Village of Long Grove Illinois

MEMORANDUM

TO:	Village of Long Grove Planning Commission & Zoning Board of Appeals
FROM:	JAMES M. HOGUE, Village Planner
DATE:	October 27, 2016
RE:	Modification to Title 5, Chapter 5, Section 5-9-5 "Signs"

At the October 4th meeting staff offer the following conclusions with regard to this issue.

The current "for sale" sign regulations adopted by the village are very much consistent with similar regulations in nearby communities. Research by staff has found that the "For Sale" sign regulations have remained more or less consistent since adopted with the first Village Zoning code in 1957.

These regulations were modified in the 2007 update to the zoning code but more for clarity than content however. In general these regulations have performed well over the years until the incident with illegal signage which occurred earlier this year.

In dealing with signage the PCZBA may consider such things as number of signs, sign placement, sign materials, size of signs and/or other physical aspects of such signage. Copy, or the message on the sign, is one area which is "hands off" in terms of regulation due to 1st Amendment Rights. Counsel should be consulted regarding sign regulation to ensure the legality of such regulation.

If modification is considered, staff suggests perhaps not allowing such signage to be placed on buildings which is part of the concern with signage posted in the downtown. Another consideration would be to "standardize" the type of "for sale" sign permissible in the "B-1" District. This action may have cost implications to realtors and others in that "custom" sign (as opposed to a "standard small real estate sign") would need to be created for what is essentially a temporary sign.

PCZBA Direction

After consideration and discussion of this matter the PCZBA favored limiting the number of such signs to one per property and leaving the size at 6 square feet. A height limitation not to exceed 7 feet from the adjacent grade of the building to the upper most limits of the sign when attached to a principal structure was also suggested. This item was continued to the November 1st Regular meeting date to allow staff time to prepare a text amendment to the zoning code per the direction given at this meeting.

Draft Text Amendment

Counsel and staff have worked to prepare the attached draft amendment.

Counsel has identified some issues which PCZBA may wish to consider further.

These include;

- Sign height; should consideration be given to the height of a free standing real estate sign in the B-1 District? Although it has not been an issue, technically these are accessory structures. In most instances accessory structures have a height limitation of 15 feet.

- Should have similar height limitations for real estate signs (both large and small) in other zoning districts?

- Large Real Estate Signs are defined as follows;

(a) Large Real Estate Signs: One temporary real estate sign shall be permitted on a lot that contains at least five (5) acres in area. The maximum size of a real estate sign shall not exceed eighteen (18) square feet in area, and no such sign shall be illuminated. All such signs shall be removed within twenty four (24) hours of the closing of the lease or sale of the lot or the reduction of the lot to less than the required five (5) acre minimum. No such real estate sign shall be located closer than ten feet (10') from any lot line.

- A permit is required for this type of signage. Should modification of these regulations be considered also and in particular a height limitation?

Should you have any questions or concerns feel free to contact me at (847) 634-9440.

5-9-5: SIGNS:

(A) Scope Of Regulations: The regulations of this section shall govern and control the location, erection, relocation, reconstruction, extension, enlargement, conversion, replacement, alteration, operation, maintenance, and removal of all signs within the village visible from any street, sidewalk, or public or private common open space, excluding only signs owned or maintained by the village. Any sign not expressly permitted by these regulations shall be prohibited. The regulations of this section relate to the location of signs within zoning districts and shall be in addition to the provisions of the building code applicable to the construction and maintenance of signs.

(B) Statement Of Purpose: The regulation of signs by this section is intended to promote and protect the public health, safety, and welfare. The purpose of this section is to:

1. Regulate signs in such a manner that supports and complements land use objectives that are set forth in the zoning code, village code, and comprehensive plan.

2. Ensure that all signs are compatible with regards to size, location, color, construction, materials, and the manner of display.

3. Ensure that signs do not confuse, obstruct traffic vision, nor endanger public health, safety, morals, or general welfare.

4. Ensure that signs within the village are displayed in a manner that preserves the special qualities inherent in the village that attract tourists and residents alike and that are the basis of the village's economic stability and growth.

(C) Applicability: No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, replaced, or altered except in conformance with the provisions of this section and after issuance of a sign permit by the village, if required, or compliance with subsection (F) of this section permitting signs without the issuance of a permit.

(D) General Standards: Except as otherwise expressly provided in subsection (F) of this section, the following general standards apply to all signs. Any sign not in compliance with these standards shall be immediately corrected or shall be deemed to be in violation of this chapter.

1. Illumination: Signs shall only be permitted to be illuminated in accordance with the following regulations:

(a) No sign can be self-illuminated or internally illuminated; provided, however, that a business shall be permitted one internally illuminated "Open" window sign not to exceed one square foot in area, which sign shall be subject to the review and approval by the architectural commission.

(b) Neon illumination of signs is not permitted.

(c) Any illumination of signs shall be constant in intensity and color and there shall be no flashing lights, rotating lights, running lights, or lights that create an illusion of movement.

(d) No sign shall be illuminated in such a manner so as to cause confusion with traffic signals or lights or which might constitute a traffic hazard.

(e) Any light source that is used to illuminate a sign must be located, shielded, and directed as to not be visible from any point on any surrounding streets, public property, adjacent private property or adjacent structures. All artificial illumination shall be so designed, located, shielded, and directed so that it illuminates the sign face area only and prevents the casting of glare.

2. Sign Measurement: Unless otherwise expressly provided to the contrary in these regulations, the term "sign area" shall include the gross surface area of each sign with a single continuous perimeter enclosing the extreme limits of the sign and in no case passing through or between any adjacent elements of the sign. Such a perimeter shall not include any structural or framing elements lying outside the limits of such sign and not forming an integral part of the display.

3. Traffic Safety: No sign or sign structure shall be permitted or maintained at any location where by reason of its position, size, shape, design, or color it may obstruct, impair, obscure, or interfere with the views of the vehicular driver, pedestrian, or cyclist. No sign will be permitted that could be confused with any traffic control signal or device. No sign will be permitted where it may interfere, confuse, or mislead traffic movement.

4. Maintenance: The owner of a sign and the owner of the premises on which the sign is located shall be jointly and severally liable to maintain the sign or signs in a clean and sanitary condition, free from rubbish and weeds, and in overall good working order, including illumination sources, at all times.

5. Setbacks: All signs must maintain a minimum five foot (5') setback from the street and cannot be located in the vision triangle.

6. Compliance With All Village Codes: In addition to the requirements contained within this section, all signs shall fully comply with all the other applicable village code provisions, including, without limitation, the village's building and electrical codes.

(E) Historic Business District Signs: Signs within the B1 historic business district must comply with the regulations of general applicability as set forth throughout this section, except as specifically set forth in this subsection (E). Signs within this area should reflect the historic and eclectic character of the historic business district and be integrated with the landscaping and architecture to the greatest extent possible. The following regulations apply to signs within the B1 historic business district:

1. Open Signs: A business may display one illuminated open sign, provided that such illuminated "Open" sign: a) is no more than one square foot in area, b) includes lighted white letters on an unlit background, c) does not exceed an illumination level of eight hundred forty (840) lumens, and d) otherwise complies with those provisions of subsection (D)1 of this section that are not inconsistent with this subsection (E)1, except that the approval of the architectural commission shall not be required. A business may not display a lighted open sign at times when the business is not open to the public for normal business.

2. Neon Illumination: Neon illumination of signs is only permitted: a) if neon is used as part of an "Open" sign that meets the requirements of subsection (E)1 of this section, or b) upon application and approval of a variation from the requirements of this code pursuant to subsection5-11-15(E)1(c) of this title. For purposes of a request for a variation for neon sign illumination, a practical difficulty or particular hardship may be found to exist when the neon illumination of signs would be traditionally

appropriate for the nature of the business and if such proposed sign is appropriate to the architectural style or era of construction of the business.

3. Maintenance: If signs are not properly maintained they must be removed or replaced. Proper maintenance includes: a) repairing of any damage caused by weather or other impact, b) ensuring signs do not pose a hazard, or provide misleading information, to pedestrians or motorists, c) repairing cracks, fading, or general deterioration.

4. Materials: Signs should be constructed of high quality, long lasting and natural building materials, which may include painted wood, metal, or stone, but may not include particle board, plastic, or highly reflective metallic material unless expressly approved by the architectural commission.

5. Awnings: Businesses having awnings may include the business's name as copy along the lower edge or fringe of an awning, but any awning displaying such copy shall be considered a wall or canopy sign as allowed by subsection (E)7 of this section and included in the maximum sign area calculation for that location.

6. Flags: Flags, in good condition and totaling not more than fifteen (15) square feet per zoning lot or per principal structure, may be displayed.

7. Number: The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign. Such signs, singularly or in combination, shall not exceed the maximum permitted sign area.

8. Total Size: Except as otherwise authorized by variation pursuant to subsection 5-11-15(E)1(c) of this title, the cumulative total square footage for all signs shall not exceed the following:

MAXIMUM SIGN AREA PERMITTED IN THE
B1 BUSINESS ZONING DISTRICT
(In Square Feet)

Total Area Of Business In Square Feet	B1 Setback (building and all signs) less than 50' from nearest edge of pavement of main roadway unless otherwise approved by architectural commission	B1 Setback (building and all signs) at least 50' from nearest edge of pavement of main roadway
1 - 1,000	12	16
1,001 - 3,000	20	26
3,001 - 5,000	30	38
5,001 or greater	30	38

Except as otherwise provided, square footage, for the purpose of this subsection (E), shall be calculated based on single sign face of any double faced sign.

9. Temporary Banner Signs: The village planner may authorize temporary banner signs that conform with subsection (G)2(i) of this section for a period not exceeding sixty (60) days for signs that relate to the business, service, pursuit, or event conducted on or within the premises on which the sign is displayed.

10. Sandwich Board Signs: The village planner may authorize one sandwich board sign, with cumulative total of all sign faces not exceeding twelve (12) square feet in addition to the total number and square footage of signs otherwise authorized, if requested as part of a business's annual business license application. The authorization to display a sandwich board sign must be renewed annually with the business license and include site plan identifying the general placement of the sign as well as a scaled drawing (or "proof") identifying the dimensions, materials and copy of the sign. Sandwich board signs may not obstruct pedestrian or vehicular ingress or egress, and must be placed inside the structure when the business authorized to display such sign is closed to the public. Such signage shall be nonilluminated and may not adversely impact the health, safety, and welfare of the general public. Sandwich board signs may not be located on, or otherwise obstruct, pedestrian walkways, parking lots, and streets and be adjacent to the destination they are intended to serve but may not be displayed in the right of way. For purposes of this subsection (E), a "sandwich board sign" shall be a portable and temporary A-frame sign that is designed to be self-supporting by nature, which sign may have two (2) sign faces and should be simple, unique and constructed of high quality materials that complement the landscaping and architecture of the B1 district.

11. Small Real Estate Signs. Within the B-1 District, one (1) temporary real estate sign shall be permitted per lot or per principal structure. Except as otherwise specifically provided herein, such signs must comply with the regulations for small real estate signs set forth in paragraph (F)(1) of this section. In addition, if a temporary real estate sign is affixed to a principal structure, then no such sign, or any portion thereof, shall be placed at a height of greater than seven (7) feet as measured from grade at the wall of the structure on which said sign is affixed to the upper most edge of the sign face.

~~11~~**12**. Setbacks: Unless otherwise specified, setbacks shall be subject to the review and approval of the architectural commission.

(F) Signs That Do Not Require A Permit: The following permanent and temporary signs may be erected and maintained in any district, unless otherwise provided, without obtaining a sign permit, subject to the following limitations:

1. Small Real Estate Signs: **Except as otherwise provided in paragraph (E)(11) of this section with respect to the B-1 District,** ~~T~~two (2) temporary real estate signs, which shall include "Open House" signs, shall be permitted per lot or per principal structure. The maximum size for each real estate sign shall not exceed six (6) square feet, and no such sign shall be illuminated. No real estate sign shall project beyond the lot line into the public right of way or onto private property that is not owned by the party installing or owning the sign. All such signs shall be removed within forty eight (48) hours of the closing or lease or sale of the lot.

2. Residential Nameplates: Two (2) nameplate signs shall be permitted for each dwelling unit in a residential district only. The maximum size for each nameplate sign shall not exceed one hundred forty four (144) square inches in area, and no such sign shall be illuminated.

3. Window Signs: Window signs shall be permitted when located on the interior side of a window. The aggregate area of all such window signs shall not exceed more than ten percent (10%) of the total area of the window. Illuminated window signs shall be permitted, subject to the provisions of this section.

4. Directional And Warning Signs: Directional and warning signs that direct people to restrooms and to parking facilities and signs required by law (entrance, exits, and handicapped accessibility) shall be permitted. No such sign shall exceed two (2) square feet in area. Directional and warning signs shall not be used for any commercial purposes and must be approved by the village planner prior to installation.

5. Seasonal Or Noncommercial Decorations/Signs: Seasonal or noncommercial decoration/signs shall be permitted for a period not to exceed sixty (60) days. The maximum size for such decorations/signs shall not exceed ten (10) square feet in area.

6. Campaign Signs: Two (2) temporary campaign signs per candidate shall be permitted for each lot or per principal structure. The maximum size for each campaign sign shall not exceed six (6) square feet, and no such sign shall be illuminated. No such campaign sign shall project beyond the lot line into the public right of way or onto private property that is not owned by the party installing or owning the sign.

7. Political Message Signs: Political message signs shall be permitted. The maximum size for each political message sign shall not exceed six (6) square feet, and no such sign shall be illuminated. No such political message sign shall project beyond the lot line into the public right of way or onto private property that is not owned by the party installing or owning the sign.

8. Street Signs: Signs giving names of streets shall be erected at all street intersections. Such signs shall meet the minimum requirements as set forth in the "Manual Of Uniform Traffic Control Devices For Streets And Highways", as prepared and published by the department of public works and buildings, state of Illinois, and the Long Grove street sign design standards. The developer shall also promptly install any and all regulatory traffic signs deemed necessary by the village. The developer shall install temporary street signs during the period of construction as soon as the lot is accessible by vehicles and maintain such signs until permanent signs are installed.

9. Conservancy/Scenic Corridor Signs: Signs identifying conservancy and/or scenic corridor easements shall be posted on all lots that have been designated a lowland conservancy district, a woodland conservancy easement, or a scenic corridor easement. Such signs shall be installed prior to the issuance of a building permit and commencement of any construction on the lot. The signs shall be provided by the village and installed as designated on the final plat of subdivision or by the village planner or his or her designee. The signs shall be located on four inch by four inch (4" x 4") treated posts three feet (3') in the ground and shall extend three feet (3') above the ground. These signs shall indicate the conservancy/scenic corridor districts and establish that these areas are not to be disturbed.

10. Public/Legal Notices: Temporary signs that indicate either a public hearing or are a required legal notice may be installed on the lot; provided, however, that such signs shall not be located within the vision triangle nor constitute a public safety hazard.

11. Temporary Signs: Temporary use signs shall be permitted in accordance with section 5-9-3 of this chapter.

(G) Signs That Require A Permit:

1. Permit Required: Except as otherwise provided in subsection (F) of this section, it shall be unlawful for any person to erect, construct, move, alter, or maintain any sign without first having made application for and obtained a sign permit from the village in accordance with section 5-11-20 of this title and having paid the applicable permit fee. The building commissioner (or his/her designee), in consultation with the village planner, shall be responsible for the administration and enforcement of sign permit applications.

2. Signs Requiring A Permit: The following permanent and temporary signs require a permit pursuant to this subsection:

(a) Large Real Estate Signs: One temporary real estate sign shall be permitted on a lot that contains at least five (5) acres in area. The maximum size of a real estate sign shall not exceed eighteen (18) square feet in area, and no such sign shall be illuminated. All such signs shall be removed within twenty four (24) hours of the closing of the lease or sale of the lot or the reduction of the lot to less than the required five (5) acre minimum. No such real estate sign shall be located closer than ten feet (10') from any lot line.

(b) Construction Signs: One temporary construction sign shall be permitted on a lot that contains at least five (5) acres in area. The maximum size of a temporary construction sign shall not exceed eighteen (18) square feet in area, and no such sign shall be illuminated. No such construction sign shall be located closer than ten feet (10') from any lot line. Construction signs shall be removed at the time a permanent sign is installed or a certificate of occupancy is issued, whichever occurs first.

(c) Subdivision Signs: A sign identifying the location and name of a subdivision may be installed at the entrance of the subdivision, subject to compliance with the following standards:

(1) Number Of Signs: No more than two (2) subdivision identification signs shall be permitted for each subdivision.

(2) Size: The cumulative total area of the subdivision identification signs permitted by subsection (G)2(c)(1) of this section shall not exceed forty (40) square feet in dimension.

(3) Lighting: A subdivision identification sign may be illuminated, subject to compliance with the following standards:

A. Type Of Lighting: A subdivision identification sign may utilize one of the following methods of illumination: sign mounted canopy light or ground mounted spotlight. Only white or clear incandescent illumination sources shall be permitted.

B. Direction Of Illumination: The illumination source shall only be directed onto the face of the subdivision identification sign.

C. Visibility Of Illumination Source: The illumination source or filament shall not be visible from adjacent lots.

D. Maximum Illumination: The maximum illumination for a subdivision identification sign shall not exceed two (2) foot-candles within a distance of one foot (1') from the surface of the subdivision identification sign and shall not emit any measurable illumination (i.e., 0 foot-candles) at the lot line most proximate to a subdivision identification sign.

E. General Restrictions: The illumination of the subdivision identification sign shall comply with the provisions of subsection (D)1 of this section.

(d) Business District Signage: Except as provided for the B1 historic business district in subsection (E) of this section, the cumulative size of all signs permitted by this title shall be governed by the square footage of the associated business as follows:

(1) Unless otherwise expressly provided to the contrary in these regulations, the limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign. Such signs singularly or in combination, shall not exceed the maximum permitted sign area.

(2) Except as otherwise authorized by variation pursuant to subsection 5-11-15(E)1(c) of this title, the cumulative total square footage for all signs shall not exceed the following:

MAXIMUM SIGN AREA PERMITTED IN BUSINESS ZONING DISTRICTS, OTHER THAN B1
(In Square Feet)

Total Area Of Business In Square Feet	B2	
	No Arterial Access	Arterial Access
1 - 1,000	12	20
1,001 - 3,000	20	30
3,001 - 5,000	30	40
5,001 or greater	30[1]	50[2]

Notes:
1. For each additional 2,000 square feet greater than 5,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 50 square feet.
2. For each additional 2,000 square feet greater than 5,000 square feet, an additional 10 square feet of signage is permitted. The maximum total signage area shall not exceed 70 square feet.

(e) Nameplate Signs: These signs are only permitted in business districts. Nameplates shall not exceed one hundred forty four (144) square inches per sign area and shall be limited to one for each business establishment.

(f) Development Identification Signs: These signs are permitted for developments within the B2 district provided that the development has two (2) or more businesses and uses and is located on a lot of a minimum of five (5) acres in size. The sign shall be located at the entrance of a street, can only be a ground sign, and shall be no greater than fifteen feet (15') in height. The maximum overall square

footage of such a sign is fifty (50) square feet in size. Only one such sign is permitted per roadway easement or street/right of way frontage. A maximum of six (6) tenant signs can be included on the development identification sign.

(g) Gas Station Signage: One wall sign is permitted in association with a gas station use, which shall not exceed eighteen (18) square feet in size. One ground sign is permitted in association with a gas station use that shall not exceed forty (40) square feet in size. Customary identification signs that are integral to the gas station use shall be permitted not to exceed six (6) square feet and can be approved by the village planner, or his/her designee.

(h) Office Signage: One ground sign is permitted for developments within the office zoning districts. The maximum overall square footage of such a sign is fifty (50) square feet in size. The maximum height of such a sign is fifteen feet (15').

(i) Temporary Banner Signage: One temporary banner is permitted per lot up to a maximum of eighteen (18) square feet in size and can be approved by the village planner, or his/her designee. The minimum required setback from the street shall be ten feet (10').

(j) B&B Signage: Only the following signs shall be permitted:

(1) One identification sign not exceeding six (6) square feet, which shall be located at the entrance to the lot or such other location as approved by the architectural commission.

(2) One sign not exceeding one square foot to mark each designated parking space.

(k) Churches, Public Buildings And County Clubs: Signs to be located on churches or public buildings located within a residential zoning district and not addressed as part of any special use permit or PUD, shall conform to the maximum sign area requirements of the B1 historic district. Signs located on county clubs and not addressed as part of any special use permit or PUD, shall be limited to a maximum of two (2) freestanding not to exceed a cumulative total of forty (40) square feet of sign area.

3. PUDs, HR And HR-1 Signs: Signage associated with a planned unit development or in the HR or HR-1 district shall be authorized in the manner set forth in the special use permit granting the planned unit development approval. Minor modifications to signage within a planned unit development or in the HR or HR-1 district (such as change of copy) may be considered as "minor PUD amendments" as outlined in subsection 5-11-18(I)2 of this title and subject to applicable review procedures and sign permit fees.

4. Architectural Commission Review Required: Except for signs that do not require a permit or signs that can be approved by the village planner or building commissioner, all signs shall be subject to the review and approval of the architectural commission prior to the issuance of a sign permit in accordance with section 5-11-20 of this title.

(H) Prohibited Signs: The following signs and types of signs shall be prohibited:

1. Flashing Or Moving Signs: Any sign that is wholly or partially illuminated by flashing lights or intermittent lights, any raceway sign, or any sign that moves or creates the illusion of moving shall be prohibited.

2. Portable Signs: Any portable sign shall be prohibited. Examples of such signs are signs that have trailer hitches, signs on wheels, signs that can be transported to and from various locations and portable signs with internally illuminated boards.

3. Off Site Advertising Signs: Any sign that directs attention to a business, service or commodity that is offered, conducted or sold at another location than the location of the sign shall be prohibited, including any signs advertising a business no longer operating or holding a property interest in the premises on which the sign is displayed.

4. Painted Wall Signs: Any wall sign that is applied with paint or a similar substance on the face of a wall, building or structure shall be prohibited.

5. Signs On Trees Or Utility Poles: Any sign that is attached to a tree or utility pole whether on public or private property shall be prohibited.

6. Bench Or Seating Signage: Any bench or seating used for any form of advertising shall be prohibited.

7. Vehicle Signs: Any commercial vehicle used for the sole purpose of advertising a business by parking the vehicle anywhere in the village shall be prohibited.

8. Roof Signs: Any roof sign shall be prohibited.

9. Signage On Village Property Or Right Of Way: Any sign on village property or public right of way without the village's or respective public body's consent shall be prohibited.

(I) Violations: Owners and occupants of property in violation of this section shall be subject to enforcement proceedings and fines as identified in chapter 11 of this title. (Ord. 2012-O-04, 2-14-2012)