

Sign Ordinance Amendments

The Issues

- Content-based sign regulations are not enforceable
- Clarification of existing regulations is needed
- Certain provisions are no longer in keeping with best practices

Content-Based Regulations

- Regulations must be content-neutral
 - If the sign must be read to determine whether or not a regulation applies, the regulation will likely be subject to challenge
 - Directional signage (which directs pedestrians and drivers) can still be regulated
- Regulations can still restrict
 - Sign type
 - Location
 - Quantity
 - Size
 - Illumination
 - Installation with/without a permit

Permit Requirements

- The Sign Ordinance includes 2 broad categories of signs:
 - Signs that cannot be installed anywhere
 - Signs that can be installed with or without a permit

Prohibited Signs

- Attention getting devices
- Box signs
- Electronic reader boards (unless planned development)
- Moving or animated signs
- Off-premises signs (unless planned development)
- Outline lighting
- Portable signs
- Roof signs
- Vehicle/trailer signs
- Construction signs (residential)
- Temporary signs (unless otherwise allowed in the Sign Ordinance)
- Any sign
 - Painted directly on a wall, roof or fence
 - On a tree, utility pole or light pole on public property (except government banners)
 - On public property (except governmental signs)
- Any ground sign (or portion of a sign) existing at a height of more than 15' above the grade of an adjacent residential district

Prohibited Signs

- Outline lighting prohibited



Permitted Signs Per Zoning District: Permit Required

	C1	C2/PRI	C3	ORIC
Awning/Canopy	✓	✓	✓	✓
Drive-through	✓**	✓**	✓**	✓**
Monument	✓*	✓		✓
Projecting			✓	✓**
Pylon	✓*			
Sandwich Board			✓	
Permitted Signs (no permit req'd)	✓	✓	✓	✓
Wall	✓	✓	✓	✓
Window	✓	✓	✓	✓

* One monument or one pylon sign, but not both

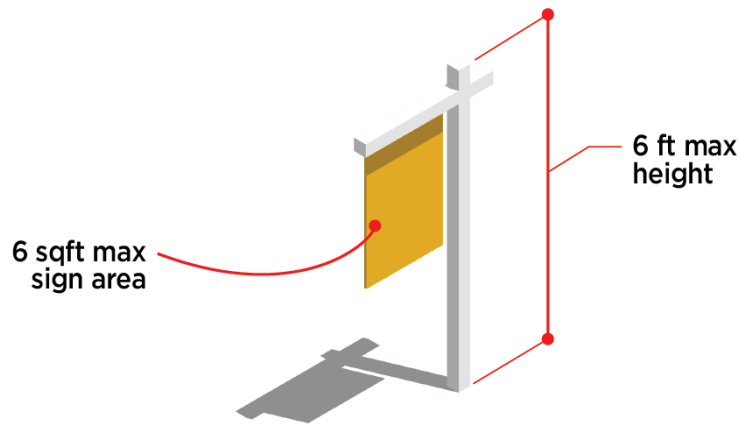
** Only if part of an approved planned development

Permitted Signs: No Permit Required

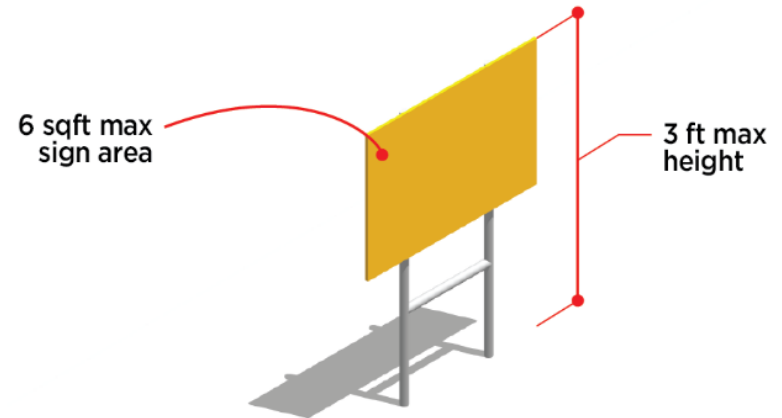
- Governmental signs
- On-site traffic directional signs
- Post signs
- Sandwich board signs
- Yard signs
- Temporary window signs

Permitted Signs: No Permit Required

POST SIGNS

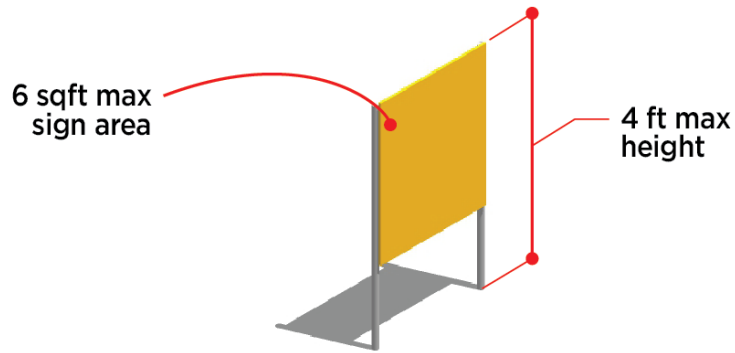


YARD SIGNS

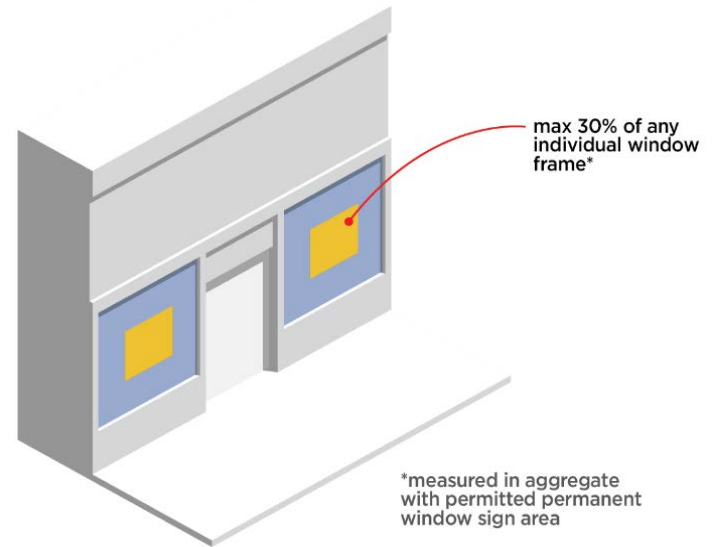


Permitted Signs: No Permit Required

ON-SITE TRAFFIC DIRECTIONAL SIGNS

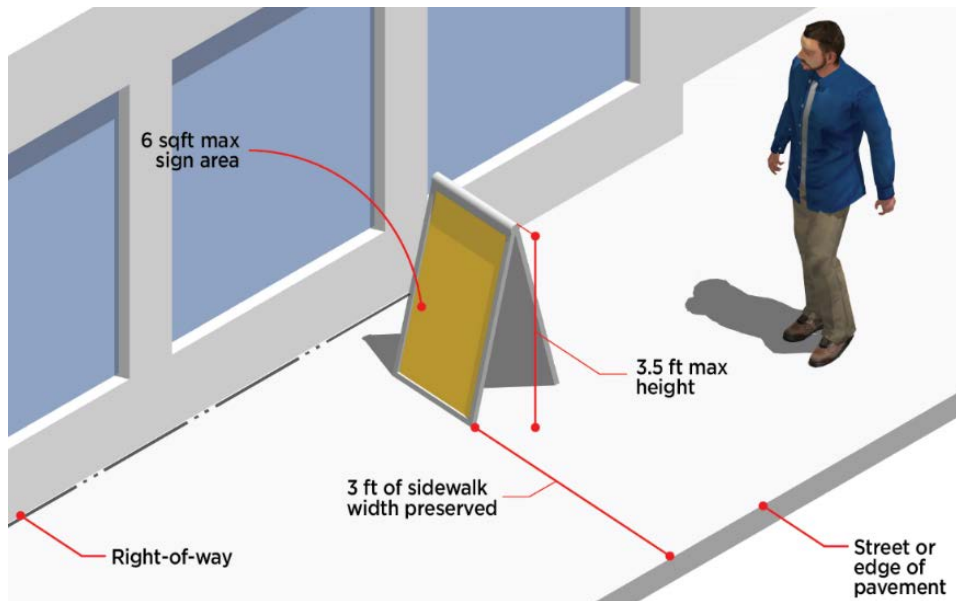


TEMPORARY WINDOW SIGNS



Permitted Signs: No Permit Required

SANDWICH BOARD SIGNS

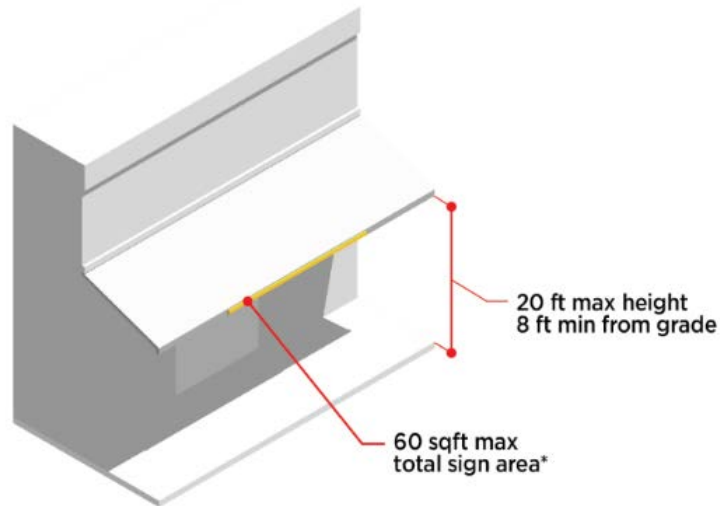


Permitted Signs: Permit Required

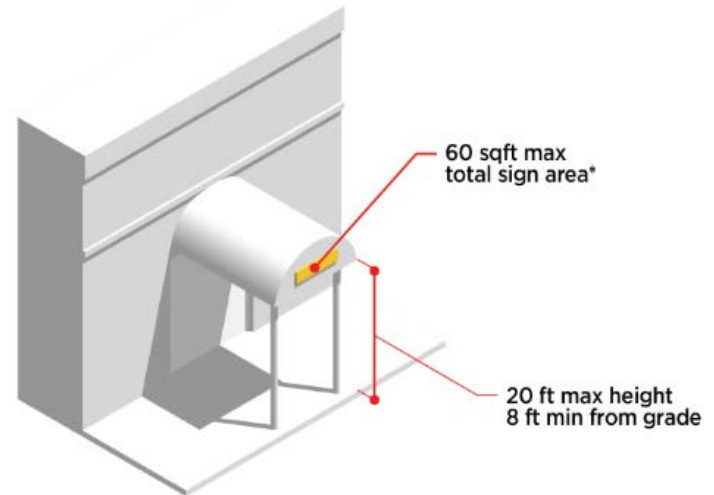
- Awning and canopy signs
- Monument signs
- Pylon signs
- Wall signs
- Window signs
- Drive-through signs

Permitted Signs: Permit Required

AWNING/CANOPY SIGNS



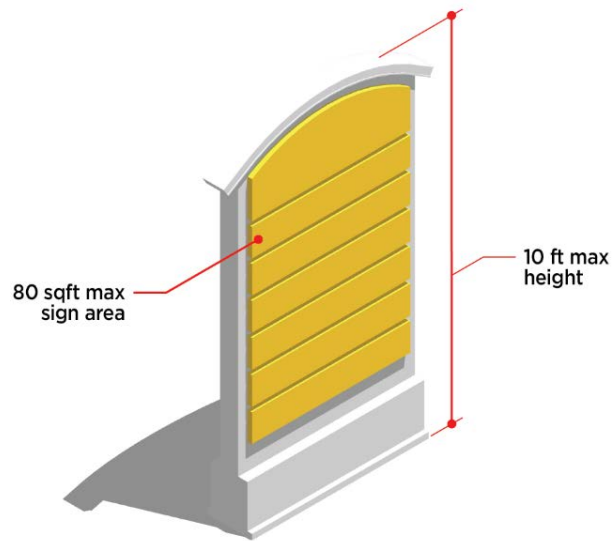
*and no more than 5% of
proportion of awning area
associated with tenant



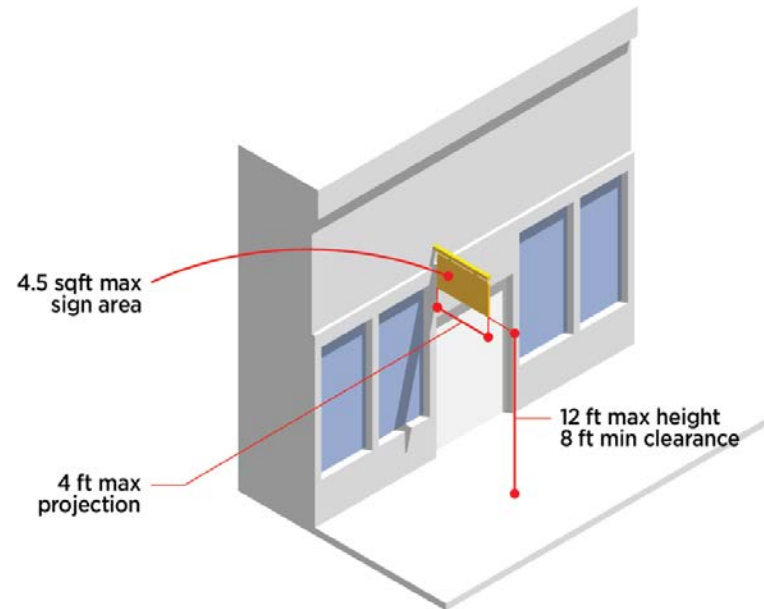
*and no more than 5% of
proportion of canopy area
associated with tenant

Permitted Signs: Permit Required

MONUMENT SIGN

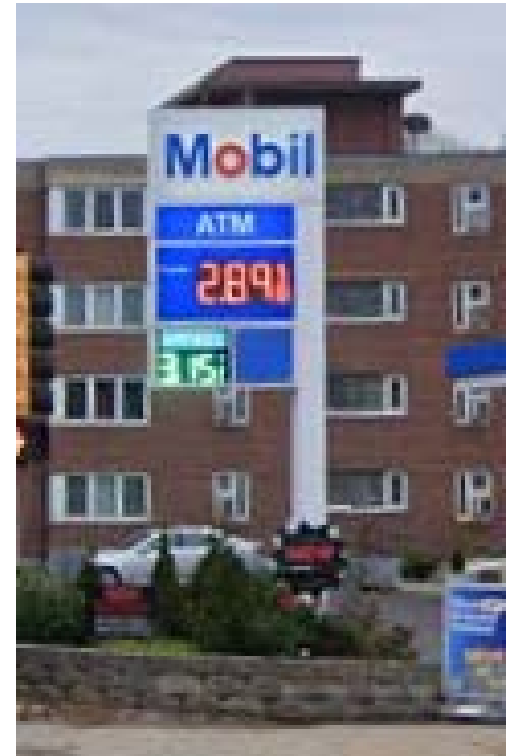
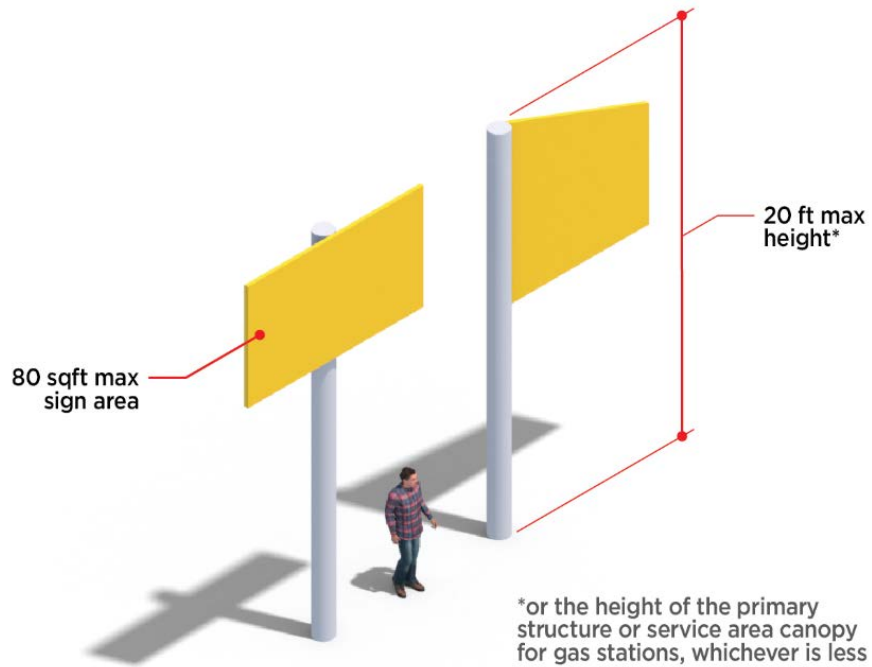


PROJECTING SIGN



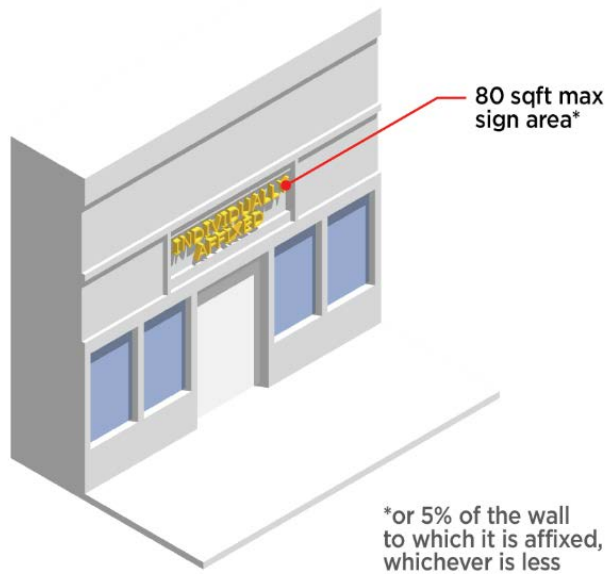
Permitted Signs: Permit Required

PYLON SIGNS

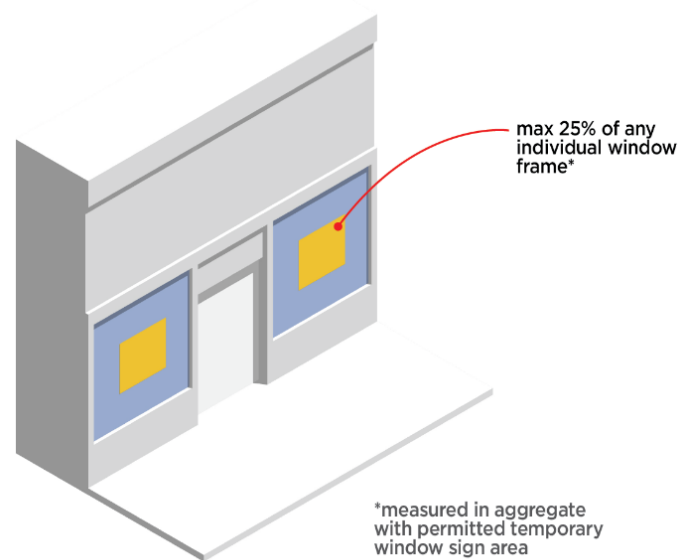


Permitted Signs: Permit Required

WALL SIGN



PERMANENT WINDOW SIGN



Additional Amendments

- Area calculations



Measurement of sign
area with backing



Measurement of sign
area without backing



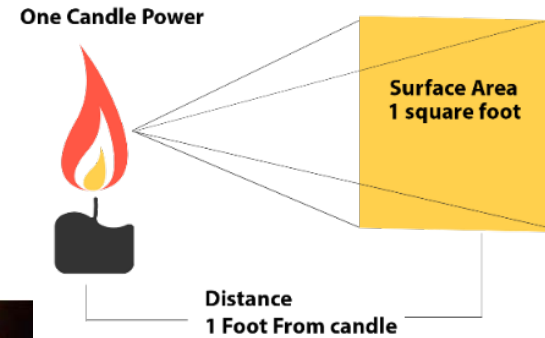
Measurement of sign
area with backing



Measurement of sign
area without backing

Additional Amendments

- Foot candles = lighting intensity



Additional Amendments

- Violations
 - Previously only applicable to temporary signs
 - Amended regulations propose to make this language applicable to all signs
- Temporary Signs
 - Amended regulations include banners as temporary signs and increased the number of banners allowed per year from 2 to 3

Nonconformities

- Grandfathering
 - Signs that were legally erected under the Village's current regulations that are made nonconforming by the passage of amended regulations will become legally nonconforming signs
 - Legal nonconforming signs are grandfathered and can be maintained; once removed they may only be replaced with conforming signs.
 - E.g. Box signs



Next Steps

- The proposed amendments have been referred to the Economic Development Commission for review
- The Economic Development Commission is asked to recommend that the amended sign regulations be approved by the Village Board of Trustees