and Real Estate Signs.

24. Temporary Use Sign: A temporary sign allowed according to the requirements of Section 5-102 of the Zoning Code.

25. Tent Sign. A portable and temporary A-Frame sign that is designed to be self-supporting by nature, which sign may have two sign faces.

26. Window area. Window area is the term given to an entire assembly comprised of the sash, glazing, and frame or uninterrupted system of windows. Where a structural or architectural element of the structures interrupts the window or system of windows, it is considered a different window area.

27. Wall Sign. A sign fastened to ~~or painted on~~ the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign, and that does not project more than 12 inches from such building or structure nor more than six inches above the highest point of a building with a flat roof, the eave line of a building with a gable or hip roof, or the deck line of a building with a gambrel or mansard roof.

28. Window Sign. A sign that is applied or attached to the exterior or interior of a window or located within three feet of a window in the interior of a structure and that is plainly visible from the exterior of the structure.

<deleted definitions>

~~——(a) Advertising Sign. A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located. This term shall include signs, other than customary identification lettering and advertising posters on buses or taxicabs, attached to parked or moving vehicles.~~

~~——(c) Bulletin Board Sign. A sign that identifies an institution or organization on whose premises it is located and which contains the name or names of the person or persons connected with it, and greetings, announcements of events, activities occurring at the institution, or similar messages.~~

~~——(d) Business Sign. A sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered, or manufactured, or to an entertainment offered, on the premises where the sign is located and which is limited in content to the name and generic description of the business or product.~~

~~——(j) Identification Sign. A sign giving the name, logo, trademark or other readily recognized identifying symbol, address, or any combination of the name, symbol, and address of a building, business, development, or establishment on the premises where it is located.~~

{00125925.2}

**Commented [TB11]:** New definition/sign type that could replace multiple content-based or content-related sign types

**Commented [TB12]:** New definition for revised window sign regulations

—(l) Memorial Sign. A sign or tablet memorializing a person, event, structure, or the like.

—(m) Nameplate Sign. A sign giving the name or address, or both, of the owner or occupant of a building or premises on which the sign is located. If any premises is occupied by more than one occupant, the nameplate sign may identify all such occupants as well as the premises and may include necessary directional information.

2. Political Message Sign. A sign other than an election sign expressing a noncommercial message regarding an issue or person of political or public concern. (Amended 7-2008)(4-2011)

E. Prohibited signs. The following signs, as well as all other signs not expressly permitted by this Article, are prohibited in all districts and shall not be erected, maintained, or, except as provided in Section 6-105 of this Code, permitted to continue in any district:

1. Attention-getting devices
2. Changeable Message Signs except when accessory to a theater.
3. Animated or moving signs
4. **Abandoned or dilapidated signs**
5. Roof signs
6. Portable signs, except **tent signs and** signs approved in connection with temporary uses pursuant to Paragraph F16 of this section
7. **Projecting signs**
8. **"Sold" signs**
9. **Signs that are painted on or attached to trees, curbs, utility poles, rocks, or other natural features**
10. **Signs that are painted on a wall or building**
11. **Obscene signs**
12. **Signs on public property, except those placed and approved by government agencies having control of such property**
13. **Search lights and similar devices**
14. **Signs maintained at any location whereby reason of its position, size, shape, content, color, or illumination it may obstruct, impair, obscure, interfere with the view of, or be confused with any traffic control sign, signal, or device or where it may interfere with, mislead, or confuse traffic.**
15. **Signs utilizing fluorescent, radiating, iridescent, holographic, or glowing paint, ink, or material in its construction.**
16. **Signs constructed or maintained in any area or in any manner so as to create a nuisance or a threat to the public safety or welfare.**
17. **Flag signs**

F. Signs Permitted in Any District Without Certificate of Zoning Compliance or Fee. Except as regulated by Subsection E of this Section and as expressly prohibited in Subsection G of this

**Commented [TB13]:** Gas stations are not currently allowed to have changeable message signs. Downtown gas station was allowed to have its changeable signage by variation from the ZBA

**Commented [TB14]:** Not actually prohibited in all districts

**Commented [TB15]:** These were previously scattered throughout the code

**Commented [TB16]:** Districts in which these signs are permitted are listed in Section G below

{00125925.2}



Section, and notwithstanding any other contrary provisions of this Code, the following signs may be erected and maintained ~~in any zoning district~~ without obtaining a certificate of zoning compliance or paying the fee required for such certificate, subject to the following limitations, the following signs shall not require the issuance of a sign permit to be installed, provided that such signs conform to all other applicable provisions of this Code.

- ~~1. Civic Event Signs~~
- ~~2. Construction Signs~~
3. Governmental Signs
- ~~4. Holiday Decorations~~
- ~~5. Official Flags and Emblems~~
- ~~6. On-site Informational Signs~~
- ~~7. Political Signs~~
- ~~8. Private Sale Signs~~
- ~~9. Real Estate Signs~~
10. Temporary Use Signs with an approved Temporary Use
11. Window Signs
12. Tent Signs
13. Standard Informational Signs

**Commented [TB17]:** Proposed to become Standard Informational Signs

**Commented [TB18]:** Not considered signs

**Commented [TB19]:** Renamed "Access Safety Sign", which does require a permit and review

**Commented [TB20]:** Proposed to become Standard Informational Signs

#### **G. Signs Allowed by Zoning District**

<See attached draft code matrix>

1. Residential zoning districts. **Only the following types of signs are allowed in the residential zoning districts in the Village (R-A, R-B, R-C, and R-D). All such signs are allowed in required yards and may be securely attached to windows, but are not allowed on public property.**

##### **A. Construction signs**

- ~~1. Construction signs are prohibited in the R-A, R-B, or R-C zoning districts.~~
- ~~2. Construction signs in the R-D zoning district are permitted on a zoning lot with an active building permit for a new building, subject to the following requirements:~~
  - ~~a. Construction signs in the R-D zoning district shall be limited to no more than one wall or ground sign per zoning lot frontage.~~
  - ~~b. No construction sign may exceed 12 square feet in area.~~
  - ~~c. No construction sign shall be illuminated.~~
  - ~~d. Construction signs shall be removed within seven days of the completion of the construction project with which it is associated.~~
  - ~~e. The party responsible for the maintenance and removal of a construction sign shall notify and provide their contact information the Village prior to the sign's installation.~~

**Commented [TB21]:** Proposed to be regulated under "Standard Informational Signs"

{00125925.2}

#### **B. Holiday decorations**

1. Such signs shall be displayed for a period of not more than 45 days before nor more than 20 days following the holiday in connection with which they are displayed.

2. Any other code of this Section notwithstanding, such signs may be of any type, number, area, height, location, illumination, or animation as long as they create no safety hazard, nuisance, or adverse impact on adjacent or nearby properties.

**Commented [TB22]:** Time-based holiday decoration restrictions are not allowed under *Reed*. The proposed course of action is to specifically state that holiday decorations are not considered signs.

#### **C. Civic Event Signs**

1. Such signs shall be limited to no more than one temporary window, wall, or ground sign per zoning lot frontage

2. Such signs shall not be illuminated

3. No civic event sign shall exceed six square feet in area or five feet in height unless such greater dimensions are approved by the Village Manager.

4. Such signs shall be displayed for a period of not more than 30 days prior to the event and shall be removed within three days following the conclusion of such event.

5. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date, location, and purpose of the civic event.

6. No civic event signs authorized in this Section shall be permitted except upon the specific prior approval of the Village Manager.—

**Commented [TB23]:** "Civic Event Signs", like real estate, construction, private sale, and political signs, are problematic. Even if content-based restrictions are removed from the definitions, date- or event-based sign approval could be considered content-based. Propose to regulate as "Standard Informational Signs"

#### **D. Official Flags and Emblems**

1. Such signs may be displayed on flagpoles and when so displayed shall not exceed 24 square feet in area.

2. Such signs may be displayed in the form of a wall sign and when so displayed shall not exceed three square feet in area.

**Commented [TB24]:** Propose to move out of sign code

#### **A. Standard Informational Signs**

**1. No standard informational sign shall exceed six square feet in area or four feet in height.**

**2. The total area of standard informational signs on a property shall not exceed 10 square feet.**

**3. Such signs shall not be illuminated.**

**4. Changeable copy is not allowed on standard informational signs.**

**Commented [TB25]:** New sign type

**5. In the R-D zoning district, when a zoning lot has an active building permit, one additional Standard Informational Sign per lot frontage of no more than 12 square feet is permitted. No additional signage during construction is permitted in the R-A, R-B, or R-C zoning districts.**

**6. During the time a property is actively for sale or for rent, one additional Standard Informational Sign per lot frontage is permitted.**

**Commented [TB26]:** Replaces "Construction Sign" type in residential districts. Eliminates content-based restriction.

{00125925.2}

a. In the R-A, R-B, and R-C zoning districts, such signs shall not exceed six feet in height or 6.5 square feet in size.

b. In the R-D district, such signs shall not exceed six feet in height or twelve square feet in size.

c. Such additional Standard Informational signage shall be removed promptly, but in no event later than seven days following the closing on the sale of the property or the execution of a rental lease for the property or, for multi-unit developments or structures in residential districts, within 14 days following the date upon which such development or structure is 90 percent sold or leased.

7. From the date a ballot for any particular national, state, or local election has been certified, until seven days after such election occurs, Standard Informational Signs up to six square feet in size and four feet in height are permitted, with no limitations on total square feet per zoning lot.

8. The Village Manager may approve one additional Standard Informational Sign per lot frontage of no more than five feet in height or six square feet in size after the owner of the lot on which the sign is located has informed the Village of of a civic event, use, or purpose.

**Commented [TB27]:** Replaces "Real Estate Sign" type in residential districts. Eliminates content-based restrictions.

**Commented [TB28]:** Replaces "Political Signs" type in residential districts. Eliminates content-based restrictions.

**Commented [TB29]:** Replaces "Civic Event Signs" type in residential districts. Reduces content-based restrictions. Per the current code, the Village Manager is required to approve Civic Event Signs. This signage could potentially be eliminated if Standard Informational Signage allowances are already sufficient to accommodate civic events. The Village Manager's review could potentially be content-based.

#### F. Private sale signs

1. Such signs shall be non-illuminated
2. Such signs shall be limited to not more than one temporary window, ground, or wall sign per zoning lot frontage
3. Such signs shall not exceed six square feet in area or five feet in height
4. Such signs shall be located entirely on the premises where such sale is to be conducted
5. Such signs shall not be installed more than 24 hours before such sale and shall be removed within 24 hours following the conclusion of such sale.
6. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date and location of the private sale.

**Commented [TB30]:** Proposed to fall under the Standard Informational Sign allowance. No additional allowance proposed for "private sales".

#### G. Real Estate Signs

1. Such signs shall be limited to one wall or ground sign per zoning lot frontage. Such sign may include up to two attachments, neither of which shall exceed 24 inches in width or six inches in height. Such attachments shall be included in a sign's allowable area.
2. Such signs shall not be illuminated
3. In the R-A, R-B, and R-C zoning districts, such signs shall not exceed six feet in height and six square feet in area per zoning lot frontage

**Commented [TB31]:** From Village Attorney: Date/event-based restrictions trigger *Reed*. The Village could focus on the removal of outdated signs by focusing on physical deterioration and/or a time-limit on the posting of temporary signs (where "temporary signs" are defined exclusively on the basis of their physical components and methods of attachment/installation).

{00125925.2}

4. In the R-D zoning district, such signs shall not exceed six feet in height or 12 feet in area per zoning lot frontage

5. Every such sign shall be removed promptly, but in no event later than seven days following the closing on the sale of the property or the execution of a rental lease for the property or, for multi-unit developments or structures in residential districts, within 14 days following the date upon which such development or structure is 90 percent sold or leased.

B. Temporary Use Signs in compliance with Paragraph 5-102 of this Code when approved per Subsection 5-102(C) of this code.

<current Political Signs requirements>

~~12. Political Signs. (Defined 5-105-D-1 (p))~~

~~a. Political Signs of less than six square feet and four feet in height per sign may be located within the lot lines of any lot pursuant to the consent of the lot's owner and the requirements established in this Paragraph 5-105.F.12. (Amended 4-2011)~~

~~b. Unless a Political Sign includes on the sign face the name of the person responsible for the sign, the owner of the lot on which the sign is located shall be deemed responsible for the sign.~~

~~c. Political Signs shall be exempted from any regulations regarding sign colors, but not regulations relating to illumination of signs.~~

~~d. Political Signs are permitted at all times and are exempted from permit requirements at all times but must be maintained in good physical condition. (Amended 4-2011)~~

~~e. Political Campaign Signs of less than six square feet in area and four feet in height per candidate or issue per lot may be displayed. (Amended 4-2011)~~

~~f. Except as provided in Subparagraph 5-105.F.12(g), the total area of Political Signs shall not exceed a total of 30 square feet in area per zoning lot, and the total area of Political Signs that may be located within any required yard is zero square feet. (Amended 4-2011)~~

~~g. Notwithstanding the size limitations contained in Subparagraph 5-105.F.12(f), from the date a ballot for any particular election has been certified until seven days after such election occurs, in addition to the amount of signage authorized in Subparagraph 5-105.F.12(f), Political Campaign Signs that meet the criteria established in Subparagraph 5-105.F.12(e) may be located within the required yard with no limitations on total square feet per zoning lot. (Amended 4-2011)~~

~~h. Political Signs may be window signs or any other structural types permitted in the district, but must comply with the size, total area, and location limitations of this Paragraph 5-105F12. (Amended 4-2011)~~

~~i. Political Signs must be located entirely on private property. No Political sign may be located within a public or private right-of-way. (Amended 4-2011)~~

**Commented [TB32]:** Proposal to regulate these as Standard Informational Signs, with additional allowance during times when a property is for sale or for rent. Eliminate content-based restrictions.

**Commented [TB33]:** Proposed to be regulated as "Standard Informational Signs" without content restrictions

{00125925.2}

2. Business zoning districts. Only the following types of signs are allowed in the business zoning districts in the Village (B-1 and B-2):

#### A. Construction signs

1. Construction signs in the B-1 and B-2 zoning districts are permitted on a zoning lot with an active building permit for a new building
  - a. Construction signs in business districts shall be limited to no more than one wall or ground sign per zoning lot frontage.
  - b. No construction sign may exceed 12 square feet in area.
  - c. No construction sign shall be illuminated.
  - d. Construction signs shall be removed within seven days of the completion of the construction project with which it is associated.
  - e. The party responsible for the maintenance and removal of a construction sign shall notify and provide their contact information the Village prior to the sign's installation.

**Commented [TB34]:** Problematic under *Reed* to allow larger construction signs in commercial districts than in residential. This may be OK with constructions signs, as they could be considered commercial signage.

**Commented [TB35]:** No longer considered signs

**Commented [TB36]:** Proposed to move to "Standard Informational Signs"

#### B. Holiday decorations

1. Such signs shall be displayed for a period of not more than 45 days before nor more than 20 days following the holiday in connection with which they are displayed.
2. Any other code of this Section notwithstanding, such signs may be of any type, number, area, height, location, illumination, or animation as long as they create no safety hazard, nuisance, or adverse impact on adjacent or nearby properties.

#### C. Civic Event Signs

1. Such signs shall be limited to no more than one temporary window, wall, or ground sign per zoning lot frontage
2. Such signs shall not be illuminated
3. No civic event sign shall exceed six square feet in area or five feet in height unless such greater dimensions are approved by the Village Manager.
4. Such signs shall be displayed for a period of not more than 30 days prior to the event and shall be removed within three days following the conclusion of such event.
5. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date, location, and purpose of the civic event.
6. No civic event signs authorized in this Section shall be permitted except upon the specific prior approval of the Village Manager.

**Commented [TB37]:** Proposed to regulate as Standard Informational Signs

#### D. Official Flags and Emblems

1. Such signs may be displayed on flagpoles and when so displayed shall not exceed 24 square feet in area.
2. Such signs may be displayed in the form of a wall sign and when so displayed shall not exceed three square feet in area.

**Commented [TB38]:** No longer considered signs; propose to move out of sign code

{00125925.2}

#### E. Standard Informational Signs

1. No standard informational sign shall exceed six square feet in area or four feet in height.
2. The total area of standard informational signs on a property shall not exceed 10 square feet
3. Such signs shall not be illuminated
4. Changeable copy is not allowed on standard informational signs
5. When there is an active building permit on a zoning lot, one additional Standard Informational Sign per lot frontage of no more than 12 square feet in area is permitted. Such signage shall be removed within seven days of the completion of construction.
6. During the time that a lot or tenant space is actively for sale or for lease, additional Standard Informational Signage is allowed, per the following restrictions:
  - a. Such signs shall be limited to one additional Standard Informational Sign wall or ground sign per building face.
  - b. The total area of signs for each building shall not exceed 24 square feet, and no individual sign shall exceed 12 square feet in area.
  - c. No sign shall exceed six feet in height.
  - d. Additional signs attached to a wall under this provision may be located no higher than the top of the wall of a one-story building or the bottom of the windows in the second story of a multi-story building.
7. The Village Manager may approve one additional Standard Informational Sign per lot frontage of no more than five feet in height or six square feet in size after the owner of the lot on which the sign is located has informed the Village of of a civic event, use, or purpose.

**Commented [TB39]:** Replaces "Construction Sign" type in business districts. Eliminates content-based restrictions

**Commented [TB40]:** Replaces "Real Estate Sign" type in business districts. Eliminates content-based restrictions.

**Commented [TB41]:** Replaces "Civic Event Signs" type in commercial districts. This additional allowance may be unnecessary, as this signage could likely be accommodated under typical Standard Informational Sign and Window Sign allowances

**Commented [TB42]:** See comment above about Civic Event Signs. This section could potentially be eliminated.

**Commented [TB43]:** Proposed to be replaced by "Standard Informational Sign" type and by new window sign regulations, eliminating content-based restrictions. No additional standard informational sign or window signage proposed during private sales. Staff is of the opinion that this signage can be accommodated by Standard Informational and Window signage as proposed.

#### F. Private sale signs

1. Such signs shall be non-illuminated
2. Such signs shall be limited to not more than one temporary window, ground, or wall sign per zoning lot frontage
3. Such signs shall not exceed six square feet in area or five feet in height
4. Such signs shall be located entirely on the premises where such sale is to be conducted
5. Such signs shall not be installed more than 24 hours before such sale and shall be removed within 24 hours following the conclusion of such sale.
6. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date and location of the private sale.

#### G. Real Estate Signs

{00125925.2}

1. Such signs shall be limited to one wall or ground sign per building face, provided that buildings with multiple commercial units for sale or rent may, in lieu of a wall or ground sign on any building face, display one window sign in each commercial unit that is for sale or rent.
2. Such signs shall not be illuminated
3. The total area of signs for each building shall not exceed 24 square feet, and no individual sign may exceed 12 square feet in area.
4. No sign shall exceed six feet in height, except that:
  - a. a wall sign may be located no higher than the top of the wall of a one story building or the bottom of the windows in the second story of a multi-story building;
  - b. a window sign may be located no higher than the windows of the second story of the building; and
  - c. a ground sign may be located no higher than six feet above grade
5. Every such sign shall be removed promptly, but in no event later than seven days following the closing on the sale of the property or the execution of a rental lease for the property or, for multi-unit developments or structures in residential districts, within 14 days following the date upon which such development or structure is 90 percent sold or leased.

H. Temporary Use Signs in compliance with Paragraph 5-102 of this Code when approved per Subsection 5-102(C) of this code

H. Governmental Signs: The content and size of any such sign shall not exceed the requirements of the law, ordinance, or regulation pursuant to which such sign is erected.

#### I. Political signs:

1. Political signs shall comply with the requirements of Standard Information Signs in Subsection E above, except as noted below, except that from the date a ballot for any particular election has been certified until seven days after such election occurs, in addition to the amount of signage authorized in Subparagraph 5-105.F.12(f), Political Campaign Signs that meet the criteria established in Subparagraph 5-105.F.12(e) may be located within the required yard with no limitations on total square feet per zoning lot.

#### J. Awning Signs

1. One awning sign per business establishment storefront is permitted. Business establishments Storefronts with multiple frontages may have one awning sign per frontage.
2. When a business establishment storefront on the first floor a building has no wall sign, an awning sign shall not exceed 1.5 square feet of area per 1 foot of lineal width of it's the storefront.

**Commented [TB44]:** Proposed to be replaced by Standard Informational Sign regulations

**Commented [TB45]:** Proposed to eliminate in commercial districts, as this signage can likely be accommodated by window signage. Residential political signage during election seasons is essentially unlimited. Allowing the same in commercial districts, while giving up the ability to control sign content, is problematic.

**Commented [TB46]:** Replace "business establishment" with storefront to tie signage more closely to location than to content

{00125925.2}

3. Except as described in Subsection 2 above, awning signs shall not exceed six inches in height.
4. Awning signs shall not be illuminated.
5. No such sign shall project above, below, or beyond the physical dimensions of such awning, canopy, or marquee.

#### K. Ground or Pole Signs

1. One joint-identification pole or ground sign, not to exceed 18 feet in height or 100 square feet in area counting all faces, shall be permitted for each shopping center.
2. Except for business establishments located in a shopping center identified by means of a joint identification-pole or ground sign provided in Subparagraph 13(a)(i) of this Section, one pole or ground sign per business establishment shall be permitted under the following conditions:
  - a) When the building in which the business establishment is located is set back at least 15 feet from the street line, or
  - b) When the entrance to the business establishment is on the side or rear of the building, and no wall sign advertises the business.

The maximum height of any such pole or ground sign shall be 12 feet, and the maximum area, counting all faces, shall be 30 square feet; provided, however, that the maximum area of all such pole or ground signs in a shopping center shall not exceed 100 square feet.

3. One ~~identification~~ pole or ground sign not exceeding eight feet in height and one and one-half square feet in area on any face and having not more than two faces shall be permitted on the off-premise parking lot of any business establishment.

#### L. Wall Signs

1. One wall sign per ~~business establishment~~ storefront on the first floor of a building shall be permitted; provided, however, that where a ~~business establishment~~ storefront fronts directly on two or more dedicated streets, one such sign shall be allowed for each such frontage that the storefront business establishment abuts.
2. No wall sign will be allowed for a business establishment on building frontage on which the business establishment has a projecting sign.
3. No wall sign shall exceed 1.5 square feet of area per 1 foot of lineal width of its storefront.
4. No wall sign shall be placed higher than the second-floor windowsill of a building; provided, however, that if the wall area to be covered has no windows or openings, the sign may extend to the full height otherwise permitted for wall signs.

**Commented [TB47]:** Defined in zoning code: A grouping of three or more business establishments on a single **zoning lot** together with an on-premises **parking lot** designed and intended for the joint and common use of all business establishments on the **zoning lot**.

**Commented [TB48]:** "storefront" is better than "business establishment" because it is clearly tied to a physical location, rather than content

#### M. Window signs

{00125925.2}



1. Window signs may not obstruct 20 percent of a window area. For storefronts with multiple frontages, each frontage shall be considered separately when calculating the 20 percent obstruction limit.

Commented [TB49]: Increase to 30% for storefronts without wall signs?

2. Window signs may not be illuminated.

3. Window signs may not be handwritten.

Commented [TB50]: Proposed new policies

4. Signs in windows higher than the first story of a building shall not have backing.

<current window sign regulations>

#### N. Projecting signs

1. Projecting signs are prohibited in the B-2 zoning district.
2. In the B-1 District only, one projecting sign will be permitted for each ~~business establishment~~ storefront on the first floor of a building, provided that where a ~~business establishment~~ storefront fronts directly on two or more dedicated streets, one projecting sign will be allowed for each frontage that the ~~business establishment~~ storefront abuts. Projecting signs will be subject to the following limitations:
  - a. No projecting sign will be allowed for a ~~business establishment~~ storefront on building frontage on which the business establishment that also has a wall sign.
  - b. No projecting sign may exceed 36 inches in height, 42 inches in width, or 2 inches in depth.
  - c. No projecting sign may project more than 48 inches from the wall to which it is attached.
  - d. No projecting sign may be placed higher than the second floor window sill of a building, and the bottom of every projecting sign must be elevated at least eight feet above grade.
  - e. Wherever possible, projecting signs on the same facade must maintain the same top and bottom elevations above grade and, if illuminated, must maintain the same type and intensity of illumination.
  - f. Notwithstanding the restrictions contained in Paragraph 5-105E1 of this Code, a projecting sign may be illuminated by gooseneck lamps on each of its sides, having a halogen or incandescent bulb, so long as the light source is no more than 12 inches from the face of the sign. The lighting element for a projecting sign must not be visible from the street.
  - g. Projecting signs may not be internally illuminated.

#### O. Tent Signs

1. One tent sign per ~~business~~ storefront is permitted ~~during its hours of operation.~~

{00125925.2}

2. Tent Signs shall be ~~placed~~ **located** on the sidewalk directly in front of the ~~business storefront~~, or, if the ~~business storefront~~ does not face the sidewalk, on the sidewalk directly in front of the public entrance to the ~~business storefront~~, provided that the sign must be located in a manner that maintains a straight unobstructed pathway of at least sixty inches on the sidewalk and may not be placed in a parking lot or in the public street.

3. Tent Signs must be constructed of a sturdy frame **capable of withstanding typical winds and may not be used when wind speeds may cause them to become a hazard.**

4. Tent signs must measure no larger than two feet wide and three feet tall per sign face.

5. Tent Signs **may not be located in front of a storefront during hours the business occupying the tenant space is not open.** ~~must be removed from the sidewalk when the business is closed.~~

6. The Village reserves the right to require the temporary or permanent relocation or removal of any Tent Sign if the Village determines in its sole discretion that the sign poses a safety hazard for pedestrian or vehicle traffic.

3. ~~Motor Vehicle Dealers~~ **Highway Frontage zoning district.**

**Commented [TB51]:** Updated to include other uses in the HF district

A. Overall Sign Area Limit: The total area of all signs on a zoning lot shall not exceed one square foot per foot of zoning lot frontage; provided however, that ~~construction signs, real estate signs, joint-identification signs, and signs allowed without a certificate of zoning compliance~~ shall not be counted toward the total allowance gross sign surface area permitted on a zoning lot.

B. Allowable Signs. ~~Signs shall be permitted for motor vehicle dealers in the Highway Frontage District as follows:~~ Only the following types of signs are allowed in the Highway Frontage zoning district (HF) in the Village:

**A. Holiday decorations**

1. ~~Such signs shall be displayed for a period of not more than 45 days before nor more than 20 days following the holiday in connection with which they are displayed.~~

2. ~~Any other code of this Section notwithstanding, such signs may be of any type, number, area, height, location, illumination, or animation as long as they create no safety hazard, nuisance, or adverse impact on adjacent or nearby properties.~~

**Commented [TB52]:** No longer considered signs

**B. Civic Event Signs**

1. ~~Such signs shall be limited to no more than one temporary window, wall, or ground sign per zoning lot frontage~~

2. ~~Such signs shall not be illuminated~~

3. ~~No civic event sign shall exceed six square feet in area or five feet in height unless such greater dimensions are approved by the Village Manager.~~

{00125925.2}

4. Such signs shall be displayed for a period of not more than 30 days prior to the event and shall be removed within three days following the conclusion of such event.

5. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date, location, and purpose of the civic event.

6. No civic event signs authorized in this Section shall be permitted except upon the specific prior approval of the Village Manager.—

#### C. Official Flags and Emblems

1. Such signs may be displayed on flagpoles and when so displayed shall not exceed 24 square feet in area.

2. Such signs may be displayed in the form of a wall sign and when so displayed shall not exceed three square feet in area.

#### E. Standard Informational Signs

1. No standard informational sign shall exceed six square feet in area or four feet in height, except as expressly allowed in this section.

2. The total area of standard informational signs on a property shall not exceed 10 square feet

3. Such signs shall not be illuminated

4. Changeable copy is not allowed on standard informational signs

5. When there is an active building permit on a zoning lot, one additional Standard Informational Sign per lot frontage of no more than 12 square feet in area is permitted. Such signage shall be removed within seven days of the completion of construction.

6. During the time that a lot or tenant space is actively for sale or for lease, additional Standard Informational Signage is allowed, per the following restrictions:

a. Such signs shall be limited to one additional wall or ground sign per lot frontage.

b. No individual sign shall exceed 16 square feet in area.

c. No sign shall exceed 8 feet in height.

d. Additional signs attached to a wall under this provision may be located no higher than the top of the wall of a one-story building or the bottom of the windows in the second story of a multi-story building.

7. The Village Manager may approve one additional Standard Informational Sign per lot frontage of no more than five feet in height or six square feet in size after the owner of the lot on which the sign is located has informed the Village of a civic event, use, or purpose.

#### E. Private sale signs

1. Such signs shall be non-illuminated

**Commented [TB53]:** Moved to Standard Informational Sign section

**Commented [TB54]:** Proposed to be moved out of sign code

**Commented [TB55]:** Replaces "Construction Sign" type in HF district. Eliminates content-based restrictions

**Commented [TB56]:** Replaces "Real Estate Sign" type in HF district. Eliminates content-based restrictions. Proposed policy change: Real estate signage in HF district is currently limited to six square feet, except for multi-unit developments, which allows 16 square feet. Staff is of the opinion that 16 square feet may be appropriate for all lots in the HF district. There is currently no height limit for such signs in the HF district; proposed 8' height limit

**Commented [TB57]:** Replaces "Civic Event Signs" type in HF district. This additional allowance may be unnecessary, as this signage could likely be accommodated under typical Standard Informational Sign and Window Sign allowances. See previous comments about "Civic Event signs" for potential issues with this allowance bonus

{00125925.2}

2. Such signs shall be limited to not more than one temporary window, ground, or wall sign per zoning lot frontage
3. Such signs shall not exceed six square feet in area or five feet in height
4. Such signs shall be located entirely on the premises where such sale is to be conducted
5. Such signs shall not be installed more than 24 hours before such sale and shall be removed within 24 hours following the conclusion of such sale.
6. Prior to the installation of such signs, the owner of the zoning lot on which the sign is to be placed shall notify the Village of the date and location of the private sale.

**Commented [TB58]:** Proposed to eliminate and not add additional allowance in HF district under Standard Informational Signage. Private sales are unlikely in HF district and this could also be accommodated under typical Standard Informational Signage

#### F. Real Estate Signs

1. Such signs are limited to six square feet in size, except for multi-unit developments or structures, which  
Real estate signs shall not exceed 16 square feet per sign face with a maximum of two sign faces.
2. Real estate signs larger than six square feet in area must be removed no more than 14 days following the date upon which the development or structure is 90% sold or leased or one year, whichever is less.
3. Only one real estate sign is permitted per zoning lot.

**Commented [TB59]:** Moved to Standard Informational signage

H. Governmental Signs: The content and size of any such sign shall not exceed the requirements of the law, ordinance, or regulation pursuant to which such sign is erected.

#### I. Political signs.

1. Political signs shall comply with the requirements of Standard Information Signs in Subsection E above, except as noted below, except that from the date a ballot for any particular election has been certified until seven days after such election occurs, in addition to the amount of signage authorized in Subparagraph 5-105.F.12(f), Political Campaign Signs that meet the criteria established in Subparagraph 5-105.F.12(e) may be located within the required yard with no limitations on total square feet per zoning lot.

**Commented [TB60]:** Propose eliminating this from HF district and not adding additional allowance under Standard Informational Signs, per the reasoning noted in the business district regulations above

#### J. Construction Signs.

1. One construction sign is permitted per zoning lot.

#### K. Ground or Pole Signs.

1. One joint-identification sign is permitted per zoning lot frontage. If a joint-identification sign is installed, it shall be counted as a ground or pole sign per Subsection 2 below for determining the number of ground or pole signs allowed on a zoning lot.

**Commented [TB61]:** New clarification

{00125925.2}

2. One ground or pole sign is permitted per 300 feet of zoning lot frontage, or major fraction thereof, to be located within that portion of zoning lot frontage, and not less than 300 feet from any other ground or pole sign on the same zoning lot, but joint identifications signs may be located within 300 feet of ground or pole signs on the same zoning lot
3. Ground or pole signs shall not exceed 100 square feet in area per sign face, nor more than 200 square feet total per zoning lot.
4. Ground signs may not exceed 8 feet in height.
5. Pole signs may not exceed 20 feet in height, provided that the bottom edge of the sign face shall not be less than eight feet above grade.
6. Ground signs shall have a minimum front setback of 15 feet and a minimum setback of six feet from all other lot lines.
7. Pole signs shall have a minimum setback of six feet from all lot lines; provided, however, that a pole sign shall comply with any minimum yard setback.

L. ~~On-Site Informational Sign~~ **Access Safety Sign**. Such signs may be approved by the Plan Commission as part of Exterior Appearance Review for the safe and convenient use of the lot in question, provided that no ~~on-site informational sign~~ **access safety sign** shall exceed four feet in height or five square feet in area.

Formatted: Strikethrough

M. Awning Signs.

1. Such signs may not exceed 100 square feet.
2. No sign identifying an individual tenant of a multi-tenant building shall cover more than 5% of the wall to which it is affixed.
3. Awning signs shall not exceed 20 feet in height.
4. **No such sign shall project above, below, or beyond the physical dimensions of such awning, canopy, or marquee.**

Commented [TB62]: Moved from definitions

N. Wall signs.

1. Wall signs shall not exceed 100 square feet per sign face, nor more than 200 square feet in total per zoning lot.
2. Wall signs shall not exceed 20 feet in height.

O. Window Signs.

1. ~~Window signs shall not exceed 20 percent of the maximum size permitted for any face of a wall sign. The area of signs located in or affixed to the windows of any vehicles parked outside of the showroom on the lot shall not be included in calculating total sign area under this subparagraph.~~

**1. Window signs may not obstruct 15 percent of a window area. For storefronts with multiple frontages, each frontage shall be considered separately when calculating the 20 percent obstruction limit.**

Commented [TB63]: Increase for storefronts without wall signs?

{00125925.2}

**2. Window signs may not be illuminated.**

**3. Window signs may not be handwritten.**

4. Window signs shall not be located higher than in a window on the first-floor level.

Commented [TB64]: Proposed new policies

#### **H. Regulations Applying to All Zoning Districts**

##### **1. Sign area:**

(a) Area to be Included. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign. When a sign has more than one display face, all faces shall be included in determining the area of the sign.

(b) Area of Signs With Backing. The area of all signs with backing shall be measured by computing the area of the sign backing.

(c) Area of Signs Without Backing. The area of all signs without backing shall be measured by computing the area of the smallest regular geometric figures that can separately encompass all words, letters, figures, emblems, and other elements of the sign message.

(d) Area of Signs With and Without Backing. The area of all signs formed by a combination of elements with and without backing shall be measured by combining the area of such elements measured in accordance with the foregoing subparagraphs.

##### **2. Location**

a. Location. Except as otherwise expressly authorized in this Section, no sign shall be located on any lot other than the same zoning lot as the principal use to which it is accessory.

b. Signs on Lots With Multiple Users. When more than one user occupies a zoning lot, the owner of the lot shall be responsible for allocating permitted signage among such users.

c. Sign Spacing. No sign shall be nearer than two feet to any other sign or structure, other than a structure to which it is lawfully attached.

3. Cease of Business. Any sign pertaining to a business which has ceased doing business shall be removed (along with all of its structural elements) by the owner of the property upon which the sign is located within 60 days after the cessation of such business.

4. Minimum Elevation of Certain Signs.

{00125925.2}

- a. The bottom of every wall sign shall be elevated at least eight feet above grade. Whenever possible, wall signs on the same facade shall maintain the same top and bottom elevations above grade.
  - b. The bottom of the structural elements of every awning sign (other than ground supports) shall be elevated at least seven feet above grade, and all other elements of awning signs shall extend at least six and one-half feet above grade.
- 5. Obstruction of Access Ways. No sign or sign structure shall obstruct free ingress to or egress from a fire escape, door, window, or other required access way.
- 6. Obstruction of Window Surface. No sign shall project over, occupy, or obstruct any window surface required for light or ventilation by any applicable provision of the Building Code.
- 7. Illumination.
  - a. Location and Design of Light Source. Whenever an external artificial light source is used for a sign, such source shall be located, shielded, and directed so as not to be directly visible from any dwelling or public street. No receptacle or device housing a permitted light source for a sign shall protrude more than 12 inches from the face of the sign or building to which it is attached.
  - b. Level of Illumination. In no event shall the illumination of any sign, resulting from any internal or external artificial light source, exceed 75 foot-candles when measured with a standard light meter held perpendicular to the sign face at a distance equal to the narrowest dimension of such sign face. All artificial illumination shall be so designed, located, shielded, and directed as to illuminate only the sign face or faces and to prevent the casting of glare or direct light upon adjacent property or streets.
  - c. Signs Adjacent to Residential Areas. Any illuminated sign located within 120 feet of a residential district shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m. except that such sign may remain illuminated during such time as the activity to which the sign pertains is open for business so long as such sign is not a public or private nuisance.
  - d. Floodlights or Spotlights. No sign in the B-1 or B-2 Districts shall be illuminated by a floodlight or spotlight.
- 8. Special Illumination standards in the HF zoning district
  - a. Signs Permitted Without a Certificate of Zoning Compliance : Signs permitted pursuant to Subsection 5-105F shall be illuminated only as permitted in Paragraph 5-105E1.

{00125925.2}

- b. Other Signs : Signs permitted pursuant to this Subsection 5-105J may be illuminated only in compliance with Paragraph 5-105E1 of this Code, except that 175 foot candles shall be the maximum intensity of illumination in lieu of 75 foot candles. Neon or other gas tube illumination is permitted only for window signs.

9. Electrical Elements. All wiring, fittings, and materials used in the construction, connection, and operation of electrically illuminated signs shall be in accordance with the provisions of the Glencoe Village Code.

No metal sign illuminated by any means requiring internal wiring and no electrical fixtures attached to any sign shall be lower than nine feet above grade unless it is grounded by the use of a grounding conductor run with the circuit conductors and is also grounded by being bonded to a grounding electrode at the sign site.

10. Structural Elements. The construction and structural components of all signs shall be in accordance with the standards and regulations of the Glencoe Village Code. All permanent signs shall be constructed of fire-resistant materials and shall be capable of withstanding wind pressures of at least 30 pounds per square foot of surface area and of receiving dead loads based on the actual weight of the structure. In no case shall the structural elements of a pole sign extend above the top of the sign face.



## Signs



### Design Goal:

Clear identification of the building and building use while adding visual interest to the building's architecture.

## DESIGN GUIDELINES FOR SIGNS



### Design Guideline:

**Contribute to an overall sense of high quality design, creativity and distinct identity for the village.**



### Design Elements:

- ☐ Signs should be sized, located, and of a type most efficient to the transmission of its content to the audience it serves. Blade signs are often the best choice for pedestrian environments such as Glencoe's downtown district.
- ☐ A building's architecture often provides guidance for appropriate sign locations on the building.
- ☐ Signs should be in scale and compatible with the proportions and composition of the building, and should not obscure or dominate any architectural features but integrated as far as the overall design.
- ☐ Signs may be effective for site wayfinding or as a gateway element for entrances into business districts
- ☐ Provide a contrast between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.
- ☐ Signs must provide information simply and legibly, and should be limited to identifying the business name and its primary goods and services.

## DESIGN GUIDELINES FOR SIGNS (CONTINUED)



Design the content of the sign to be clearly legible. Source: City of Ithaca, NY Design Guidelines



Simple creative signs that accentuate the building facade. Source: Alexandria VA Design Guidelines.



Awning signs can be simple designs and highlighted with accent lighting.



Projecting signs should attract pedestrians passing by. Source: Alexandria VA Design Guidelines.



Wayfinding Signs enhance the pedestrian experience by clearly identifying key locations and distances.



Gateway Signs create a sense of place within a downtown.





Window area #1

Window area #2

Window area #3







Window area: Approx. 168 sq ft  
Sign area: 21 sq ft  
12.5% window coverage





Window area: 108 sq ft  
Signage area: 8 sq ft  
7.5 % window coverage