
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: WALTER MAGDZIARZ, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: DISCUSSION: ZONING ORDINANCE AMENDMENT—SIGN REGULATIONS
AGENDA: FEBRUARY 20, 2018 VILLAGE BOARD MEETING
DATE: FEBRUARY 16, 2018

ISSUE

Shall the Village Board discuss amending the Zoning Ordinance to change the regulations for signs.

DISCUSSION

The Village Board adopted a comprehensive amendment of the sign regulations in 2014 that was intended to address all manner of signs used in the Village. In 2015, the US Supreme Court (SCOTUS) handed down a decision in *Reed v Town of Gilbert (AZ)* that turned sign regulations on its head. The Court decided that local sign ordinances which regulate signs based on *message content* are in violation of the First Amendment of the U.S. Constitution. In order to be consistent with the law of the land, the Village is faced with amending its sign regulations once again.

Prior to *Reed*, the protection of speech, as it related to local sign ordinances, was limited to preventing local governments from banning disagreeable speech through sign ordinances. The majority opinion handed down in *Reed* greatly expanded that protection.

The sign at the center of the *Reed* case was a temporary directional sign. A local Church, which did not have a permanent home, relied upon the placement of temporary directional signs, each week, to inform members of the time and place of their worship service. The city held that the weekly placement of these signs violated the sign ordinance time limit provision for temporary direction signs. Because the sign ordinance allowed other similar temporary signs to be maintained for longer periods of time, the Court found that this difference in treatment, based solely on message content, is an unfair suppression of free speech.

The Court majority opinion recognizes the importance of local sign regulations which regulated time, place, and manner of signage. The opinion also recognizes the difficulty of creating a sign ordinance which is completely content neutral. The opinion makes

clear that any regulations which are not content neutral must be narrowly tailored to protect a specific public interest.

Since the current Sugar Grove sign ordinance regulates signs based mostly on the content of their message, e.g. directional, menu boards, development name, business name, etc., this text amendment is intended to provide regulations that are not completely content neutral, but more content neutral than the current sign regulations.

The most profound differences between the regulatory content of the current sign ordinance and the proposed sign ordinance are as follows:

- The proposed sign ordinance relies mostly on sign type instead of message content to regulate signage.
- Temporary signs are not granted nonconforming status. All nonconforming temporary signs will be required to be compliant within six (6) months of the passage of the proposed amendment.
- The proposed amendment requires a minimum post size for temporary commercial “real estate” signs and prohibits the use of rough-cut plywood. The current ordinance provides no design requirements for “real estate” signs.
- The current ordinance requires that monument signs make full and continuous contact with the normal grade. The current ordinance does not require that monument signs be designed with a masonry base material. Landscape plantings around the base of the sign are not currently required. The proposed text amendment permits monument style signs with shrouded posts and a maximum open space of one (1) foot between the bottom of the sign and the natural grade. The proposed text amendment requires landscaping around the base of all monument signs. The proposed text amendment also requires the use of masonry materials for the base or supporting posts of all monument sign structures.
- The current sign ordinance prohibits pole signs as the primary identification sign on a lot nor does it require a minimum lot size or frontage for the installation of a ten (10) foot by twelve (12) foot monument style sign. Therefore, the current sign ordinance allows the same permanent freestanding sign on Sugar Grove Parkway and on Main Street. The proposed text amendment allows a pole sign to be installed as the primary signage for commercial lots that contain less than the requisite 150 feet of public street frontage for a monument sign. This will mostly apply to lots in the downtown core. The proposed ordinance will allow for a more fitting five (5) foot tall pole sign on these commercial lots.

- The proposed text amendment provides for a master sign plan. A master sign plan will be required for every new planned unit development and subdivision within the Village. This will be a way of insuring unified sign standards within planned unit developments after the developer has turned over control to individual owners and/or tenants.

The Planning Commission recommends approval of the comprehensive sign regulations amendment.

ATTACHMENTS

- Proposed sign ordinance amendment

COST

The only direct cost to the Village with the requested action is the cost to codify the amendment.

RECOMMENDATION

That the Village Board provide Village staff with direction and input in order to prepare an Ordinance Amending Title 11 of the Village Code of Ordinances (Zoning Ordinance).

Chapter 14

Signs

11-14-1 PURPOSE:

It is the purpose of this Chapter to promote the public health, safety and general welfare through reasonable, consistent and non-discriminatory sign standards. These regulations are established to govern the design, installation, and maintenance of signs in order to protect the public safety of village residents, business owners, and visitors while preserving the small town atmosphere of the village. These sign regulations are not intended to censor speech or to regulate viewpoints, but to minimize adverse effects of signage. These regulations are established for the following specific and additional purposes:

- Protect the first amendment rights of all citizens, merchants, property owners, and guests by establishing uniform and content-neutral sign standards.
- Protect the positive, small town image of the village by creating consistency in design, size, location, and illumination of signage throughout the village.
- Protect motorists and pedestrians from damage or bodily injury resulting from distracting and/or excessive signage.
- Protect the night sky and community residents from excessive glare by creating consistent sign illumination standards.
- To enhance the economy of the village by establishing design and separation standards that encourage readable signs and to avoid the "cancelling out" effect of conflicting adjacent signs.
- Reduce visual clutter along village thoroughfares.

11-14-2 SCOPE AND INTERPRETATION

- A. This chapter regulates all signs and sign elements installed and maintained throughout the village.
- B. The interpretation of this chapter is the responsibility of the director of community development.
- C. A sign type which is not specifically listed shall be expressly prohibited.
- D. Where the regulations of this chapter are inconsistent with comparable provision of any other portion of this title or any portion of the municipal code, the more restrictive provision shall control.
- E. If any provision herein is declared to be unenforceable or invalid, the remainder of this title shall remain in full force and effect.
- F. Notwithstanding anything in this chapter to the contrary, no sign or sign structure shall be subject to any limitation based upon the viewpoint of the message contained on such sign or displayed on such sign structure.
- G. Notwithstanding anything in this chapter to the contrary, it is the policy of the village to regulate signs in a manner that does not favor commercial speech over noncommercial speech and does not regulate protected, noncommercial speech by message content.
- H. Notwithstanding anything contained in this chapter to the contrary, any sign erected pursuant to the provisions of this chapter may, at the option of the owner, contain a noncommercial

message in lieu of a commercial message and the noncommercial copy may be substituted in whole or in part at any time in place of the commercial copy. The noncommercial message may occupy the entire sign face or any portion thereof. The sign face may be changed from a commercial message to a noncommercial message or from one noncommercial message to another noncommercial message; provided, however, that there is no change in the size, height, setback or spacing criteria contained in this chapter.

11-14-3 GENERAL REQUIREMENTS

The provisions of this section shall apply to all signs whether permanent or temporary.

A. Permit required. Unless specifically excluded per this chapter, it shall be unlawful for any person to construct, install, or relocate any sign within the village without first obtaining a building permit.

B. Obstruction. No sign shall be erected to block any access point required by the building code or fire protection district.

C. Measurements. All measured distances shall be to the nearest integer; if a fraction is less than one half (1/2), the integer below shall be taken. The area of a sign face shall be calculated by means of the smallest square, rectangle or conjoining combination thereof that will encompass the extreme limits of the writing, representation, emblem or other display together with any material or color forming an integral part of the backdrop or of the structure against which it is placed. The surface area for signs with more than one face shall be computed by totaling together the area of all sign faces visible from any one point.

D. Height. Height of a freestanding sign shall be computed as the distance from the natural grade at the base of the sign to the highest point of the sign or any component part of the sign. Height of a wall sign shall be computed as the distance from the top of the highest sign component to the lowest sign component.

E. Setbacks. Notwithstanding anything contained in this chapter to the contrary, freestanding signs shall be setback at least five (5) feet from any lot line. No sign that exceeds thirty six (36) inches in height, whether temporary or permanent, shall encroach into the protected sight distance triangle regulated by section 11-4-11 of this title.

F. Illumination. The means of sign illumination shall be constant in intensity and color. External illumination shall be top mounted, fully shielded, and downcast. Sign illumination shall meet the requirements of chapter 18 of this title. All illuminated signs shall have an external disconnect and be listed with the Underwriters Laboratories (UL).

G. Wind Pressure and Dead Load Requirements. All signs shall be designed and constructed to withstand a wind pressure of thirty (30) pounds per square foot and shall be constructed to receive dead loads as required by the building code.

H. Glass. All glass shall be safety glass.

I. Design Standards. On zoning lots with multiple users, individual sign designs shall be carefully integrated with site and building design to create a unified appearance for the total property. Freestanding signs shall be constructed of materials and colors that match the primary building material of the principal building on the zoning lot. Channel letter sign raceways, end caps and returns shall be painted to match the wall onto which the sign is mounted. Internally illuminated freestanding signs shall have an opaque background with translucent lettering and/or logos.

J. Sign structures shall be sized in correct proportion to the sign face. No oversized sign structures shall be allowed. Sign structures shall be constructed of durable materials with a weather resistant finish. Visible rough cut plywood is expressly prohibited.

K. Location. Any sign installed or placed on public property shall be deemed illegal and shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the village shall have the right to recover from the owner or person placing such sign the cost of removal and disposal of such sign. This provision shall not apply to signs located by a governmental body for the purpose of providing public information.

L. Transferability. Where number and size of sign is based on either building façade width or street frontage width, no number or square footage allowance shall be transferred from one building façade or street frontage to another.

11-14-4 EXEMPT SIGNS

The following signs are exempt from regulation under this chapter.

A. Government signs.

B. Signs located entirely inside the premises of a building or enclosed space and not visible from the exterior of the building.

C. Signs protected by state statute.

D. Traffic control devices and signs installed under the authority of federal, state, or local government.

11-14-5 MAINTENANCE AND REMOVAL REQUIRED

A. Maintenance. All signs shall be maintained in a clean, safe, neat, and orderly condition and in good working order, including all illumination sources. Signs shall be erected and maintained in compliance with the building code. No building permit is required for minor repairs such as, but not limited to, painting. A building permit is required for major repairs such as, but not limited to, rewiring. The determination of minor or major repair shall be at the discretion of the director of community development.

B. Obsolete Sign Removal. Any obsolete sign shall be removed and all surfaces shall be restored to match the exiting wall surface within thirty (30) days of the close of business. In the case of changeable panel signs, a blank panel shall replace the obsolete sign panel within thirty (30) days of the close of business. In the case of freestanding signs without changeable panels, the sign face shall be neatly covered with an appropriate material and secured to withstand weather within thirty (30) days of the close of business.

C. Nonconforming Temporary Sign Removal. Any sign not in full compliance with section 11-14-7 shall be removed within six (6) months of the adoption of this chapter.

11-14-6 PERMITS

A. Permanent Signs

1. A sign permit application is required to be submitted and approved before the installation, erection, construction, major repair, alternation, or relocation of any permanent, non-exempt, sign. The permit fee for all permanent signs shall be set by separate resolution of the village board as amended from time to time.

2. A complete sign permit application shall contain the following:

- a. Name, address, telephone, and email of the applicant.
- b. Name, address, telephone, email, and contractor registration number of party responsible for work described.
- c. Written consent of the owner of the land on which the sign is to be located.
- d. A plat of survey, drawn to scale, showing the location of the buildings, structure, or lot to which the sign is to be attached or erected, and showing the position of the sign in relation to nearby buildings, sidewalks, and thoroughfares.
- e. A plan, drawn to scale, indicating the size of the sign, sign support structure, materials, and method of attachment.
- f. Any other information deemed necessary by the director of community development.

B. Temporary Signs

1. A sign permit application is required to be submitted and approved before the installation, erection, construction, or relocation of a temporary sign. The permit fees for all temporary signs shall be set by separate resolution of the village board as amended from time to time.
2. A complete sign permit application shall contain the following:
 - a. Name, address, telephone, and email of the applicant.
 - b. Name, address, telephone, email, and contractor registration number of party responsible for work described. (If applicable)
 - c. Written consent of the owner of the land on which the sign is to be located.
 - d. A plat of survey, drawn to scale, showing the location of the buildings, structure, or lot to which the sign is to be attached or erected, and showing the position of the sign in relation to nearby buildings, sidewalks, and thoroughfares.
 - e. A plan, drawn to scale, indicating the size of the sign, sign support structure, materials, and method of attachment.
 - f. Dates that the sign(s) will be installed and a date certain that the sign(s) will be removed.
 - g. Any other information deemed necessary by the director of community development

11-14-7 TEMPORARY SIGNS

A. The type, location, size, and duration allowed for temporary signs is as follows.

1. Signs erected by the developer of a residentially zoned property or the builder of multiple parcels within a residential subdivision
 - a. On site signs. On site temporary signs identifying a residential development shall be installed in compliance with the following regulations.
 1. Size. Temporary signs located along public roadways posted for speeds of 55 mph or greater shall not exceed one hundred (100) square feet nor ten (10) feet in structure height. Along public roadways posted for speeds of 40 mph up to 54 mph shall not exceed thirty-two (32) square feet nor six (6) feet in height. Along public roadway posted for speeds of up to 39 mph shall not exceed twelve (12) square feet nor four (4) feet in height.
 2. Number. One (1) sign per public right of way frontage is allowed.
 3. Illumination. This type of temporary sign shall not be illuminated.
 4. Setback. This type of sign shall be located a distance at least equal to the height of the sign from the right of way. This type of sign shall be located outside of the site distance triangle as required by section 11-4-11 of this title.

5. Design. This type of sign shall be double pole style. This type of sign shall contain no visible rough-cut plywood. Signs constructed of wood shall be maintained with a weather resistant finish and maintained free of peeling paint and rotted wood. Supporting posts shall have a minimum size of four (4) inches by four (4) inches square or four (4) inches diameter.

6. Duration. This type of sign and all component parts shall be removed entirely from the property at such time as ninety percent (90%) of the occupancy permits within the identified development have been issued. This type of sign and all component parts shall be removed entirely from the property at such time that no building permits have been issued within the identified development for more than one (1) year.

b. Offsite signs. Off-site temporary signs identifying a residential development, applied for by the developer or builder of multiple residential parcels, may be installed, with written permission of the land owner on which the signs are located, in compliance with the following regulations.

1. Duration. This type of sign may be displayed for a period of up to twelve (12) months, renewable on a six (6) month basis thereafter. This type of sign and all component parts shall be removed entirely from the property at such time as ninety percent (90%) of the occupancy permits within the identified development have been issued. This type of sign and all component parts shall be removed entirely from the property at such time that no building permits have been issued within the identified development for more than one (1) year.

2. Size. Temporary signs located along public roadways posted for speeds of 55 mph or greater shall not exceed one hundred (100) square feet nor ten (10) feet in structure height. Along public roadways posted for speeds of 40mph up to 54 mph shall not exceed thirty-two (32) square feet nor six (6) feet in height. Along public roadways posted for speeds of up to 39 mph shall not exceed twelve (12) square feet nor four (4) feet in height.

3. Illumination. This type of sign shall not be illuminated.

4. Location. This type of sign shall be located a distance at least equal to the height of the sign from the right of way. This type of sign shall be located outside of the site distance triangle as regulated by section 11-4-11 of this title.

5. Land Use. This type of sign shall only be located on undeveloped property.

6. Number. There is no limit to the number of this type of sign; however, these signs shall be separated by a distance of at least one thousand three hundred twenty (1,320) feet. This type of sign shall not be located within three hundred (300) feet of a residential structure or any other type of sign.

7. Design. This type of sign shall be double pole style. This type of sign shall contain no visible rough-cut plywood. Signs constructed of wood shall be maintained with a weather resistant finish and maintained free of peeling paint and rotted wood. Supporting posts shall have a minimum size of four (4) inches by four (4) inches square or four (4) inches diameter.

2. Temporary signs erected prior to the occupancy of a commercial or industrial multi-lot development.

a. On site temporary signs of a commercial of industrial multi-lot development may be installed in compliance with the following regulations.

1. Size. This type of sign located along a public roadway posted for speeds of 55 mph or greater shall not exceed one hundred (100) square feet nor ten (10) feet in structure height. Along a public roadway posted for speeds of 40mph up to 54 mph shall not exceed thirty-two (32) square feet nor six (6) feet in height. A public roadway posted for speeds of up to 39 mph shall not exceed twelve (12) square feet nor four (4) feet in height.

2. Illumination. This type of temporary sign shall not be illuminated.

3. Location. This type of sign shall be located a distance at least equal to the height of the sign from the right of way. These signs shall be located outside of the site distance triangle as regulated by section 11-4-11 of this title.

4. Duration. This type of sign and all component parts shall be removed entirely from the property at such time as ninety percent (90%) of the occupancy permits within the identified development have been issued. This type of sign and all component parts shall be removed entirely from the property at such time that no building permits have been issued within the identified development for more than one (1) year.

5. Number. One (1) per public right of way frontage.

6. Design. This type of sign shall be double pole style. This type of sign shall contain no visible rough-cut plywood. Signs constructed of wood shall be maintained with a weather resistant finish and maintained free of peeling paint and rotted wood. Supporting posts shall have a minimum size of four (4) inches by four (4) inches square or four (4) inches diameter.

3. Temporary signs erected prior to the occupancy of a commercial or industrial single lot.

a. On site temporary signs on a commercial or industrial single lot may be installed in compliance with the following regulations.

1. Size. This type of sign located along public roadways posted for speeds of 55 mph or greater shall not exceed sixty four (64) square feet nor ten (10) feet in structure height. Along public roadways posted for speeds of 40mph up to 54 mph shall not exceed thirty-two (32) square feet not six (6) feet in height. Along public roadways posted for speeds of up to 39 mph shall not exceed twelve (12) square feet nor four (4) feet in height.

2. Number. One (1) sign per public right of way frontage.

3. Illumination. This type of sign shall not be illuminated.

4. Location. This type of sign shall be located a distance of at least 5 feet from any lot line. This type of sign shall be located outside of the site distance triangle as regulated by section 11-4-11 of this title.

5. Duration. This type of sign and all component parts shall be removed entirely from the property prior to issuance of an occupancy permit.

6. Design. This type of sign shall be double pole style. This type of sign shall contain no visible rough-cut plywood. Signs constructed of wood shall be maintained with a weather resistant finish and maintained free of peeling paint and rotted wood. Supporting posts shall have a minimum size of four (4) inches by four (4) inches square or four (4) inches diameter.

4. Temporary signs erected after the occupancy of a commercial or industrial tenant space may be installed in compliance with the following regulations.

a. Type. Allowable temporary sign types are limited to the following: double pole freestanding, banners, posters, and flags. No changeable copy is allowed.

b. Number. A total of four (4) temporary signs are permitted within any one (1) calendar year starting each January 1st.

c. Permits and Duration. No temporary sign shall be installed on a lot without a sign permit. Application for permit shall be made in compliance with section 11-14-6 of this title. Each temporary sign permit shall be valid for thirty (30) consecutive days. Said permits may run concurrently or consecutive with each other. Application for consecutive permits may be made at one time upon one application. If one application is made for multiple periods, all required permit fees shall be paid at the time of issuance for all periods covered by said permit. As an example, a single application covering four (4) consecutive periods will be required to pay a total of four (4) permit fees upon issuance. In the event a user of a temporary sign continues to display said sign in excess of the time permitted or without a sign permit, any time period that said sign is

displayed shall be deducted from the allowable time authorized by any subsequent permit. Permit fees shall be set by separate resolution of the village board as amended from time to time. Permit fees may be waived for not-for-profit entities.

d. Size. Temporary signs are limited to thirty two (32) square feet and ten (10) feet in height.

e. Location. Temporary signs shall be located at least five feet (5') from any lot line. Temporary signs shall be located outside of the site distance triangle as regulated by section 11-4-11 of this title. Temporary signs may be placed on lots not owned by the sign owner; however, these signs shall only be placed with permission of the land owner.

11-14-8 PROHIBITED SIGNS

The following signs are expressly prohibited.

A. Billboard signs

B. Signs containing elements that move, rotate, undulate, or emit light beams

C. Sign components or building adornment with exposed light bulbs, neon lighting, flashing, blinking, or traveling lights with the exception of seasonal decorations as regulated by section 11-18-3 of this title.

D. Signs mounted to the roof of a building and/or signs which extend above the roof line of the building or structure to which it is attached.

E. Signs which constitute a hazard to public health or safety, as determined by the director of community development.

F. Signs displaying obscene, indecent or immoral matter, as determined by the director of community development.

G. Signs mounted on trailers or motor vehicles for which the primary use is to provide signage rather than the operation of personal or business transportation uses.

H. Any sign, sign component or ornamentation located in the public right of way with the exception of traffic safety signs and equipment authorized by the Village.

I. Signs which may be confused with traffic control signals or signs.

J. Signs mounted to or painted directly on trees, rocks, fences, or similar structure.

K. Balloons, streamers, inflatable devices, and pennants.

L. Manual changeable message centers or reader boards with the exception of chalk boards on A-frame portable signs.

M. Abandoned Signs.

N. Sign Walkers.

O. Box/Cabinet signs.

11-14-9 SIGNS ALLOWED WITHOUT A SIGN PERMIT

A. The following signs are permitted in all zoning districts without a sign permit. These signs shall not be included when calculating the total number of signs on a lot; however, they shall comply with the general requirements set forth in section 11-14-3 of this title.

1. Signs erected by the village or under the direction of the village.

B. The following signs are permitted without a permit in all residential zoning districts.

1. Up to two (2) non illuminated wall signs not exceeding a cumulative total of four (4) square feet.

2. Temporary freestanding signs located on a residential lot shall be allowed a cumulative maximum of eighteen (18) square feet in area and no single sign shall be larger than six (6) square feet in area. Sign shall not be illuminated.

C. The following signs are permitted without a permit in all commercial and industrial zoning districts.

1. Signs located on or above an entrance or exit to a building which are not more than fifteen square feet in area nor eighteen inches (18") in height.

2. Temporarily displayed window graphics which do not cover more than forty percent (40%) of the area of the window on which they are displayed. Said signs shall only be displayed from the interior of the building.

3. One (1) umbrella sign per table in an outside seating area is permitted. An umbrella sign shall not exceed eight (8) feet in height. An umbrella shall be mounted on or in the table or secured within an umbrella holder.

4. Parking signs located within a private parking lot.

11-14-10 PERMANENT SIGNS

Table 14.1 Permanent Building Sign Types Permitted by Zoning District.

P = permitted; N = not permitted; SU = permitted by Special Use

District	Canopy	Awning	Projecting	Wall	Master Sign Plan	Wall Painted
A-1 Restricted Farming	P	P	P	P	P	SU
E-1 Estate Residential	N	N	N	P	N	N
R-1 Low Density Residential	N	N	N	P	N	N
R-2 Detached Residential	N	N	N	P	N	N
R-3 Medium Density Residential	N	N	N	P	P	N
SR Senior Residential	P	P	N	P	P	N
B-1 Community Shopping	P	P	P	P	P	SU
B-2 General Business	P	P	P	P	P	SU
B-3 Regional Business	P	P	P	P	P	SU
BP Business Park	P	P	N	P	P	SU
M-1 Limited Manufacturing	P	P	N	P	P	SU
I-1 Light Industrial	P	P	N	P	P	SU

Table 14.2 Permanent Freestanding Sign Types Permitted by Zoning District

P = permitted; N = not permitted; SU = permitted by Special Use

District	A-Frame	Monument	Pole	Development	Master Sign Plan	Electronic Message Center	Menu Board	Flagpole
A-1 Restricted Farming	P	P	P	SU	P	N	N	P
E-1 Estate Residential	N	N	N	SU	N	N	N	P
R-1 Low Density Residential	N	N	N	SU	N	N	N	P
R-2 Detached Residential	N	N	N	SU	N	N	N	P
R-3 Medium Density Residential	N	N	N	SU	P	N	N	P
SR Senior Residential	N	P	P	SU	P	N	N	P
B-1 Community Shopping	P	P	P	SU	P	N	N	P
B-2 General Business	P	P	P	SU	P	P	P	P
B-3 Regional Business	P	P	P	SU	P	P	P	P
BP Business Park	P	P	P	SU	P	P	P	P
M-1 Limited Manufacturing	P	P	P	SU	P	N	N	P
I-1 Light Industrial	P	P	P	SU	P	N	N	P

A. Sign Types. The following sign types shall be permitted as depicted in the above table 14.1 and in accordance with the following.

1. Canopy sign. There are two types of canopy sign. An attached canopy sign is a sign mounted on a structural protective cover over an outdoor service area that is affixed or attached to a principal building. A freestanding canopy sign is defined as a sign mounted on a freestanding structural protective cover over an outdoor service area.

a. Number allowed. One (1) sign per each side of a canopy facing a street or parking lot. This type of sign shall be flush mounted and shall not project above or below the canopy structure.

b. Sign area allowed. Each freestanding or attached canopy sign is permitted a maximum square footage not to exceed ten percent (10%) of the surface area of the side of the canopy on which it is mounted.

2. Projecting sign. A projecting sign is a sign which is mounted to a building such that the sign message is perpendicular to the wall upon which it is mounted and projects beyond the plane of the wall.

a. Number. One (1) projecting sign is permitted per principal building.

b. Size. A projecting sign shall not exceed nine (9) square feet.

c. Location. A projecting sign shall not project more than three feet (3') from the wall surface and shall be located at least nine feet (9') above natural grade.

d. Illumination. Projecting sign may be internally or externally illuminated. External illumination shall be top mounted, fully shielded, and directed downward.

3. Wall sign. A wall sign is defined as any sign mounted to, attached to, part of, or painted on the exterior wall of a building or structure.

a. Design. Wall signs shall be flush mounted, individual letters, channel letters, or permanently displayed window signs. Box and cabinet signs are expressly prohibited. Wall painted signs may be allowed by special use permit as regulated in section 11-13-12 of this title.

b. Number. For single user buildings, two (2) wall signs are permitted per building façade. For multi-tenant buildings, one (1) wall sign is permitted per tenant space.

c. Size. For single user buildings, the cumulative total of maximum wall sign area is one (1) square foot per one (1) linear foot of building façade width up to two hundred (200) square feet. For multi-tenant buildings, each tenant is allowed one (1) square foot of sign area per one (1) linear foot of tenant space width. Notwithstanding anything contained in this chapter to the contrary, a tenant occupying a corner space is permitted a wall sign, in compliance with the above requirements, on each building façade.

d. Computation. The area of a sign face shall be computed by means of the smallest square, rectangle, or conjoining combination therefore that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the backdrop or structure against which it is placed.

e. Location. Wall signs shall not extend more than eight inches (18") from the wall. Wall signs and all component parts shall not extend above the roof line. Wall signs shall be centered, as closely as possible, above the principal entrance to the building or tenant space or centered, as closely as possible, above the largest display window. Window signs together with temporary window signs shall not cover more than forty percent (40%) of the window on which they are displayed.

f. Illumination. Wall signs may be internally or externally illuminated. External illumination shall be top mounted, fully shielded, and directed downward. Where a building façade is located adjacent to or across a public right of way from property which is zoned exclusively for residential use, the wall sign(s) mounted on said facade shall not be illuminated.

4. Awning Sign. An awning sign is a sign mounted to or integrated into an awning. For the purposes of this chapter, an awning is a structure attached above the main entrance or windows of a building in order to provide protection from the elements.

a. Number. One (1) sign is permitted per awning.

b. Size. An awning sign shall not exceed ten percent (10%) of the awning surface area. If an awning sign exceeds this limit, then it is considered a wall sign and shall be regulated as such.

c. Illumination. An awning sign may be externally or internally illuminated. The source of external illumination shall be top mounted, fully shielded, and downcast. The source of internal illumination shall not be visible.

d. Awning structure. Awnings shall not project more than eight feet (8') from the building wall, shall maintain a minimum clearance of seven feet (7') from natural grade, shall be mounted above the main entry door and/or windows, and shall not be mounted such that any portion of the awning projects

above the roofline of the building. Awnings mounted on windows that do not face a street or parking lot shall not contain signage.

B. Sign Types. The following sign types shall be permitted as depicted in the above Table 14.2 and in accordance with the following.

1. A-Frame Sign. An A-frame sign is a sign composed of two sign boards hinged together at the top.
 - a. Size. Maximum structure height shall not exceed three (3) feet. Maximum structure width shall not exceed two (2) feet.
 - b. Design. This type of sign shall be constructed of durable, painted wood. No changeable copy is permitted, with the exception of an erasable chalk board. This type of sign shall not contain exposed rough cut plywood. This type of sign shall be portable.
 - c. Number. One (1) per lot or tenant space. This type of sign shall not be located in such a manner that it blocks pedestrian or vehicular circulation.
 - d. Duration. This type of sign shall be displayed only during regular business hours of operation. This type of sign shall be stored indoors whenever the sign is not in use.
2. Monument Sign. A monument sign is a type of ground sign designed so that the base of the sign is at least as wide as the top of the sign.
 - a. Size. Maximum structure height shall not exceed ten (10) feet. Maximum structure width shall not exceed twelve (12) feet. Maximum sign face shall not exceed sixty (60) square feet.
 - b. Design. The sign base is not required to be continuous; however, supporting poles shall be covered by a minimum of twenty four (24) square inches of masonry base material. The open area between the bottom of the sign and the natural grade shall not exceed twelve (12) inches. The base of the sign structure shall be constructed of a durable masonry material. Landscape materials shall be maintained around the base of the sign structure. Plant materials shall include evergreen and deciduous shrubs.
 - c. Number. One (1) monument sign is permitted per every one hundred and fifty (150) feet of each individual public right of way frontage. A minimum of one hundred and fifty (150) feet of public right of way frontage is required for the installation of one (1) monument sign.
 - d. Location. Monument signs shall be located outside of the sight triangle as regulated by section 11-4-11 of this title and setback at least five (5) feet from any lot line. Each monument sign shall be located at least one hundred and fifty (150) feet from any other monument sign.
 - e. Illumination. Monument signs may be internally or externally illuminated. External illumination shall be top mounted, fully shielded, and directed downward. Internally illuminated sign faces shall contain a background which is opaque so that only the sign message is visible when lit.

3. Pole Sign. A type of ground sign designed so that the sign is in less than full and continuous contact, from edge to edge, with the ground and is not a monument sign. A pole sign may be single-pole or double-pole.

a. Number. One (1) pole sign per 10,000 square feet of lot area up to a maximum of six (6) pole signs per lot. A lot with less than 10,000 square feet is permitted a total of one (1) pole sign.

b. Size. On lots that contain only pole type freestanding signs: a maximum of one (1) pole sign per lot shall be allowed the following maximum size: maximum structure height of five (5) feet and maximum structure width of four (4) feet. Each additional pole sign on the lot shall be allowed the following maximum size: maximum structure height of three (3) feet and maximum structure width of two (2) feet. On lots that contain a monument style freestanding sign: each pole type freestanding sign is allowed the following maximum size: a maximum structure height of three (3) feet and a maximum structure width of two (2) feet.

c. Design. Pole signs shall be constructed of durable materials. Wooden signs shall be maintained free of peeling paint, rotten wood, and exposed rough cut plywood. Exposed poles shall measure at least four (4) inches by four (4) inches square or four (4) inches diameter.

d. Location. Pole signs shall be located at least five (5) feet from the street lot line and at least two (2) feet from any interior or rear lot line. Pole signs located within the sight triangle as regulated by section 11-4-11 of this title shall not exceed three (3) feet in height.

e. Pole signs may be internally or externally illuminated. For internally illuminated signs, the background of the sign face shall be opaque. For externally illuminated signs, the source of illumination shall be top mounted, fully shielded, and shall be directed downward.

4. Development Signs. A development sign is a permanent freestanding sign identifying a residential, commercial or industrial subdivision. Design, number, and location shall be determined by the village board through the special use permit as regulated by section 11-13-12 of this title.

5. Electronic Message Center. An electronic message center is a portion of a monument sign on which copy is changed electronically utilizing LED technology.

a. Design. The EMC area shall be integral to the design of the sign and shall not be the dominant element. The EMC portion of the sign face shall not be the uppermost element. No more than forty percent (40%) of the allowable sign face shall be dedicated to the EMC, up to a maximum of twenty (20) square feet of EMC area. Electronic message center signs are permitted only on monument signs.

b. Number. One (1) electronic message center is allowed per zoning lot.

c. Display. The EMC message shall not grow, melt, X-ray, scroll, write on, travel, inverse, roll, twinkle, snow, rotate, flash, blink, move, spin, wave, or rumble or present pictorials or other animation. The message shall be limited to alphanumeric characters. The EMC shall have a hold time of at least five (5) seconds.

d. Brightness. The EMC shall not display light of such intensity or brilliance to cause glare or otherwise impair the vision of the driver, or result in a nuisance to the driver. The difference between the off and solid-message measurements shall not exceed 0.3 foot-candles at night. Said measure shall be taken at a distance of thirty two (32) feet from a ten (10) square foot EMC, thirty nine (39) feet from a fifteen (15) square foot EMC, and forty five (45) feet from a twenty (20) square foot EMC. The EMC shall be equipped with a photocell sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions.

6. Menu Board. A menu board is a type of ground sign that displays a restaurant menu.

1. Design. Sign structure height shall not exceed eight (8) feet. Sign structure width shall not exceed ten (10) feet.

2. Number. One (1) menu board is permitted per business providing drive through service.

7. Flag Pole. A pole designed and used for the singular purpose of flying a flag.

1. Number. In all residential zoning districts, up to one (1) flagpole is permitted per zoning lot. In all other zoning districts, up to three (3) flagpoles are permitted per zoning lot.

2. Number of Flags. Up to two (2) flags may be flown per flagpole.

3. Size. Flagpoles shall not exceed 1.5 times the allowed building height for the zoning district in which they are located.

4. Size of Flags. No flag displaying a commercial message shall exceed twenty four (24) square feet in area.

5. Illumination. Flagpoles in any zoning district may be illuminated by fixtures directed up or down. Any source of illumination that is positioned to provide up lighting shall have a maximum output of 2600 lumens.

6. Permit Required. A building permit is required prior to the installation of any flagpole exceeding thirty feet (30') in height, regardless of zoning district.

7. Flag Brackets. Each principal structure on a lot in any zoning district is allowed up to two (2) flag brackets for the display of flags.

11-14-11 MASTER SIGN PLAN

A. Purpose. A master sign plan is intended to promote consistency of signage within a unified development.

B. Required. A master sign plan shall be required for all planned unit developments, planned development districts, and subdivisions. A master sign plan is encourage to be submitted by an owner of any unified development which will include signs.

C. Contents. A master sign plan shall consist of the following:

1. A scaled location map indicating all freestanding and wall signs on the property.

2. Scaled drawing of each sign to be maintained on the property including: height, width of sign structure and sign face, materials proposed for sign face and sign structure, illumination, and means of installation for sign structure.

D. Application. Application for a master sign plan shall be submitted to the director of community development for review and approval.

E. Variations. If variation from this chapter is requested, a master sign plan shall be processed as a special use pursuant to section 11-13-12 of this title. The application shall include the above required information in addition to an explanation of each variation to the sign regulations being requested.

F. Individual Sign Approval. Each sign regulated by a master sign plan shall be issued a separate sign permit prior to installation.

11-14-12 NON-CONFORMING SIGNS

A. Any existing, nonconforming permanent sign that exists lawfully at the time this chapter is adopted may be continued until such time that;

1. The sign is discontinued for six (6) months or longer, the sign shall be brought into compliance with this chapter prior to reestablishment.
2. The sign has fallen into disrepair to the point that the cost of repair exceeds fifty percent or more of the replacement cost of the sign.
3. The sign is destroyed in such a manner that the cost of repair exceeds fifty percent of the sign replacement cost.

B. No structural alterations are permitted that do not eliminate the non-conforming sign.

C. Non-conforming signs shall not be relocated.

D. When a nonconforming sign is removed from the zoning lot, it shall not be reestablished, regardless of the circumstances that required the removal.

E. Any existing, nonconforming temporary sign shall be brought into full compliance with this chapter within six (6) months of chapter adoption by the village board.

11-3-2 Definitions

AWNING OR CANOPY SIGN: Any hood, canopy or awning made of cloth, fabric, metal or other permanent construction materials projecting from the wall of a building supported solely by the building to which it is attached and which contains a sign.

BILLBOARD: A type of off premises sign owned by a person, corporation or other entity that engages in the business of selling the advertising space on that sign.

BOX OR CABINET SIGN: A type of wall mounted sign where lettering is placed on a box or cabinet unit consuming greater area than just the lettering alone consumes and that unit is attached to the wall.

CHANNEL LETTER SIGN: A type of wall mounted sign where individual letters are joined together by a raceway attached to the wall

ELECTRONIC MESSAGE CENTER (EMC) SIGN: A portion of a ground sign on which copy is changed electronically utilizing LED technology to do so.

FLAG: A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope and used as the symbol or emblem of a country or institution or as a decoration

GOVERNMENT SIGN: Any sign installed under the authority of a unit of government.

GROUND MOUNTED SIGN OR GROUND SIGN: Any sign mounted to the ground, whether it is a monument sign or a pole sign.

INDIVIDUAL LETTER SIGN: A type of wall mounted sign where individual letters are not joined together by a raceway on the wall.

MENU BOARD: A type of ground sign that displays a restaurant menu.

OBSOLETE SIGN: A sign, of any type, which identified a business which no longer exists within the Village. A temporary sign structure, and all its component parts, which no longer contains a sign message is an obsolete sign.

PARKING SIGN: A freestanding pole sign or wall mounted sign, measuring no more than one and one half (1 ½) square feet in sign area, mounted at a less than or equal to six (6) feet, and located entirely within a private parking lot.

PERMANENT SIGN: Any sign permanently affixed to a building, structure, or the ground; a sign not designed to be moved from place to place.

SIGN: Any display, device, notice, figure, painting, drawing, message, placard, poster, bulletin board, symbol, letter, word, numeral, emblem, trademark, flag, banner, pennant or other thing which is designed, intended or used to advertise or direct attention to, provide directions, or inform.

SIGN FACE: In a sign, the area that includes the extreme limits of the lettering/writing, logo/emblem or other representation or display, together with any material framing or color forming an integral part of the background of the display or used to differentiate the sign from

the sign structure, wall, or other backdrop against which it is placed, but not including any supporting framework or bracing that is clearly incidental to the display itself.

SIGN STRUCTURE: In a ground sign, the portion of the ground sign not including the sign face.

TEMPORARY SIGN: Any sign not permanently affixed to a building structure or the ground; a sign designed to be in place for a limited amount of time. Temporary signs primarily include, but are not limited to, signs attached to wood or metal frames designed to be self-supporting and movable; paper, plastic, cardboard, or canvas signs wrapped around supporting poles.

WALL MOUNTED SIGN OR WALL SIGN: Any sign mounted to, attached to, part of, or painted on the exterior wall of a building or structure, including canopies and awnings, projecting signs, and window signs.

Window Graphics: Any pictorial image, design, drawing, or text visible from the exterior of a window.

WINDOW MOUNTED SIGN OR WINDOW SIGN: Any sign mounted, attached to, or painted on a glass door or window and which is located on the interior in such a manner that it is visible from the exterior, but excludes merchandise in a window display.