

**ARTICLE IX  
SIGNS**

**9.1 PURPOSES**

- A. The purposes of this Article are to preserve and protect the public health, safety and welfare by regulating outdoor signs of all types. It is intended to enhance the physical appearance of the Village, make it a more enjoyable and pleasing community and create an attractive economic and business climate.
- B. It is intended to reduce the sign or advertising distractions which may increase traffic accidents, eliminate hazards caused by signs overhanging or projecting over public rights of way, relieve pedestrian and traffic congestion, provide more open space and avoid the visual conflict between adjacent signs.
- C. It is hereby determined that the primary purpose of signage is to help people find what they need without difficulty or confusion. Thus, while not restricting the freedom of expression, regulations must be established for preventing an overload of graphic messages in the environment.

**9.2 OBJECTIVES**

This Ordinance establishes standards for the erection, display, safety and maintenance of signs which are intended to allow a person to observe or ignore graphic message, according to one's own purpose, as well as to encourage the general attractiveness of the community and to protect property values. These standards are intended to meet the following objectives:

- A. Business Climate. It is recognized that signs are an economical and effective means of communicating information and are an important asset to most businesses. The continued health of business and economic activities shall be encouraged by the use of signs which:
  - 1. Clearly and efficiently identify and classify the goods, services, facilities, and locations available to the community.
  - 2. Express the identity of business activities or the proprietors associated with those activities.
  - 3. Increase opportunities for local business groups to collectively determine policies for private signing and lighting in their areas.

- B. **Effective Communication.** A reasonable, orderly and effective display of signs is to be promoted by authorizing the use of signs which are:
1. Legible in the circumstances in which they are viewed.
  2. Recognize that signs are a necessary means of visual communication for the convenience of the general public taken as a whole, as opposed to the convenience of any individual person.
  3. Appropriate to the function to which they pertain.
- C. **Public Welfare.** The public health, safety and welfare is to be preserved, protected and promoted through sign regulations which:
1. Eliminate confusion and distractions which jeopardize vehicular and pedestrian safety.
  2. Prohibit the placement of signs which obstruct vision or access in a manner which creates dangerous conditions.
  3. Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.
  4. Are lawful and not misleading.
- D. **Aesthetic Character/Compatibility.** The aesthetic character of the Village is to be preserved and enhanced by the establishment of sign regulations which:
1. Are compatible with their surroundings, pursuant to the objectives of good design and compatible with zoning districts and regulations.
  2. Promote an amenable and aesthetic environment in keeping with the character of the Village as a whole.
  3. Protect the physical and mental well being of the general public by encouraging a sense of aesthetic appreciation for the Village's visual environment.
  4. Minimize the blighting influences posed by visual clutter, decay, and neglect.
  5. Protect the value of architectural resources, ensuring the integrity of the architectural elements and character of the buildings and sites to which signs principally relate.

### 9.3 GENERAL PROVISIONS

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered except in conformance with the provisions of this section and after issuance of a Sign Permit by the Village, except as provided under Exempt Signs and Exempt Changes to Signs herein.

### 9.4 EXEMPT SIGNS

No Sign Permit shall be required for the types of signs listed below, nor for any change thereto that does not convert them into non-exempt signs. These signs and changes thereto shall, however, be subject to the Sign Standards herein except for those in Section 9.12.

A. Real Estate Signs

Real estate signs as defined herein for one (1) to five (5) residential units not exceeding four (4) square feet in area, displayed a minimum of five (5) feet from all lot lines, and removed one week after the consummation of the sale or rental. Real estate signs for other properties are not exempt.

B. Governmental and Utility Signs

Informational signs or displays maintained by a government body or public utility, including traffic or parking regulatory devices, legal notices, warnings of hazards, and similar displays.

C. Government-Mandated Signs

Street address numerals, public hearing signs and other signs or exterior displays required to be maintained by government order or regulation, provided that the content and size thereof does not exceed that required by such order or regulation.

D. Name Plates

Name plate signs as defined herein no larger than two (2) square feet in area.

E. Non Profit Organization Displays

The flag, pennant, or insignia of any governmental unit or religious, civic, educational, or philanthropic organization.

F. Memorials

Memorial signs and tablets.

G. No Trespassing or Dumping Signs

A maximum of two (2) No-Trespassing, No-Dumping, No-Hunting signs or the like per lot, each not larger than two (2) square feet in area.

H. Seasonal Decorations

Decorations clearly incidental and customary and commonly associated with a national, local, or religious holiday or celebration and not prohibited by the Village.

I. Garage/Yard Sale & Residential Directional Signs

Garage/Yard Sale & Residential Directional signs are exempt from permit requirements but subject to specific regulations provided in this ordinance.

J. Temporary Window Signs

One or more temporary window signs as defined herein that advertise only sales or special events and that, together with all non-exempt permanent window signs, have an aggregate area not greater than fifty percent (50%) of the total display window area of a business premises.

K. Election Campaign Signs

One election campaign sign per candidate per street frontage per lot that:

1. is not illuminated
2. does not exceed a total of thirty-two (32) square feet in area
3. must have a one (1) foot minimum setback, providing said sign does not interfere with sight distances at intersections.
4. if free standing, is not higher than eight (8) feet above grade
5. is not displayed earlier than the second Saturday before the election date nor more than five (5) days following the date of the election to which it pertains.
6. window signs are permitted in addition to free-standing lawn signs.

L. Scoreboards for athletic fields

M. Small Non-Illuminated Directional Signs

Non-illuminated directional signs not over three (3) square feet in area or three (3) feet in height. Directional signs exceeding either dimension and illuminated directional signs of any size are not exempt.

N. Exempt Changes to Signs

No Sign Permit shall be required for the following changes to exempt or non-exempt signs, but such changes must conform to all applicable sign regulations of this Ordinance:

1. A change in the copy on a sign designed for replaceable copy, including painted or printed signs.
2. Painting, cleaning, repair, maintenance, or face replacement of a sign not involving structural change and made necessary by breakage or deterioration but not by a change in advertiser.

O. Service Station Signs and Displays

In addition to other signs and displays permitted herein, the following displays are permitted as accessory to automobile service stations:

1. Oil Racks

Racks for the orderly display of cans of motor oil located on or at the ends of each pump island.

2. Tire Racks

Up to two (2) tire-racks - each not more than eight (8) feet high, six (6) feet long, and five (5) feet high and conforming to all yard requirements - to display new tire casings.

3. Product Displays

Items for sale on the premises openly displayed within twenty (20) feet of the principal building but not within any required yard, as well as under pump island canopies or between pumps within the area of the pump island base.

4. Pricing Signs

Free standing signs providing only pricing information that have a sign area not greater than twelve (12) square feet and that conform to all other requirements for main free standing signs in commercial areas in Section 9.12.

- P. Signs not visible beyond the boundaries of the lot or parcel upon which they are situated or from any public thoroughfare or right-of-way.
- Q. Any sign which is located completely within an enclosed building, and which sign is not visible from outside of the building.
- R. Vending machine signs.

**9.5 PROHIBITED SIGNS**

The following signs and displays, as they are defined herein, are prohibited in all zoning districts:

- A. Temporary signs and any Attention Getting Device or Activity, except as otherwise permitted or exempted from these regulations.
- B. Projecting, roof, festoon, flashing, beacon, vehicle sign, snipe sign, and trailer sign.
- C. Inflatable signs, except as otherwise permitted by this Ordinance.
- D. Murals or signs painted on exterior building walls or fences.
- E. Signs on vacant land other than real estate signs, construction signs, or outdoor advertising signs, as defined and regulated herein.
- F. Outdoor display of merchandise to attract attention to a business except as permitted by a Temporary Use Permit or a Conditional Use Permit for an Open Sales Lot, and Service Stations as permitted by this ordinance.
- G. Signs consisting of a string of hanging lights, except for seasonal decorations, Christmas tree sales, and theater marquees as permitted by this ordinance.
- H. Pennants, except as permitted by this ordinance for grand openings.
- I. Signs which move or have moving parts, which movement is caused either by the wind or mechanically.

- J. Signs which contain statements, words, pictures or other depictions of an obscene, indecent or immoral character and which offend public morals or decency.
- K. Miscellaneous advertising devices, other than signs which conform to the provisions of this Ordinance, shall not be allowed.
- L. Signs in conflict with traffic signals, vehicular or pedestrian travel, access to fire hydrants and fire lanes and exits, and other signs which reasonably impede or impair the public health, safety and welfare.
- M. Obsolete signs.
- N. Signs which are determined by the Zoning Administrator and Chief of Police of the Village to constitute a traffic hazard by reason of size, location, content, color or illumination.
- O. Search lights.

## **9.6 CONDITIONAL USE SIGNS**

- A. The following are allowed only as Conditional Uses:
  - 1. Outdoor advertising signs in C-3 and I Districts

## **9.7 NONCONFORMING SIGNS**

- A. Authority to Continue. Except as provided in Subsections G of this Section, any lawfully existing nonconforming sign may be continued so long as it otherwise remains lawful, subject to the regulations contained in Subsections C through F of this Section.
- B. Certificates of Nonconformity.

Burden of Owner to Establish Legality of Nonconformity. The burden of establishing that any nonconforming sign is lawfully existing under the provisions of this Article shall, in all cases, be upon the owner of such nonconformity and not upon the Village.

- 1. The owner, or any person receiving notice, of any nonconforming sign may at any time apply to the Zoning Administrator for a Certificate of Zoning Compliance to confirm the legality of such nonconformity as of a specified date. Such application shall be filed and processed pursuant to the provisions of Section 11.2 of this Ordinance.

2. Any person receiving a notice of a nonconforming sign pursuant to Paragraph B2 above shall be required, within sixty (60) days of the receipt of such notice, to apply to the Zoning Administrator for such a Certificate of Zoning Compliance with respect to the nonconformity identified said notice. Unless an appeal from the determination of the Zoning Administrator contained in said notice has been filed, such application shall be accompanied by an affidavit admitting such determination. Such affidavit shall be kept on file by the Zoning Administrator and shall be a matter of public record.
  3. If, upon reviewing an application for a Certificate of Zoning Compliance for a nonconformity, the Zoning Administrator shall determine that the sign in question was lawfully existing at the time of the adoption of the provision creating the nonconformity in question, and remains lawful existing subject only to such nonconformity at the time of such application, and that any required affidavit is in order, the Zoning Administrator shall issue a Certificate of Zoning Compliance evidencing such facts and setting forth the nature and extent of the nonconformity and the date, if any, upon which such nonconformity is required to be terminated; otherwise, the Zoning Administrator shall decline to issue such Certificate and shall declare such building, structure, lot or sign to be in violation of this Ordinance.
- C. Ordinary Repair and Maintenance. Normal maintenance and incidental repair or replacement of non-bearing sign elements and electrical wiring and fixtures may be performed on any sign; provided, however, that any repair or replacement shall, whenever possible eliminate or reduce any nonconformity in the element being repaired or replaced and provided further, however, that this Subsection B shall not be deemed to authorize any violation of Subsections C through F of this Section.
- D. Alteration, Enlargement, Moving. No nonconforming sign shall be changed or altered in any manner that would increase the degree of its nonconformity; be enlarged or expanded; be structurally altered to prolong its useful life; or be moved in whole or in part to any other location where it would remain nonconforming. A change in sign message that does not otherwise violate the provisions of this Ordinance shall not be deemed to be prohibited by this Subsection.
- E. Change of Sign. A nonconforming sign that has been changed to eliminate its nonconformity, or any element of its nonconformity, shall not thereafter be changed to restore such nonconformity or nonconformity element.
- F. Damage or Destruction. Any nonconforming sign, or any nonconforming element of a sign capable of change or discontinuance separate from other elements of the sign, damaged or destroyed, by any means, to the extent of thirty-five percent (35%) or

more of its replacement cost new shall not be restored but shall be removed or brought into conformity with the provisions of this Ordinance.

G. Termination of Certain Signs

1. Immediate Termination. The following nonconforming signs, or sign features, shall be terminated within sixty (60) days after the effective date of this Ordinance by removal of the sign or by alteration of the sign to eliminate the specified feature:
  - a. Attention-getting devices
  - b. Moving or animated signs, except public service signs when expressly permitted by this Ordinance
  - c. Portable signs
  - d. Temporary signs, except as expressly permitted by Section 7.11 of this Ordinance
  - e. Any sign that advertises, identifies or pertains to a business no longer conducted, or a product no longer sold, on the premises where such sign is located
  - f. Any sign on a tree or utility pole, whether on public or private property
  - g. Any sign on public property, except governmental signs authorized in Article IX of this Ordinance
  - h. Any sign that violates any provision or requirement of this Article IX.
  - i. Any sign constructed or erected without a valid permit
2. Terminated in Accordance with Previous Amortization Schedule. Any sign that was required to be removed the Glendale Heights Zoning Ordinance as adopted on \_\_\_\_\_ that has not been removed in accordance with the terms of those Sections shall be removed immediately and every such sign is hereby declared to be unlawful and a public nuisance. Any sign subject to these Sections that was not fully amortized pursuant hereto shall be terminated and removed at the earliest date required either by those Sections or by this Subsection 9.7 G.
3. Termination by Abandonment.
  - a. Any nonconforming sign the use of which is discontinued for a period of thirty (30) consecutive days, regardless of any intent to resume or not to abandon such sign, shall be deemed to be abandoned and shall not thereafter be re-established or resumed. Every such sign shall be immediately removed or brought into conformity with the provisions of this Ordinance.
  - b. Any period of such discontinuance caused by government actions, strikes, material shortages or acts of God, and without any contributing

fault by the nonconforming user, shall not be considered in calculating the length of discontinuance for purposes of this paragraph.

4. Termination by Change of Business Ownership. Any nonconforming sign advertising, identifying or pertaining to a business on the premises on which it is located shall be terminated upon any change in the ownership or control of such business.

5. Termination by Amortization.

a. Any nonconforming sign, or any nonconforming element of a sign capable of change or discontinuance separate from other elements of the sign, that has not been terminated pursuant to any other provision of this Ordinance shall be terminated no later than the date provided in the following schedule:

Original Value of Sign or Sign Element, as Shown on, or Estimated from, Building Permit	Removal Required Within Stated Period After Effective Date of this Ordinance
Less than \$1,000	1 year
\$1,001 to \$3,000	2 years
\$3,001 to \$5,000	3 years
\$5,001 to \$7,000	4 years
More than \$7,000	5 years

b. Where no original value can be established, the Zoning Administrator's estimate of current depreciated replacement cost shall be used.

H. Maintenance and Landscaping. All legal nonconforming signs shall, within eighteen (18) months of the adoption of this Ordinance, be brought into compliance with each rule and regulation set forth in this Ordinance relating to the maintenance, appearance, and landscaping of signs and of lots and parcels improved with signs.

## 9.8 CONSTRUCTION, MAINTENANCE, LIGHTING AND SAFETY

All signs shall be constructed and maintained as hereinafter described:

A. Building Code. All signs shall be constructed of approved materials and shall comply with the requirements of the Village Building Codes and any amendments thereto as adopted by the Village from time to time.

B. Electrical Code. All signs in which any electrical wiring and/or connections are to be used shall comply with the Village Electrical Code.

- C. Painting and/or Maintenance. The owner of any sign shall paint and maintain all parts and supports thereof as necessary to prevent rusting, rotting or deterioration.
- D. Wind Pressure and Dead Load Requirements. Every sign shall be designed and constructed to withstand a wind pressure of thirty (30) pounds per square feet and shall be constructed to receive dead loads as required in the Glendale Heights Building Codes and any amendments thereto or other applicable ordinances.
- E. Date of Erection, Name of Permittee and Voltage to be on Sign. Every sign hereafter erected shall have painted in a conspicuous place thereon, in legible letters, the date of erection, the name of the Permittee and the voltage of any electrical apparatus used in connection therewith.
- F. Glass, Limitation. Any glass forming part of a sign shall be safety glass. In case any single piece or pane of glass has an area exceeding three (3) square feet, it shall be wired glass.
- G. Obstructions to Doors, Windows, or Fire Escapes. No sign shall be erected, relocated or maintained so as to prevent free access to, or egress from, any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.
- H. All signs shall be maintained in a safe and orderly condition and attractive appearance, and shall be repainted or otherwise maintained periodically to prevent corrosion or deterioration caused by weather, age or other condition. The owner of a sign shall be responsible for providing such maintenance, including any necessary repairs, which shall be completed within thirty (30) days after notification by the Building Commission of maintenance required hereunder. For free standing signs, such maintenance shall also require that the ground area, be kept free and clean of weeds, trash and other debris.
- I. Unsafe or Unlawful Signs
  - 1. If the Zoning Administrator shall find that any sign is unsafe, insecure or a menace to the public, or has been constructed, erected or maintained in violation of the provisions of this Ordinance, or has not been completed within six (6) months of the date of the issuance of the permit, he shall give written notice to the owner. If the owner fails to remove or alter the structure so as to comply with the standards herein set forth within ten (10) days after such notice, the Village shall initiate such legal proceedings as may be required to compel the removal of said sign(s) and the recovery of any costs incurred in connection therewith.

2. Any sign, which no longer identifies a bona fide business conducted or a product sold on the premises where said sign is located, shall be taken down and removed by the person having the beneficial use of the building, structure or property upon which said sign may be found within ten (10) days after the written notification from the Zoning Administrator; and upon failure to comply with such notice within the time specified in the order, the Village shall initiate such legal proceedings as may be required to compel the removal of said sign(s) and the recovering of any cost incurred in connection therewith.

## 9.9 ADMINISTRATION

### A. Permits

#### 1. Contents of Sign Permit Application

An application for a Sign Permit shall be made upon forms provided by the Zoning Administrator and shall include the following information:

- a. The name, address, and telephone number of the applicant, of the owners or managers of the property on which the sign is to be displayed, and of the intended owner of the sign
- b. The location of the property where the sign is to be displayed
- c. A site plan showing the position of the sign in relation to nearby buildings, structures, rights-of-way, and street grade, and the locations and sign areas of all existing signs on the same premises
- d. Two copies of plans and specifications showing methods of construction and support, all dimensions of the sign, and all electrical components
- e. An elevation sketch showing all exposed surfaces of the sign and all proposed messages or representations thereupon, accurately represented as to shape, size, proportion, and color
- f. Name of the party that is to produce and erect the sign
- g. Written consent of the owners of the property on which the sign is to be displayed, if other than the applicant
- h. Other information required by the Zoning Administrator to ascertain compliance with Village regulations
- i. A non-refundable fee as established by the Village.
- j. The number of copies of plans and specifications as specified by the Zoning Administer showing method of construction, location and support, attachment to a building or ground, illumination and lighting intensity, sealed by a registered architect or structural engineer or professional engineer. If required by the Zoning Administrator, a copy of stress sheets and calculations showing that the structure is designed

for deadload and wind pressure in any direction, in the amount required by all regulations and ordinances of the Village.

- k. Any electrical permit required for the sign.
- l. A statement specifying the number and aggregate size of all signs existing on the lot or premises at the time of making such application.
- m. The information submitted by the applicant shall be in sufficient detail to illustrate clearly the design for which approval is being sought and its relationship to the structure it serves.

2. Issuance of Sign Permits

- a. The Zoning Administrator shall issue a Sign Permit for any sign for which a complete and accurate Sign Permit Application has been filed when he or she has determined that the sign is in compliance with this and other applicable Village ordinances.
- b. A \$200.00 cash escrow deposit shall be deposited with the Village at the time a permit for a Temporary Sign is issued. This deposit shall be refunded after the Temporary Sign has been removed in accordance with the time period specified on the permit. The deposit shall be forfeited if the Temporary Sign is not removed within the time permit.

3. Suspension, Revocation, and Denial

- a. A Sign Permit shall become void if the sign authorized thereby has not been completely installed within six (6) months of the date the Permit was issued.
- b. The Zoning Administrator shall give written notice to the applicant of denial of a Sign Permit application together with the reasons for the denial.
- c. The Zoning Administrator may suspend or revoke, in writing to the permittee, any Sign Permit issued on the basis of misstatement of fact.
- d. In the event that the person, firm or corporation to whom sign permit has been granted fails to complete or assure completion of the work required in accordance with the provisions of said permit during the time said permit is in effect, the Zoning Administrator shall notify such person, firm or corporation in writing. If such failure is not corrected within ten (10) days after notification, the sign permit shall be revoked by order of the Zoning Administrator.
- e. Any sign permit issued under this Ordinance shall be revoked by the Zoning Administrator when it is shown that:
  - (1) The permit was issued without or in excess of the authority of the Zoning Administrator; or
  - (2) The application for the sign permit contained a material misrepresentation of fact; or

- (3) The sign or its structure was erected, constructed, reconstructed, altered or used in a manner not in compliance with this Ordinance or the submittals which served as the basis for issuance of said permit.
    - (4) A sign is found to be unsafe and is not promptly repaired.
  4. Removal of Unsafe, Abandoned, or Unlawful Signs
    - a. Any sign other than an outdoor advertising sign that no longer identifies a business, activity, event, or service conducted or product, service, or entertainment sold on the premises where the sign is located shall be considered abandoned and shall be removed.
    - b. If upon inspection the Zoning Administrator finds that a sign is abandoned, unsafe, or in any way not in compliance with Village ordinances, he or she shall issue a written order to the permittee stating the nature of the violation and requiring the repair, replacement, or removal of the permanent sign within fourteen (14) days of the date of the order. The notice to remove unsafe, abandoned or unlawful temporary signs shall be one (1) day.
    - c. If after fourteen (14) days of issuance an order has not been complied with, or if a sign constitutes an immediate hazard to the public safety, the Zoning Administrator may recommend to the Village Board that it authorize judicial process to cause the sign to be removed or repaired pursuant to the provisions concerning Unsafe Buildings of Article 11, Chapter 24, of the Illinois Municipal Code.
    - d. After any removal of a sign through judicial process, the Zoning Administrator shall send a notice to the sign owner stating the nature of the removal work performed and demanding payment of the cost thereof plus ten percent (10%) for inspection and administration costs. If said amount is not paid within thirty (30) days of the notice, it shall become a lien against the property of the sign owner.

B. Insurance, License, and Bond Requirements

1. Every applicant for a Sign Permit for a sign to be so located that it may fall upon a public right-of-way shall file with the Zoning Administrator a multi-peril liability insurance policy, or a Certificate of Insurance therefor, covering all damage or injury that might be caused in an amount not less than \$500,000 for personal injury and \$20,000 for property damage.
2. The Village and its officers, agents, and employees shall be named as additional parties insured. This policy shall be maintained in force so long as the Sign Permit is in effect. The Zoning Administrator shall revoke such Permit if at any time the insurance is not in full force.

3. In lieu of insurance, the applicant may file an indemnity bond, with a corporate surety satisfactory to the Zoning Administrator, in the amount of \$500,000, which will indemnify and hold harmless the Village and its officers, agents, and employees from all claims, losses, or lawsuits resulting from the sign.
4. In addition, no person shall perform work related to the construction, enlargement, alteration, repair, moving, improvement, or maintenance of any sign, who has not obtained a Village contractor's license. No person shall perform electrical work upon a sign who has not presented his or her electrical registration to the Village.

C. Appeals and Variances

Variances and appeals relating to the application of sign regulations shall be as provided for all other provisions of this Ordinance.

## 9.10 SIGN STANDARDS

All exempt and non-exempt signs shall conform to the following standards:

A. Location and Placement

1. Within Public Right-of-Way

No sign or associated light fixture shall be located within, project into, or overhang a public right-of-way, such as a sign upon a tree or utility pole therein.

2. Obstructions

No sign may obstruct a fire escape, door, window, or other entrance or exitway, nor any window surface required for ventilation by any Village code.

3. Traffic Hazards

No sign may by reason of location or location and size obstruct the vision of drivers or obstruct or detract from the visibility or effectiveness of any traffic signal or control device.

4. Proximity to Electric Wires

No metal sign shall be located within a vertical distance of eight (8) feet, or a horizontal distance of four (4) feet, of electrical wires or conductors, even if such wires or conductors are insulated or otherwise protected.

5. Clearance for Metal Electrical Signs

A minimum sign clearance of one and one half (1.5) feet shall be maintained for all metal signs with electrical wiring.

6. Vision Clearance

Any sign located within the vision clearance triangle as defined herein or within thirty (30) feet of the intersection of a private driveway and an arterial or collector street shall have a minimum sign clearance of eight (8) feet.

B. Illumination

1. Bare Bulb or Flame Illumination

Illumination by bare bulbs or flames is prohibited, except that bare bulbs are permitted on changing copy signs or on theater marquees.

2. Hours of Illumination

No sign shall be illuminated beyond the close of business or 11:00 P.M., whichever is later.

3. Projecting Light Fixtures

Gooseneck reflectors or other arms projecting from the sign mounted with lights to illuminate the sign are permitted on freestanding and wall signs.

4. Constant Illumination

Sign illumination shall be constant in intensity and color.

5. Non-Glaring

The light for any illuminated sign shall be shaded, shielded, or directed so as not to cause glare in surrounding properties or in public streets.

6. Traffic Hazards

No direct or reflected light from a light source for an illuminated sign shall create a traffic hazard for operators of motor vehicles.

C. Sign Design and Content

1. Resemblance to Traffic Devices

No sign shall be reason of shape, color, content, or use of lighting be similar in appearance to any traffic signal or traffic sign in a way that may interfere with traffic movement or safety.

2. Obscenity

No sign or display shall contain words or pictures of obscene, indecent, or immoral character that offend the public morals and decency of the Village.

3. Permit Number

The Sign Permit number shall be displayed in a conspicuous place on every non-exempt sign.

D. Other Standards

All non-exempt signs shall conform to the applicable standards for individual sign types in Section 9.12.

## 9.11 STANDARDS FOR TEMPORARY SIGNS

A. General Standards

1. Permit Limitations

A permit must be obtained for all temporary signs. Temporary signs shall be removed within twenty-four (24) hours after the expiration of the permit. No more than four (4) temporary permits shall be issued for any one business in any calendar year. Temporary signs are also limited to sixty (60) days per calendar year, and a maximum of thirty (30) days for each event, with a thirty (30) day break between events.

2. Number

Not more than one non-illuminated temporary sign, as defined in the Ordinance, shall be permitted per business establishment at one time, except in multi-tenant buildings and shopping centers, a maximum of two temporary signs may be displayed at any one time.

3. Size

No temporary banner permitted by this Ordinance shall exceed thirty-two (32) square feet in area. No temporary portable sign shall exceed twenty-four (24) square feet in area or eight (8) feet in height, except pole banners as permitted by this Ordinance.

4. Location

Portable signs must be set back a minimum of seven (7) feet to any property line and must be located outside of the vision clearance triangle at street and driveway intersections. Signs shall be located only on the same zoning lot as the temporary use and not be detrimental to the character of the area. A banner that is mounted on a wall must be secured taut. Banners shall not be displayed to cover permanent business signs.

5. Legend

No temporary sign shall contain an advertisement of any business or service not conducted on or in the premises on which such sign is displayed.

6. Design and Maintenance

All temporary signs shall be professionally printed and tasteful in color and design. Temporary signs which become tattered or torn while being displayed shall immediately be replaced or removed.

B Requirements for Specific Sign Types

1. Grand Openings

In addition to the temporary signs permitted by this Ordinance, new businesses, or existing businesses closed for remodeling for at least six (6) months, and a grand opening of a residential planned unit development shall be permitted to display pennants and temporary signs for an additional fourteen (14) days for grand openings during the first four (4) months.



2. Pole Banners

Temporary signs mounted on light poles or other pole structures shall not exceed six (6) feet in height and two and one half (2 1/2) feet in width, and shall be mounted a maximum of sixteen (16) feet above grade level. Such temporary signs must maintain a nine (9) foot clearance above parking lots and driveways.

No more than two (2) banners per pole is permitted. Pole banners may also be displayed for shopping center sidewalk sales and year round at automobile sales dealerships. The number of pole banners to be displayed at any one time shall be subject to the approval of the Zoning Administrator.

3. Temporary Inflatable Signs

Temporary inflatable signs shall be permitted in the C-3 General Business District only on lots with a minimum of six hundred (600) feet of frontage.

4. Business Flag

One business flag not to exceed three (3) feet by five (5) feet is permitted per business when displayed on a pole below the American flag in accordance with all Federal and State regulations.

5. Garage/Yard Sale Signs

A maximum of one sign per lot is permitted, not to exceed four (4) square feet in area and displayed only on the days of the sale.

6. Residential Directional Signs

Signs directing people to a residence conducting a sale (e.g. open house or garage/yard sale) are permitted off-premises only when displayed on private property zoned residential and only with the consent of the property owner. A maximum of two (2) directional signs are permitted, limited to one (1) sign per lot, not to exceed four (4) square feet in area. Residential directional signs displayed within the public right-of-way may be removed by the Village without prior notice.

- C. Conditions. The Zoning Administrator may impose such conditions and restrictions on the premises to be benefited by a temporary sign as may be necessary to comply with the standards set forth herein, to reduce or minimize any injurious effect of such variation on other property in the neighborhood, and to implement the general intent, purpose, and objectives of this Ordinance.



**9.12 STANDARDS FOR NON-EXEMPT SIGNS**

A. All Uses

1. Directional Signs: at Street Entrance or Exit
  - a. Number permitted 1 per entrance or exit
  - b. Maximum Area in Sq. Ft. per side 3
  - c. Maximum height in feet 3
  - d. Other Requirements Directional Signs may be located in any required yard
  
2. Directional Signs at All Other Locations
  - a. Number permitted 1 per lot
  - b. Maximum Area in Sq. Ft. per side 9
  - c. Maximum height in feet 3
  - d. Other Requirements Directional Signs may be located in any required yard
  
3. Real Estate Signs
  - a. Number permitted Maximum of 1 sign per street frontage or lot
  - b. Maximum Area in Sq. Ft. per side 32
  - c. Maximum height in feet 16
  - d. Other Requirements Shall be located a minimum of 5 feet from each lot line and shall be removed within 7 days of sale or rental.
  
4. Construction Signs
  - a. Number permitted Maximum of 1 sign per street frontage or lot
  - b. Maximum Area in Sq. Ft. per side 32
  - c. Maximum height in feet 16
  - d. Other Requirements Non-illuminated; shall be removed within 2 weeks of issuance of Certificate of Zoning Compliance

B. Residential Uses

1. Multi-Family Identification Signs
  - a. Number permitted 1 per lot
  - b. Maximum Area in Sq. Ft. per side 3

	c.	Maximum height in feet	7	
2.		Subdivision or PUD Entrance Signs		
	a.	Number permitted		1 per street entrance
	b.	Maximum Area in Sq. Ft. per side		32
	c.	Maximum height in feet	7	
	d.	Other Requirements		To be illuminated by indirect lighting that is shaded, shielded, or directed so as not to cause glare in surrounding properties or in public streets. Shall contain name of development only.
C.		Institutional Uses		
1.		Other Signs		
	a.	Number permitted		Maximum of 1 sign per street frontage or lot
	b.	Maximum Area in Sq. Ft. per side		16
	c.	Maximum height in feet	8	
	d.	Other Requirements		Set back from street lines a minimum of 1/3 of applicable required yard
D.		Commercial Uses		
1.		Canopy Signs		
	a.	Number permitted		Maximum of 1 sign per street frontage or lot
	b.	Maximum Area in Sq. Ft. per side		1.5 sq. ft. per lineal foot of building frontage: applies cumulatively for all wall, canopy, under canopy and permanent window signs
	c.	Maximum height in feet	NA	
	d.	Minimum clearance		8
2.		Under Canopy Signs		
	a.	Number permitted		Maximum of 1 sign per business establishment
	b.	Maximum Area in Sq. Ft. per side		5
	c.	Maximum height in feet	NA	

	d.	Minimum clearance		8	
	e.	Other Requirements			Max. width of 60% of horizontal canopy projection. Area is counted in maximum wall sign area.
3.		Menu Board Signs			
	a.	Number permitted		2	
	b.	Maximum Area in Sq. Ft. per side		32	
	c.	Maximum height in feet	16		
	d.	Other Requirements			Shall be free standing or wall signs located in side or rear yards only.
4.		Wall Signs			
	a.	Number permitted			Maximum of 1 sign per business establishment
	b.	Maximum Area in Sq. Ft. per side			1.5 sq. ft. per lineal foot of building frontage: applies cumulatively for all wall, canopy, under canopy and permanent window signs
	c.	Maximum height in feet	16		
	d.	Other Requirements			May locate on principal building walls facing public streets only May project a maximum of 1 foot into required yard
5.		Window Signs, Permanent			
	a.	Number permitted			NA
	b.	Maximum Area in Sq. Ft. per side			Both permanent and temporary window signs together must not exceed 50 % of area of display windows. The total area of both permanent window signs and wall signs must not exceed maximum area for wall signs. Permanent window signs may contain only business name and type, logo, address, phone number, major product, and business hours.
	c.	Maximum height in feet			NA



Free Standing Signs:

- |    |                                |                                  |  |
|----|--------------------------------|----------------------------------|--|
| 6. | Main Sign                      |                                  |  |
|    | a.                             | Number permitted                 | Maximum of 1 sign per street frontage or lot   |
|    | b.                             | Maximum Area in Sq. Ft. per side | 1 sq. ft. per lineal foot of building frontage up to 100 feet plus 0.25 sq. ft. per lineal foot of building frontage over 100 feet up to a maximum of 120 sq. ft.            |
|    | c.                             | Maximum height in feet           | 16   |
|    | d.                             | Other Requirements               | Located a minimum of 7 feet from any lot line, to be measured from outermost perimeter of sign.  |
|    |                                |                                  |  |
| 7. | Display Board or Changing Sign |                                  |  |
|    | a.                             | Number permitted                 | Maximum of 1 sign per street frontage or lot   |
|    | b.                             | Maximum Area in Sq. Ft. per side | Maximum size of sign is size of main sign. Total area of display board or changing sign plus main sign shall not exceed maximum permitted are for main free standing sign.   |
|    | c.                             | Maximum height in feet           | 16   |
|    | d.                             | Other Requirements               | Located a minimum of 7 feet from any lot line, to be measured from outermost perimeter of sign.  |
|    |                                |                                  |  |
| 8. | Outdoor Advertising Signs      |                                  |  |
|    | a.                             | Number permitted                 | Maximum of 1 sign per street frontage or lot   |
|    | b.                             | Maximum Area in Sq. Ft. per side | 300  |
|    | c.                             | Maximum height in feet           | 25   |
|    | d.                             | Other Requirements               | Allowed only as a condition Use in C-3 and I Districts. Shall be principal Use only, conform to yard requirements of district, and be located a minimum of 100 feet from any |

other outdoor advertising sign and from any Residential District. Any illumination shall be indirect.

In Shopping Centers:

- |  |           |  |
|--|-----------|--|
| <p>9. Main Center Sign</p> <p>a. Number permitted</p> <p>b. Maximum Area in Sq. Ft. per side</p> <p>c. Maximum height in feet</p> <p>d. Other Requirements</p> | <p>16</p> | <p>Maximum of 1 sign per street frontage or lot</p> <p>120</p> <p>Permitted in addition to other signs permitted in commercial areas. Must locate a minimum of 7 feet from any lot line, to be measured from the outermost perimeter of the sign. Centers with frontage on 2 streets may substitute 1 ground sign for each frontage for single main pole sign.</p> |
| <p>10. Directory Sign</p> <p>a. Number permitted</p> <p>b. Maximum Area in Sq. Ft. per side</p> <p>c. Maximum height in feet</p> <p>d. Other Requirements</p>  | <p>16</p> | <p>1</p> <p>120</p> <p>Must be part of main sign facing for complex and shall be uniform in size, shape and color. Total area of directory sign and main sign shall not exceed the maximum permitted area for main free standing sign.</p>   |
| <p>E. Office &amp; Industrial Uses</p> <p>1. Canopy Signs</p> <p>a. Number permitted</p> <p>b. Maximum Area in Sq. Ft. per side</p>                            |           | <p>Maximum of 1 sign per street frontage or lot</p> <p>1.5 sq. ft. per lineal foot of building frontage: applies cumulatively for all wall,</p>  |

			canopy, under canopy and permanent window signs
	c.	Maximum height in feet	NA
	d.	Minimum clearance	8
2.	Under Canopy Signs		
	a.	Number permitted	Maximum of 1 sign per business establishment
	b.	Maximum Area in Sq. Ft. per side	5
	c.	Maximum height in feet	NA
	d.	Minimum clearance	8
	e.	Other Requirements	Max. width of 60% of horizontal canopy projection. Area is counted in maximum wall sign area.
3.	Menu Board Signs		
	a.	Number permitted	2
	b.	Maximum Area in Sq. Ft. per side	32
	c.	Maximum height in feet	16
	d.	Other Requirements	Shall be free standing or wall signs located in side or rear yards only.
4.	Wall Signs		
	a.	Number permitted	Maximum of 1 sign per business establishment
	b.	Maximum Area in Sq. Ft. per side	1.5 sq. ft. per lineal foot of building frontage: applies cumulatively for all wall, canopy, under canopy and permanent window signs
	c.	Maximum height in feet	16
	d.	Other Requirements	May locate on principal building walls facing public streets only May project a maximum of 1 foot into required yard
5.	Window Signs, Permanent		
	a.	Number permitted	NA
	b.	Maximum Area in Sq. Ft. per side	Both permanent and temporary window signs together must not exceed 50 % of area of display

windows. The total area of both permanent window signs and wall signs must not exceed maximum area for wall signs. Permanent window signs may contain only business name and type, logo, address, phone number, major product, and business hours.

- c. Maximum height in feet NA

Free Standing Signs:

- 6. Industrial . or Office Park Entrance Sign
  - a. Number permitted 1 per street entrance
  - b. Maximum Area in Sq. Ft. per side 150
  - c. Maximum height in feet 8
  - d. Other Requirements Minimum of 5 feet from any lot line.
  
- 7. Directory Sign
  - a. Number permitted 1
  - b. Maximum Area in Sq. Ft. per side 150
  - c. Maximum height in feet 16
  - d. Other Requirements Must be part of main sign facing for complex and shall be uniform in size, shape and color. Total area of directory sign and main sign shall not exceed the maximum permitted area for main free standing sign.
  
- 8. Outdoor Advertising. Signs
  - a. Number permitted Maximum of 1 sign per street frontage or lot
  - b. Maximum Area in Sq. Ft. per side 300
  - c. Maximum height in feet 25
  - d. Other Requirements Allowed only as a condition Use in C-3 and I Districts. Shall be principal Use only, conform to yard requirements of district, and be located a

minimum of 100 feet from any other outdoor advertising sign and from any Residential District. Any illumination shall be indirect.

- 9. Other Signs
  - a. Number permitted Maximum of 1 sign per street frontage or lot
  - b. Maximum Area in Sq. Ft. per side 1 square foot of building frontage up to a maximum of 50 square feet. Shall contain only building or park name, location, list of tenants. Must locate a minimum of 7 feet from any lot line, to be measured from outer-most perimeter of sign.
  - c. Maximum height in feet 6
  - d. Other Requirements 1 square foot of building frontage up to a maximum of 50 square feet. Shall contain only building or park name, location, list of tenants. Must locate a minimum of 7 feet from any lot line, to be measured from outer-most perimeter of sign.

**9.13 SIGN AREA BONUSES**

Allowable sign area for commercial uses may be increased by the percentages specified below under the conditions also specified therein.

<u>Area Bonus</u>	<u>Type of Sign</u>	<u>Conditions for Bonus</u>
15%	Wall	In shopping center with lease provisions approved by the Village that restrict all wall signs uniform or complimentary size, shape, and color.
15%	Free Standing	Sign is erected in landscaped area, the design of which is approved by the Village, that is at least twice the area of the sign in size.

15%                      Free Standing                      Sign Height is eight (8) feet or less.

#### **9.14 SPECIAL SIGN DISTRICTS**

- A. Upon the finding of unique circumstances, specific geographic areas or specific properties in the Village may be designated by ordinance of the Village Board as Special Sign Districts for the purpose of improving the overall appearance of signs in the area or giving effect to special needs of unique businesses.
- B. Goal. A Special Sign District may be created when there are unique circumstances relating to a geographic area which require regulations beyond the application of the provisions of this Ordinance. Examples of these circumstances are:
  - 1. Special Improvement Areas - Certain groups of adjacent businesses or neighborhood areas in the Village may have special characteristics which require unique considerations for signs.
  - 2. Large Properties or Unique Businesses - The premises of certain larger properties or businesses on small parcels which may have signage needs that are unique.
- C. Initiating a Sign District. Any interested person may initiate the consideration of a Special Sign District by presenting a request therefor to the Plan Commission for a recommendation.
- D. Application Content. In addition to the requirements listed for permit applications in Section 9.9 above, the application for a comprehensive sign plan for a Special Sign District shall include a plan for all signs to be used in the District, including their maximum size, color, location, illumination details, lettering type, mounting details, and landscaping details.
- E. Comprehensive Sign Plan. No sign for which a permit is required may be erected in a Special Sign District unless it is in conformance with the comprehensive sign plan approved for that District. The comprehensive sign plan for a District may be amended by following the same procedure that is used to establish the initial sign plan.
- F. Criteria. The Plan Commission shall use the Design Guidelines set forth in Section 9.16 in its review of the proposed comprehensive sign plan.
- G. Permitted Variations. In conjunction with the approval of the comprehensive sign plan, the Plan Commission may authorize variations to the regulations included in this Ordinance. Such variations shall be permitted only when the applicant demonstrates

that they are necessary to provide an improved comprehensive solution that is consistent with the Purpose of this Ordinance as found in Section 9.1 herein. The petitioner shall demonstrate that all reasonable efforts (utilizing color, contrast, lettering legibility, illumination, and graphic composition) have been made to increase the reading effectiveness of the proposed signage within the normal requirements of this Ordinance.

- H. Approval Procedure. No Special Sign District shall be created by the Village Board without following the procedures set forth for the approval of a special use in Section 12.3.

### **9.15 REQUIRED LANDSCAPING AND LANDSCAPE MAINTENANCE**

- A. Every permit application for a freestanding or ground sign shall be accompanied by a landscape plan meeting the standards hereinafter specified:
  - 1. The required landscaped areas shall be improved with such plantings as grass sodding or seeding, hedges, conifers, flowering plants, evergreens, etc., of a size and in quantity proportionate to the size and height of the sign as judged by the Zoning Administrator in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer.
  - 2. In addition to the plantings herein described, the landscaped area shall also include ground protection such as, but not limited to, ground cover plants, landscaping bar, decorative stone or landscape timbers.
  - 3. It shall be the duty of each party owning any lot or parcel improved or to be improved with the landscaping required herein to maintain said landscaping including, but not by way of limitation, the replacement of any dead or diseased vegetation, the trimming of any overgrown vegetation and the maintenance of any groundcover or protection provided in accordance with the terms hereof.
- B. Landscaping Practices. Landscaping in rights-of-way and on-site shall be planted and pruned in accordance with the guidelines set forth in Appendix B.

### **9.16 DESIGN GUIDELINES**

- A. General Principles For Sign Design.

1. The Legibility of Signs. Signs shall be adequately legible under the circumstances in which they are primarily seen. The legibility of signs is related to:
  - a. The speed at which they are viewed;
  - b. The context and surroundings in which they are seen;
  - c. The design, colors, and contrast of the sign copy and sign face.The design of the sign including copy, lettering size and style, and colors shall logically relate to the predominant speed of traffic which will see it. Signs shall legibly convey their messages without being distracting or unsafe to motorists reading them.
2. The Relationship of Signs to the Surroundings. Signs shall not detract from the general appearance and architectural character of their surroundings including streets, buildings, and other signs in the area. Signs shall not be designed to compete with one another but shall contribute to the composite legibility and attractiveness of streets within the Village.
3. The Relationship of Signs to the Buildings and Sites they Identify. Signs shall be an integral architectural element of the buildings and sites that they identify and their design shall be consistent with, and not detract from, the overall architectural concept of their site.
4. The Quality and Craftsmanship of Signs. Signs shall be carefully crafted, durable, and consistent with the quality and permanence of the buildings and sites that they identify.
5. The Maintenance of Signs. All signs shall be regularly maintained and repaired or replaced in response to the aging and weathering of their materials.

B. Specific Guidelines by Design Element

1. Scale and Proportion
  - a. Freestanding Signs. The scale of freestanding signs shall be compatible with the building or buildings they identify and the signs shall not be of such a size that they visually overpower the buildings on the site.
  - b. Building Signs (signs attached to or part of a building or structure on the site other than freestanding signs). Building signs shall be harmonious in scale and proportion with the building facade they are mounted to and with the architectural elements of the building such as windows, cornices, sign friezes, and bays. Signs that are part of building elements such as walls, windows, canopies, awnings, and mansard roofs shall not visually overpower those elements nor detract from the composition of the building facade.

2. Shape and Silhouette

- a. Freestanding Signs. The silhouette and outlined shape of freestanding signs shall be simple and compatible with the building to which it relates. Signs of excessively complicated outline or composed of many different connected shapes are unacceptable. Freestanding signs should have an attractive combination of pole skirts, landscaping, berms or similar treatment to provide a visual base for the sign and integrate the sign into the overall architecture, landscaping, and topography on the site. Freestanding signs may not obstruct or limit the sight distance of motorists within any sight triangle as defined herein.
- b. Building Signs. The silhouettes and outlined shapes of building signs shall be compatible with the building facade they are mounted on. Shapes that disrupt the architectural order and composition of a building facade are unacceptable.

3. Sign Placement and Height

- a. Freestanding Signs. Freestanding signs shall not be placed close against a building so that they obscure important architectural features such as entrances, display windows, or decorative cornices when viewed from the street.
- b. Building Signs. Sign placement on a building shall respect and not disrupt the architectural composition of the building facade. No part of any sign should overlap or cover the architectural edges and lines of the building such as cornices, eaves, window and door frames, columns, decorative elements, and corners.

4. Sign Copy

- a. Sign copy shall be brief enough to be legible under the circumstances and speed at which it will be seen and should be composed in proportion to the area of the sign face.
- b. The use of simple pictures, symbols, or logographs is encouraged as a replacement for words that describe the name or nature of a business or use.
- c. Effective Composition - The number of graphic elements and letters shall be held to the minimum needed to convey each sign's message and shall be composed in proportion to the area of the sign's face.

5. Lettering

- a. Lettering styles on signs shall be legible under the circumstances and speed at which they will be seen.

- b. Simple and easily readable lettering styles shall primarily be used and specialized, decorative lettering styles shall be adequately legible and compatible with the architectural concept of the property.
  - c. The number of different lettering styles on a sign or on a series of signs within a complex of buildings shall be minimized and shall relate to the overall architectural concept for the property.
  - d. Lettering and copy shall not be crowded onto the surface of a sign or building surface and shall be composed to leave ample space around the copy to preserve legibility.
6. Materials and Construction
- a. The materials and textures of signs shall have good architectural character and shall not be inconsistent with nor detract from the overall design concept of the site and building of which it is a part.
  - b. Natural materials such as wood, stone, or brick are encouraged for signs.
  - c. Signs shall be designed for permanence and their materials and construction shall not detract from the permanence of the buildings they identify.
7. Color
- a. The visual appearance of signs on a street shall be harmonious, orderly, and reinforce the architectural character of the street. Colors, or combinations of colors that are harsh and disrupt the visual harmony and order of the street are unacceptable.
  - b. Bold, bright, or harsh colors shall be used sparingly, as accents on a sign, rather than are predominant colors. Strong contrasts of tone or color shall be avoided except when necessary for legibility.
  - c. Visible frames, supports, or structural elements of signs that are not part of the sign face shall be of dark, subdued coloring, or, if made of brick, stone, or wood, shall be of naturally dark colors compatible with the natural finish of the material.
8. Illumination
- a. Signs that are illuminated shall be designed to be equally attractive whether illuminated or not.
  - b. The intensity of illumination for the sign shall not be excessively bright and shall be even over the face of the sign with no bright spots.
  - c. Freestanding Signs. Freestanding signs shall be illuminated internally or by concealed fixtures so that no reflectors, extension arms, or fixtures are visible from the street.
  - d. Building Signs. Signs that are part of a building shall have internal lighting or a concealed means of illumination. The only exception shall

be decorative fixtures that are consistent with the style of the building and do not disrupt the order and composition of the building facades.

- e. To maintain legibility, the illumination of letters and graphics shall be substantially brighter than the illumination of the background on a sign face.

C. Additional Guidelines for Special Signs and Situations

1. Signs With Company Logos. Company logos or identification logos of a prototypical design on signs shall conform to all the provisions in these guidelines and shall stay within the spirit and intent of these guidelines regarding the visual order and restraint of the street environment.
2. Signs in Shopping Centers and Other Unified Business Centers
  - a. There shall be an architectural harmony and unit of signs within a unified business center on a property. Sign type, color scheme, size, and illumination within the site shall be coordinated and shall be compatible with the architecture of the center.
  - b. Building Signs. Building signs shall be in harmony with the overall architectural concept for the site and be compatible with each other and with the building facades. Separate business signs shall be located uniformly on a sign frieze, canopy or other appropriate architectural element consistent with the architectural concept for the center as a whole.
3. Changeable Copy Signs
  - a. Changeable copy may be incorporated into a sign face when the changeable component of the sign face occupies less than half the total area of that sign face.
  - b. Changeable copy on a sign face shall be composed in proportion to the entire sign face with a border or similar treatment around the changeable copy to integrate it into the sign face.
  - c. Lettering of changeable copy shall be of a single, simple, easily legible lettering style and shall be of uniform color and size throughout the changeable copy portion of the sign.