

ARTICLE XVI. SIGN CODE*

***Editor's note:** Ord. No. 10-3, § 30, adopted March 26, 2010, renumbered Article IV of Chapter 38 to Article XVI of Appendix A and hereby is amended in its entirety to read as herein set out. Formerly, such article pertained to similar subject matter and derived from Ord. 97-29, § 1, 12-22-97; Ord. No. 02-19, § 3, 11-25-02; Ord. No. 04-31, § 1, 10-25-04; Ord. No. 06-3, § 1, 1-23-06.

DIVISION 1. GENERALLY

Section 16.1. Short title.

This article shall be known and cited as the "Marshall Sign Code."

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.2. Intent.

The purpose of this sign code is to preserve and protect the public health, safety, welfare and aesthetics of the city by regulating outdoor advertising and signs. It is intended to enhance the physical appearance of the city, make it a more enjoyable and pleasing community, and create an attractive economic and business climate. Also, 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 "canceling out" effect of adjacent signs.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.3. Interpretation and construction.

Where there is a conflict between the provisions of this sign code and the zoning provisions of the city, the provisions contained in this sign code shall prevail; and if there is found a conflict between any provision of this sign code, the more restrictive provision shall prevail.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.4. Definitions.

Unless specifically defined in this section or elsewhere in this ordinance, words or phrases in this article shall be interpreted giving them the same meanings as they have in common usage and so as to give this article its most reasonable application.

For the purpose of this article, certain terms or words used herein shall be interpreted or defined as follows (and where a word is defined elsewhere in this ordinance, the definition in

this section shall be used):

A-frame sign means a ground sign which resembles the shape of the letter "A" in profile view. Sometimes it is designated as "sandwich board," "sidewalk board" or "curb sign."

Architectural sign means and shall include all signs which are attached to a building and have no other supporting members other than those attached to the building. An architectural sign is not a freestanding sign.

Area means the total exposed surface devoted to the advertiser's message, including all ornamentation, embellishment and symbols, but excluding the supporting structure which does not form part of the sign proper or of the display. The area of a sign, composed of characters or words attached directly to a large uniform building wall surface, shall be the smallest rectangle which encloses the whole group.

Accessory sign means a sign which is related to the business or activity of the establishment located upon a particular zone lot or premises and which is physically located on the zone lot.

Animated sign means any sign which is air inflated, flashes, revolves, rotates or swings by mechanical means or which uses a change of lighting to depict action or to create a special effect or scene. This term does not include electronic changeable copy signs or time and temperature signs.

Attached accessory sign means any sign which is physically affixed to a building or other nonsign structure upon the premises. Typical examples of attached accessory signs are canopy; building; marquee; awning; wall or flush mounted; roof; integral; projecting and suspended signs.

Awning means any structure made of cloth, metal, or acrylics that resemble canvas attached to a building.

Banner means any temporary sign of lightweight fabric or similar material which is rigidly mounted on a pole or a building by a rigid frame or ropes at two (2) or more opposite sides. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Beacon means any light with one (1) or more beams directed into the atmosphere or directed at one (1) or more points not on the same zone as the light source; also, any light with one (1) or more beams that rotate or move.

Billboard (outdoor advertising sign) means any single- or double-faced sign that is permanently fixed or placed on particular premises and that is used for the display of messages or advertising not associated with the establishment located on said premises. A billboard typically has provision for changing the message or advertising thereon.

Building sign means any sign attached to any part of a building, as contrasted to a freestanding sign.

Canopy means a structure, other than an awning, made of cloth, metal, or other material attached to a building, and having supports going to the ground.

Canopy sign means any sign which is a part of or attached to a canopy, or other fabric-like or plastic protective structure which is extended over a door, window, or entranceway. A marquee is not a canopy.

Changeable copy sign means a sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight (8) times per day shall be considered an animated sign and not a changeable copy sign for purposes of this article. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a changeable copy sign for purposes of this article. An electronic changeable copy sign is separately defined and is not a changeable copy sign for purposes of this article.

Commercial message means any sign, wording, logo, or other representation that directly or indirectly names, advertises, or calls attention to a business, product, commercial activity, or commercial service.

Commercial sign means any sign which promotes goods or services for sale and profit.

Construction sign means a sign advertising the development or improvement of a property by a builder, contractor, or other person furnishing services, materials, or labor to said premises, which sign is intended for a limited period of display, is erected on the same lot as the work being done, and identifies the name of the building or development, the intended purpose of the building or development and/or the expected completion date.

Directional sign means any sign with no commercial message that indicates the direction to churches, hospitals, colleges, and similar institutional uses.

Electronic changeable copy sign means any sign on which the copy moves and changes on a lampbank. The message on this sign type shall not run continuously without stopping to permit reading by an oncoming or passing vehicle operator. The message must remain stationary for at least one (1) second on streets where the speed limit is fifty-five (55) miles per hour or greater, or at least two (2) seconds on streets where the speed limit is less than fifty-five (55) miles per hour. Any sign that does not meet the time and speed criteria given above shall be considered a flashing sign.

Flag means any fabric, banner, or bunting containing distinctive colors, patterns, or symbols used as a symbol of a government, political subdivision, or other entity.

Flashing sign means a type of animated sign which contains an intermittent, blinking, oscintillating, or flashing light source, or which includes the illusion of intermittent or flashing light, or an externally mounted intermittent light source. An electronic changeable copy sign is not a flashing sign, except as defined above.

Flush-mounted sign (wall sign) means any sign attached to or erected against any wall, awning, canopy, or marquee with the exposed face of said sign in a plane approximately parallel to the plane of the wall, etc., and not projecting more than eighteen (18) inches.

Freestanding accessory sign means any sign which is permanent in nature and is not attached to any other structure upon the premises.

Freestanding sign means any sign which is placed on or anchored in the ground with one (1) or more supports that are not part of a building or other structure.

Frontage means the lineal extent of the zone lot abutting a street or public roadway, or the lineal extent of the zone lot abutting a public parking area if the lot has no street frontage.

Governmental sign means any sign erected by or on behalf of a governmental body to

post a legal notice, identify public property convey public information, and direct or regulate pedestrian or vehicular traffic.

Historical or memorial sign means any sign which commemorates a historical person, structure, place, or event; or which denotes, honors, celebrates, or acknowledges a historical person, structure, place, or event. This includes plaques, markers and tablets.

Identification sign means any sign used to display the name, address, logo, or other identifying symbol of the establishment, individual, family, business, institution, service, or organization occupying the premises; the profession of the occupant; the name of the building on which the sign is attached; or directory information in group developments or buildings with multiple tenants.

Incidental sign or instructional sign means a sign, generally informational but with no commercial message, that has a purpose secondary to the use of the zone lot on which it is located, such as "no parking", "entrance", "loading only", "telephone", and other similar directives, and which is maintained for informational, direction, safety, and convenience. No sign with a commercial message legible from a position off the zone lot on which the sign is located shall be considered an incidental sign.

Information board means any changeable copy sign displaying messages of an informational nature in which the copy may be arranged or rearranged by hand.

Lot means any piece or parcel of land or a portion of a subdivision of land, the boundaries of which have been established by some legal instrument of record, that is recognized and intended as a unit for the purpose of the transfer of ownership (whether immediate or future).

Marquee means any hood of permanent construction projecting from the wall of a building but not supported by the ground or sidewalk serving the purpose of providing shelter and protection from the weather.

Marquee sign means any sign attached in any manner to, or made a part of, a marquee.

Mural means a work of art or painting that is applied to and made an integral part of an exterior wall. A mural shall be considered a wall sign if it contains words, logos, trademarks or graphic representations of any person, product or service that identify or advertise a business. Signatures shall be allowed and limited to a maximum of two (2) square feet in size.

Nonconforming sign means any sign that does not conform to size, height, location, design, construction, or other requirements of this article as a result of adoption of this article or any subsequent amendment to this article.

Off-premises sign means a sign which directs attention to a use, business, commodity, service, or activity not conducted, sold or offered upon the premises where the sign is located.

On-premises sign means a sign which relates solely to a use, business or profession conducted, or to a principal commodity, service or entertainment sold, provided or offered upon the premises where the sign is located.

Parcel means a separate piece of land.

Pennant means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

Portable sign means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including but not limited to signs designed to be transported by means of wheels; converted to A- or T-Frames; menu and sandwich board signs; gas or hot-air filled balloons; air driven/inflated signs; umbrellas used for advertising and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operation of the business.

Premises means any zone lot plus all the structures and uses thereon.

Principal building means the building in which is conducted the principal use of the zone lot on which it is located.

Projecting sign means any sign end-mounted or otherwise attached to an exterior wall of a building which forms an angle with said wall.

Pylon sign means a type of freestanding sign that is mounted on a single pole or other support, with or without a skirt.

Real estate sign means any sign displayed for the purpose of offering for sale, lease, or rent the property on which such sign is erected, affixed, or otherwise established.

Right-of-way means a path or thoroughfare over which facilities such as streets, alleys, parkways, sidewalks or utilities are built and generally including public property upon which trespass is not prohibited. The exact location of the right-of-way is generally to be determined from recorded plats.

Sign means any object, device, display or structure or part thereof situated outdoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means including words, letters, figures, designs, symbols, fixtures, colors, motion, illumination or projected images. The term sign includes but is not limited to every projecting sign, wall sign, painted sign, roof sign, pole sign, window sign, vehicle sign, awning, canopy, marquee, changeable copy sign, illuminated sign, flashing sign, pennants, banners, streamers or any other attention-getting device or other display whether affixed to a building or separate from any building.

Sign face area is to be construed as the area of a single face of a sign. For a double-faced sign, both faces shall be of the same dimensions, parallel to each other and supported by the same structure. The total allowable area of the double-faced sign shall be twice that of a single-faced sign.

Sign structure means a structure constructed for the primary purpose of displaying a sign.

Suspended sign means any sign which is suspended from the underside of a horizontal plane surface and is supported by such surface.

T-frame sign means a ground sign which resembles the shape of an inverted letter "T" in profile view.

Temporary sign means any sign that is displayed for a limited period of time and is not permanently mounted.

Time and temperature sign means a sign which may be a freestanding accessory or attached accessory sign displaying the time and/or temperature continuously or on an

alternating basis.

Wall sign (flush mounted sign) means any sign attached to or erected against any wall, awning, canopy, or marquee with the exposed face of said sign in a plane approximately parallel to the plane of the wall, etc., and not projecting more than eighteen (18) inches.

Warning sign means any on-site sign with no commercial message that displays information pertinent to the safety or legal responsibilities of the public, such as signs warning of "high voltage", "no trespassing", and similar directives.

Window sign means any sign which is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.

Zone lot means a parcel of land in single ownership which is of sufficient size to meet the minimum zoning requirements for area, coverage, and use as required by applicable zoning regulations.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.5. General provisions.

- (1) *Restricted signs on certain rights-of-way.* No off-premises sign nor any on-premises sign with a sign face area greater than ninety-six (96) square feet shall be located on any lot or parcel along the following rights-of-way:
 - (a) Illinois Route 1 from the south city limits north to U.S. Route 40.
 - (b) Archer Avenue / National Road.
- (2) *Maintenance required.* The owner of a sign shall be required to maintain it in a safe, neat and attractive condition. The sign and sign supports must be kept painted to prevent rust, rot or deterioration.
- (3) *Removal.* Any commercial sign, which no longer identifies a bona fide business conducted or a product sold, shall be taken down, together with any sign structure, and removed by the owner, agent or person having the beneficial use of the building, structure or parcel upon which said sign may be found within sixty (60) days after close of the business. Any person who violates, disobeys, omits, neglects or refuses to comply with this section to remove such nonconforming sign shall be in violation, and the city attorney is hereby authorized to make application to the courts for an injunction requiring compliance with this article ordering removal of the nonconforming sign.
- (4) *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.
- (5) *Signs not to constitute traffic hazards.* In order to obtain and secure traffic safety, no sign shall be erected or maintained in such a manner as to be likely to interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, as determined by the chief of police. Accordingly, no sign, marquee, canopy or awning shall make use of the words "Stop," "Go," "Look," "Slow," "Danger," or a similar word, phrase, symbol or character or employ any red, yellow, orange, green or other colored lamp in such a manner as to interfere with, mislead or confuse traffic.
- (6) *Sight obstruction.* No sign shall be constructed so as to obstruct the view of motorists

seeing oncoming traffic or pedestrians.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Sections 16.6--16.10. Reserved.

DIVISION 2. PERMITS

Section 16.11. Required; exemptions.

- (1) It shall be unlawful for any person to erect, relocate or structurally alter any sign without first obtaining a permit and making payment of the required fee(s). The erection of or relocation of a freestanding sign, architectural sign, monument sign or other signs as may be otherwise defined in this article, shall require the submission of a sign permit application to the zoning officer as part of the application process.
- (2) The following signs shall not require a sign permit, but are subject to the requirements of Sign Table 1 - Signs Not Requiring a Sign Permit:
 - (a) Address, nameplate and building markers.
 - (b) Official identification or directional signs associated with historic sites and buildings.
 - (c) Official traffic, street, and informational signs.
 - (d) Political signs.
 - (e) Temporary real estate signs and construction signs.
 - (f) Temporary signs promoting local community events.
 - (g) Temporary yard sale signs.
 - (h) Window promotional signs.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.12. Application.

Application for a sign permit shall be made upon forms provided by the zoning officer and shall at a minimum contain or be accompanied by the following information:

- (1) Name, address and telephone number of the applicant.
- (2) Name, address and telephone number of the business.
- (3) Location of the building, structure or premises to or upon which the sign is to be attached or erected.
- (4) Name of the person, firm, association or corporation erecting the sign.
- (5) Written consent of the owners of the building, structure or land on or to which the sign is to be erected.
- (6) Each application shall be accompanied by a site plan drawing showing location

and size of all existing and proposed signs, sign faces, proposed message and such other information to show full compliance with the provisions of this article.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.13. Fees.

Every applicant for a permit required by this division before being granted a permit shall pay the following permit fee to the city:

- (1) Twenty-five cents (\$0.25) per square foot of facing, but not less than ten dollars (\$10.00) for all signs requiring a permit, including enlarged areas of existing signs and relocated signs.
- (2) Ten dollars (\$10.00) for temporary signs.
- (3) There shall be no sign permit fee charged for each sign permit application made by any church, unit of local government, tax exempt, charitable or a not-for-profit organization.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Sections 16.14--16.20. Reserved.

DIVISION 3. SIGN REGULATIONS

Section 16.21. "A" frame and "T" frame signs.

"A" frame and "T" frame signs shall conform to the following:

- (1) The maximum sign width shall be two (2) feet and signs shall not be placed in front of the adjoining property.
- (2) The maximum total area in square feet shown on Sign Table 1 shall be the total of both sides.
- (3) They must be properly weighted against the wind.
- (4) A minimum clear sidewalk width of forty-eight (48) inches shall be maintained.
- (5) Chalkboards may be used for daily changing messages and no changeable letter on tracks may be used.
- (6) They shall be designed and constructed so as to promote and not visually obscure the significant architectural features of the downtown business district and its buildings.
- (7) They must be removed after business hours.
- (8) No other portable signs are permitted.
- (9) Signs meeting the above regulations shall not require a sign permit fee.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.22. Architectural signs.

Architectural signs may be erected any place on private property with the following restrictions:

- (1) No sign may be erected closer than three (3) feet to any street or alley curblin.
- (2) No sign may project more than six (6) feet from the building facade to which it is attached.
- (3) All signs which suspend over any sidewalk, public or private, or over a public right-of-way must have at least eight (8) feet of clearance between the base of the sign and the ground. These signs are allowed in the B-4 downtown business district only and may not extend over that portion of the right-of-way upon which vehicles travel.
- (4) The owner of any sign suspended over a public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public right-of-way.
- (5) Signs may be erected on the building with the following area restrictions:
 - (a) If the rear or a side or sides of the property on which the business is located directly adjoins a public alley or is directly across from land zoned R-1, R-3 or R-4, the business may erect one (1) flush mount nonilluminated sign of twelve (12) square feet in area on that side of the building and one (1) additional sign not to exceed four (4) square feet in area per door or delivery entrance to mark that entrance. The sign shall to be located and operated in a manner which will not interfere with traffic or create any nuisance for the public or surrounding properties by virtue of its characteristics.
- (6) Signs may be illuminated. The total illumination of the sign shall not change in intervals shorter than five (5) seconds. More rapid change in illumination constitutes a flashing sign which is prohibited by this article. Time and temperature signs and electronic changeable copy signs are permitted.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.23. Electronic changeable copy signs.

No attached accessory sign which is also of an electronic changeable copy sign shall be located or installed on any zone lot, except as a variance granted by the zoning commission. Such signs shall meet all of the other requirements for attached accessory signs and, additionally, shall be required to be located and operated in a manner which will not interfere with traffic or create any nuisance for the public or surrounding properties by virtue of its degree of illumination or other characteristics. Time and temperature signs are not considered electronic message or changeable copy signs for purposes of this provision.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.24. Freestanding signs.

The following apply to freestanding signs only:

- (1) No part of any freestanding sign may be erected on, or so as to suspend over or otherwise encroach upon any public right-of-way.
- (2) Interstate highway hi-rise signs are permitted provided that they:
 - (a) Are located totally within two thousand (2,000) feet of the legally defined right-of-way for such interchange.
 - (b) Do not exceed double the square footage allowed in Sign Table 1 - Signs Not Requiring a Sign Permit.
 - (c) Do not exceed seventy-five (75) feet above average terrain or highway level (whichever is greater) in overall height.
- (3) If a business wishes to erect a sign having more than two (2) sides it may do so by totaling the allowable sign area it is permitted on the two (2) sides and dividing that total by the number of sides desired. This will determine the allowable sign area for each side of the proposed sign.
- (4) Signs may be illuminated. The total illumination of the sign shall not change in intervals shorter than five (5) seconds. More rapid change in illumination constitutes a flashing sign which is prohibited by this article. Time and temperature signs and electronic changeable copy signs are permitted. The sign shall be located and operated in a manner which will not interfere with traffic or create any nuisance for the public or surrounding properties by virtue of its degree of illumination or other characteristics.
- (5) Signs shall be located a minimum of eight (8) feet away from any electrical line or equipment that may cause a safety hazard.
- (6) The following are allowed to erect a freestanding sign:
 - (a) Individual businesses in individual buildings. If an individual business in an individual building has a freestanding sign and later adds or subdivides to create space for a second business, that second business may not erect a second freestanding sign but it may erect a sign on the existing sign area so that the total area and height of the freestanding sign remains conforming to this article.
 - (b) Business developments and shopping centers.
 - (c) Satellite businesses within shopping areas.
 - (d) Movie theaters and auditoriums in shopping centers and business developments.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.25. Historical signs.

Signs designating historic buildings or areas shall be flush wall signs on the building so designated.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.26. Industrial park identification signs.

Each industrial park may have identification signs subject to the following:

- (1) One (1) such sign shall be allowed for each industrial park entrance, and shall be used only to identify the name and location of the industrial park and the occupant therein.
- (2) All such signs shall be located in a manner that does not impede the vision of drivers to other vehicles and pedestrian traffic.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.27. Minor directional signs.

Signs for and within shopping centers, business developments, or individual business establishments and their parking areas which guide automobile and pedestrian traffic shall:

- (1) Be located so as not to obstruct the vision of pedestrians or motorists.
- (2) Bear no advertising matter, except for the name of the establishment.
- (3) Be permanently affixed to the ground or any permanent building or structure.
- (4) Be located on the premises of the establishment, shopping center or business development.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.28. Murals.

Murals which are considered to be wall signs, pursuant to the definition of "mural", shall conform to the design standards and permit procedures applicable to wall signs. The following shall govern murals not considered to be wall signs:

- (1) Applications. Applications for mural permits shall be submitted to the zoning officer and shall be accompanied by the following: a site plan showing the lot and building dimensions and indicating the proposed location of the mural, a scale drawing and color photo of the building showing the proposed size and placement of the mural, a colored drawing of the proposed mural and a proposed maintenance schedule.
- (2) The zoning officer may seek the advise of the Marshall Historic Preservation District and the Marshall Main Street Design Committee concerning the murals confirmation to the below standards.
- (3) The following criteria shall be considered in the review of mural applications:
 - (a) *Visual enhancement.* The proposed mural has attributes that enhance visual enjoyment.
 - (b) *Artistic excellence.* The proposed mural exemplifies high artistic quality.
 - (c) *Public safety.* The proposed mural does not create a public safety issue, such as a distraction to drivers.

- (d) *Long-term maintenance.* The mural shall be kept in good condition for the life of the mural according to the maintenance schedule.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.29. Political signs.

Political signs are permitted in all areas of the city subject to the following:

- (1) Signs may be erected sixty (60) days prior to an election and shall be removed within five (5) days after the election.
- (2) Signs must not be on the public right-of-way or be located so as to obstruct the visual clearance needed for safe vehicle and pedestrian traffic.
- (3) Signs shall either be flush wall or freestanding.
- (4) Signs cannot be placed on any property without the consent of the current legal property owner.
- (5) No political sign may be attached to utility poles, trees on public right-of-way, street light poles, street or traffic signs or fire hydrants.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.30. Portable signs.

- (1) No portable sign shall be placed in or on any street, alley or public place, including sidewalk, or be placed so that any part of said sign may swing or extend over any such street, alley or any other public place in the city, except in the B-4 downtown business district where advertising signs of "A" or "T" frame construction shall be permitted for display on the public walk in front of businesses having no front set back. Said signs in the B-4 downtown business district shall be placed in a manner not to obstruct pedestrian traffic or hinder safety and shall not be wider than three (3) feet and must be of weather resistant materials and workman like construction. Said signs in the B-4 downtown business district shall be allowed to be displayed only during business hours when the business is open to the public for business. Non-compliant signs or those found to be in need of maintenance shall be removed immediately upon notification by the city to the business owner or operator.
- (2) Portable signs (excluding "A" and "T" frame signs in the B-4 downtown business district) are allowed for no more than sixty (60) days. All "A" or "T" frame signs in the B-4 downtown business district must receive an annual permit from the zoning officer.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.31. Real estate signs.

Real estate signs advertising property or buildings for sale, rent, or lease are permitted in the following districts for the period of time while the property is available for sale, rent, or lease and for no more than fourteen (14) days after the sale, rental, or leasing of such property or building. No sign may be erected on, suspended over, or encroach upon the public right-of-way. No real estate sign shall be erected so as to obstruct the visual clearance needed

for safe vehicular and pedestrian traffic.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.32. Subdivision entrance or identification signs.

Each individual subdivision may have entrance or identification signs subject to the following provisions:

- (1) Entrance or identification signs shall only identify the name of the subdivision.
- (2) One (1) pair may be erected per entrance into the subdivision, but in no case shall two (2) such pairs of the same subdivision be located closer than 1,000 feet apart.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.33. Temporary community event signs.

Temporary community event signs shall be allowed on-premises and shall not be displayed longer than thirty (30) calendar days prior to the event and shall be removed within forty-eight (48) hours after the event.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.34. Temporary signs and banners.

Off-premises temporary signs and banners promoting a local community event sponsored by any church, unit of local government, or a tax exempt, charitable or a not-for-profit organization are permitted, provided that they shall not be placed on or over any State of Illinois right-of-way. All such signs and banners shall not be displayed longer than thirty (30) calendar days prior to the event and shall be removed within forty-eight (48) hours after the event.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.35. Temporary signs for buildings or projects under construction.

Signs stating the nature and name of the building or project, the names of the contractors, architects, engineers, or officials, financial information, or any information required by law, are permitted in various districts subject to the following:

- (1) Government-required signs: Any such temporary signs required by a government for a project shall be permitted.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.36. Temporary yard (garage) sale signs.

Temporary yard sale signs may be erected subject to the following:

- (1) All such signs shall be erected no more than twenty-four (24) hours prior to the yard sale and shall remain in place no more than eight (8) hours after the yard sale takes place. No total period of a sale shall exceed sixty (60) hours.

- (2) No yard sale sign may be erected on or attached to utility poles, trees on public right-of-way, street light poles, street or traffic signs, or fire hydrants nor be located on public right-of-way.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.37. Window promotional signs.

Window promotional signs are permitted in the following districts: B-2, B-3, B-4.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.38. Prohibited signs.

The following are prohibited signs:

- (1) Commercial signs which promote an enterprise not in existence, or product or service no longer sold.
- (2) Signs which move or have moving parts, which movement is caused either by the wind or mechanically.
- (3) Signs which contain statements, words or pictures of obscene, indecent or immoral character and which offend the public morals or decency.
- (4) Signs in conflict with traffic signals.
- (5) Animated signs, but not including electronic changeable copy signs or time and temperature signs.
- (6) Signs on vehicles that are parked in a location which is visible to the public and for a period of time which indicates that the principal use of the vehicle is for advertising rather than transportation.
- (7) Signs which are affixed to trees, rocks, or other natural features.
- (8) Beacon or flashing signs, except those permitted under other provisions of this article.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.39. Signs in the public right-of-way or on public property.

Signs shall not be permitted in the public right-of-way or on public property, except as follows:

- (1) Permanent signs:
 - (a) Public or governmental signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic, or carry out some other governmental purpose.
 - (b) Informational signs of a public utility regarding its poles, lines, pipes or facilities.

- (c) Awnings, canopy or marquee signs projecting over a public right-of-way only if in the B-4 downtown business district.
- (2) Temporary signs for which a permit has been issued under this article.
- (3) Emergency signs erected by a governmental agency, public utility company, or contractor doing authorized or permitted work within the public right-of-way.

Any sign installed or placed on public property, except in conformance with the requirements set forth above, shall be forfeited to the public and subject to confiscation. In addition to other remedies provided for hereunder, the city shall have the right to recover from the owner or person placing a sign improperly installed or placed on public property the full cost of removal and disposal of such sign.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.40. Enforcement.

If the zoning officer 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 article, the zoning officer shall give written notice to the owner of the sign, or if the owner of the sign is unknown to the zoning officer or not so stated on the sign, to the owner of the property upon which the sign is located. The owner of the sign or the property shall remove or alter the structure so as to comply with the standards herein set forth within thirty (30) days after such notice. The zoning officer may cause any sign or other advertising structure which is an immediate peril to persons or property to be removed summarily and without notice.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

Section 16.41. Legal nonconforming signs.

Signs existing as of December 22, 1997 and not conforming to the provisions of this article, but which were constructed in compliance with previous regulations, shall be regarded as legal nonconforming signs. Nonconforming signs which are structurally altered, damaged, relocated or replaced, or which advertise a business which use or business name is changed, or for which the lease in effect as of December 22, 1997 has expired, or is renewed, replaced, or extended (other than through an option for an additional term contained within the provisions of the lease) shall comply immediately with all provisions of this sign code.

(Ord. No. 10-3, §§ 1, 30, 3-26-10)

DIVISION 4. SIGN TABLES

SIGN TABLE 1
SIGNS NOT REQUIRING A SIGN PERMIT

TABLE INSET:

Zoning District	Signs Not Requiring A Sign Permit	Max. Total Area in Sq. Ft.	Required Setbacks from Property Line	Height in ft.	Number Permitted Per:	
					Zone Street	Lot Front

Zoning District	Signs Not Requiring A Sign Permit	Max. Total Area in Sq. Ft.	Required Setbacks from Property Line	Height in ft.	Number Permitted Per:	
					Zone Street	Lot Front
R-1, R-3, R-4, B-1, B-2, B-3, B-4, I-1, I-2	Directional/Informational	4	R/W	Max. - 6	1	1
R-1, R-3, R-4, B-1, B-2, B-4	Historical Sites	12	R/W	Max. - 5	1	1
B-3, I-1, I-2	Historical Sites	50	R/W	Max. - 12	1	1
R-1, R-3, R-4, B-1, B-2, B-3, B-4, I-1, I-2	Political	8	1	Max. - 8	N/A	N/A
R-1, R-3, R-4, B-1, B-2, B-3, B-4, I-1, I-2	Portable	8	1	Max. - 6	1	1
B-4	Portable "A" or "T" Frame	12	N/A	Max. - 6	1	
R-1, R-3, R-4	Real Estate, Construction	6	1	Max. - 5	1	1
B-1, B-2, B-4	Real Estate, Construction	40	5	Max. - 12	1	1
B-3, I-1, I-2	Real Estate, Construction	100	10	Max. - 12	1 per 800' frontage	1
R-1, R-3	Temporary Yard/Garage Sale	8	R/W	Max. - 5	1	1
R-1, R-3, R-4, B-1, B-2, B-3, B-4, I-1, I-2	Temporary Community Event	8	N/A	Max. - 5	N/A	N/A
B-1, B-2, B-3, B-4, I-1, I-2	Window	25% of Window Area	N/A	N/A	N/A	Allowed
Notes: In addition to the setback requirements listed, signs located at an intersection (public or private streets, alleys, entryways, drives) must meet the line of site requirements.						

**SIGN TABLE 2
SIGNS REQUIRING A SIGN PERMIT**

TABLE INSET:

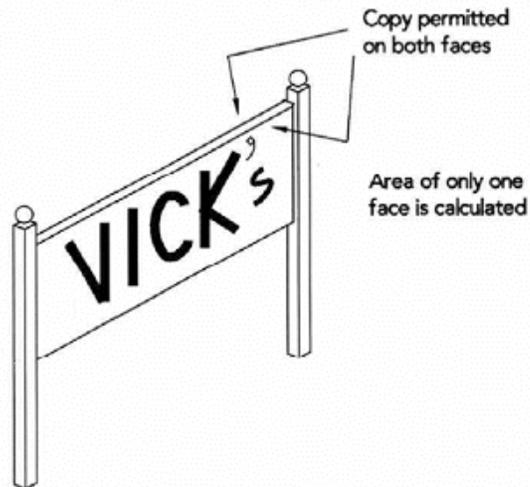
Zoning District	Signs Requiring A Sign Permit	Max. Total Area in Sq. Ft.	Required Setbacks from Property Line	Height in ft.	Number Permitted Per:	
					Zone Street	Lot Front
B-2, B-3, B-4, I-1, I-2	Awning, Canopy	25% of signable area	N/A	Min. - 8 Max. - 12	1 per Building	1
B-2, B-3	Electronic Changeable Copy	25	8	N/A	1	1
R-1, R-2	Freestanding	6	2	Max. - 5	1	1
R-3	Freestanding	40	5	Max. - 12	1	1
B-1	Freestanding	60	5	Max. - 20	1	1
B-2, B-3	Freestanding	160	8	Max. - 30	1	1
I-1, I-2	Freestanding	80	10	Max. - 40	1	1
R-1	Ground	40	15	Max. - 5	1	1
R-1	Home Occupation	12	N/A	N/A	1	1
R-1, R-2, R-3	Off-Site Directional, Driveway	2	N/A	Max. - 5	1	1

Zoning District	Signs Requiring A Sign Permit	Max. Total Area in Sq. Ft.	Required Setbacks from Property Line	Height in ft.	Number Permitted Per:	
					Zone Street	Lot Front
B-1, B-2, B-3, B-4, I-1, I-2	Off-Site Directional, Driveway	3	N/A	Min. - 6 Max. - 8	1	1
B-1, B-2, B-3, B-4, I-1, I-2	Projecting*	24	2	Min. - 8 Max. - 12	1 per Building	1
R-1, R-3, R-4, B-2, B-3	Subdivision Entrance, Identification	48	15 - location per approval	Max. - 6	1 pair	1
I-1, I-2	Industrial Park Identification	250	15 - location per approval	Max. - 25	1	1
R-1, R-2	Suspended	8	N/A	Min. - 8 clearance	1 per Building	1
R-3, B-1, B-2, B-3, B-4, I-1, I-2	Suspended	20	N/A	Min. - 8 clearance	1 per Building	1
B-1, B-4	Temporary	20	8	N/A	1	1
B-2, B-3	Temporary	50	15	N/A	1	1
I-1, I-2	Temporary	100	15	N/A	1	1
B-2, B-3, B-4	Time/Temperature	25	15	N/A	1	1
I-1, I-2	Time/Temperature	25	25	N/A	1	1
B-4	Mural	25% of Wall Area	N/A	N/A	1	1
R-1, R-2, B-1	Wall	8	25	N/A	N/A	N/A
R-3	Wall	200	25	N/A	N/A	N/A
B-2, B-3	Wall	20% of Wall Area	15, 25	N/A	N/A	N/A
B-4	Wall	10% of Wall Area	N/A	N/A	N/A	N/A
I-1, I-2	Wall	5% of Wall Area	25	N/A	N/A	N/A
	* - Projecting signs shall not extend more than six (6) feet from the building to which it is attached.					

DIVISION 5. SIGN ILLUSTRATIONS

GRAPHIC LINK: [Click here](#)

Sign Area: Double-Faced Signs



Area of only one face is calculated

If faces are different sizes, larger face is calculated

Copy permitted on both outside faces

If a business wishes to erect a freestanding sign having more than two (2) sides it may do so by totaling the allowable sign area it is permitted on the two (2) sides and dividing that total by the number of sides desired. This will determine the allowable sign area for each side of the proposed sign.

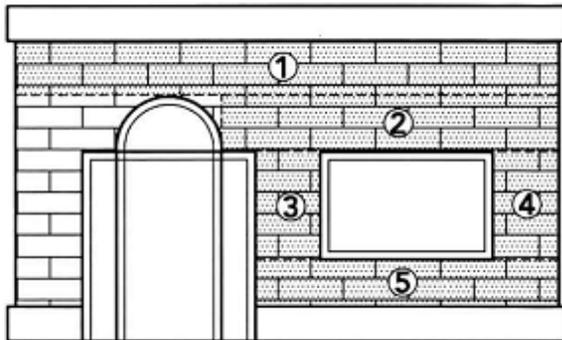
Window Signs



Letters applied directly to window, or neon within 12" of inside face of window.

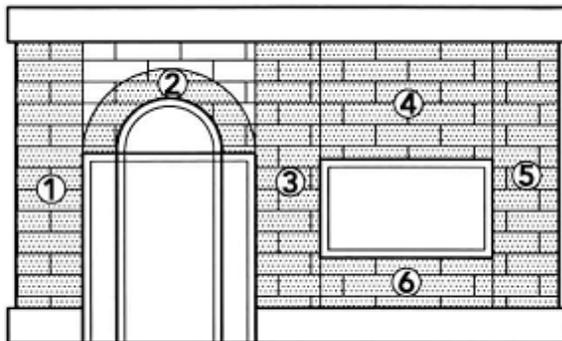
Signable Area Calculations

- Measure length x width of signable area
- Sign is allowed to be a certain percentage of that area's square footage



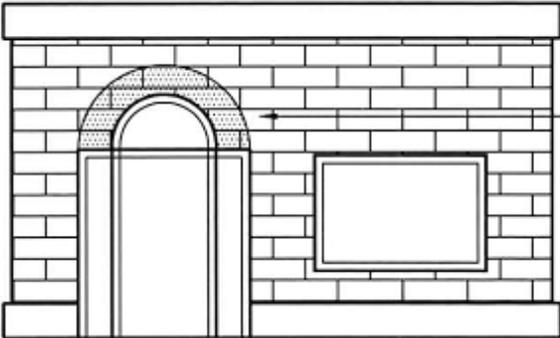
- Examples: assume sign allowed to be 50% of signable area

Signable area	Size	Allowed sign
1	2'x19'=38 sf.	19 sf.
2	2'x12'=24 sf.	12 sf.
3	3'x 4' =12 sf.	6 sf.
4	3'x 4' =12 sf.	6 sf.
5	2'x11'=22 sf.	11 sf.

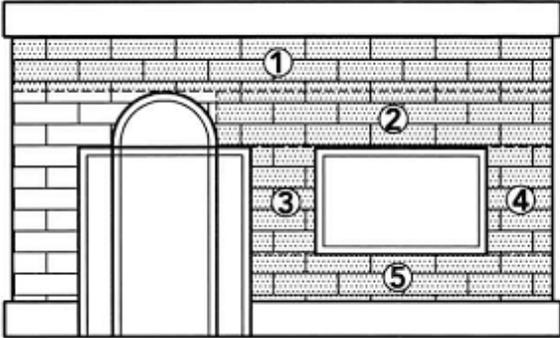


Signable area	Size	Allowed sign
1	3'x11'=33 sf.	16.5 sf.
2	1'x 6'= 6 sf.	3 sf.
3	3'x11'=33 sf.	16.5 sf.
4	4'x 5'=20 sf.	10 sf.
5	3'x11'=33 sf.	16.5 sf.
6	2'x 5'=10 sf.	5 sf.

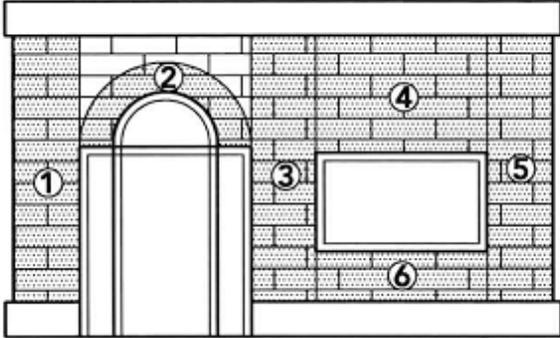
Signable Area Options



Exception to rectangular signable area: Arch

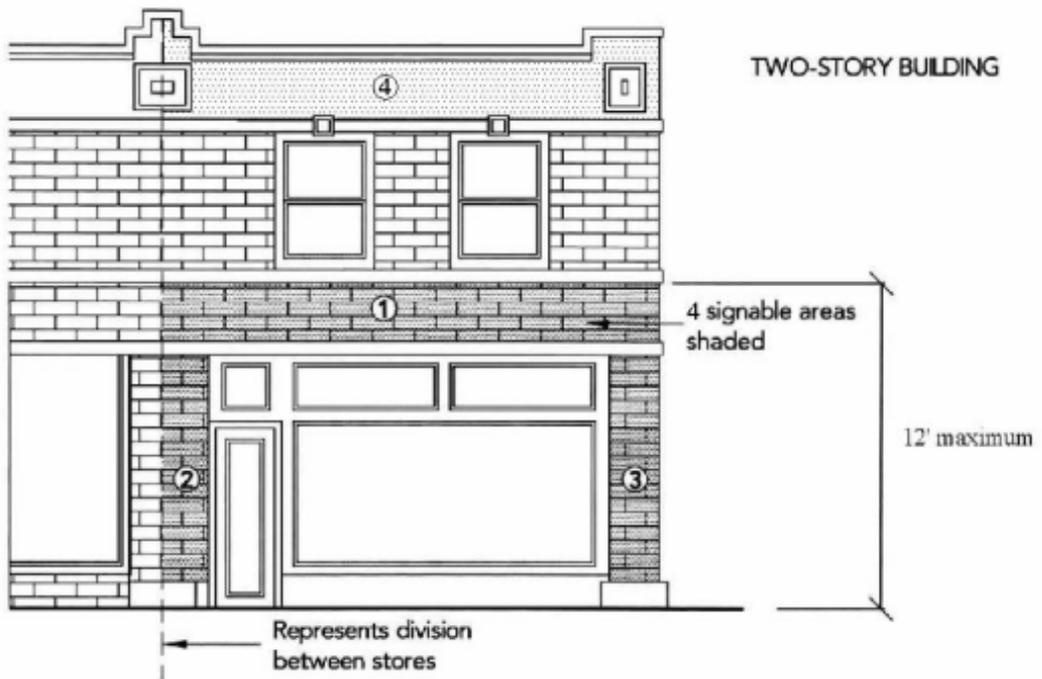
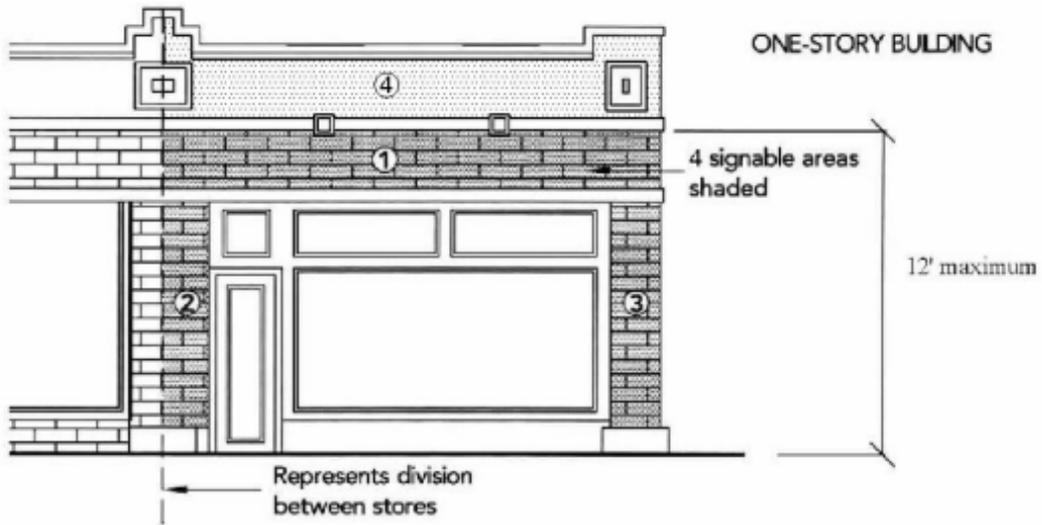


5 acceptable signable areas shown

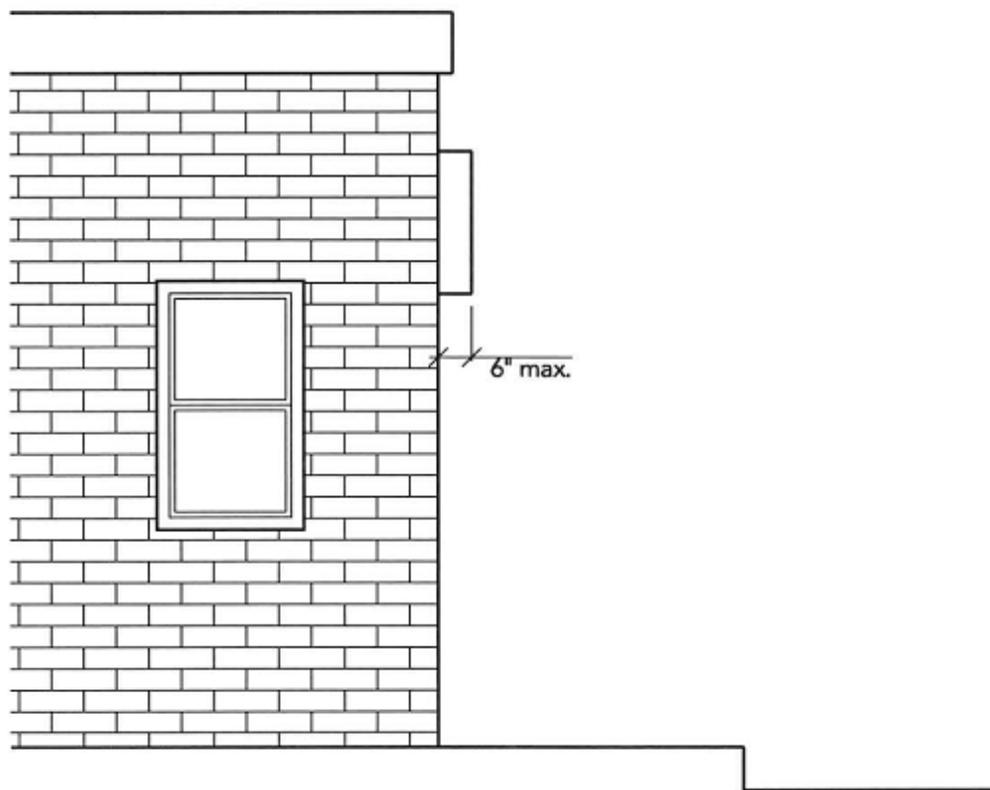


6 acceptable signable areas shown

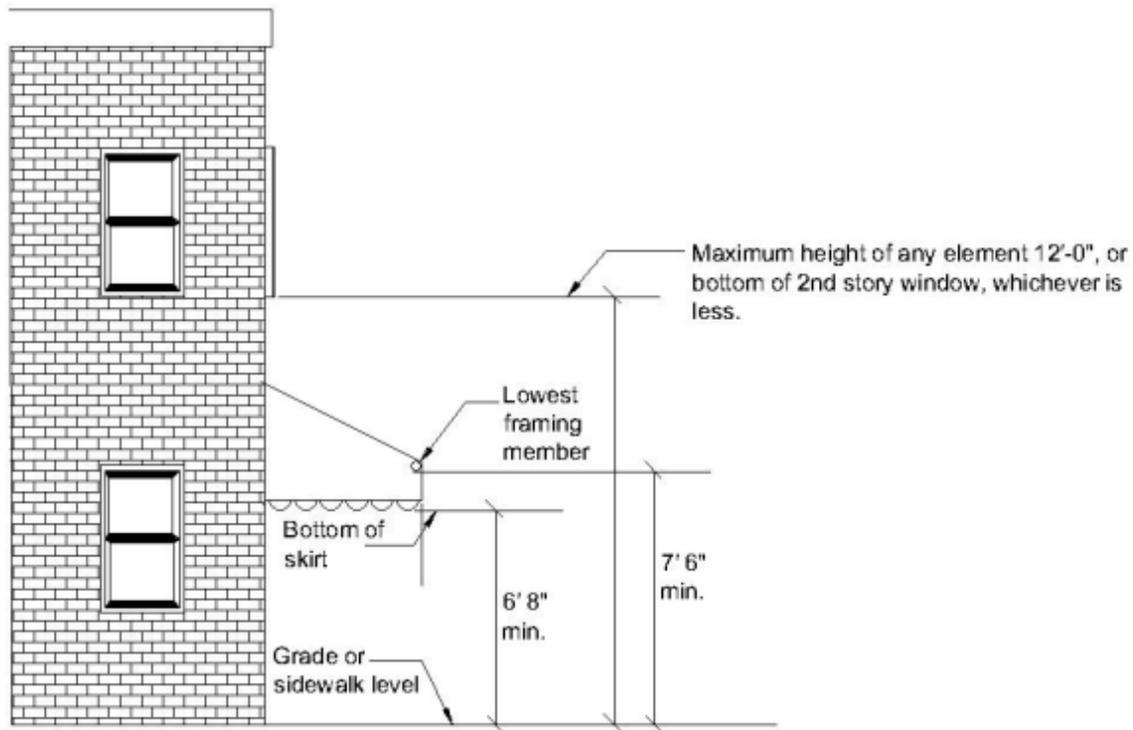
Signable Area Options: Wall Signs



Wall Signs: Maximum Projection



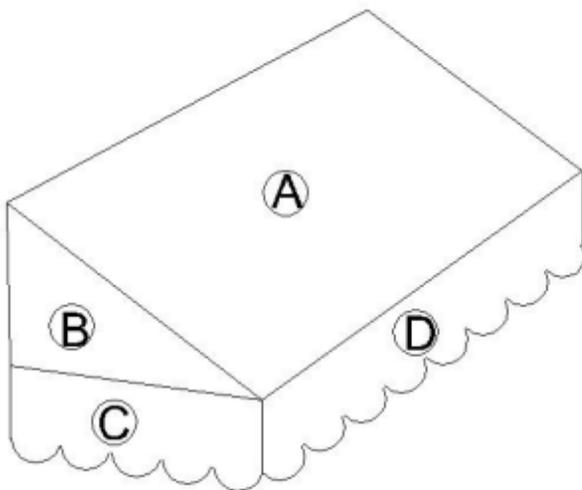
Awnings: Minimum and Maximum Heights



Awnings: Signable Areas

- Ⓐ Slope
 - Ⓑ Wing
 - Ⓒ Side valance
 - Ⓓ Front valance
- Sign permitted on these areas (one sign total)

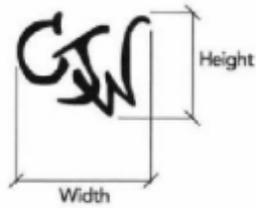
- In addition, 6" max. ht. lettering is permitted on side and front valances
- No sign shall be permitted to hang below the awning



Sign Area: Wall, Awning or Window Signs

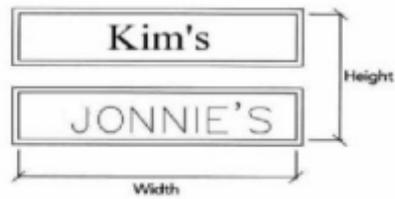


WALL, AWNING OR
WINDOW SIGN
(Individual Letters)

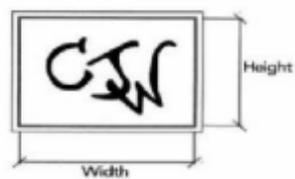


WALL, AWNING OR
WINDOW SIGN
Logos: Individual Letters

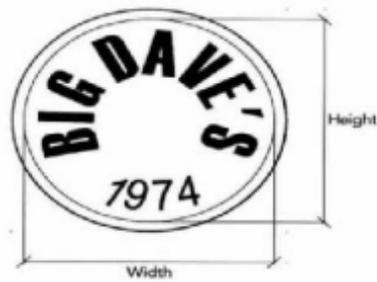
Sign Area: Wall Signs



WALL SIGN
(PANELS)

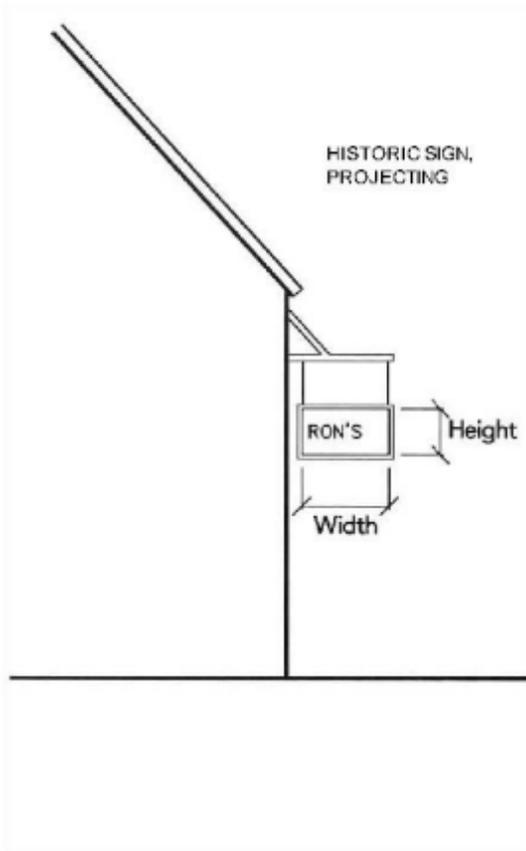


WALL SIGN
(LOGO: PANELS)



WALL SIGN
(PANEL: CIRCLE)

Sign Area: Projecting 2 Panels or Less



Sign Area: More than 2 Panels

