

ARTICLE 15. SIGNS

CURRENT CODE	REORGANIZED CODE PROVISIONS
§9-106	<p>15.1 PURPOSE</p> <p>The regulation of signs by this Code is intended to promote and protect the public health, safety and welfare by:</p> <ul style="list-style-type: none">A. Reducing the depreciation of property values caused by signs that are incompatible with surrounding land uses.B. Creating a more attractive economic and business climate within the office and commercial areas of the Village.C. Enhancing and protecting the physical appearance of all areas of the Village.D. Protecting signs from obstruction by other signs.E. Reducing the distractions, obstructions and hazards to pedestrian and auto traffic caused by the indiscriminate placement and use of signs.
§9-106	<p>15.2 SCOPE</p> <p>The regulations of this Article 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 Article relate to the location of signs, by function and type, within zoning districts and shall be in addition to provisions of the Hinsdale Building and Electrical Codes applicable to the construction and maintenance of signs. Article 18 contains regulations concerning the use and termination of nonconforming signs.</p>
<p>Language regarding the “visibility” of signs is unnecessary and confusing. A sign regulated as a structure within a Zoning Code would be required to be visible from the “street, sidewalk, or public or private common open space.” Interior signs are not and should not be regulated by zoning.</p>	
§9-106	<p>15.3 SIGN PERMIT REQUIRED</p> <ul style="list-style-type: none">A. Except as expressly provided in Section 15.6, no sign shall be erected, enlarged, expanded, altered, relocated, or maintained unless a sign permit shall have first been issued in accordance with the provisions of Section 4.8.B. No sign permit shall be required for 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. This exception does not permit a change of the message on any sign without a sign permit.C. Signs located in the DR Overlay District shall also be subject to the standards and regulations applicable to that district.

The current Code does not require identification tags on the sign, which assists in enforcement of the sign code. If the Village is interested, such ID information requirements typically read: "Every sign or other advertising structure must have painted in a conspicuous place, in letters no less than one (1) inch in height, the date of erection, the sign permit number (to be installed on the sign by the sign company), and the electrical permit number (to be installed on the sign by the electrical contractor) and voltage of any electrical apparatus, if applicable."

Item 15.3.B: This regulation is unclear and potentially onerous. Typically signs designed specifically with a surface for a changeable message are considered exempt from sign permits to change that message. However, if this is referring to changing the sign face (for example, from one company to another) this should require a sign permit. An additional confusion is that, except "accessory to a theater," changeable message signs are prohibited.

§9-106

15.4 DIMENSION MEASUREMENT**A. Computation of Sign Area**

1. 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.
2. The area of the supporting structure or bracing of a sign shall be consistent with the sign it supports and location in which it is placed. When a sign has more than one (1) display face, all faces shall be included in determining the area of the sign.
3. The measurement of sign area shall be as follows:
 - a. The area of all signs with backing shall be measured by computing the area of the sign backing.
 - b. The area of all signs without backing shall be measured by computing the area of the smallest single regular geometric figure that can encompass all words, letters, figures, emblems, and other elements of the sign message.
 - c. 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 above.

Sign height measurement must be established for all signs. Sign height measurement should be distinguished for ground/pylon signs, and those mounted on buildings. This is necessary to verify consistent compliance with sign height and sign clearance requirements.

§9-106

15.5 GENERAL CONSTRUCTION AND DESIGN STANDARDS

The following general standards shall apply to all signs.

A. Placement

1. ~~Except as provided in this Paragraph,~~ No sign, except governmental

signs, decorative post signs and those specifically authorized in this Article, shall be placed in or extend into or over any public property or public right-of-way. Any sign placed on public property without authorization may be removed without notice.

2. No sign may be erected on private property without prior consent of the owner and, when applicable, approval of a sign permit.
3. No sign or sign structure shall obstruct free ingress to or egress from a fire escape, door, window or other required access way.
4. No sign shall project over, occupy, or obstruct any window surface required for light or ventilation by any applicable provision of the Hinsdale Building Code.
5. No sign shall be maintained at any location where by 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.
6. No sign, nor any part of a sign other than a supporting pole or brace no greater than eighteen (18) inches in width or diameter, shall be located lower than eight (8) feet from grade within the area of any sight triangle as defined in Title 7, Chapter 1, Article D of the Village Code.
7. No sign shall be nearer than two (2) feet to any other sign or structure, other than a structure to which it is lawfully attached.

B. Illumination

1. 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 public street or private residence.
2. No receptacle or device housing a permitted light source for a sign shall protrude more than eighteen (18) inches from the face of the sign or building to which it is attached.
3. In no event shall the illumination of any sign, ~~resulting from any whether~~ from an internal or external artificial light source, exceed fifty (50) footcandles 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 designed, located, shielded and directed to illuminate only the sign face or faces and to prevent casting glare or direct light upon adjacent property or streets.
4. In no event shall any signs located in the single-family residential districts be illuminated.
5. Any illuminated sign located on a lot abutting or across a street and visible from any residentially zoned area shall not be illuminated between the hours of 10:00 pm and 7:00 am, unless the activity to which the sign

~~pertains is open for business after 10:00 pm or before 7:00 am, so long as such sign is not a public or private nuisance, 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.~~

6. Exposed neon and other gas tube signs are prohibited.
7. No internally illuminated sign shall have a translucent background. Only the sign message shall permit transmission of any light through the sign face.

C. Landscaping

All pylon signs shall be located within a landscaped area of not less than fifty (50) square feet in area.

D. Color

No sign shall employ more than three (3) colors. For purposes of this Paragraph, black and white shall be considered to be colors except when either is used only as the background of a sign.

E. Maintenance

1. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including its illumination sources, in compliance with this Code and all applicable laws, in a safe and secure condition, and in a neat and orderly condition and good working order at all times, and to prevent the development of any rust, corrosion, rotting, or other deterioration in the physical appearance or safety of such sign. The premises ~~ground and pylon~~ around all signs shall be kept clean and free of all rubbish and weeds.
2. Notwithstanding any other provision of this Article, no sign shall be 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.

F. Multiple Users on a Zoning Lot

When more than one (1) user occupies a zoning lot, the owner of the lot shall be responsible for allocating permitted signs among the users.

Item 15.5.A.7: Is this provision enforced? What type of signs does this apply to? For instance, a window sign and a wall sign may be less than 2 feet apart. Generally good sign regulations tend to control the location of signs on a zoning lot by the specific types. This provision can create more difficulties than actually preventing sign clutter.

Item 15.5.B.5: An issue with this item is what determines illumination to be a nuisance. It is understandable that a sign should be able to be illuminated during business hours. If it complies with all of the sign regulations then it should not be a nuisance. By leaving the standard vague, there is opportunity for subjectivity and conflict.

Item 15.5.C: This is a very large requirement for a landscaped area around a sign, especially if such sign is located separately from other landscaped areas. The Technical Review Report contains alternative landscaping requirements that are less onerous and also distinguish the landscaping for a monument sign, which may have a decorative base and not require landscaping, from that of a pylon sign.

Item 15.5.D: We would recommend against this provision. Sign controls must be cautious of First Amendment issues and the limitation of colors can infringe upon this. For instance, certain company logos have specific colors used – often these colors are created in specific inks. If a logo exceeds three colors but the Code prohibits that, there could be a case of infringing on the applicants First Amendment rights. What many communities do to limit visual clutter on a sign face is the use of an “items of information” restriction. An example of such language is included in the Technical Review Report.

Item 15.5.F: Have there been any issues in the practical application of this provision? As described in the Technical Review Report, a master sign plan would be an effective way to implement a similar requirement to achieve the same end – a coordinated appearance among signs in a multi-tenant development.

Wind pressure and direct load requirements are needed. There is no information in the current Code; however, there may be language in the Building Code, similar to the following: “All signs must be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot and receive dead loads as required by the Building Code.”

There are no provisions for glass or lettering used in sign construction, which are included for safety reasons. Typical provisions are: 1) “Glass forming any part of a sign must be wired glass or safety glass.” and 2) “All letters, figures, characters or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign must be safely and securely built or attached to the sign structure.”

§9-106

15.6 SIGNS EXEMPT FROM SIGN PERMIT REQUIREMENTS

The following types of permanent and temporary signs are exempt from sign permit requirements. Such signs must comply with all applicable construction and design standards of this Code, as well as any additional standards below. Except as regulated by Subsection E. of this Section and as expressly prohibited in Subsection G. of this Section, and notwithstanding any other contrary provisions of this Code, the following signs may be erected and maintained in any district without obtaining a Sign Permit or paying the fee required for such Permit, subject to the following limitations: These signs are permitted in all districts, unless otherwise indicated below.

A. Bulletin Boards

1. Bulletin boards shall be limited to no more than one (1) sign per zoning lot, shall be in a wall or ground sign structure, shall be no more than fifteen (15) square feet in area, and shall be permitted only in connection with public, religious and civic institutions. Bulletin boards are prohibited in residential districts.
2. No bulletin board shall be closer to any property line abutting a street than ten (10) feet or closer to any other lot line than six (6) feet, unless mounted upon a wall. No bulletin board ground sign, or any supporting structure on which the bulletin board ground sign is located (other than a wall that is part of an existing structure), shall be closer to any street line than 10 feet or closer to any other lot line than six feet.
3. No bulletin board ground sign shall be more than four (4) feet in height

and no supporting structure on which a bulletin board is located, other than a wall that is part of an existing structure, shall be more than eight (8) feet in height.

B. Civic Event Signs

1. Civic event signs do not require a sign permit or payment of a sign permit fee, but no civic event sign authorized in this Section shall be permitted unless approved by the Village Board.
2. Civic event signs shall be limited to no more than one (1) sign per zoning lot and shall be in a wall or ground sign structure. No such sign shall be larger than fifteen (15) square feet in area.
3. Such signs shall be displayed for a period of not more than fourteen (14) days unless specifically approved for a longer period of time by the Village Board ~~upon after application filed therefor.~~
4. Civic event signs may extend on, into or over a public right-of-way upon the specific prior approval ~~by~~ of the Village Board on the basis of need, impact on pedestrian and vehicular traffic, and impact on surrounding property.

C. Government Signs

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

D. Holiday Decorations

1. Holiday decorations shall be displayed for a period of not more than forty-five (45) days before, nor more than twenty (20) days following the holiday in connection with which they are displayed.
2. Holiday decorations may be of any type, number, area, height, location, illumination or animation so long as they create no safety hazard, nuisance or adverse impact on the adjacent properties.

E. Memorial Signs

Memorial signs shall be limited to no more than one (1) sign per zoning lot, shall be in a wall or ground sign structure, shall be made of durable materials such as bronze, stone or concrete, shall not be illuminated, and shall not exceed three (3) square feet in area. No ground sign structure shall be higher than four (4) feet, nor closer to any lot line than six (6) feet.

F. Nameplates

Nameplates shall be limited to no more than one (1) sign per occupancy, shall be in a wall, ground, or awning or canopy valance sign structure, shall be no more than one (1) square foot ~~one hundred forty-four (144) square inches~~ in area and shall not be illuminated. No ground sign shall be higher than four (4) feet, nor closer to any lot line than six (6) feet.

G. Official Flags and Emblems

1. Official flags and emblems displayed on flagpoles shall not exceed twenty-four (24) square feet in area.
2. Official flags and emblems displayed as wall signs shall not exceed three (3) square feet in area.

H. On-Site Information Signs

On-site information signs shall be limited as follows:

1. On-site information signs shall be wall or ground sign structure only.
2. On-site information signs are limited to three (3) square feet, except in the B-3 District on a lot abutting an intersection including Ogden Avenue where one (1) such sign may be twenty-one (21) square feet in total sign area.
3. On-site information signs are limited to four (4) feet for ground signs and fifteen (15) feet for wall signs.
4. Illumination is permitted only as necessary to accomplish the intended purpose of such sign.
5. An on-site information sign shall only provide information and directions necessary or convenient for persons coming on the property, including entrances and exits, parking areas, one-way drives, rest rooms, pick-up and delivery areas, and the like, except for lots in the B-3 District abutting Ogden Avenue, which may include the name of the business or tenant occupying the lot. ~~Text is permitted only as provided in the definition of an on-site information sign of this Code, except that one (1) such sign located on a lot in the B-3 District abutting Ogden Avenue may include the name of the business or tenant occupying such lot.~~

I. Political Signs

Political signs shall be:

1. Limited to one (1) sign of not more than four (4) square feet in area per zoning lot.
2. Located entirely on private property pursuant to the owner's consent.
3. Erected no more than thirty (30) days before the election and shall be removed within seven (7) days following such election.

J. Private Sale Signs

Private sale signs shall be:

1. Limited to no more than six (6) square feet in area.

2. Located entirely on the premises where such sale is to be conducted.
3. Clearly marked with the name, address and telephone number of the person responsible for the removal of the sign.
4. Erected no more than twenty-four (24) hours before the sale, and removed within twenty-four (24) hours following the conclusion of such sale.
5. No ground sign shall be higher than four (4) feet, nor closer to any lot line than six (6) feet.

K. Private Warning Signs

Private warning signs shall be:

1. Limited to two (2) square feet in area for each sign.
2. Limited to the number necessary to accomplish the intended purpose.
3. Illuminated only as required to accomplish such purpose.

L. Real Estate Signs

Such signs shall be limited to one (1) single- or double-faced, non-illuminated sign subject to the following:

1. Maximum ~~gross surface~~ sign area is limited as follows:
 - a. *Single-family residential, individual lots*: No more than four (4) square feet per sign face.
 - b. *Single-family residential, multi-lot developments*: No more than four (4) square feet per sign face per zoning lot located in the development, up to a maximum of sixty-four (64) square feet.
 - c. *Other ~~districts~~ uses*: No more than sixty-four (64) square feet.
2. Every real estate sign shall be removed within five (5) days following the execution of a sales contract or rental lease of the property. For multi-unit developments or structures, the first to occur of either real estate sign shall be removed fourteen (14) days following the date upon which such development or structure is ninety percent (90%) sold or leased or six (6) months after the sign was erected, whichever occurs sooner.
3. Signs displayed for longer than six (6) months must obtain a sign permit pursuant to applicable district regulations.
4. The name, address and telephone number of the person responsible for such removal shall be clearly marked on the sign.
5. Real estate "sold by" signs are prohibited. ~~shall not be permitted pursuant to this Paragraph.~~

M. Temporary Sign (General)

1. No temporary sign shall be illuminated.
2. No temporary sign shall be erected for a period of more than sixty (60) days, unless otherwise limited by this Code. Temporary signs may be erected for a longer period when the applicant has an application pending with the Village for a sign permit, but only during such period.
3. All temporary signs shall be marked with their first day of display and the last day of display ~~that is permitted by this Code~~.
4. Any temporary signs ~~not listed below that are not temporary-use signs or temporary window signs in compliance~~ must comply with all applicable district sign regulations.
5. Temporary signs shall comply with, and shall be counted toward, the maximum gross surface area of signs permitted, and shall not qualify as additional permissible sign area or serve to increase the maximum gross surface area of signs allowed.

N. Temporary Signs for Temporary Uses

Temporary signs that are approved as part of a temporary use, as described in Section 14.7 (Temporary Uses) shall be:

1. Located on the same zoning lot as the temporary use.
2. Limited to no more than one (1) per street frontage and set back at least six (6) feet from the front lot line.
3. Limited to six (6) square feet in area in any residential district or twenty (20) square feet in area in any other district.
4. Of sturdy construction.
5. Not detrimental to the character of the area.
6. Erected no sooner than twenty four (24) hours before the commencement of the temporary use and removed within twenty four (24) hours following the termination of the temporary use. All such signs shall be marked with their first day of display and the last day of display that is permitted by this Code.

O. Temporary Window Signs

Temporary window signs are subject to the following:

1. The aggregate area of temporary window signs shall not exceed ten percent (10%) in the B-2 District, or twenty-five percent (25%) in all other districts, measured by the area of the window in which they are exhibited.
2. Temporary window signs shall not block any window area required for light, ventilation or emergency exit by any applicable code.

3. No temporary window signs shall be illuminated.
4. No temporary window signs shall be erected for a period of more than fourteen (14) days.
5. All such signs shall be marked with their first day of display and the last day of display ~~that is permitted by this Code.~~

Item 15.6.B.1: Is this how the process currently operates? It seems to be, from gathering all provisions, that these signs are exempt from sign permits and fees but still require a presentation to the Board for approval. This seems confusing. The way civic event signs are actually treated by staff and the Board should be codified.

Item 15.6.D: Many communities use a similar standard but have found enforcement to be onerous and generally not favored by the community (i.e., forcing someone to take their Christmas display down by January 14th). Often communities choose to stay silent on these types of decorations for these reasons.

Item 15.6.G: We would advise against this as some courts have held that limiting the size of flags is unconstitutional, even though 24sf is quite large for flagpoles. In order to control flag size, the Village can control flagpole height. Reasonably sized flags can be maintained on a 35 foot flagpole height. "Wall" flags are limited to 3sf, which may again be a suspect regulation and is very small. What is the intent of the small size?

Item 15.6.H.4: This is very vague and should either be clarified or subject to the general illumination standards of this Article.

Item 15.6.I: These regulations should be enhanced to address two additional situations with constitutional ramifications: 1) non-commercial signs - political signs not related to an election (for example, "support our troops") and 2) specifically stating that persons wishing to erect a political sign on their property larger than 4sf must apply for a sign permit.

Item 15.6.M.2: What does the exemption mean? Is an applicant permitted to erect a temporary sign before they obtain a permit? Or is this in lieu of approval of a permanent sign permit? An extension should not be granted for an indefinite period, but rather limited by the Village Board, Plan Commission or other administrator.

Banners appear to be considered a temporary sign exempt from permit requirements. However, the Village has an adopted fee schedule that requires a permit and fee payment for banners. This should be clarified in the Code. The Village should evaluate if other types of temporary signs should require a permit and fee as well.

§9-106

15.7 PROHIBITED SIGNS

It is unlawful to erect or maintain any of the following signs:

The following signs, as well as all other signs not expressly permitted by this Section, are prohibited in all districts and shall not be erected, maintained or, except as provided in Section 10-106 of this Code, permitted to continue in any district:

- A. Advertising signs.
- B. Attention-getting devices.
- C. Awning signs, canopy signs and marquee signs. Nameplate signs on awning

**CURRENT
CODE****REORGANIZED CODE PROVISIONS**

or canopy valances are not considered awning signs, canopy signs and marquee signs.

- D.** Changeable message signs, except when accessory to a theater. Changeable message signs do not include bulletin boards or public service signs.
- E.** Off-premises identification signs, except in the HS Health Services District.
- F.** Moving or animated signs, except public service signs as expressly authorized in this Article.
- G.** Portable signs, unless approved in connection with temporary uses pursuant to Paragraph F13 of this Section.
- H.** Roof signs.
- I.** Abandoned signs. Abandoned signs shall be removed within thirty (30) days following cessation of the relevant activity.
- J.** Any sign on a tree or utility pole, whether on public or private property, unless house numbers are located on a tree which is located entirely on private property.
- K.** Any sign painted directly on a wall, roof or fence.
- L.** Any sign using reflective paint or tape, other than a governmental sign or a warning sign.
- M.** Any sign displaying the price of any goods or services or any interest rate, other than a temporary window sign.
- N.** Any sign in the shape of any product.
- O.** Flashing, blinking or signs with intermittent lights, except for public service signs when permitted by this Article.

Item 15.7: In order to be as effective as possible, a prohibited sign list should be as “clean” as possible – i.e., the signs are prohibited throughout Hinsdale no exceptions. Many of the signs below have exceptions. This means that these signs are not, in effect, prohibited but rather limited to certain districts. They should be removed from this list. There are also some additional signs the Village may want to consider prohibiting:

- **Signs of an obscene nature.**
- **Signs placed or painted on parked vehicles where the primary purpose is to advertise a product or service, or to direct the public to a business or activity located on or off the premises are prohibited. Signs displayed on trucks, buses or other vehicles, which are being operated and stored in the normal course of a business, such as signs indicating the owner or business that are located on delivery trucks, moving vans and rental trucks, are permitted, provided that the primary purpose of such vehicles is not the display of signs, and that they are parked or stored in areas appropriate to their use as vehicles.**
- **Signs which constitute a traffic hazard, including those signs that:**
 - **Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.**

**CURRENT
CODE**

REORGANIZED CODE PROVISIONS

- Interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal or device because of its position, shape or color, including signs illuminated in red, green or amber color to resemble a traffic signal.
- Make use of the words STOP, LOOK, DETOUR, DANGER or any other word, phrase, symbol or character in a manner that misleads, interferes with, or confuses traffic.

Item 15.7.D: This is confusing. The prohibition on changeable copy should be confirmed and this section revised.

Item 15.7.G: Most communities prohibit portable signs altogether.

Item 15.7.M: This is not advisable as it is a content regulation and in violation of First Amendment rights.

There are a number of issues related to signs that require a permit in the zoning districts. These can be found in the Technical Review Report. Best practices also require that, as districts are revised, sign standards must be re-evaluated.

§9-106

15.8 SIGNS IN THE RESIDENTIAL DISTRICTS

The following types of signs are permitted in the residential districts subject to the regulations of the following table. All such signs require sign permit requirements.

SIGN REGULATIONS	
SIGN TYPE	RESIDENTIAL DISTRICTS
	R-1, R-2, R-3, R-4, R-5 & R-6 DISTRICTS
Construction Sign	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 4sf per lot, up to 64sf max</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>
Ground Sign	<i>Prohibited</i>
Wall	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 2sf</p> <p>Maximum Height: 15', but no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>
Public Service	<i>Prohibited</i>
Awning/Canopy Valance Sign	<i>Prohibited</i>
Permanent Window Sign	<i>Prohibited</i>
Projecting Sign	<i>Prohibited</i>
Decorative Post Sign	<i>Prohibited</i>
Pylon Sign	<i>Prohibited</i>

§9-106

15.9 SIGNS IN THE BUSINESS DISTRICTS

The following types of signs are permitted in the business districts subject to the regulations of the following table. All such signs require sign permit requirements.

SIGN REGULATIONS			
SIGN TYPE	BUSINESS DISTRICTS		
	B-1	B-2	B-3
Construction Sign	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>
	Need height, setback limits	Need height, setback limits	Need height, setback limits
Ground Sign	<p>Maximum Number of Signs: 1 per street frontage</p> <p>Maximum Sign Area: 50sf per face no, more than 2 faces</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 5' from front & corner side lot line, & 10' from rear & interior side</p>	<p><i>Prohibited</i></p>	<p>Maximum Number of Signs: 1 sign unless the lot abuts Ogden Ave. but does not have direct vehicle access from Ogden Ave. then 2 signs where 1 sign is used to direct customers to the entrance of the business</p> <p>Maximum Sign Area: 50sf per face, no more than 2 faces</p> <p>Maximum Height: 8' for first sign, 6' for second sign</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>
Wall	<p>Maximum Number of Signs: 1 per user having a separate entrance; when more than one exterior wall fronts on public street or parking lot, then 1 per wall</p> <p>Maximum Sign Area: See Section 15.12.A</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>

SIGN REGULATIONS			
SIGN TYPE	BUSINESS DISTRICTS		
	B-1	B-2	B-3
	shall maintain the same top & bottom elevations above grade		
Public Service	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 15sf per sign face, no more than 2 faces</p> <p>Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 15sf per sign face, no more than 2 faces</p> <p>Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 15sf per sign face, no more than 2 faces</p> <p>Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals</p>
	Need height limit	Need height limit	Need height limit
Awning/Canopy Valance Sign	<p>Maximum Number of Signs: 1 per user having a separate entrance; when more than one exterior wall fronts on public street or parking lot, then 1 per wall</p> <p>Maximum Sign Area: See Section 15.12.A</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window; may be higher with approval of special use permit</p> <p>Additional Requirements: - Must be 8' above grade</p>
Permanent Window Sign	<p>Maximum Number of Signs: 1 per user having a separate entrance; when more than one exterior wall fronts on public street or parking lot, then 1 per wall</p> <p>Maximum Sign Area: See Section 15.12.A</p> <p>Maximum Height: No higher than window on lowest level, excluding basement</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: No higher than window on lowest level, excluding basement</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: No higher than window on lowest level, excluding basement</p>
Projecting Sign	<i>Prohibited</i>	<p>Maximum Number of Signs: 1 sign for each building of no more than two faces for businesses located above the ground floor, and for businesses with pedestrian access via an alleyway. A second projecting sign is permitted for a building with 50' or more frontage with businesses not on the ground floor plus an additional sign for each additional 50' of frontage for businesses not on the ground floor.</p> <p>Maximum Sign Area: 3sf per face; each face must have a horizontal dimension of 24" & a vertical dimension of 18"</p> <p>Minimum Clearance:</p>	<i>Prohibited</i>

SIGN REGULATIONS			
SIGN TYPE	BUSINESS DISTRICTS		
	B-1	B-2	B-3
		8' Maximum Height: Top edge of sign 20' & no higher than bottom of second floor window Maximum Projection: 3' from the face of the building Additional Requirements: - Shall not be mounted on awnings, canopies or marquees - Shall be located near the ground floor entrance to the upper levels of the building - May contain more than 1 business name	
Decorative Post Sign	<i>Prohibited</i>	Maximum Number of Signs: 1 sign Maximum Height: 8' but the Village may approve higher Permitted Location: Permitted on each end of Harrison Place for each business on Harrison Place	<i>Prohibited</i>
Pylon Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>

§9-106

15.10 SIGNS IN THE OFFICE DISTRICTS

The following types of signs are permitted in the office districts subject to the regulations of the following table. All such signs require sign permit requirements.

SIGN REGULATIONS			
SIGN TYPE	OFFICE DISTRICTS		
	O-1	O-2	O-3
Construction Sign	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 4sf per lot, up to 64sf max</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>
Ground Sign	<i>Prohibited</i>	<p>Need height, setback limits</p> <p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 50sf per face no, more than 2 faces</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>	<p>Need height, setback limits</p> <p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 50sf per face no, more than 2 faces</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>
Wall	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 2sf</p> <p>Maximum Height: 15', but no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>
Public Service	<i>Prohibited</i>	<p>Need height limit</p> <p>Maximum Number of Signs: 1 per lot</p>	<p>Need height limit</p> <p>Maximum Number of Signs: 1 per lot</p>

SIGN REGULATIONS			
SIGN TYPE	OFFICE DISTRICTS		
	O-1	O-2	O-3
		Maximum Sign Area: 15sf per sign face, no more than 2 faces Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals	Maximum Sign Area: 15sf per sign face, no more than 2 faces Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals
		Need height limit	Need height limit
Awning/Canopy Valance Sign	<i>Prohibited</i>	Maximum Number of Signs: 2 per user Maximum Sign Area: See Section 15.12.B Maximum Height: 20' & no higher than bottom of second floor window Additional Requirements: - Must be 8' above grade	Maximum Number of Signs: 2 per user Maximum Sign Area: See Section 15.12.B Maximum Height: 20' & no higher than bottom of second floor window Additional Requirements: - Must be 8' above grade
Permanent Window Sign	<i>Prohibited</i>	Maximum Number of Signs: 2 per user Maximum Sign Area: See Section 15.12.B Maximum Height: No higher than window on lowest level, excluding basement	Maximum Number of Signs: 2 per user Maximum Sign Area: See Section 15.12.B Maximum Height: No higher than window on lowest level, excluding basement
Projecting Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>
Decorative Post Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>
Pylon Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>

§9-106

15.11 SIGNS IN THE SPECIAL PURPOSE DISTRICTS

The following types of signs are permitted in the special purpose districts subject to the regulations of the following table. All such signs require sign permit requirements.

SIGN REGULATIONS			
SIGN TYPE	SPECIAL PURPOSE DISTRICTS		
	HS	OS	IB
Construction Sign	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 4sf per lot, up to 64sf max</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Time Limit: Erect 14 days prior to construction & remove 14 days after completion of construction</p> <p>Maximum Sign Area: 32sf per sign face, no more than 2 faces</p>
	Need height, setback limits		
Ground Sign	<p>Maximum Number of Signs: 3 (Ground or Pylon)</p> <p>Maximum Sign Area: 50sf per face no, more than 2 faces</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>	Prohibited	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 50sf per face no, more than 2 faces</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>
Wall	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>	<p>Maximum Number of Signs: 1 per lot</p> <p>Maximum Sign Area: 2sf</p> <p>Maximum Height: 15', but no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Additional Requirements: - Must be 8' above grade - Wall signs on the same façade shall maintain the same top & bottom elevations above grade</p>
	Need height limit		
Public Service	<p>Maximum Number of Signs: 1 per lot</p>	Prohibited	<p>Maximum Number of Signs: 1 per lot</p>

SIGN REGULATIONS			
SIGN TYPE	SPECIAL PURPOSE DISTRICTS		
	HS	OS	IB
	<p>Maximum Sign Area: 15sf per sign face, no more than 2 faces</p> <p>Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals</p>		<p>Maximum Sign Area: 15sf per sign face, no more than 2 faces</p> <p>Additional Requirements: - Special use permit - Clear or white light only - A message can only change at 12 second intervals</p>
	Need height limit		Need height limit
Awning/Canopy Valance Sign	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade</p>	<i>Prohibited</i>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: 20' & no higher than bottom of second floor window</p> <p>Additional Requirements: - Must be 8' above grade</p>
Permanent Window Sign	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: No higher than window on lowest level, excluding basement</p>	<i>Prohibited</i>	<p>Maximum Number of Signs: 2 per user</p> <p>Maximum Sign Area: See Section 15.12.B</p> <p>Maximum Height: No higher than window on lowest level, excluding basement</p>
Projecting Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>
Decorative Post Sign	<i>Prohibited</i>	<i>Prohibited</i>	<i>Prohibited</i>
Pylon Sign	<p>Maximum Number of Signs: 3 (ground or pylon)</p> <p>Maximum Sign Area: 32sf per face, no more than two faces; each face having a horizontal dimension of 24" & a vertical dimension of 18"</p> <p>Maximum Height: 8'</p> <p>Minimum Setback: 10' from front & corner side lot line, & 6' from rear & interior side</p>	<i>Prohibited</i>	<i>Prohibited</i>

§9-106

15.12 Maximum Sign Area for Awning and Canopy Valance Signs, Permanent Window Signs, and Wall Sign in the B-1, B-2, B-3, O-2, O-3, HS and IB Districts**A. B-1 District**

In the B-1 District, the maximum sign area of all awning and canopy valance signs, permanent window sign, and wall sign combined shall be calculated as follows:

1. For a single-tenant building, the combined sign area shall not to exceed one (1) square foot of sign area per linear foot of building width, up to a maximum of one-hundred (100) square feet.
2. For a multi-tenant building, the maximum sign area shall be five percent (5%) of the square footage of the wall to which the sign or signs are affixed.
3. For a single-tenant or multi-tenant building that also maintains a ground sign, the maximum sign area calculated above shall be minus any square footage devoted to a ground sign, unless such ground sign is limited to a joint identification sign.

B. B-2, B-3, O-2, O-3, HS and IB Districts

In the B-2, B-3, O-2, O-3, HS and IB Districts, the maximum sign area of all awning and canopy valance signs, permanent window sign, and wall sign combined shall be calculated for the entire building and not to exceed the greater of:

1. One (1) square foot per linear foot of building frontage, up to a maximum of one hundred (100) square feet.
2. Twenty-five (25) square feet for each business that has a separate ground level principal entrance directly to the outside of the building onto a street, alley, courtyard or parking lot.
3. Twenty-five (25) square feet for each business in a one-story building where each business does not have its own individual entrance onto a street or train station platform, and has direct exposure in the form of a window looking into the business from a street or train platform. In any such case, this shall be minus any square footage devoted to a ground or pylon sign, unless such ground or pylon sign is limited to a joint identification sign.
4. In the B-3 District only, one (1) square foot per linear foot of building frontage or frontages in the case of a corner lot, up to a maximum of three hundred (300) square feet of total sign area, for buildings:
 - a. Where the principal use is retail.
 - b. Abutting Ogden Avenue.

**CURRENT
CODE**

REORGANIZED CODE PROVISIONS

- c.** Not located in the DR Historical Gateway Design Review Overlay District.
- d.** Located on a zoning lot with a total area not less than one-hundred thousand (100,000) square feet.

No individual sign governed by this section shall exceed a maximum gross surface area of one-hundred (100) square feet if the center point of said sign face is set back less than forty-five (45) linear feet from the nearest lot line, or one-hundred fifty (150) square feet in all other instances.