

SECTION 12: SIGNS

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12.01 Purpose

- A. Purpose. The purpose of this Section is to establish regulations to govern the display, design, construction, installation, maintenance, alteration, and removal of signs. The regulations in this Section:
1. Promote and protect the health, safety, and general welfare of the Village from signs that are unsafe, conflict with traffic control devices, or distract motorists, bicyclists, or pedestrians.
 2. Enhance economic development and community activities by promoting the reasonable, orderly, and effective display of signs, and encouraging better communication with the public.
 3. Improve the appearance of signs to create a more attractive economic climate in the Village.
 4. Ensure that signs are compatible with surrounding land uses and architecture.
 5. Discourage signs that are unsightly, inappropriate, or excessive in area or number.
 6. Ensure that the right to free speech is protected through the display of signs that are content-neutral to the greatest degree possible.

12.02 General Construction and Design Standards

- A. General Requirements. All signs must meet the construction and design standards of this Section and of [Title 4 \(Building Regulations\) Chapter 1 \(Building Code\) of the Municipal Code](#).
- B. Unlisted Similar Sign. If a sign is not listed in this Section, but is similar in nature and impact to a sign permitted within a zoning district, the Zoning Administrator may interpret the unlisted sign as a permitted sign.
- C. Installation. All signs must be installed so that necessary supports and braces are an integral part of the sign design.
- D. Location. All signs must comply with the following standards.
1. Public Property. Except as required by 10 ILCS 5/7-41 (Election Polling Place Signage), signs may only be placed on public property, including the right-of-way, by a government agency, as authorized by this Section, or by the Zoning Administrator. Any sign placed on public property without authorization may be removed without notice.

2. Private Property. Signs may only be placed on private property with prior consent of the property owner and, if applicable, pursuant to an approved sign permit issued by the Village in accordance with [Section 4.10 \(Sign Permit\)](#).
3. Building Exterior. A sign mounted on the exterior of a building must not conceal any windows, doors, fire escapes, or unique architectural features. This standard does not apply to window signs.
4. Visibility Obstruction. Minimum clear sight distance at all intersections must be in accordance with [Section 8.05.C \(Visibility Obstruction\)](#) and other applicable guidelines, whichever is greater.

E. Illumination. All signs must comply with the following illumination standards.

1. Electrical Components. All electrical components used in the construction of a sign must be installed and maintained as required by [Title 4 \(Building Regulations\) Chapter 1 \(Building Code\) of the Municipal Code](#).
2. Light Level.
 - a. LED Lighting. The light level of an illuminated sign lit with LED bulbs must be no greater than 5,000 nits of luminance from dawn to dusk, and no greater than 500 nits of luminance from dusk to dawn.
 - b. Non-LED Lighting. The light level of an illuminated sign lit with bulbs other than LED bulbs must be no greater than one foot-candle at any time of day as measured at the curb line.
3. Direct Light and Glare. All sign illumination must be located, shielded, and directed to illuminate only the sign face and to prevent direct light or glare from being cast upon adjacent rights-of-way and surrounding properties. Neon tubing for neon signs and bare bulbs for marquee signs are exempt from this requirement. No sign illumination may be combined with reflective materials, such as mirrors, polished metal, or highly-glazed tiles, which would increase glare.
4. Steady Illumination. Illuminated signs must be illuminated by steady, stationary, fully shielded light sources concentrated on the face of the sign so as not to cause glare. The source of illumination should be kept in safe working order at all times.
5. Neon Signs. Marquee signs and window signs may be illuminated with neon. Window signs that are illuminated with neon are allowed in accordance with the standards of [Section 12.04.A.2.b \(Window Signs\)](#). Neon tubing must not be used to trim windows or architectural features.

F. Maintenance, Inspection, and Removal.

1. Maintenance. All signs, support structures, background, anchors, wiring systems, and the area immediately adjacent to signs must be regularly maintained, including cleaning, painting, and repairs to prevent rusting, rotting, illegible text, or other deterioration. All broken or missing parts must be promptly replaced. No sign may be constructed, erected, or maintained in a manner that is unsafe or a danger to the public.
2. Inspection. The Village may inspect any sign regulated by this Section at any time to determine whether the sign is in need of repair or removal, or whether it is in conformance with the provisions of this Section.

3. Removal of Unsafe Signs. Any sign that is an immediate peril to people or property may be removed by the Village without prior notice to the owner thereof. The cost of removal will be billed to the property owner.
4. Removal of Signs. When a use ceases to operate for 15 consecutive days, any sign associated with the use must be removed or replaced within 30 days after the initial 15-day period.
 - a. When a wall sign is removed, all surfaces of the wall must be restored to match the existing wall surface.
 - b. When a manually changeable copy sign is removed, a blank panel must be installed until a new sign panel is installed.

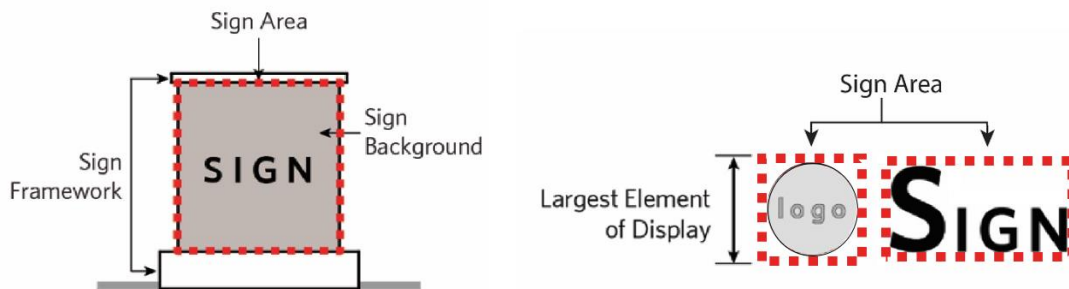
12.03 Sign Measurement Standards

The following standards control the measurement of sign area and sign height.

A. Measurement of Sign Area. Refer to [Figure 12.03.1 Sign Area Measurement](#).

1. Signs with Backgrounds. For signs mounted upon a background, sign area is measured as the entire area of the sign face or background of the sign used to distinguish the sign from the structure upon which it is placed, unless otherwise noted in this Section. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face.
2. Signs with Freestanding Letters and/or Logos. For signs consisting of freestanding letters and/or logos, sign area is measured as the total area of the smallest rectangle that will enclose each word and graphic in the display. Sign area does not include any supporting framework or bracing, unless the framework or bracing is part of the message or sign face.

Figure 12.03.1. Sign Area Measurement



Measuring a Sign on a Background

Measuring a Sign with Freestanding Letters and/or Logos

B. Measurement of Sign Height.

1. Ground-Mounted Signs. The height of a ground-mounted sign is the vertical distance measured from grade to the highest point of the sign.
2. Building-Mounted Signs. The height of a building-mounted sign is the vertical distance from the base of the sign face to the highest point of the sign face, unless otherwise noted in this Section.

12.04 Permanent Signs

- A. Permanent Signs Allowed Without Sign Permit. The following types of permanent signs are allowed without a sign permit and are allowed in all zoning districts provided that they comply with the following standards.
1. In any zoning district:
 - a. Entry Door Signs.
 - b. Flags. Flags must not exceed 15 square feet in area in residential zoning districts and 40 square feet in area in non-residential zoning districts with a maximum of four flags per zoning lot in all zoning districts. See Section 9.03.C (Use Standards for Accessory Uses and Structures) for information regarding flagpole location and height.
 - c. Government Signs.
 - d. Hanging Signs. One hanging sign is allowed per zoning lot in the D-1 and B-1 Districts. Hanging signs must not exceed four square feet in area. Hanging signs must be located at least seven feet above grade.
 - e. Headstones.
 - f. Historical Markers. Historical markers must be constructed of bronze or other similar materials, and must not exceed five square feet in area per sign.
 - g. Parking Lot Signs. Parking lot signs must not exceed six square feet in area per sign.
 - h. Residential Signs. One wall or window sign is allowed per lot in a residential zoning district. Residential signs must not exceed two square feet in area and must not be illuminated.
 - i. Street Address Signs. Street address signs must not be internally illuminated. Street address signs must not exceed two square feet in area in the R-1, R-2, and R-3 Districts, three square feet in area in the R-4 and R-5 Districts and six square feet in area in non-residential zoning districts.
 - j. Warning Signs. Two warning signs are allowed per zoning lot. Warning signs must not exceed two square feet in area per sign in residential zoning districts and six square feet in area in all other zoning districts.
 2. In D-1, B-1, and M-1 districts only.
 - a. A-Frame and T-Frame Signs. Refer to [Figure 12.04.1 A-Frame Sign](#) and [Figure 12.04.2 T-Frame Sign](#).
 - (1) Location. A-Frame and T-Frame signs are allowed in the D-1, B-1, and M-1 Districts, and in all residential districts for non-residential uses and multiple-unit dwelling uses. A-Frame and T-Frame signs must allow at least four feet of unobstructed sidewalk or walkway.
 - (2) Quantity. One A-Frame or T-Frame sign is permitted per building tenant per street frontage.
 - (3) Size.
 - (a) Area. The total area must not exceed six square feet per sign face.
 - (b) Height. The total height must not exceed four feet in height.
 - (4) Illumination. Illumination of A-Frame and T-Frame signs is prohibited.
 - (5) Display Standards. A-Frame and T-Frame signs must be movable and must be displayed only during the hours of operation of the establishment. A-Frame and T-Frame signs must be located a maximum of 10 feet from the entrance of the establishment using the sign.

Figure 12.04.1 A-Frame Sign

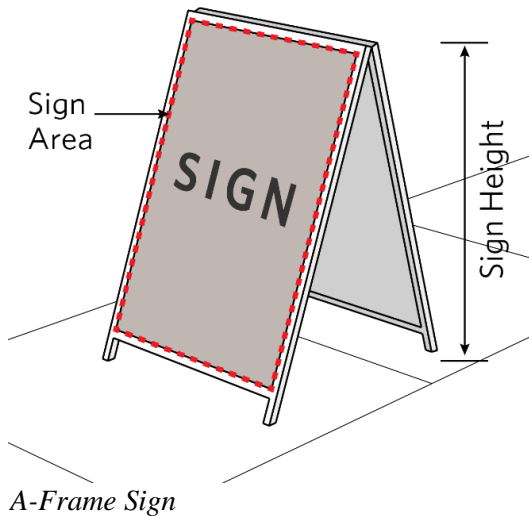
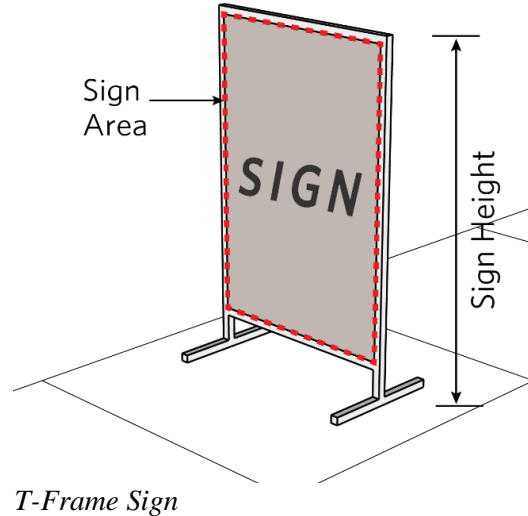
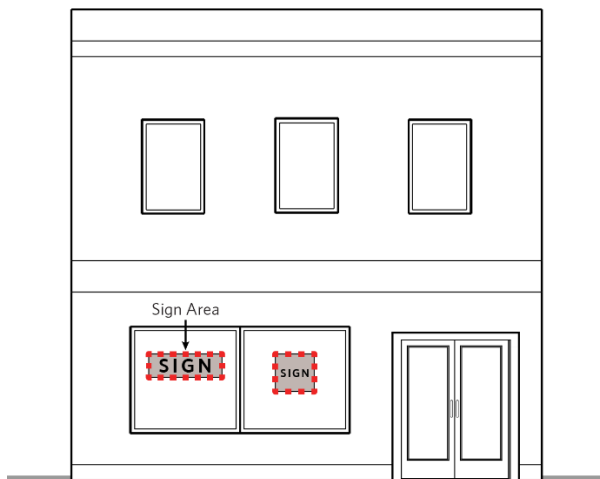


Figure 12.04.2 T-Frame Sign



- b. Window Signs. Refer to Figure 12.04.3 Window Signs.
- (1) Location. Window signs are allowed in the D-1, B-1, and M-1 Districts, and in all residential districts for non-residential uses and multiple-unit dwelling uses, for establishments facing a public street or on a public entrance.
 - (2) Size. Window signs may occupy a maximum of 35 percent of the total window area per floor for each building façade.
 - (3) Illumination. Internally illuminated window signs, including neon signs, are allowed only in accordance with [Section 12.02.E \(Illumination\)](#). One neon sign is allowed for uses in the D-1 and B-1 Districts and must not exceed 10 square feet in area.

Figure 12.04.3 Window Signs



B. Permanent Signs with Permit Requirement. The following permanent signs require a sign permit, in accordance with [Section 4.10 \(Sign Permit\)](#), and must comply with the following standards. [Table 12.04.1 Permanent Signs Permitted by District](#) establishes the permitted districts for the listed sign types.

Table 12.04.1 Permanent Signs Permitted by District

Sign Type	District					
	A-1	R-1, R-2, R-3	R-4, R-5	D-1*	B-1**	M-1**
Awning Signs (Section 12.04.B.1)		•	•	•	•	•
Canopy-Mounted Signs (Section 12.04.B.2)		•	•	•	•	•
Drive-Through Signs (Section 12.04.B.3)					•	
Driveway Access Signs (Section 12.04.B.4)					•	•
Electronic Message Signs (Section 12.04.B.5)		•	•		•	•
Manually Changeable Copy Signs (Section 12.04.B.6)		•	•		•	•
Marquee Signs (Section 12.04.B.7)				•	•	
Monument Signs (Section 12.04.B.8)	•	•	•	•	•	•
Projecting Signs (Section 12.04.B.9)				•	•	
Wall Signs (Section 12.04.B.10)		•	•	•	•	•
• = Permitted subject to the requirements of this Section 12 (Signs) . *See Section 12.07 Downtown Sign District for additional details **See Section 12.08 Motor Vehicle Sales Sign Standards for additional details						

1. Awning Signs. Awnings that do not display signs are not subject to the regulations of this Section. Refer to Figure 12.04.4. Awning Signs.
 - a. Location.
 - (1) Awning signs are allowed in the D-1, B-1, and M-1 Districts, and in all residential districts for non-residential uses and multiple-unit dwelling uses.
 - (2) An awning sign may project from the front, side, rear, or corner side façade of the building to which it is attached.
 - (3) An awning sign may project over the lot line, but must not project more than eight feet from the façade of the building to which it is attached and must be at least two feet from the curb of a street or the edge of a driveway.
 - (4) No portion of the awning on which the awning sign is attached may be located lower than seven feet above grade.
 - (5) The height of an awning containing an awning sign must not exceed 16 feet as measured from grade to the highest point of the awning.
 - (6) Awning signs must be generally aligned with awning signs that are attached to adjacent buildings to maintain a sense of visual continuity.
 - b. Quantity. One awning sign is allowed per awning face and per awning apron.

- c. Size.
 - (1) An awning sign must not exceed six feet in height. An awning sign must not exceed 75 percent of the area of the awning face or the awning apron for the awning on which it is located. For awnings extending across the building frontage of more than one ground floor tenant, the awning area for each tenant is measured from the limits of each building frontage. Awning signs are exempt from the measurement standard of Section 12.03.A.1 (Signs with Backgrounds) and follow the measurement standard of Section 12.03.A.2 (Signs with Freestanding Letters and/or Logos). Sign area shall be included in the total wall sign area permitted for a building.
 - (2) In the D-1 District, lettering shall not exceed 18 inches in height, and overall sign height shall not exceed 30 inches.
- c. Illumination. Externally illuminated awning signs are allowed only in accordance with Section 12.02.E (Illumination). Awning signs must not be back-lit.
- d. Display Standards.
 - (1) Awning signs must be displayed on awnings constructed out of durable, weather-resistant material such as canvas, nylon, vinyl-coated fabric, or metal.
 - (2) Awning signs must not be displayed on round, arched, bubble, box, or waterfall awnings.
 - (3) Awnings should be complimentary in placement and proportion to existing awnings of adjacent buildings.

Figure 12.04.4 Awning Signs



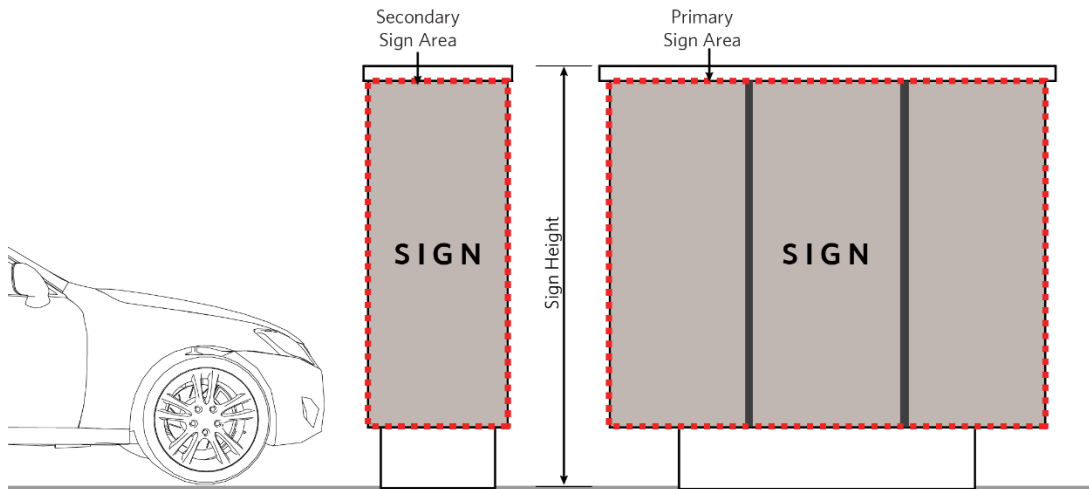
2. Canopy-Mounted Signs. Refer to Figure 12.04.5 Canopy-Mounted Signs.
 - a. Location.
 - (1) Canopy-mounted signs are allowed in the D-1, B-1, and M-1 Districts, and in all residential districts for non-residential uses and multiple-unit dwelling uses.
 - (2) The canopy upon which the canopy-mounted sign is displayed may project from the front, side, rear, or corner side façade of the building to which it is attached.
 - (3) A canopy-mounted sign may project over the lot line, but must not project more than four feet from the façade of the building to which it is attached.
 - (4) The canopy upon which the canopy-mounted sign is displayed must be located at least eight feet above grade, and the canopy-mounted sign must not extend below the lowest point of the canopy on which it is displayed.
 - (5) Canopy-mounted signs must be generally aligned with canopy-mounted signs that are attached to adjacent buildings to maintain a sense of visual continuity.
 - b. Quantity. One canopy-mounted sign is allowed per tenant entrance.
 - c. Size.
 - (1) Area. The total area of canopy-mounted signs must not exceed one square foot of sign area per linear foot of the building façade to which the sign will be affixed.
 - (2) Height. Canopy-mounted signs must not exceed two feet in height as measured from the top of the canopy.
 - d. Illumination. Internally and externally illuminated canopy-mounted signs are allowed only in accordance with Section 12.02.E (Illumination).
 - e. Display Standards. Canopy signs should be complimentary in placement and proportion to existing canopies of adjacent buildings.
 - f. Gas Station Canopies. Gas station canopies may have one sign per canopy façade, the total area of which must not exceed 40 square feet in area per sign. Gas station canopy signs must not exceed four feet in height and must not project above or below the canopy. Externally illuminated gas station canopy signs are allowed only in accordance with Section 12.02.E (Illumination).

Figure 12.04.5 Canopy-Mounted Signs



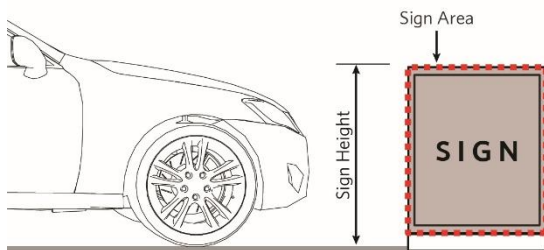
3. Drive-Through Signs. Refer to [Figure 12.04.6 Drive-Through Signs](#).
- a. Location.
 - (1) Drive-through signs are allowed for drive-through establishments located in the B-1 District.
 - (2) Drive-through signs must be located a minimum of 15 feet from the lot line of any lot in a residential zoning district.
 - b. Quantity. One primary drive-through sign and one secondary drive-through sign is allowed per drive-through lane.
 - c. Size. Together, the primary and secondary drive-through signs must not exceed 50 square feet in area and eight feet in height.
 - d. Illumination.
 - (1) Internally illuminated drive-through signs are allowed only in accordance with [Section 12.02.E \(Illumination\)](#).
 - (2) Drive-through signs may include a speaker and an electronic screen to display information to customers.
 - e. Display Standards. Drive-through signs must be displayed as wall signs or monument signs. In the event of a conflict between the provisions of [Section 12.04.B.3 \(Drive-Through Signs\)](#) and the applicable provisions of [Section 12.04.B.8 \(Monument Signs\)](#), the provisions of this [Section 12.04.B.3 \(Drive-Through Signs\)](#) control.

Figure 12.04.6 Drive-Through Signs



4. Driveway Access Signs. Refer to [Figure 12.04.7 Driveway Access Signs](#).
 - a. Location. Driveway access signs are allowed in the B-1 and M-1 Districts.
 - b. Quantity.
 - (a) Two on-site driveway access signs are allowed per driveway accessed from a public street.
 - (b) One off-site driveway access signs is allowed per driveway accessed from a public street.
 - (c) One driveway access sign is allowed per intersection of internal driveways.
 - c. Size. Driveway access signs must not exceed four square feet in area and four feet in height per sign.
 - d. Illumination. Illumination of driveway access signs is prohibited.

Figure 12.04.7 Driveway Access Signs



5. Electronic Message Signs. Refer to [Figure 12.04.8 Electronic Message Signs](#).

a. Location.

- (1) Electronic message signs are allowed in the B-1 and M-1 Districts for all uses, and in all other districts only for parks, schools, libraries, government facilities, places of worship, or similar uses with review by the Zoning Administrator.
- (2) Electronic message signs (or other manually changeable copy signs) are allowed for gas stations in any district as permitted by law to display fuel prices.
- (3) Electronic message signs are allowed as components of marquee signs or the lower portion of monument signs. An electronic message sign is subject to the regulations pertaining to the sign type upon which it is located.

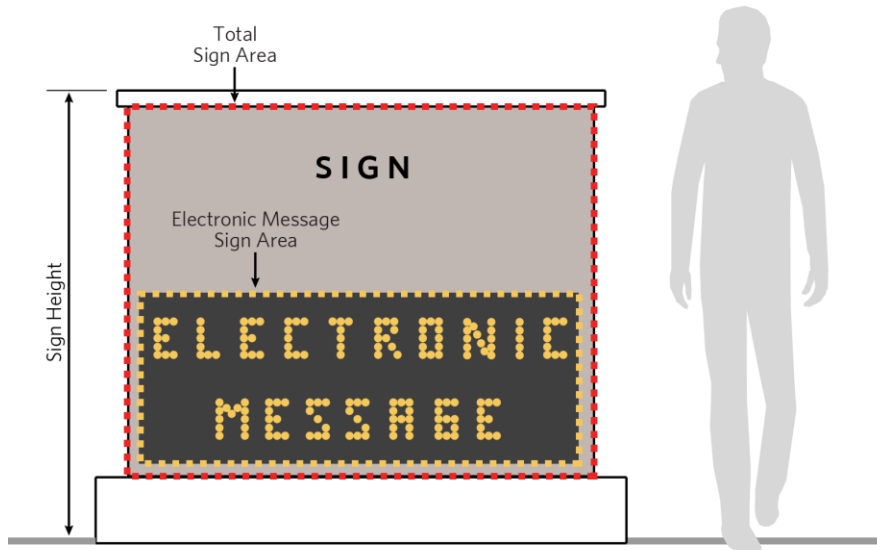
b. Quantity. One electronic message sign is allowed per zoning lot.

c. Size. An electronic message sign must not occupy more than 25 percent of the total sign area of the marquee or monument sign on which it is displayed. An electronic message sign must occupy the lower portion of the sign on which it is displayed.

d. Illumination.

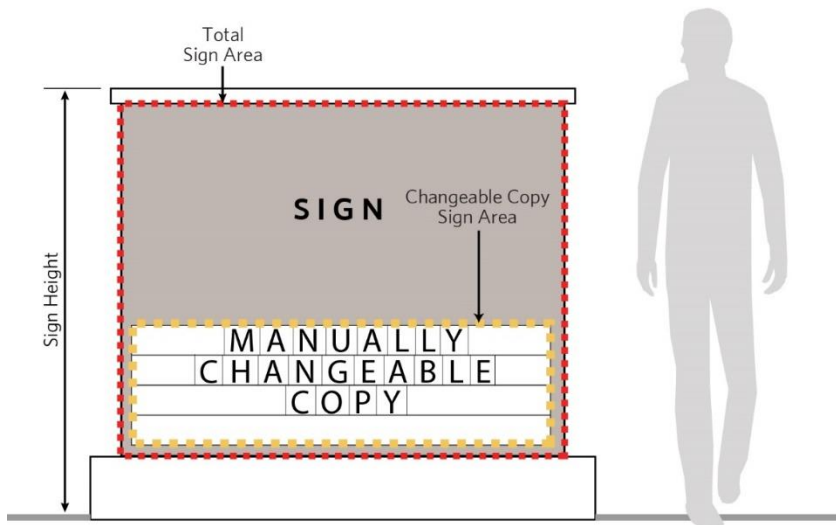
- (1) Internally illuminated electronic message signs are allowed only in accordance with [Section 12.02.E \(Illumination\)](#).
- (2) Electronic message signs are allowed to change their message once every 20 seconds, and the transitions between messages must be instantaneous.
- (3) Electronic message signs must display static messages that do not contain a light source that flashes, blinks, strobos, travels, chases, rotates, or changes in intensity, brightness, or color.
- (4) Electronic message signs must be designed to default to a static display in the event of mechanical failure.

Figure 12.04.8 Electronic Message Signs



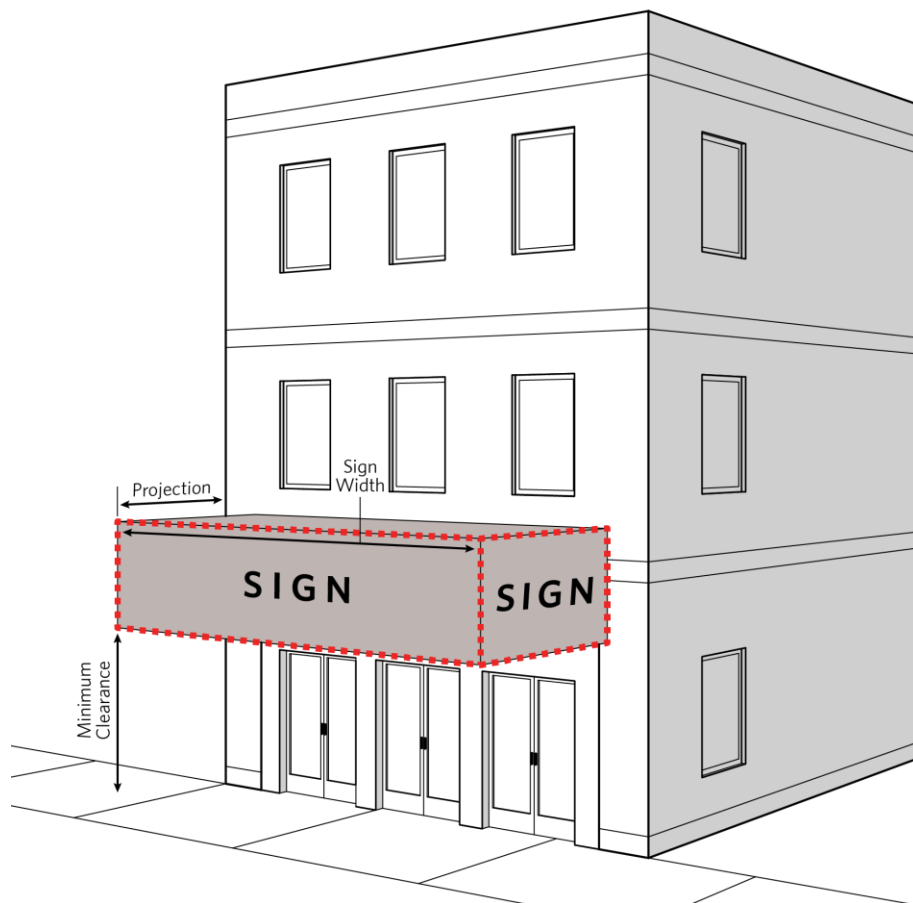
6. Manually Changeable Copy Signs. Refer to [Figure 12.04.9. Manually Changeable Copy Signs](#).
- a. Location.
 - (1) Manually changeable copy signs are allowed in the B-1, and M-1 Districts, and in all residential districts for non-residential uses.
 - (2) Manually changeable copy signs are allowed as components of marquee or monument signs. A manually changeable copy sign is subject to the regulations pertaining to the sign type upon which it is located.
 - b. Quantity. One manually changeable copy sign is allowed per zoning lot.
 - c. Size. A manually changeable copy sign must not occupy more than 25 percent of the total sign area of the marquee, monument, or wall sign on which it is displayed. A manually changeable copy sign must occupy the lower portion of the sign on which it is displayed.
 - d. Illumination. Internally illuminated manually changeable copy signs are allowed only in accordance with [Section 12.02.E \(Illumination\)](#).

Figure 12.04.9 Manually Changeable Copy Signs



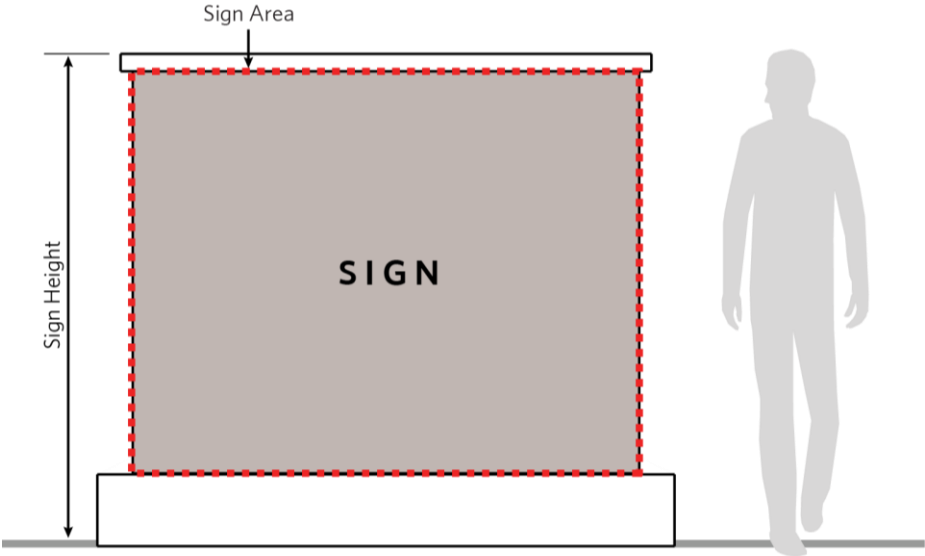
7. Marquee Signs. Refer to [Figure 12.04.10. Marquee Signs](#).
 - a. Location.
 - (1) Marquee signs are allowed in the D-1 and B-1 Districts.
 - (2) A marquee sign may project from the front or corner side façade of the building to which it is attached, but must not project beyond the curb line.
 - (3) A marquee sign must be located a minimum of one foot from the edges of the façade to which it is attached, except for marquee signs that wrap around a building corner.
 - (4) Marquee signs must be located at least eight feet above grade.
 - b. Quantity. One marquee sign is allowed per frontage containing a primary tenant entrance.
 - c. Size. Marquee signs must not exceed three square feet of sign area per one linear foot of building frontage, including any individual letters, logos, and/or representation mounted on top of the roof of the marquee.
 - d. Components. An electronic message sign or manually changeable copy sign is allowed as a component of a marquee sign, in accordance with [Section 12.04.B.5 \(Electronic Message Signs\)](#) and [Section 12.04.B.6 \(Manually Changeable Copy Signs\)](#).
 - e. Illumination. Internally illuminated marquee signs are allowed in accordance with [Section 12.02.E \(Illumination\)](#).
 - f. Display Standards. A marquee sign must be supported solely by the building to which it is attached, and cannot be supported by ground-mounted columns or posts.

Figure 12.04.10 Marquee Signs



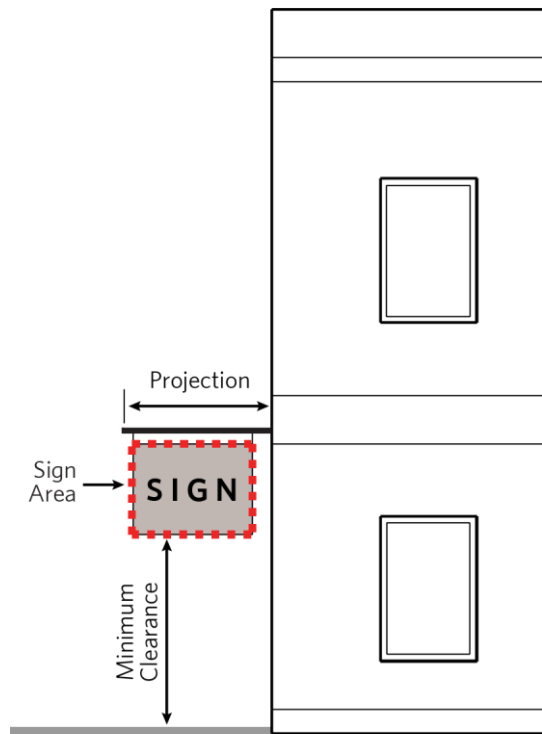
8. Monument Signs. Refer to [Figure 12.04.11. Monument Signs](#).
- a. Location.
 - (1) Monument signs are allowed in the A-1, D-1, B-1, and M-1 Districts, and in all residential districts for residential development identification and non-residential uses.
 - (2) In the D-1 District, monument signs must be located a minimum of five feet from any lot line. In all other districts, monument signs must be located a minimum of 10 feet from any lot line.
 - b. Quantity. One monument sign is allowed per street frontage on a zoning lot, except for residential subdivisions where two monument signs are allowed at both the primary and secondary entrance to a residential subdivision on each side of the entrance.
 - c. Size.
 - (1) In residential districts, monument signs must not exceed 80 square feet in area per sign and 8 feet in height. For subdivisions, monument signs at a primary entrance must not exceed 40 square feet in area per sign and 10 feet in height; monument signs at a secondary entrance must not exceed 20 square feet in area per sign and five feet in height.
 - (2) In non-residential districts, multi-tenant monument signs for developments with five tenants or more in two or more buildings must not exceed 240 square feet in area per sign and 20 feet in height. In non-residential districts, multi-tenant monument signs for developments with two tenants or more in one building must not exceed 140 square feet in area per sign and 14 feet in height. In non-residential districts, single-tenant monument signs must not exceed 50 square feet in area per sign and 10 feet in height.
 - (3) In downtown districts, single-tenant monument signs must not exceed 10 square feet in area per sign and 3.5 feet in height. Multi-tenant monument signs must not exceed 30 square feet in area per sign and 5 feet in height.
 - (4) If grade at the sign location is below the grade of the adjacent street, then grade at the sign location may be elevated to the same height as the grade of the adjacent street.
 - d. Components. An electronic message sign or manually changeable copy sign is allowed as a component of a monument sign, in accordance with [12.05.B.5 \(Electronic Message Signs\)](#) and [Section 12.05.B.6 \(Manually Changeable Copy Signs\)](#).
 - e. Illumination. Internally and externally illuminated monument signs are allowed only in accordance with [Section 12.02.E \(Illumination\)](#).
 - f. Landscape. The area surrounding the base of all monument signs must be landscaped. The landscape area must extend a minimum of three feet in width on all sides of the sign base and consist of shrubs, perennials, and/or other vegetative groundcover. A landscape plan must be submitted as part of any sign permit application (see [Section 4.10 \(Sign Permit\)](#)) and approved by the Zoning Administrator. The landscape plan must show that the landscaping will not obstruct the sign. The Zoning Administrator may approve alternative landscape designs when soil conditions, space constraints, or other factors beyond reasonable control of the applicant preclude the applicant from meeting the requirements set forth in this Section. Inhibit
 - g. Materials. Monument signs must have a continuous base and must be constructed of masonry, finished split face block, stone, hardwood, polymer material with a wood appearance, metal, or other sturdy material that matches or complements the face of the sign. If the primary building on-site uses decorative masonry, the sign base should use the same material.

Figure 12.04.11 Monument Signs



9. Projecting Signs. Refer to [Figure 12.04.12 Projecting Signs](#).
- a. Location.
 - (1) Projecting signs are allowed in the D-1 and B-1 Districts.
 - (2) A projecting sign must not project more than six feet from the face of the building to which it is attached, including the area between the sign and the face of the building. Projecting signs must be at least two feet from the curb of a street or the edge of a driveway.
 - (3) Projecting signs must be located at least eight feet above grade. Projecting signs must not be located more than 14 feet above grade.
 - (4) A projecting sign must not project above the roof of the building to which the sign is attached. All structural supports must be attached to the façade of the building, and must not be attached to the roof.
 - b. Quantity.
 - (1) In B-1 district. One projecting sign is allowed per street frontage per tenant located on the ground floor. Projecting signs are allowed on façades that do not display wall signs.
 - (2) In D-1 district. One projecting sign per business is allowed. Second floor businesses may also be permitted one projecting sign, provided the sign is located directly above or within five feet of the first-floor entrance. Projecting signs are allowed on façades that do not display wall signs.
 - c. Size. Projecting signs must not exceed 10 square feet in area per sign.
 - d. Illumination. Internally illuminated projecting signs are allowed in the B-1 District and externally illuminated projecting signs are allowed in the D-1 and B-1 Districts only in accordance with [Section 12.02.E \(Illumination\)](#).
 - e. Material. Projecting signs must be constructed of wood, wood composite, or metal.

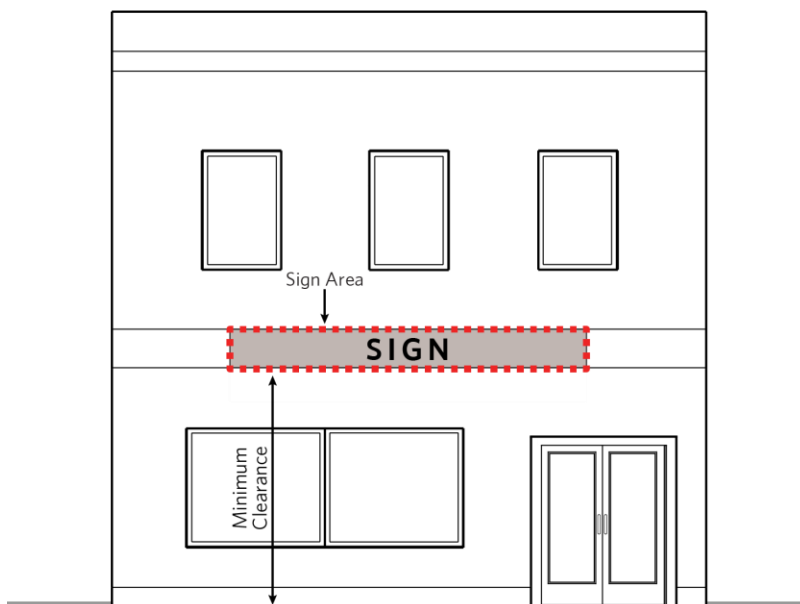
Figure 12.04.12 Projecting Signs



Side View

10. Wall Signs. Refer to [Figure 12.04.13 Wall Signs](#).
 - a. Location.
 - (1) Wall signs are allowed in the D-1, B-1, and M-1 Districts, and in all residential districts for non-residential uses and multiple-unit dwelling uses.
 - (2) Wall signs must be installed on the building façade and must not project more than 18 inches from the face of the building.
 - (3) Wall signs may be displayed on 75 percent of the width of the building façade.
 - (4) A wall sign must not project above the top of the wall to which it is attached.
 - (5) Wall signs must be located at a generally uniform height throughout multi-tenant commercial developments.
 - (6) Wall signs must be located on an elevation directly adjacent to a street or on an elevation containing a public entrance.
 - b. Size.
 - (1) The total area of wall signs on the front or corner side façade must not exceed one square foot of sign area per linear foot of the building façade to which the sign will be affixed, as measured along the front or corner side façade, or 40 square feet, whichever is greater.
 - (2) The total area of wall signs on the rear or interior side façade must not exceed one-half square foot of sign area per linear foot of the building façade to which the sign will be affixed.
 - (3) The height of a wall sign must not exceed 10 feet.
 - (4) In the D-1 District, lettering shall not exceed 18 inches in height, and overall sign height shall not exceed 30 inches.
 - c. Illumination. Internally and externally illuminated wall signs are allowed only in accordance with [Section 12.02.E \(Illumination\)](#).
 - d. Painted Wall Signs. Painted wall signs displaying a business name, products, or services may be displayed on building façades facing a corner side, interior side, or rear yard, if such signs are professionally painted.

Figure 12.04.13 Wall Signs



12.05 Temporary Signs

Temporary signs are allowed in accordance with the provisions of this Section, except where other sections of this Section regulate such signs, the more restrictive regulation applies.

A. General Provision. All temporary signs must comply with the following standards.

1. Illumination. Temporary signs must not be illuminated.
2. Relation to Products or Services. Temporary commercial signs must be related to the products or services sold on the premises. This regulation does not apply to temporary residential signs.
3. Location. Temporary signs shall be located entirely within the zoning lot of the business or activity for which the sign, banners, streamers or pennants are being requested. Temporary signs must be located a minimum of one foot from any lot line unless otherwise noted in this Section.
4. Maintenance: Temporary signs must be maintained in accordance with Section 12.02.F.1 (Maintenance).

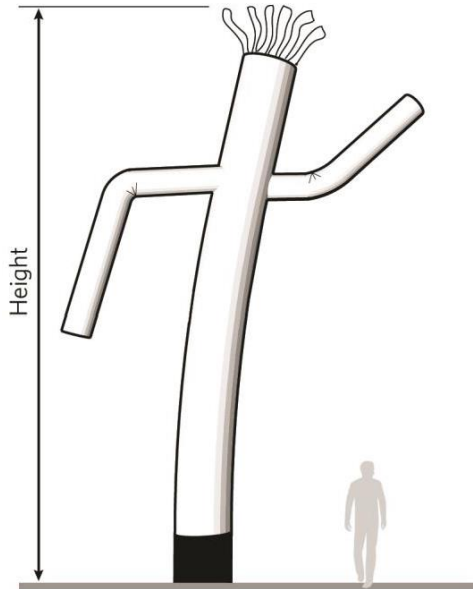
B. Temporary Signs Allowed Without Sign Permit. The following types of temporary signs are allowed without a sign permit and must comply with the following standards.

1. Vehicle for Sale Signs.
 - a. Location. Vehicle for sale signs are allowed in the B-1 District for motor vehicle sales uses on vehicles that are parked legally.
 - b. Quantity. One vehicle for sale sign is allowed per vehicle.
2. Yard Signs.
 - a. Location. Yard signs are allowed in residential zoning districts only.
 - b. Quantity. Two yard signs are allowed per street frontage per parcel. Additionally, one yard sign is allowed per street frontage for each of the following qualifying conditions, limited to the display period and maximum sign area listed for each in this Section:
 - (1)The applicant has an active, approved building permit for activities on the property on which the sign is located. Such yard sign must be removed no later than 10 days after expiration of the building permit, or issuance of an occupancy permit, whichever occurs first.
 - (2)The applicant is conducting a garage or yard sale on the property on which the sign is located. Such yard sign may be installed two days prior to the garage or yard sale and must be removed on the final day of the garage or yard sale.
 - (3) The subject property, or buildings located on the property, are currently for sale, lease, or rent. Such yard sign must be removed no later than one day after the sale, rental, or lease agreement signing for the subject property.
 - (4)This Ordinance does not limit the number of yard signs allowed prior to or following an election, but the display of such signs is limited by the aggregate area of all yard signs in accordance with [Section 12.05.B.2.c \(Size\)](#).
 - c. Size. Individual yard signs must not exceed six square feet in area per sign and six feet in height. The aggregate area of all yard signs must not exceed 18 square feet.
3. Municipal Signs. The Village of Oswego may post temporary signs within the public right-of-way.
 - a. Location. Municipal signs shall not be erected within sight triangle areas or other areas where safety concerns exist.

- b. Size. The size of the sign shall be approved by the Zoning Administrator.
- C. Temporary Signs with Permit Requirement. The following temporary signs require a Temporary Sign Permit, per [Section 4.10 \(Sign Permit\)](#), and must comply with the following standards.
- 1. Banner Signs.
 - a. Location.
 - (1) Banner signs are allowed for non-residential uses in all zoning districts. Uses that have an electronic message sign or a manually changeable copy sign shall not have a banner sign.
 - (2) Banner signs must not project above the roof of the building to which it is attached.
 - (3) A banner sign may be displayed as a monument sign, wall sign, or staked to the ground.
 - b. Quantity. One banner sign is allowed per business.
 - c. Size. Banner signs must not exceed 32 square feet in area and must not exceed 10 feet in height.
 - d. Display Period.
 - (1) All zoning districts, except D-1: Banner signs are limited to a display period of 15 days per sign permit. A maximum of 3 banner sign permits are allowed per business per calendar year. Banner sign permits may run consecutively.
 - (2) D-1 Zoning District: Banner signs are limited to a display period of 15 days per sign permit. A maximum of 6 banner sign permits are allowed per business per calendar year. Banner sign permits may run consecutively.
 - 2. Developer-Erected Signs.
 - a. Location.
 - (1) Developer-erected signs must be located a minimum of 10 feet from any lot line.
 - (2) A developer-erected sign must be located a minimum of one-quarter mile from another developer-erected sign.
 - (3) Developer-erected signs must be located a minimum of 100 feet from an existing residential dwelling unit.
 - b. Quantity. One developer-erected sign is allowed per entrance to the development.
 - c. Size. Developer erected signs must not exceed 100 square feet in area and 20 feet in height.
 - d. Display Period.
 - (1) In residential zoning districts, developer-erected signs are limited to a display period of 12 months. The sign(s) shall be removed within six (6) months of ninety (90) percent of the lot sales or lease within the subdivision or upon the subdivision being turned over to the homeowners' association, whichever occurs first.
 - (2) In non-residential zoning districts, developer-erected signs are limited to a display period of six months.
 - (3) Before the display period expires, the applicant must submit a new sign permit application for an additional display period. Failure to properly maintain the sign may result in denial of permit.
 - e. Materials. The construction materials of a developer-erected sign will be approved by the Zoning Administrator as part of sign permit approval.
 - 3. Inflatable Devices. Refer to [Figure 12.05.1 Inflatable Devices](#).
 - a. Location. Inflatable devices are allowed for Motor Vehicle Sales uses. Inflatable devices shall be ground-mounted, and shall not be mounted to any structure or vehicle. Inflatable devices shall be located a minimum of 20 feet from the front lot line.
 - b. Quantity. One inflatable device is allowed per zoning lot.
 - c. Size. Inflatable devices shall not exceed 25 feet in height.

- d. Display Period. Inflatable devices are limited to a display period of 15 days per sign permit. A maximum of one inflatable device sign permits is allowed per zoning lot per year.

Figure 12.05.1 Inflatable Devices



12.06 Prohibited Signs

It is unlawful to erect the following prohibited signs or devices in any zoning district.

- A. Bench Signs.
- B. Flashing Signs.
- C. Moving Signs. No sign or other advertising device may have moving, revolving, or rotating parts. Moving signs does not include barber poles, electronic message signs, flags, inflatable devices, pennant signs, and signs displaying time and temperature, street clocks, and other signs as established by this Section.
- D. Obscene Signs.
- E. Off-Premises Signs.
- F. Pole Signs.
- G. Portable signs.
- H. Roof Signs.

- I. Signs that Interfere with Traffic. No sign or other advertising device may interfere with, obstruct the view of, or be confused with any traffic sign, signal, or device because of its position, shape, illumination, or color.
- J. Snipe Signs.
- K. Vehicle Signs. Signs mounted on trailers or motor vehicles where the primary use is to display signage rather than the operation of personal or business transportation uses.
- L. Video Display Signs.
- M. Wind-Driven Signs.
- N. Banner Flag Signs and Feather Flags

12.07 Downtown Sign District

- A. Applicability. Unless otherwise stated in this section, signs shall meet the requirements of Section 12: Signs.
- B. Lettering and Graphics. Certain lettering and graphics may not be appropriate in the Downtown Sign District. Contact the Village or refer to the Downtown Oswego Design Guidelines for information.
- C. Lighting. Certain backlit signs may not be appropriate in the Downtown Sign District. Contact the Village or refer to the Downtown Oswego Design Guidelines for information.
- D. Design and Construction. Signs constructed within the Village's Downtown Area shall be designed in a manner representative of or complementary to the historic period of the area. When appropriate, restoring a historic downtown Oswego sign shall be considered.

12.08 Motor Vehicle Sales Sign Standards

- A. Applicability. For Motor Vehicle Sales uses in excess of four (4) acres in size, the following regulations shall apply. Unless otherwise stated in this section, signs shall meet the requirements of Section 12: Signs.
- B. Monument Signs.
 - 1. Area.
 - a. Primary. One (1) primary sign not to exceed two hundred and twenty (220) square feet in area.
 - b. Secondary. Two (2) secondary signs not to exceed one hundred (100) square feet in area.
 - 2. Height.
 - a. Primary. One (1) sign not to exceed twenty-five (25) feet.
 - b. Secondary. One (1) sign not to exceed ten (10) feet.
- C. Temporary Signs.
 - 1. Banner Signs. Display period. Banner signs are limited to a display period of 15 days per sign permit. A maximum of eight banner sign permits are allowed per zoning lot per year. Banner sign permits may run consecutively.