

ATTACHMENT I

DC 18-079, October 1, 2018

PROPOSED CHAPTER 30 TEXT AMENDMENTS REVISED OCTOBER 1, 2018

Yellow Highlight = Text to be Added

~~Strikethrough~~ = Text to be Deleted

Green Highlight = Design Commission Recommendations
on August 28, 2018

Blue Highlight = Additional Staff Recommendations

RESIDENTIAL WALL SIGNS

Section 30-203 Residential (R) Districts Signage Provisions. Only the following signs are permitted in Residential Districts. All requirements and restrictions outlined in this Section pertain only to those properties zoned Residential.

(Add the following subsection c in its entirety, and re-letter the existing subsequent subsections c through h accordingly.)

- c. Wall signs accessory to a permitted non-residential use, provided that the size of such sign shall not exceed 25% of the signable area or a maximum of 45 square feet, whichever is less. One wall sign is permitted per street frontage. One additional wall sign, 20 square feet maximum, shall be permitted at a main building entrance which does not have street frontage. Total number of wall signs shall not exceed three. All signs shall be comprised of separate individual letters with or without a logo or emblem, and must be designed to be compatible with the architectural style of the development. Internal illumination is prohibited but external illumination is permitted. Refer to Article IV, Sections 30-401 and Sections 30-404 for additional applicable requirements.

WALL SIGNS FOR MULTI-STORY BUILDINGS

Section 30-402 Number.

- a. Each business establishment shall be permitted one wall sign per street frontage it faces, provided, however, that an additional wall sign shall be permitted on an additional wall which fronts on a privately-owned parking area for that a building which serves serving more than one establishment.

(Add the following subsection b in its entirety.)

- b. Multi-story buildings. For multi-story buildings with a shared common entrance, only one wall sign is allowed at the top of the building per building per street frontage. A business establishment located on the ground floor of a multi-story building that has a separate dedicated main entrance (not a shared common entrance) shall be permitted one wall sign per street frontage. Said wall sign must be mounted directly above/adjacent to their ground floor space, and an additional wall sign shall be permitted on an additional wall which fronts on a privately-owned parking area for a building which serves more than one establishment. No business shall be permitted more than two wall signs.

AWNING SIGNAGE

Section 30-201.h.2.b) Downtown (B-5) District Sign Requirements.

Message: Simplicity is the key to legibility and elegance. Bold, simple lettering and recognized symbols are recommended. The words used on a sign should be limited to the name of the business and other pertinent information related to its operation, products produced or sold or services rendered; signs should not be used for product advertising. On awnings, lettering shall not project above or beyond the physical dimensions of the awning; it shall not exceed 20% of the awning surface, and it shall only denote name, address, ~~products produced or sold or services rendered,~~ and/or logo of the business. ~~At no time shall the logo on an awning exceed 25% of the permitted signable area.~~

(Caption to Image) Signage on awnings cannot project above or beyond the physical dimension of the awning and the sign shall not cover more than 20% of the surface area. ~~If a logo is to be part of the signage on an awning it can be no larger than 25% of the signage permitted.~~

(Caption to Image) Awnings should be compatible with the architecture of the building.

Section 30-801 Canopies, Awnings and Marquees.

c. Signage

1. Canopies and Awnings. Except for the name or logo of the owner and the business, industry or pursuit conducted within the premises, ~~and/or products produced or sold or services rendered,~~ no sign may be painted or otherwise permanently placed on a canopy or awning. Lettering **Signage** shall not project above or beyond the physical dimensions of the awning and shall not exceed 20% of the awning surface. ~~In no case, shall the logo portion of the signage exceed 25% of the total awning signage.~~

(Caption to Image) Signs on awnings can cover no more than 20% of the awning surface, ~~and if a logo is part of the sign, it can be no larger than 25% of the size of the sign.~~

PERIMETER WINDOW LIGHTING

Section 30-120 Prohibited Signs. The following signs are prohibited in all zoning districts.

(Add the following subsection k in its entirety.)

- k. It shall be unlawful for any person to install or to display around the perimeter of windows, doors or similar building features, strings of LED (light emitting diode) lighting, neon tube lighting, rope lighting, or other similar lighting if such lighting is visible from the public right of way. This section is not intended to prohibit temporary customary holiday and seasonal decorations and lighting, ~~not to exceed 4 lumens in brightness per bulb, displayed for a reasonable period of time.~~ Within 45 days after the effective date of this Section, the Village shall notify each owner with lighting in violation of the requirements of this section stating that their lighting violates this provision and that all perimeter lighting existing on the effective date of this section shall be removed within one year after receiving notification. Any person who has received a notice of violation may appeal the notice by filing a written notice of appeal to the Design Commission no later than 30 days after the date of the notice. The Design Commission will review the appeal and their recommendation will be forwarded to the Village Board of Trustees where the appeal may be granted, denied or modified.

WINDOW SIGNS

Section 30-103 Exemptions. No permit shall be required for the following signs, provided however, said signs shall be subject to the provisions of this Chapter concerning construction, location and maintenance. Refer to Article VI for requirements of temporary signs.

- e. Window Signs. Window signs posted in public view shall not exceed 40% of the individual window pane or surface area through which or on which they are seen. The window sign shall be contained within the individual window. Window signs shall not be combined together to form larger signs. Within 45 days after the effective date of this Section, the Village shall notify each owner with signage in violation of the requirements of this section stating that their signage violates this provision and that all non-conforming window signage existing on the effective date of this section shall be removed or made to conform within one year after receiving notification. Any person who has received a notice of violation may appeal the notice by filing a written notice of appeal to the Design Commission no later than 30 days after the date of the notice. The Design Commission will review the appeal and their recommendation will be forwarded to the Village Board of Trustees where the appeal may be granted, denied or modified.

The following are design considerations for window signs: high quality graphics that promote a cohesive and tasteful display are encouraged; carefully constructed artistic signage is encouraged to brand the store and maintain the identity of the retail center; low quality paper banners and vinyl stick-on lettering are discouraged; and window signs placed on the exterior of the window are encouraged to be the thickness of one layer of paint or film

Section 30-201.h.3&4 Downtown (B-5) District Sign Requirements.

(Re-number the following sections as noted.)

- ~~3.b)1.~~ 4. Window Signs: Signs can also be placed on glass windows, with permanent signage not to exceed 20% of the glass area individual window pane through which or on which they are seen. The window sign shall be contained within the individual window. Window signs shall not be combined together to form larger signs. At no time shall the total of temporary and permanent window signage exceed more than 40% of the glass area. Within 45 days after the effective date of this Section, the Village shall notify each owner with signage in violation of the requirements of this section stating that their signage violates this provision and that all non-conforming window signage existing on the effective date of this section shall be removed or made to conform within one year after receiving notification. Any person who has received a notice of violation may appeal the notice by filing a written notice of appeal to the Design Commission no later than 30 days after the date of the notice. The Design Commission will review the appeal and their recommendation will be forwarded to the Village Board of Trustees where the appeal may be granted, denied or modified.
4. 3.c) Number: Each business shall be permitted no more than one wall sign for each street it fronts on.