

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.
- (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 (E) of this section permitting signs without the issuance of a permit.
- (D) **General Standards:** 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 board.
 - (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:** 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. Signage setbacks within the B1 district shall be subject to the review and approval of the architectural board.
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) **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:** 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 building superintendent 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. All such signs shall be removed within forty eight (48) hours after the applicable election.
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 in an area designated by the building superintendent 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 signs shall be permitted in accordance with section 5-9-3 of this chapter.

(F) Signs That Require A Permit:

1. Permit Required: Except as otherwise provided in subsection (E) 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 superintendent or his/her designee 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 total area of the subdivision identification signs permitted by subsection (F)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: The cumulative size of all signs permitted by this title shall be governed by the square footage of the associated business as follows:

(1) The limit of signs per business establishment is one ground sign, one nameplate sign, and one wall sign or one canopy sign.

(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 IN SQUARE FEET

Total Area Of Business In Square Feet	B1	B2	
		No Arterial Access	Arterial Access

1 - 1,000	12	12	20
1,001 - 3,000	20	20	30
3,001 - 5,000	30	30	40
5,001 or greater	30	30 ¹	50 ²

Notes:

1. For each additional 2,000 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, 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 the 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 building superintendent, 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 building superintendent, 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 board.

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

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

(G) 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.
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. (Ord. 2007-O-04, 4-24-2007)