

SECTION 11.00 – SIGNS

11.01 STATEMENT OF PURPOSE

The purpose of this Section is to create the legal framework for a comprehensive but balanced system of signage to promote communication between people and their environment and to avoid the usual clutter which is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance. This Section is adopted for the following purposes:

- A. To preserve, protect and promote public health, safety, and welfare.
- B. To preserve the value of private property by assuring the compatibility of signage with surrounding land uses.
- C. To protect the physical and mental well-being of the general public by recognizing and encouraging a sense of aesthetic appreciation for the visual environment.
- D. To enhance the physical appearance of the Village by preserving the scenic and natural beauty of the area.
- E. To enhance the Village's economy, business and industry by promoting the reasonable, orderly and effective display of signage and encouraging better communication between an activity and the public it seeks with its messages.
- F. To protect the general public from damage and injury which may be caused by distractions, obstructions, and hazards created by certain signage.
- G. To protect pedestrians and motorists within the Village from injury caused by distractions, obstructions, and hazards created by certain signage.
- H. To protect the public investment in streets and highways by reducing distraction which may increase the number and severity of traffic accidents.
- I. To encourage sound practices and lessen the objectionable effects of competition with respect to size and placement of signage.

11.02 GENERAL REGULATIONS

- A. Obstructions. No sign may block any required access way, window, fire escape, door, or other entrance or exit way, nor any window surface required for ventilation by the Village Code.
- B. Public Right-of-way. No sign or associated lighting fixture shall be erected or displayed within the public right-of-way except for traffic control and traffic information signs, and signs as otherwise provided herein.
- C. Metal Signs. No metal sign shall be located within a vertical distance of eight (8) feet, or a horizontal distance of four (4) feet of electrical wires or conductors, even if such wires or conductors are insulated or otherwise protected.
- D. Setback Requirements. Except as otherwise provided, freestanding signs shall be located no less than ten (10) feet from any driveway or lot line, as measured from the portion of the sign closest to the driveway or lot line. On a corner lot, the sign shall not be placed within any portion of the thirty (30) foot sight triangle at the intersection of two streets and/or public access points (such as driveways). **Refer to Section 11.11 for a definition and diagram clarifying what is meant by *sight triangle*.**
- E. Sign Height. The distance between grade, before any berming, at the base of or below the middle of the sign and the highest point of the sign.
- F. Projection. No sign shall project beyond the property line into the public right-of-way, except as otherwise provided herein.
- G. Off-Premise Signage. Off-premise signage is not permitted within the Village. All signs constructed within the Village shall be located on the property in which the construction, business and/or use is taking place.
- H. Illumination. Sign illumination shall be constant in intensity and color. The light for any illuminated sign shall be shaded, shielded, or directed so as not to cause glare in surrounding properties or in public streets. No direct or reflected light from a light source for an illuminated sign shall create a traffic hazard for operation of motor vehicles. Illuminated signs shall be wired and ground fault interrupters (GFIs) controlling their electrical supply.
- I. Changes to Signs. A sign permit shall not be required for painting, cleaning, repair, or maintenance of an otherwise permitted sign existing on the property. A permit is required for all sign face changes and structural changes.
- J. Change Ownership, Tenant or Advertiser. Any sign or zoning lot that has a change of ownership tenant or advertiser shall cause all signs on that zoning lot to secure new sign permits.
- K. Development Name. The proposed name of the development or establishment on a lot shall not duplicate or resemble the name of any existing development or establishment in the Village corporate boundaries.

L. Sign Maintenance, Repair and Safety.

1. The appearance and safety of a sign shall be maintained at all times. The sign shall be repaired and repainted as necessary to prevent rust, corrosion, rotting, or other deterioration in appearance or structural safety of the sign.
2. The source of illumination shall be kept in safe working order at all times.
3. All letters, figures, characters, and sign embellishments on a sign and its support shall be safely and securely attached to the sign at all times.

M. Non-Conforming Signs. All signs lawfully existing, or holding sign permits issued prior to the date of adoption of this Ordinance, but which are not in conformance with these regulations, may be continued as non-conformities until such time that the sign is to be more than 50% repaired or replaced in its entirety or until two (2) years have passed from the date of the adoption of this Ordinance.

N. Removal of Unsafe, Abandoned or Unlawful Signs. Any sign, other than an outdoor advertising sign, that no longer identifies a business, activity, event, or service, conducted, or product, service or entertainment sold on the premises where the sign is located shall be considered abandoned and shall be removed. If upon inspection the Building and Zoning Director or his/her designated representative finds that a sign is abandoned, unsafe, or in any way not in compliance with Village Ordinances, he or she shall issue a written order to the Permittee or owner stating the nature of the violation and requiring the repair, replacement, or removal of the sign within ten (10) working days from the date of the order. If after ten (10) working days of issuance of an order has not been complied with, or if a sign constitutes an immediate hazard to the public safety, the Building and Zoning Director or his/her designated representative may recommend to the Village Board to authorize judicial process to cause the sign to be removed or repaired pursuant to the provisions concerning Unsafe Buildings of Article 11, Chapter 24, of the Illinois Municipal Code. After removal of a sign through judicial process, the Building and Zoning Director or his/her designated representative shall send a notice to the property owner stating the nature of the removal work performed and demanding payment of the cost thereof plus ten percent (10%) for inspection and administrative costs. If said amount is not paid within thirty (30) days of the notice, it shall become a lien against the property owner upon which the sign was located.

11.03 PERMIT AND REGULATION EXEMPT SIGNS

The following signs and displays are exempt from the permit required and subject only to the provisions of Section 11.02.

- A. Holiday Decorations. Displays of a primarily decorative nature clearly incidental and customary and commonly associated with any national, local, or religious holiday.
- B. Memorial signs and tablets displayed on private property.
- C. Scoreboards, when used in conjunction with an athletic activity.

11.04 PERMIT EXEMPT SIGNS

The following signs are exempt from the permit requirements, but must comply with the regulations established herein.

- A. Contractor's Signs. Temporary signs identifying individual contractors on a construction site shall be freestanding signs and setback not less than ten (10) feet from any lot line and shall not exceed six (6) feet in height and shall not be illuminated. Signs may not be erected or maintained more than three (3) days before construction begins and shall be removed within five (5) days after completion of construction or expiration of the building permit.
 - 1. Residential Lots Signs shall not exceed six (6) square feet in area, provided that no more than one (1) such sign shall be permitted in each yard abutting a street
 - 2. Commercial Lots Signs shall not exceed three (3) square feet in area and are limited to one sign per contractor per street frontage
- B. Four (4) flags having a maximum size of thirty-six (36) inches by sixty (60) inches and so long as all flag poles are freestanding or attached to the principal building or garage.
- C. Garage and Yard Sale Signs. Signs shall not be more than six (6) square feet in area, provided that no more than one (1) such sign shall be permitted in each yard abutting a street; signs shall be freestanding signs and setback not less than ten (10) feet from any lot line and shall not exceed six (6) feet in height and shall not be illuminated. Signs may not be erected or maintained more than three (3) days prior to the beginning of the sale and shall be removed within five (5) days after the conclusion of the sale.
- D. Governmental and Utility Signs. Informational signs or displays maintained by a government body or public utility, including traffic or parking regulatory devices, legal notices, warning of hazards, and similar displays.
- E. Government Mandated Signs. Street address numerals, public hearing signs and other signs or exterior displays required to be maintained by government order or regulations, provided that the content and size thereof does not exceed that required by such order or regulation. Mail boxes and neighborhood Delivery Cluster Box Units may only display names, addresses, and user information. Such mail structures may not be used for advertising any commercial, sales, home occupation activity, or garage sales and the like.
- F. Legal notices, identification, informational, directional, traffic, or other sign erected or required by governmental authority under any law, statute or ordinance.
- G. "No Trespassing", "Beware of Dog", "No Dumping" and other similar warning signs not larger than two (2) square feet in area, provided that no more than one (1) such sign shall be permitted in each yard abutting a street. In residential zoning districts, these signs may be attached to a fence or gate only. In non-

residential zoning districts, these signs may be attached to a fence or gate, or may be freestanding; however a freestanding sign shall be setback not less than ten (10) feet from any lot line and shall not exceed six (6) feet in height and shall not be an illuminated sign.

- H. Political and Election Campaign Signs. The following rules shall apply to signs identifying a political candidate, party or issue subject to an upcoming election:
1. Signs shall not be attached to fences, trees, utility poles or light poles, similar structures or placed within the public right-of-way. Such signs shall not be erected within sight triangle areas or other areas where safety concerns exist.
 2. Signs may be illuminated subject to Section 11.02H.
 3. Signs shall not exceed sixteen (16) square feet in area per face.
 4. A sight triangle shall be maintained as defined in Section 11.11.
 5. Sign shall not exceed six (6) feet in height.
 6. Signs shall not be posted or attached to any parked or stationary semi-trailer or similar type trailer.
- I. Roadway Directional or Informational Signs. Signs erected within the Village's right-of-way shall be installed in accordance with the Manual on Uniform Traffic Control Devices (MUTCD) 2003 edition, or the latest edition and the Illinois Supplement to the National Manual on Uniform Traffic Control Devices (ILMUTCD). In addition, the person or entity seeking to erect such sign shall provide the Village with a liability waiver.
- J. Signs for patriotic, religious, ideological, or other noncommercial expressive purposes. Signs shall not be more than six (6) square feet in area, provided that no more than one (1) such sign shall be permitted in each yard abutting a street; signs shall be freestanding signs and setback not less than ten (10) feet from any lot line and shall not exceed six (6) feet in height and shall not be illuminated.
- K. Signs or banners giving notice of noncommercial events and activities are permitted in any district provided that such signs may not be erected or maintained more than ten (10) days prior to the date of which the event or activity advertised is to occur or be conducted and shall be removed within five (5) days after the termination thereof.**
- L. Permanent Directional Signage.
1. Signs shall provide directional messages for buildings or other permanent structures.
 2. Signs shall not exceed four (4) square feet in surface area per face and three (3) feet in overall height. A sign shall be limited to a maximum of two (2) sign faces.

3. Signs shall be free standing, not attached to any utility pole or structure or any traffic control sign and be setback a minimum of five (5) feet from the curb or edge of pavement.
 4. No attention attracting devices, including but not limited to, pennants, streamers, balloons, inflatable shapes, banners, or flashing lights shall be attached to a directional sign, but signs may be illuminated subject to Section 11.02H.
 5. Signs shall be professionally designed and constructed of the following materials: brick, stone, or other masonry materials, redwood, cedar or other high quality hardwoods. Lettering, ornaments or other graphics on the structure must be constructed of stone, wrought iron, anodized aluminum or engraved into a quality hardwood like redwood or cedar.
- M. Small Real Estate Signs. Signs shall not be more than six (6) square feet in area, provided that no more than one (1) such sign shall be permitted in each yard abutting a street. Real estate signs shall be freestanding signs and setback not less than ten (10) feet from any lot line and shall not exceed six (6) feet in height and shall not be illuminated. Signs may not be erected or maintained more than three (3) days before the property is available for viewing and shall be removed within five (5) days after the closing date.
- N. Temporary Directional Signage
1. Signs shall provide directional messages for commercial or noncommercial events or activities at a specified address within the Village limits.
 2. Signs shall be permitted within the Village's public right-of-way only.
 3. Signs shall not exceed four (4) square feet in surface area per face and three (3) feet in overall height. A sign shall be limited to a maximum of two (2) sign faces.
 4. Signs may be in place only on the days of the event or activity and only between the hours of 8:00 a.m. and 6:00 p.m.
 5. Signs shall be free standing, not attached to any utility pole or structure or any traffic control sign and be setback a minimum of five (5) feet from the curb or edge of pavement.
 6. No attention attracting devices, including but not limited to, pennants, streamers, balloons, inflatable shapes, banners, flashing lights or other illumination shall be attached to a directional sign or placed in the public right-of-way.
 7. Each sign shall have attached an adhesive label or other means to identify the name, address and telephone number of the person responsible for the placement and removal of each sign.

8. No more than four (4) directional signs for each event or activity shall be placed in the public right-of-way.
 9. No sign greater than thirty (30) inches in height shall be placed within any portion of the sight triangle as defined in Section 11.11.
 10. If an owner of the lot adjacent to a right-of-way objects to the posting of a directional sign within the adjacent right-of-way, the sign shall not be posted or shall be immediately removed.
 11. If a sign is removed by a Village official it will be retained for a period of five (5) days and then destroyed. The owner of such signs may claim them at the Village Hall between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday.
- O. Window Signs. Illuminated or non-illuminated window signs posted in public view shall not cover more than 35% of the window or surface area through which or on which they are seen and shall be prohibited when the business is located on a lot adjacent to or across the street from any residential use or district. Illuminated window signs shall be turned off one (1) hour after closing of the business.

11.05 PROHIBITED SIGNS – ALL DISTRICTS

The following signs and displays, as they are defined herein, are prohibited in all zoning districts:

- A. Attention getting devices, except as regulated by Section 11.09 herein.
- B. Billboard and Off-premise signs.
- C. Any signs that have been attached to a light or utility pole, except for banners installed by governmental agencies.
- D. Projecting signs, except as permitted within the Downtown Sign District.
- E. Any sign which is located in or which extends over the public right-of-way except as otherwise permitted within this Section.
- F. Roof signs, either painted directly on the roof, or parapet line.
- G. Temporary and portable signs, except as regulated by Section 11.09 herein.
- H. Temporary Vehicle Signs, other than professionally designed magnetic signs, when displayed on a parked car, truck, semi-trailer, trailer, or other vehicle to advertise a business, service, product, or other commercial activity.
- I. Any sign that are determined to constitute a traffic hazard by reason of size, location, content, color or type of illumination.
- J. All other signs not expressly permitted or regulated herein.
- K. Pole signs.

11.06 RESIDENTIAL DISTRICTS

In all residential districts, the following types of signs are permitted in accordance with the regulations set forth herein:

- A. Nameplates and Identification Signs, subject to the following:
 - 1. For one- and two-family dwellings, there shall be not more than one (1) nameplate, not exceeding two (2) square feet in area, for each dwelling unit indicating the name or address of the occupant.
 - 2. For multiple-family dwellings, and apartments, a single identification sign not exceeding six (6) square feet in area and indicating only the name and address of the building and the name of the management thereof may be displayed.

- B. Permanent Subdivision Entrance Signs, subject to the following:
 - 1. Permanent subdivision entrance signs shall only be permitted for subdivisions containing twenty (20) lots or greater and for multiple-family developments or complexes.
 - 2. The sign contains only the name of the subdivision or multiple-family residential complex and appropriate logo, identifying the subdivision or complex.
 - 3. Only one (1) sign can be erected on each side of the street leading into such subdivision or complex (“entrance”), for a total of two (2) signs per entrance.
 - 4. If there is more than one (1) street leading into such subdivision or complex, the developer of the subdivision at the time of Preliminary PUD and Subdivision Plat review shall identify a primary (main) and secondary entrance into the subdivision. The sign for the entrance designated as the primary (main) entrance into the development shall be subject to the provisions of this section. The sign for the entrance designated as the secondary entrance shall be one-half the size and height of the primary sign.
 - 5. All signs shall be setback a minimum of ten (10) feet from the property line. However, the sign shall not be located within the sight triangle.
 - 6. All signs shall be located within either a sign easement or in a designated outlot as common property. No signs shall be located on public right-of-way or other public property.
 - 7. A homeowner’s association or management company shall be responsible for the maintenance of such signs.
 - 8. The sign area shall not exceed forty (40) square feet in area, including text and logo identifying the subdivision or complex.

9. The maximum height of the sign shall be ten (10) feet, including ornamentation.
 10. The signs shall be constructed of the following materials: brick, stone, or other masonry materials, redwood, cedar or other high quality hardwoods. Lettering, ornaments or other graphics on the structure must be constructed of stone, wrought iron, anodized aluminum or engraved into a quality hardwood like redwood or cedar.
 11. The area surrounding the signs shall be landscaped in an attractive manner, with dense cluster at the base that is equally attractive in winter and summer.
 12. Permanent neighborhood identification sign/s shall be reviewed on a case by case basis as part of the Preliminary PUD process.
- C. Temporary Subdivision Signs, subject to the following:
1. Construction/"Coming Soon" Sign. One (1) per subdivision and shall not exceed thirty-two (32) square feet and ten (10) feet in height. The sign/s shall be removed within six (6) months of ninety (90) percent of the lot sales within the subdivision or upon the subdivision being turned over to the homeowners association, whichever occurs first.
 2. Model Home Signs
 - a. Each type of model home is allowed one (1) identification sign in front of each model home.
 - b. Signs shall not exceed four (4) square feet in area and three (3) feet in height.
 - c. Signs shall be removed upon issuance of an occupancy permit for the model.
 3. On-Site Directional Signs
 - a. Signs may be placed from the entrances to the subdivision to the model home area, at each corner.
 - b. Signs shall not to exceed six (6) square feet in area and six (6) feet in height including ornamentation.
 - c. Items of information shall be limited to: Name of subdivision or builder and logo; and arrows and/or words or direction.
 - d. Signs shall not be located within public right-of-way.
 - e. The sign/s shall be removed within six (6) months of ninety (90) percent of the lot sales within the subdivision or upon the subdivision being turned over to the homeowners association, whichever occurs first.

4. On-Site Marketing Signs

- a. Signs shall not exceed thirty-two (32) square feet in area within the subdivision or at entrances, and ten (10) feet in height including ornamentation.
- b. Only one (1) sign is allowed per entrance with a maximum of three (3) in each subdivision or complex for the sale of lots or homes or the renting of units within a complex.
- c. Signs shall not be located within public right-of-way.
- d. No limitation on the items of information.
- e. The sign/s shall be removed within six (6) months of 90% of the lot sales within the subdivision or upon the subdivision being turned over to the homeowners association, whichever occurs first.

5. On-Site Amenity Signs.

- a. Signs shall not exceed sixteen (16) square feet in area within the subdivision or at entrances, and five (5) feet in height including ornamentation.
- b. A maximum of five (5) signs are allowed, and can be located within the subdivision or complex or on the perimeter of the property.
- c. Signs shall not be located within the public right-of-way.
- d. No limitation on the items of information.
- e. The sign/s shall be removed within six (6) months of 90% of the lot sales within the subdivision or upon the subdivision being turned over to the homeowners association, whichever occurs first.

11.07 BUSINESS AND OFFICE DISTRICTS

In all business and office districts, unless otherwise permitted, the following types of signs are permitted in accordance with the regulations set forth herein:

A. Wall Signs

1. Sign Area.

- a. The maximum area of such signs shall not exceed one (1) square foot in area for each one (1) lineal foot of façade of that portion of the building of which the tenant or owner-occupant is in possession and to which the sign is attached.
- b. No sign shall extend more than seventy-five (75) percent of the width of the façade of the total building or the individual tenant space to which it is attached.

2. Location.

- a. Signs shall be permitted on any elevation directly adjacent to a public right-of-way and/or on any elevation containing a public entrance.
- b. Signs shall not be permitted on any elevation or wall facing the side of any adjoining lot used for residential or located within a residence district. In this section, a window shall be construed as a wall when facing the side of any adjoining lot located in a residence district.
- c. Wall Signs may be located on the vertical face of a mansard roof, provided that the sign does not extend above the top of the building.

B. Monument Signs

1. Sign Area. One (1) sign not to exceed fifty (50) square feet in area. Only one side of the sign is counted toward the sign area.
2. Height. One (1) sign not to exceed ten (10) feet.
3. Location. Signs shall front the principal street, a parking area, or in the case of a corner building, the side street as well. Signs shall be setback a minimum of ten (10) feet from any lot line or driveway, except on corner lots signs shall not be located within the sight triangle as established herein.

C. Canopy and Awning Signs

1. Sign area shall be included in the total wall sign area permitted for a building.

2. Canopies and awnings are limited to two (2) colors in addition to black and white. Logos are exempt from this provision.
- D. Construction/"Coming Soon" Signs. One sign that shall not exceed thirty-two (32) square feet and twenty (20) feet in height. The sign/s shall be removed upon the businesses receiving a certificate of occupancy. A construction sign shall be a wall or ground sign.
- E. **Sandwich Board Signs. Sandwich Board Signs are exempt from permit requirements.**
- a. **Sign Area. Sign shall not exceed six (6) square feet in area.**
 - b. **Height. Sign shall not exceed four (4) feet in height.**
 - c. **Location. Sign shall be located within ten (10) feet of the entrance to the business that is being advertised on the sign. All sandwich board signs shall be removed at the close of business, during severe weather events, or during snow removal operations, and may not obstruct pedestrian traffic.**
- F. Development Signs.
1. Sign Area. One (1) sign not to exceed one hundred (100) square feet in area.
 2. Height. One (1) sign not to exceed twenty-five (25) feet.
 3. Location/Setback. Signs shall front the principal street, a parking area, or in the case of a corner building, the side street as well. Signs shall be setback a minimum of ten (10) feet from any lot line or driveway, except on corner lots signs shall not be located within the sight triangle as established herein.
 4. Planned Unit Developments (PUD). Signs for shopping centers or office parks developed as Planned Unit Developments (PUD) shall be subject to the provisions established herein, except when a shopping center or office park is located on a corner lot, then two (2) development signs shall be permitted. Any request for additional signs beyond the provisions of this section may be considered on case-by-case basis at the time of Preliminary PUD review.
- G. Large Real Estate Signs
1. Size
 - a. Ground signs. A sign shall not exceed one hundred (100) square feet in area.
 - b. Wall Signs. The maximum area of such signs shall not exceed one-half (1/2) square feet in area for each one (1) lineal foot of façade of that portion of the building of which the tenant or owner-

occupant is in possession and to which the sign is attached, however the maximum sign area shall not exceed fifty (50) square feet.

2. Height. A ground sign shall not exceed fifteen (15) feet in height.
3. Number. No more than one (1) sign per zoning lot, except on a corner lot, then two (2) signs shall be permitted with one (1) facing each street.

H. Menu Board Signs

1. The menu board sign shall be accessory to the respective uses.
2. The menu board sign shall not exceed thirty-six (36) square feet in area.
3. The menu board sign shall not exceed eight (8) feet in height.

I. Message Board Signs. Message board signs may be displayed on Development Signs and shall comply with the following:

1. The message board may not occupy more than twenty-five (25) percent of the development sign area, and shall be located in the lower half of the sign area
2. The message board shall be designed to be compatible in design and appearance with the development sign.
3. The message board may be used only for a business or businesses occupying the lot in which the sign is located.
4. The sign is permitted to change no more than once every 20 seconds, and shall contain a static message with text that does that does not grow, melt, scroll, travel, roll, twinkle, snow, rotate, flash, blink, spin, wave or present any animations.
5. Electronic message boards must maintain a uniform color in text and background, and shall not display light of such intensity to cause glare or otherwise impair the vision of motorists or result in a nuisance to motorists.
6. Temporary signs cannot contain changeable signage.

J. Temporary and Portable Signs, as regulated by Section 11.10 herein.

K. Tenant Identification Panels on Development Signs. Panels may be displayed on the development sign and must comply with the following:

1. Panels must be subordinate in design and appearance to the development sign.
2. Panels must not be smaller than six (6) square feet in area.
3. Panels must be compatible as to size and shape, type and design.

-
-
-
4. The total sign area of all tenant identification panels will be included in the overall calculation of the maximum development sign area.

11.075 SPECIAL DISTRICTS AND USES

Unless otherwise stated in this section, signs shall meet the requirements of the zoning district in which they are located.

- A. Downtown Sign District. This district shall include the area as shown on the map “Downtown Sign District” as included in this section.
1. Wall Signs - Size. Lettering shall not exceed eighteen (18) inches in height, and overall sign height shall not exceed thirty (30) inches
 2. Monument Signs.
 - a. Sign Area.
 - i. Single Tenant Building. One (1) sign not to exceed ten (10) square feet in area.
 - ii. Multi-Tenant Building. One (1) sign not to exceed thirty (30) square feet in area.
 - b. Height.
 - i. Signs for a single tenant building shall not exceed three and one-half (3 1/2) feet in height.
 - ii. Signs for a multi-tenant building shall not exceed five (5) feet in height.
 - c. Location/Setback. Where possible, the setbacks established herein shall apply. However, on a lot where the established setback for a ground sign cannot be met, an appropriate setback shall be determined by the Community Development Director or his/her designated representative, on a case-by-case basis
 3. Ground Signs. Ground signs that are not monument signs are not permitted, except that those existing as of January 1, 2012 shall be allowed to continue in use
 4. Projecting Signs.
 - a. One projecting sign is permitted for each first floor business, and second floor businesses may also be permitted one projecting sign, provided the sign is located directly above or within five feet of the first floor entrance.
 - b. Sign shall not project more than three (3) feet beyond the front of the building or closer than two (2) feet from the curb, and the bottom of such signs shall not be less than ten (10) feet above the finished grade of the sidewalk. In the case of a corner building, the same regulations shall apply to the wide wall abutting the street.

- c. The sign shall not exceed ten (10) square feet in area and its location and arrangement shall be subject to approval by the Building and Zoning Director or his/her designated representative. Only one side shall count toward the sign area.
5. **Sandwich Board Signs.** Sandwich Board Signs are exempt from permit requirements.
 - a. Sign Area. Sign shall not exceed six (6) square feet in area.
 - b. Height. Sign shall not exceed four (4) feet in height.
 - c. Location. Sign shall be located within ten (10) feet of the entrance to the business that is being advertised on the sign. All sandwich board signs shall be removed at the close of business, during severe weather events, or during snow removal operations, and may not obstruct pedestrian traffic.
6. **Canopy and Awning Signs.** Awnings should be constructed of cloth or cloth-like materials and should be complementary in placement, proportion and color to the building's existing fixtures and existing awnings and canopies of adjacent buildings. Sign area shall be included in the total wall sign area permitted for a building. Backlit awnings are prohibited.
7. **Message Board Sign.** Message board signs are prohibited.
8. **Lettering and Graphics.** Certain lettering and graphics may not be appropriate in the Downtown Sign District. Contact the Village or refer to the Downtown Oswego Design Guidelines for information.
9. **Lighting.** Certain backlit signs may not be appropriate in the Downtown Sign District. Contact the Village or refer to the Downtown Oswego Design Guidelines for information.
10. **Design and Construction.** Signs constructed within the Village's Downtown Area shall be designed in a manner representative of the historic period of the area. When appropriate, restoring a historic downtown Oswego sign shall be considered.
11. **Temporary Signs. Temporary signage for downtown businesses shall comply with the standards as set forth in Section 11.09 of this Code with the following exceptions:**
 - a. **Not more than 6 permits shall be permitted on any tenant in any calendar year.**
 - b. **Temporary signage for general downtown activities as defined by Section 11.11 Definitions of this Code shall be limited to 6 permits for each individual sign and shall not be displayed for more than 120 days.**

B. Vehicle Sales Facilities. For Vehicle Sales Facilities in excess of four (4) acres in size, the following regulations shall apply.

1. Ground Sign

a. Area.

- i. Primary. One (1) primary sign not to exceed two hundred and twenty (220) square feet in area.
- ii. Secondary. Two (2) secondary signs not to exceed one hundred (100) square feet in area.

b. Height.

- i. Primary. One (1) sign not to exceed twenty-five (25) feet.
- ii. Secondary. One (1) sign not to exceed ten (10) feet.

2. Temporary Signs for Vehicle Sales Facilities.

a. Grand Opening, grand re-opening, temporary or special event signs, banners, streamers, pennants, and flags

- i. Grand opening or grand re-opening signs, banners, streamers and pennants temporary sign shall be located entirely within the zoning lot of the business or activity for which the sign, banners, streamers or pennants are being requested.
- ii. Grand-opening or grand re-opening signs, banners, streamers and pennants shall not be displayed for more than ten (10) consecutive days in any calendar year. For purposes of this Section, a grand opening grand re-opening, temporary or special event sign, banners, streamers and pennants displayed for less than ten (10) days constitutes the ten (10) day period as referenced above.
- iii. Not more than eight (8) permits shall be permitted on any tenant in any calendar year. Permits may run concurrently or consecutively with each other.

b. Portable Signs

- i. A portable sign shall not exceed fifty (50) square feet in area and ten (10) feet in height.
- ii. A portable sign shall not contain lettering that extends beyond the frame of the actual sign structure.
- iii. A portable sign shall be located entirely within the zoning lot of the business or activity for which the sign is being requested.

- iv. Not more than one (1) portable sign shall be displayed on any lot at any one time, whether or not the lot has more than one user, tenant or occupant and a maximum of four (4) permits are permitted in any calendar year.
 - v. A portable sign may not be displayed more than ten (10) days prior to the date of which the event or activity advertised is to occur or be conducted, and shall be removed within three (3) days after the termination thereof.
 - vi. A portable sign may not be permanently anchored or fastened down, in order to be used as permitted signs in any circumstance.
- C. Gasoline Service Stations. Gasoline Service Stations shall be permitted a maximum of two (2) signs attached to a canopy. Sign area shall be included in the total wall sign area permitted for a building. One changeable copy sign is allowed as permitted by law to display fuel prices.
- D. Religious Institutions. Signage for religious institutions shall be subject to Section 11.07.

11.08 MANUFACTURING DISTRICT – PERMITTED SIGNS

In all manufacturing districts, the following types of signs are permitted subject to the following regulations:

- A. Number. Either one (1) wall or one (1) ground sign per zoning lot, except on a corner lot, then two (2) signs shall be permitted with one facing each street.
- B. Wall signs.
 - 1. Sign Area The maximum area of such signs shall not exceed 1.5 square feet in area for each one (1) lineal foot of façade of that portion of the building of which the tenant or owner-occupant is in possession and to which the sign is attached. No building/wall sign shall extend more than seventy-five (75) percent of the width of the façade of the total building or the individual tenant space to which it is attached.
 - 2. Location Signs shall be permitted on any elevation directly adjacent to a public right-of-way and/or on any elevation containing a public entrance, however, signs shall not be permitted on any elevation or wall facing the side of any adjoining lot used for residential or located within located in a residence district. In this Section, a window shall be construed as a wall when facing the side of any adjoining lot located in a residence district.
- C. Ground Signs.
 - 1. Sign Area One (1) sign not to exceed one hundred (100) square feet in area
 - 2. Height. One (1) sign not to exceed fifteen (15) feet.
 - 3. Location/Setback. Signs shall front the principal street, a parking area, or in the case of a corner building, the side street was well. Signs shall be setback a minimum of ten (10) feet from any lot line or driveway, except on corner lots signs shall not be located within the sight triangle as established herein.
- D. Construction Signs. One (1) sign not to exceed one hundred (100) square feet in area and twenty (20) feet in height. A construction sign shall be a wall or ground sign
- E. Planned Unit Development. Signs for industrial parks or centers developed as Planned Unit Developments (PUD) shall be subject to the provisions established herein, except when an industrial park or center is located on a corner lot, then two (2) development signs shall be permitted. Any request for additional signs beyond the provisions of this section may be considered on cases by case basis at the time of Preliminary PUD review.
- F. Large Real Estate Signs
 - 1. Sign Area

a. Ground signs. A sign shall not exceed one hundred (100) square feet in area.

b. Building/Wall Signs. The maximum area of such signs shall not exceed one-half (1/2) square feet in area for each one (1) lineal foot of façade of that portion of the building of which the tenant or owner-occupant is in possession and to which the sign is attached, however the maximum shall not exceed fifty (50) square feet in area.

2. Height. A ground sign shall not exceed fifteen (15) feet in height.

3. Number. No more than one (1) sign per zoning lot, except on a corner lot, then two (2) signs shall be permitted with one facing each street.

G. Temporary and Portable Signs, as regulated by Section 11.09 herein.

H. Tenant Identification Panels on Development Signs. Panels may be displayed on the development sign and must comply with the following:

1. Panels must be subordinate in design and appearance to the development sign.
2. Panels must not be smaller than six (6) square feet in area.
3. Panels must be compatible as to size and shape, type and design.
4. The total sign area of all tenant identification panels will be included in the overall calculation of the maximum development sign area.

11.09 TEMPORARY AND PORTABLE SIGNS

Temporary and portable signs may be erected and maintained in accordance with the following provisions:

- A. Grand Opening, grand re-opening, temporary or special event signs, banners, streamers, pennants, and flags
1. Grand opening or grand re-opening signs, banners, streamers and pennants temporary sign shall be located entirely within the zoning lot of the business or activity for which the sign, banners, streamers or pennants are being requested.
 2. Grand-opening or grand re-opening signs, banners, streamers and pennants shall not be displayed for more than fourteen (14) consecutive days in any calendar year. For purposes of this Section, a grand opening grand re-opening, temporary or special event sign, banners, streamers and pennants displayed for less than fourteen (14) days constitutes the fourteen (14) day period as referenced above.
 3. Not more than four (4) permits shall be permitted on any tenant in any calendar year. Permits may run concurrently or consecutively with each other. **If a permit is to run concurrently, only one application and fee shall be required.**
- B. Portable Signs
1. A portable sign shall not exceed thirty-two (32) square feet in area and six (6) feet in height.
 2. A portable sign shall not contain moving images, flashing lights or other attention getting devices.
 3. A portable sign shall not contain lettering that extends beyond the frame of the actual sign structure.
 4. A portable sign shall be located entirely within the zoning lot of the business or activity for which the sign is being requested.
 5. Not more than one (1) portable sign shall be displayed on any lot at any one time, whether or not the lot has more than one user, tenant or occupant and a maximum of two (2) permits are permitted in any calendar year.
 6. A portable sign may not be displayed more than ten (10) days prior to the date of which the event or activity advertised is to occur or be conducted, and shall be removed within three (3) days after the termination thereof.
 7. A portable signs may not be permanently anchored or fastened down, in order to be used as permitted signs in any circumstance.
- C. Inflatable Devices, Balloons

1. Only one (1) such inflatable device or balloon shall be allowed per lot at any one time.
2. The inflatable device or balloon shall be allowed for a period of no more than fourteen (14) days in any calendar year.
3. Inflatable devices, balloons shall be permitted only on property having a commercial, office or manufacturing zoning designation.
4. The inflatable device or balloon shall be setback a minimum of twenty (20) feet from the public right-of-way.
5. Any advertising/signs attached to such inflatable device or balloon shall not exceed thirty-two (32) square feet in area.

11.10 ADMINISTRATION

- A. Permits. Unless exempted from the requirements of this section, no person shall erect or display a sign unless issued a sign permit.
1. Contents of Sign Permit Application. An application for a Sign Permit shall be made upon forms provided by the Building and Zoning Department and shall include the following information:
 - a. The name, address, and telephone number of the applicant, of the owners or managers of the property on which the sign is to be displayed, and of the intended owner of the sign.
 - b. The location of the property where the sign is to be displayed.
 - c. A site plan showing the position of the sign in relation to nearby buildings, structures, rights-of-way, and street grade, and the locations and sign areas of all existing signs on the same premises.
 - d. A copy of plans and specifications showing methods of construction and support, all dimensions of the sign, and all electrical components, if any.
 - e. An elevation sketch showing all exposed surfaces of the sign and all proposed messages or representations thereupon, accurately represented as to shape, size, proportion and color.
 - f. Name, address, and phone number of the party that is to erect the sign. Sign contractor must be registered and bonded with the Village prior to the issuance of any sign permit.
 - g. Written consent of the owners of the property on which the signs are to be displayed, if other than the applicant.
 - h. Other information required by the Building and Zoning Director or his/her designated representative to ascertain compliance with Village regulations.
 - i. A non-refundable fee as established by the Village Board.
 - j. The signature of the applicant on the Permit Application.
 2. Issuance of Sign Permits. The Building and Zoning Director or his/her designated representative shall issue a Sign Permit for any sign for which a complete and accurate Sign Permit Application has been filed when he or she has determined that the sign is in compliance with this and other applicable Village Ordinances.
 3. Suspension, Revocation, and Denial. A Sign Permit shall become void if the sign authorized thereby has not been completely installed within six (6) months of the date the Sign Permit was issued. The Building and

Zoning Director or his/her designated representative shall give written notice to the applicant of denial of a Sign Permit Application together with the reasons for the denial. The Building and Zoning Director or his/her designated representative may suspend or revoke, in writing to the permittee, any Sign Permit issued on the basis of misstatement of fact.

4. Registered Sign Contractor. No person shall perform any work or service for any person for compensation, in or in connection with erection, construction, enlargement, alteration, repair, moving, improvement, maintenance, conversion or manufacture of any sign in the Village, or any work or service in connection with causing any such work to be done unless such person or firm is registered as a sign contractor by the Village.
5. Permit Fees
 - a. Permanent signs, including wall signs and ground signs.
 - i. Non-illuminated signs: \$3.00 per square foot of sign area.
 - ii. Illuminated signs: \$25.00 plus \$3.00 per square foot of sign area.
 - b. Temporary and Portable signs: \$10.00 per sign.
 - c. Sign Face Changes: \$1.50 per square foot of sign area.
- B. Final Inspection. The sign contractor shall notify the Building and Zoning Department upon completion of the work for which a permit is required and so schedule a final inspection by appropriate inspectors.
- C. Appeals and Variances. Variances and appeals relating to the application of sign regulations and decisions of the Building and Zoning Director or his/her designated representative, pertaining thereto shall be as provided for all as other provisions of this Ordinance.
- D. Penalties. Any person who violates, omits, neglects or refuses to comply with any provisions herein, after notification by certified or registered mail, shall be subject to a suit for injunction as well as the following minimum fine schedule:

1 st Offense:	\$75.00
2 nd Offense:	\$150.00
3 rd Offense:	\$300.00
4 th Offense and above:	\$500.00

An offense is deemed to occur whenever a person fails to comply with the terms of a notice of violation. The applicable fine will accrue each day a sign is in violation of the provisions herein.

11.11 DEFINITIONS

As used in this Section, the following terms and words shall have the meaning ascribed to them as defined below:

ABANDONED SIGN: Any sign or part of a sign on a building or on the ground (freestanding) that remains after the business identified on the sign no longer occupies the tenant space, building or property.

ADVERTISING SIGN: A sign which directs attention to a business or profession conducted or to a commodity or service sold, offered, or manufactured or an entertainment offered on the premises where the sign is located or to which it is affixed.

AMENITY SIGN: A temporary sign constructed for a developing residential subdivision or complex identifying the amenities to be offered within the subdivision or complex. An amenity sign shall not be considered as a marketing sign.

ANIMATED OR MOVING SIGN: Any sign or part of a sign that changes physical position or light intensity by any movement or rotation or that gives the visual impression of such movement or rotation.

ATTENTION GETTING DEVICE: Any pennant, flag, valance, banner, propeller, spinner, streamer, searchlight, balloon and similar device or ornamentation designed for purposes of attracting attention, promotion or advertising, and includes flashing, animated, moving, or rotating signs, signs with moving parts, and audible signs.

AWNING: An overhanging roof like structure stretched over a frame to provide shelter or shade. It may be constructed of canvas or other materials, permanent or collapsible, but by definition does not include any lettering, signage or advertising information.

AWNING SIGN: A sign attached to or incorporated in any awning.

BANNER: A temporary sign composed of flexible material either enclosed or not enclosed in a rigid frame.

BILLBOARD: A sign or graphic structure which advertises products or services not sold or distributed on the premises on which the sign or graphic is located.

BUSINESS SIGN: A sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered, or manufactured, or to an entertainment offered on the premises where the sign is located.

CANOPY: An ornamental, overhanging, roof like structure designed for shade or shelter, including awnings, constructed for canvas or other material, but by definition does not include any lettering, signage or advertising information.

CANOPY SIGN: A sign attached to or incorporated in any canopy.

CONSTRUCTION SIGN: A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors, or similar artisans, and the

owners, financial supporters, sponsors, and similar individuals or firms having a role or interest with respect to the structure or project.

CONTRACTORS SIGN: A temporary sign erected on a residential property indicating the name of a contractor, or contracting company performing repair work, maintenance work or construction on the property.

DEVELOPMENT SIGN: A monument sign designating the name of a planned unit development or existing commercial development that exceeds ten acres in size or consists of at least ten business establishments.

DIRECTIONAL SIGN: Signs limited to directional messages, principally for pedestrian or vehicular traffic, but does not identify the establishment itself or other goods or services available at the establishment and does not contain other advertising messages.

DIRECTORY SIGN: A sign listing the names, and location of various activities conducted within a building or group of buildings.

FLASHING SIGN: Any directly or indirectly illuminated sign that exhibits changing natural or artificial light or color effects by any means whatsoever.

GARAGE/YARD SALE DIRECTIONAL SIGN: A temporary sign directing the public to a specific location in which the sale of personal property is being conducted.

GENERAL DOWNTOWN ACTIVITIES: *Activities that are associated with community events, multiple businesses, and provide amenities not directly associated to a specific business. These events often are associated with street closures as they often take place outside of the existing structures and businesses.*

GRAND OPENING SIGN: A temporary sign or a portable sign used for the purpose of advertising a grand opening of a new business. A grand opening sign may be a wall, marquee, canopy, awning, or freestanding sign.

GROUND SIGN: A sign erected on a supporting structure, not attached in any way to a building.

HEIGHT OF SIGN: The distance between grade, before any berming, at the base of or below the middle of the sign and the highest point of the sign.

HISTORIC SIGN: A sign designated by the Historic Preservation Commission or a local authority as having historical or architectural significance in the history of Oswego.

ILLUMINATED SIGN: A sign which has characters, letters, figures, or outlines illuminated by electric lights, luminous tubes, or any other means of illumination.

INFLATABLE SIGN: Any display capable of being expanded by air or other gas and used on a permanent or temporary basis to advertise a product or event.

MARKETING SIGN: A temporary sign constructed for a developing residential subdivision or complex identifying the name of development and prices of the homes

being sold or rents of the units being rented. A marketing sign shall not be considered as an amenity sign.

MARQUEE: A permanent roofed structure projecting over public property and attached to a building and supported by the building or column supports from grade level or a combination of both, but by definition does not include any lettering, signage or advertising information.

MARQUEE SIGN: A sign which is attached to or incorporated into a marquee.

MENU BOARD SIGN: A sign, provided for patrons waiting in a vehicle, identifying the product/service and cost of the product/service available for sale. These signs are typically associated with a drive-thru restaurant or a car wash.

MESSAGE BOARD: A sign designed so that characters, letters, or illustrations can be changed or rearranged electronically, electrically, or manually without altering the face or surface of the sign.

MONUMENT SIGN: A ground sign which is completely or principally supported by a short wall typically constructed of material to match the architecture of the principal building, in which the base is a minimum of eighty (80) percent of the width of the sign, and is permanently anchored in or upon the ground.

NON-CONFORMING SIGN: Any sign lawfully existing on the effective date of an ordinance, or amendment thereto, that renders such sign nonconforming because it does not conform to all the standards and regulations of the adopted or amended ordinance.

OFF-PREMISE SIGN: A sign that directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

OPEN HOUSE DIRECTIONAL SIGN: A temporary sign directing the public to a specific location for the purposes of viewing a residence that is on the market “for sale”.

OUTLOT: A lot secondary to the principal use of the shopping center.

OVERHANGING SIGN: Any sign, awning sign, canopy sign or marquee sign, whether or not attached to a building that overhangs any public sidewalk, public street, public alley, or other public way.

PAINTED WALL SIGN: definition of wall sign includes “painted” signs

POLE SIGN: A ground sign whose sign face or sign cabinet is supported by a pole.

POLITICAL SIGN: A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.

PORTABLE SIGN: A sign that is designed to be moved from place to place, not permanently or temporarily attached to ground or building and often contains changeable copy.

PROJECTING SIGN: A sign that is attached to a wall in a perpendicular manner.

QUASI-PUBLIC SIGN: A sign owned by a nonprofit, religious or eleemosynary institution for purposes of advertising or announcing the quasi-public use.

RACEWAY: The structural support for letters and symbols of a wall mounted sign.

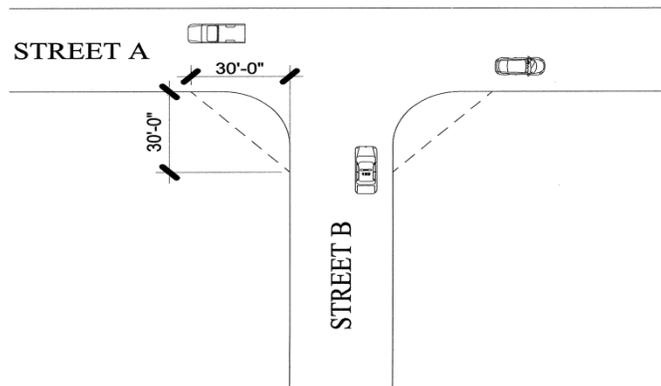
REAL ESTATE SIGN, SMALL: A sign, having a maximum size of six (6) square feet in area, pertaining to the sale or lease of the property, or a portion of the property, on which the sign is located.

REAL ESTATE SIGN, LARGE: A sign, having a size of greater than six (6) square feet in area but in accordance with the maximum size and height provisions as specified in the respective zoning districts, pertaining to the sale or lease of the property, or a portion of the property, on which the sign is located.

ROOF SIGN: A sign attached to and extending above the roof parapet or eaves of a building.

SANDWICH BOARD SIGN: A sign with no more than two (2) sides, informing the general public of an event or particular item or items that is/are offered a specific and proximate commercial enterprise. A sandwich board sign shall not be permanently anchored to the ground.

SIGHT TRIANGLE: A triangular-shaped land established at street intersections or public access ways (driveways) in which nothing is erected, placed, planted, or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection. The sight triangle is measured as follows:



SIGN: Any object, device, display or structure, or part thereof, situated outdoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means including words, letters, figures, designs, symbols, fixtures, colors, motion, illumination or projected images. The term “sign” includes, but is not limited to, every projecting sign, ground sign, monument sign, window sign, vehicle sign, awning, canopy, marquee, changeable copy sign, illuminated sign, flashing sign, animated sign, temporary sign,

portable sign, pennants, banners, streamers, or another attention getting device, or other display whether affixed to a building or separate from any building.

TEMPORARY SIGN: A sign or advertising display constructed of cloth, canvas, fabric, plywood or other light material and designed or intended to be displayed for a short period of time.

TENANT IDENTIFICATION SIGN: A sign giving the name of a tenant on a lot on which two (2) or more tenants or businesses are located. Said sign shall only indicate the name of the tenant or business establishment or a logo or symbolic representation of the type of business. Tenant identification signs shall be uniform in size and be designed for maximum legibility.

VEHICLE SIGN: A sign or advertisement posted on a vehicle, either permanently or temporarily.

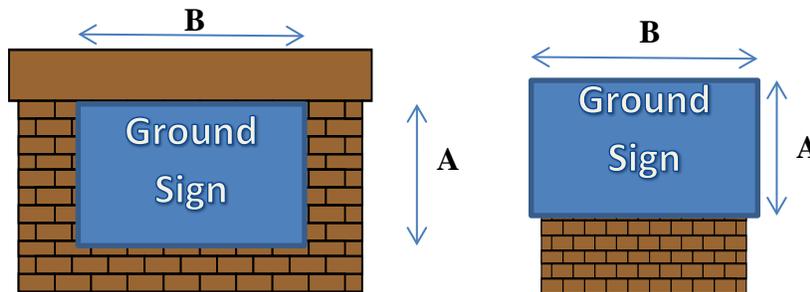
WALL SIGN: A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign.

WINDOW SIGN: A permanent or temporary sign which is applied or attached to or located within three (3) feet of the interior of a window, which may be seen through the window from the exterior of the structure.

11.12 SIGN MEASUREMENT

The following section shall be used to determine the criteria for how sign dimensions are measured for the purpose of this section and for permitting within the Village. (Include illustrations for measurement)

- A. Sign Area. Sign Area shall be determined by the height (A) and width (B) as stated below. When calculating sign area for a ground sign, only one side shall be used.
1. **Ground Sign**: The sign area shall be the extreme outer dimension of the freestanding structure, excluding the support structure and architectural features.
 2. **Ground Sign (Multiple Elements)**: For monument signs that contain multiple cabinets on one structure, the modules together are counted as one sign face in order to compute the sign area.
 3. **Wall Sign (Single Element)**: The sign area is determined by calculating the measurements of the outer dimensions of the frame or cabinet surrounding the sign.
 4. **Wall Sign (Multiple Elements)**: When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is determined by calculating the area of an imaginary rectangle, circle, triangle, or parallelogram drawn around the sign elements.
 5. **Awning and Canopy**: When signs are incorporated into the awning, or canopy, the sign area is determined by computing the area of an imaginary rectangle, circle, triangle, or parallelogram drawn around the sign.



- B. Sign Height. **Ground Sign**: The overall height of a freestanding sign or sign structure is measured from the average finished grade at the base of the sign to the highest points of the sign structure.