

SECTION 15. SIGNS

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15.1 PURPOSE

The purpose of this Section is to establish a framework for a comprehensive system of sign controls governing the display, design, construction, installation and maintenance of signs that will:

- A. To promote and protect the health, safety and welfare of the Village by ensuring the compatibility of signs with surrounding architecture and land uses.
- B. To create a more attractive business and economic climate in the commercial and industrial areas of the Village by enhancing and protecting the orderly and effective display of signs.
- C. To discourage an excessive number of signs and unsightly, dissimilar and inappropriate signs.
- D. To protect the public from hazardous conditions that result from the indiscriminate use and placement of signs, structurally unsafe signs, signs which obscure the vision of pedestrians or motorists, and signs which compete or conflict with necessary traffic signals and warning signs.

15.2 SIGN PERMIT REQUIRED

Unless specifically permitted as exempt from sign permit requirements by this Section, it shall be unlawful for any person to erect, relocate, or structurally alter any sign or other advertising structure without first obtaining a sign permit from the Village in accordance with Section 4.7 (Sign Permit). The Zoning Administrator may revoke any sign permit where there has been a violation of the provisions of this Code or misrepresentation of fact on the sign permit application.

15.3 LOCATION

- A. No signs, other than those placed by agencies of government or signs whose placement has been authorized by this Section or the Zoning Administrator, shall be erected on any public property. Any sign placed on public property without authorization may be removed without notice.
- B. No signs shall be placed on any private property without prior consent of the owner thereof and, where applicable, issuance of a sign permit.
- C. All signs within residential districts shall comply with the view obstruction provisions of Section 12.2.G (View Obstruction).

- D. No sign mounted on the exterior of a building shall cover any windows, doors or any architectural features.

15.4 SIGN DIMENSION COMPUTATIONS

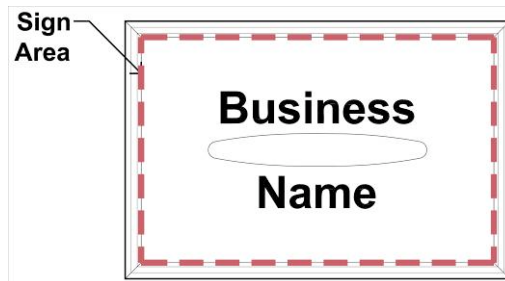
The following principles shall control the computation of sign dimensions.

A. Computation of Sign Area

Sign area is calculated as described in this section.

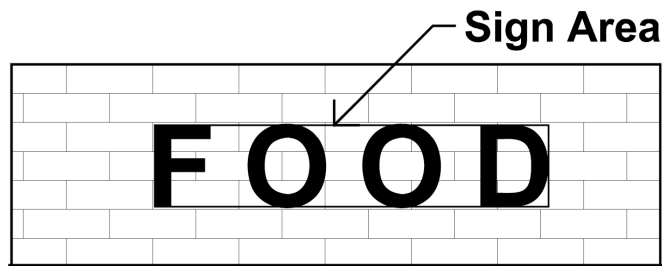
- 1. For signs on a background, the entire area of the background shall be calculated for sign area, including any material or color forming the sign face or background used to differentiate the sign from the structure against which it is placed. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. (See Figure 15-1: Sign Area Computation 1)

FIGURE 15-1: SIGN AREA COMPUTATION 1



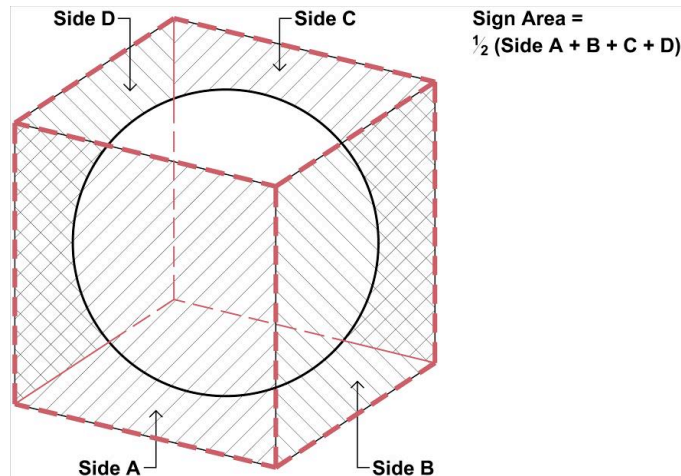
- 2. For signs consisting of freestanding letters or logos, the area of a sign face (“sign area”) is calculated by means of the smallest square, circle, rectangle or triangle, or combination thereof, that will encompass the extreme limits of the writing, representation, emblem or other display. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. Window signs printed on a transparent film and affixed to a window pane shall be considered freestanding letters or logos, provided that the portion of the transparent film around the perimeter of the sign message maintains the transparent character of the window and does not contain any items in the sign message. (See Figure 15-1: Sign Area Computation 2)

FIGURE 15-1: SIGN AREA COMPUTATION 2



- The sign area of free-form or sculptural (non-planar) signs is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the sign. (See [Figure 15-1: Sign Area Computation 3](#))

FIGURE 15-1: SIGN AREA COMPUTATION 3



- For a double-faced sign, if the interior angle between two (2) sign faces is forty-five degrees (45°) degrees or less, the sign area is computed as the area of one (1) face only. If the angle between two (2) sign faces is greater than forty-five degrees (45°), the sign area is computed as the sum of the areas of the two (2) faces.

B. Measurement of Sign Height

Sign height is measured as described below. When measuring sign height, the height of the entire structure, including decorative elements, must be included.

- For monument signs, height shall be calculated as the vertical distance measured from grade to the highest point of the sign.
- For signs attached to buildings, height shall be calculated as the vertical distance from the base of the building to which a sign is attached to the highest point of the sign.

15.5 GENERAL CONSTRUCTION STANDARDS

A. Construction

All signs constructed, erected, modified or altered shall comply with the provisions of this Section and the requirements of the Village Code.

B. Sign Structure and Installation

Supports and braces shall be an integral part of the sign design. Supports or braces shall be hidden from public view to the extent technically feasible. All signs attached to a building shall be installed and maintained so that wall penetrations are watertight and the structure does not exceed allowable stresses of supporting materials.

C. Wind Pressure and Direct Load Requirements

All signs shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of net surface area, and shall be constructed to receive dead loads as required by the Village Code.

D. Electrical Components

All electrical fixtures, devices, circuits, conduits, raceways or apparatus used to illuminate, move or project any sign shall be installed and maintained as required in the Village Code.

E. Illumination

1. Goose-neck reflectors and lights shall be permitted provided that the reflectors shall concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.
2. All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent publicly dedicated roadways and surrounding properties, or distract operators of vehicles or pedestrians in the public right-of-way. The light level shall be no greater than one (1) footcandle at any property line.
3. Electronic display screens are prohibited. Time and temperature signs are not considered an electronic sign and are permitted as part of a permanent sign.

F. Glass

Glass forming any part of a sign must be safety glass.

G. Lettering

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.

H. Limitation on Items of Information

1. All signs must limit the number of items of information on any single sign face to no more than six (6) items to prevent traffic hazards for passing motorists and to minimize the cluttered appearance of signs.
2. Each piece of information on a sign shall be defined as an item of information. For example, each of the following would be defined as one (1) item of information: a telephone number, the name of the business, even if multiple words, or the business logo. If the sign advertises products or services, each product or service would be one (1) item of information. The street number address of the business is not counted as an item of information. (See [Figure 15-2: Items of Information](#))

FIGURE 15-2: ITEMS OF INFORMATION



3. Changeable message signs, where the items of information are changed manually, are also counted as one (1) item of information. For a sign that contains a time and temperature component, the time and temperature component shall not be counted as an item of information.
4. All signs on a zoning lot must be related to goods and/or services sold or offered on the premises, with the exception of non-commercial or political signs.
5. Signs for multi-tenant commercial buildings used to advertise which tenants are located within the development, are limited to one (1) item of information per tenant within the development, which may exceed six (6) items, in addition to the name and address of the development.
6. Directory signs are exempt from the items of information limitation.

I. Data to be Posted

Every sign or other advertising structure shall have painted on or a metallic sticker applied, in a conspicuous place thereon, the date of erection, the permit number and the voltage of any electrical apparatus used in connection therewith. Such information shall not count toward the limitation on the items of information described in Paragraph H above.

J. Sign and Premises Maintenance

1. All signs, and the premises surrounding the sign, shall be maintained in a clean, sanitary and inoffensive condition, and free and clear of all noxious substances, rubbish and weeds.
2. If any sign or other advertising structure, as defined herein, is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this Section, the Zoning Administrator shall immediately give written notice to the sign permit holder thereof. If sign permit holder fails to remove or alter the structure so as to comply with the standards herein set forth such sign or other advertising structure, as defined in this Section, may be removed by Village at the expense of the sign permit holder or the owner of the property upon which it is located. The Village may cause any other sign or other advertising structure that is an immediate peril to persons or property to be removed summarily and without notice.

15.6 MASTER SIGN PLAN REQUIRED

- A.** When more than one (1) wall sign, awning or canopy is proposed on any building with multiple tenants, the applicant shall submit a master sign plan for review by the Zoning Board of Appeals.
- B.** A master sign plan shall provide for coordinated design for all building-mounted signage and shall include, at a minimum, criteria and specifications for general appearance, format of message, font size and style, lighting, location and construction materials.
- C.** Where signs are to be located on a wall of a multi-tenant shopping center, they shall be located at a generally uniform height on the building wall and shall not cover or overhang any architectural feature.

15.7 PROHIBITED SIGNS

It shall be unlawful to erect or maintain the following signs:

A. Animated Signs

Animated signs are prohibited.

B. Attention-Getting Devices

Attention-getting devices are prohibited.

C. Banner Signs (Permanent)

Permanent banner signs used to advertise a business, its products or its services are prohibited. Banners may be used as temporary signs in accordance with Section 15.8 (Temporary Signs).

D. Flashing Signs

No sign shall have blinking or flashing lights, or other illuminating device that has a changing light intensity, brightness or color, traveling/chasing or blinking lights, or rotating beacons. Electronic message signs in accordance with Section 15.10.C are not considered flashing signs.

E. Pole Signs

Pole signs are prohibited.

F. Moving Signs

No sign or other advertising structure shall have moving, revolving or rotating parts or visible mechanical movement of any kind. Street clocks with movable hands shall be permitted.

G. Obscene Signs

No sign or other advertising device shall display any matter in which the dominant theme of the material taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.

H. Off-Premise Signs

Off-premise signs are prohibited.

I. Painted and Illegally Affixed Signs

Signs painted directly on an exterior wall, roof, fascia, parapet or chimney of a building or on a fence are prohibited.

J. Portable Signs

Portable signs are prohibited.

K. Roof Signs

Roof signs are prohibited.

L. Signs that Interfere with Traffic

No sign or other advertising structure, as regulated in this Section, shall:

1. Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.
2. Interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device because of its position, shape or color.
3. 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.
4. No sign in direct line of vision of a traffic signal shall be illuminated in red, green or amber color, so as to resemble a traffic signal.

M. Snipe Signs

Any sign painted, pasted or otherwise affixed to any tree, rock, utility pole, hydrant, bridge, sidewalk, curb or street, bench or trash receptacle shall be prohibited. Logos and labels located on mechanical equipment, recycling bins, trash containers or dumpsters, which are part of the equipment as manufactured and/or installed, shall not be considered snipe signs.

N. Strobe Lights, Spotlights and Floodlights

Strobe lights, spotlights and floodlights used to advertise a business or event are prohibited.

O. Unsafe Signs

No sign or other advertising structure shall constitute a hazard to safety or health by reason of inadequate design, construction, repair or maintenance.

15.8 TEMPORARY SIGNS

Temporary signs are permitted in accordance with the provisions of this Section, except that where other sections of this Code regulate such signs, the more restrictive regulation shall apply.

A. General Regulations for all Temporary Signs

- 1. Any sign listed in Section 15.7 (Prohibited Signs) is prohibited.
- 2. Temporary signs must be related to goods or services sold on the premises, except for non-commercial or political messages. Temporary off-premises signs are prohibited.
- 3. No temporary sign may be illuminated.
- 4. All temporary signs must remain in good condition during the display period. Throughout the display period, corrective action must be taken immediately should there be any problems with the appearance, condition or maintenance of the sign and/or support hardware.

B. Temporary Signs Exempt from Sign Permit

The following temporary signs are exempt from sign permit requirements, however they must comply with all requirements of this Section and this Code.

1. A-Frame Signs

A-frame signs are exempt from sign permit requirements subject to the following:

- a. A-frame signs are permitted only within the C-1 and C-2 Districts.
- b. A-frame signs are limited to six (6) square feet in area and four (4) feet in height.
- c. The use of a-frame signs is limited to business hours only. Signs must be stored indoors at all other times. A-frame signs must not be used outdoors when high winds or heavy snow conditions exist.
- d. Only one (1) a-frame sign is permitted per business. A minimum twenty (20) foot separation is required between all a-frame signs.
- e. An a-frame sign must be placed within fifteen (15) feet of the primary entrance of the business, and must not interfere with pedestrian traffic or violate standards of accessibility as required by the ADA or other accessibility codes. A-frame signs may be placed in the public right-of-way but must maintain a five (5) foot sidewalk clearance at all times.

2. Banners (Temporary)

Temporary banners are exempt from sign permit requirements subject to the following:

- a. Temporary banners are permitted to advertise an event (e.g., a grand opening, new ownership, special sale, or new goods or services sold on the premises) for any non-residential use.
- b. Temporary banners are limited to thirty-two (32) square feet in area.

- c. Only one (1) banner is permitted per zoning lot.
- d. No temporary banner may be located higher than the roofline of the building to which it is attached or, if attached to a permanent sign, higher than the sign. There must be no encroachment into the public right-of-way.
- e. Temporary banners are limited to a display period of thirty (30) days and must be removed within two (2) days after the event. Temporary banners may be erected on a zoning lot no more than four (4) times in a year.
- f. Only one (1) temporary banner, temporary pole sign, temporary wall sign or temporary window sign may be displayed on a lot at one time.

3. Construction Signs

Construction signs identifying the architect, engineer, developer and/or contractor when placed upon a construction site shall be exempt from sign permit requirements, subject to the following:

- a. Such signs shall not exceed sixteen (16) square feet in area and six (6) feet in height.
- b. Such signs shall not be erected prior to approval of a site plan and shall be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project.
- c. Construction signs shall be limited to one (1) sign per street frontage.

4. Garage or Yard Sale Signs

Temporary residential garage or yard sale signs shall be exempt from sign permit requirements, subject to the following:

- a. Temporary residential garage or yard sale signs shall not exceed twelve (12) square feet each. Only one (1) residential garage or yard sale sign is permitted per zoning lot.
- b. Signs must be posted no more than twenty-four (24) hours prior to the event and all signs must be removed within twenty-four (24) hours after the event. No signs shall be posted in the public right-of-way.

5. Political Signs

Political signs shall be exempt from sign permit requirements subject to the following:

- a. Signs shall be no more than sixteen (16) square feet in area on each side.
- b. Signs shall not be posted on any public property.
- c. Signs are to be posted on private property only, and only with the permission of the property owner.

6. Real Estate Signs

a. For Sale/For Rent Signs

Real estate signs shall be exempt from sign permit requirements, subject to the following:

- i. Real estate signs shall not exceed four (4) square feet in area and shall only advertise the sale, rental, lease or management of the premises upon which said signs are located. One (1) such sign is permitted per street frontage.
- ii. Real estate signs must be located ten (10) feet from any side lot line.
- iii. Real estate signs shall be removed within forty-eight (48) hours of sale or lease.

b. Real Estate Open House Signs

Real estate signs that direct persons to an "open house" are exempt from sign permit requirements, subject to the following:

- i. Real estate open house signs shall not exceed four (4) square feet in area.
- ii. Real estate open house signs may not be placed within a public right-of-way.
- iii. Real estate open house signs may only be displayed during the day of the open house and must be removed within two (2) hours of the end of the event.

7. Vehicle "For Sale" Signs

Vehicle "for sale" signs shall be exempt from sign permit requirements subject to the following:

- a. Vehicles that display a "for sale" or similar sign shall be parked in a lot where the sale of new or used vehicles is permitted.
- b. A vehicle may be parked and displayed for sale, with a "for sale" sign, by a private individual at that individual's home, including in the driveway, as well as driven and parked throughout the normal daily routine.
- c. A vehicle "for sale" sign must be removed within twenty-four (24) hours of the vehicle's sale.

8. Window Signs (Temporary)

- a. Temporary window signs are permitted only in the C-1 and C-2 Districts.
- b. Temporary signs affixed to the inside of a window advertising goods or services sold on the premises shall be exempt from sign permit requirements, provided that the total of all window signs, whether temporary or permanent, shall occupy no more than forty percent (40%) of the total window area. (See Section 15.10.G for calculation of window sign area.)
- c. Temporary window signs are limited to a display period of thirty (30) days. If a window sign relates to a specific event (e.g., a grand opening, new ownership, special sale, or new goods or services sold on the premises), it must be removed

within 2 days after the event. Temporary window signs may be erected on a zoning lot no more than four (4) times in a year.

- d. Only one (1) temporary banner, temporary pole sign, temporary wall sign or temporary window sign may be displayed on a lot at one time.

C. Temporary Signs Requiring Sign Permit

The following temporary signs require a sign permit:

1. Temporary Pole Signs

- a. Temporary pole signs are permitted to advertise an event (e.g., a grand opening, new ownership, special sale, or new goods or services sold on the premises) in a non-residential district.
- b. Temporary pole signs are limited to thirty-two (32) square feet in area and six (6) feet in height.
- c. All temporary pole signs must be set back ten (10) feet from any property line.
- d. Temporary pole signs are limited to a display period of thirty (30) days and must be removed within two (2) days after the event. Temporary pole signs may be erected on a zoning lot no more than four (4) times in a year.
- e. Only one (1) temporary banner, temporary pole sign, temporary wall sign or temporary window sign may be displayed on a lot at one time.

2. Temporary Wall Signs

- a. Temporary wall signs are permitted to advertise an event (e.g., a grand opening, new ownership, special sale, or new goods or services sold on the premises) in a non-residential district.
- b. Temporary wall signs are limited to thirty-two (32) square feet in area.
- c. No temporary wall sign may be located higher than roofline of the building to which it is attached. There must be no encroachment into the public right-of-way. No temporary wall sign may cover windows, doors or architectural features.
- d. Temporary wall signs are limited to a display period of thirty (30) days and must be removed within two (2) days after the event. Temporary wall signs may be erected on a zoning lot no more than four (4) times in a year.
- e. Only one (1) temporary banner, temporary pole sign, temporary wall sign or temporary window sign may be displayed on a lot at one time.

15.9 EXEMPT PERMANENT SIGNS

The following permanent signs, and sign alteration and maintenance activities are exempt from the sign permit requirements of this Section.

A. Alteration and Maintenance Operations

The following activities shall be exempt from sign permit requirements:

1. Changing of the advertising copy or message on an existing changeable copy sign or similar approved sign, whether illuminated or non-illuminated.
2. Painting, repainting, cleaning, changing permitted items of information, or other normal maintenance and repair of a sign, not involving structural changes or changes in the electrical components of the sign.

B. Flags

Flags of any government or governmental agency, or any patriotic, religious, charitable, civic, educational or fraternal organization shall be exempt from sign permit requirements. There shall be no more than three (3) flagpoles per zoning lot.

C. Headstones

Headstones, including tablets, grave markers, statuary/memorial plaques or remembrances of persons or events, that are non-commercial in nature and are located in an established cemetery shall be exempt from sign permit requirements.

D. House Number Signs

House number signs, which are not illuminated, shall be exempt from sign permit requirements. House number signs shall not exceed two (2) square feet.

E. Memorial Plaques

Memorial or commemorative plaques or tablets denoting a building name and/or date of erection, or a location of historic significance, and not exceeding four (4) square feet in area shall be exempt from sign permit requirements. Memorial signs shall be cut into any masonry surface or constructed of bronze or other incombustible materials.

F. Miscellaneous Information Matter

Matter appearing on gasoline pumps, newspaper vending boxes and other vending machines, automatic teller machines, or matter appearing on or adjacent to entry doors such as PUSH, PULL, OPEN and/or CLOSED, or matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information shall be exempt from sign permit requirements. Service station rate signs and the changing of copy of such signs, including the names of grades of fuel and prices and conditions relating to prices such as full or self-service shall be permitted without a permit.

G. Municipal Signs

Traffic or other municipal signs, legal notices, railroad crossing signs, signs regulating vehicular or pedestrian traffic, or designating or giving direction to streets, schools, historic sites or public buildings, and such temporary emergency or non-advertising signs shall be exempt from sign permit requirements, but are subject to approval by the Village Board.

H. Nameplate and Occupational Signs

Nameplate and occupational signs not exceeding two (2) square feet in area denoting only the name and profession of an occupant in any commercial building shall be exempt from sign permit requirements.

I. Neon Window Signs

Neon window signs shall be exempt from sign permit requirements subject to the following:

1. Neon window signs must be located entirely inside the window. No exterior neon signs are permitted.
2. Series lighting or neon tubing used to accentuate or trim windows, architectural features, or to outline borders of signs or buildings, is specifically prohibited.
3. Neon window signs shall be included in the calculation of total window sign area, which may not exceed forty percent (40%) of total window area. See Section 15.10.G for calculation of window sign area.
4. Neon window signs are permitted in the commercial and manufacturing districts only.

J. Parking Lot Signs

Parking lot signs, such as “No Parking” or “Unauthorized users shall be towed,” are permitted but may not exceed six (6) square feet and must be oriented to the parking area.

K. Rear Service Door Signs

Rear service door signs shall be exempt from sign permit requirements and shall not exceed six (6) square feet.

L. Residential Development Signs

Residential development signs shall be exempt from sign permit requirements and shall not exceed sixteen (16) square feet.

M. Warning Signs

Warning signs, such as “Beware of Dog,” “No Trespassing” or “No Dumping,” not exceeding two (2) square feet per sign shall be exempt from sign permit requirements.

15.10 PERMANENT SIGN STANDARDS

A. Awnings and Canopies

Awnings and canopies that are considered an architectural feature of a structure and are not used for identifying the premises or the goods and/or services sold are not considered a sign. Awnings and canopies used as signs are subject to the following regulations:

1. Awning and canopy signs are permitted for multi-family residential and non-residential uses in any district.
2. All awning or canopy signs must maintain a minimum clearance of seven feet six inches (7' 6"). Awnings and canopies must not extend beyond a point two (2) feet from the curb

line.

3. Printing on any awning or canopy sign is limited to ten (10) inches in height.
4. Awning and canopy signs shall be constructed out of canvas or canvas-like material. Back-lit and metal awnings and canopies are prohibited.
5. Awning and canopy signs must be securely attached to and supported by a building. All frames and supports must be made of metal or similar rigid material. Frames and supports may not be made of wood or plastics.
6. Under-awning signs are permitted in the C-1 and C-2 Districts subject to the following:
 - a. Under-awning signs must be attached to the underside of an awning. Under-awning signs must not project beyond the awning.
 - b. Under-awning must maintain a minimum clearance of seven feet six inches (7' 6").
 - c. A maximum of one (1) under-awning signs per business establishment with frontage on the street where the awning is mounted is permitted.
 - d. Under-awning signs may not exceed three (3) square feet.
 - e. Under-awning signs must be securely fixed to the awning with metal supports.
7. All awnings or canopies shall comply with the following design standards:
 - a. Awnings and canopies shall be compatible in material and construction to the style and character of the building. The color of the awning or canopy shall be compatible with the overall color scheme of the façade.
 - b. When feasible, awnings shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
 - c. Awnings and canopies shall fit the opening of the building and be positioned so that distinctive architectural features remain visible.

B. Directory Signs, Directional Signs and Menu Board Signs

1. Directory Signs

Multi-tenant non-residential uses shall be permitted one directory sign of no more than sixteen (16) square feet.

2. Directional Signs

- a. Such signs shall identify the use only by means of a logo, shape, or color with the exception of words such as ENTRANCE or EXIT. Directional signs shall not include words identifying or advertising the use. Directional signs shall be located entirely on the property to which they pertain and shall identify restrooms, public telephone, walkways, parking lot entrances and exits and features of a similar nature.
- b. One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, entrances and services, such as drive-in lanes.

- c. Directional signs are limited to have a maximum height of five (5) feet and a maximum surface area of six (6) square feet. Directional signs shall be of a monument design. Directional signs shall not project beyond the property line.

3. Menu Board Signs

Drive-through establishments are permitted one (1) menu board sign, constructed as monument sign, no more than forty (40) square feet in sign area, no more than six (6) feet in height and no less than fifteen (15) feet from any lot line. Menu boards may be internally illuminated.

C. Electronic Message Signs

1. Electronic message signs are permitted in the C-2, OS and I Districts.
2. There shall be only one (1) electronic message sign per zoning lot.
3. Each message displayed on an electronic message sign must be static or depicted for a minimum of thirty (30) seconds. Any scrolling, flashing or movement of the message is prohibited.
4. No illumination from an electronic message sign shall glare into any residential premises. In addition, no illumination from such sign shall interfere with the safe movement of motor vehicles on public thoroughfares.
5. Electronic message signs shall be permitted as monument signs or wall signs, and shall be subject to the requirements, including sign area, of this Section for those sign types.
6. Electronic message signs shall not display any off-premises commercial advertising.
7. Electronic display screens are prohibited.

D. Monument Signs

1. Monument signs are permitted in the C-1, C-2, M-1, OS and I Districts and for non-residential uses in the residential districts.
2. One (1) monument sign is permitted per street frontage of a zoning lot. For lots with over one-hundred twenty (120) square feet of lot frontage, a monument sign is permitted for each one-hundred twenty (120) square feet of lot frontage to a maximum of three (3) signs.
3. Monument signs shall not exceed six (6) feet in height. Monument signs shall be limited to a maximum sign area of thirty-two (32) square feet.
4. No monument sign shall encroach into the public right-of-way and shall be located no closer than five (5) feet from any interior or corner side lot line.
5. Monument signs shall be spaced twenty (20) feet apart.
6. The ground area directly surrounding the base of a monument sign must consist of at least one (1) square foot of landscaped area per each square foot of sign area. Monument signs may only be externally illuminated.

E. Projecting Sign

1. Projecting signs are permitted in C-1 and C-2 Districts.
2. The maximum area of a projecting sign is twenty-four (24) square feet.
3. One (1) projecting sign per ground floor establishment with frontage on a public street is permitted. In the case of a multi-tenant building, one (1) additional projecting sign identifying the name of the multi-tenant development is permitted.
4. Projecting signs shall not project more than four (4) feet from the face of the building to which they are attached, including the area between the sign and the face of the building.
5. The bottom of any projecting sign must be at least seven feet and six inches (7'6") feet above the sidewalk or thoroughfare. No projecting sign affixed to a building may project higher than the building height, including the sign support structure.
6. Projecting signs, including frames, braces, and supports must be designed by a licensed structural engineer or manufacturer. No projecting sign may be secured with wire, chains, strips of wood or nails nor may any projecting sign be hung or secured to any other sign. Any movable part of a projecting sign, such as the cover of a service opening, must be securely fastened by chains or hinges.
7. External illumination, such as goose-neck type lighting, is permitted on projecting signs provided that illumination is concentrated on the area of the sign face only. Projecting signs may be internally illuminated.

F. Wall Sign

1. Wall signs are permitted in the C-1, C-2, M-1, OS and I Districts and for non-residential uses in the residential districts.
2. The permitted sign area for a wall sign shall be as follows:
 - a. For an interior lot, the maximum size of a wall sign shall be established at one (1) square foot per linear foot of zoning lot frontage as measured along the front lot line, with a minimum of twenty-five (25) square feet permitted. No wall sign shall exceed one-hundred (100) square feet.
 - b. For a corner lot, the maximum size of a wall sign located on each building wall shall be established at one (1) square foot per linear foot of zoning lot frontage as measured along the front or corner side lot line of that building wall, with a minimum of twenty-five (25) square feet permitted for each sign. The size of a wall sign on each side of the building shall be limited to the square footage calculated on that side only. In no case shall the square footage permitted for the building wall located along the front lot line and the square footage permitted for the building wall located along the corner side lot line be combined to create a larger sign on a wall other than that permitted on each individual wall. No wall sign shall exceed one-hundred (100) square feet.
 - c. In a multi-tenant structure, each tenant shall be permitted a wall sign of one (1) square foot per linear foot of business frontage, with a minimum of twenty-five (25) square feet permitted for a wall sign for each tenant. In no case, shall the total amount of wall signs on the structure exceed one (1) square foot per linear foot of business frontage or the sum total of twenty-five (25) square feet per tenant, whichever is greater. If a multi-tenant structure is located on a corner lot, the maximum size of the

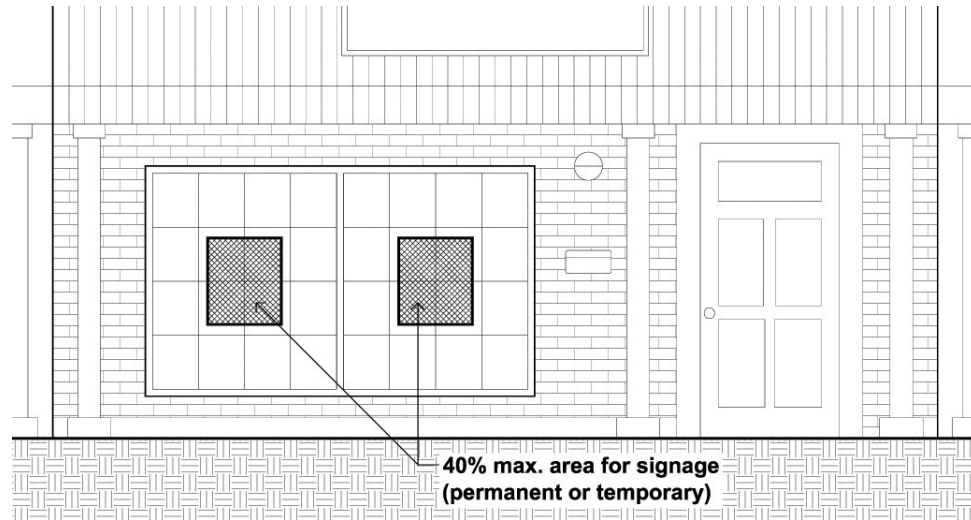
wall sign located on the wall along the corner lot line shall be limited to one (1) square foot per linear foot of zoning lot frontage as measured along the front lot line, with a minimum of twenty-five (25) square feet permitted. No wall sign shall exceed one-hundred (100) square feet.

- d. When an exterior wall fronts on a railroad right-of-way, a wall sign is permitted on such exterior wall of one (1) square foot per linear foot of frontage, with a minimum of twenty-five (25) square feet. No wall sign shall exceed one-hundred (100) square feet.
3. Wall signs must be safely and securely attached to the building wall at no less than seven feet and six inches (7' 6") above the ground. Wall signs must be affixed flat against the building wall and must not project more than twelve (12) inches from the building wall.
4. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On existing buildings, a parapet wall must not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new buildings, when a sign is to be mounted on a parapet wall, that parapet wall must be consistent with the architectural design of the building, including building materials. Wall signs may not be attached to un-reinforced masonry parapets. Wall signs shall not cover windows, doors or architectural features.
5. Wall signs shall be constructed of wood or metal. Wall signs shall not be painted on the exterior wall.
6. Gooseneck reflectors are permitted on all wall signs provided the reflectors must concentrate the illumination upon the area of the sign face only. Internally illuminated wall signs are permitted.
7. Within a multi-tenant commercial development, all wall signs must be located at a generally uniform height on the building wall.

G. Window Sign (Permanent)

1. Window signs are permitted in the C-1, C-2, M-1, OS and I Districts and for non-residential uses in the residential districts.
2. All window signs, whether temporary, permanent or neon window signs, shall occupy no more than forty percent (40%) of the surface of each window area. Window area is counted as a continuous surface until divided by an architectural or structural element. Mullions are not considered an element that divides window area. (See [Figure 15-3: Window Sign Area Calculation](#))

FIGURE 15-3: WINDOW SIGN AREA CALCULATION



15.11 NONCONFORMING SIGNS

See Section 16.6 (Nonconforming Signs) for the provisions for nonconforming signs.