

## **CHAPTER 17**

### **SIGNS**

#### **SECTION 17.1 PURPOSE**

The purpose of this Chapter is to regulate signs and to minimize outdoor advertising within the Village so as to:

- A. Recognize that the proliferation of signs is unduly distracting to motorists and nonmotorized travelers, reduces the effectiveness of signs directing and warning the public, causes confusion, reduces desired uniform traffic flow, and creates potential for accidents.
- B. Prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.
- C. Reduce visual pollution and physical obstructions caused by a proliferation of signs which would diminish the Village's image, property values and quality of life.
- D. Recognize that the principal intent of commercial signs, to meet the purpose of these standards and serve the public interest, should be for identification of an establishment on the premises, and not for advertising special events, brand names, or off-premises activities; alternative channels of advertising communication and media are available for advertising which do not create visual blight and compromise traffic safety.
- E. Enable the public to locate goods, services and facilities without excessive difficulty and confusion by restricting the number and placement of signs.
- F. Prevent placement of signs which will conceal or obscure signs of adjacent uses.
- G. Protect the public right to receive messages, especially noncommercial messages such as religious, political, economic, social, philosophical and other types of information protected by the First Amendment of the U.S. Constitution.
- H. The regulations and standards of this Chapter are considered the minimum necessary to achieve a substantial government interest for public safety, aesthetics, protection of property values, and are intended to be content neutral.
- I. Prevent off-premise signs from conflicting with other allowed land uses.
- J. Maintain and improve the image of the Village by encouraging signs of consistent size which are compatible with and complementary to related buildings and uses, and harmonious with their surroundings.
- K. Prohibit portable commercial signs in recognition of their significant negative impact on traffic safety and aesthetics.

**SECTION 17.2 PERMITTED SIGNS**

The number, display area, and height of signs within the various zoning districts shall be in accordance with *Table 17-01, Sign Dimensions and Regulations* and the subsequent requirements of this Chapter.

| Table 17-01<br>Sign Dimensions and Regulations |                     |   |              |                         |             |                    |                       |             |
|--|---------------------|---|--------------|-------------------------|-------------|--------------------|-----------------------|-------------|
|  | WALL OR CANOPY SIGN |   | GROUND SIGN  |                         |             | TEMPORARY SIGNS    |                       |             |
| DISTRICT                                       | Number #            | Max. Size   | Number # (b) | Max. Size per sign face | Max. Height | Max. Size per sign | Total Area per Parcel | Max. Height |
| <b>AG, R-1, R-2, M-F</b>                       | -                   | 10% of front facade for non-residential uses                  | 1            | 24 square feet          | 6 feet      | 6 square feet      | 14 square feet        | 4 feet      |
| <b>O-1, C-1, C-2, I-1</b>                      | 1 per business (a)  | 10% of front façade or 100 square feet, whichever is less (a) | 1            | 72 square feet          | 6 feet      | 24 square feet     | 48 square feet        | 6 feet      |

*Footnotes to the Sign Dimensional Standards and Regulations Table*

(a) One (1) wall sign shall be allowed per business, in addition to any other allowed ground signs. Single businesses located on a corner lot shall be allowed up to two (2) wall signs, one (1) for each front façade. The maximum wall sign area shall not exceed ten percent (10%) of the front facade of the building (any facade which faces a public street), per use or business establishment. However, for a commercial structure containing one (1) use or business establishment, as determined by the Planning Commission, the size of the wall sign may be increased up to the maximum square footage as follows:

|   |                 |
|---|-----------------|
| 201 - 400 linear feet of building frontage facing a public street and having a public entrance        | 150 square feet |
| Greater than 400 linear feet of building frontage facing a public street and having a public entrance | 200 square feet |

(b) Only one (1) ground sign is permitted per use, including uses which occupy more than one (1) parcel and business centers containing more than one (1) business or use, with additional signs

permitted according to the following table, however, no site shall have more than two (2) ground signs, regardless of the number of street frontages or the amount of frontage. Single uses on a single parcel do not qualify for this consideration:

|  |  |
|--|--|
| Frontage along 2 or more rights-of-way                 | 1 sign up to the maximum sign face area shall be allowed along 2 frontages |
| 300 feet of frontage along 1 right-of-way              | 1 ground sign along that frontage  |
| Greater than 300 feet of frontage along 1 right-of-way | 2 ground signs   |

**SECTION 17.3 GENERAL STANDARDS FOR PERMITTED SIGNS**

Signs which are permitted as accessory uses serving a commercial or informational purpose may be permitted subject to the requirements of this Chapter; provided, that no such sign shall be erected or altered until approved by the Building Official/Zoning Administrator and until a sign permit has been issued.

**A. Sign Setbacks.**

1. All signs, unless otherwise provided for, shall be set back a minimum of ten (10) feet from any public or private street right-of-way line or access drive in all districts. This distance shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.
2. Side yard setbacks for signs shall be the same as that required for the main structure or building, provided that all nonresidential signs shall be set back at least one hundred (100) feet from any Residential District.

**B. Location.**

1. All signs shall pertain only to the business or activity conducted on the premises, with the exception of political signs, portable or temporary signs, directional signs, and billboards.
2. Signs shall not be located within any clear vision area, as described in *Section 3.4*.

**C. Design and Construction.** Signs, as permitted in the various zoning districts, shall be designed to be compatible with the character of building materials and landscaping to promote an overall unified and aesthetic effect in accordance with the standards set forth herein. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.

**D. Illumination.**

1. Signs may be illuminated, but only by steady, stationary, shielded light sources directed solely at the sign or internal to it.

2. Use of glaring undiffused lights, bare bulbs, or flames is prohibited.
3. Lighting shall be shielded and/or pointed downward so as not to project onto adjoining properties or thoroughfares.
4. Underground wiring shall be required for all illuminated signs not attached to a building.

**E. Measurement.**

1. The allowable area for signs shall be measured by calculating the square footage of the sign face and any frame or base of other material or color forming an integral part of the display or used to differentiate it from the background against which it is placed as measured by enclosing the most protruding points or edges of a sign within a parallelogram or rectangle.
2. When a sign has two (2) or more faces, the area of all faces shall be included in calculating the area of the sign except that where two (2) such faces are placed back to back, only larger face shall be considered, provided that both faces are part of the same structure, contain the same message and are separated by no more than two (2) feet.
3. For purposes of calculating sign area allowed as a wall sign, the wall sign square footage shall be determined by measuring a parallelogram (box) which includes the portion of the canopy which contains a message, symbol and/or logo (examples are shown on the attached figures).
4. When a sign consists solely of lettering or other sign elements printed, painted or mounted on a wall of a building without any distinguishing border, panel or background, the calculation for sign area shall be measured by enclosing the most protruding edges of the sign elements within a parallelogram or rectangle.

**SECTION 17.4 SPECIFIC SIGN STANDARDS**

- A. Changeable message signs and gasoline price signs may be permitted as part of a wall or ground sign in the C-1 and C-2 Districts, and when associated with a commercial or office use within an O-1 District, in accordance with the following:
1. One (1) changeable message sign or one (1) gasoline price sign shall be permitted per premise.
  2. Message or gasoline price changes may occur electronically or manually.
  3. The area of a changeable message sign or gasoline price sign shall not exceed one-third (1/3) the total area of the sign.
  4. Illumination shall be concentrated within the face of the sign to prevent glare upon adjoining properties and thoroughfares.
  5. Electronic messages or gasoline prices shall not flash, fade in or out, or scroll.

6. Electronic messages or gasoline prices shall be displayed for at least one (1) hour, and changes shall take less than one (1) second.
  7. Any voids or burned out bulb in an electronic display shall be replaced.
  8. Electronic changeable message signs and gasoline price signs shall be at least one hundred (100) feet from any residential district or use.
  9. Electronic changeable message signs and gasoline price signs shall use only one (1) color of lighting or bulbs to prevent nuisances and distractions upon adjoining properties and thoroughfares.
- B. **Directional Signs.** No more than one (1) directional sign shall be permitted for each approved driveway, with a maximum sign area of four (4) square feet per sign, and a maximum height of four (4) feet. Any directional sign which includes a business name, symbol or logo shall be calculated as part of the allowable sign square footage, as specified in the Sign Dimensional Standards and Regulations Table.
- C. **Entrance Signs.** One (1) permanent sign per vehicular entrance identifying developments such as subdivisions, apartment complexes, condominium communities, senior housing complexes, manufactured housing communities, office and industrial parks and similar uses, provided that the sign is set back a minimum of fifteen (15) feet from any property line or public right-of-way is permitted.
- D. **Home Occupation Signs.** One (1) wall sign, not exceeding two (2) square feet in area, non-illuminated, and mounted flat against the façade of the building.
- E. **Portable and Temporary Signs.**
1. Temporary signs shall not be attached to any utility pole or be located within any public right-of-way.
  2. Temporary signs shall not be erected in such a manner than they will or may reasonably be expected to interfere with, obstruct, confuse or mislead traffic, or that creates a hazard of any kind.
  3. Temporary signs may not be posted on private property without first obtaining the permission of the property owner.
  4. Each temporary sign shall be removed within 60 days of placement. Furthermore, no sign may be erected on a single parcel for more than 60 calendar days out of every 120 calendar days.

## SECTION 17.5 EXEMPT SIGNS

The following signs shall not require a building permit, but shall be subject to all other applicable requirements, including size, location, illumination, etc. of this Chapter:

- A. Government signs.
- B. Placards.
- C. Temporary sale signs of four (4) square feet in size or less.
- D. Window signs, provided the total area of all signs within one (1) foot of the window shall not obscure more than fifty (50) percent of the window area.
- E. Political signs.
- F. Historical markers.
- G. Incidental Signs.
- H. Memorial signs or tablets.
- I. Murals.
- J. Signs for essential services.
- K. Signs with address, owner, or occupant name, of up to one (1) square foot in area attached to a mailbox, light fixture or exterior wall.
- L. Flags or insignia of any nation, state, local government, community organization, or educational institution.

#### **SECTION 17.6 NON-CONFORMING SIGNS**

Non-conforming signs are those signs that do not comply with the size, placement, construction or other standards or regulations of this chapter, but were lawfully established prior to its adoption. Signs for which the board of appeals has granted a variance are exempt and shall not be defined as non-conforming. It is the intent of this Chapter to encourage eventual elimination of non-conforming signs in a timely manner. This objective is considered as much a subject of public health, safety and welfare as the prohibition of new signs in violation of this Chapter. Therefore, the purpose of this Chapter is to remove illegal non-conforming signs while avoiding any unreasonable invasion of established private property rights. A non-conforming sign may be continued and shall be maintained in good condition as described elsewhere in this Chapter, however, the following alterations are regulated:

- A. A non-conforming sign shall not be structurally altered or repaired so as to prolong its useful life or so as to change its shape, size, type or design unless such change shall make the sign conforming.
- B. A non-conforming sign shall not be replaced by another non-conforming sign.
- C. A non-conforming sign shall not be reestablished after abandonment as defined in *Section 17.7 Dangerous, Unsafe, Abandoned, and Illegally Erected Signs*.
- D. A non-conforming sign must not be reestablished after damage or destruction if the estimated expense of reconstruction exceeds fifty percent (50%) of the appraised replacement cost as

determined by the Building Official/Zoning Administrator or if fifty percent (50%) or more of the face of the sign is damaged or destroyed.

#### **SECTION 17.7 DANGEROUS, UNSAFE, ABANDONED, AND ILLEGALLY ERECTED SIGNS**

- A. **Dangerous Signs.** Any sign constituting an immediate hazard to health or safety shall be deemed a nuisance and may be immediately removed by the Village and the cost thereof charged against the owner of the property on which it was installed.
- B. **Unsafe Signs.** Any sign that becomes insecure, in danger of falling, or otherwise unsafe but not considered an immediate danger by the Building Official/Zoning Administrator to the health or safety of the public shall be removed or repaired according to the process outline in paragraph e. below.
- C. **Abandoned Signs.** Any sign that advertises a business that has been discontinued for at least ninety (90) days or that advertises a product or service that is not longer offered shall be deemed abandoned. Permanent signs applicable to a business temporarily suspended by a change in ownership or management shall not be deemed abandoned unless the structure remains vacant for at least six (6) months. An abandoned sign shall be removed by the owner or lessee of the premises. If the owner or lessee fails to remove the sign, the Building Official/Zoning Administrator shall initiate the process noted in paragraph e. below.
- D. **Illegally Erected Signs.** The Building Official/Zoning Administrator shall order the removal of any sign erected illegally in violation of this Chapter, according to the process outlined in paragraph e. below.
- E. **Process for Enforcing Violations.** For violations of this Section, the Ordinance Administrator shall notify the owner of the property on which the sign is located. Verbal notices or those sent by first class mail shall be sufficient notice. Where a sign erected in violation of this Chapter is considered dangerous or unsafe, the notice shall inform the owner to remove said sign(s) immediately and property owners of other illegal signs on private property shall be granted a reasonable period of time within which to remove the sign, as determined by the Ordinance Administrator. Should the property owner fail to remove the sign(s) within the time specified, or if a sign is erected within any right-of-way or public property, the Ordinance Administrator, or their designee, shall have the authority to remove the sign, and the property owner shall be liable for the cost thereof.