

SIGNS

ARTICLE

5

## Chapter 1 • SCOPE & DEFINITIONS

### Section 5.101 INTENT

It is the intent of this Ordinance to regulate the size, location, and manner of display of exterior signs to ensure they do not endanger the public health, safety or welfare or impair property values. Such regulations are designed to permit maximum legibility and effectiveness of signs and to prevent their over-concentration, improper placement, and excessive height, bulk, and area. In addition, it is the intent of this Ordinance to assure the attractiveness of the scenic, historical, aesthetic, and economic values of the Village through the adoption of signage regulations.

All signs shall conform to all codes and ordinances of the Village, shall be properly erected and maintained, and, except where noted, shall require a zoning compliance permit issued by the Village before erection.

### Section 5.102 DEFINITIONS

**AWNING.** A roof-like cover intended to shade a window or door opening or provide protection from the weather and which is constructed of canvas or other opaque material stretched over a supporting frame attached directly to a building and which may or may not be constructed so as to be raised or retracted to a position against the building when not in use. For purposes of this Ordinance, “canopies” shall be defined in the same way as “awnings.”



**BANNER SIGN.** A sign made of flexible materials temporarily attached to a structure or sign.

**BUILDING FRONTAGE.** The length of the portion of a building facing a street abutting the lot on which a business is located or, if the building does not abut a street, the side facing the street from which the building gets its address.

**ELECTRONIC DISPLAY SIGN.** A sign that uses changing lights or video screen(s) to form a sign message or messages in text or graphic or video display form wherein the sequence of messages and the rate of change can be modified by electronic process.

**FLAG.** A piece of cloth, varying in size, shape, color, and design

**PERMANENT FREESTANDING SIGN.** A sign supported by a base placed in or upon the ground and not attached to any building or other structure.

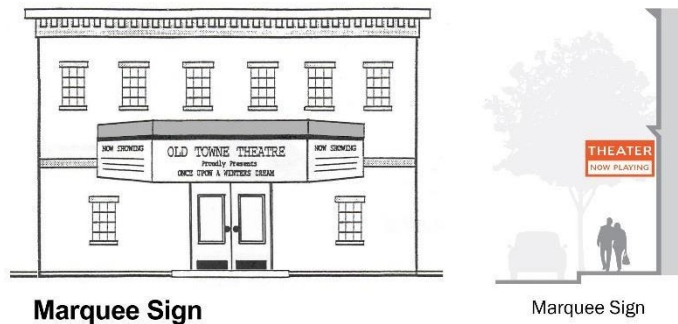


**INSTITUTIONAL SIGN.** A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center, or similar institutions

**INTERIOR SIGN.** See “window sign.”

**MARQUEE.** A tall projection on the front of a building

**MARQUEE SIGN.** A sign attached to or hung from a marquee, canopy, or other covered structure projecting from and supported by the building.

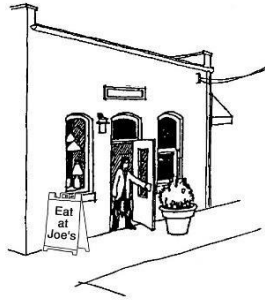


**MESSAGE BOARD.** A portable sign mounted on wheels or other conveyance mechanism, where the message is temporary with movable, replaceable letters or characters.

**MOVING SIGN.** A sign that has motion either constantly or at intervals or that gives the impression of movement through intermittent, flashing, twinkling, or varying intensities of illumination.

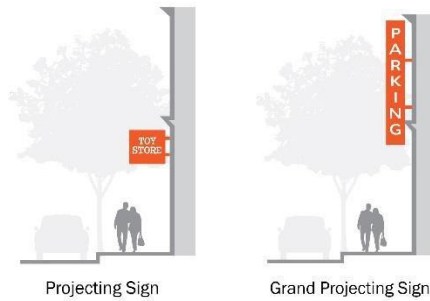
**MURAL.** A picture or photograph painted on or directly attached to a wall

**PORTABLE SIDEWALK SIGN.** A temporary sign which may include “A” Frame, “T” Frame, or other temporary styles, which are not permanently affixed to the ground.



Portable Signs

**PROJECTING SIGN.** A sign constructed as to be attached, at one end, to a building, and extending therefrom.



**ROOF SIGN.** A sign which is constructed and maintained on or above the roof of a building or any portion thereof.

**SIGN.** Any structure or part thereof which includes any numeral, letter, word, emblem, insignia, color pattern, or other design element, that is used to attract attention and to communicate a message or idea represented thereon.

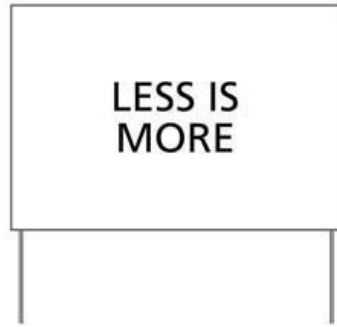
**SIGN AREA.** The entire area within a rectangle or square enclosing the extreme limits of the sign structure, regardless of the shape of the structure; excluding the necessary supports or uprights on which such sign is placed. **Computation of Sign Area:** Where a sign has two or more faces, the area of all faces shall be included in determining the sign area, except that where two such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as either:

- The area of one face, if the two faces are of equal area; or
- The area of the larger face, if the two faces are of unequal area.

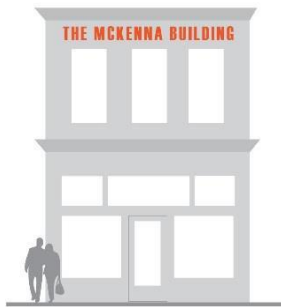
For ground signs, the area shall include the entire area of the sign upon which copy, lettering, drawings or photographs could be placed, excluding necessary uprights or supports.

**SIGN HEIGHT.** The distance from grade or sidewalk to the highest edge of the sign surface or its projecting structure.

**TEMPORARY FREESTANDING SIGN.** A sign intended to be displayed for a limited period of time



**WALL SIGN.** A sign attached to, painted on, inscribed, or otherwise set upon the exterior wall or surface of any building. A sign painted or inscribed on an awning shall also be considered a wall sign.



Building ID Wall Sign

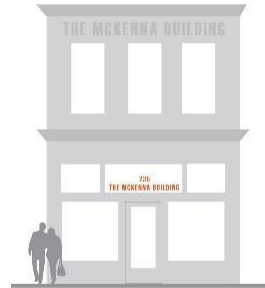


Wall Sign

**WINDOW SIGN.** A sign, located within a building or affixed upon a window, which is intended to be visible from any public street, sidewalk, alley, park or public property.



Window Sign



Building ID Window Sign

### Section 5.103 GENERAL REQUIREMENTS

- A. PERMIT REQUIRED.** Prior to the erection or structural alteration of sign, a zoning compliance permit shall be secured from the Zoning Official. A scale drawing of the outside dimensions of the sign or the total area encompassed by a line around all lettering or symbols shall be presented to the Zoning Official for review. Evidence shall also be presented to the effect that the sign will be securely attached to the building or supporting structure and will not present a hazard. For freestanding signs, a site development plan of the intended location of the sign and a scale drawing of the total sign structure is required.

- B. DESIGN AND CONDITION.** All signs shall be designed to maintain the historic character and charm of the Village. All signs and sign structures shall be properly maintained and kept in a good state of repair.
- C. ILLUMINATION.** Signs may be illuminated provided the source of light (e.g. incandescent bulb, or other form of light source) is not visible from any street or adjoining property and that the source of light not emit more than 2,300 lumens and complies with all other applicable illumination standards of this Ordinance.
- D. RIGHT OF WAY AND CLEAR CORNER VISION.** No sign shall be erected projecting into public right-of-way or dedicated easement, except those by the Village, or other form of government.  
  
No sign at an intersection above a height of thirty (30) inches shall block the view through a triangle formed by two points, one on each cross street, each twelve (12) feet from the intersection, and the straight line connecting them, unless visual under-clearance can be assured on the plans.
- E. WALL SIGN LOCATION.** No wall sign shall extend outside the limits of the building it is attached to, nor project above or beyond the highest point of the roof or parapet. Wall signs shall not cover or otherwise obscure windowsills, lintels, or other projecting architectural details.
- F. DESIGN AND CONDITION.** All signs shall be designed to maintain the historic character and charm of the Village. All signs and sign structures shall be properly maintained and kept in a good state of repair.
- G. TRAFFIC INTERFERENCE.** No sign shall be erected or maintained which simulates or imitates in size, color, lettering, or design any traffic sign or signal or other word, phrase, symbol, or character in such manner as to interfere with, mislead, confuse or create a visual impediment or safety hazard to pedestrian or vehicular traffic.

#### Section 5.104 EXEMPT SIGNAGE

The following signs are exempt from parts of the provisions of this Ordinance. These signs do not require permits, and can count above and beyond the total maximum allowed area of signage for a property. These signs are still subject to the provisions of this Ordinance with respect to time, placement, materials, illumination, and other requirements.

- A. ADDRESS SIGN.** Up to two (2) square feet of the area of a sign bearing only property numbers, post box numbers, name of occupants of lot, or other identification of the premises. Not more than one address sign is permitted at each public building entrance.
- B. GOVERNMENT SIGN.** Signs erected by on behalf of or pursuant to the authorization of a government body, including legal notices, informational signs, directional, or regulatory signs. These signs are subject to clear corner vision area requirements and shall not exceed a total of twenty (20) square feet on a given property.
- C. HISTORICAL REGISTRY SIGN.** Signs designating sites recognized by the State, subject to clear corner vision area requirements, and not to exceed a total of ten (10) square feet on a given property
- D. STREET SIGN.** Signs erected by the Village, county, state, or federal government for street names, traffic control, or direction and information, subject to clear corner vision area requirements.

## Section 5.105 PROHIBITED SIGNS

The following signs are prohibited throughout the Village, notwithstanding anything to the contrary in this Article:

- A.** Signs which incorporate in any manner or are illuminated by any flashing or moving lights, or where any illumination can shine directly into the eyes of any occupant of any vehicle traveling upon any highway, driveway or parking area, or into any window of any residence within 200 feet, or where the illumination interferes with the visibility or readability of any traffic sign or device.
- B.** Any sign or object which has any visible motion, moving or animated parts or image, whether movement is caused by machinery, electronics, wind, or otherwise, except for minor elements of clocks or thermometers.
- C.** Any sign which is damaged, or which is structurally or electrically unsafe, or which obstructs any fire escape.
- D.** Any sign erected on a tree or utility pole.
- E.** Roof signs or any sign which projects above the roof line.
- F.** Any sign or sign part, cable or support, except those established for emergency services purposes and maintained by a public entity, located in, projecting into, or overhanging a public right-of-way or dedicated public easement. The Village Manager or his designee is authorized to cause the removal of any signs posted or placed in any public right-of-way, provided any such sign shall be kept for a period of sixty (60) days for pick up by any person who might claim it, and thereafter may be destroyed by the Village.
- G.** Any sign erected on any property, public or private, without the consent of the owner and occupant thereof.
- H.** Any sign which simulates or imitates in size, color, lettering, or design, any traffic sign or signal or other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse the drivers or motorized vehicles.
- I.** Any sign which incorporates any open spark or flame.
- J.** Backlit awnings or canopies, especially those made of translucent fabric.
- K.** Message board signs and other signs on wheels with manually changeable letters.
- L.** Pylon or pole-mounted signs.
- M.** Any additional signage for a business that has a non-conforming sign.
- N.** Electronic message signs.
- O.** Signs that completely block the view of other signs.
- P.** Signs that contain statements, words, or pictures of an obscene, indecent, or immoral character, such as will offend public morals or decency.

## Section 5.106 SUBSTITUTION CLAUSE

In all districts, non-commercial messages are permitted on any sign including signs with commercial messages, subject to the relevant regulations applicable to that sign.

Section 5.107 SEVERABILITY CLAUSE

If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word in this Article is declared invalid, such invalidity shall not affect the validity or enforceability of the remaining portions of this Article.

Chapter 5.2 • DISTRICT REGULATIONS

Section 5.201 SIGNS PERMITTED BY ZONING DISTRICT

The following signs are permitted in specified zoning districts and subject to the requirements of this Article:

**A. Table 5.1: Sign Types by Zoning District**

Sign Type	Residential Districts (R-1, R-2, and R-3)	Commercial District (C-1)	Downtown Districts (MU-1, MU-2, and MU-3)	Industrial District (I-1)
Awning	No	Yes	Yes	Yes
Banner	No	Yes	Yes	Yes
Electronic Display	No	Yes	No	No
Flag	Yes	Yes	Yes	Yes
Marquee	No	Yes	Yes	Yes
Moving	No	No	No	No
Permanent Freestanding	No	Yes	No	Yes
Portable Sidewalk	No	Yes	Yes	No
Projecting	No	Yes	Yes	Yes
Roof	No	No	No	No
Temporary Freestanding	Yes	Yes	Yes	Yes
Wall	No	Yes	Yes	Yes
Window	No	Yes	Yes	Yes

**B. Residential Districts (R-1, R-2, R-3)**

In the R-1, R-2, and R-3 districts, only the following signs shall be permitted:

1. Up to forty-five (45) square feet in total area of flags, and no more than three (3) total flags at any given time.
2. Up to twelve (12) square feet in total area of temporary freestanding signs, and no more than four (4) total temporary freestanding signs at any given time.

**C. Commercial District (C-1)**

In the C-1 Commercial district, only the following signs shall be permitted:

1. Up to forty-five (45) square feet in total area of flags, and no more than three (3) total flags at any given time.
2. No more than two total signs with a combined area in square feet no greater than two and one half (2.5) times the building frontage in feet among the following sign types:
  - a. Awning – All awning signs in total may not cover more than 25% of the total awning area.



- b. Marquee – A marquee sign may not exceed ten (10) square feet per face of the marquee sign. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the marquee in a pedestrian or walking area.
  - c. Permanent Freestanding – A permanent freestanding sign may not be more than sixty-four (64) square feet in area. A permanent freestanding sign must be located a minimum of twenty-five (25) feet from the road right-of-way, and must be located a minimum of two hundred (200) feet from adjacent property lines.
  - d. Projecting – A projecting sign may not extend more than four (4) feet from the wall and may not exceed eight (8) square feet in area. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the projecting sign in a pedestrian or walking area.
  - e. Wall – A wall sign may not have an area in square feet of more than 100% of the building frontage in feet.
3. No more than two total signs with a combined area in square feet no greater than one and one half (1.5) times the building frontage in feet among the following sign types:
- a. Banner – A banner may not exceed fifteen (15) square feet in total area.
  - b. Portable Sidewalk – A portable sidewalk sign may not exceed five (5) square feet in area. Any portable sidewalk sign must be located a minimum of 2 feet and a maximum of 10 feet from a building entrance.
  - c. Temporary Freestanding – A temporary freestanding sign may not exceed four (4) square feet in area.
  - d. Window – All window signs in total may not cover more than 15% of the total window area.

**D. Downtown Districts (MU-1, MU-2, MU-3)**

In the MU-1, MU-2, and MU-3 districts, only the following signs shall be permitted:

- 1. One flag up to fifteen (15) square feet in area. For flags hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the flag in a pedestrian or walking area.
- 2. No more than two total signs with a combined area in square feet no greater than two (2) times the building frontage in feet among the following sign types:
  - a. Awning – All awning signs in total may not cover more than 25% of the total awning area.
  - b. Marquee – A marquee sign may not exceed ten (10) square feet per face of the marquee sign. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the marquee in a pedestrian or walking area.
  - c. Projecting – A projecting sign may not extend more than four (4) feet from the wall and may not exceed eight (8) square feet in area. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the projecting sign in a pedestrian or walking area.
  - d. Wall – A wall sign may not have an area in square feet of more than 75% of the building frontage in feet.

3. No more than two total signs with a combined area in square feet no greater than one (1) times the building frontage in feet among the following sign types:
  - a. Banner – A banner may not exceed fifteen (15) square feet in total area.
  - b. Portable Sidewalk – A portable sidewalk sign may not exceed five (5) square feet in area. Any portable sidewalk sign must be located a minimum of 2 feet and a maximum of 10 feet from a building entrance.
  - c. Temporary Freestanding – A temporary freestanding sign may not exceed four (4) square feet in area.
  - d. Window – All window signs in total may not cover more than 15% of the total window area.
4. Only signs made of high quality materials such as wood and metal shall be permitted in the downtown districts.

**E. Industrial District (I-1)**

In the I-1 Industrial district, only the following signs shall be permitted:

1. Up to fifteen (15) square feet in total area of flags, and no more than three total flags at any given time.
2. No more than two total signs with a combined area in square feet no greater than three (3) times the building frontage in feet among the following sign types:
  - a. Awning – All awning signs in total may not cover more than 25% of the total awning area.
  - b. Marquee – A marquee sign may not exceed ten (10) square feet per face of the marquee sign. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the marquee in a pedestrian or walking area.
  - c. Permanent Freestanding – A permanent freestanding sign may not be more than sixty-four (64) square feet in area. A permanent freestanding sign must be located a minimum of twenty-five (25) feet from the road right-of-way, and must be located a minimum of two hundred (200) feet from adjacent property lines.
  - d. Projecting – A projecting sign may not extend more than four (4) feet from the wall and may not exceed eight (8) square feet in area. For any projecting signs or marquee signs hanging over a sidewalk or other public right-of-way, there must be a minimum of eight (8) feet in clearance under the projecting sign in a pedestrian or walking area.
  - e. Wall – A wall sign may not have an area in square feet of more than 100% of the building frontage in feet.
3. No more than two total signs with a combined area in square feet no greater than one and one half (1.5) times the building frontage in feet among the following sign types:
  - a. Banner – A banner may not exceed fifteen (15) square feet in total area.
  - b. Temporary Freestanding – A temporary freestanding sign may not exceed twenty (20) square feet in area.
  - c. Window – All window signs in total may not cover more than 15% of the total window area.

**F. Corridor Overlay District (CO)**

In the Corridor Overlay (CO) district, the signs on each property shall be regulated as part of the underlying zoning district in which the property is located.