



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 3c

Title:

Plan Commission recommendation to approve a General Amendment to Title 17 (Zoning Ordinance), Chapter 17.28 "Signs".

Presenter:

Russell Colby

Meeting: Planning & Development Committee

Date: June 11, 2018

Proposed Cost: N/A

Budgeted Amount: N/A

Not Budgeted:

Executive Summary (if not budgeted please explain):

At the direction of the Committee, staff has filed a General Amendment application to update the City's Sign Code, Chapter 17.28 of the Zoning Ordinance based on the following issues:

- Regulation of temporary signs is limited to certain types, which limits the effectiveness of regulations.
- A recent U.S. Supreme Court ruling changed the interpretation of how the First Amendment applies to signs that are regulated based on the type and function of the sign.

In order to address these issues, staff drafted an amendment to the Sign Code, with the goals of:

- Regulating all temporary signs by zoning district.
- Eliminating categories in the code based on function or content (such as "garage sale sign").
- Eliminating sign regulations that apply only to specific businesses or land uses.
- Changing terminology but keeping existing regulations for permanent signs.
- Generally cleaning up and simplifying code language and terminology where possible.

The most significant change is the creation of a general category for small temporary signs, called "Yard Signs". See the staff memo for further details.

Plan Commission recommendation:

Plan Commission held a public hearing to review the General Amendment on 6/5/18 and recommended approval. During the hearing, the Commission discussed the following topics:

- Yard Signs posted prior to elections: It was noted that property owners may wish to leave up signs during the time period between the primary and general election, which typically exceeds 90 days. The proposed draft would only allow 1 (or 2 signs for a corner lot) to remain outside of the 90-day period preceding an election. No changes were recommended by Plan Commission.
- Signs on vehicles: The Plan Commission recommended further restrictions regarding regulations for signs on parked vehicles, including: Requiring the vehicle to be parked in a designated parking stall and not be parked within a setback area (i.e. the driveway), and that no lights or other attention getting devices be used to draw attention to the vehicle.
- For large temporary signs not subject to a specific time period limit, Plan Commission recommended the sign permit expire after 1 year.

The Plan Commission recommended changes have been incorporated into the draft.

Attachments (please list):

Plan Commission Resolution, Staff Memo, Application, Redline draft, clean draft of amendments

Recommendation/Suggested Action (briefly explain):

Plan Commission recommendation to approve a General Amendment to Title 17 (Zoning Ordinance), Chapter 17.28 "Signs".

City of St. Charles, Illinois
Plan Commission Resolution No. 7-2018

A Resolution Recommending Approval of a General Amendment to Ch. 17.28 “Signs” and Ch. 17.30 “Definitions”.

Passed by Plan Commission on June 5, 2018

WHEREAS, it is the responsibility of the St. Charles Plan Commission to hold public hearings and review requests for amendments to Title 17, “Zoning”; and

WHEREAS, the Plan Commission held a public hearing and has reviewed the petition for a General Amendment to Ch. 17.28 “Signs” and Ch. 17.30 “Definitions”; and

WHEREAS, in accordance with Section 17.04.320.C, the Plan Commission has considered the following criteria for General Amendment:

1. The Consistency of the proposed amendment with the City’s Comprehensive Plan.

The Comprehensive Plan lists the following Objectives relating to Sign Regulations:

Commercial & Office Areas, Goal 2, Objective 6, and Image & Identity Objective 15:

Review and update signage ordinances being flexible to the desire and necessity of business identification but mindful of its potential to block views, create visual clutter and detract from the appearance of the City and its commercial areas.

Image & Identity Objective 16:

Strictly enforce landscaping, screening and signage requirements including non-conformity and amortization regulations of non-conforming signs.

2. The Consistency of the proposed amendment with the intent and general regulations of this Title.

The amendment supports the following purposes of Title 17 (Section 17.02.020):

- Promoting the public health, safety, comfort, convenience and general welfare; and
- Preserving and enhancing the quality of life for residents and visitors; and
- Protecting the character of established residential neighborhoods; and
- Maintaining business and industrial areas that are attractive and economically viable; and
- Conserving the value of property throughout the City of St. Charles; and
- Preserving historic and architectural resources within the City of St. Charles; and
- Implementing the goals and objectives of the St. Charles Comprehensive Plan.

The amendment supports the following purposes of the Sign Code (Section 17.28.010):

- A. Balance the rights of individuals to identify their businesses and convey their messages, and the rights of the public to be protected against the unrestricted proliferation of signs.
 - B. Protect the public health, safety, comfort, convenience and general welfare.
 - C. Reduce traffic hazards.
 - D. Enhance the attractiveness of the City.
 - E. Protect property values.
 - F. Promote economic development.
 - G. Further the objectives of the Comprehensive Plan.
 - H. Preserve the right of free speech exercised through the use of signs containing noncommercial
- 3. Whether the proposed amendment corrects an error or omission, adds clarification to existing requirements, is more workable than the existing text, or reflects a change in policy.**

The City has proposed the General Amendment in order to more effectively regulate temporary signs and update the Sign Code to be consistent with recent case law regarding sign regulations.

- 4. The extent to which the proposed amendment would be in the public interest and would not serve solely the interest of the applicant.**

The City has proposed the General Amendment in order to more effectively regulate temporary signs and update the Sign Code to be consistent with recent case law regarding sign regulations.

- 5. The extent to which the proposed amendment creates nonconformities.**

Regulations for permanent signs are not changing; therefore no new non-conformities will be created.

- 6. The implications of the proposed amendment on all similarly zoned property in the City.**

The proposed amendment will apply to all property and is consistent across zoning districts.

NOW, THEREFORE, be it resolved by the St. Charles Plan Commission to recommend to City Council approval of a General Amendment to Ch. 17.28 “Signs” and Ch. 17.30 “Definitions”, subject to the revisions as discussed during the public hearing:

- Signs on Parked Vehicles- Add restrictions for requiring the vehicle to be parked in a designated parking stall and not be parked within a setback area (i.e. the driveway), and that no lights or other attention getting devices be used to draw attention to the vehicle.
- Limit Temporary Sign permits to 1 year.

Roll Call Vote:

Ayes: Pretz, Kessler, Wallace, Holderfield, Pietryla, Vargulich, Schuetz

Nays: None

Absent: Funke, Purdy

Motion carried: 7-0

PASSED, this 5th day of June 2018.

Chairman
St. Charles Plan Commission

Community & Economic Development
Planning Division

Phone: (630) 377-4443

Fax: (630) 377-4062



Staff Memo

TO: Chairman Ed Bessner
And the Members of the Planning & Development Committee

FROM: Russell Colby, Community Development Division Manager

RE: Proposed Sign Ordinance Amendments

DATE: June 8, 2018

Background

At the direction of the Planning & Development Committee, staff has filed a General Amendment application to update the City's Sign Code, Chapter 17.28 of the City Code (along with related definitions contained in Chapter 17.30).

The City's Sign Code was last significantly updated in 2006. Since that time, the Sign Code has been amended periodically for specific issues that have arisen. Over the past few months, staff has identified the following issues with the Sign Code, which warrant a more significant overhaul of the regulations:

- Regulation of temporary signs is limited. Currently, only temporary signs displaying certain types of information are regulated, and the code lacks standards regarding size, number, or placement for many temporary signs.
- Historically, messages contained on signage have been viewed by courts as protected speech under the First Amendment of the U.S. Constitution, which limits the City's ability to regulate the actual content or speech on a sign. In 2015, the U.S. Supreme Court ruled in *Reed vs. Town of Gilbert* that classifying signs by type (by categories such as 'real estate sign' or 'political sign') in effect regulates the content of the signs, which may violate the First Amendment. The City's Sign Code currently regulates a number of temporary, permanent and permit-exempt signs by categories based on content or function.
- In the same case, the Supreme Court also opined that setting different sign standards for different businesses or land uses within the same Zoning District could similarly be considered unconstitutional. The City's Sign Code currently contains some sign standards for specific businesses or land uses.

Proposal

In order to address these issues, staff has drafted an amendment to the Sign Code, with the goals of:

- Regulating all temporary signs by zoning district, with standards for size, number, placement location and setbacks.
- Eliminating categories in the code based on function or content (such as “garage sale sign”).
- Eliminating sign regulations that apply only to specific businesses or land uses.
- Changing terminology but keeping existing regulations for large temporary signs and all permanent signs (including number, face area, height, etc.)
- Generally cleaning up and simplifying code language and terminology where possible.

Specific Changes to Current Regulations

The attached redline edit of the current Sign Ordinance includes notes indicating if the regulation is changing (as opposed to a simple rewording of the current text). A clean version of the ordinance text is also attached.

The following are the most significant changes:

Commercial vs. Non-Commercial Content

- Certain sign types or posting regulations will be distinguished by whether the sign is considered commercial or non-commercial. Making this distinction does not constitute regulation of content or speech.

Yard Signs (6 sf or less)

- All small temporary signs, regardless of content or function, would be categorized as “yard signs”, and would be limited in number (1 per lot or 2 per corner lot), size (max 6 square feet), and placement (cannot be placed in interior side or rear yard, 10 ft. setback from side and rear lot lines).
- Yard Signs would include current categories of political signs, real estate signs, garage sale signs, and other types that are commonly posted but not currently categorized, such as signs announcing birthdays or graduations.
- During a time period preceding a local, state or national election, there would be no limit on the number of yard signs (although the size and placement limitations would remain). The current draft suggests a 90 day period, but this could be adjusted.

Temporary Signs (over 6 sf)

- All temporary signs over 6 square feet in area would require a permit.
- The size limitations vary by zoning district (no changes are proposed to current size restrictions).
- The time period allowed for posting would vary based on:
 - Commercial content (14 days) vs. non-commercial content (90 days)
 - If the property is for sale (may be posted until sold)
 - If a permit has been issued for the property to be developed with a new building or other site improvements (may be posted until project is completed)
 - If the sign is for a permitted temporary use (may be posted for duration of temporary use)
 - Regardless of posting time limits, all temporary sign permits will expire after one year.

CITY OF ST. CHARLES
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984

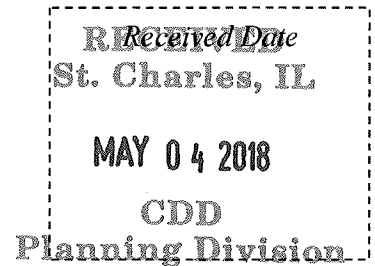


COMMUNITY & ECONOMIC DEV./PLANNING DIVISION

PHONE: (630) 377-4443 FAX: (630) 377-4062

GENERAL AMENDMENT APPLICATION

CITYVIEW	
Project Name:	<u>GA- Signs (2018)</u>
Project Number:	<u>2018 -PR- 005</u>
Application Number:	<u>2018 -AP- 009</u>



Instructions:

To request an amendment to the text of the St. Charles Zoning Ordinance (City Code Title 17), complete this application and submit it with all required attachments to the Planning Division.

City staff will review submittals for completeness and for compliance with applicable requirements prior to establishing a meeting or public hearing date for an application.

The information you provide must be complete and accurate. If you have a question please call the Planning Division and we will be happy to assist you.

Applicant:	Name	City of St. Charles	Phone	630-377-4443
	Address	2 E. Main St. St. Charles, IL 60174	Fax	
			Email	rcolby@stcharlesil.gov

Attachment Checklist

If multiple zoning or subdivision applications are being submitted concurrently, do not submit duplicate checklist items or plans. Fee must be paid for each application.

- APPLICATION FEE:** Application fee in accordance with Appendix B of the Zoning Ordinance (\$500)
- REIMBURSEMENT OF FEES AGREEMENT:**
An original, executed Reimbursement of Fees Agreement and deposit of funds in escrow with the City, as provided by Appendix B of the Zoning Ordinance.
- REIMBURSEMENT OF FEES INITIAL DEPOSIT:**
Deposit of funds in escrow with the City. (For a General Amendment application only: \$1,000 deposit.)
- FINDINGS:** Fill out the attached form or submit responses on a separate sheet.

□ **WORDING OF THE REQUESTED TEXT AMENDMENT**

What is the amendment regarding?

General Update to the Sign Ordinance

What sections are proposed for amendment?

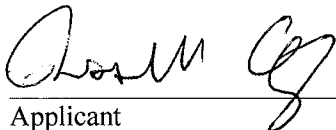
Chapters(s): 17.28

Section(s):

The wording of the proposed amendment: Insert below or attached wording on a separate page.

See attached redline draft.

I (we) certify that this application and the documents submitted with it are true and correct to the best of my (our) knowledge and belief.


Applicant

5/4/18

Date

17.28.010 – Purpose

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

- A. Balance the rights of individuals to identify their businesses and convey their messages, and the rights of the public to be protected against the unrestricted proliferation of signs.
- B. Protect the public health, safety, comfort, convenience and general welfare.
- C. Reduce traffic hazards.
- D. Enhance the attractiveness of the City.
- E. Protect property values.
- F. Promote economic development.
- G. Further the objectives of the Comprehensive Plan.
- H. Preserve the right of free speech exercised through the use of signs containing noncommercial messages.

17.28.020 – General provisions

A. Violations

It shall be unlawful for any person to erect, relocate, modify or alter any sign, or structure supporting a sign, in violation of the provisions of this Title. Signs which are not allowed by this Chapter as permitted signs or exempt signs, shall be prohibited. No sign shall be placed on a lot without prior consent of the property owner.

B. Placing Signs on Public Right of Way

No signs shall be erected on any public right of way other than those placed by agencies of government or signs whose placement has been authorized by the jurisdiction having authority over the right of way. The City, without notice, may remove any sign placed on public right of way without authorization.

C. View Obstruction

All signs and attention getting devices shall comply with the sight triangle provisions of Section 17.22.010 F and the provisions of Section 12.04.200 of Title 12 of the St. Charles

Municipal Code regarding corner obstructions, except that ~~directional-yard and ground~~ signs otherwise meeting the requirements of this Chapter may be located within the sight triangle.

D. Removal of Unused Structural Supports

No foundation, pole, frame, cabinet, or other structural support for a sign shall be erected or maintained independently of a sign allowed by this Chapter. All such structural supports shall be removed at the time of removal of any sign or signs for which they provide support, except that a structural support may remain for a period of not more than 30 days following the issuance of a permit to change the face of a sign, or erect a different sign, using the same structural support.

17.28.030 – Sign area computation

1. Area of Signs in Cabinets, Frames, and on Panels

The area of a sign enclosed in a frame or cabinet or painted on or affixed to a panel shall be the area of the sign contained within the outer limits of the frame, cabinet or panel. The area of such sign shall not include any external architectural framing elements or supporting structure such as a post, unless the architectural elements, or supporting structure is designed as an integral part of the message or face of the sign. When there are multiple display signs within a frame, cabinet, or panel, the sign area shall be the area encompassed by the entire frame, cabinet, or panel, and not the area of the individual display signs.

2. Area of Signs Composed of Individual Letters or Elements

The area of a sign comprised of individual letters or other elements attached to a building wall or freestanding wall shall be the area of the smallest square or rectangle that can be drawn around the letters and/or elements.

3. Area of Double-Faced Signs

The sign area for a sign with two faces shall be a) when the sign faces are connected at an interior angle of sixty degrees (60°) or more, the sign area shall be computed by measurement of both faces; when the sign faces are parallel or connected at an interior angle of sixty degrees (60°) or less, the sign area shall be computed by the measurement of one (1) of the faces.

4. Measurement of Sign Height

Sign height shall be the vertical distance from the highest point of the sign to the grade of the adjoining street curb; if there is no adjoining curb, to the grade of the edge of the adjoining street pavement.

5. Measurement of Sign Setback

Required setbacks for freestanding signs shall be measured horizontally, from the closest point of the sign structure to the property line extended vertically.

17.28.040 – Sign standards by type

A. Freestanding Signs

1. The primary support of a permanent freestanding sign shall be erected in such a manner that at least forty-two (42) inches of the length of the structural support is underground. This requirement may be increased based upon the size of the sign and the height of the sign if necessary to provide for wind loads or other structural factors, as determined by the Building Commissioner. The Building Commissioner may require documentation from a structural engineer or manufacturer that indicates proper design and installation in relation to the sign's structural support.
2. Freestanding monument signs shall be mounted on a decorative masonry, metal or natural stone base. Alternative materials may be approved where they correspond with the appearance of one or more materials used on the exterior of the building. The width of the base of any monument sign, as measured parallel to the sign face, shall be a minimum of fifty percent (50%) of the width of the sign face.

B. Wall and Projecting Signs

1. Wall and projecting signs shall be safely and securely attached to the building wall. No sign affixed to a building shall project higher than the building height.
2. Except as permitted in the CBD-1 and CBD-2 Districts, signs shall not project into the public right-of-way.
3. Wall signs shall be affixed flat against the building wall and shall not project more than twelve (12) inches. No wall sign shall cover wholly or partially any wall opening or architectural feature.

[17.28.050 – Permitted signs by zoning district](#)

A. Residential Districts

Table 17.28-1 lists signs permitted in residential districts. Other signs may be permitted in residential districts, as specifically provided elsewhere in this Chapter.

B. Business and Mixed Use Districts

Table 17.28-2 lists signs permitted in business and mixed use districts CBD-1, CBD-2, BL, BC, and BR. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

C. Office Research, Manufacturing, and Public Lands Districts

Table 17.28-3 lists signs permitted in office research, manufacturing, and public lands districts. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

17.28.060 – Illumination

A. Flashing Signs

No sign or other advertising structure shall have lights or illuminations that flash, move, rotate, scintillate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsations.

A.B. Electronic Changeable Copy Signs, ~~except that electronic reader boards that change copy or illumination~~ Electronic Changeable Copy Signs are permitted in all Zoning Districts where internally illuminated signs are permitted as follows:

Comment [RC1]: No changes to the requirements; these changes are to improve the wording of this section.

- 1. In the CBD-1 and CBD-2 Districts, Electronic Changeable Copy Signs shall not exceed 30% of the total sign area of the sign on which it is located, or 30 square feet, whichever is less. Sign images shall change no more frequently than once every 30 seconds.**
 - 2. In all other zoning districts, Electronic Changeable Copy signs shall not exceed 50% of the total sign area of the sign on which it is located, or 50 square feet, whichever is less. Sign images shall change no more frequently than once every 15 seconds.**
 - 3. Electronic Changeable Copy Signs may display both text and images, but the display shall remain static. The duration of the change of image, copy or illumination shall not exceed one second. Use of moving images or transitions between static images is prohibited.**
- ~~**1. Electronic reader board signs shall be permitted to change no more frequently than once per every 15 seconds and shall not exceed 50% or 50 square feet, whichever is less, of the sign on which it is located.**~~
 - ~~**2. Electronic reader board signs in the CBD-1 and CBD-2 Districts shall be permitted to change no more frequently than once per every 30 seconds and shall not exceed 30% or 30 square feet, whichever is less, of the sign on which it is located.**~~
 - ~~**3. The change of copy or illumination is of a duration of one second or less, shall be permitted.**~~
~~**(Ord. 2012-7-5 § 6.)**~~

B.C. Limitations on Neon and Series Lighting

- 1. Neon advertising signs shall be permitted as wall signs, subject to the standards of this Chapter and this Title.**
- 2. Series lighting or neon tubing used to accentuate or trim windows, architectural features, or to outline borders of signs or buildings, is specifically prohibited.**

C.D. Hours of Illumination

Exterior signs shall be illuminated only during business hours or between the hours of 7:00am and 11:00pm, whichever is later.

D.E. Direction of Illumination

All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent streets and surrounding properties.

(2012-Z-5: § 7)

17.28.070 – Historic signs

A small number of existing signs in the City may be closely identified with a cultural or commercial entity or building that forms a part of the character or history of the community. Such signs, however, may have been erected under a previous code and may not conform to all of the provisions of this Chapter. The intent of this Section is to permit such signs to be maintained. Therefore, a sign erected at least forty (40) years prior to the year of application for Historic Sign designation that does not conform to one or more provisions of this Chapter may continue to be maintained and shall not be subject to the amortization provisions of this Title, if the City Council determines, upon the recommendation of the Historic Preservation Commission, that all of the following standards have been met:

- A. The sign was lawfully erected at least forty (40) years prior to the year of application for Historic Sign designation and has been continuously maintained in the same location since that year.
- B. The sign:
 - 1. Is attached to a significant historic building or landmark, and has come to be identified with that building or landmark, whether or not it is original to it; or
 - 2. Is located on a site that has been continuously operated for the same business use for at least 40 years prior to the year of application for Historic Sign designation.
- C. The sign is of a unique shape or type of design representative of its era, and that is not commonly found in contemporary signs.
- D. The sign ~~identifies a building or business that~~ is associated with a family, business or organization that was noteworthy in the history of the St. Charles community.
- E. The sign does not violate Section 17.28.080, Prohibited Signs.

17.28.080 – Prohibited signs

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

A. Signs which Constitute a Traffic Hazard

No sign shall:

1. Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.
2. Interfere with, obstruct the view of, or be designed so as to be confused with any authorized traffic sign, signal or device because of its position, shape or color.
3. Make use of the words STOP, LOOK, DETOUR, DANGER or any other word, phrase, symbol or character in a manner that misleads, interferes with or confuses traffic.
4. No sign in direct line of vision of a traffic signal shall be illuminated in red, green or amber color in such a manner that the sign illumination could be confused with the illumination from a traffic signal.

B. Moving Parts

No sign shall have visible moving, revolving or rotating parts or visible mechanical movement of any kind, except for the movable hands of street clocks, and movement caused by the wind in the case of banners or flags.

C. Signs of an Offensive Nature

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

D. Obstruction of Doors, Windows or Fire Escapes

No sign or other advertising structure shall be erected, relocated or maintained so as to prevent free ingress to and egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

E. Signs on Parked Vehicles

No sign shall be displayed on a vehicle parked in an off-street parking or loading area, or in an outdoor motor vehicle display area, except in the following instances:

1. The sign pertains to the sale, lease or rental of the vehicle on which it is displayed; or
2. The sign is painted or otherwise affixed to a truck, bus or other vehicle that is used to carry goods or people or to provide services at least one day per week, as an accessory use to the business identified on the sign.

~~Signs resting on, or attached to, vehicles or trailers used as a means to circumvent the provisions of this Chapter are prohibited.~~

Signs on Parked Vehicles shall comply with the following standards:

3. Signs resting on, or attached to, vehicles or trailers used as a means to circumvent the provisions of this Chapter are prohibited.
4. Lights or other attention getting devices shall not be used to draw attention to the sign.
5. Vehicles shall only be parked on a paved surface in designated parking spaces and shall not be parked in a front or exterior side yard, including any driveway.

(Ord. 1991-Z-35; Ord. 1975-Z-7; Ord. 1968-30; Ord. 1960-16 § IV (M).)

F. Portable Signs

Portable signs are prohibited, except when authorized by a governmental agency in conjunction with construction or enforcement activities.

G. Off-Premise Signs

Signs which advertise a business or service not located on the same lot or within the same PUD or Shopping Center, or which otherwise do not relate to the uses permitted on the lot or within the same PUD or Shopping Center, ~~such as billboards,~~ are prohibited in all districts except:

1. In the PL District, ~~an Identification a Freestanding Sign advertising a business or service~~ may be located off-premise on an adjacent lot in the PL District.
2. In the CBD-1, CBD-2, BL, BC, BR, M1 and M2 Districts, for lots without street frontage, in lieu of a freestanding ~~Identification~~ Sign located on the lot, a sign may be placed on a freestanding sign on an adjoining off-premise lot with street frontage in either the CBD-1, CBD-2, BL, BC, BR, M1 or M2 Districts, subject to the authorization of the property owner. The number of freestanding signs located on the off-premise lot shall not exceed the number otherwise permitted. Additional sign face area for displaying the sign of the off-premise business on the freestanding sign shall be permitted, up to 50% of the maximum sign area otherwise permitted for the sign.

17.28.090 – Exemptions

A. Maintenance Operations

The following maintenance operations are allowed and do not require a permit:

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

~~B. Political Signs~~

~~Political signs are allowed and do not require a permit.~~

Comment [RC2]: Political Signs would be classified as either Yard Signs or Large Temporary Signs

~~C. Community Event Signs~~

~~Temporary signs in conjunction with special events conducted by governmental agencies, educational institutions or charitable, not for profit organizations, such as philanthropic campaigns, church activities and other community activities, are allowed and do not require a permit, subject to the following:~~

Comment [RC3]: Replaced by Temporary Signs

- ~~1. Such signs shall not exceed thirty two (32) square feet in area.~~
- ~~2. Such signs shall not be erected earlier than 30 days prior to the event or series of events, and shall be removed not later than 7 days following the conclusion of the event or series.~~
- ~~3. Such signs may be located on a lot or lots owned by Federal, State or local governmental agencies with permission of the lot owner, not including public rights of way unless specifically authorized by the agency having jurisdiction.~~

~~D. Regulatory Signs~~

~~Signs incidental thereto for identification, information, directional, or public safety purposes erected or required by governmental bodies, or authorized for a public purpose by any law, statute or ordinance, such as addresses, parking regulations, traffic control signs and legal notices, including those authorized to be located in the right-of-way, are allowed and do not require a permit.~~

~~Permanent signs erected by a governmental agency regulating vehicular or pedestrian traffic, or designating or giving directions to streets, schools, historic sites, community facilities or public buildings, posting rules of use for a facility, identifying or interpreting features of a site, sports scoreboards, and similar signs are allowed and do not require a permit.~~

~~Signs erected on a lot containing a public facility owned by a governmental agency may include sponsor identification and advertising, provided that the advertising is sized, located and oriented so as to be viewed primarily by patrons of the public facility, and not by the general public traveling on public streets or adjoining property. Such signage is allowed in any non-residential district and does not require a permit unless the sign is electrically operated or illuminated, in which case a permit is required to ensure compliance with applicable codes.~~

~~E.~~ Memorial Plaques

~~Memorial or commemorative plaques or tablets such as those denoting a person or persons memorialized, a natural or manmade feature, a building name and/or date of erection, or a location of historic significance, and not exceeding eight (8) square feet in area are allowed and do not require a permit.~~

F.B. Flags

~~Flags of any government or governmental agency, or any patriotic, religious, charitable, civic, educational or fraternal organization displaying non-commercial content are allowed and do not require a permit. One commercial flag is allowed per non-residential lot.~~

~~G.C.~~ Non-Commercial Temporary Displays or Decorations for Holidays and Special Occasions

~~Temporary displays or decorations for holidays and special occasions are allowed and do not require a permit, subject to the following:~~

- ~~1. Non-Commercial Temporary displays or decorations customarily associated with any national, state, local or religious holiday or celebration period of observance do not require a permit and shall be erected no earlier than forty-five (45) days before and removed no later than fourteen (14) days after the holiday or celebration period of observance.~~
- ~~2. Temporary displays or decorations announcing special occasions including, but not limited to, the birth of a child and birthdays shall be displayed for a maximum of five days.~~

Comment [RC4]: Revised language is proposed. Consideration should be given to removing this regulation entirely.

D. Small Real Estate Signs Yard Signs

~~Non-illuminated real estate signs yard signs are allowed and do not require a permit, subject to the following:~~

- ~~1. Yard signs that are shall be no more than six square feet or less in area and a) if freestanding, ~~do shall~~ not exceed 5 feet in height, or b) if attached to a building or structure, ~~do shall~~ not exceed 20-10 feet above grade.~~
- ~~2. Yard signs may be placed in a front yard or exterior side yard, and shall not be placed in an interior side yard or rear yard. Yard signs shall not be located closer than 10 ft. to any interior side or rear lot line.~~
- ~~3. are allowed and do not require a permit; there There shall be not more than one such sign per lot, except that on a corner or through lot, two signs, one adjoining each street, are is allowed.~~
- ~~4. Yard signs shall only be posted by being staked into the ground or attached to an existing structure.~~

Comment [RC5]: Considered a Yard Sign

Comment [RC6]: New generic category meant to cover all small temporary signs (6 sf or less), including political signs, real estate signs, garage sale signs

~~3-5. During a period of 90 days preceding a local, state or national election, there shall be no limitation on the number of yard signs.~~

~~H. Garage Sale Signs~~

~~Temporary signs advertising a permitted garage or yard sale are allowed and do not require a permit. Such signs shall only be located on the lot or lots that are participating in the garage or yard sale. Such signs shall be posted no earlier than forty eight (48) hours prior to the commencement of the event, and removed no later than twenty four (24) hours after the conclusion of the event.~~

Comment [RC7]: Considered a Yard Sign

~~I.E. Directional Ground Signs~~

~~Directional signs Ground signs are allowed in the BL, BC, BR, OR, M1, M2, and PL districts and do not require a permit unless the sign is electrically operated or illuminated, in which case a permit is required to ensure compliance with applicable codes. Such signs shall be subject to the following:~~

Comment [RC8]: Directional signs would be called "ground signs". References to content would be removed.

- ~~1. One (1) directional ground sign is permitted adjacent to ~~for~~ each driveway access from a public street. One (1) additional directional ground sign is permitted ~~for adjacent to~~ each intersection of driveways within a site, ~~to identify traffic routing, entrances, and services, such as drive-in lanes.~~~~
- ~~2. Directional Ground signs shall be set back from the right-of-way a minimum of five (5) feet.~~
- ~~3. Directional Ground signs may have a maximum surface area of five (5) square feet and shall not exceed a maximum height of four (4) feet above the adjacent street or driveway grade, as measured at a point on the street or driveway pavement closest to the sign.~~

~~4. Pavement markings such as directional arrows, stop bars, and parking space boundaries are not subject to the limitation on area.~~

~~J. Miscellaneous Information Signs not visible from a street frontage or adjacent lot~~

~~Signs or other miscellaneous posted information, which is intended to be viewed only from the lot where the sign is located, and that is not visible from a street frontage or adjacent lot, is allowed and does not require a permit.~~

Comment [RC9]: This generic category addresses miscellaneous information, drive-through signs, memorial plaques, etc. which are intended to convey information to persons on the lot

~~Information appearing on gasoline pumps, newspaper vending boxes and other vending machines, automatic teller machines, or matter appearing on or adjacent to entry doors such as PUSH, PULL, OPEN and/or CLOSED, or matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information, are allowed and do not require a permit.~~

~~K.F. Drive Through Menu Board Signs~~

~~One permanent freestanding Drive Through Menu Board Sign shall be permitted per each~~

~~permanent ordering station related to the approved Special Use for a Drive-Through. Drive-Through Menu Boards Signs shall not exceed thirty-two (32) square feet in area. Drive-Through Menu Board Signs require a building permit to ensure compliance with applicable codes.~~
(Ord. 2012-Z-5 § 8.)

Window Signs

Window Signs shall not exceed fifty percent (50%) of the total area of the window frame on which the sign is located. Signs that are not permanently affixed to the window do not require a permit.

(2012-Z-5: § 9)

17.28.100 – Temporary signs requiring a permit

~~Temporary signs, including attention getting devices, are permitted in accordance with the provisions of this Section, except that where other sections of this Title regulate such signs, the more restrictive regulation shall apply.~~

A. Permit Required

A permit is required to erect ~~the~~ temporary signs greater in size than 6 square feet and attention getting devices ~~listed in the following paragraphs of this Section 17.28.100,~~ in accordance with Section 17.28.020 A (Sign Permit). Signs of 6 square feet or less are classified as Yard Signs and are allowed without a permit in accordance with Paragraph 17.28.090.

B. Time Limit

1. Unless otherwise permitted within this section, displays of commercial temporary signs shall be limited to fourteen (14) days per permit, and not more than four (4) such permits shall be issued to an applicant per calendar year. There shall be a minimum separation of thirty (30) days between commercial temporary sign displays.
2. All temporary signs permitted by this Section shall be removed no later than seven (7) days following the conclusion of the event or other condition to which the sign pertains.
3. Displays of Non-Commercial Temporary Signs shall be limited to ninety (90) days per permit.
4. Temporary Signs on Property for Sale or Lease shall not be subject to a time limit but shall be removed no later than seven (7) days following the sale or lease of the property.
5. Temporary Signs on property to which an active permit has been issued for construction of a new building or site development work shall not be subject to a time limit, but shall be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project.
6. Temporary Signs permitted for an authorized Temporary Use per Section 17.20.040 shall be subject to the same time limitations as the Temporary Use, and shall only be posted during the operation of the Temporary Use.

Comment [RC10]: This section has been reorganized but the regulations are more or less unchanged, except where noted in comments.

Comment [RC11]: Non-Commercial temporary signs could include Community Event Signs, or Political Signs over 6 sf in area (where permitted by zoning regulations listed in this section)

Comment [RC12]: Replaces categories of a large Real Estate Sign or Construction sign, which are allowed longer time limits.

7. During construction or reconstruction of public improvements, if the Director of Community Development determines that the construction activity will disrupt access to lots and/or visibility of lots directly adjacent to the construction, the Director may authorize temporary signs to remain in excess of the time limits specified in this Section, but such signs shall be removed no later than seven (7) days following substantial completion of the construction.

~~1.8. Notwithstanding the time limits for posting, all Temporary Sign permits shall expire after one-year.~~

C. Setbacks

~~No setback is required for temporary signs and attention getting devices that are six (6) square feet or less in surface area and five (5) feet or less in height. All other freestanding Freestanding~~ temporary signs and attention getting devices shall be set back a minimum of five (5) feet from all right-of way lines.

~~D. Real Estate and Other Temporary Signs Requiring a Permit~~

1. In the BL, BC, BR, CBD-1, O-R, M-1, M-2, and PL Districts, one (1) temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be:

- a. For lots one (1) acre and under: Thirty-two (32) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
- b. For lots one (1) to five (5) acres: Sixty-four (64) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
- c. For lots five (5) acres and above: One hundred (100) square feet of surface area. Freestanding signs shall not exceed ten (10) feet in height.

~~d. Real estate and other temporary signs of 6 square feet or less are allowed without a permit in accordance with Paragraph 17.28.090.~~

2. In the BT Overlay and CBD-2 Districts, one (1) temporary sign is permitted for each street frontage of the lot. Each sign shall not exceed sixteen (16) square feet in surface area. Freestanding signs shall not exceed six (6) feet in height.

~~3. Real Estate signs advertising a property for sale or lease shall not be subject to a time limit but shall be removed no later than seven (7) days following the sale or lease of the property.~~

~~4. During construction or reconstruction of public improvements, if the Director of Community Development determines that the construction activity will disrupt access to lots and/or visibility of lots directly adjacent to the construction, the Director may authorize the following for lots adjacent to the construction:~~

- a.—~~Temporary signs shall not be subject to time limits specified in Section 17.28.100.B, but shall not be placed for longer than the duration of the construction.~~
- b.—~~One (1) additional temporary sign per lot shall be permitted, subject to all other applicable requirements.~~
- c.—~~A permit for temporary sign authorized under this Section may be terminated if the conditions stated herein are not complied with.
(Ord. 2012 Z 8 § 2.)~~

E.D. Real Estate and Other Temporary Signs in Residential Districts

1. In residential districts, for developed lots over 4 acres and vacant lots over 1 acre, one temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be 32 square feet in surface area; freestanding signs shall not exceed 8 ft. in height and wall signs shall not exceed the building height.
 - a. ~~For developed lots over 4 acres and vacant lots over 1 acre: 32 square feet in surface area; freestanding signs shall not exceed 8 ft. in height and wall signs shall not exceed the building height.~~
 - b.—~~For developed lots 4 acres or less and vacant lots 1 acre or less: Real estate and other temporary signs are limited to 6 square feet or less and are allowed without a permit in accordance with Paragraph 17.28.090.~~
- 2.—~~Real Estate signs advertising a property for sale or lease shall not be subject to a time limit but shall be removed no later than seven (7) days following the sale or lease of the property.
(Ord. 2008 Z 24 § 21.)~~

F.E. Construction Signs

~~Construction signs identifying the architect, engineer, developer and/or contractor placed upon a construction site shall not exceed thirty-two (32) square feet in area and eight (8) feet in height for lots 4 acres or less, and 64 square feet for lots of more than 4 acres. Such signs shall not be erected prior to issuance of building or site development permit and shall be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project. Construction signs shall be limited to one (1) sign per street frontage.~~

G.F. Attention-Getting Devices

Attention-getting devices are permitted only in the BL, BC, BR, CBD-1, O-R, M-1, M-2 and PL Districts. Attention getting devices shall be displayed only in association with a grand opening or special event. Attention getting devices shall comply with the following restrictions:

1. Balloon Signs

The longest dimension of the balloon portion of a balloon sign shall not exceed seven (7) linear feet. The length of the entire balloon sign, as measured from the longest dimension of the balloon and including the tether, shall not exceed ten (10) feet.

2. Pennants, Flags, Valences and Streamers

- a. Pennants, flags, valences and streamers, if attached to the building, shall not extend above the building height; if attached to a freestanding permanent sign, they shall not extend above the height of the sign.
- b. Pennants, flags, valences and streamers shall be mounted with a vertical clearance of at least 9 feet from the ground.

3. Searchlights

Searchlights shall be oriented skyward not breaking an angle of forty-five degrees (45°) from the ground. Searchlights shall not be operated between the hours of 11:00pm and 7:00am.

~~H. Christmas Tree Sales~~

~~Where Christmas tree sales are a permitted temporary use, one (1) temporary sign is permitted per sales operation, for a maximum period of thirty five (35) days. Such sign shall not exceed thirty two (32) square feet in area and eight (8) feet in height.~~

Comment [RC13]: Replaced by general allowance for temporary signs to be posted during duration of an authorized temporary use.

17.28.110 – Master sign plan required

When more than one (1) wall sign, awning or canopy is proposed on any building with multiple tenants, the Building Official may require the applicant shall submit a master sign plan for review by the Building Commissioner. Any master sign plan lawfully approved prior to the effective date of these regulations shall remain valid after such effective date only to the extent it complies with the regulations of this Title. No sign shall be installed pursuant to any master sign plan except in conformance with the regulations of this Title.

17.28.120 – Amortization of non-conforming signs

See Section 17.08.060 for provisions regarding amortization of non-conforming signs.

17.28.130 Substitution of Non-Commercial Speech

Signs containing non-commercial speech are permitted anywhere that commercial advertising or business signs are permitted, subject to the same regulations applicable to such signs.

TABLE 17.28-1 PERMITTED SIGNS FOR RESIDENTIAL DISTRICTS (RE, RS, RT, RM)					
Type	Maximum Number	Minimum ROW setback	Maximum Area	Maximum Height	Other Requirements
Residential Uses:					
Development Identification Signs Entryway Signs for Residential Developments of 10 or more units	Two, plus one for each additional external street frontage for developments of more than ten acres	5 ft	10-30 units: 50 sf 30+ units: 75 sf	8 ft	Monument signs only; Shall not be internally illuminated
Nameplates	One per single family dwelling	5 ft if freestanding	2 sf	8 ft	May be attached to the building or freestanding
Bed and Breakfast Establishments:					
Identification signs	One	10 ft	6 sf	8 ft	Shall not be internally illuminated
Wall, awning and canopy signs	One	--	6 sf	--	Shall not be internally illuminated
Places of Worship:					
Identification Signs	One per street frontage	5 ft	On lots of 35,000 sf or more: 50 sf All other lots: 25 sf	8 ft	
Wall, awning and canopy signs	1 per building wall, but no more than 2 signs	--	1.5 sf per linear ft of wall on which located	--	
Other Non-Residential Uses (Includes non-residential uses allowed in the BT Overlay District; not permitted for Home Occupations):					
Identification-Freestanding Signs	One per lot	10-5 ft.	Type A: 16 sf Type B: 50 sf	8 ft	Type A: Shall not be internally illuminated Type B: Permitted on lots greater than 2 acres, may be illuminated
Wall signs	One per business-non-residential use or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	--	Shall not be internally illuminated
Awnings and Canopies	One per business-non-residential use or one per street frontage, whichever is	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited

	greater				
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(Ord. 2004-Z-5 § 2; Ord. 1998-Z-18 § 1; Ord. 1995-Z-6 § 3; Ord. 1991-Z-14 § 2; Ord. 1989-Z-4 § 1; Ord. 1988-Z-8 § 1; Ord. 1986-Z-22 § 1, 2; Ord. 1960-16 § VII (A)(2).)

TABLE 17.28-2 PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS						
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements	
CBD-1 District:						
<u>Freestanding</u> Shopping Center Signs <u>(freestanding)</u>	One per street frontage	10 ft	100 sf		<u>Signs are in lieu of Freestanding Signs for the entire property identified as a Shopping Center</u>	
<u>Identification Freestanding</u> Signs	One per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 12 ft.	Type B signs permitted only on lots with ten or more accessory parking spaces	
Wall Signs	Primary	One per business, one per building street frontage, or one per business street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located, or 125 sf, whichever is less	No higher than height of building	
	Secondary	One per wall without street frontage facing a parking lot or public plaza or One per additional public entrance to a building located on a wall without street frontage	--	1.5 sf per linear ft of wall on which located, or 100 sf, whichever is less	No higher than height of building	Only permitted on wall meeting the conditions for Secondary Wall signs
Awnings and Canopies		One per business, one per building street frontage, one per business street frontage, or one per public entrance to business, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	No higher than height of building	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	Primary	One per business	Maximum projection 4 ft from wall	18 sf; Additional 12 sf permitted for a clock or time display.	No higher than height of building	Minimum spacing between signs with a clock or time display is 200 ft; changeable copy prohibited

TABLE 17.28-2 PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS						
Type		Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
	Secondary	For buildings with street frontage on Main Street: One per business, plus one additional per business for upper floor businesses	Maximum projection 2 ft from wall	8 sf per sign	No higher than height of building	Must be located on wall directly opposite Main Street frontage; changeable copy prohibited
Banners on freestanding poles <u>in parking lots</u>		Not more than two designs or color schemes per lot	5 ft. ¹	Total area = 1 sf per 10 sf of lot frontage ¹	--	Only permitted in parking lots¹; minimum vertical clearance 9 ft
Shopping District Signs/Banners		One per building	Maximum projection 4 ft. from wall	20-sf	15-ft	May identify only the Shopping District² in which located; shall be of a uniform design within a Shopping District

(Ord. 2010-Z-3 § 2; Ord. 2008-Z-24 § 19.)

¹ ~~Not applicable when banners are located on right of way or other public property.~~

² ~~Shopping Districts include First Street South (First Street Redevelopment District); Third Street North (Old St. Charles); Riverside Drive/First Avenue (East Bank); and Century Corners.~~

TABLE 17.28-2 Continued

CBD-2 District:

Identification Freestanding Signs	1 per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 10 ft.	Type B signs permitted only on lots of more than 35,000 sf and at least one nonresidential use
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business or 1 per 50 linear feet of wall, whichever is less	Maximum projection 4 ft. from wall	8 sf	--	Changeable copy prohibited
Shopping District Signs/Banners	One per building	Maximum projection 4 ft. from wall	20 sf	15 ft	May identify only the Shopping District ³ in which located; shall be of a uniform design within a Shopping District

³ Shopping Districts include First Street South (First Street Redevelopment District); Third Street North (Old St. Charles); Riverside Drive/First Avenue (East Bank); and Century Corners.

TABLE 17.28-2 Continued

BL, BC, and BR Districts:

Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Freestanding Shopping Center Sign Additional Shopping Center Signs	1 per Shopping Center	10 ft	225 sf	30 ft	Signs are in lieu of all Freestanding Signs for the property identified as a Shopping Center Only permitted if Shopping Center has more than one street frontage
	1 per additional Shopping Center street frontage	10 ft	100 sf	15 ft	
Identification Freestanding Signs Additional Identification Signs	1 per lot	10 ft	1.5 sf per linear frontage of the building, or 100 sf, whichever is less	15ft.	Minimum separation between freestanding signs = 100 ft Minimum separation between freestanding signs = 100 ft
	1 per additional principal building	10 ft	0.75 sf per linear frontage of the additional building or 50 sf, whichever is less	15 ft	
Additional Identification/Motor Vehicle Sales/Leasing Signs	1 Manufacturer: 0 2 Manufacturers: 1 3 or more Manufacturers: 2	10 ft	0.75 sf per linear frontage of the additional building or 50 sf, whichever is less	15 ft	Minimum separation between freestanding signs = 100 ft
Wall Signs	One per business or street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area
Awnings and Canopies	1 per business or street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business	Maximum projection 4 ft. from wall	8 sf	--	
Banners on freestanding poles <u>in parking lots</u>	Not more than two designs or color schemes per lot	10 ft.	Total area = 1 sf per 10 sf of lot frontage	--	Only permitted in parking lots; minimum vertical clearance 9 ft

(Ord. 2005-Z-7 § 1; Ord. 2004-Z-6 § 1; Ord. 2002-Z-18 § 1; Ord. 2002-Z-3 § 1; Ord. 1999-Z-26 § 1; Ord. 1994-Z-12 § 1, 2; Ord. 1993-Z-15 § 5, 6; Ord. 1992-Z-9 § 1; Ord. 1991-Z-14; Ord. 1988-Z-21 § 1; Ord. 1972-Z-46 (A, B, C) (part); Ord. 1968-31 (part); Ord. 1966-4 (part); Ord. 1960-16 § VIII (F) (6); Ord. 1960-16 § VIII (D) (8); Ord. 1960-16 § VIII(B) (6).)

TABLE 17.28-3 PERMITTED SIGNS FOR OFFICE RESEARCH, MANUFACTURING, AND PUBLIC LAND DISTRICTS					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
O-R District:					
<u>Identification Freestanding</u> Signs	1 per street frontage	10 ft	50 sf	8 ft.	
<u>Freestanding</u> Office Park Sign	1 per Office Park, in lieu of one <u>Identification Freestanding</u> Sign	10 ft	100 sf	Office Park 2.5 to 5 acres: 12 ft Office Park over 5 acres: 15 ft	Office Park under unified ownership or control. Monument Sign Only.
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
M-1, M-2 Districts:					
<u>Identification Freestanding</u> Signs	1 per lot	10 ft	1.5 sf per linear ft frontage of the building or 100 sf, whichever is less	10 ft	Minimum separation between freestanding signs = 100 ft
Additional <u>Identification Freestanding</u> Signs	1 per additional principal building	10 ft	0.75 sf per linear ft frontage of the additional building or 64 sf, whichever is less	15 -10 ft	Minimum separation between freestanding signs = 100 ft
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth; Backlit awnings are prohibited
PL District:					
<u>Identification Freestanding</u> Signs	1 per lot, plus one per public vehicular entrance	5 ft	64 sf	10 ft	
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.0 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area

Related General Definitions- 17.30.030

~~**Advertising Bench.** Any bench or bench-like structure that is used, in whole or in part, for advertising purposes by means of a message or design painted on, printed on, affixed to, or otherwise designed as, an integral part of the bench.~~

Comment [RC14]: Not used in Title 17

Attention-getting Device. Any flag, streamer, pennant, light, balloon, fringe, or similar device or ornamentation used primarily for the purpose of attracting attention for promotion or advertising a business or other use, which is visible by the general public from any public right of way.

Awning. A structure made of cloth, metal or other materials affixed to a building and generally located so as to provide shade for windows and doors.

Balloon. An inflated nonporous object filled with air or gas.

Banner. Any sign printed or displayed upon cloth or other flexible material with or without frames.

~~**Beacon.** A light with one (1) or more beams directed into the atmosphere or directed at one (1) or more points not on the same lot as the light source. However, this term shall not include any kind of lighting device that is required or necessary under the safety regulations described by the Federal Aviation Administration or other similar agencies. Beacon shall not include Searchlight, as defined herein.~~

Comment [RC15]: Not used in Title 17

~~**Billboard Sign, Off-Site.** A freestanding sign or wall sign that advertises a business or product, and is not located on the premises where the business is located or the product is the primary product available for sale.~~

Comment [RC16]: Clearer terminology

~~**Bulletin Board.** Any sign with a changeable message board erected in a permanent fashion by a charitable, educational or religious institution or public body, which is erected upon the same property as said institution.~~

Comment [RC17]: Not Used in Title 17

Canopy. A permanent rooflike structure that projects from the wall of a building and overhangs the right of way or open space outside the building, normally used to shelter pedestrians from rain or snow, or as a decorative architectural feature.

Inflatable Advertising Devices. A portable advertising device that is supported primarily by compressed air or other gases. Such devices may be sealed from escaping or may be maintained in an inflated condition by means of a fan or blower, which is designed to maintain air pressure inside the device greater than the atmospheric air pressure outside the device.

~~**Logo.** A business trademark or symbol.~~

~~**Memorial Plaque.** A sign designating names of buildings and/or date of erection, and other items such as architect, contractor or others involved in the building's creation cut into or attached to a building surface.~~

~~**Nameplate.** A sign indicating the name, address or profession of the person or persons occupying the lot or a part of the building.~~

Public Property. Any property owned, leased or held by any unit of government such as the United States, the State of Illinois, the City, park district, school district, library district, township, County, or any subdivisions thereof. This shall include all streets, parkways, sidewalks, alleys, buildings, parking lots, landscaped areas, parks, and schools, as well as any municipal signs, traffic-control devices, trees, utility poles, shelters or street lights located thereon.

Public Building. Any building owned, leased or held by any unit of government such as the United States, the State of Illinois, the City, park district, school district, library district, township, County, or any subdivisions thereof, provided that said building is used for governmental purposes.

Public Way. Any sidewalk, street, alley, highway or other public thoroughfare, located within a dedicated right of way or within an easement where the public has a right of access.

Searchlight. An apparatus containing a source of light and a reflector that projects the light produced in a concentrated, far-reaching beam. A searchlight is typically mounted on a swivel so that the beam can be directed.

Shopping Center. Two (2) or more retail stores and/or service establishments located on a parcel of four acres or more sharing customer parking areas, regardless of whether said stores and/or establishments occupy separate structures or are under separate ownership.

~~**Sign.** A name, identification, description, display, illustration or attention-getting device which is affixed to or painted or represented directly or indirectly upon a building or other outdoor surface or lot, and which directs attention to a person, business, product, service, place, organization or entertainment. Sign shall not include the flag of any nation, state or governmental entity.~~

Sign, A-Frame. A sign ordinarily in the shape of an A, or some variation thereof, with two panels connected or hinged at the top, which is not permanently attached to the ground.

Sign, Area. The area of a sign face, normally expressed in square feet, calculated as provided in Chapter 17.28.

Sign, Awning. A sign that is mounted or painted on, or attached to, an awning, and that does not project beyond the physical dimensions of the awning.

Sign, Canopy. A sign that is painted on, printed on, or attached to a canopy.

Sign, Changeable Copy. Any sign that, by its design, allows for a change in the lettering or symbols it displays, by mechanical, electronic, or other means.

~~**Sign, Development Identification Entryway.** A freestanding sign erected at the entry to a residential development, identifying a residential subdivision or PUD with ten or more dwelling units, or a multi-family development with two more buildings.~~

~~**Sign, Directional.** A sign that directs attention to a driveway, pedestrian or bicycle path or sidewalk, traffic circulation route, stacking lane, drive-through lane, or similar feature by means of wording~~

~~such as “enter”, “exit”, “Drive thru”, etc., and which may include an address, logo, shape or color, but does not include words identifying or advertising the use.~~

Sign Face. That part of the sign that is, or can be, used to identify, to advertise, to communicate information, or for visual representation, which attracts the attention of the public for any purpose. The term Sign Face includes any background or surrounding material, panel, trim or ornamentation, color, and direct or self-illumination that differentiates the sign from the building, structure, backdrop surface or object upon or against which it is placed. The term Sign Face does not include any portion of the support structure for the sign, provided that no message, symbol or any of the previously described elements of a sign face is placed on or designated as part of the support structure.

~~**Sign, Flashing.** Any illuminated sign on which the intensity or color of the artificial light changes. For the purposes of this Title, any moving illuminated sign, including electronic reader boards, shall be considered a Flashing Sign.~~

Comment [RC18]: This sign category serves any purpose. The “flashing” is prohibited regardless of sign type.

Sign, Freestanding. A sign that is attached to, or part of, a completely self-supporting structure, the primary purpose of which is to support the sign.

Sign, Ground. A type of freestanding sign.

Sign Height. The vertical height of a sign, calculated as provided in Chapter 17.28.

Sign, Identification. A sign giving the name, trademark, or other readily recognized symbol or address, or any combination thereof, of a building, business, development or establishment on the premises where it is located.

Sign, Monument. A freestanding sign, where the width of the base is at least fifty percent (50%) of the width of the display portion of the sign.

~~**Sign, Political.** A sign advocating action on a public issue or recommending a candidate for public office.~~

Sign, Projecting. A sign attached to a building or other structure, which extends more than twelve inches from the wall surface to which it is attached, and where the principal orientation of the sign is perpendicular to the wall surface.

Sign, Pole. A freestanding sign, where the width of the base is less than fifty percent (50%) of the width of the display portion of the sign.

Comment [RC19]: Not used in Title 17

Sign, Portable. Any sign designed to be transported or movable including but not limited to signs affixed to a trailer and other signs designed to be transported by a trailer, wheels or boat.

~~**Sign, Real Estate.** A temporary sign placed upon property for the purpose of advertising to the public the sale, lease, rental or open house of said property.~~

Sign, Roof. Any sign wholly erected, constructed or maintained upon or above the roof structure or parapet of any building, with the principal support attached to the roof structure.

Sign Structure or Support. Any structure that supports, or is capable of supporting, a sign, including decorative cover.

Sign, Vehicle. A sign on a vehicle of any kind, painted or attached directly to the body of the original vehicle. A sign in or on a vehicle that advertises the vehicle for sale, lease or rental shall not be considered a vehicle sign.

Sign, Vertical Projecting. A projecting sign that is greater in height than in width.

Sign, Wall. Any sign that shall be affixed parallel to the wall, painted or printed on the wall of any building in such a manner as to read parallel to the wall on which it is mounted. For the purposes of this Title, any sign display that is affixed flat against the sloping surface of a mansard roof shall be considered a wall sign. Any sign that is affixed to the face of a marquee shall be considered a wall sign.

Sign, Window. A sign attached to, placed upon or printed on the interior or exterior of a window or door of a building intended for viewing from the exterior of such a building.

Sign, Yard. A type of temporary sign that may be freestanding or attached to a wall or other structure.

Commercial Signs: Signs containing speech on behalf of a company or individual for the intent of making a profit. Commercial Speech is economic in nature intended to identify, advertise, or direct attention to a business service or product.

Non-Commercial Signs: Display which is devoid of any commercial signage.

Sign Ordinance Amendments Draft – 6/8/18- Clean Version

17.28.010 – Purpose

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

- A. Balance the rights of individuals to identify their businesses and convey their messages, and the rights of the public to be protected against the unrestricted proliferation of signs.
- B. Protect the public health, safety, comfort, convenience and general welfare.
- C. Reduce traffic hazards.
- D. Enhance the attractiveness of the City.
- E. Protect property values.
- F. Promote economic development.
- G. Further the objectives of the Comprehensive Plan.
- H. Preserve the right of free speech exercised through the use of signs containing noncommercial messages.

17.28.020 – General provisions

A. Violations

It shall be unlawful for any person to erect, relocate, modify or alter any sign, or structure supporting a sign, in violation of the provisions of this Title. Signs which are not allowed by this Chapter as permitted signs or exempt signs shall be prohibited. No sign shall be placed on a lot without prior consent of the property owner.

B. Placing Signs on Public Right of Way

No signs shall be erected on any public right of way other than those placed by agencies of government or signs whose placement has been authorized by the jurisdiction having authority over the right of way. The City, without notice, may remove any sign placed on public right of way without authorization.

C. View Obstruction

All signs and attention getting devices shall comply with the sight triangle provisions of Section 17.22.010 F and the provisions of Section 12.04.200 of Title 12 of the St. Charles Municipal Code regarding corner obstructions, except that yard and ground signs otherwise meeting the requirements of this Chapter may be located within the sight triangle.

D. Removal of Unused Structural Supports

No foundation, pole, frame, cabinet, or other structural support for a sign shall be erected or

maintained independently of a sign allowed by this Chapter. All such structural supports shall be removed at the time of removal of any sign or signs for which they provide support, except that a structural support may remain for a period of not more than 30 days following the issuance of a permit to change the face of a sign, or erect a different sign, using the same structural support.

17.28.030 – Sign area computation

1. Area of Signs in Cabinets, Frames, and on Panels

The area of a sign enclosed in a frame or cabinet or painted on or affixed to a panel shall be the area of the sign contained within the outer limits of the frame, cabinet or panel. The area of such sign shall not include any external architectural framing elements or supporting structure such as a post, unless the architectural elements, or supporting structure is designed as an integral part of the message or face of the sign. When there are multiple display signs within a frame, cabinet, or panel, the sign area shall be the area encompassed by the entire frame, cabinet, or panel, and not the area of the individual display signs.

2. Area of Signs Composed of Individual Letters or Elements

The area of a sign comprised of individual letters or other elements attached to a building wall or freestanding wall shall be the area of the smallest square or rectangle that can be drawn around the letters and/or elements.

3. Area of Double-Faced Signs

The sign area for a sign with two faces shall be a) when the sign faces are connected at an interior angle of sixty degrees (60°) or more, the sign area shall be computed by measurement of both faces; when the sign faces are parallel or connected at an interior angle of sixty degrees (60°) or less, the sign area shall be computed by the measurement of one (1) of the faces.

4. Measurement of Sign Height

Sign height shall be the vertical distance from the highest point of the sign to the grade of the adjoining street curb; if there is no adjoining curb, to the grade of the edge of the adjoining street pavement.

5. Measurement of Sign Setback

Required setbacks for freestanding signs shall be measured horizontally, from the closest point of the sign structure to the property line extended vertically.

17.28.040 – Sign standards by type

A. Freestanding Signs

1. The primary support of a permanent freestanding sign shall be erected in such a manner that at least forty-two (42) inches of the length of the structural support is underground. This requirement may be increased based upon the size of the sign and the height of the sign if necessary to provide for wind loads or other structural factors, as determined by the Building Commissioner. The Building Commissioner may require documentation

from a structural engineer or manufacturer that indicates proper design and installation in relation to the sign's structural support.

2. Freestanding monument signs shall be mounted on a decorative masonry, metal or natural stone base. Alternative materials may be approved where they correspond with the appearance of one or more materials used on the exterior of the building. The width of the base of any monument sign, as measured parallel to the sign face, shall be a minimum of fifty percent (50%) of the width of the sign face.

B. Wall and Projecting Signs

1. Wall and projecting signs shall be safely and securely attached to the building wall. No sign affixed to a building shall project higher than the building height.
2. Except as permitted in the CBD-1 and CBD-2 Districts, signs shall not project into the public right-of-way.
3. Wall signs shall be affixed flat against the building wall and shall not project more than twelve (12) inches. No wall sign shall cover wholly or partially any wall opening or architectural feature.

[17.28.050 – Permitted signs by zoning district](#)

A. Residential Districts

Table 17.28-1 lists signs permitted in residential districts. Other signs may be permitted in residential districts, as specifically provided elsewhere in this Chapter.

B. Business and Mixed Use Districts

Table 17.28-2 lists signs permitted in business and mixed use districts CBD-1, CBD-2, BL, BC, and BR. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

C. Office Research, Manufacturing, and Public Lands Districts

Table 17.28-3 lists signs permitted in office research, manufacturing, and public lands districts. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

[17.28.060 – Illumination](#)

A. Flashing Signs

No sign or other advertising structure shall have lights or illuminations that flash, move, rotate, scintillate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsations.

B. Electronic Changeable Copy Signs

Electronic Changeable Copy Signs are permitted in all Zoning Districts where internally illuminated signs are permitted as follows:

1. In the CBD-1 and CBD-2 Districts, Electronic Changeable Copy Signs shall not exceed 30% of the total sign area of the sign on which it is located, or 30 square feet, whichever is less. Sign images shall change no more frequently than once every 30 seconds.
2. In all other zoning districts, Electronic Changeable Copy signs shall not exceed 50% of the total sign area of the sign on which it is located, or 50 square feet, whichever is less. Sign images shall change no more frequently than once every 15 seconds.
3. Electronic Changeable Copy Signs may display both text and images, but the display shall remain static. The duration of the change of image, copy or illumination shall not exceed one second. Use of moving images or transitions between static images is prohibited.

C. Limitations on Neon and Series Lighting

1. Neon advertising signs shall be permitted as wall signs, subject to the standards of this Chapter and this Title.
2. Series lighting or neon tubing used to accentuate or trim windows, architectural features, or to outline borders of signs or buildings, is specifically prohibited.

D. Hours of Illumination

Exterior signs shall be illuminated only during business hours or between the hours of 7:00am and 11:00pm, whichever is later.

E. Direction of Illumination

All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent streets and surrounding properties.

[17.28.070 – Historic signs](#)

A small number of existing signs in the City may be closely identified with a cultural or commercial entity or building that forms a part of the character or history of the community. Such signs, however, may have been erected under a previous code and may not conform to all of the provisions of this Chapter. The intent of this Section is to permit such signs to be maintained. Therefore, a sign erected at least forty (40) years prior to the year of application for Historic Sign designation that does not conform to one or more provisions of this Chapter may continue to be maintained and shall not be subject to the amortization provisions of this Title, if the City Council determines, upon the recommendation of the Historic Preservation Commission, that all of the following standards have been met:

- A. The sign was lawfully erected at least forty (40) years prior to the year of application for Historic Sign designation and has been continuously maintained in the same location since that year.
- B. The sign:
 1. Is attached to a significant historic building or landmark, and has come to be identified with that building or landmark, whether or not it is original to it; or

2. Is located on a site that has been continuously operated for the same business use for at least 40 years prior to the year of application for Historic Sign designation.
- C. The sign is of a unique shape or type of design representative of its era, and that is not commonly found in contemporary signs.
- D. The sign is associated with a family, business or organization that was noteworthy in the history of the St. Charles community.
- E. The sign does not violate Section 17.28.080, Prohibited Signs.

17.28.080 – Prohibited signs

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

A. Signs which Constitute a Traffic Hazard

No sign shall:

1. Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.
2. Interfere with, obstruct the view of, or be designed so as to be confused with any authorized traffic sign, signal or device because of its position, shape or color.
3. Make use of the words STOP, LOOK, DETOUR, DANGER or any other word, phrase, symbol or character in a manner that misleads, interferes with or confuses traffic.
4. No sign in direct line of vision of a traffic signal shall be illuminated in red, green or amber color in such a manner that the sign illumination could be confused with the illumination from a traffic signal.

B. Moving Parts

No sign shall have visible moving, revolving or rotating parts or visible mechanical movement of any kind, except for the movable hands of street clocks, and movement caused by the wind in the case of banners or flags.

C. Signs of an Offensive Nature

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

D. Obstruction of Doors, Windows or Fire Escapes

No sign or other advertising structure shall be erected, relocated or maintained so as to prevent free ingress to and egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

E. Signs on Parked Vehicles

No sign shall be displayed on a vehicle parked in an off-street parking or loading area, or in an outdoor motor vehicle display area, except in the following instances:

1. The sign pertains to the sale, lease or rental of the vehicle on which it is displayed; or
2. The sign is painted or otherwise affixed to a truck, bus or other vehicle that is used to carry goods or people or to provide services at least one day per week, as an accessory use to the business identified on the sign.

Signs on Parked Vehicles shall comply with the following standards:

1. Signs resting on, or attached to, vehicles or trailers used as a means to circumvent the provisions of this Chapter are prohibited.
2. Lights or other attention getting devices shall not be used to draw attention to the sign.
3. Vehicles shall only be parked on a paved surface in designated parking spaces and shall not be parked in a front or exterior side yard, including any driveway.

B. Portable Signs

Portable signs are prohibited, except when authorized by a governmental agency in conjunction with construction or enforcement activities.

C. Off-Premise Signs

Signs which advertise a business or service not located on the same lot or within the same PUD or Shopping Center, or which otherwise do not relate to the uses permitted on the lot or within the same PUD or Shopping Center, are prohibited in all districts except:

1. In the PL District, a Freestanding Sign may be located off-premise on an adjacent lot in the PL District.
2. In the CBD-1, CBD-2, BL, BC, BR, M1 and M2 Districts, for lots without street frontage, in lieu of a freestanding Sign located on the lot, a sign may be placed on a freestanding sign on an adjoining off-premise lot with street frontage in either the CBD-1, CBD-2, BL, BC, BR, M1 or M2 Districts, subject to the authorization of the property owner. The number of freestanding signs located on the off-premise lot shall not exceed the number otherwise permitted. Additional sign face area for displaying the sign of the off-premise business on the freestanding sign shall be permitted, up to 50% of the maximum sign area otherwise permitted for the sign.

[17.28.090 – Exemptions](#)

A. Maintenance Operations

The following maintenance operations are allowed and do not require a permit:

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

B. Regulatory Signs

Signs incidental thereto for identification, information, directional, or public safety purposes erected or required by governmental bodies, or authorized for a public purpose by any law, statute or ordinance, such as addresses, parking regulations, traffic control signs and legal notices, including those authorized to be located in the right-of-way, are allowed and do not require a permit.

C. Flags

Flags displaying non-commercial content are allowed and do not require a permit. One commercial flag is allowed per non-residential lot.

D. Non-Commercial Temporary Displays or Decorations

Non-Commercial Temporary displays or decorations customarily associated with any national, state, local or religious holiday or period of observance do not require a permit and shall be erected no earlier than forty-five (45) days before and removed no later than fourteen (14) days after the holiday or period of observance.

E. Yard Signs

Non-illuminated yard signs are allowed and do not require a permit, subject to the following:

1. Yard signs shall be no more than six square feet in area and a) if freestanding, shall not exceed 5 feet in height, or b) if attached to a building or structure, shall not exceed 10 feet above grade.
2. Yard signs may be placed in a front yard or exterior side yard, and shall not be placed in an interior side yard or rear yard. Yard signs shall not be located closer than 10 ft. to any interior side or rear lot line.
3. There shall be not more than one such sign per lot, except that on a corner or through lot, two signs, one adjoining each street, is allowed.
4. Yard signs shall only be posted by being staked into the ground or attached to an existing structure.
5. During a period of 90 days preceding a local, state or national election, there shall be no limitation on the number of yard signs.

F. Ground Signs

Ground signs are allowed in the BL, BC, BR, OR, M1, M2, and PL districts and do not require a permit unless the sign is electrically operated or illuminated, in which case a permit is required to ensure compliance with applicable codes. Such signs shall be subject to the following:

1. One (1) ground sign is permitted adjacent to each driveway access from a public street. One (1) additional ground sign is permitted adjacent to each intersection of driveways within a site
2. Ground signs shall be set back from the right-of-way a minimum of five (5) feet.
3. Ground signs may have a maximum surface area of five (5) square feet and shall not exceed a maximum height of four (4) feet above the adjacent street or driveway grade, as measured at a point on the street or driveway pavement closest to the sign.

G. Signs not visible from a street frontage or adjacent lot

Signs or other miscellaneous posted information, which is intended to be viewed only from the lot where the sign is located, and that is not visible from a street frontage or adjacent lot, is allowed and does not require a permit.

H. Window Signs

Window Signs shall not exceed fifty percent (50%) of the total area of the window frame on which the sign is located. Signs that are not permanently affixed to the window do not require a permit.

[17.28.100 – Temporary signs requiring a permit](#)

A. Permit Required

A permit is required to erect temporary signs greater in size than 6 square feet and attention getting devices in accordance with Section 17.28.020 A (Sign Permit). Signs of 6 square feet or less are classified as Yard Signs and are allowed without a permit in accordance with Paragraph 17.28.090.

B. Time Limit

1. Unless otherwise permitted within this section, displays of commercial temporary signs shall be limited to fourteen (14) days per permit, and not more than four (4) such permits shall be to an applicant per calendar year. There shall be a minimum separation of thirty (30) days between commercial temporary sign displays.
2. Displays of Non-Commercial Temporary Signs shall be limited to ninety (90) days per permit.
3. Temporary Signs on Property for Sale or Lease shall not be subject to a time limit but shall be removed no later than seven (7) days following the sale or lease of the property.
4. Temporary Signs on property to which an active permit has been issued for construction of a new building or site development work shall not be subject to a time limit, but shall

be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project.

5. Temporary Signs permitted for an authorized Temporary Use per Section 17.20.040 shall be subject to the same time limitations as the Temporary Use, and shall only be posted during the operation of the Temporary Use.
 6. During construction or reconstruction of public improvements, if the Director of Community Development determines that the construction activity will disrupt access to lots and/or visibility of lots directly adjacent to the construction, the Director may authorize temporary signs to remain in excess of the time limits specified in this Section, but such signs shall be removed no later than seven (7) days following substantial completion of the construction.
 7. Notwithstanding the time limits for posting, all Temporary Sign Permits shall expire after one (1) year.
- C. Setbacks
- Freestanding temporary signs and attention getting devices shall be set back a minimum of five (5) feet from all right-of way lines.
- D. In the BL, BC, BR, CBD-1, O-R, M-1, M-2, and PL Districts, one (1) temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be:
1. For lots one (1) acre and under: Thirty-two (32) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
 2. For lots one (1) to five (5) acres: Sixty-four (64) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
 3. For lots five (5) acres and above: One hundred (100) square feet of surface area. Freestanding signs shall not exceed ten (10) feet in height.
- E. In the BT Overlay and CBD-2 Districts, one (1) temporary sign is permitted for each street frontage of the lot. Each sign shall not exceed sixteen (16) square feet in surface area. Freestanding signs shall not exceed six (6) feet in height.
- F. In residential districts, for developed lots over 4 acres and vacant lots over 1 acre, one temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be 32 square feet in surface area; freestanding signs shall not exceed 8 ft. in height and wall signs shall not exceed the building height.
- G. Attention-Getting Devices
- Attention-getting devices are permitted only in the BL, BC, BR, CBD-1, O-R, M-1, M-2 and PL Districts. Attention getting devices shall be displayed only in association with a grand opening or special event. Attention getting devices shall comply with the following restrictions:

1. Balloon Signs

The longest dimension of the balloon portion of a balloon sign shall not exceed seven (7) linear feet. The length of the entire balloon sign, as measured from the longest dimension of the balloon and including the tether, shall not exceed ten (10) feet.

2. Pennants, Flags, Valences and Streamers

a. Pennants, flags, valences and streamers, if attached to the building, shall not extend above the building height; if attached to a freestanding permanent sign, they shall not extend above the height of the sign.

b. Pennants, flags, valences and streamers shall be mounted with a vertical clearance of at least 9 feet from the ground.

3. Searchlights

Searchlights shall be oriented skyward not breaking an angle of forty-five degrees (45°) from the ground. Searchlights shall not be operated between the hours of 11:00pm and 7:00am.

[17.28.110 – Master sign plan](#)

When more than one (1) wall sign, awning or canopy is proposed on any building with multiple tenants, the Building Official may require the applicant submit a master sign plan for review.

[17.28.120 – Amortization of non-conforming signs](#)

See Section 17.08.060 for provisions regarding amortization of non-conforming signs.

17.28.130 Substitution of Non-Commercial Speech

Signs containing non-commercial speech are permitted anywhere that commercial advertising or business signs are permitted, subject to the same regulations applicable to such signs.

TABLE 17.28-1 PERMITTED SIGNS FOR RESIDENTIAL DISTRICTS (RE, RS, RT, RM)					
Type	Maximum Number	Minimum ROW setback	Maximum Area	Maximum Height	Other Requirements
Residential Uses:					
Entryway Signs for Residential Developments of 10 or more units	Two, plus one for each additional external street frontage for developments of more than ten acres	5 ft	10-30 units: 50 sf 30+ units: 75 sf	8 ft	Monument signs only; Shall not be internally illuminated
Non-Residential Uses (Includes non-residential uses allowed in the BT Overlay District; not permitted for Home Occupations):					
Freestanding Signs	One per lot	5 ft.	Type A: 16 sf Type B: 50 sf	8 ft	Type A: Shall not be internally illuminated Type B: Permitted on lots greater than 2 acres, may be illuminated
Wall signs	One per non-residential use or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	--	Shall not be internally illuminated
Awnings and Canopies	One per non-residential use or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited

TABLE 17.28-2 PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS						
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements	
CBD-1 District:						
Freestanding Shopping Center Signs	One per street frontage	10 ft	100 sf		Signs are in lieu of Freestanding Signs for the entire property identified as a Shopping Center	
Freestanding Signs	One per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 12 ft.	Type B signs permitted only on lots with ten or more accessory parking spaces	
Wall Signs	Primary	One per business, one per building street frontage, or one per business street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located, or 125 sf, whichever is less	No higher than height of building	
	Secondary	One per wall without street frontage facing a parking lot or public plaza or One per additional public entrance to a building located on a wall without street frontage	--	1.5 sf per linear ft of wall on which located, or 100 sf, whichever is less	No higher than height of building	Only permitted on wall meeting the conditions for Secondary Wall signs
Awnings and Canopies	One per business, one per building street frontage, one per business street frontage, or one per public entrance to business, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	No higher than height of building	Awnings shall be made of cloth. Backlit awnings are prohibited	
Projecting Signs	Primary	One per business	Maximum projection 4 ft from wall	18 sf; Additional 12 sf permitted for a clock or time display.	No higher than height of building	Minimum spacing between signs with a clock or time display is 200 ft; changeable copy prohibited
	Secondary	For buildings with street frontage on Main Street: One per business, plus one additional per business for upper floor businesses	Maximum projection 2 ft from wall	8 sf per sign	No higher than height of building	Must be located on wall directly opposite Main Street frontage; changeable copy prohibited

TABLE 17.28-2 PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Banners on freestanding poles in parking lots		5 ft. ¹	Total area = 1 sf per 10 linear feet of lot frontage	--	minimum vertical clearance 9 ft

TABLE 17.28-2 Continued					
CBD-2 District:					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Freestanding Signs	1 per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 10 ft.	Type B signs permitted only on lots of more than 35,000 sf and at least one nonresidential use
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business or 1 per 50 linear feet of wall, whichever is less	Maximum projection 4 ft. from wall	8 sf	--	Changeable copy prohibited

TABLE 17.28-2 Continued

BL, BC, and BR Districts:					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Freestanding Shopping Center Sign	1 per Shopping Center	10 ft	225 sf	30 ft	Signs are in lieu of all Freestanding Signs for the property identified as a Shopping Center
	1 per additional Shopping Center street frontage	10 ft	100 sf	15 ft	
Freestanding Signs	1 per lot	10 ft	1.5 sf per linear frontage of the building, or 100 sf, whichever is less	15ft.	Minimum separation between freestanding signs = 100 ft
	1 per additional principal building	10 ft	0.75 sf per linear frontage of the additional building or 50 sf, whichever is less	15 ft	
Wall Signs	One per business or street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area
Awnings and Canopies	1 per business or street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business	Maximum projection 4 ft. from wall	8 sf	--	
Banners on freestanding poles in parking lots		10 ft.	Total area = 1 sf per 10 sf of lot frontage	--	Minimum vertical clearance 9 ft

TABLE 17.28-3					
PERMITTED SIGNS FOR OFFICE RESEARCH, MANUFACTURING, AND PUBLIC LAND DISTRICTS					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
O-R District:					
Freestanding Signs	1 per street frontage	10 ft	50 sf	8 ft.	
Freestanding Office Park Sign	1 per Office Park, in lieu of one Freestanding Sign	10 ft	100 sf	Office Park 2.5 to 5 acres: 12 ft Office Park over 5 acres: 15 ft	Office Park under unified ownership or control. Monument Sign Only.
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
M-1, M-2 Districts:					
Freestanding Signs	1 per lot	10 ft	1.5 sf per linear ft frontage of the building or 100 sf, whichever is less	10 ft	Minimum separation between freestanding signs = 100 ft
Additional Freestanding Signs	1 per additional principal building	10 ft	0.75 sf per linear ft frontage of the additional building or 64 sf, whichever is less	10 ft	Minimum separation between freestanding signs = 100 ft
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth; Backlit awnings are prohibited
PL District:					
Freestanding Signs	1 per lot, plus one per public vehicular entrance	5 ft	64 sf	10 ft	
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.0 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area

Related General Definitions- 17.30.030

Attention-getting Device. Any flag, streamer, pennant, light, balloon, fringe, or similar device or ornamentation used primarily for the purpose of attracting attention for promotion or advertising a business or other use, which is visible by the general public from any public right of way.

Awning. A structure made of cloth, metal or other materials affixed to a building and generally located so as to provide shade for windows and doors.

Balloon. An inflated nonporous object filled with air or gas.

Banner. Any sign printed or displayed upon cloth or other flexible material with or without frames.

Sign, Off-Site. A freestanding sign or wall sign that advertises a business or product, and is not located on the premises where the business is located or the product is the primary product available for sale.

Canopy. A permanent rooflike structure that projects from the wall of a building and overhangs the right of way or open space outside the building, normally used to shelter pedestrians from rain or snow, or as a decorative architectural feature.

Inflatable Advertising Devices. A portable advertising device that is supported primarily by compressed air or other gases. Such devices may be sealed from escaping or may be maintained in an inflated condition by means of a fan or blower, which is designed to maintain air pressure inside the device greater than the atmospheric air pressure outside the device.

Public Property. Any property owned, leased or held by any unit of government such as the United States, the State of Illinois, the City, park district, school district, library district, township, County, or any subdivisions thereof. This shall include all streets, parkways, sidewalks, alleys, buildings, parking lots, landscaped areas, parks, and schools, as well as any municipal signs, traffic-control devices, trees, utility poles, shelters or street lights located thereon.

Public Building. Any building owned, leased or held by any unit of government such as the United States, the State of Illinois, the City, park district, school district, library district, township, County, or any subdivisions thereof, provided that said building is used for governmental purposes.

Public Way. Any sidewalk, street, alley, highway or other public thoroughfare, located within a dedicated right of way or within an easement where the public has a right of access.

Searchlight. An apparatus containing a source of light and a reflector that projects the light produced in a concentrated, far-reaching beam. A searchlight is typically mounted on a swivel so that the beam can be directed.

Shopping Center. Two (2) or more retail stores and/or service establishments located on a parcel of four acres or more sharing customer parking areas, regardless of whether said stores and/or establishments occupy separate structures or are under separate ownership.

Sign. A name, identification, description, display, illustration or attention-getting device which is affixed to or painted or represented directly or indirectly upon a building or other outdoor surface or lot

Sign, A-Frame. A sign ordinarily in the shape of an A, or some variation thereof, with two panels connected or hinged at the top, which is not permanently attached to the ground.

Sign, Area. The area of a sign face, normally expressed in square feet, calculated as provided in Chapter 17.28.

Sign, Awning. A sign that is mounted or painted on, or attached to, an awning, and that does not project beyond the physical dimensions of the awning.

Sign, Canopy. A sign that is painted on, printed on, or attached to a canopy.

Sign, Changeable Copy. Any sign that, by its design, allows for a change in the lettering or symbols it displays, by mechanical, electronic, or other means.

Sign, Entryway. A freestanding sign erected at the entry to a residential development. .

Sign Face. That part of the sign that is, or can be, used to identify, to advertise, to communicate information, or for visual representation, which attracts the attention of the public for any purpose. The term Sign Face includes any background or surrounding material, panel, trim or ornamentation, color, and direct or self-illumination that differentiates the sign from the building, structure, backdrop surface or object upon or against which it is placed. The term Sign Face does not include any portion of the support structure for the sign, provided that no message, symbol or any of the previously described elements of a sign face is placed on or designated as part of the support structure.

Sign, Freestanding. A sign that is attached to, or part of, a completely self-supporting structure, the primary purpose of which is to support the sign.

Sign, Ground. A type of freestanding sign.

Sign Height. The vertical height of a sign, calculated as provided in Chapter 17.28.

Sign, Identification. A sign giving the name, trademark, or other readily recognized symbol or address, or any combination thereof, of a building, business, development or establishment on the premises where it is located.

Sign, Monument. A freestanding sign, where the width of the base is at least fifty percent (50%) of the width of the display portion of the sign.

Sign, Projecting. A sign attached to a building or other structure, which extends more than twelve inches from the wall surface to which it is attached, and where the principal orientation of the sign is perpendicular to the wall surface.

Sign, Pole. A freestanding sign, where the width of the base is less than fifty percent (50%) of the width of the display portion of the sign.

Sign, Portable. Any sign designed to be transported or movable including but not limited to signs affixed to a trailer and other signs designed to be transported by a trailer, wheels or boat.

Sign, Roof. Any sign wholly erected, constructed or maintained upon or above the roof structure or parapet of any building, with the principal support attached to the roof structure.

Sign Structure or Support. Any structure that supports, or is capable of supporting, a sign, including decorative cover.

Sign, Vehicle. A sign on a vehicle of any kind, painted or attached directly to the body of the original vehicle. A sign in or on a vehicle that advertises the vehicle for sale, lease or rental shall not be considered a vehicle sign.

Sign, Vertical Projecting. A projecting sign that is greater in height than in width.

Sign, Wall. Any sign that shall be affixed parallel to the wall, painted or printed on the wall of any building in such a manner as to read parallel to the wall on which it is mounted. For the purposes of this Title, any sign display that is affixed flat against the sloping surface of a mansard roof shall be considered a wall sign. Any sign that is affixed to the face of a marquee shall be considered a wall sign.

Sign, Window. A sign attached to, placed upon or printed on the interior or exterior of a window or door of a building intended for viewing from the exterior of such a building.

Sign, Yard. A type of temporary sign that may be freestanding or attached to a wall or other structure.

Sign, Commercial: Signs containing speech on behalf of a company or individual for the intent of making a profit. Commercial Speech is economic in nature intended to identify, advertise, or direct attention to a business service or product.

Sign, Non-Commercial: Display which is devoid of any commercial signage.