

# COUNCIL COPY

## PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

11-0685R

RESOLUTION AWARDING A CONTRACT TO CAMIROS, LTD., FOR PROFESSIONAL SERVICES IN UPDATING THE SIGN STANDARDS IN THE UNIFIED DEVELOPMENT CHAPTER OF THE CITY'S LEGISLATIVE CODE (UDC) FOR AN AMOUNT NOT TO EXCEED \$45,000.

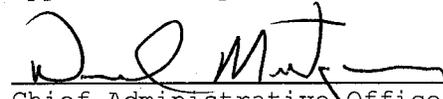
### CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to enter into a consultant agreement with Camiros, Ltd., substantially the same as that on file with the city clerk as Public Document No. \_\_\_\_\_, for professional services in comprehensively rewriting the city's sign code and creating new sign standards for the planning division in accordance with the consultant's proposal dated November 4, 2011, for a total amount not to exceed \$45,000, payable from General Fund 110, Dept./Agency 132 (Planning and Construction Services), Div. 1301 (Planning and Development), Obj. 5319 (Other Professional Services).

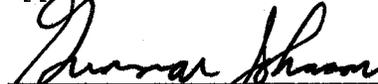
Approved:

  
\_\_\_\_\_  
Department Director  
  
Purchasing Agent

Approved for presentation to council:

  
\_\_\_\_\_  
Chief Administrative Officer

Approved as to form:

  
\_\_\_\_\_  
Attorney

Approved:

  
\_\_\_\_\_  
Auditor

PLNG/PRCH DS:le 12/12/2011

STATEMENT OF PURPOSE: This resolution authorizes an agreement with Camiros, Ltd., for professional services in updating the sign standards in the unified development chapter of the city's legislative code (UDC) for an amount not to exceed \$45,000, payable from the general fund.

The purchasing division posted the original request for qualifications and proposals on the city's website October 17, 2011, and received two packages by the November 4, 2011, closing date.

An internal committee of city experts reviewed and evaluated each proposal based on a point system with the following categories:

- (a) Proposal shows demonstrated experience developing sign ordinances that are clearly written and easily understood;
- (b) Proposal describes project approach, including public involvement strategy and preliminary outline of major project milestones or tasks to be completed;
- (c) Proposal demonstrates firm's ability to provide graphics and illustrations;
- (d) Proposal identifies project manager and other key staff and their qualifications.

The committee unanimously determined that Camiros, Ltd., was the best qualified to complete the project.

SIGN CODE FOR THE CITY OF DULUTH, MINNESOTA REQUEST FOR PROPOSALS RESULTS BID NO. 11-41DS/ FILE NO. 11-0593 Closing Date November 4, 2011			
Consultant	City	State	Evaluation Score
Camiros, Ltd.	Chicago	Illinois	30
JRC Design	Phoenix	Arizona	21

Requisition 11-0593

**AGREEMENT FOR PROFESSIONAL SERVICES**

**BY AND BETWEEN**

**CAMIROS, LTD.**

**AND**

**CITY OF DULUTH**

THIS AGREEMENT, effective as of the date of attestation by the City Clerk (the “Effective Date”), is made by and between the CITY OF DULUTH, a municipal corporation, hereinafter referred to as “City,” and CAMIROS, LTD. located at 411 South Wells, Chicago, IL, 60607 a corporation under the laws of Illinois, hereinafter referred to as “Consultant,” for the purpose of rendering services to the City.

WHEREAS, City issued a Request for Proposal (the “RFP”) to solicit proposals to update the sign standards in the Unified Development Chapter of the City’s Legislative Code (“UDC”) (the “Project”);

WHEREAS, Consultant has represented itself as an expert in planning and code development and has represented that it is qualified and willing to perform the services set forth in the RFP;

WHEREAS, Consultant submitted a Proposal in response to the RFP (the “Proposal”) which is attached as Exhibit A;

WHEREAS, based on the Proposal the City has selected Consultant’s professional services for the Project;

NOW, THEREFORE, in consideration of the mutual covenants and conditions hereinafter contained, the parties hereto agree as follows:

I. Services to be Performed by Consultant.

Consultant will update the sign standards in the City’s UDC with the primary purpose of drafting new sign regulations and associated definitions, and lead the public process that will result in adoption of the new standards by the Duluth City Council as follows and as

described in more detail in Consultant's Proposal attached as Exhibit A and incorporated herein (the "Services").

The Services will include, but are not limited, to a comprehensive rewrite of the City's sign code and creation of new sign standards that will enhance the aesthetics of the City, especially the major transportation corridors and commercial shopping areas.

- The new sign standards will address the following objectives:
  - Prevent visual clutter and blight
  - Be clearly written and easily understood
  - Include the use of graphics and illustrations to help convey complex ideas and provide clear guidance to applicants
  - Be compatible with UDC zone districts, including those that emphasize pedestrian-scaled development, i.e., form-based and mixed use zone districts
  - Address new technologies in the sign industry
  - Protect the legal rights of individuals and businesses to advertise
  - Be legally defensible.
  
- The Project will include the following:
  - Review and evaluate the existing sign standards and associated definitions
  - Identify best practices and examples of innovative and effective sign codes applicable to the City
  - Engage and solicit input from key stakeholders and the general public
  - Prepare draft sign standards, including updated definitions and graphics/illustrations
  - Prepare final sign standards, including updated definitions and graphics/illustrations.

To facilitate performance of Consultant's services, City shall promptly provide prior reports, ordinances data and specific GIS files as requested by Consultant for its work, and timely schedule and provide venues for all meetings specified in Exhibit 1.

In the event of any conflict between Exhibit A and this Agreement, the terms and conditions of this Agreement shall be deemed to be controlling.

## II. Fees.

It is agreed between the parties that Consultant's maximum fee for the term of this Agreement shall not exceed the sum of Forty-five Thousand and 00/100th dollars (\$45,000) inclusive of all travel and other expenses associated with the Project, payable from Fund 110-132-1301-5319 (General: Planning & Construction Services-Planning and Development-Other Professional Services). All invoices for services rendered shall be submitted to the attention of Cindy Petkac and will be paid based on the following schedule:

Phase 1: Analysis and Recommendations (Tasks 1-1 to 1-5):

Payment #1: **\$20,000**

- Payable upon: Public Presentation of Technical Review Memorandum

Completion Target Date: February 24, 2012

Phase 2: First Draft Sign Code (Task 2-1)

Payment #2: **\$7,500**

- Payable upon : Completion and Delivery of First Draft Sign Code

Completion Target Date: March 16, 2012

Phase 3: Second Draft Sign Code (Task 2-2)

Payment #2: **\$5,000**

- Payable upon : Completion and Delivery of Second Draft Sign Code

Completion Target Date: April 13, 2012

Phase 4: Workshop, Third Draft, and Public Hearing (Tasks 2-3 and 3-1 and 3-2)

Payment #2: **\$7,500**

- Payable upon: Public Presentation at Planning Commission Hearing

Completion Target: May 12, 2012 Planning Commission Meeting

Phase 5: Final Code (Tasks 3-3 and 3-4)

Payment #3: **\$5,000**

- Payable upon: City Council Presentation and Completion and Delivery of Final Code

Completion Target: June 11, 2012 City Council meeting (2<sup>nd</sup> reading)

Payments shall be made within 45 days of date of invoice after completion of individual tasks identified in the Phases identified above and presented in Consultant's Proposal.

Consultant shall submit invoices to City for a not-to exceed maximum compensation of \$45,000.

III. General Terms and Conditions.

1. Amendments. Any alterations, variations, modifications or waivers of terms of this Agreement shall be binding upon the City and Consultant only upon being reduced to writing and signed by a duly authorized representative of each party.
2. Assignment. Consultant represents that it will utilize only its own personnel in the performance of the services set forth herein; and further agrees that it will neither assign, transfer or subcontract any rights or obligations under this Agreement without prior written consent of the City. The primary consultants assigned to this project will be Arista Strungys and Nikolas Davis (collectively the “Primary Consultants”). Each shall be responsible for the delivery of professional services required by this Agreement and, except as expressly agreed in writing by the City in its sole discretion, the City is not obligated to accept the services of any other employee or agent of Consultant in substitution of the Primary Consultants. The foregoing sentence shall not preclude other employees of Consultant from providing support to the Primary Consultants in connection with Primary Consultant’s obligations hereunder.
3. Data and Confidentiality, Records and Inspection.
  - a. The City agrees that it will make available all pertinent information, data and records under its control for Consultant to use in the performance of this Agreement, or to assist Consultant wherever possible to obtain such records, data and information.
  - b. All reports, data, information, documentation and material given to or prepared by Consultant pursuant to this Agreement will be confidential and will not be released by Consultant without prior authorization from the City.
  - c. Consultant agrees that all work created by Consultant for the City is a “work made for hire” and that the City shall own all right, title, and interest in and to the work, including the entire copyright in the work. Consultant further agrees that to the extent the work is not a “work made for hire” Consultant will assign to City ownership of all right, title and interest in and to the work, including ownership of the entire copyright in the work. Consultant agrees to execute, at no cost to City, all documents necessary for City to perfect its ownership of the entire copyright in the

work. Consultant represents and warrants that the work created or prepared by Consultant will be original and will not infringe upon the rights of any third party, and Consultant further represents that the work will not have been previously assigned, licensed or otherwise encumbered. Notwithstanding the foregoing, Consultant may use the works (hereinafter defined as “Deliverables”) solely for marketing or promotional purposes and not for commercial purposes.

- d. Records shall be maintained by Consultant in accordance with requirements prescribed by the City and with respect to all matters covered by this Agreement. Such records shall be maintained for a period of six (6) years after receipt of final payment under this Agreement.
- e. Consultant will ensure that all costs shall be supported by properly executed payrolls, time records, invoices, contracts, vouchers, or other official documentation evidencing in proper detail the nature and propriety of the charges. All checks, payrolls, invoices, contracts, vouchers, orders, or other accounting documents pertaining in whole or in part to this Agreement shall be clearly identified and readily accessible.
- f. Consultant shall be responsible for furnishing to the City records, data and information as the City may require pertaining to matters covered by this Agreement.
- g. Consultant shall ensure that at any time during normal business hours and as often as the City may deem necessary, there shall be made available to the City for examination, all of its records with respect to all matters covered by this Agreement. Consultant will also permit the City to audit, examine, and make excerpts or transcripts from such records, and to make audits of all contracts, invoices, materials, payrolls, records of personnel, conditions of employment, and other data relating to all matters covered by this Agreement.

4. Consultant Representation and Warranties.

Consultant represents and warrants that:

- a. Consultant and all personnel to be provided by it hereunder have sufficient training and experience to perform the duties set forth herein including but not

limited to the desired qualifications outlined in the RFP and are in good standing with all applicable licensing requirements.

b. Consultant and all personnel provided by it hereunder shall perform their respective duties in a professional and diligent manner in the best interests of the City and in accordance with the then current generally accepted standards of the profession for the provisions of services of this type.

c. Consultant has complied or will comply with all legal requirements applicable to it with respect to this Agreement. Consultant will observe all applicable laws, regulations, ordinances and orders of the United States, State of Minnesota and agencies and political subdivisions thereof.

d. The execution and delivery of this Agreement and the consummation of the transactions herein contemplated do not and will not conflict with, or constitute a breach of or a default under, any agreement to which the Consultant is a party or by which it is bound, or result in the creation or imposition of any lien, charge or encumbrance of any nature upon any of the property or assets of the Consultant contrary to the terms of any instrument or agreement.

e. There is no litigation pending or to the best of the Consultant's knowledge threatened against the Consultant affecting its ability to carry out the terms of this Agreement or to carry out the terms and conditions of any other matter materially affecting the ability of the Consultant to perform its obligations hereunder.

f. The Consultant will not, without the prior written consent of the City, enter into any agreement or other commitment the performance of which would constitute a breach of any of the terms, conditions, provisions, representations, warranties and/or covenants contained in this Agreement.

5. Agreement Period.

The term of this Agreement shall commence the "Effective Date and performance shall be completed by **June 30, 2012**, unless terminated earlier as provided for herein.

The City may, by giving written notice, specifying the effective date thereof,

terminate this Agreement in whole or in part without cause. In the event of termination, all property and finished or unfinished documents and other writings prepared by Consultant under this Agreement shall become the property of the City and Consultant shall promptly deliver the same to the City. Consultant shall be entitled to compensation for services properly performed by it to the date of termination of this Agreement. In the event of termination due to breach by Consultant, the City shall retain all other remedies available to it, and the City shall be relieved from payment of any fees in respect to the Service of Consultant which gave rise to such breach. In the event of termination due to breach by City, the Consultant shall retain all other remedies available to it.

6. Independent Contractor.

a. It is agreed that nothing herein contained is intended or should be construed in any manner as creating or establishing the relationship of copartners between the parties hereto or as constituting Consultant as an agent, representative or employee of the City for any purpose or in any manner whatsoever. The parties do not intend to create any third party beneficiary of this Agreement. Consultant and its employees shall not be considered employees of the City, and any and all claims that may or might arise under the Worker's Compensation Act of the State of Minnesota on behalf of Consultant's employees while so engaged, and any and all claims whatsoever on behalf of Consultant's employees arising out of employment shall in no way be the responsibility of City. Except for compensation provided in Section II of this Agreement, Consultant's employees shall not be entitled to any compensation or rights or benefits of any kind whatsoever from City, including without limitation, tenure rights, medical and hospital care, sick and vacation leave, Worker's Compensation, Unemployment Insurance, disability or severance pay and P.E.R.A. Further, City shall in no way be responsible to defend, indemnify or save harmless Consultant from liability or judgments arising out of Consultant's intentional or negligent acts or omissions of Consultant or its employees while performing the work specified by this Agreement.

b. The parties do not intend by this Agreement to create a joint venture or joint enterprise, and expressly waive any right to claim such status in any dispute arising out of this Agreement.

c. Contractor expressly waives any right to claim any immunity provided for

in Minnesota Statutes Chapter 466 or pursuant to the official immunity doctrine.

7. Indemnity.

Consultant shall defend, indemnify and hold City and its employees, officers, and agents harmless from and against any and all cost or expenses, claims or liabilities, including but not limited to, reasonable attorneys' fees and expenses in connection with any claims resulting from the Consultant's a) breach of this agreement or b) its negligence or misconduct or that of its agents or contractors in performing the Services hereunder or c) any claims arising in connection with the negligent acts or omission of Consultant's employees or contractors d) the use of any materials supplied by the Consultant to the City unless such material was modified by City.. This Section shall survive the termination of this Agreement for any reason.

8. Insurance.

a. Consultant shall provide the following minimum amounts of insurance from insurance companies authorized to do business in the state of Minnesota.

(1) Workers' compensation insurance in accordance with the laws of the State of Minnesota.

(2) Public (General) Liability Insurance with limits not less than **\$1,000,000** Single Limit, ; shall be in a company approved by the city of Duluth; and shall provide for the following: Liability for Premises, Operations, Completed Operations, Independent Contractors, and Contractual Liability.

Automobile Liability Insurance with limits not less than **\$1,000,000** Single Limit,

(3) Professional Liability Insurance in an amount not less than **\$1,500,000** Single Limit; provided further that in the event the professional malpractice insurance is in the form of claims made, insurance, 60 days notice prior to any cancellation or modification shall be required; and in such event, Consultant agrees to provide the City with either evidence of new insurance coverage conforming to the provisions of this paragraph which will provide unbroken protection to the City, or, in the alternative, to purchase at its cost, extended coverage under the old policy for the period

the state of repose runs; the protection to be provided by said claims made insurance shall remain in place until the running of the statute of repose for claims related to this Agreement.

- (4) **City of Duluth shall be named as Additional Insured** under the Public Liability and Automobile Liability, or as an alternate, Consultant may provide Owners-Contractors Protective policy, naming himself and City of Duluth. Consultant shall also provide evidence of Statutory Minnesota Workers' Compensation Insurance. Consultant to provide Certificate of Insurance evidencing such coverage with 30-days notice of cancellation, non-renewal or material change provisions included. The City of Duluth does not represent or guarantee that these types or limits of coverage are adequate to protect the Consultant's interests and liabilities.
  - (5) If a certificate of insurance is provided, the form of the certificate shall contain an unconditional requirement that the insurer notify the City without fail not less than 30 days prior to any cancellation, non-renewal or modification of the policy or coverages evidenced by said certificate and shall further provide that failure to give such notice to City will render any such change or changes in said policy or coverages ineffective as against the City.
  - (6) **The use of an Accord form as a certificate of insurance shall be accompanied by two forms 1) ISO Additional Insured Endorsement (CG-2010 pre-2004) and 2) Notice of Cancellation Endorsement (IL 7002) or equivalent, as approved by the Duluth City Attorney's Office.**
- b. The insurance required herein shall be maintained in full force and effect during the life of this Agreement and shall protect Consultant, its employees, agents and representatives from claims and damages including but not limited to personal injury and death and any act or failure to act by Consultant, its employees, agents and representatives in the negligent performance of work covered by this Agreement.
  - c. Certificates showing that Consultant is carrying the above described insurance in the specified amounts shall be furnished to the City prior to the execution of this Agreement and a certificate showing continued

maintenance of such insurance shall be on file with the City during the term of this Agreement.

- d. The City shall be named as an additional insured on each liability policy other than the professional liability and the workers' compensation policies of the Consultant.
- e. The certificates shall provide that the policies shall not be changed or canceled during the life of this Agreement without at least 30 days advanced notice being given to the City.

9. Notices

Unless otherwise expressly provided herein, any notice or other communication required or given shall be in writing and shall be effective for any purpose if served, with delivery or postage costs prepaid, by nationally recognized commercial overnight delivery service or by registered or certified mail, return receipt requested, to the following addresses:

**City:**

City of Duluth  
Room 208 City Hall  
411 W. 1<sup>st</sup> Street  
Duluth, MN 55802  
Attn: Cindy Petkac

**Consultant**

Camiros, Ltd.  
411 South Wells  
Chicago, IL 60607  
Attn: Arista Strungys, AICP  
Principal Consultant

10. Civil Rights Assurances

Consultant, as part of the consideration under this Agreement, does hereby covenant and agree that:

- a. No person on the grounds of race, color, creed, religion, national origin, ancestry, age, sex, marital status, status with respect to public assistance, sexual orientation, and/or disability shall be excluded from any participation in, denied any benefits of, or otherwise subjected to

discrimination with regard to the work to be done pursuant to this Agreement.

- b. That all activities to be conducted pursuant to this Agreement shall be conducted in accordance with the Minnesota Human Rights Act of 1974, as amended (Chapter 363), Title 7 of the U.S. Code, and any regulations and executive orders which may be affected with regard thereto.

11. Laws, Rules and Regulations.

Consultant agrees to observe and comply with all laws, ordinances, rules and regulations of the United States of America, the State of Minnesota and the City with respect to their respective agencies which are applicable to its activities under this Agreement.

12. Applicable Law.

This Agreement, together with all of its paragraphs, terms and provisions is made in the state of Minnesota and shall be construed and interpreted in accordance with the laws of the State of Minnesota.

13. Force Majeure.

Neither party shall be liable for any failure of or delay in performance of its obligations under his Agreement to the extent such failure or delay is due to circumstances beyond its reasonable control, including, without limitation, acts of God, acts of a public enemy, fires, floods, wars, civil disturbances, sabotage, accidents, insurrections, blockades, embargoes, storms, explosions, labor disputes, acts of any governmental body (whether civil or military, foreign or domestic), failure or delay of third parties or governmental bodies from whom a party is obtaining or must obtain approvals, franchises or permits, or inability to obtain labor, materials, equipment, or transportation. Any such delays shall not be a breach of or failure to perform this Agreement or any part thereof and the date on which the party's obligations hereunder are due to be fulfilled shall be extended for a period equal to the time lost as a result of such delays.

13. Severability

In the event any provision herein shall be deemed invalid or unenforceable, the remaining provision shall continue in full force and effect and shall be binding

upon the parties to this Agreement.

14. Entire Agreement

It is understood and agreed that the entire agreement of the parties including all exhibits is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof. Any amendment to this Agreement shall be in writing and shall be executed by the same parties who executed the original agreement or their successors in office.

15. Counterparts

This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have hereunto set their hands the day and date first above shown.

**CITY OF DULUTH-**

**CAMIROS LTD.**

By: \_\_\_\_\_  
Mayor

By: \_\_\_\_\_  
Leslie S. Pollock.  
Its Principal Consultant

Attest:  
City Clerk  
Date Attested: \_\_\_\_\_

Date:

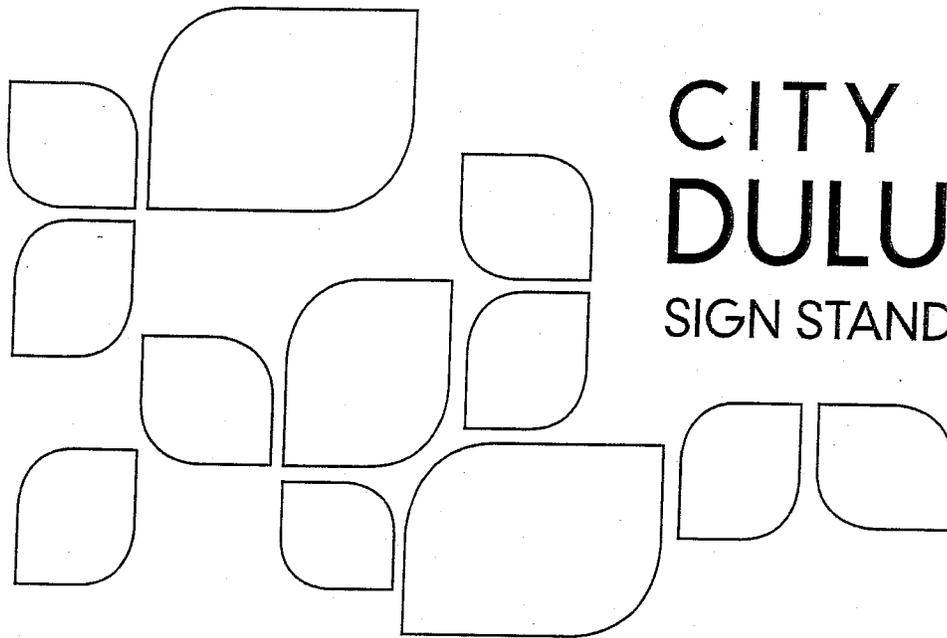
Countersigned:

\_\_\_\_\_  
City Auditor

Approved as to form:

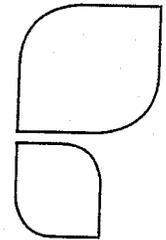
\_\_\_\_\_  
City Attorney

**EXHIBIT A**  
**CONSULTANT'S PROPOSAL**



# CITY OF DULUTH

SIGN STANDARDS



RESPONSE TO RFP # 11-41DS  
SUBMITTED BY:

**camiros**

# CAMIROS

411 South Wells, Chicago, Illinois 60607 Phone: (312)922-9211 Fax: (312)922-9689 <http://www.camiros.com>

November 3, 2011

Dennis Sears  
City of Duluth  
Purchasing Office  
411 W. 1<sup>st</sup> Street  
Room 100  
Duluth, MN 55802-1197

Mr. Sears,

Camiros, Ltd. is pleased to submit this proposal to assist the City of Duluth in updating its sign regulations. We feel that our extensive practice in development regulations makes us uniquely qualified to undertake this assignment.

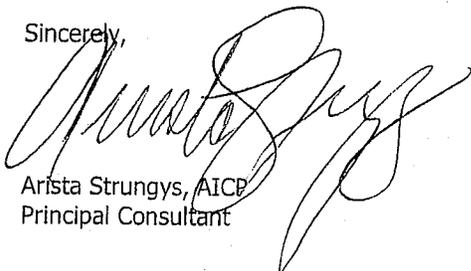
Camiros believes the key to successful zoning is the ability to direct reinvestment toward the kind of physical environment that reinforces existing community character. This includes sign regulations. Signs must be in harmony with the built environment and work to establish the desired character. This means tailoring sign regulations to the scale of the street or neighborhood – from maintaining a pedestrian orientation, to allowing for larger scale signs along major arterials that are both visible to motorists and attractive in appearance, to coordinating signs for multi-tenant shopping centers and similar developments.

Based on our experience and expertise, we believe we have the right combination of skills to successfully complete this assignment. While we have a very strong track record of successful sign control regulation, we also have a series of complementary skills needed to fulfill the goals of this project. These include design guidelines and architectural design, corridor planning, and site planning.

As requested in the RFP, we have attached two examples of recent sign ordinances. The first was completed as a standalone ordinance for the Village of Oak Park, Illinois and illustrates how signs can be more specifically regulated through sign overlay districts that relate to the character of streets. The second was completed for the City of Park Ridge, Illinois as part of a complete zoning ordinance update, and signs were regulated in coordination with the zoning districts. This second example is in two parts – the ordinance regulations and an appendix with additional illustrations.

We thank you for the opportunity to compete for this interesting assignment, and welcome your review of our proposal. We hope to hear from you in the near future.

Sincerely,



Arista Strungys, AICP  
Principal Consultant

# I. Introduction to Camiros & Experience

## **INTRODUCTION TO CAMIROS**

Camiros is an urban planning firm providing a full range of services in the areas of planning, zoning, economic development, and landscape architecture. The corporation, founded in 1976 and located in Chicago, Illinois, provides services to both public and private clients; however, the thrust of our practice is public. The firm has provided planning services to over 250 communities. In many cases we have been retained to provide continuing consulting arrangements with communities.

The professionals of Camiros have broad experience in a range of zoning, planning, urban design and landscape architecture assignments. Among the firm's associates are specialists in zoning, comprehensive planning, site planning, urban design and public participation. In addition, the firm maintains a strong working relationship with professionals in transportation, law, economic analysis, and other fields. Various staff members have also served as elected or appointed officials of local governments, as professional instructors, and on major civic boards.

Over the years, Camiros has established a national reputation as a leader in preparing zoning ordinances and unified development ordinances, and the majority of these assignments include updates of sign regulations. We have provided zoning consultation to over 50 municipalities and counties across the country. Camiros' regulatory services include:

- Drafting of zoning ordinances and unified development ordinances
- Administration of zoning provisions
- Defense of zoning provisions or actions in lawsuits
- Drafting of specialized provisions
- Legal review of zoning ordinances
- Zoning ordinance review and evaluation
- Preparation of zoning policy recommendations
- Preparation of zoning maps
- Testimony in support of zoning changes

One of the reasons Camiros has developed a strong development control practice is the complementary nature of the other areas of our practice. Camiros is very active in comprehensive planning, downtown planning, historic preservation, urban design and landscape architecture. Staff works among a variety of these practice areas, and can bring these insights to bear within our development control work. Being active in these other areas of practice gives us greater background to enhance the quality of our development control regulations, and to relate these regulations to essential community policy.

### Camiros Contact Information

Arista Strungys  
Principal Consultant  
Camiros, Ltd.  
411 S. Wells  
Chicago, Illinois 60607  
Phone: 312.922.9211  
Email: [astrungy@camiros.com](mailto:astrungy@camiros.com)

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### EXPERIENCE

Camiros is highly experienced with all facets of the proposed assignment. We feel that our broad experience distinguishes us from other firms with comparable experience in zoning, and gives us the ability to work in a creative and innovative manner with regulations to respond to unique local issues and problems. This ability is often directed toward development control as a land use policy and urban design tool, making new development responsive to local character and enhancing quality of life. Other times it is used to establish new state-of-the-art standards.

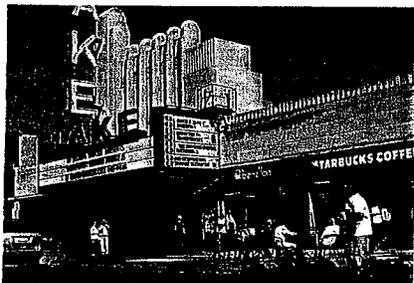
The update of sign controls is a key facet of Camiros zoning practice. The majority of our assignments focusing on zoning regulation updates include sign regulations as part of their scope. Some of our recent zoning assignments that include updates of sign controls include:

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| ✓ Baltimore, Maryland            | ✓ Newark, New Jersey              |
| ✓ Buffalo, New York              | ✓ Oak Park, Illinois              |
| ✓ Clark County/Las Vegas, Nevada | ✓ Oklahoma City, Oklahoma         |
| ✓ Council Bluffs, Iowa           | ✓ Riverside, Illinois             |
| ✓ La Grange Park, Illinois       | ✓ Park Ridge, Illinois            |
| ✓ Maywood, Illinois              | ✓ St. Cloud, Minnesota -          |
| ✓ New Orleans, Louisiana         | ✓ Salt Lake City and County, Utah |

More detailed examples of relevant projects are provided below. *As requested, we have included sample ordinances from Oak Park and Park Ridge, Illinois as separate documents.*

#### Oak Park, Illinois – Sign Code Update

Camiros recently completed an update of the Oak Park Sign Code. In order to address the established variety of design character found in the Village, the Sign Code regulates signs through a series of overlay districts. These overlay districts and their corresponding regulations achieve the following goals:



- ✓ The Residential Sign Overlay District ensures that signs common to residential areas for both non-residential uses are able to identify their location and services in a manner that is complementary to the established predominant residential character of the district.

- ✓ The Downtown Sign Overlay District regulates signs, making sure that they are compatible with the character and image of the downtown, and that they provide businesses with a number of alternatives for identifying their premises and the goods and/or services offered therein.
- ✓ The sign controls within the Neighborhood Commercial Sign Overlay District balance the needs of commercial users located within or adjacent to residential neighborhoods, to identify their premises and the goods and/or services sold without negative impact to the character of the surrounding residential neighborhoods. Such signs are primarily oriented toward the pedestrian.
- ✓ The Corridor Commercial Sign Overlay District is located along major arterials, and regulations provide an effective means of identifying the premises and the goods and/or services offered, as well as presenting a positive and coordinated appearance along the roadway. These signs are primarily oriented toward the automobile.

**St. Cloud, Minnesota – Creation of Land Development Code**

Camiros worked with the City of St. Cloud, Minnesota to create a Land Development Code. The Code reorganized the zoning ordinance, subdivision regulations, historic preservation regulations, design guidelines and environmental ordinances into a single Land Development Code. The effort also addressed key zoning issues identified by City staff and through key person interviews, as well as through a technical review of the current ordinances, to resolve inconsistencies and address common zoning conflicts.



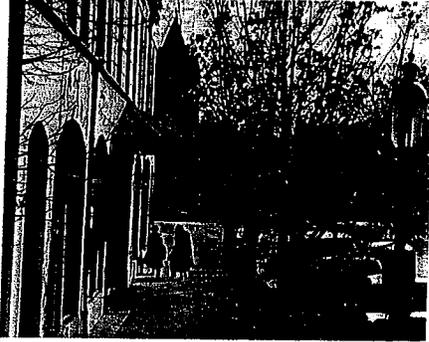
The project included a complete rewrite of the City's sign code and the creation of key gateway corridor design standards, which are significant new components of the Land Development Code. The sign regulations were drafted to ensure that permitted sign types and sizes were in-scale with development and that temporary signs were controlled to improve the appearance of arterials and major gateways. As part of the sign regulation update, specific focus groups comprised of sign manufacturers and business owners were created, to vet the proposed regulations.

**Park Ridge, Illinois – Zoning Ordinance Update**

Camiros completed a zoning ordinance update for the City of Park Ridge, Illinois, which included the creation of several new and reorganized districts, including an



Uptown Business District to implement the policies of a newly-adopted plan through the use of form-based zoning techniques. Other revisions included the elimination of specific use lists with the introduction of a generic use approach, and the inclusion of new and updated comprehensive site development standards for signs, landscape and parking. With the creation of new districts, especially the form-based downtown districts, the sign controls needed to be aligned in a manner that complemented the character of the residential neighborhoods that abut many of the commercial districts.



### **Riverside, Illinois – Zoning Ordinance Update**

Founded in 1869, Riverside, Illinois is the creation of renowned landscape architect Frederick Law Olmsted and is recognized as one of America's first planned suburban communities. Riverside engaged Camiros to update its original Zoning Ordinance (adopted in 1920). This Ordinance, along with the Olmsted master plan drawing, had served as the Village's primary land use and regulatory documents for over eighty years.

Camiros facilitated a planning process that included the development of zoning policy, preparation of a conceptual framework plan for the downtown, and ultimately an update of its Zoning Ordinance. This process resulted in a new downtown Central Business District Zoning District that ensures new development captures the essence of Olmsted's original design, and maintains the character-defining elements of the downtown. The resulting form-based code has character-based zoning controls for Riverside that are intended to simultaneously protect the pedestrian scale and architectural character of downtown, while allowing for site assembly and development of contemporary-sized, mixed-use buildings.

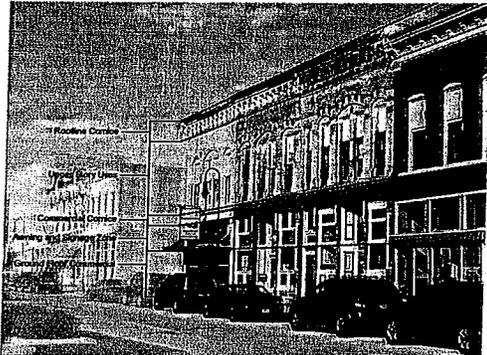
Camiros continued to assist Riverside by redrafting its residential zoning districts to assure that "build backs" occurring from teardowns maintain the community's image and form. The residential district form-based controls ensure that new development fits the established character of this historic village. It won the Illinois APA Gold Award in 2007.

Finally, Camiros updated the zoning for the commercial corridors that constitute the borders of the Village. Again, using form-based controls, the ordinance addressed the two conditions found within these corridors: intense commercial areas located along major arterials that are more oriented toward vehicular access and larger retail centers (but also allow for mixed-use development), and the transitional commercial areas where low-intensity commercial uses mix with multi-family and townhouse dwellings, to transition to surrounding single-family neighborhoods.

As part of each of these updates, particularly for the more design-oriented commercial districts, the sign controls were a key concern. The outdated sign controls did not address modern sign types and allowed signs that could be constructed out of scale with existing development and established tradition. The sign regulations were updated for each type of commercial district to be responsive to the environment – more pedestrian-oriented for the downtown and the transitional commercial areas, and more permissive in scale for the intense commercial areas.

### **Council Bluffs, Iowa – Design Guidelines**

Located along the east bank of the Missouri River, Council Bluffs, Iowa grew out of the shipping and freight industry of the mid to late 1800's. Its historic downtown and adjacent industrial district have retained much of their original character as new growth, including contemporary office buildings and auto-



oriented commercial centers, has occurred around the downtown. The Pottawamomie County Development Corporation (PCDC), in cooperation with city planning staff, recognized the importance of establishing design guidelines that maintain a cohesive and inviting physical environment as new development projects come forth.

Camiros developed design guidelines for four distinct character districts; traditional downtown, contemporary downtown, auto-oriented commercial, and industrial. These districts encompass the broad range of uses and styles of development seen in the

downtown area, and are designed to meet the needs of contemporary users and respect the architectural traditions of the historic development pattern. The guidelines create an easy-to-use reference tool for developers and investors that clearly illustrates desirable types of development. They provide the City and Chamber with a tool to evaluate development proposals in terms of their ability to accentuate the positive characteristics of downtown Council Bluffs and its historic industrial district. Signs are a key component of the design guidelines, with controls on the scale, location and amount of signage for each character district.

### **La Grange Park, Illinois – Zoning Code Update**

Camiros recently completed the La Grange Park Zoning Code assignment. The firm assisted the community in updating a nearly 50 year old ordinance to incorporate modern regulatory techniques, and implement the development policies of the Village's Comprehensive Plan and studies undertaken of the main commercial corridor. Camiros updated the Village's residential districts to more accurately reflect the development patterns long established in this built-out Village, including changes to lot area and lot width requirements. The commercial areas had been addressed as a single commercial district in the previous Code, which did not accurately reflect the two distinct characters of



commercial development. New commercial districts were drafted for the main commercial corridor, where lots are shallower and parking options more limited, to foster new mixed-use development with flexibilities built in to avoid the need for variances. A second commercial district addressed the Village Center, which was a larger commercial area where standards needed to reflect a "town center" pattern of redevelopment. Again, sign controls were revised to specifically address the two types of commercial areas within the Village and to add appropriate controls for signs in residential districts.

**REFERENCES**

**Lori Sommers**

**Village of Maywood**

Director of Community Development  
40 Madison Street  
Maywood, IL 60153  
708.450.4429

*\* Ms. Lori Sommers was the Village's Project Manager for the Oak Park Sign Code update. Since completion of that project, Ms. Sommers was hired as the Director of Community Development for the Village of Maywood. At the time, Camiros had been retained to update the Village of Maywood's Zoning Ordinance, which also included a complete update of the Village's sign regulations. The Maywood Ordinance has since been adopted as well.*

**Julia Cedillo**

**Village of La Grange Park**

Village Manager  
447 N. Catherine Avenue  
La Grange Park IL 60526-2099  
708.354.0225 ext. 108

**Matt Glaesman**

**City of St. Cloud**

Planning Director  
400 2<sup>nd</sup> St. South  
St. Cloud, MN 56301  
320.650.3110

## II. Camiros Staff

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Camiros is able to address all aspects of a updating the City of Duluth's Sign Code. The following staffing organization is proposed for this assignment:

- **Arista Strungys, Principal Consultant, Project Manager.** The Project Manager directs the overall approach, oversees quality control, attends public meetings, and provides expertise. Arista is central to all project tasks, in particular the ordinance diagnostic, formation of sign code policy and drafting direction, public participation efforts and sign code drafting. The Project Manager is the client's day-to-day contact person.
- **Nikolas Davis, Associate, Project Planner.** Project Planners are included in assignments for specific expertise in drafting. Nik's expertise is in urban design and form-based coding; he is also a landscape architect. The Project Planner will undertake a catalog of Duluth's sign character, participate in all public events, assist in drafting, and create all graphics and illustrations.

In addition, the key staff can call upon assistance from additional Camiros Associates.

The following are brief introductions to key Camiros staff proposed for the assignment. Full resumes are included at the end of this proposal.

**Arista Strungys, AICP,** Principal Consultant with Camiros, heads the firm's zoning practice and has been with Camiros for over 14 years. She has expertise in all types of zoning, including form-based, sustainable and performance-based regulations. Her vast range of experience includes: the Baltimore, Maryland Zoning Code; the New Orleans, Louisiana Comprehensive Zoning Ordinance; the Unified Development Code for Clark County (Las Vegas), Nevada; a form-based Downtown Zoning District for Yonkers, New York; the zoning ordinance update for Newark, New Jersey, including the creation of zoning policy papers to forge a link between the Master Land Use Plan and the revised ordinance; a zoning ordinance revision for Oklahoma City, Oklahoma; and zoning ordinance updates for the Illinois communities of Riverside (winner of an Illinois APA award in 2007 for form-based coding), Park Ridge, River Grove, La Grange Park, Wilmette, Maywood, Mundelein and Hinsdale, and the counties of Winnebago and McHenry. Her work on the Comprehensive Land Use Plan for Winnebago County, Illinois won a 2009 American Society of Landscape Architects Award for environmental stewardship. Arista has also worked on comprehensive, downtown and neighborhood planning assignments for communities such as Trenton, New Jersey, and Winnebago County, Park Ridge and Libertyville, Illinois (the Libertyville plan won an Illinois APA award in 2006).

**Nikolas Davis,** Associate, has been with the firm for over five years and is an urban designer and landscape architect who has assisted on numerous development and design projects, such as the Downtown Design Guidelines and form-based code for Council Bluffs, Iowa, form-based codes for the downtowns of Wilmette, Mundelein and Hinsdale, Illinois, and the Downtown Plan and Zoning District for Fort Dodge, Iowa. He is the lead project planner

in drafting sustainable development policies and regulations for the Unified Development Ordinance and 2030 Land Resource Management Plan for Winnebago County, Illinois and the Cleveland Heights, Ohio sustainable development regulations. Nik has also assisted in drafting the New Orleans Zoning Ordinance and the Baltimore Zoning Code, both in terms of sustainability and integrating form-based controls.

Given the resource demands of the job, the staff assigned to this project have substantial time to devote to this assignment for the duration of the assignment. Major long-term jobs are substantially completed, in that public drafts of the ordinances have been submitted, which will accommodate significant time for the Duluth assignment. The following chart shows staff availability projected over a minimum of 12 months.

STAFF	ROLE	AVAILABILITY
Arista Strungys, AICP, PP	Project Manager	65%
Current Major Projects:		
✓ New Orleans, LA Comprehensive Zoning Ordinance (sign regulations included; 70% complete)		
✓ Baltimore, MD Zoning Code (sign regulations included; 75% complete)		
✓ Cleveland Heights, OH Sustainable Development Regulations (80% complete)		
✓ Winnebago County, IL Unified Development Ordinance (sign regulations included; 90% complete)		
Nik Davis, ASLA	Project Planner	70%
Current Major Projects:		
✓ New Orleans, LA Comprehensive Zoning Ordinance (sign regulations included; 70% complete)		
✓ Baltimore, MD Zoning Code (sign regulations included; 75% complete)		
✓ Cleveland Heights, OH Sustainable Development Regulations (80% complete)		
✓ Winnebago County, IL Unified Development Ordinance (sign regulations included; 90% complete)		
Additional Camiros Associates		
Chris Jennette	Graphics, Illustrations	50%
Jake Seid, AICP	GIS, Research	50%

**ARISTA STRUNGYS, AICP, PP**  
**Principal Consultant**

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**EDUCATION**

Master of Urban Planning, University of Illinois at Chicago  
Bachelor of Liberal Arts in English, Concentration in Writing, University of Illinois at Chicago

**PROFESSIONAL AFFILIATIONS**

Lambda Alpha Land Economics Society  
American Planning Association  
American Institute of Certified Planners  
US Green Building Council  
New Jersey Professional Planner (Certified)  
Phi Beta Kappa

**EXPERIENCE**

**Zoning:** Drafting of the zoning ordinances and districts for Baltimore, Maryland, New Orleans, Louisiana, Yonkers, New York, Newark, New Jersey, Clark County (Las Vegas), Nevada, Cleveland Heights, Ohio, Salt Lake County, Utah, Oklahoma City, Oklahoma, St. Cloud, Minnesota, Council Bluffs, Iowa, and Riverside, Park Ridge, River Grove, Hinsdale, La Grange Park, Mundelein, Maywood, Winnebago County, McHenry County and Homewood, Illinois. Provided expert witness testimony for a variety of communities. Researched and authored reports on adult use and fair housing issues for expert witness testimony.

**Comprehensive, Downtown and Neighborhood Planning:** Worked on a number of comprehensive planning and neighborhood planning assignments. Completed a sustainability and preservation driven county-wide comprehensive plan for Winnebago County, Illinois, which won a 2009 ASLA Award for environmental stewardship. Worked extensively on an award-winning Comprehensive Plan update for Libertyville, Illinois; a Downtown Plan for Trenton, New Jersey; and LISC Neighborhood Plans for Chicago neighborhoods.

**Studies and Reports (Various Issues):** Performed analysis and authored numerous studies and reports: demographic and land use analysis for numerous municipalities for a variety of different; research and creation of a primer on the use of "Specific Plans" for Lancaster County, Pennsylvania; authored Affordable Housing Analysis Report for Grundy County, Illinois.

**PRESENTATIONS**

Presentations at the National American Planning Association (APA) Conferences:

- Planning and Technology*, San Francisco, April 2005
- Planning, Cities and Technology*, San Antonio, April 2006
- Hybrid Zoning*, Philadelphia, 2007
- How Sick Is Your Zoning Ordinance?*, Las Vegas, 2008
- New Orleans Master Plan and Zoning Ordinance*, New Orleans, 2010

Presentations at various local and regional American Planning Association (APA) conferences & events on zoning-related topics, including form-based coding and sustainable development regulations

**PROFESSIONAL PAPERS**

Zoning Practice (APA Publication), Issue 11 (November 2007): "The Practice of Site Plan Review"  
Zoning Practice (APA Publication), Issue 5 (May 2008): "Five Steps to a Hybrid Code"  
Zoning Practice (APA Publication), (December 2011): "Mapping Principles for Zoning Remapping"

**AWARDS**

New Orleans, Louisiana, Master Plan - 2010 National APA Award for a Hard Won Victory  
Winnebago County, Illinois, Land Resource Management Plan - 2009 IL ASLA Award for Environmental Stewardship  
Riverside, Illinois, Form-Based Residential Zoning Districts - 2007 IL APA Award  
Libertyville, Illinois, Comprehensive Plan - 2006 IL APA Award

**NIKOLAS J. DAVIS**Associate

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**EDUCATION**

Bachelor of Science in Landscape Architecture, Purdue University

**AFFILIATIONS**

American Society of Landscape Architects, Member

Illinois Chapter, ASLA, Member

Student Chapter President of Purdue Society of Landscape Architecture, Purdue University

**EXPERIENCE**

**Urban Design and Streetscape Design:** Experience includes the preparation of research and inventory, site analysis, framework, and conceptual plans to develop a character for a community. Urban design experience includes the development of plans for the River North community in Chicago, Illinois and design guidelines for Council Bluffs, Iowa. Streetscape design experience includes the preparation and design development for the Broadway and Lawrence Avenue Streetscape Master Plan in Chicago's Uptown neighborhood.

**Zoning and Design Guidelines:** Assisted in ordinance drafting for Baltimore, Maryland, New Orleans, Louisiana, Winnebago County, Illinois, and Yonkers, New York. Drafted design guidelines for Park Ridge and Mundelein, Illinois, Council Bluffs, Iowa. Provided graphic illustration and regulation and concept testing for a variety of regulatory assignments.

**Site Planning and Development:** Experience includes the preparation of conceptual development plans for a full range of residential, commercial, mixed-use, office developments, industrial park developments, and commercial corridors. Residential work includes single-family and multi-family community plans. Projects include: conceptual plans for a commercial development in Mokena, Illinois; preparation of conceptual and phasing plans for the Village of Oswego; business district improvement plan Chicago, Illinois; commercial and residential planning for Manteno, Illinois; strategic commercial adjustment plan, Urbandale, Iowa.

**Landscape and Planting Design:** Experience includes generating project bases; creating hand and computer rendered sketches and plans; producing general development and preliminary plans for committee review; submitting construction documents, plant list schedules and cost estimates for project review and installation. Projects include: preliminary plans and construction documents for single-family and multi-family residential development, Southbury, Oswego, Illinois; site analysis and general development plans for single-family residential development, Villas at the Preserve, Yorkville, Illinois; commercial site planning, Fountain Square, Waukegan, Illinois; general development plans for single-family and multi-family residential development, Traditions at Olympia Fields, Olympia Fields, Illinois; preliminary plans and construction documents for New Lenox Commons, New Lenox, Illinois; landscape plans, construction documents and specifications, Prairie Market in Oswego, Illinois.

**Sustainable Development Regulations:** Project tasks include research and drafting of sustainable development policies and regulations for the 2030 Land Resource Management Plan and Unified Development Ordinance for Winnebago County, Illinois, and zoning ordinances for Baltimore, Maryland and New Orleans, Louisiana.

**AWARDS**

Winnebago County, Illinois, Land Resource Management Plan - 2009 IL ASLA Award for Environmental Stewardship

### III. Approach

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#### **APPROACH TO SIGN CONTROLS**

Sign regulation is one of the most defining aspects of a community's character. While the City has broad legal authority to control signs based on traffic and safety considerations, the exercise of that authority must take into account economic and constitutional issues. As such, sign regulations must be based on well-conceived and careful policy considerations. Good regulations must balance the needs of businesses and others to communicate with the public, and the needs of communities to protect the public welfare.

Sign standards should address the construction and design of signs, and distinguish between the different types of permanent signs, prohibited signs, exempt signs, and temporary signs. Regulations must be clear, understandable and easily administered, legally sound, and strike a balance between the advertising needs of businesses, and the aesthetic concerns of the community.

#### **Create a Clear and User-Friendly Sign Code**

Creating a sign ordinance that is clear and user-friendly provides many benefits – both convenience for the users of the ordinance, and a reduction in the cost of administration and requests for variations. Key elements in creating a clear and user-friendly sign ordinance include:

- Clear and logical organization of sections (temporary signs, exempt signs, prohibited signs, permanent signs, etc.)
- Careful structure of regulations by sign type and character district
- Generous use of illustrations, photographs and diagrams in support of regulations

#### **Ensure Technical Integrity and Internal Consistency**

An effective sign ordinance must be technically sound and achieve internal consistency. One of the issues, as we understand it, is that the current sign code is an older ordinance that is hard to understand and may not be internally consistent with the newer ordinance incorporated into Duluth's new Unified Development Ordinance. For these reasons we believe that the City's current sign code should be completely revised.

#### **Enhance Community Character**

One of the most important aspects of sign control for community stakeholders is the effect of signs on community character. Camiros will evaluate the design characteristics of existing signs and commercial areas, and work with staff to identify community preferences for particular types and designs of signs. Camiros will also conduct a character assessment to establish the need for different levels of design sensitivity in different parts of the community. This character analysis would be incorporated into the sign regulations.

### **Incorporate State-of-the-Art Regulations**

Camiros can provide the technical resources needed to bring applicable state-of-the-art regulations to this assignment. While state-of-the-art regulations are only useful to the extent they respond to community needs, it is important to be aware of trends and standards in use in sign regulation. Camiros will identify new options for sign control regulation to meet community goals and technical needs. These regulations could include:

- Design standards
- Sign landscape
- Illumination and concerns of light trespass and light pollution
- Controls on information clutter

### **Sign Controls for Commercial Areas**

More specifically, there may be a need to refine sign regulations to reflect the character of Duluth's general business districts. For example, some commercial areas may be more oriented to the pedestrian. Therefore, regulations should focus on the design and size of certain specific sign types – awnings, window signs, projecting signs and smaller wall signs. In contrast, areas where signs must address both pedestrians and automobiles would allow for larger scale wall signs and awnings. Finally, districts more geared toward fast-moving auto traffic may require permissions for larger freestanding and projecting signs.

### **SCOPE**

The following scope of services is proposed for the Duluth Sign Code update.

#### **PHASE 1: ANALYSIS AND RECOMMENDATIONS**

The purpose of this phase is to review the current Sign Code, identify key issues and inconsistencies, and "test" existing controls against existing land use patterns. This Phase consists of the following tasks.

##### **Task 1-1: Kick-off Meeting & Reconnaissance**

Camiros will meet with City staff to kick-off the project. At this meeting, we will finalize the project scope and work schedule, collect existing ordinances, plans and data relevant to the project, and initial discussions concerning the range of problems and issues identified to date. We will also undertake a reconnaissance tour with City staff. (1 day meeting with staff)

##### **Task 1-2: Review of Existing Ordinances**

Camiros will review all materials, including existing ordinances and all relevant policy documents, in order to understand how the City currently applies its sign controls, identify technical inconsistencies or deficiencies, and assess specific problems and concerns.

##### **Task 1-3: Key Person Interviews & Sign Catalog**

Camiros will work with City staff to identify key individuals who can provide insights into the use and needs of the Sign Code, such as City staff, business owners and local sign companies.

As part of this task, Camiros will undertake field observations of current signage, including dimensions such as sign area and height, and catalog key examples of signs through photographs. (2 days of meetings)

**Task 1-4: Prepare Technical Review Memorandum**

Camiros will prepare a Technical Review Memorandum that identifies key inconsistencies, omissions and gaps between the sign code and City development policies, and any legal issues in current sign controls. We will also recommend regulatory approaches and a drafting direction for new sign regulations. An outline and structure of the Sign Code will also be included. Camiros will review this memo with City staff via teleconference and email, and incorporate any requested revisions.

**Task 1-5: Public Presentation of Technical Review Memorandum**

We will present the Technical Review memorandum to the community in a public meeting. This will allow for the public to provide input as to the direction of Sign Code revisions, and to voice concerns over current sign issues. (1 meeting)

**PHASE 2: DRAFT SIGN CODE**

The purpose of this phase is for Camiros to take the input received in Phase 1 and prepare a full and complete draft of the Sign Code. This Phase will consist of the following tasks.

**Task 2-1: Prepare Draft #1**

This task is essentially a Camiros work task to be used to prepare the draft document. It will be a concentrated period in which we will craft and assemble the Sign Code. We anticipate regular interaction with City staff during this task to ask questions, review potential regulatory techniques and keep the staff informed of progress, research, etc. during this phase.

**Task 2-2: Staff Review of Draft #1 & Prepare Draft #2**

Camiros will submit the completed Draft #1 for City staff review, prior to public release. In this way, City staff will gain familiarity and agreement as to the content and concepts within the draft prior to public release. These review meetings will be conducted via teleconference and email. All staff changes will be incorporated into the public draft.

**Task 2-3: Public Workshop**

To allow for public input, Camiros will conduct a public workshop to allow residents and stakeholders to review the proposed Sign Code. To maximize the input received, we will outline the basic structure and controls of the Sign Code and open the floor to questions.

The inclusion of a public workshop prior to a public hearing is a key step as it allows residents and business owners to share their concerns and issues regarding the new Code prior to a public hearing. This allows the community to become comfortable with the new regulations and provide input, as well as begin to assume ownership of the document, which prevents the public hearing from becoming contentious. (1 meeting)

**PHASE 3: FINAL CODE**

The purpose of this Phase is to prepare the Public Hearing Draft for adoption. This Phase will consist of the following tasks.

**Task 3-1: Prepare Public Hearing Draft (Draft #3)**

Based on the direction received from staff following the public workshop, Camiros will prepare the Public Hearing Draft of the Sign Code. The document will reflect refinement and clean-up of Draft #2.

**Task 3-2: Attend Public Hearing**

Camiros will present the new Sign Code at a public hearing. Any requested changes to the Public Hearing Draft will be summarized within a memorandum that would be forwarded to the City Council as part of the adoption proceedings. (1 meeting)

**Task 3-3: Present to City Council**

Camiros will present the new Sign Ordinance to the City Council for formal adoption. Any requested changes will be incorporated into the final ordinance. (1 meeting)

**Task 3-4: Prepare Final Code**

Based on the direction received from the City Council at the adoption proceedings, Camiros will finalize the Sign Code and provide a final document to the City in electronic format.

## IV. Cost

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### **COST**

We have estimated the total not-to-exceed cost to be \$45,000, based on the scope of services and number of meetings described in this proposal. This cost can be modified based on client expectations regarding final scope, anticipated meetings and deliverables.

In the course of the assignment, there could be additional work the City may wish to undertake beyond what is presented in this scope of services. Additional services could be added at the following hourly rates for professional and support staff engaged in the work:

Arista Strungys - \$125/hour  
Nik Davis - \$85/hour

#### Camiros General Rates:

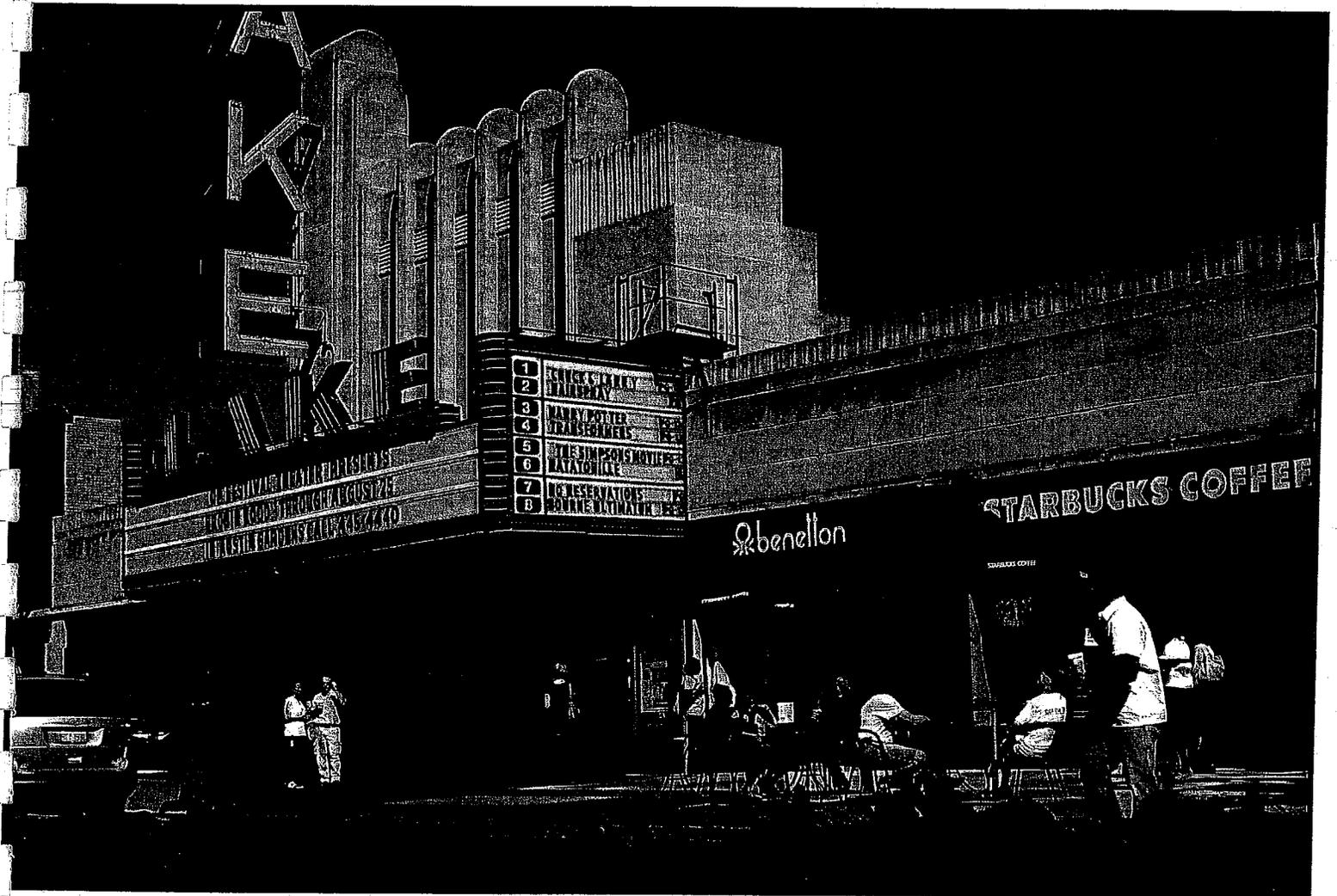
Principal Consultants - \$125-225/hour  
Senior Associates - \$110/hour  
Associates - \$70-80/hour  
Administrative Staff - \$55/hour

### **SCHEDULE**

As described in the RFP, Camiros can begin work on this assignment immediately on December 1, 2011 and complete this assignment by May 31, 2012 if all relevant materials are received, and meetings with City staff and officials, and public input are scheduled in a timely manner.

Village of Oak Park, Illinois

# Sign Code



Chapter 7: Article 7 of the Village Code  
Adopted March 23, 2009



## Chapter 7: Article 7. Sign Code

7-7-1:	FINDINGS AND PURPOSE
7-7-1.2:	SCOPE
7-7-2:	RELATIONSHIP TO OTHER ORDINANCES
7-7-3:	DEFINITIONS
7-7-4:	SIGN PERMIT
7-7-5:	SIGN VARIANCE
7-7-6:	MASTER SIGN PLAN
7-7-7:	ESTABLISHMENT OF SIGN OVERLAY DISTRICTS
7-7-8:	DIMENSION MEASUREMENT
7-7-9:	GENERAL CONSTRUCTION AND DESIGN STANDARDS
7-7-10:	OBSOLETE, ABANDONED OR UNSAFE SIGNS
7-7-11:	PROHIBITED SIGNS
7-7-12:	EXEMPT SIGNS
7-7-13:	TEMPORARY SIGNS
7-7-14:	GROUND SIGN CONSTRUCTION AND DESIGN STANDARDS
7-7-15:	BUILDING SIGN CONSTRUCTION AND DESIGN STANDARDS
7-7-16:	ELECTRONIC SIGN CONSTRUCTION AND DESIGN STANDARDS
7-7-17:	SIGNS FOR HOSPITAL USE
7-7-18:	CLASSIC SIGNS
7-7-19:	NONCONFORMING SIGNS
7-7-20:	AMORTIZATION OF NONCONFORMING SIGNS

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### 7-7-1: FINDINGS AND PURPOSE:

The following findings and purposes are hereby adopted:

- A. It is necessary for the promotion and preservation of the public health, safety and welfare of the Village that the erection, construction, location and maintenance of all signs be regulated and controlled.
- B. A multiplicity of signs is distracting to motorists and a hazard to vehicular and pedestrian traffic.
- C. A proliferation of off-premises signs obscures the legitimate effort of local business establishments to reasonably identify the location and nature of their businesses.
- D. It is a legitimate public purpose to limit signs in the Village to those reasonably necessary to identify local businesses. Such limitations and all other sign regulations herein are established to accomplish the following purposes:
  1. To protect public safety and welfare.
  2. To ensure adequate and appropriate identification of uses by controlling the size and number of signs.
  3. To enhance the economy and the business and industry of the Village by promoting the reasonable, orderly and effective display of signs, and encouraging better communication with the public.
  4. To protect commercial districts from sign clutter.
  5. To protect the public's ability to identify uses and premises without confusion.
  6. To limit or eliminate unnecessary distractions that may jeopardize pedestrian or vehicular traffic safety.

7. To assure the maintenance of signs.
8. To preserve and protect historic signs and signs of special significance to the Village.
9. To implement the objectives expressed in the Comprehensive Plan.
10. To preserve and enhance the natural beauty of the landscape and residential and commercial architecture, one of the prime assets of the Village.
11. To control and abate the unsightly use of buildings or land.
12. To protect the property values and economic well-being of the Village.

**7-7-1.2: SCOPE:**

It is unlawful for any person to construct, maintain, display or alter or cause to be constructed, maintained, displayed or altered, a sign within the Village, except in conformance with this Code.

**7-7-2: RELATIONSHIP TO OTHER ORDINANCES:**

- A. Nothing herein contained shall be deemed or construed to modify or alter the provisions of any other chapter of the Village Code. In the event of a conflict between the requirements of this Code and those of any other provision of the Village Code, the latter shall prevail and control.
- B. If any section, paragraph, clause, phrase or part of this Code is, for any reason, held invalid, such decision shall not affect the validity of the remaining provisions of this Code; and, the application of these provisions to any persons or circumstances shall not be affected thereby.

**7-7-3: DEFINITIONS:**

For the purpose of this Code, certain words and terms are hereby defined:

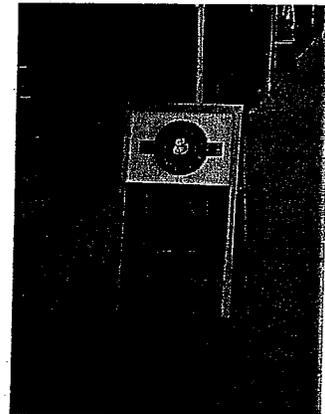
**A-FRAME SIGN:** A temporary advertising device ordinarily in the shape of an "A," or some variation thereof, located on the ground, not permanently attached and easily movable, and usually two-sided. Also called a "sandwich board."

**ABANDONED OR OBSOLETE SIGN:** A sign which no longer correctly directs or exhorts any person, advertises a business, lessor, owner, product, activity conducted or available on the premises where the sign is displayed.

**ALLEY:** A private or dedicated public way that affords only a secondary means of access to contiguous property and is less than thirty-three (33) feet in width.

**AWNING:** A structure of canvas, canvas-like or other materials extended over a window or door or over a patio, deck, etc. as a protection from the sun or rain.

**BALLOON SIGN:** Any sign that is any lighter-than-air or gas-filled balloon attached by means of a rope or tether to a definite or fixed location. A display designed to inflate or move by use of a fan or blower is also considered a balloon sign. Balloons used as temporary attention-getting devices in conjunction with another sign which are no more than eighteen (18) inches in diameter, are not considered balloon signs.



*A-frame sign*

**BANNER SIGN:** Any sign printed or displayed upon cloth or other flexible material with or without frames.

**BARBER POLE:** A pole painted in spiral stripes used as a sign by a barber shop or hairdresser for advertisement.

**BUILDING:** Any covered structure securely affixed to the land which is designed for the support, shelter, enclosure or protection of persons, animals, chattels or other tangible property.

**BUILDING OFFICIAL:** The Director of the Building and Property Standards Department or his or her designee.

**BULLETIN BOARD:** A sign which accommodates manually changeable copy which displays information on activities and events on the premises.

**CANOPY:** Any structure, moveable or stationary, attached to and deriving its support from the side of a building or structure for the purpose of shielding a platform, stoop or sidewalk from the elements.

**CODE:** Chapter 7, Article 7 of the Village Code entitled "Sign Code."

**CONSTRUCTION SIGN:** A temporary sign which functions to denote the architect, contractor or engineer, placed on a lot that is the construction site of such architect, contractor or engineer.



*Canopy sign*

**CURB LINE:** The edge of the roadway pavement for any street or alley.

**DIRECTIONAL SIGN:** Any on-premises, be it a pole, monument or other type of sign, providing directions necessary or convenient for motorist or pedestrians coming onto premises including signs marking entrances and exits, parking areas, loading zones or circulation directions.

**DIRECTORY SIGN:** A sign which functions to identify the location of occupants of a building or group of buildings which are divided into rooms or suites used as offices or studios.

**DWELLING, MULTIPLE-FAMILY:** A building having more than three (3) dwelling units.

**DWELLING, SINGLE-FAMILY:** A building having one (1) dwelling unit.

**DWELLING, THREE-FAMILY:** A building having three (3) dwelling units.

**DWELLING, TWO-FAMILY:** A building having two (2) dwelling units.

**ELECTRONIC SIGN:** Signs whose alphabetic, pictographic or symbolic informational content can be changed or altered on a fixed display screen composed of electrically illuminated segments. For the purposes of this Code, electronic signs within ground or wall signs are regulated as one (1) of the two (2) following types:

- A. Electronic Display Screen. A sign, or portion of a sign, that displays an electronic image or video, which may or may not include text. This definition includes television screens, plasma screens, digital screens, flat screens, LED screens, video boards and holographic displays.
- B. Electronic Message Sign. Any sign, or portion of a sign, that uses changing lights to form a sign message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic

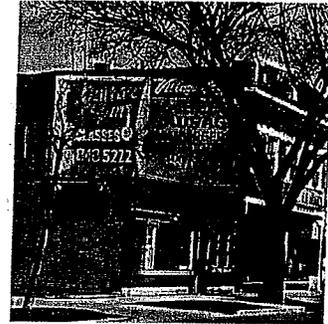
processes. "Time and Temperature Devices" are not considered electronic message signs.

**EXTERIOR ILLUMINATED SIGN:** Any sign, any part of which, is illuminated from an exterior artificial light source mounted on the sign, another structure or the ground.

**FLASHING SIGN:** A sign with blinking or flashing lights, or other illuminating devices that change light intensity, brightness or color, traveling/chasing or blinking lights, or rotating beacons are prohibited. Electronic signs are not considered flashing signs; however, the messages or images on an electronic sign may not imitate flashing signs.

**FRONTAGE:** All the property on one side of a street between two (2) intersecting streets measured along the street line, or, if the street is a dead-end, then all the property abutting on one side between an intersecting street and the dead-end of the street.

**GHOST SIGN:** A painted wall sign that remains from an earlier time or advertises the use of a building that provides evidence of the history of the use of the building or activities of the community. A "Ghost Sign" is not considered an off-premise sign.



*Ghost sign*

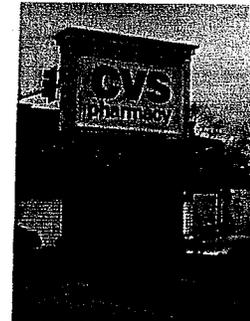
**GRADE:** For purposes of this Code, any wall approximately parallel to and not more than twenty (20) feet from a street line is to be considered as adjoining the street.

- A. For buildings having walls adjoining one street only, "grade" is defined as the elevation of the sidewalk at the midpoint of the wall adjoining the street.
- B. For buildings having walls adjoining more than one street, "grade" is defined as the average of the elevation of the sidewalk at the midpoints of all walls adjoining the streets.
- C. For buildings having no wall adjoining the street, "grade" is defined as the average level of the finished surface of the ground adjacent to the exterior walls of the building.
- D. Where no sidewalk exists, the grade shall be established by the Village Engineer.

**GROUND FLOOR:** Any floor that is not more than three (3') feet above or below grade.

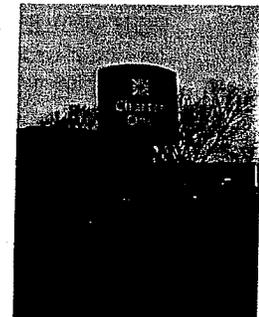
**GROUND SIGN:** A sign that is attached to a completely self-supporting structure. A ground sign may be a pole or monument sign. See "Sign, Ground – Monument" and "Sign, Ground – Pole" below.

A. **Sign, Ground – Monument.** Any sign, other than a pole sign, placed upon or supported by the ground independently of any other structure. Ground monument signs are typically mounted on a masonry base. As distinguished from a ground pole sign, the sign base of any monument sign must be a minimum of seventy-five percent (75%) or more of the width of the sign face that is to be situated upon the base. A sign base less than seventy-five percent (75%) of the width of the sign face is considered a ground pole sign.



*Monument sign*

B. **Sign, Ground – Pole.** A sign erected and maintained on one (1) or more freestanding mast(s) or pole(s) and not attached to any building, but not including a ground monument sign.



*Pole sign*

HOSPITAL

**HOSPITAL:** A place with a full-time staff of resident licensed physicians and registered nurses and with complete facilities for the general diagnosis, treatment, and care of inpatients suffering from illness, disease, injury, deformity or other abnormal physical or mental condition and offering customary out-patient services as an accessory use.

**IDENTIFICATION SIGN:** Any sign which functions to identify an institution, occupant, apartment, residence, school or church, and not advertising any product or service.

**INTERNALLY ILLUMINATED SIGN:** A sign illuminated by a light source, either incandescent, fluorescent, neon or other light that is enclosed by the sign panel or within the sign.

**LOT:** A zoning lot, except as the context herein shall indicate a lot of record.

**LOT OF RECORD:** A single lot which is part of a subdivision or resubdivision which has been recorded in the Office of the Recorder of Deeds of Cook County, Illinois.

**LOT, ZONING:** A parcel of land, at least one lot line of which is a street line, which is located within a single block, and which is or will be used, developed or built upon as a unit. A zoning lot may or may not coincide with a lot of record.

**LOT LINE:** A boundary of a zoning lot.

**MENU BOARD:** A device which functions to list items for sale at a drive-thru restaurant.

**MOVING SIGN:** A sign or other advertising structure with moving, revolving or rotating parts or visible mechanical movement of any kind, including wind-activated signs. Clocks are not considered signs with moving parts.

**NONCOMMERCIAL MESSAGE:** A message that does not direct attention to a business or to a service or commodity for sale, and is typically of a political, religious, or ideological nature.

**OBSCENE SIGN:** A sign which is found to meet the three (3) established criteria of obscenity: 1) prurient in nature; 2) completely devoid of scientific, political, educational or social value; and 3) a violation of local community standards.

**OFF-PREMISES SIGN:** Any sign which directs attention to a business, service, product or entertainment not sold or offered or only incidentally sold or offered on the premises on which the sign is located.

**PENNANT SIGN:** Any geometric shaped cloth, fabric or other lightweight material normally fastened to a stringer, which is secured or tethered so as to allow movement of the sign.

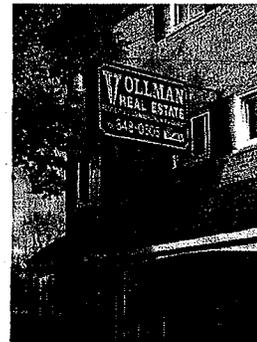
**PERMANENT SIGN:** A sign attached to a structure or the ground which is made of materials intended for long-term use.

**POLITICAL SIGN:** A sign whose function is to draw attention to or communicate a position on any issue, candidate or measure in any national, state or local election.

**PORTABLE SIGN:** A sign which is mounted or designed to be mounted on a self-propelled or towed vehicle, and shall include, but not be limited to, mobile advertising signs attached to a trailer or other vehicle.

**PROJECTING SIGN:** A sign which extends out from a building face or wall so that the sign face is perpendicular or at an angle to the building face or wall.

**ROOF SIGN:** Any sign located on or attached to and extending above the roof of a building.



*Projecting sign*

**SIGN:** Any visual device or representation designed or used for the purpose of communicating a message or identifying a product, service, person, organization, business or event, with the use of words or characters, visible from outside the premises on which such device is located. Murals are not considered to be signs.

**SIGN AREA:** The area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the sign may be placed. See Section 7.7.8.A for measurement of sign area.

**SIGN FACE:** The visible sign proper including all characters and symbols, excluding essential structural elements which are not an integral part of the display.

**SIGN STRUCTURE:** Any structure or material which supports, has supported or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

**STREET:** A right-of-way dedicated or used as a public thoroughfare or easement that affords primary means of access to contiguous property and is 33 feet or more in width.

**STREET LINE:** A lot line that is also the boundary line of the right of way of an existing or dedicated street.

**STRUCTURE:** Anything constructed or erected with a fixed location on the ground, or attached to something having a fixed location on the ground. Without limitation on the foregoing, a structure shall include buildings, fences, walls, billboards and signs.

**TEMPORARY POLE SIGN:** A freestanding sign not intended or designed for permanent display mounted on a pole or other structure, which is also temporary in construction.

**TEMPORARY SIGN:** A sign not intended or designed for permanent display.

**TEMPORARY WALL SIGN:** A temporary sign attached to a wall not intended or designed for permanent display.

**TEMPORARY WINDOW SIGN:** A temporary sign attached to or placed upon a window or door of a building intended for viewing from the exterior of such a building and not intended or designed for permanent display.

**TIME AND TEMPERATURE DEVICE:** A mechanism integrated into a sign that displays the time and/or temperature, but does not display any commercial advertising or identification.

**UNDER-AWNING SIGN:** Any sign attached to and mounted under an awning.

**UNDER-CANOPY SIGN:** Any sign attached to and mounted under a canopy.

**WALL SIGN:** A sign attached to, painted on or erected against the wall of a building with the face in a parallel plane of the building wall.

**WINDOW SIGN:** A sign printed on, affixed to, in contact with or etched on intended for viewing from the exterior of such a building. Any sign within twelve inches (12") of a window or the glass surface of a door, and is visible from the public street.



*Under-awning sign*

**7-7-4: SIGN PERMIT:**

No sign shall be constructed, maintained, displayed or altered within the Village except pursuant to an approved sign permit, unless the sign is specifically exempt from permit requirements.

**A. Applicability:**

No sign, except those identified as exempt, shall be erected, constructed, altered or relocated without first obtaining a sign permit.

**B. Authority and Execution:**

The Zoning Administrator shall be responsible for determining compliance with this Code, and the Building and Property Standards Department shall be responsible for issuing a sign permit.

**C. Permit Issuance:**

1. Upon the filing of an application with the Building and Property Standards Department for a sign permit for erection, alteration or relocation of a sign, the Building and Property Standards Department shall determine whether the application is complete. If the application is not complete, the Building and Property Standards Department shall notify the applicant of any deficiencies, and shall take no steps to process the application until the deficiencies are remedied. Once the application is determined to be complete, it shall be received, logged in and forwarded to the Zoning Administrator.
2. Upon Zoning Administrator approval of the application for conformance with this Code, the Building and Property Standards Department shall examine the plans and specifications, and the premises upon which the proposed sign is to be erected to ensure compliance with the requirements of the Village's Building Code and all other applicable ordinances of the Village. The Building and Property Standards Department shall issue the sign permit if the structure complies with the requirements of this Code as determined by the Zoning Administrator, and all other ordinances of the Village.

**D. Approval of Electrified Signs:**

The application for an electrical permit for the erection of a sign in which electrical wiring and connections are to be used shall be submitted to the Building and Property Standards Department, who shall forward the specifications regarding all wiring and connections to the Building Official, or his/her designee. The Building Official shall examine the plans and specifications to determine compliance with the Electrical Code of the Village as a condition of granting the sign permit.

**E. Inspection:**

The Building Official may inspect, at such times as deemed appropriate, signs regulated by this Code. The purpose of the inspection is to ascertain whether the structure is secure or not secure, whether in need of repair or removal, or in conformance with the permit application and the provisions of this Code.

**F. Revocation of Permit:**

All rights and privileges acquired under the provisions of this section are licenses revocable at any time by the Village Board. Upon the termination or revocation of the sign permit, the licensee shall remove the sign or other sign structure without cost or expense to the Village. In the event of the failure, neglect or refusal on the part of the licensee to do so, the Village may proceed to remove the same and charge the expense to the licensee.

**G. Void:**

If the work authorized under a sign permit is not completed within six (6) months after the date of issuance, the permit becomes null and void.

**7-7-5: SIGN VARIANCE:**

The Community Design Commission shall hear and decide upon requests for variances from the Village Sign Code.

**A. Determination of Need for a Variance:**

It shall be the duty of the Zoning Administrator, after an application for any sign permit, to determine and advise the applicant whether under the provisions of this Code, a sign variance is required.

**B. Preliminary Conference:**

1. Any applicant for a sign permit that requires a variance may file a written request for a preliminary conference with the Community Design Commission. At the conference, the Community Design Commission shall give consideration to preliminary exterior drawings, sketches or photographic examples, landscape and site plans and materials on a specific project, and shall provide the applicant with guidance in the development of a plan which would be consistent with the requirements and purposes of this Code.
2. Notice of this preliminary meeting shall be provided to tenants within two-hundred fifty (250') feet of the subject property. Notice will be by mail and shall be given no more than thirty (30) days nor less than fifteen (15) days before the meeting. Such notice shall include the time and place of the hearing, a general description of the contents of the request to be heard, and the address or location of the property to which the request applies.

**C. Procedure:**

1. An applicant for a sign permit that requires a variance shall apply to the Community Design Commission for such variance and shall submit all items as required in Paragraph E below. Upon receipt of such application, the Community Design Commission shall schedule a meeting where the applicant shall be given an opportunity to make a presentation and all interested parties shall be given the opportunity to comment.
2. Notice of public hearings on requests for variances shall be given no more than thirty (30) days nor less than fifteen (15) days before the hearing by publication in a newspaper of general circulation in the Village. Such notice shall include the time and place of the hearing, a general description of the contents of the request to be heard, and the address or location of the property to which the request applies. The published notice may be supplemented by such additional form of notice as provided by rule of the hearing body.

**3. Submittal Requirements:**

At the time of the public hearing, the applicant shall provide the Commission with the following documents depicting exterior design features:

- a. Drawings which shall include plans, elevations, and site plans.
- b. Landscaping and screening plans (when appropriate).
- c. Renderings and specifications for signs.

- d. A statement as to kind, color and texture of materials.
  - e. All documents shall be drawn to scale.
4. Based upon the findings of fact in Paragraph D below, the Community Design Commission shall render its decision within thirty (30) days of the conclusion of the hearing and shall notify the Zoning Administrator, or his/her designee, and the applicant of its decision. The concurring vote of a majority of the members of the Community Design Commission shall be necessary to grant a variance. The order of the Commission shall be by written resolution and contain its findings of fact.
  5. Upon the granting of a variance, the exterior drawings, sketches, landscape and site plans, renderings and materials upon which the variance was granted shall be turned over to the Zoning Administrator whose responsibility it shall be to determine that, upon completion, there have been no deviations from the approval regarding sign design, aesthetics, or regulations contained within this Code. The Building and Property Standards Department will be responsible for inspecting the built sign plans and built sign to ensure that it does not deviate from this and other Village Codes related to structural, electrical, and any other regulations contained in this or other Village Codes. Such deviations shall constitute a violation of this Code, in which event the Zoning Administrator or Building and Property Standards Department may stop work on the project in the same manner as for a violation of the Village Code. Work may not be resumed until such deviations are corrected.
  6. It shall be the duty of the person to whom a variance has been granted to comply with the requirements of the variance and to obtain such inspections as are necessary to assure compliance. The Building Official shall give notice to said person of any deficiencies found to exist. Failure to correct any deficiencies within ten (10) days after receipt of notification of such deficiency shall constitute a violation of this Code.

**D. Findings of Fact:**

After hearing and considering the materials presented, the Community Design Commission shall grant a variance if it finds that:

1. The applicant's plans are substantially consistent with the design criteria of this Code.
2. The proposed exterior design features of the sign are suitable and compatible with the character of neighboring buildings and structures existing or under construction and with the character of the neighborhood and the applicable zoning district, and enhance the environment of the Village.
3. The exterior design features of the sign will not be detrimental to the harmonious and orderly growth of the Village.
4. The exterior design features of the sign will not cause a substantial depreciation in the property values in the neighborhood.

**E. Appeal:**

1. Within fifteen (15) days of receipt of a denial of a variation, the applicant and/or his or her representative may appeal the Commission's decision to the Village Board. The Village Board, within forty-five (45) days of the applicant filing his or her appeal, shall affirm, reverse or modify the decision of the Commission after due consideration of the facts contained in the record, which the Commission shall submit to the Village Board within ten (10) working days of the filing of the appeal. The Board of Trustees may receive comments on the contents of the record, orally at the meeting or in writing, not less than

ten (10) days prior to the meeting at which the Board will first consider the appeal but shall not consider any new matters that were not presented during the Commission hearings.

2. The Village shall, within seven (7) days of its decision, advise the applicants and the Commission, in writing, of its final decision and shall direct the Village Manager to advise all affected departments of the Village government.
3. The failure of the Village Board to affirm, modify or reverse the decision of the Commission within forty-five (45) days of the applicant filing his or her appeal shall be considered as an affirmation by the Village Board of the decision of the Commission and a denial of the appeal, and the Commission shall so notify the applicant and the affected departments of the Village government.  
The decision of the Village Board will be the final administrative decision of the Village.

**F. Validity and Extension of Time:**

1. No order granting a variance shall be valid longer than twelve (12) months from the date the approval was granted unless an application for building permit is filed within such period or the use is commenced within such period.
2. The Village Board may grant one (1) additional extension of time not exceeding twelve (12) months, upon written application made within the initial twelve (12) month period, without further notice or hearing. The right to so extend said time shall not include the right to grant additional relief by expanding the scope of the variance.

**G. Amendments to Approved Variances:**

Amendments to a variance may be obtained by application in the same manner as provided for an original variance.

**7-7-6: MASTER SIGN PLAN:**

For new commercial development with multiple tenants, where more than one (1) wall sign, awning or canopy is proposed, the applicant must submit a Master Sign Plan for review and approval by the Zoning Administrator. The purpose of a Master Sign Plan is to coordinate signs on multi-tenant buildings, and create a plan that establishes a building or site's overall sign design, which then provides direction to future tenants. A Master Sign Plan must include, at a minimum, criteria and specifications for general appearance, location, lighting, and approved construction materials.

**7-7-7: ESTABLISHMENT OF SIGN OVERLAY DISTRICTS:**

**A. Sign Overlay Districts:**

The following Sign Overlay Districts are established, and are mapped in section 7.7.7.C:

**1. Residential Sign Overlay District:**

The purpose of the Residential Sign Overlay District is to ensure proper regulation of signs common to residential areas for both limited non-residential uses that need to identify their location and services, and the variety of temporary and non-commercial signs residents may require, provided in a manner that is not contrary to the established predominant residential character of the district.

**2. Downtown Sign Overlay District:**

The purpose of the Downtown Sign Overlay District is to ensure that signs within the downtown are compatible with the character and image of the downtown, and provide businesses with a number of alternatives for identifying their premises and the goods and/or services sold on the premises to pedestrian and automotive patrons.

**3. Neighborhood Commercial Sign Overlay District:**

The purpose of the Neighborhood Commercial Sign Overlay District is to ensure that signs within these areas are able to balance the needs of commercial users located within or adjacent to residential neighborhoods to identify their premises and the goods and/or services sold on the premises without negative impact to the character of the surrounding residential neighborhoods. Signs within the neighborhood commercial areas are to be primarily oriented toward the pedestrian.

**4. Corridor Commercial Sign Overlay District:**

The purpose of the Corridor Commercial Sign Overlay District is to ensure that signs located along major arterials provide an effective means of identifying their premises and the goods and/or services sold on the premises, as well as presenting a positive and coordinated appearance along the roadway. Signs within the corridor commercial areas are to be primarily oriented toward the automobile.

**B. Hospital Use:**

A hospital that falls within any of the Sign Overlay Districts established is subject to the regulations for a hospital, as defined in this Code, provided under Section 7.7.17 below.

**C. Sign Overlay District Location:**

The Sign Overlay Districts are shown in Figure 7.7.7-1.

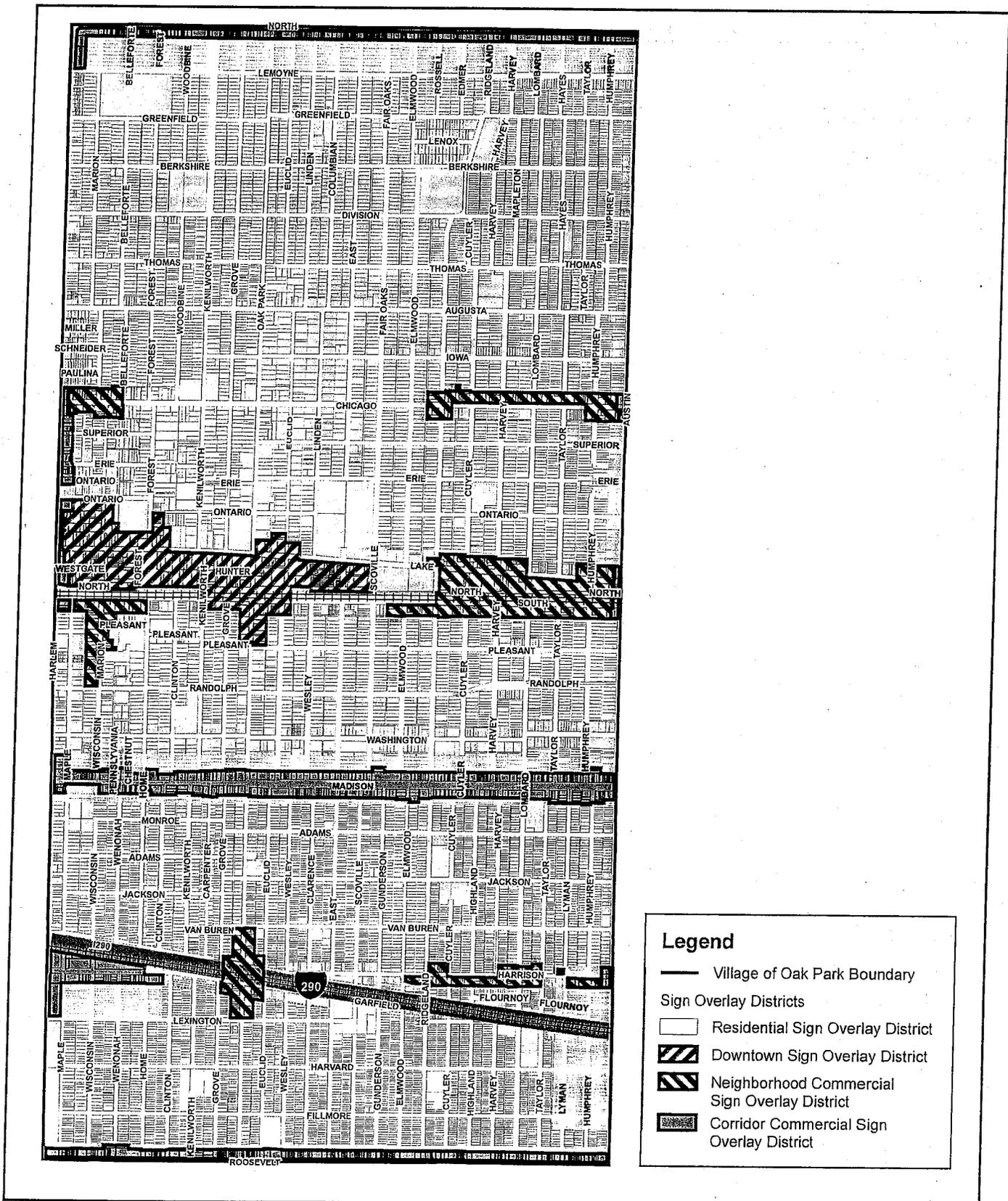


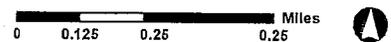
Figure: 7.7.7-1

# Sign Overlay Districts Map

Sign Ordinance Update  
Oak Park, Illinois

March 2009

\*Data Source: Village of Oak Park



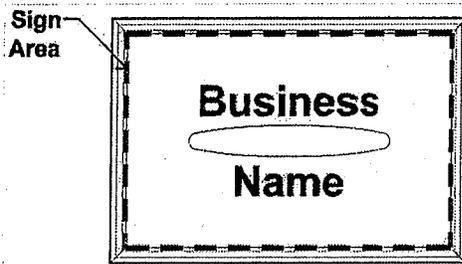
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**7-7-8: DIMENSION MEASUREMENT:**

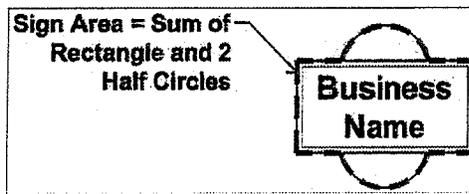
**A. Computation of Sign Area:**

Sign area is calculated as described in this Section.

1. For signs on a background, the entire area of the background shall be calculated for sign area, including any material or color forming the sign face or background used to differentiate the sign from the structure against which it is placed. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face.

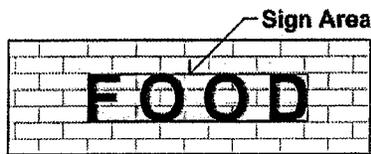


*Illustration of sign area for 7.7.8.A.1*



*Illustration of sign area for 7.7.8.A.1*

2. For signs consisting of freestanding letters or logos, the area of a sign face ("sign area") is calculated by means of the smallest square, circle, rectangle or triangle, or combination thereof, that will encompass the extreme limits of the writing, representation, emblem or other display. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. Window signs printed on a transparent film and affixed to a window pane shall be considered freestanding letters or logos, provided that the portion of the transparent film around the perimeter of the sign message maintains the transparent character of the window and does not contain any items in the sign message.



*Illustration of sign area 7.7.8.A.2*

3. The sign area of free-form or sculptural (non-planar) signs is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the sign.

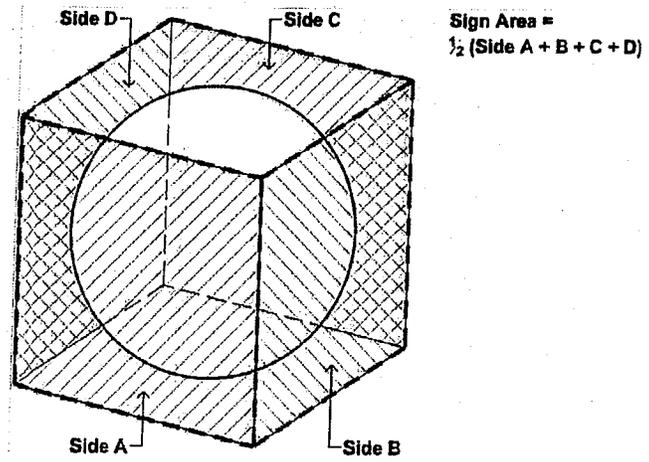


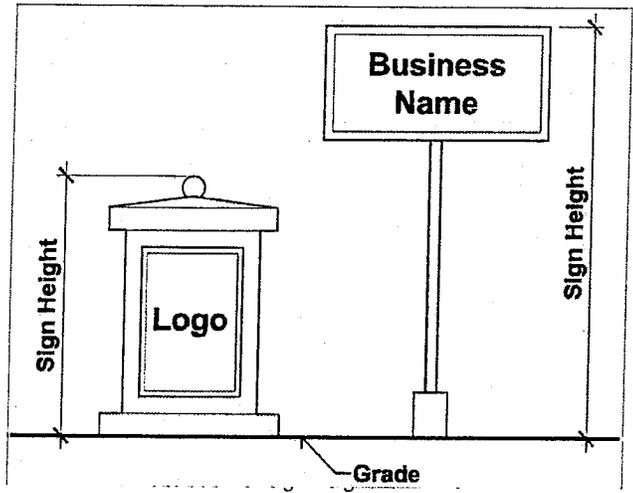
Illustration of sign area for 7.7.8.A.3

4. For a double-faced sign, if the interior angle between two (2) sign faces is forty-five degrees (45°) degrees or less, the sign area is computed as the area of one (1) face only. If the angle between two (2) sign faces is greater than forty-five degrees (45°), the sign area is computed as the sum of the areas of the two (2) faces.

**B. Measurement of Sign Height:**

Sign height is measured as described below. When measuring sign height, the height of the entire structure, including decorative elements, must be included. Sign height is measured from the elevation of the grade at the midpoint of the sign.

1. Pole and Monument Signs: The vertical distance measured from the grade to the highest point of the sign.



2. Signs attached to buildings: The vertical distance from the base of the building to which a sign is attached to the highest point of the sign.

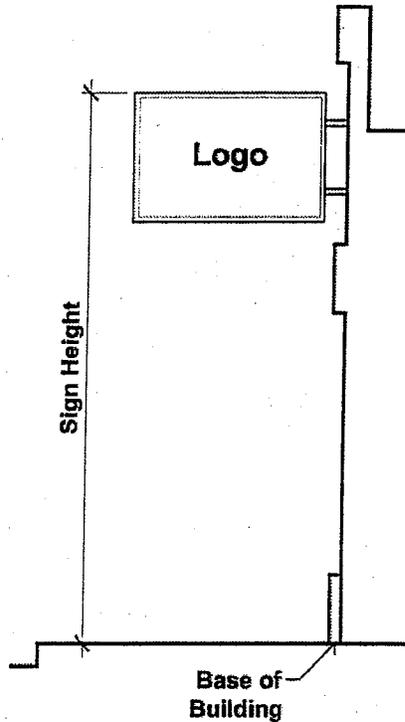


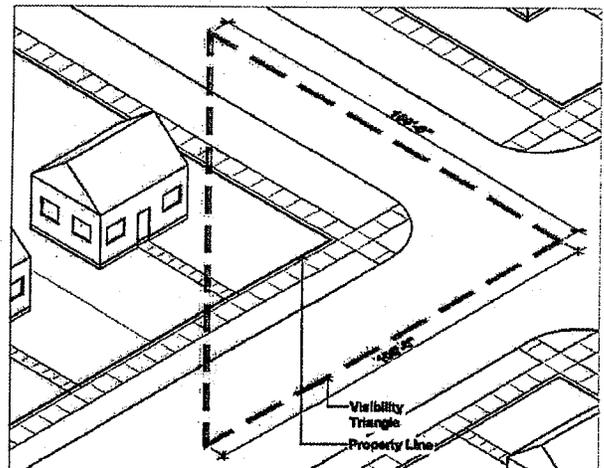
Illustration of sign height for 7.7.8.B.2

**7-7-9: GENERAL CONSTRUCTION AND DESIGN STANDARDS:**

The following standards apply to all signs requiring permits, unless specifically noted otherwise:

**A. Location:**

1. Only signs placed by federal, state and/or local government may be erected upon public property, unless a sign's placement has been authorized by the Village. Any sign placed on public property without authorization may be removed by the Village without notice.
2. No sign may be erected on private property without prior consent of the owner and, when applicable, issuance of a sign permit.
3. No sign mounted on the exterior of a building shall cover any windows, doors or any architectural features.
4. On a corner lot, no freestanding sign over two (2) feet tall may be placed within the clear sight area. The clear sight area, as defined in Chapter 25, Article 1, Section 8 of the Village Code, is a triangle with one (1) point at the intersection of the intersecting streets' centerlines, and the other two (2) points located on each street's centerline one-hundred (100) feet away from the intersection of said centerlines. The clear sight area is illustrated below.



**B. Sign Structure and Installation:**

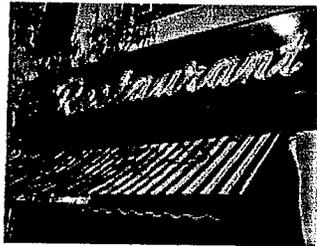
Supports and braces shall be an integral part of the sign design. Supports or braces shall be hidden from public view to the extent technically feasible. All signs attached to a building shall be installed and maintained so that wall penetrations are watertight and the structure does not exceed allowable stresses of supporting materials. All fasteners used to attach signs to a structure or building shall be properly sized for the design loads and material of the support, have a minimum cross-section diameter of one-quarter inch, and be made of corrosion resistant material.

**C. Design Loads (Wind, Direct, and Snow):**

All signs and awnings must be designed and constructed to withstand their self weight (dead load), a wind pressure of no less than thirty (30) pounds per square foot, snow loads as required by the Village Code, and ASCE/SEI minimum design loads for buildings and other structures.

**D. Illumination:**

1. Any sign illumination, including gooseneck reflectors and internally illuminated signs, and all electronic signs must be designed, located, shielded and directed to prevent the casting of glare or direct light upon roadways and surrounding properties, or the distraction of motor vehicle operators or pedestrians in the public right-of-way. In the case of internally illuminated signs, the sign face must function as a filter for any illumination.
2. No sign illumination shall exceed one (1) footcandle of illumination at the property line.
3. The use of neon lighting as an accent is permitted for projecting, window and wall signs in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, subject to the following:
  - a. Neon lighting shall be used as an accent material on projecting and wall signs, such as for letters, logos and/or sign details. No projecting, window or wall sign may be entirely illuminated with neon.
  - b. Neon lighting on projecting and wall signs shall not be illuminated during the daylight hours. When lit, neon lighting must be continuously illuminated. Flashing neon is prohibited.
  - c. Neon lighting on projecting and wall signs shall not be combined with any reflective materials (e.g., mirrors, polished metal, highly-glazed tiles, or other similar materials) that would cause glare and increase the spread of light.



*Illustration of neon as a lighting accent for wall and projecting signs*

4. Neon lighting to outline buildings or building elements, such as doors and windows, is prohibited.

5. Any sign that uses illumination shall be turned off while the related business is not open to the public for regular distribution of goods or services.

**E. Landscaping:**

All ground signs must be landscaped at the base of the sign in accordance with the following:

1. Landscaping must extend a minimum of two (2) feet from the sign base on all sides. All landscaping must be maintained in good condition, and free and clear of rubbish and weeds. Landscaping around the base of a sign is included in the total amount of landscaping required on a site, if applicable.
2. Ground signs (monument or pole) must be landscaped with small shrubs a minimum of eighteen (18) inches in height at planting. The remainder of the landscaped area must be planted with perennials, turf or other groundcover. If the ground sign is designed with a decorative base, landscaping requirements may be waived as part of sign permit approval.

**F. Glass:**

Glass forming any part of a sign must be safety glass.

**G. Lettering:**

All letters, figures, characters or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign must be safely and securely built or attached to the sign structure.

**H. Items of Information:**

1. All signs must limit the number of items of information on any single sign face to no more than six (6) items to prevent traffic hazards for passing motorists and to minimize the cluttered appearance of signs.
2. Each piece of information on a sign shall be defined as an item of information. For example, each of the following would be defined as one (1) item of information: a telephone number, the name of the business, even if multiple words, or the business logo. If the sign advertises products or services, each product or service would be one (1) item of information. The street number address of the business is not counted as an item of information.



*Illustration of number of items of information for 7.7.9.H.2*

3. In the case of an electronic sign, the electronic portion of the sign counts as one (1) item of information. Changeable message signs, where the items of information are changed manually, are also counted as one (1) item of information. For a sign that contains a time and temperature component, the time and temperature component shall not be counted as one (1) item of information.
4. All signs on a zoning lot must be related to goods and/or services sold or offered on the premises, with the exception of non-commercial or political signs.
5. Ground signs for multi-tenant commercial buildings used to advertise which tenants are located within the development, are limited to one (1) item of information per tenant within the development, in addition to the name and address of the development.
6. Directory signs and hospital signs are exempt from the items of information limitation.

**I. Identification Data:**

Every sign must identify in a conspicuous place, whether painted, metal plate or other weatherproof method, in letters no less than one (1) inch in height, the date of erection, the sign permit number (to be installed on the sign by the sign company), and the electrical permit number (to be installed on the sign by the electrical contractor) and voltage of any electrical apparatus, if applicable. Such information will not count toward the limitation on the items of information.

**J. Maintenance:**

All signs shall be kept and maintained in a safe, neat and orderly condition and appearance, and shall be repainted or otherwise maintained periodically by the owner to prevent corrosion or deterioration caused by the weather, age or any other condition, and to keep the same in a safe, neat and orderly condition and appearance. All signs must be maintained to prevent any kind of safety hazard, including faulty sign structures, a fire hazard or an electrical shock hazard.

**K. Design Criteria:**

The purpose of these design criteria is to establish a checklist of those items relative to signs that affect the physical aspect of Oak Park's environment. Pertinent to signs is the design of the sign and its relation to building and structures, planting, street furniture and miscellaneous other objects.

The following criteria are not intended to restrict imagination, innovation or variety, but rather to assist in focusing on design principles that can result in creative solutions that will develop a satisfactory visual appearance within the Village, preserve property values and promote the public health, safety and welfare.

1. Every sign shall have good scale and proportion in its design and in its visual relationship to buildings and surroundings.
2. Sign materials, size, color, lettering, location and arrangement shall be an integral part of site and building design.
3. The colors, materials and lighting of every sign shall be restrained and harmonious.
4. The number of graphic elements on a sign shall be held to the minimum needed to convey the sign's major message, and shall be composed in proportion to the area of the sign face. Text should be kept to a minimum.

5. Lighting for signs shall be in harmony with the signs' and the project's design. If external lighting is used, it should be arranged so the light source is shielded from view.
6. Sign supports and braces shall whenever possible be an integral part of the sign design. Necessary supports or braces shall whenever possible be hidden from public view.

**7-7-10: OBSOLETE, ABANDONED OR UNSAFE SIGNS:**

**A. Obsolete or Abandoned Signs:**

Any sign, whether existing on or erected after the effective date of this Code, which advertises a business no longer being conducted or a product no longer being sold in or from the premises to which the sign relates, shall be taken down and removed by the owner or agent of the building, structure or premises upon which such sign is found. Removal shall be effected within twenty (20) days after written notice from the Building and Property Standards Department. If such a sign is not removed after such twenty (20) day period, the Building and Property Standards Department is authorized to have the sign removed. Any reasonable cost incident thereto shall be filed as a lien against the property where the sign was located.

**B. Unsafe Signs:**

When any sign becomes insecure, in danger of falling, or otherwise unsafe, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of this Code or any other provisions of the Village Code, the owner thereof or the person or firm maintaining same, shall, upon written notice of the Building and Property Standards Department, forthwith in the case of immediate danger, and in any case within no more than ten (10) days, make such sign conform to the provisions of this Code or remove it.

**7-7-11: PROHIBITED SIGNS:**

It is unlawful to erect or maintain any of the following signs:

- A. Balloon signs.
- B. Signs with flashing or blinking lights or other means not providing constant illumination, including strobe lights, moving or fixed spotlights and floodlights.
- C. Moving signs. No sign or part of any sign shall move or give the illusion of movement in any manner.
- D. Illegally-affixed signs.
- E. Permanent banners and pennants. This does not include temporary banners and pennants permitted in accordance with this Code.
- F. Roof signs.
- G. Projecting signs in the Residential Sign Overlay District.
- H. Portable signs.
- I. Signs of an obscene nature.
- J. Signs placed or painted on parked vehicles where the primary purpose is to advertise a product or service, or to direct the public to a business or activity located on or off the premises are prohibited. Signs displayed on trucks, buses or other vehicles, which are being operated and stored in the normal course of a business, such as signs indicating the owner

or business that are located on delivery trucks, moving vans and rental trucks, are permitted, provided that the primary purpose of such vehicles is not the display of signs, and that they are parked or stored in areas appropriate to their use as vehicles. Vehicle for-sale signs are also permitted in accordance with Section 7.7.13.B.4 below.

- K. Signs which constitute a traffic hazard, including those signs that:
  - 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 may be confused with any authorized traffic sign, signal or device because of its position, shape or color, including signs illuminated in red, green or amber color to resemble a traffic signal.
  - 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.
- L. Signs which obstruct any ingress or egress, including doors, windows or fire escapes.
- M. Off-premise signs.

**7-7-12: EXEMPT SIGNS:**

The following signs shall be allowed without a sign permit:

- A. Bulletin board. One (1) bulletin board not more than twelve (12) square feet in surface area for a place of worship, library, school or other public building, provided such sign shall be located on the same zoning lot as the principal building.
- B. Construction sign. One (1) construction sign no more than sixteen (16) square feet in surface area in the Residential Sign Overlay District and no more than sixty four (64) square feet in surface area in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, which denotes the architect, contractor or engineer, when placed on the zoning lot which is a construction site of such architect, contractor or engineer.
- C. Warning sign. Warning signs, such as "no trespassing," "beware of dog," etc., each not more than one (1) square foot in size and not to exceed four (4) per zoning lot.
- D. Official Federal, State or local government flags, banners, emblems or historical markers.
- E. Official Federal, State or local government traffic, directional and informational signs and notices issued by any court, person or officer in performance of a public duty or any other sign that is required to be posted by any government agency.
- F. Signs warning of construction excavation or similar hazards so long as the hazard exists.
- G. Holiday decorations.
- H. Political and noncommercial signs. These signs are permitted on private property only and require consent of the property owner.
- I. Temporary a-frame signs, subject to the regulations of Section 7.7.13.B.1 below.
- J. Temporary banner signs, subject to the regulations of Section 7.7.13.B.2 below.
- K. Temporary vehicle for-sale signs, subject to the regulations of Section 7.7.13.B.4 below.
- L. Temporary window signs, subject to the regulations of Section 7.7.13.B.6 below.

- M. Miscellaneous information signs: The following types of miscellaneous information signs shall be exempt from sign permit requirements:
  - 1. Matter appearing on gasoline pumps, and service station rate signs, including the names of grades of fuel and prices and conditions relating to prices such as full or self-service.
  - 2. Matter appearing on newspaper vending boxes.
  - 3. Matter appearing on or adjacent to entry doors such as PUSH, PULL, OPEN and/or CLOSED.
  - 4. Matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information.
  - 5. Information pertaining to the operating instructions of vending machines and automatic teller machines, including bank logos on the face of ATM machines.
- N. Signs showing the location of public telephones and signs placed by utilities to show the location of underground facilities.
- O. Directory signs no more than six (6) square feet in surface area.
- P. In all Sign Overlay Districts, one (1) real estate sign no more than sixteen (16) square feet in surface area for condominium multiple-family dwellings and in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, one (1) commercial real estate sign no more than sixteen (16) square feet in surface area per street frontage, which advertises the sale or rental of the premises on the lot upon which the sign is located.
- Q. Traffic-Control Signs. Traffic-control signs and other such signs, other than advertising signs, designed for the public safety and convenience, may be authorized by the Board of Trustees of the Village.
- R. Accessibility Signs. All signs required for compliance with accessibility acts and codes.
- S. Directional Sign. Any on-premises sign, be it a pole, monument or other type of sign, providing directions necessary or convenient for motorist or pedestrians coming onto premises including signs marking entrances and exits, parking areas, loading zones or circulation directions. Except when for hospital use, directional signs shall not exceed four (4) square feet and, if a pole or monument sign type, shall not be higher than four (4) feet in height.
- T. Barber Pole. A pole painted in spiral stripes used as a sign by a barber shop or hairdresser for advertisement. One (1) pole sign no more than two (2) feet in length and projecting no more than 12 inches from a building wall to which it is attached.

**7-7-13: TEMPORARY SIGNS:**

**A. General Regulations for all Temporary Signs:**

- 1. Any sign listed in Section 7.7.11 (Prohibited Signs) is prohibited.
- 2. Temporary signs must be related to goods and/or services sold on the premises, except for non-commercial or political messages. Temporary off-premises signs are prohibited.
- 3. No temporary sign may be illuminated.

4. All temporary signs must remain in good condition during the display period. Throughout the display period, corrective action must be taken immediately should there be any problems with the appearance, condition or maintenance of the sign and/or support hardware.
5. Certain types of temporary signs are controlled by the provisions of Section 7.7.12 (Exempt Signs) above. Those temporary signs not listed in Section 7.7.12 are controlled by these provisions.

**B. Regulations by Temporary Sign Type:**

Temporary signs must comply with the regulations contained in Paragraph A (General Regulations for all Temporary Signs) above and the following:

**1. Temporary A-Frame Signs**

- a. Temporary a-frame signs are permitted only within the Downtown and Neighborhood Commercial Sign Overlay Districts.
- b. Temporary a-frame signs are limited to six (6) square feet in area and four (4) feet in height.
- c. The use of temporary a-frame signs is limited to business hours only. Signs must be stored indoors at all other times. Temporary a-frame signs must not be used outdoors when high winds or heavy snow conditions exist.
- d. Only one (1) temporary a-frame sign is permitted per business. A minimum twenty (20) foot separation is required between all temporary a-frame signs.
- e. A temporary a-frame sign must be placed within fifteen (15) feet of the primary entrance of the business, and must not interfere with pedestrian traffic or violate standards of accessibility as required by the ADA or other accessibility codes. Placement of temporary a-frame signs must maintain a five (5) foot sidewalk clearance at all times.
- f. Temporary a-frame signs are exempt from sign permit requirements. However, temporary a-frame signs placed in the public right-of-way require a temporary a-frame sign permit approved by the Director of Public Works, or his/her designee.

**2. Temporary Banners:**

- a. Temporary banners are permitted for any non-residential use in any non-residential district.
- b. Temporary banners are limited to thirty-two (32) square feet in area.
- c. Only one (1) banner is permitted per zoning lot.
- d. No temporary banner may be located higher than the roofline of the building to which it is attached or, if attached to a permanent sign, higher than the sign. There must be no encroachment into the public right-of-way.
- e. Temporary banners require a sign permit.
- f. Temporary banners are limited to a display of seven (7) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and must be removed within two (2) days

after the event. Temporary banners may be erected on a zoning lot no more than four (4) times in a year.

- g. Temporary banners mounted on light poles or Village-owned structures within the Village are subject to the following requirements. Temporary banners mounted on light poles or Village-owned structures do not include "local government banners" as described in Section 7.7.12.D.
- i. No banner shall be affixed to any light pole or structure except by authorization of the Department of Public Works. A sign permit and an obstruction permit are required.
  - ii. Banners may not block any public signs or lighting.
  - iii. No banner shall exceed a maximum size of thirty (30) inches in width and seventy-two (72) inches in length.
  - iv. All banners must serve a legitimate public interest and shall not contain any advertising other than that which is directed toward the specific event. Sponsorship logos may only take up to twenty-five percent (25%) of the space on the banner.
  - v. Banners shall not be in place earlier than two (2) weeks before the event and must be removed within three (3) days after the event. Seasonal banners may remain in place for up to three (3) months as long as they are still in serviceable condition. Business district banners may remain in place for up to one (1) year.
  - vi. Banner material shall be of a durable, weather-resistant material like canvas, nylon or vinyl-coated fabric. Grommets must be installed in the top and bottom corners of the banner one (1) inch above the bottom rod pocket and one (1) inch below the top rod pocket. Grommets shall be of brass construction and installed in a minimum of four (4) layers of fabric.
  - vii. If the Village must remove a banner or perform maintenance work on a banner, the cost for such work will be billed to the organization for which the banners are being installed.
  - viii. The applicant shall submit the following information to the Village as part of the sign permit application:
    - (1) The name of company that will perform the installation work.
    - (2) A sketch or copy of artwork that will appear on the banners.
    - (3) A copy of an insurance certificate naming the Village as additionally insured on the liability policy of the organization for which the banners are installed. Minimum coverage must be one million dollars (\$1,000,000.00). This insurance coverage is independent of the insurance required by the contractor installing the banners.
    - (4) The name, address and phone number of contact person for maintenance of banners or emergency relating to banners.
    - (5) A timetable for the installation and removal of banners, which must comply with the above time limits.

**3. Temporary Pole Signs:**

- a. Temporary pole signs are permitted for any non-residential use in any non-residential district.
- b. Temporary pole signs are limited to thirty-two (32) square feet in area and six (6) feet in height.
- c. All temporary pole signs must be set back ten (10) feet from any property line.
- d. Temporary pole signs require a sign permit.
- e. Temporary pole signs are limited to a display of seven (7) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and must be removed within two (2) days after the event. Temporary pole signs may be erected on a zoning lot no more than four (4) times in a year.

**4. Temporary Vehicle For-Sale Signs:**

- a. Vehicles are permitted to display a "for sale" or similar sign in sales lots where the sale of new or used vehicles is permitted.
- b. A vehicle may be parked and displayed for sale, with a "for sale" sign, by a private individual at that individual's home, including in the driveway, as well as driven and parked throughout the normal daily routine. Once the vehicle is sold, the sign must be removed.
- c. The vehicle must remain drivable with the "for sale" sign in place. Any "for sale" sign over four (4) square feet in sign area requires a sign permit.
- d. There are no time limit restrictions on vehicle "for sale" signs. Vehicle "for sale" signs are not counted toward the number of temporary signs permitted on a zoning lot.

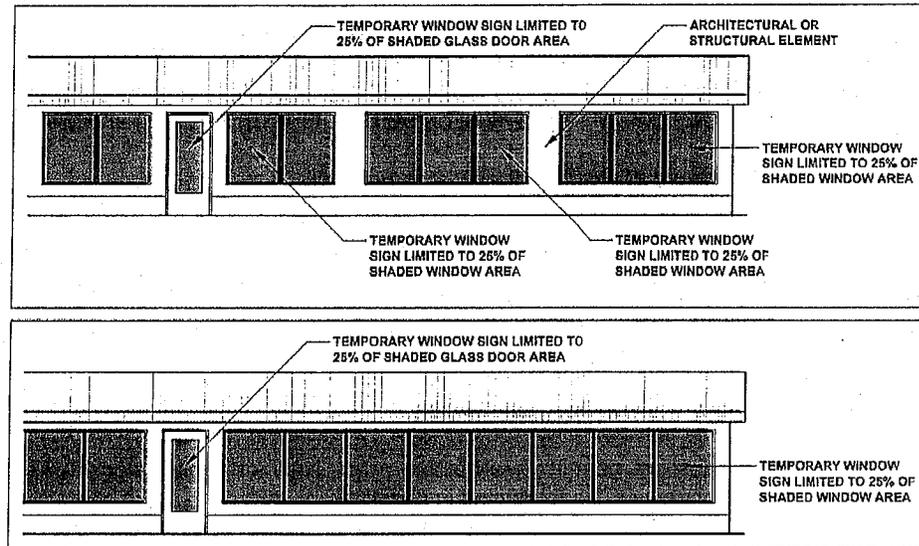
**5. Temporary Wall Signs:**

- a. Temporary wall signs are permitted for any non-residential use in any non-residential district.
- b. Temporary wall signs are limited to thirty-two (32) square feet in area.
- c. No temporary wall sign may be located higher than roofline of the building to which it is attached. There must be no encroachment into the public right-of-way. No temporary wall sign may cover windows, doors or architectural features.
- d. Temporary wall signs require a sign permit.
- e. Temporary wall signs are limited to a display of seven (7) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and must be removed within two (2) days after the event. Temporary wall signs may be erected on a zoning lot no more than four (4) times in a year.

**6. Temporary Window Signs:**

- a. Temporary window signs are permitted for any non-residential use in any non-residential district.

- b. Temporary window signs are limited to twenty-five percent (25%) of the window area. Window area is counted as a continuous surface until divided by an architectural or structural element. Mullions are not considered an element that divides window area.



*Illustration of window sign area 7.7.13.B.6.b*

- c. A sign attached to, placed upon or printed on the interior of a window or door of a building intended for viewing from the exterior of such a building is considered a temporary window sign.
- d. Temporary window signs are exempt from sign permit requirements.
- e. There is a thirty (30) day time limit restrictions on temporary window signs.

**7-7-14: GROUND SIGN CONSTRUCTION AND DESIGN STANDARDS:**

Ground signs are permitted subject to the following:

- A. Ground signs are permitted only in the districts listed in Tables 1 and 2 at the end of this section, subject to the regulations of Tables 1 and 2 and this Code.
- B. One (1) ground sign is permitted per street frontage of a zoning lot, whether a monument or pole sign. In addition to a ground sign, drive-through establishments are permitted one (1) menu board sign, whether constructed as a pole or monument sign, no more than forty (40) square feet in sign area, no more than six (6) feet in height and no less than twenty (20) feet from any lot line.
- C. The primary support of a pole sign must be erected in such a manner that at least forty-two (42) inches of the length of the support is underground. The Building Department may require proper documentation from a structural engineer or manufacturer that indicates proper installation instructions for the sign, as well as the sign's ability to withstand wind pressures.
- D. No part of any ground sign may be located within the public right-of-way.
- E. Time and temperature devices are permitted as part of ground pole and monument signs. Such devices are included in all calculations of sign area.

TABLE 1 GROUND SIGNS - MONUMENT SIGNS				
SIGN OVERLAY DISTRICTS	Maximum Sign Area	Maximum Sign Height	Minimum Setback	Additional Regulations
Residential Sign Overlay District	32 sq. ft.	6 ft.	18"	Permitted for multi-family and non-residential uses only
Downtown Sign Overlay District	32 sq. ft.	6 ft.	18"	N/A
Neighborhood Commercial Sign Overlay District	32 sq. ft.	6 ft.	18"	N/A
Corridor Commercial Sign Overlay District	48 sq. ft.	8 ft.	18"	N/A

TABLE 2 GROUND SIGNS - POLE SIGNS				
SIGN OVERLAY DISTRICTS	Maximum Sign Area	Maximum Sign Height	Minimum Setback	Additional Regulations
Residential Sign Overlay District	24 sq. ft.	5 ft.	18"	Permitted for multi-family and non-residential uses only
Downtown Sign Overlay District	Prohibited	Prohibited	Prohibited	Prohibited
Neighborhood Commercial Sign Overlay District	Prohibited	Prohibited	Prohibited	Prohibited
Corridor Commercial Sign Overlay District	50 sq. ft.	20 ft.	18"	N/A

**7-7-15: BUILDING SIGN CONSTRUCTION AND DESIGN STANDARDS:**

**A. Maximum Surface Area; All Exterior Signs:**

1. The surface area of all exterior signs, including permanent window signs, shall not exceed, in the aggregate, three (3) square feet per lineal foot of width of lot for the first one hundred (100) lineal feet, and one square foot per lineal foot of width of lot for each lineal foot in excess of one hundred (100).
2. Width of lot shall be measured at the front lot line; provided, however, for lots having more than one street line, width of the lot shall be measured at the street line of the greatest dimension lying in a frontage which is wholly within a commercial or industrial district; or, in the street line of the shortest dimension if the lot has no street line lying in a frontage which is wholly within a commercial or industrial district.

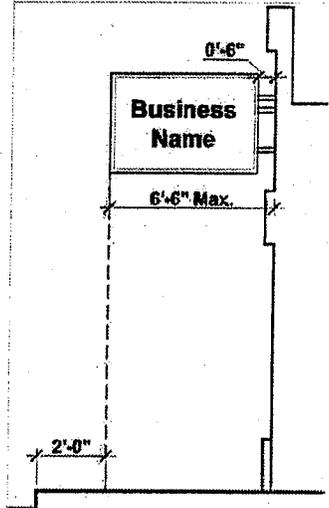
**B. Projecting Sign:**

Projecting signs are permitted in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, subject to the following. Projecting signs are prohibited in the Residential Sign Overlay District.

1. The maximum area of a projecting sign is as follows:
  - a. Downtown Sign Overlay District: Twenty-four (24) square feet
  - b. Neighborhood Commercial Sign Overlay District: Twenty-four (24) square feet
  - c. Corridor Commercial Sign Overlay District: Thirty-two (32) square feet, except for lots fronting on Madison Street and Garfield Street, where the maximum allowable area is twenty-four (24) square feet

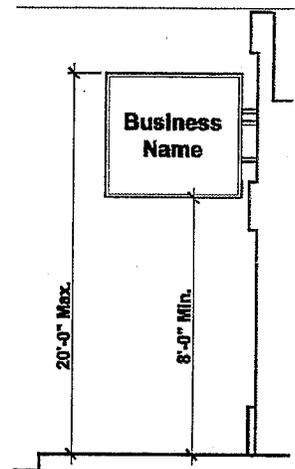
2. One (1) projecting sign per ground floor establishment with frontage on a public street is permitted. In the case of a multi-tenant building, one (1) additional projecting sign identifying the name of the multi-tenant development is permitted.

3. A projecting sign must be pinned away from the wall at least six (6") inches. Projecting signs shall not project more than six and one-half feet (6.5') from the face of the building to which they are attached, including the area between the sign and the face of the building, and in no event more than within two feet (2') of any the curb line of any street or alley. Provided, however, where more than one-half (1/2) of the frontage in a block is located in a residence district, no sign, other than a sign permitted in a residence district, shall project more than twelve inches (12") beyond the face of the building or structure, unless a yard is provided, the depth of which is in excess of that required in the business district, in which case, a sign may project into the non-required portion of such yard, but in no event shall such sign be closer to the street line than:
  - a. The required residential setback; or
  - b. The actual average setback, for the residentially-zoned portion of the frontage, whichever is less. Unless such sign is one hundred feet (100') or more from the residentially-zoned property, then said sign shall project not more than six feet six inches (6'6") into the public right of way and in no event more than within two feet (2') of any street or alley.



*Illustration of projecting sign requirements for 7.7.15.B.3*

4. The bottom of any projecting sign must be at least eight (8) feet above the sidewalk or thoroughfare. The top of a projecting sign may be no higher than twenty (20) feet above the sidewalk or thoroughfare; providing that no projecting sign affixed to a building may project higher than the building height, including the sign support structure.
5. Projecting signs, including frames, braces, and supports must be designed by a licensed structural engineer or manufacturer. No projecting sign may be secured with external wire, chains, cables, strips of wood or nails nor may any projecting sign be hung or secured to any other sign. Any removable part of a projecting sign, such as the cover of a service opening, must be securely fastened internally by chains or hinges.



*Illustration of projecting sign requirements for 7.7.15.B.4*

6. External illumination, such as goose-neck type lighting, is permitted on projecting signs provided that illumination is concentrated on the area of the sign face only. Projecting signs may be internally illuminated in the Downtown and Corridor Commercial Sign Overlay Districts only, provided internally illuminated signs are constructed with an opaque background with only letters, logos and/or details as translucent features.
7. Time and temperature devices are permitted as part of projecting signs. Such devices must be included in all calculations of sign area.

### C. Window Sign (Permanent):

Permanent window signs are permitted in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts and for non-residential uses in the Residential Sign Overlay District, subject to the following.

1. Permanent window signs affixed to or painted on the inside of a window shall be considered to be wall signs subject to all such regulations and shall occupy no more than twenty-five percent (25%) of the surface of each window area. Window area is counted as a continuous surface until divided by an architectural or structural element. Mullions are not considered an element that divides window area.
2. The total area of all temporary and permanent window signs must not occupy more than fifty percent (50%) of the total window area. Temporary window signs are subject to the regulations of Section 7.7.13.B.6.b (Temporary Signs).
3. Neon window signs are considered a window sign and must be included in the twenty-five percent (25%) limitation. However, no more than fifteen percent (15%) of total window area may be comprised of neon window signs. Neon window sign area is measured by the height and width of the sign. Neon window signs are prohibited in all Residential Sign Overlay Districts.

**D. Wall Sign:**

Permanent wall signs are permitted in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts and for non-residential uses in the Residential Sign Overlay District, subject to the following.

1. Within the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, the maximum size of a wall sign shall be established at one (1) square foot per lineal foot of zoning lot frontage. Within residential districts, wall signs are permitted at a size of one (1) square foot per lineal foot of zoning lot frontage up to a maximum size of forty (40) square feet.
  - a. For an interior lot, the maximum size of a wall sign shall be established at one (1) square foot per lineal foot of zoning lot frontage as measured along the front lot line.
  - b. For a corner lot, the maximum size of a wall sign located on each building wall shall be established at one (1) square foot per lineal foot of zoning lot frontage as measured along the front or corner side lot line of that building wall. The size of a wall sign on each side of the building shall be limited to the square footage calculated on that side only. In no case shall the square footage permitted for the building wall located along the front lot line and the square footage permitted for the building wall located along the corner side lot line be combined to create a larger sign on a wall other than that permitted on each individual wall.
  - c. In a multi-tenant structure, each tenant shall be permitted a wall sign of one (1) square foot per lineal foot of business frontage, with a minimum of twenty-five (25) square feet permitted for a wall sign for each tenant. In no case, shall the total amount of wall signs on the structure exceed one (1) square foot per lineal foot of business frontage or the sum total of twenty-five (25) square feet per tenant, whichever is greater. If a multi-tenant structure is located on a corner lot, the maximum size of the wall sign located on the wall along the corner lot line shall be limited to one (1) square foot per lineal foot of zoning lot frontage as measured along the front lot line, with a minimum of twenty-five (25) square feet per tenant permitted.
2. If there is a secondary entrance, an additional wall sign is permitted but shall be limited to no more than sixteen (16) square feet and shall only indicate the name of the business and the words "entrance," "enter" or similar term.
3. Wall signs must be safely and securely attached to the building wall. Wall signs must be affixed flat against the building wall and must not project more than twelve (12) inches from the building wall. No aesthetic sign elements may be affixed or painted directly on a

building's exterior façade. All signs must be mounted in such a way that they may be removed with minimal impact on the building's exterior wall.

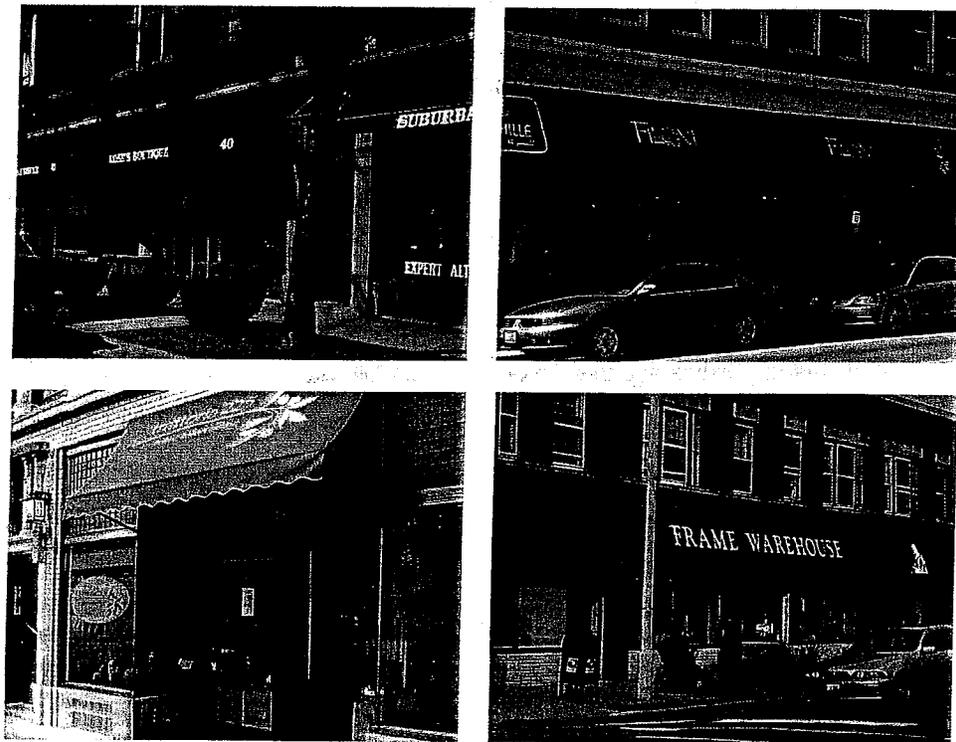
4. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On existing buildings, a parapet wall must not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new buildings, when a sign is to be mounted on a parapet wall, that parapet wall must be consistent with the architectural design of the building, including building materials. Wall signs may not be attached to un-reinforced masonry parapets. Wall signs shall not cover windows, doors or architectural features.
5. Wall signs should be located on the sign frieze or the sign band of the building immediately above the first floor window and below the second floor window sills in the case of a two-story building. No wall sign shall be permitted to rise above the second story sill line. On one-story buildings, the top of the sign shall be no more than five (5) feet above the top of the main display window on the first floor.
6. Gooseneck reflectors are permitted on all wall signs provided the reflectors must concentrate the illumination upon the area of the sign face only.
7. Within a multi-tenant commercial development, all wall signs must be located at a generally uniform height on the building wall.
8. Time and temperature devices are permitted as part of wall signs. Such devices are included in all calculations of sign area.
9. Ghost signs are considered wall signs. Existing ghost signs are exempt from these requirements and are considered conforming. No new wall signs may be painted on buildings or structures.

#### **E. Awnings and Canopies:**

Awnings and canopies that are considered an architectural feature of a building and are not used for identifying the premises or the goods and/or services sold are not considered a sign. Awnings and canopies used as signs are considered to be wall signs subject to all such regulations and are further subject to the following regulations:

1. Awnings and canopies are permitted in any sign overlay district for multi-family residential and non-residential uses.
2. All awnings or canopies must maintain a minimum seven (7) foot clearance above grade at all points along the awning. Awnings and supports for canopies must not extend beyond a point two (2) feet from the curb line.
3. Printing on any individual awning or canopy is limited to thirty percent (30%) of the surface of any side of an awning or canopy.
4. Awnings and canopies shall be constructed out of canvas or canvas-like material treated for fire resistance. Back-lit and metal awnings and canopies are prohibited.
5. Awnings and canopies must be securely attached to and supported by a building. All frames and supports must be made of metal or similar material. Frames and supports may not be made of wood or plastics.
6. Under-awning and under-canopy signs are permitted subject to the following:
  - a. Under-awning and under-canopy signs must be attached to the underside of an awning or canopy. Under-awning and under-canopy signs must not project beyond the awning.

- b. Under-awning and under-canopy signs must maintain a minimum eight (8) foot clearance above the grade directly below the sign.
  - c. Maximum of one (1) under-awning and under-canopy signs per frontage per tenant.
  - d. Under-awning and under-canopy signs may not exceed two (2) square feet.
  - e. Under-awning and under-canopy signs are to be securely fixed with metal supports.
7. All awnings or canopies shall comply with the following design standards:
- a. Awnings and canopies shall be compatible in material and construction to the style and character of the building. The color of the awning or canopy shall be compatible with the overall color scheme of the façade.
  - b. When feasible, awnings and canopies shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
  - c. Awnings and canopies shall fit the façade of the building and positioned so that distinctive architectural features remain visible.



*Examples of awnings that meet the standards of 7.7.15.D.7*

**7-7-16: ELECTRONIC SIGN CONSTRUCTION AND DESIGN STANDARDS:**

Electronic display screens are permitted in the Downtown and Neighborhood Commercial Sign Overlay Districts only. Electronic message signs are prohibited. Electronic display screens must comply with the following:

- 1. Electronic display screens are limited to six (6) square feet.

2. Electronic display screens must be mounted such that the highest portion of the sign is no higher than seven (7) feet above grade and shall not cover prominent architectural features. Electronic display screens that are mounted on, in front of, or inside transparent window areas shall be included in the calculation of window sign area.
3. Electronic display screens are permitted as wall or window signs only.
  - a. When an electronic display screen is used as a window sign, the electronic display screen shall be included in the twenty-five percent (25%) window sign area maximum for permanent window signs.
  - b. When an electronic display screen is used as a wall sign, the electronic display screen shall be included in the maximum permitted amount of wall sign area.
4. Only one (1) electronic display screen is permitted per zoning lot.
5. No electronic display screen shall display messages or images of off-premises advertising.
6. Each message or image displayed on an electronic display screen must be static or depicted for a minimum of eight (8) seconds. Animation, streaming video and images which move or give the appearance of movement are prohibited. No text message may blink, flash or mimic strobe-lighting effects.
7. No illumination from any electronic display screen may glare into any residential premises or interfere with the safe movement of motor vehicles on public thoroughfares.
8. No electronic display screens may have audio speakers or any audio component.
9. Electronic display screens must comply with the light trespass requirements of Section 7.7.9.D.2.

**7-7-17: SIGNS FOR HOSPITAL USE:**

Signs for a hospital use as shall comply with the following regulations for the Corridor Commercial Sign Overlay District and this Code, except as follows:

1. Directional Signs (Permanent)
  - a. Such signs may designate hospital entrances, parking, walkways, emergency room locations, and other hospital-related facilities, as well as entrances or exits, by means of symbols or words. There is no limitation on the items of information.
  - b. One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of drives within a site, to identify traffic routing, entrances and services, such as drive-in lanes. Additional directional signs may be permitted subject to Zoning Administrator approval.
  - c. Directional signs shall be located entirely on the property to which they pertain. Directional signs shall not project beyond the property line.
  - d. Directional signs may have a maximum height of twelve (12) feet and a maximum surface area of fifty (50) square feet.
  - e. Directional signs may be illuminated.

**7-7-18: CLASSIC SIGNS:**

**A. Eligibility:**

1. Any person or the Village may apply for designation of an existing sign, as of the date of adoption of this Code, as a classic sign. Classic signs are exempt from area, setback, height, lighting, movement, flashing, placement, type, content, placement and construction materials requirements of this Code.
2. To qualify for designation as a classic sign, the sign must:
  - a. Be at least twenty-five (25) years old or a duplicate of an original sign where the combined age of the duplicate and original sign is at least twenty-five (25) years.
  - b. Possess unique physical design characteristics, such as configuration, message, color, texture, etc.
  - c. Be of extraordinary significance to the Village, regardless of the use identified by the sign.

**B. Application:**

1. An application for classic sign status must include plans for sign maintenance, renovation or possible reconstruction, acceptable to the Zoning Administrator.
2. Application for classic sign status must be made to the Village Planner, or his/her designee, who schedules a public hearing of the Community Design Commission and presents his/her recommendations to the Community Design Commission at a public hearing.
3. The Community Design Commission shall approve or deny the application.
4. The applicant may appeal a decision of the Community Design Commission to the Village Board within thirty (30) days of notification of the decision.

**C. Maintenance:**

The owner of a classic sign must ensure that the sign is not structurally dangerous, a fire hazard, an electrical shock hazard, or any other kind of hazard. Classic signs may be rebuilt if damaged.

**D. Designated Classic Signs:**

The following are deemed to be signs of special significance in the Village and are, therefore, exempted from the provisions of this Code:

1. Marshall Field marquee and clock
2. Lake Theater marquee and sign
3. Oak Park Federal clock/temperature sign (Forsyth Building)
4. Oak Park Trust clock/temperature sign (Oak Park Trust & Savings Bank Building)
5. Petersen's Ice Cream sign (1100 Chicago Avenue)

**7-7-19: NONCONFORMING SIGNS:**

Nonconforming signs are subject to the amortization provisions of Section 7.7.20. Nonconforming signs may be maintained subject to the following regulations:

- A. No nonconforming sign shall be expanded or altered to prolong the life of the sign. No nonconforming sign shall be changed to another nonconforming sign.
- B. The copy, message or graphic of a nonconforming sign may be changed. A nonstructural component of the sign on which the copy, message or graphic is displayed, such as a plastic or metal panel or insert, may be replaced to the extent necessary to accommodate this change.
- C. If the copy, message or graphic of a nonconforming sign cannot be changed without altering a structural component, then such change is not permitted. Structural components include any part of a sign attached directly to the ground or to a building or structure, any part of the supporting structure of a sign without which the sign fails to maintain its structural integrity, or support any part of a sign's electrical or lighting equipment.
- D. No nonconforming sign shall be relocated in whole or in part unless, when relocated, it conforms to all of the provisions of this Code.
- E. Signs which do not conform to the provisions of this Code but which lawfully existed and were maintained prior to the adoption of this amended Code shall be removed or made to conform within sixty (60) days after written notice by the Building and Property Standards Department when:
  - 1. The use of the establishment changes and the exterior of the building or other site conditions are to be altered; or
  - 2. A sign is damaged by any cause resulting in replacement or repair cost equal to or greater than one-half ( $\frac{1}{2}$ ) of its replacement value at the time the damage occurs; or
  - 3. When a sign has been fully amortized in accordance with the amortization schedule outlined in Section 7-7-20.

**7-7-20: AMORTIZATION OF NONCONFORMING SIGNS:**

Nonconforming signs shall be removed or made to conform within five (5) years from (*the effective date of the adoption of these amortization provisions [March 23, 2009]*).

## SECTION 14. SIGNS

- 14.1 PURPOSE
  - 14.2 SIGN PERMIT REQUIRED
  - 14.3 SIGN PLACEMENT
  - 14.4 SIGN DIMENSION COMPUTATIONS
  - 14.5 GENERAL DESIGN STANDARDS FOR PERMANENT SIGNS
  - 14.6 PERMANENT SIGNS
  - 14.7 EXEMPT PERMANENT SIGNS
  - 14.8 TEMPORARY SIGNS
  - 14.9 PROHIBITED SIGNS
  - 14.10 MASTER SIGN PLAN REQUIRED
  - 14.11 SIGN STANDARDS FOR SPECIAL PURPOSE DISTRICTS
  - 14.12 NONCONFORMING SIGNS
- 

### 14.1 PURPOSE

The purpose of this Section 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 right of business owners to convey their messages, and the right of the public to be protected against the unrestricted proliferation of signs.
- B. Protect the public health, safety, convenience, comfort and general welfare.
- C. Reduce traffic hazards.
- D. Enhance the attractiveness of the City.
- E. Protect property values.
- F. Preserve the right of free speech exercised through the use of signs containing noncommercial messages.

### 14.2 SIGN PERMIT REQUIRED

Except as provided in Section 14.7 (Exempt Permanent Signs), it shall be unlawful for any person to erect, relocate, or structurally alter any sign or other advertising structure without first obtaining a sign permit from the City in accordance with Section 4.10 (Sign Permit). The Zoning Administrator may revoke any sign permit where there has been a violation of the provisions of this Ordinance or a misrepresentation of fact on the sign permit application. As required in Section 4.10 (Sign Permit), all ground (monument or pole) and wall signs are subject to Appearance Commission approval before a sign permit can be issued.

### 14.3 SIGN PLACEMENT

#### A. Signs on Public Property

No signs, other than those placed by federal, state and/or local government or signs whose placement has been authorized by the Zoning Administrator, shall be erected on any public property. Any sign placed on public property without authorization may be removed without notice.

**B. Signs on Private Property**

No signs shall be placed on any private property without prior consent of the owner thereof and, where applicable, issuance of a sign permit.

**C. View Obstruction**

All signs shall comply with the view obstruction provisions of Section 11.2.G (View Obstruction).

**14.4 SIGN DIMENSION COMPUTATIONS**

The following principles shall control the computation of sign dimensions.

**A. Computation of Area of Individual Signs**

The area of a sign face shall be computed by means of the smallest square, circle, rectangle or triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background or the display, or used to differentiate the sign from the backdrop or structure against which it is placed, but shall not include any supporting framework or bracing, unless such framework or bracing is made part of the message or face of the sign. See illustrations in Appendix E (Sign Area Illustrations).

**B. Computation of Area of Multiple-Faced Signs**

1. The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces visible from any one point.
2. When two (2) identical sign faces are placed back to back in parallel, so that both faces cannot be viewed from any point at the same time, are part of the same sign structure, and are no more than twenty-four (24) inches apart, the sign area shall be computed by the measurement of one (1) of the faces.

**C. Measurement of Sign Height**

Sign height shall be measured from grade, as defined in this Ordinance, at the sign base to the highest point of the sign.

**14.5 GENERAL DESIGN STANDARDS FOR PERMANENT SIGNS**

**A. Construction and Design Standards**

All signs constructed, erected, modified or altered shall comply with the provisions of this Section and the requirements of the Municipal Code.

**B. Wind Pressure and Direct Load Requirements**

All signs shall be designed and constructed to withstand a wind pressure and receive dead loads as required in the Municipal Code.

### C. Illumination

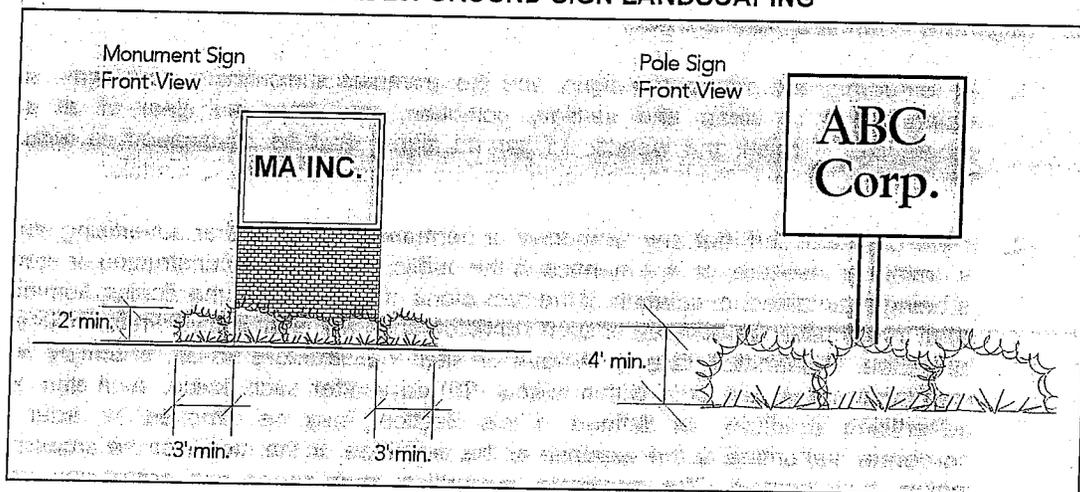
1. Time-and-temperature signs shall be exempt from the provisions of this Paragraph.
2. Goose-neck reflectors and lights shall be permitted on ground signs and wall signs; provided, however, the reflectors shall concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.
3. All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent publicly dedicated roadways and surrounding properties, or distract operators of vehicles or pedestrians in the public right-of-way.

### D. Landscape Requirements

Ground signs shall be landscaped at the base of the sign in accordance with the following:

1. The landscaping shall extend a minimum of one (1) foot from the sign base on all sides.
2. Monument signs shall be landscaped with small shrubs a minimum of two (2) feet in height at planting. (See Figure 20: Ground Sign Landscaping) The remainder of the landscaped area shall be planted with perennials, turf or other live groundcover. If the monument sign is designed with a decorative base, the Planning and Zoning Commission may waive landscaping requirements.
3. Pole signs shall be landscaped with shrubs, a minimum of four (4) feet at planting. (See Figure 20) The remainder of the landscaped area shall be planted with perennials, turf or other groundcover.

FIGURE 20: GROUND SIGN LANDSCAPING



### E. Glass

Any glass forming a part of any sign shall be wired glass or safety glass.

#### **F. Lettering**

All letters, figures, characters or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign shall be safely and securely built or attached to the sign structure.

#### **G. Limitation on Items of Information**

1. So as not to create traffic hazards for passing motorists and to minimize the cluttered appearance of signs, all signs shall limit the number of items of information on any single sign face to no more than three (3) items. Items of information may include: the name of the business, type of use, product or service (if not part of the business name), street address, phone number, website address, business logo, business slogan, or other business information.
2. Ground signs for developments with multiple tenants that are used to advertise which tenants are located within the development shall be limited to one (1) item of information per tenant within the development, in addition to the address of the development.
3. For commercial development with multiple tenants, where more than one (1) wall, awning or canopy sign is proposed, a master sign plan is required in accordance with Section 14.10 (Master Sign Plan Required).

#### **H. Data to be Posted**

Every sign or other advertising structure shall have painted in a conspicuous place, in letters not less than one (1) inch in height, the date of erection, the permit number and the voltage of any electrical apparatus used in connection therewith. Such information shall not count toward the limitation on the items of information described in Paragraph G above.

#### **I. Sign and Premises Maintenance**

1. All temporary and permanent signs, and the premises surrounding such signs, shall be maintained in a clean and sanitary condition, and free and clear of all noxious substances, rubbish and weeds. All ground signs shall be landscaped as required in Paragraph D above. Such landscaping shall be maintained in good condition.
2. If the City shall find that any temporary or permanent sign or other advertising structure, is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this Section, the Zoning Administrator shall immediately be advised of such condition and he/she shall give written notice to the permittee. If permittee fails to remove or alter the structure so as to comply with the standards herein set forth, within twenty (20) days after such notice, such sign or other advertising structure, as defined in this Section, may be removed by order of the corporate authorities at the expense of the permittee or the owner of the property upon which it is located. The corporate authorities may cause any other sign or other advertising structure which is an immediate peril to persons or property to be removed summarily and without notice.

## 14.6 PERMANENT SIGNS

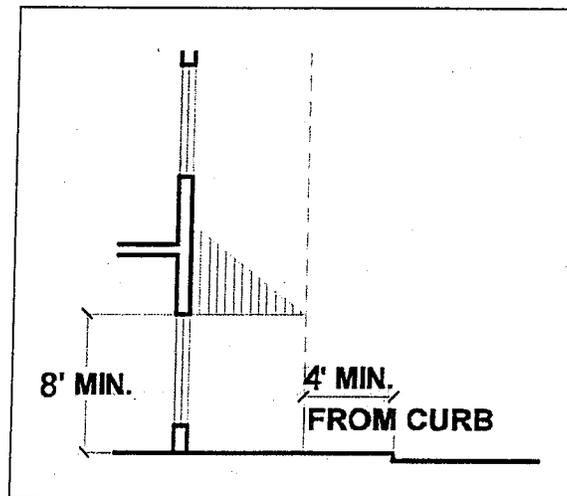
All signs constructed, erected, modified or altered in residential and commercial districts shall comply with the provisions of this Ordinance and the requirements of the Municipal Code. Section 14.11 (Additional Sign Standards for Special Purpose Districts) contains provisions for the Special Purpose Districts. Figures 29A-C: Permanent Sign Regulations for Business Districts, found at the end of this Section, illustrates the general permanent sign regulations for each of the four business districts.

### A. Awnings and Canopies

Awnings and canopies shall be subject to the following:

1. No portion of an awning or canopy shall be less than eight (8) feet above the level of the public sidewalk or thoroughfare over which it is erected. (See Figure 21: Awnings and Canopies)
2. For all non-residential uses, no awning or canopy shall be permitted to extend beyond a point four (4) feet from the curb line. (See Figure 21) For all residential uses, awnings and canopies are permitted to encroach into a required front, corner side or rear yard by four (4) feet, and into an interior side yard by two (2) feet.

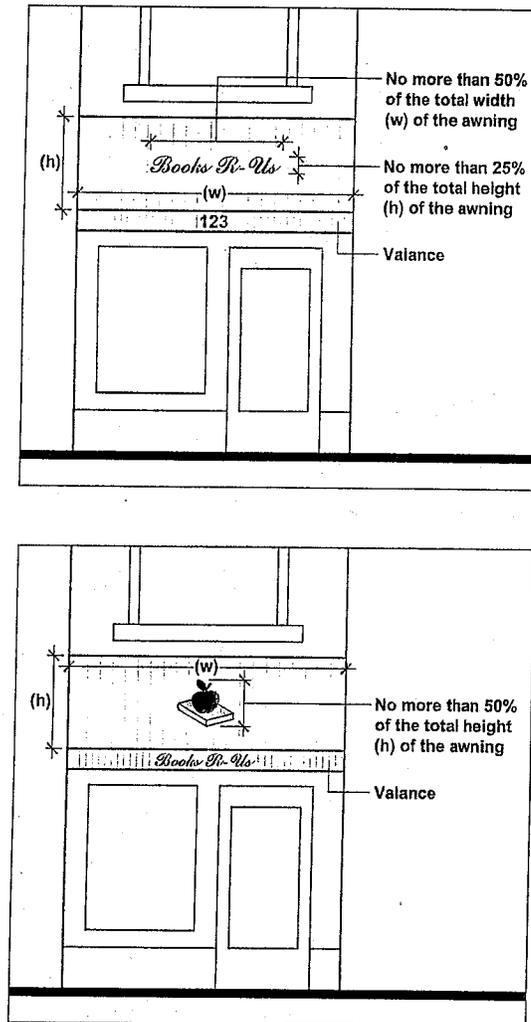
**FIGURE 21: AWNINGS AND CANOPIES**



3. Awnings and canopies shall be constructed out of canvas or canvas-like material, unless other material is approved by the Zoning Administrator. Back-lit and metal awnings and canopies are prohibited.
4. Awnings and canopies shall be securely attached to and supported by a building. All frames and supports shall be made of metal or other similar rigid material.
5. For all non-residential uses, only the name of the business, the service offered by that business, street address number (no street name), and/or logo may be printed on the awning and shall be restricted to the valance only, except as permitted in Paragraph 6 below. For all residential uses, only the street address number and street name shall be permitted on the awning or canopy. Such valance shall be in more than eight (8) inches in height and any lettering printed on such valance shall be no more than six (6) inches in height.

6. For all non-residential uses, in lieu of a wall sign, the name of the business or logo may be printed on the portion of the awning or canopy above the valance. Printing above the valance shall be limited to one (1) awning or canopy only, except in the case of a corner lot where one (1) awning or canopy with printing above the valance shall be permitted on each street frontage, in lieu of a wall sign. Such name or logo printed above the valance shall be limited as follows (see Figure 22: Printing on Awnings or Canopies (Above Valance)):
- Lettering shall be limited to twenty-five percent (25%) of the height of the awning or canopy, as measured from the point of attachment to the building to the bottom of the fully extended awning or canopy excluding the valance. Lettering shall also be limited to fifty percent (50%) of the width of the awning. (See Figure 22)
  - A logo shall be limited to fifty percent (50%) of the height of the awning or canopy, as measured from the point of attachment to the building to the bottom of the fully extended awning or canopy excluding the valance. (See Figure 22)

**FIGURE 22: PRINTING ON AWNINGS AND CANOPIES (ABOVE VALANCE)**



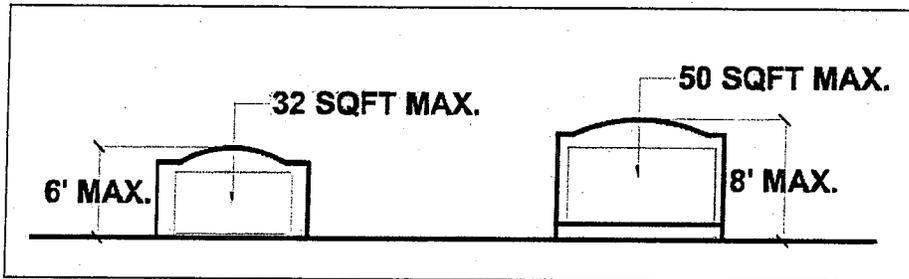
7. All awnings or canopies shall comply with the following design standards:
  - a. Awnings and canopies shall be compatible in material and construction to the style and character of the building. The color of the awning or canopy shall be compatible with the overall color scheme of the façade.
  - b. When feasible, awnings and canopies shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
  - c. Awnings and canopies shall be tailored to the opening of the building and positioned so that distinctive architectural features remain visible.

**B. Ground Monument Sign**

Ground monument signs are permitted in all commercial districts, except the Uptown Core Sub-District and the Uptown Commercial Sub-District in the B-4 District, and for non-residential uses within residential districts, subject to the following:

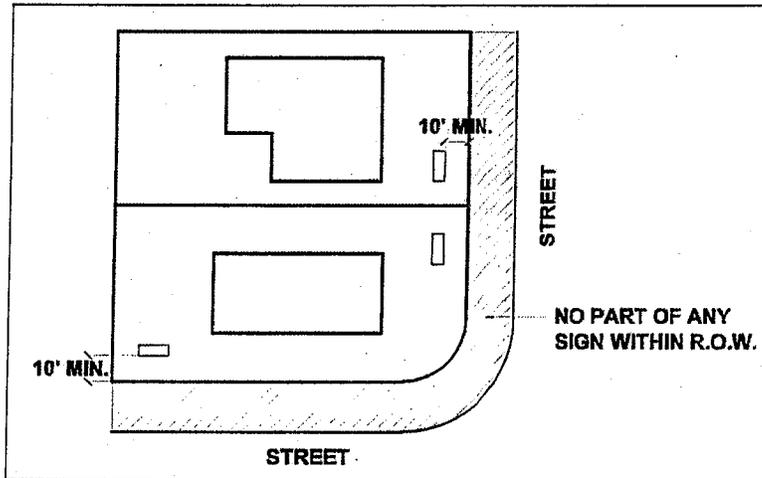
1. In residential districts and the B-1 District and the Community Service Sub-District, Transitional Commercial Sub-District and Public/Institutional Sub-District of the B-4 District, ground monument signs shall be limited to six (6) feet in height and thirty-two (32) square feet in sign area. In all other districts, such signs shall be limited to eight (8) feet in height and fifty (50) square feet in sign area. (See Figure 23: Ground Monument Sign Size) However, multi-family dwellings in any district shall be permitted one (1) ground monument sign, subject to the requirements of Paragraph 5 below.

**FIGURE 23: GROUND MONUMENT SIGN SIZE**



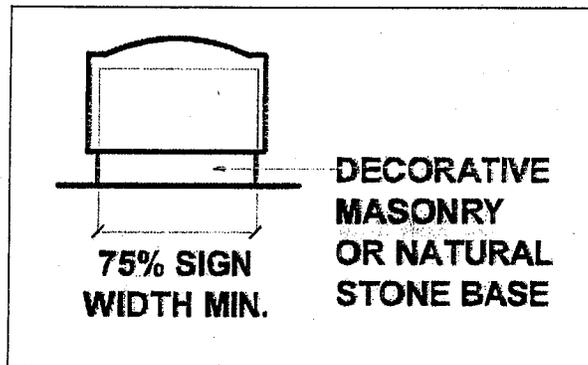
2. There shall be only one (1) ground sign per lot, whether monument or pole ground sign, except that on a corner lot two (2) monument ground signs, one facing each street, shall be permitted. All monument signs shall be set back from the property line a minimum of ten (10) feet; however, no part of any monument sign shall be located on the public right-of-way. (See Figure 24: Ground Sign Setback) Directional signs, subject to the requirements of Section 14.7.C (Directional Signs (Permanent)), are permitted in addition to other monument signs on that lot.

FIGURE 24: GROUND SIGN SETBACK



3. The sign base of any ground monument sign shall be a minimum of seventy-five percent (75%) of the width of the sign face that is to be situated upon the base. (See Figure 25: Monument Sign Base)

FIGURE 25: MONUMENT SIGN BASE



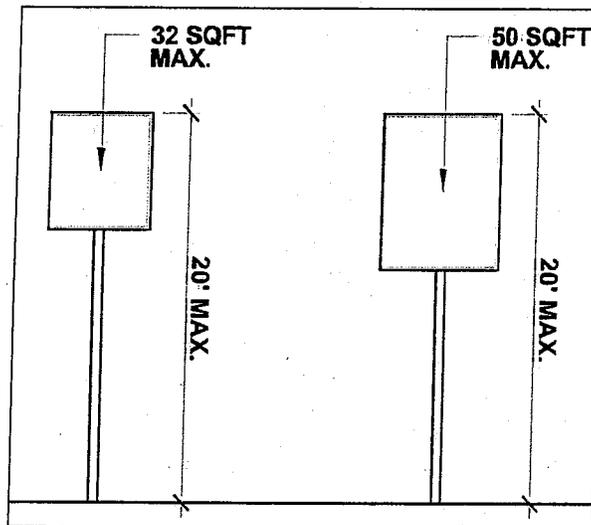
4. Monument signs shall be mounted on either a decorative masonry or natural stone base. Where a monument sign is to be constructed for a non-residential use located within a brick or decorative masonry building, the sign base shall be constructed of a decorative masonry material.
5. One (1) multi-family dwelling ground monument sign may be displayed for a multi-family dwelling in any district. Only the name and address of the building, and the name of the manager may be contained on the sign. No sign shall be higher than six (6) feet above the established grade, nor shall such sign project beyond the property line. The size of such sign shall not exceed:
  - a. Nine (9) square feet for multi-family dwellings containing ten (10) dwelling units or less.
  - b. Twenty-four (24) square feet for multi-family dwellings containing more than ten (10) dwelling units.

### C. Ground Pole Sign

Ground freestanding poles signs shall be permitted only in the B-2 and B-3 Districts, subject to the following:

1. The maximum height of pole signs shall be limited to twenty (20) feet in height. Freestanding pole signs are limited to thirty-two (32) square feet in sign area in the B-2 District and fifty (50) square feet in sign area in the B-3 District. (See Figure 26: Ground Pole Sign Size)

FIGURE 26: GROUND POLE SIGN SIZE



2. There shall be only one (1) ground sign per lot, whether pole or monument ground sign, except that on a corner lot one (1) additional pole ground sign shall be permitted for each street frontage of two-hundred (200) feet or more. All pole signs shall be set back from the property line a minimum of ten (10) feet; however, no part of any pole sign shall be located on the public right-of-way. (See Figure 24 above) Directional signs, subject to the requirements of Section 14.7.C (Directional Signs (Permanent)), are permitted in addition to other pole signs on that lot.
3. The primary support of a pole sign shall be erected in such a manner that at least forty-two (42) inches of the length of the support is underground. This requirement may be modified based upon the size of the sign and the height of the sign, at the discretion of the Zoning Administrator. The Zoning Administrator may require, in cases of signs over ten (10) feet in height, proper documentation from a structural engineer or manufacturer that indicates proper installation instructions for the sign, as well as the sign's ability to withstand wind pressures.

### D. Marquee

Marquee signs are permitted in the U-Core Sub-District of the B-4 District subject to the following:

1. No marquee shall be extend beyond the curb line.
2. Marquees shall be the width of the building entrance with an additional five (5) feet on each side of the entrance permitted.

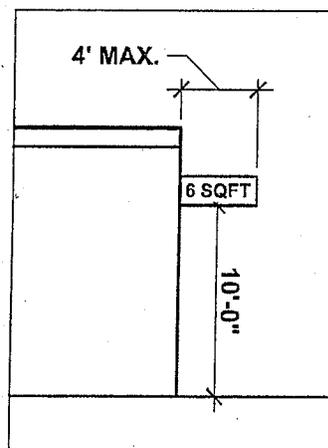
3. Marquees shall only be permitted on zoning lots of thirty-five thousand (35,000) square feet or more.
4. No temporary sign shall be attached to, or hung from, a marquee except a sign painted or illuminated directly upon the vertical hanging fascia of the marquee, or where design for changeable copy. No sign shall extend vertically or horizontally beyond the limits of the marquee, except that individual, free-standing letters may project to a height not exceeding two (2) feet above such marquee
5. All marquees, including the anchor bolts, supports, rods, and braces, shall be designed by a structural engineer and approved by the Zoning Administrator. Marquees shall be supported solely by the building to which they are attached, and no columns or posts shall be permitted as support thereof. No marquee shall be erected on any building of wood frame construction.
6. The roofs of all marquees shall be used for no other purpose than to form and constitute a roof. No portion of a marquee shall be less than eight (8) feet above the level of the sidewalk or other public thoroughfare over which it projects.

#### E. Projecting Sign

Projecting signs shall be permitted only in the B-1 and B-4 Districts, subject to the following:

1. Projecting signs shall not exceed six (6) square feet in sign area. There shall be only one (1) projecting sign per zoning lot. (See Figure 27: Projecting Sign)
2. Projecting signs shall not project more than four (4) feet from the face of the building to which they are attached, measuring from the point on the sign nearest the wall. (See Figure 27)
3. Projecting signs shall be permitted to encroach two (2) feet into the public right-of-way. The bottom of any projecting sign shall be at least ten (10) feet above the sidewalk or thoroughfare. Projecting signs should be located that portion of the building immediately above the first floor windows and below the second floor window sills in the case of a two-story building. (See Figure 27)

**FIGURE 27: PROJECTING SIGN**



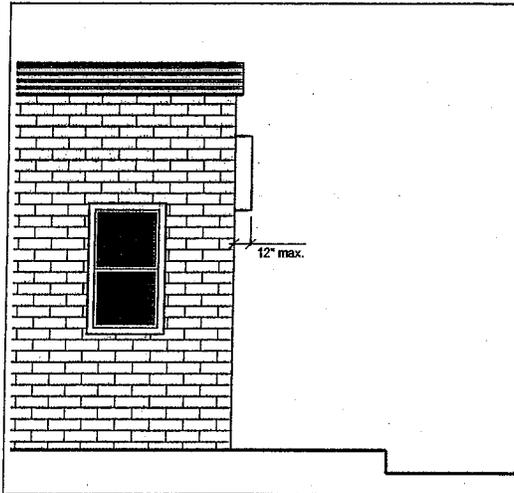
4. No projecting sign affixed to a building shall project higher than the building height, including sign support structure.
5. Projecting signs, including frames, braces, and supports shall be designed by a structural engineer or manufacturer. No projecting sign shall be secured with wire, strips of wood or nails nor shall any projecting sign be hung or secured to any other sign. Any movable part of a projecting sign such as the cover of a service opening shall be securely fastened by chains or hinges. Projecting signs shall neither be attached to, nor supported by, frame buildings nor the wooden framework of a building.
6. No floodlight, spotlight or reflectors of the goose-neck type shall be permitted on projecting signs. No projecting sign with internal illumination of any kind shall be permitted.
7. V-shaped signs consisting of two (2) single-face signs erected on a roof are prohibited.

#### F. Wall Sign

Wall signs are permitted for any non-residential use in any district subject to the following:

1. No more than one (1) wall sign shall be allowed on any wall facing a public street. If there is a secondary entrance, an additional wall sign is permitted but shall be limited to no more than sixteen (16) square feet and shall only indicate the name of the business and the words "entrance," "enter" or similar term.
2. Wall signs should be located on the sign frieze, or the portion of the building immediately above the first floor window and below the second floor window sills in the case of a two-story building. No wall sign shall be permitted to rise above the second story sill line. On one-story buildings, the top of the sign shall be no more than five (5) feet above the top of the main display window on the first floor.
3. Wall signs may also be erected on the lower plane of a mansard style roof or mansard wall facing provided such mansard roof or wall facing is constructed at an angle of not less than seventy degrees (70°) from the horizontal plane. No wall sign shall cover or interfere with architectural details or windows, or cover, wholly or partially, any wall opening.
4. Wall signs shall be constructed of wood or metal. Any other material shall require approved of the Zoning Administrator.
5. Within the business districts, the maximum size of a wall sign shall be established at one (1) square foot per lineal foot of zoning lot frontage. Within residential districts, wall signs shall be limited to thirty-two (32) square feet.
6. Wall signs shall be safely and securely attached to the building wall. Wall signs shall be affixed flat against the building wall and shall not project more than twelve (12) inches from the building wall. No wall sign, including sign support structure, affixed to a building shall project beyond the ends or top of the wall to which it is attached. (See Figure 28: Wall Sign)

FIGURE 28: WALL SIGN



**G. Window Signs (Permanent)**

Window signs are permitted for any commercial use in any district subject to the following:

1. Permanent window signs affixed to or painted on the inside of a window and advertising the business, the service offered by such business and/or logo may occupy no more than twenty-five percent (25%) of the surface of each windowpane area. Permanent window signs are permitted on the upper floors of multi-story commercial buildings.
2. The total area of all temporary and permanent window signs shall not occupy more than fifty percent (50%) of the total window area. Temporary window signs shall be subject to the regulations of Section 14.8.A.8 (Window Signs (Temporary)).
3. Neon window lighting shall be considered a permanent window sign and shall be included in the twenty-five percent (25%) limitation. However, no more than fifteen percent (15%) of total window area may be comprised of neon window signs. Neon window signs shall be measured by the height and width of the sign.
4. Series lighting or neon tubing used to accentuate or trim windows, architectural features, or to outline borders of windows, signs or buildings, is specifically prohibited. Neon window signs are prohibited in the residential or special purpose districts.

**14.7 EXEMPT PERMANENT SIGNS**

The following permanent signs, and sign alteration and maintenance activities are exempt from the sign permit requirements of this Ordinance. If the limitations set forth are violated and no sign permit has been issued, the penalty provisions of this Ordinance shall apply. No exempt signs shall encroach upon the public right-of-way. All signs must comply with the view obstruction requirements of Section 11.2.G (View Obstruction).

**A. Alteration and Maintenance Operations**

The following activities shall be exempt from sign permit requirements:

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

#### **B. Bulletin Boards**

Bulletin boards not over twelve (12) square feet in area for public, charitable or religious institutions, when located on the premises of said institutions, shall be exempt from sign permit requirements.

#### **C. Directional Signs (Permanent)**

Directional signs shall be exempt from sign permit requirements subject to the following:

1. Such signs shall identify the use only by means of a logo, shape, or color with the exception of words such as ENTRANCE or EXIT. Directional signs shall not include words identifying or advertising the use. Directional signs shall be located entirely on the property to which they pertain and shall identify restrooms, public telephone, walkways, parking lot entrances and exits and features of a similar nature.
2. One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, entrances and services, such as drive-in lanes.
3. Directional signs shall not project beyond the property line.
4. Directional signs may have a maximum height of six (6) feet and a maximum surface area of three (3) square feet.
5. In addition, one (1) sign per parking area is permitted designating the conditions of use or identity of such parking area and limited to a maximum height of seven (7) feet, when freestanding, and a maximum surface area of nine (9) square feet.

#### **D. Directory Signs (Permanent)**

Multi-tenant commercial buildings are permitted an one (1) exterior directory sign at the ground floor entrance to indicate the occupants of the business and the location within the building, such as suite or floor. Such signs shall be limited to six (6) square feet in sign area.

#### **E. Flags**

Flags of any government or governmental agency, or any patriotic, religious, charitable, civic, educational or fraternal organization shall be exempt from sign permit requirements. There shall be no more than four (4) such flags per zoning lot. No flagpole in any district shall exceed forty (40) feet in height.

#### **F. House Number and Identification Signs**

House number signs, which are not internally illuminated, shall be exempt from sign permit requirements. Identification signs, which contain only the name and address of the building or development and are not illuminated, and do not exceed one (1) square foot in area shall be exempt from sign permit requirements. There shall not be more than one (1) such sign per

dwelling or commercial unit. However, commercial units with a rear entrance or a dwelling with a detached garage located on an alley right-of-way are permitted an additional house number or identification sign at that rear entrance or on that detached garage.

#### **G. Memorial Plaques**

Memorial or commemorative plaques or tablets denoting a building name and/or date of erection, or a location of historic significance, and not exceeding four (4) square feet in area shall be exempt from sign permit requirements.

#### **H. Miscellaneous Information Signs**

The following types of miscellaneous information signs shall be exempt from sign permit requirements:

1. Matter appearing on gasoline pumps, and service station rate signs, including the names of grades of fuel and prices and conditions relating to prices such as full or self-service.
2. Matter appearing on newspaper vending boxes.
3. Matter appearing on or adjacent to entry doors such as PUSH, PULL, OPEN and/or CLOSED.
4. Matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information.
5. Information pertaining to the operating instructions of vending machines and automatic teller machines, including bank logos on the face of ATM machines.

#### **I. Municipal Signs**

Traffic or other municipal signs, legal notices, railroad crossing signs, signs regulating vehicular or pedestrian traffic, or designating or giving direction to streets, schools, historic sites or public buildings, and such temporary emergency or non-advertising signs shall be exempt from sign permit requirements, but are subject to approval by the City Council.

#### **J. Occupational Signs**

Occupational signs denoting only the name and profession of an occupant in a commercial building, public building or residence, mounted on the wall (i.e., wall signs), and not exceeding one (1) square foot in area shall be exempt from sign permit requirements.

#### **K. Warning Signs**

"No Trespassing" or "No Dumping" signs, not exceeding one and one-half (1½) square feet per sign and not exceeding four (4) in number per lot, shall be exempt from sign permit requirements except that special permission may be obtained from the City for additional signs under proven special circumstances.

### **14.8 TEMPORARY SIGNS**

Temporary signs are permitted in accordance with the provisions of this Section, except that where other sections of this Ordinance regulate such signs, the more restrictive regulation shall apply.

## **A. Temporary Signs Exempt from Sign Permit Requirements**

The following types of temporary signs are exempt from sign permit requirements, however they must comply with all requirements of this Section and this Ordinance. Temporary signs that do not meet the standards for exempt signs require a sign permit.

### **1. Construction and Home Improvement Services Signs**

- a. Construction signs identifying the architect, engineer, developer and/or contractor of a construction site when located on that site shall be exempt from sign permit requirements. Such signs shall not exceed sixteen (16) square feet in area and six (6) feet in height. Such signs shall not be erected prior to issuance of a building permit and shall be removed no later than seven (7) days after issuance of a certificate of occupancy or completion of the project, whichever occurs first. Construction signs shall be limited to one (1) sign per street frontage, except in the case of single-family and two-family dwelling construction, where construction signs shall be limited to one (1) sign.
- b. Home improvement services signs, such as landscaping and house painting services, shall be permitted one (1) sign not to exceed two (2) square feet advertising the name of the company providing the service and any additional contact information for such service only. Such temporary home improvement services signs may only be displayed for the duration of the project. Once the work is complete, the sign must be removed.

### **2. Directional Signs for Public Events (Temporary)**

Temporary directional signs for a real estate open house or an event held in public building, park or educational institution shall be exempt from sign permit requirements. Such signs shall be posted no earlier than forty-eight (48) hours prior to, and removed no later than twenty-four (24) hours after, the conclusion of the event to which the sign relates, and shall be limited to four (4) square feet in size.

### **3. Displays or Decorations for Holidays and Special Occasions**

Displays of a primarily decorative nature, and customarily and commonly associated with any national, local or religious holiday shall be exempt from sign permit requirements.

### **4. "For Sale" and "For Rent" Signs**

#### **a. "For Sale" and "For Rent" Property Signs**

"For Sale" and "For Rent" signs shall be exempt from sign permit requirements but shall not exceed six (6) square feet in area and shall only advertise the sale, rental, lease or management of the premises upon which said signs are located. Ground-mounted signs shall be no more than six (6) feet in height. These signs shall be removed within twenty-four (24) hours of sale or lease. "For Sale" and "For Rent" signs shall be restricted to one (1) sign for interior lots and two (2) signs for corner lots.

**b. "For Sale" Vehicle Signs**

"For Sale" Vehicle Signs shall be exempt from sign permit requirements subject to the following:

- i. Vehicles that display a "For Sale" or similar sign shall be parked in a lot where the sale of new or used vehicles is permitted.
- ii. A private individual may only park a vehicle with a "For Sale" sign for display at that individual's home, including in the driveway. A vehicle with a "For Sale" sign may not be maintained for display in the public right-of-way.
- iii. A vehicle "For Sale" sign must be removed within twenty-four (24) hours of the vehicle's sale.

**5. Garage or Yard Sale Signs**

Temporary residential garage or yard sale signs shall be exempt from sign permit requirements provided they are limited to no more than two (2) such signs and that such signs do not exceed four (4) square feet each. One (1) sign shall be permitted per lot frontage on the premises containing the sale, or on another property with that properties owner's or tenant's permission, and are only in place when the garage or yard sale is actually taking place.

**6. Not-For-Profit Special Event Signs**

Temporary signs in conjunction with special events conducted by charitable or not-for-profit organizations, philanthropic campaigns or church activities shall be exempt from sign permit requirements. Signs shall not exceed sixteen (16) square feet in area, and shall not be erected earlier than fifteen (15) days in advance of the event and removed within five (5) days of the conclusion of the event. Signs may be banner signs and are exempt from the sign permit requirements in Paragraph B below.

**7. Political Signs or Non-Commercial Messages**

Political signs shall be exempt from sign permit requirements subject to the following:

- a. Signs shall be no more than six (6) square feet in area on each side. No more than twenty (20) square feet total of political or non-commercial signs shall be permitted on any zoning lot.
- b. Signs shall not be posted on any public property. Signs are to be posted on private property only, and only with the permission of the property owner.
- c. When the signs refer to a specific election or referendum, the signs shall be posted no earlier than forty-five (45) days prior to, and removed no later than seven (7) days after the election or referendum to which the sign refers.

**8. Window Signs (Temporary)**

Temporary signs affixed to the inside of a window advertising temporary commercial situations related to goods or services sold on the premises shall be exempt from sign permit requirements, provided that the total of all temporary window signs shall occupy no more than twenty-five percent (25%) of the window's area. No such temporary window sign shall be in place longer than thirty (30) days.

## **B. Temporary Signs Requiring Sign Permit**

Temporary signs not specifically listed as exempt from sign permit requirements in Paragraph A above require a sign permit. In addition, such signs must comply with all requirements of this Section and this Ordinance.

### **1. Time Limit**

Permits for temporary signs shall authorize the erection of said signs and their maintenance for a period not to exceed a total of ninety (90) days per year.

### **2. Amount**

One (1) temporary sign on each street frontage per lot shall be permitted.

### **3. Permitted Advertising**

Any advertisement contained on a temporary sign shall pertain only to the business, industry or pursuit conducted on or within the premises on which such sign is erected or maintained. Non-commercial or political messages are also permitted. No off-premises advertising signs are permitted.

### **4. Location and Height**

- a. No temporary sign shall extend into the public right-of-way.
- b. Signs attached to a building shall not extend above the building height or, if attached to a permanent sign, shall not extend above the height of the sign.

### **5. Additional Standards for Attention-Getting Devices**

Attention-getting devices require a sign permit, and include banners and pennants.

#### **a. Banners or Pennants**

- i. Banners or pennants are only permitted within commercial districts on lots of eighty thousand (80,000) square feet or more.
- ii. Each banner shall not exceed twelve (12) square feet of surface area.
- iii. Banners and pennants must remain in good condition during the display period. Throughout the display period, corrective action must be taken immediately should there be any problems with the appearance, condition or maintenance of the banners or pennants and support hardware.
- iv. Banners for charitable or not-for-profit organizations of the City, philanthropic campaigns or church activities are permitted in any district and are exempt from the lot size limitations of Paragraph i. Such banners do not require a sign permit. However, such banners must comply with the requirements of Paragraphs ii and iii above.

**b. Other Attention-Getting Devices**

- i. Any other type of attention-getting device not listed above shall be limited to a maximum of thirty-two (32) square feet in commercial districts, and sixteen (16) square feet for non-residential uses in residential districts.
- ii. Other advertising devices shall be constructed of cloth, canvas, light fabric, cardboard, or other similar light materials, intended to be of temporary construction and approved by the Zoning Administrator.
- iii. Balloon signs are prohibited. Inflatable advertising displays designed to inflate - or move by use of a fan or blower - shall also be considered a balloon sign.

**14.9 PROHIBITED SIGNS**

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

**A. Advertising Benches**

It shall be unlawful to erect advertising benches that advertise a business, product or service located on private or public property.

**B. A-Frame Signs**

A-frame signs, also known as "sandwich boards," used to advertise a business, its products or its services are prohibited.

**C. Banners and Pennants**

Permanent banners and pennants used to advertise a business, its products or services are prohibited. Banners and pennants are prohibited, except in accordance with Section 14.8 (Temporary Signs).

**D. Flashing Signs**

No sign shall have blinking or flashing lights, or other illuminating device that has a changing light intensity, brightness or color, traveling/chasing or blinking lights, or rotating beacons. Time-and-temperature signs shall be exempt from the provisions of this Paragraph.

**E. Illegally Affixed Signs**

Any sign painted, pasted or otherwise affixed to any tree, rock, utility pole, hydrant, bridge, sidewalk, curb or street, bench or trash receptacle shall be prohibited. Logos and labels located on mechanical equipment, recycling bins, trash containers or dumpsters, which are part of the equipment as manufactured and/or installed, shall not be considered illegally affixed signs.

**F. Moving Parts**

No sign or other advertising structure shall have moving, revolving or rotating parts or visible mechanical movement of any kind, including wind-activated signs, unless the Zoning Administrator determines that such sign does not constitute a traffic hazard. However, street clocks with movable hands shall be permitted.

### **G. Obsolete or Abandoned Signs**

Any sign that advertises a business, product, service or activity that is no longer located on the premises where the sign is displayed is prohibited.

### **H. Off-Premise Signs**

Off-premise signs which advertise a business not conducted on the premises or a product not sold on the premises are prohibited, with the following exception. In commercially zoned districts<sup>1</sup> within six-hundred sixty (660) feet of Interstate 90 (I-90) and Interstate 294 (I-294) off-premise signs shall be permitted, provided the following standards and criteria are adhered to:

1. The sign is adjacent to, intended to be viewed from, and within six-hundred sixty (660) feet of Interstate 90 (I-90) and Interstate 294 (I-294) right-of-way. No off-premise sign is allowed more than six-hundred sixty (660) feet from Interstate 90 right-of-way.
2. No off-premise sign shall be erected closer than one-thousand (1,000) linear feet to any other off-premise sign on the same or opposite side of the same roadway.
3. The maximum area of a sign face is one-hundred (100) square feet.
4. The maximum height of the sign shall not exceed twenty (20) feet above grade.
5. Off-premise signs shall not be erected or maintained in such a place or manner as to obscure or otherwise physically interfere with an official traffic control device or a railroad safety signal or sign, or to obstruct or physically interfere with a driver's view or approaching merging or intersecting traffic.

### **I. Painted-On Signs**

Signs painted directly on an exterior wall, roof, fascia, parapet or chimney of a building or on a fence are prohibited.

### **J. Roof Signs**

Roof signs are prohibited. However, those signs erected on the lower plane of a mansard style roof or mansard wall facing, provided such mansard roof or wall facing is constructed at an angle of not less than seventy degrees (70°) from the horizontal plane, shall be considered "wall signs" and subject to the provisions of this Ordinance for such signs.

### **K. Signs of an Offensive Nature**

No sign or other advertising device 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.

<sup>1</sup> This means off-premise signs are prohibited within residential or special purpose districts regardless of whether or not they are within 660 feet of I-90 or I-294.

**L. Signs on Parked Vehicles**

Signs placed or painted on parked vehicles where the primary purpose is to advertise a product or service, or to direct the public to a business or activity located on or off the premises are prohibited. Signs displayed on trucks, buses or other vehicles, which are being operated and stored in the normal course of a business, such as signs indicating the owner or business that are located on delivery trucks, moving vans and rental trucks, are permitted, provided that the primary purpose of such vehicles is not the display of signs and that they are parked or stored in areas appropriate to their use as vehicles. Temporary or permanent signs resting on, or attached to, vehicles or trailers used as a means to circumvent the provisions of this Section are prohibited.

**M. Signs which Constitute a Traffic Hazard**

No sign or other advertising structure, as regulated in this Section, 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 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, so as to resemble a traffic signal.

**N. Signs Which Obstruct 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.

**O. Strobe Lights, Spotlights and Floodlights**

Strobe lights, spotlights and floodlights used to advertise a business or event are prohibited.

**P. Trailer and Portable Signs**

Trailer and portable signs are prohibited.

**Q. Unsafe Signs**

No sign or other advertising structure shall constitute a hazard to safety or health by reason of inadequate design, construction, repair or maintenance.

**14.10 MASTER SIGN PLAN REQUIRED**

The purpose of a Master Sign Plan is to provide for coordinated signs on multi-tenant buildings. The intent is to create a plan whereby current tenants can establish a sign design on the building, which can then provide sign guidelines to future tenants.

- A. For commercial development with multiple tenants, where more than one (1) wall sign, awning or canopy is proposed, the applicant shall submit a master sign plan for review and approval by the Planning and Zoning Commission.
- B. A master sign plan shall provide for coordinated design for all building-mounted signs and shall include, at a minimum, criteria and specifications for general appearance, format of message, font size and style, lighting, location and construction materials, and shall not cover or overhang any architectural feature. Where signs are to be located on a wall of a multi-tenant strip commercial development, they shall be located at a generally uniform height on the building wall.

#### 14.11 SIGN STANDARDS FOR SPECIAL PURPOSE DISTRICTS

##### A. Open Space District

Each use permitted in the Open Space District shall be permitted one (1) identification sign not to exceed fifty (50) square feet in sign area. The maximum height of any ground sign shall be ten (10) feet. The minimum setback from the property line for ground signs shall be ten (10) feet.

##### B. Hospital District

Signs within the Hospital District shall comply with the sign regulations for the B-3 District, except as follows:

###### 1. Directional Signs (Permanent)

- a. Such signs may designate hospital entrances, parking, walkways, emergency room locations, and other hospital-related facilities, as well as entrances or exits, by means of symbols or words.
- b. One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, entrances and services, such as drive-in lanes. Additional directional signs may be permitted subject to Zoning Administrator approval.
- c. Directional signs shall be located entirely on the property to which they pertain. Directional signs shall not project beyond the property line.
- d. Directional signs may have a maximum height of seven (6) feet and a maximum surface area of thirty-two (32) square feet.
- e. Directional signs may be illuminated.

###### 2. Wall Signs

One (1) wall sign for identification of each building shall be permitted provided the surface area of such sign shall not exceed one-hundred (100) square feet.

**C. Educational Boarding District**

All signs and sign regulations that are permitted and applicable within the B-2 District shall apply to the Educational Boarding District.

**D. Sexually-Oriented Business District**

All signs and sign regulations that are permitted and applicable within the B-2 District shall apply to the Sexually-Oriented Business District. However, electronic message signs are prohibited.

**E. Parking District**

Only directional signs, in accordance with Section 14.7.C (Directional Signs (Permanent)), shall be permitted in the Parking District.

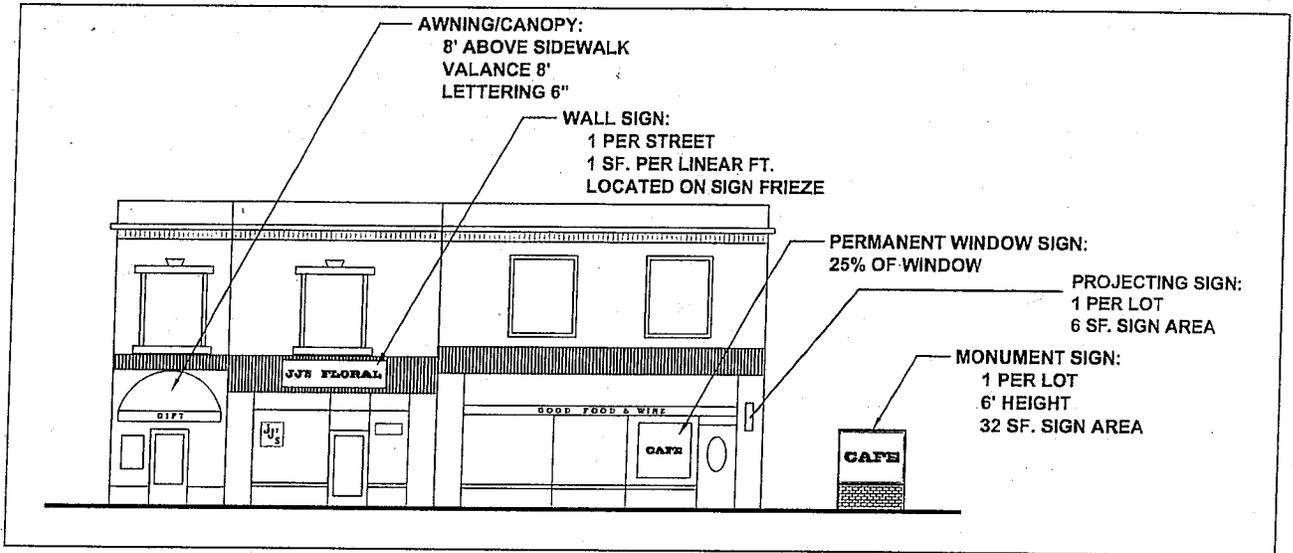
**14.12 NONCONFORMING SIGNS**

Any sign lawfully existing prior to the enactment of this Section, but which could not be erected in accordance with the provisions of this Section shall be deemed to be a legally nonconforming sign and may continue to be in existence with the following conditions:

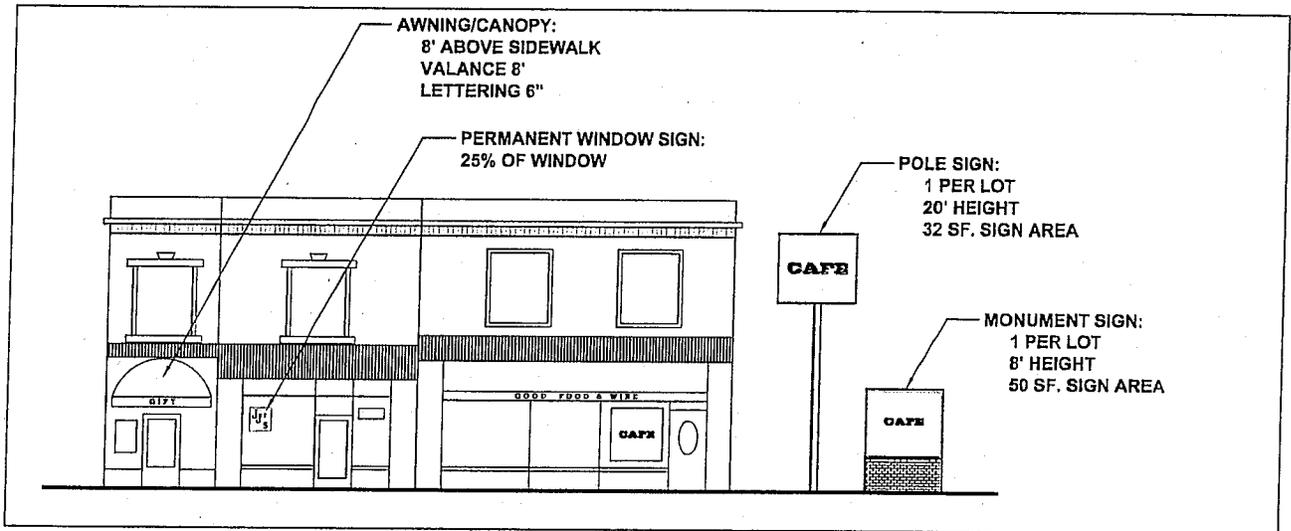
- A. The sign must be properly maintained in a safe condition. No nonconforming sign shall have any changes made in the words or symbols used or the message displayed on the sign unless the sign is specifically designed for changeable copy. Any other changes made will be to bring the nonconforming sign into conformance with the provisions of this Section.
- B. No nonconforming sign shall be allowed to remain after the activity, business, or use to which it relates has been discontinued.
- C. If a nonconforming sign is damaged in such a manner that the estimated expense of repairs exceeds fifty percent (50%) of its replacement value, the sign shall not be allowed to remain and must be removed.
- D. Nothing in this Section shall relieve the owner or user of a legal nonconforming sign or structure, or the owner of the property on which it is located, from the provisions of this Section regarding safety, maintenance and repair of signs and structures. However, any repainting, cleaning or other normal maintenance or repair hereof shall not modify the sign, structure or copy in any way which makes it more nonconforming.

**FIGURES 29A-C: PERMANENT SIGN REGULATIONS FOR BUSINESS DISTRICTS**

**FIGURE 29A: B1 AND B4 DISTRICTS**

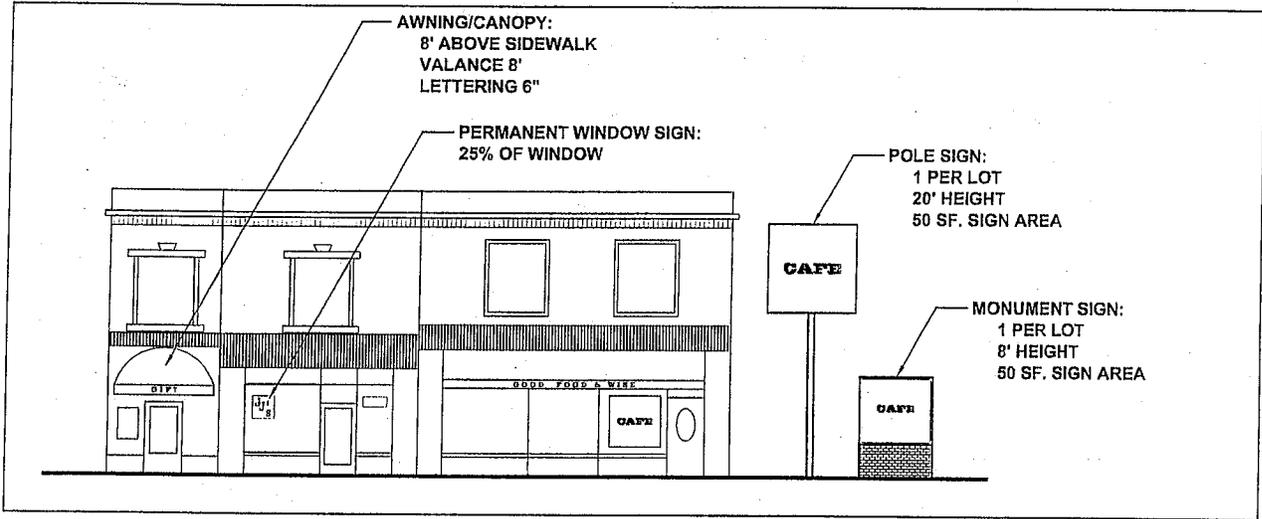


**FIGURE 29B: B2 DISTRICT**



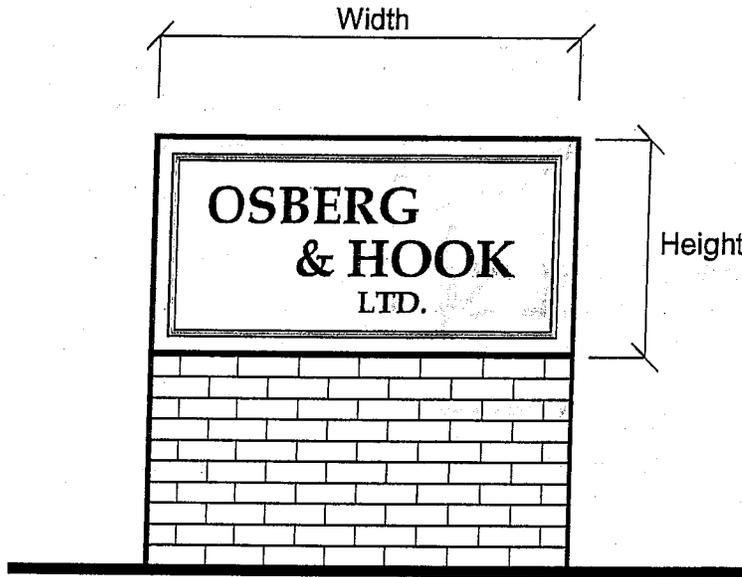
NOTE: There shall be only one (1) ground sign per lot, whether monument or pole ground sign, except that on a corner lot two (2) monument ground signs, one facing each street, shall be permitted. There shall be only one (1) ground sign per lot, whether pole or monument ground sign, except that on a corner lot one (1) additional pole ground sign shall be permitted for each street frontage of two-hundred (200) feet or more.

**FIGURE 29C: B3 DISTRICT**

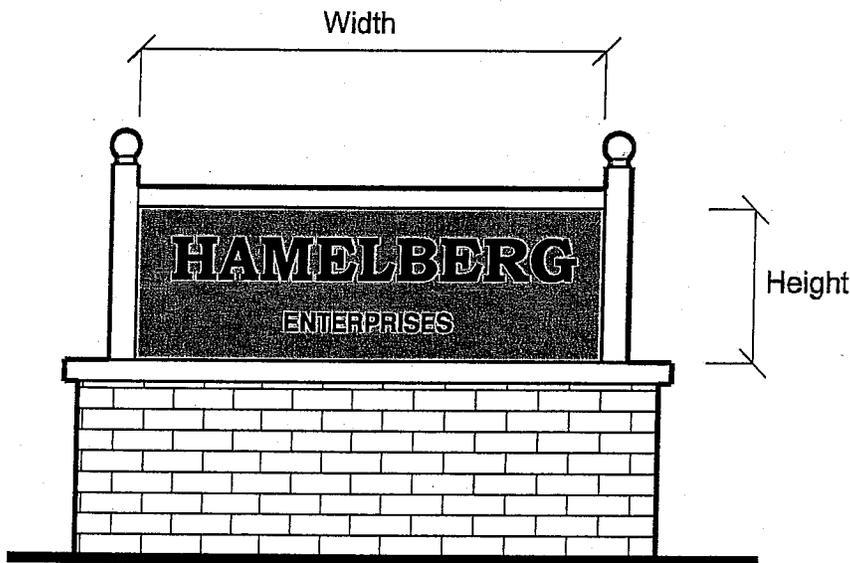


NOTE: There shall be only one (1) ground sign per lot, whether monument or pole ground sign, except that on a corner lot two (2) monument ground signs, one facing each street, shall be permitted. There shall be only one (1) ground sign per lot, whether pole or monument ground sign, except that on a corner lot one (1) additional pole ground sign shall be permitted for each street frontage of two-hundred (200) feet or more.

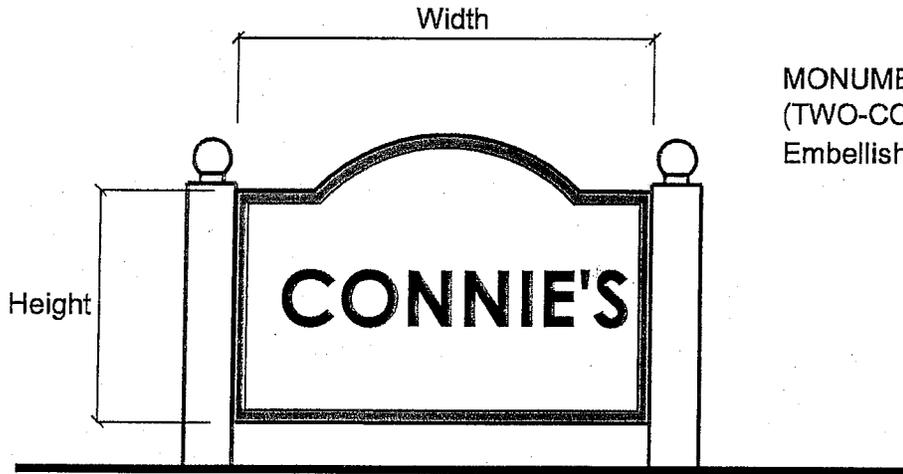
## APPENDIX F. SIGN AREA ILLUSTRATIONS



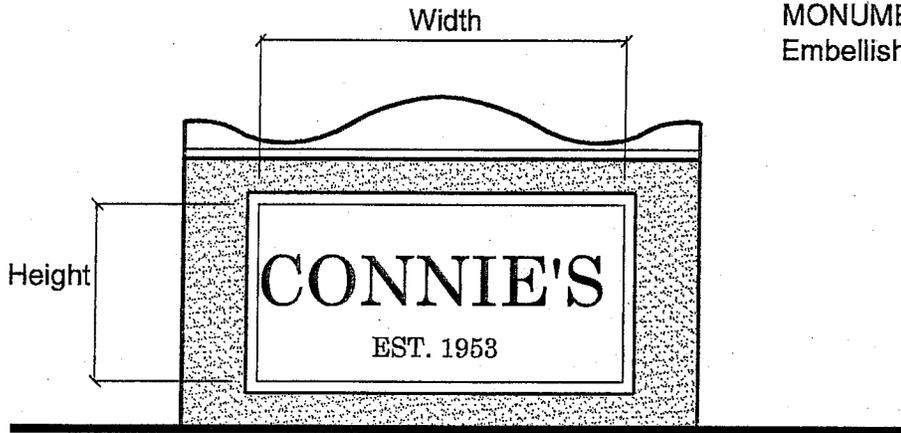
MONUMENT SIGN:  
(SOLID BASE)



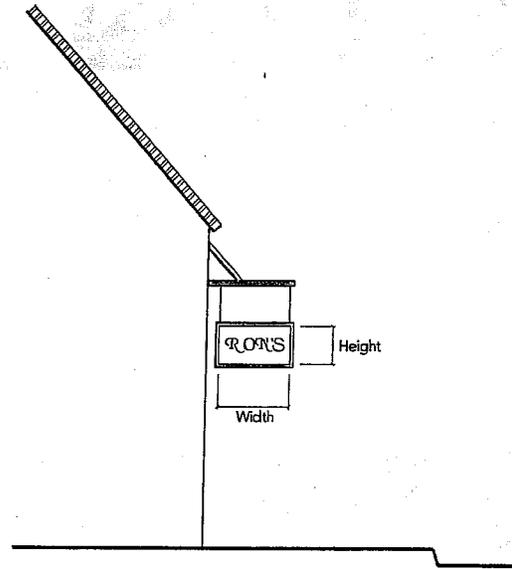
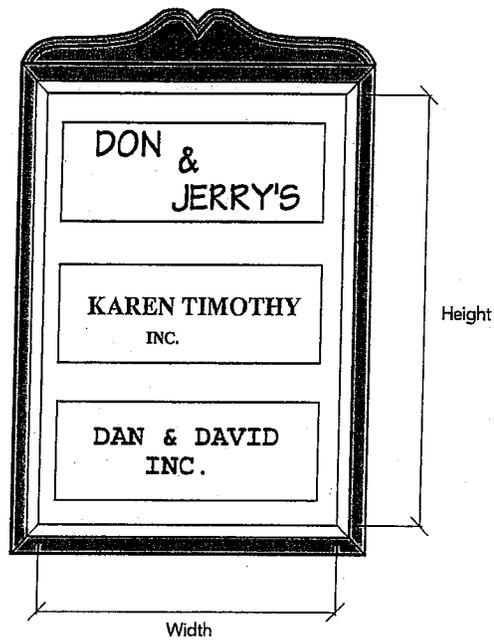
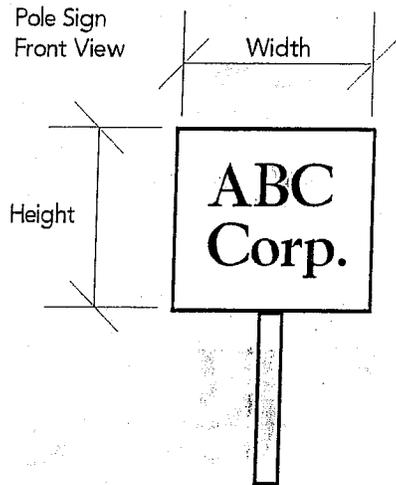
MONUMENT SIGN:  
(SOLID BASE)



MONUMENT SIGN  
(TWO-COLUMN)  
Embellishments not measured



MONUMENT SIGN  
Embellishments not measured



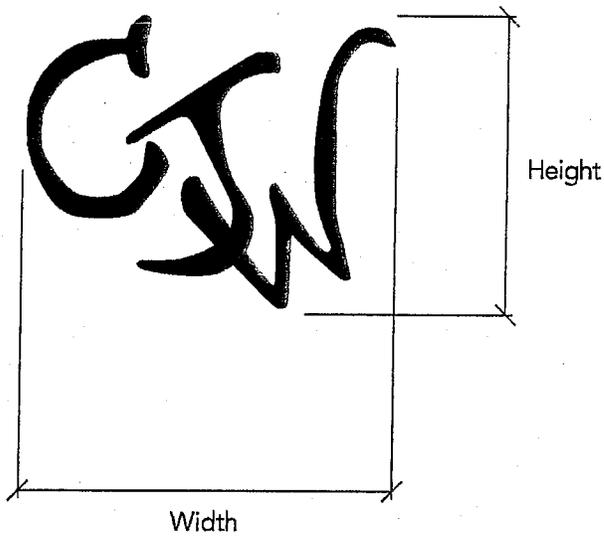
WALL SIGN  
(Individual Letters)

 : Sign Area



WALL, AWNING, CANOPY

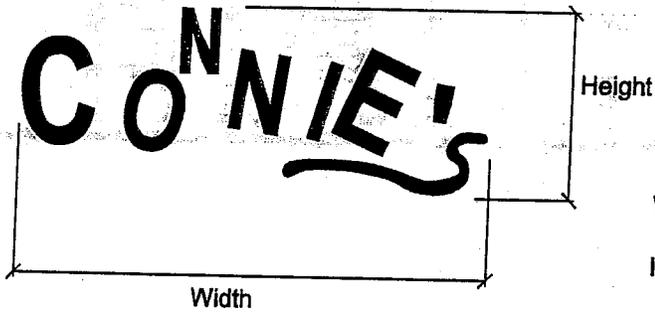
Logos: Attached Letters





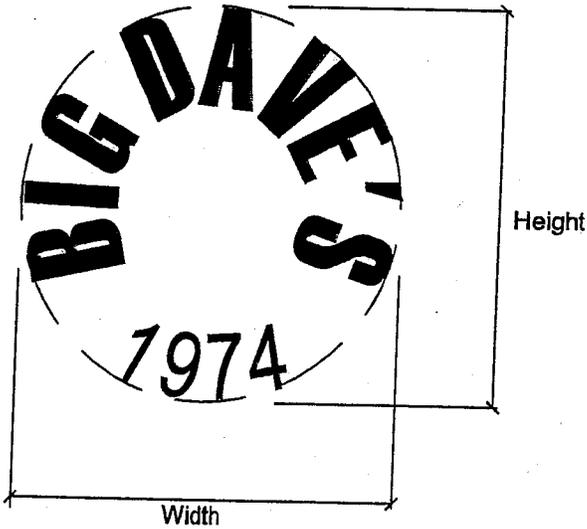
WALL, AWNING, CANOPY

Individual letters: Arch



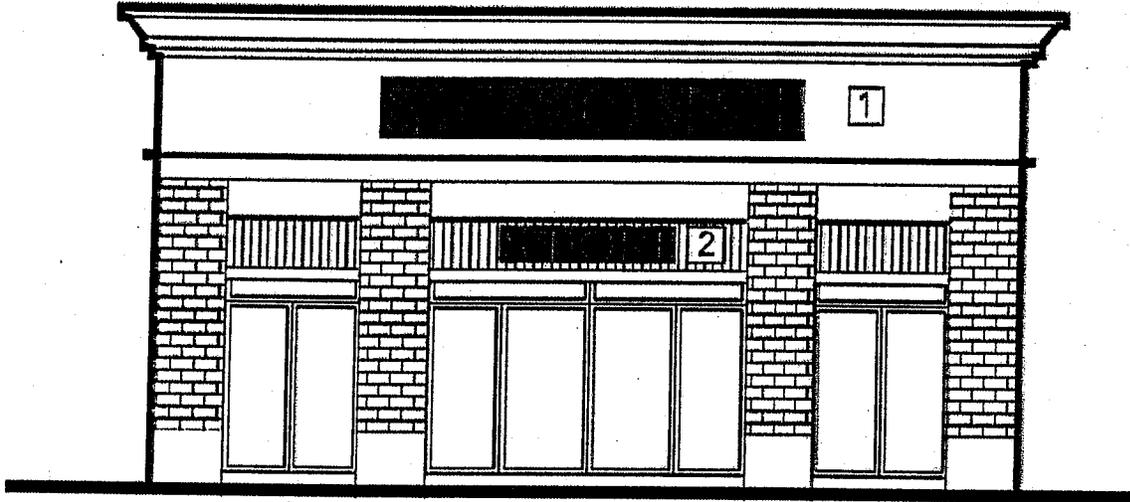
WALL, AWNING, CANOPY

Individual letters: Irregular shapes



WALL, AWNING, CANOPY

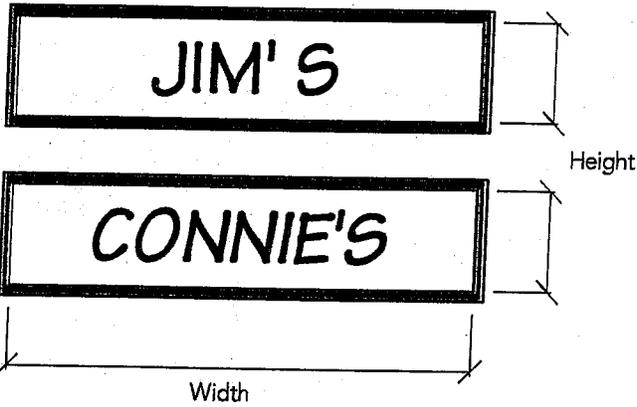
Individual letters: Circle



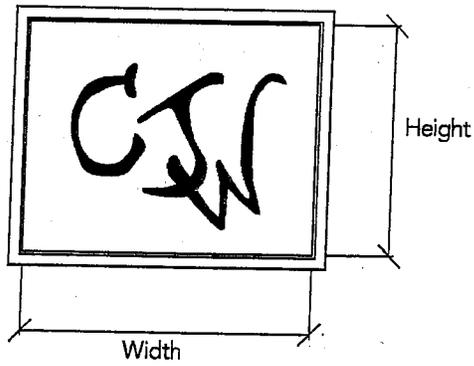
1. Wall Sign - Individual Letters

2. Awning Sign - Individual Letters

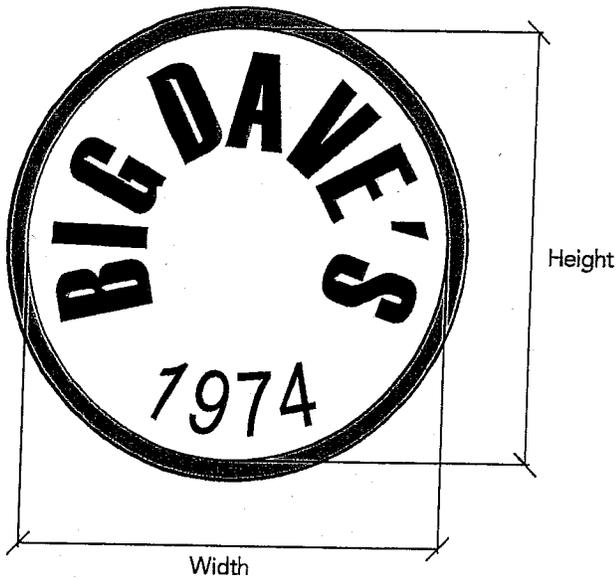
 : Sign Area



WALL SIGN  
(PANELS)



WALL SIGN  
(LOGO: PANELS)



WALL SIGN  
(PANEL: CIRCLE)







CITY OF  
**DULUTH**  
SIGN STANDARDS

RESPONSE TO RFP # 11-41DS  
SUBMITTED BY:

**camiros**