



## Memorandum

**To:** North Bay Village Planning & Zoning Board  
**From:** James G. LaRue, AICP  
**Date:** February 27, 2015  
**Subject:** Sign Code

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The purpose of this memo is to present the sign code issues that we would like to discuss at the next LDC workshop. Please read over the following list and consider these items in the context of the existing Sections 152.075 through 152.083, as well as Section 155.20 and Appendix B (all attached). Additionally, please let us know if you have found any other areas which should be considered for revision.

1. Removal of signage standards from the individual zoning district regulation sections
2. Address non conforming policies. Does the Village really want to enforce non-conforming signs to come into conformance?
3. Allow non conforming signs to be replaced?
4. Removal or revisions to Appendix B
5. Allowance of lettering greater than 18 inches
6. Relaxation of the locational standards
7. Allowance of LED signs on Kennedy Causeway
8. Allowance of LED signs by North Bay Village government agencies throughout the Village
9. Appropriateness of total size restrictions
10. Color restrictions

## § 152.075 - Purpose.

The purpose of these regulations is to create a legal framework for a comprehensive and balanced system of street graphics and signs and thereby to facilitate an easy and aesthetically pleasing communication between the public and their environment. With this purpose in mind, it is the intention of these regulations to authorize the use of street graphics and signs which are compatible with their surroundings; appropriate to the type of activity to which they pertain; expressive of the identity of individual proprietors or of the community as a whole; and legible in the environment in which they are seen. (See illustrative sketches labeled Figures 1, 2, and 3 on pages 20, 21 and 22 located in Appendix B.

## § 152.076 - Definitions.

For the purpose of this subchapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

*Sign.* An identification, description, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land and which directs attention to a product, place, activity, person, institution, or business.

*Sign, accessory.* A supplemental sign relating to products or services sold, affiliations, or uses of the premises on which the sign is located (e.g.: credit card affiliations, brand symbols).

*Sign area.* The area of the surface of the sign upon, against, or through which the message is displayed or illustrated on the sign. Such area shall be that total surface of one common sign structure which may be viewed from one direction of approach. Such surface area is exclusive of frame embellishment considered as border and not for the purpose of transmission of message, which additional frame surface shall not be greater than 30 percent of the total gross area. Any symbol, mural background, pole decoration, or illustrative material contributing to the meaning or promotional effect of the message shall be considered as sign surface area. The sign area shall extend to the perimeter of the area of all letters, figures, characters, clocks, thermometers, and temperature or time data devices.

*Sign area, multi-faced.* On any sign with more than one face, the maximum number of advertising surfaces visible from any location will be counted; provided, however, that all advertising surfaces of multi-faced signs shall be equal in size and height on all sides. If faces are different in size and height, each face is counted individually.

*Sign, detached.* A sign not attached to or painted on a building, but which is affixed to the ground. A sign attached to a flat surface such as a fence or wall, not a part of a building, shall be considered a detached sign.

*Sign, directional.* A sign indicating the direction or allocation of some service or facility to a use, or indicating an instruction (e.g.: "no trespassing").

*Sign, flat.* A sign erected parallel to the face of or erected or painted on the outside wall of any building, and supported throughout its length by wall, cantilever, or marquee projections extending from the wall. The outer edge of a flat sign shall not be further than 18 inches, measured horizontally, from the building wall or extend further than the outside edge of a supporting marquee or cantilever, whichever distance is the larger; nor may the highest point of a flat sign extend more than 12 inches above the highest flat roof, parapet, or eave line.

*Sign, identification.* A sign which indicates the name of a use, owner, activity, business, or enterprise.

*Sign, outdoor advertising display (character).*



- (1) *Activated sign.* Any sign which contains or uses for illumination any light, lighting device, or lights which change color flash or alternate, or change the appearance of the sign or any part thereof automatically. (For the purpose of these regulations, a slowly rotating sign, not exceeding ten revolutions per minute, illuminated but not flashing, shall not be considered an activated sign).
- (2) *Animated sign.* Any sign upon which a character, letter, figure, or group or combination thereof, show movement or motion to such an extent as to be readily detected.
- (3) *Banner sign.* Any sign possessing characters, letters, illustrations, or ornamentations applied to cloth, paper, or fabric of any kind, either with or without frames.
- (4) *Banners, streamers, spinners, pennants.* Any device, with or without letters or symbols, erected for the purpose of attracting attention to an area or point.
- (5) *Beacon light.* Any light with one or more beams capable of being directed in any direction, capable of being revolved automatically, or capable of having any part thereof revolve automatically.
- (6) *Double-faced sign.* Any sign which has two display surfaces backed against each other or against the same background, one face of which is designed to be seen from one direction, and the other from the opposite direction.
- (7) *Flashing sign.* Any sign in which the electrical lighting device or devices go on and off alternately, either all of such lights or lighting devices or part thereof, or are designed to cause a deliberate intensity change for the purpose of affecting attraction. Signs that alternately display only time and temperature are excluded from this definition.

*Sign, outdoor advertising display (type).* A sign which contains any letter, figure, character, mark, plane, point, marquee, poster, pictorial picture, stroke, stripe, line, trademark, reading matter, or illuminated surface, which shall be so constructed, placed, attached, painted, erected, fastened, or manufactured in any manner whatsoever, that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever which is displayed in any manner out-of-doors. These shall include, but are not necessarily limited to, the following:

- (1) *Combination sign.* Any sign incorporating any combination of the features of ground, projecting, or roof signs.
- (2) *Fluorescent painted sign.* Any sign which is wholly or partially composed of letters, symbols, or characters, or the background of which is of fluorescent qualities causing a reflective light to illuminate.
- (3) *Ground sign.* Any sign which is supported by uprights or braces in or upon the ground (also referred to as a *Pole sign*).
- (4) *Illuminated sign.* Any sign which has characters, letters, figures, designs, or an outline illuminated by electric lights or luminous tubes, whether or not the lights or tubes are a part of the sign proper.
- (5) *Marquee sign.* Any sign attached to or hung from a marquee. A marquee shall be known to mean a canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line.
- (6) *Non-illuminated sign.* Any sign which is not illuminated by internal or external lights which are designed for such illumination, nor is designed with any special light-reflective surfaces.
- (7) *Projection sign.* Any sign other than a wall sign which projects from and is supported by a wall, building or overhand (see Figure 1 of Appendix B).

- (8) *Real estate sign.* Any structure, device display board, screen, surface, or wall with characters, letters, or illustrations placed thereto, thereon, or thereunder, by any method or means whatsoever, where the matter displayed thereon shall be used solely for the purpose of offering for sale, lease, or rent, the exact property on which the sign is placed.
- (9) *Roof sign.* Any sign which is fastened to and supported by or on the roof of a building, or which extends above the highest flat roof, parapet, or eave line of a building.
- (10) *Sandwich sign.* Any sign which is either single- or double-faced, is portable, and may readily be moved from place to place.
- (11) *Shingle sign.* Any projection or wall sign not more than six square feet in area, constructed of metal or other noncombustible material attached securely to a building.
- (12) *Snipe sign.* Any small sign of any material including paper, cardboard, wood, or metal, which is tacked, nailed, or attached in any way to trees or other objects; such sign may or may not apply to the premises.
- (13) *Window sign—Permanent.* Any sign visible from the exterior of a building or structure and which is painted, attached, glued or otherwise affixed to a window or depicted upon a card, paper or other material and placed on or displayed on a window for the specific purpose of identifying the proprietor or the name of the business to the passerby (see Figure 1 of Appendix B).
- (14) *Window sign—Temporary.* Any sign visible from the exterior of a building or structure and which is painted, attached, glued or otherwise affixed to a window or door or depicted upon a card, paper or other material and placed on, taped on or displayed on a window for the specific purpose of attracting attention of the passerby to a sale or to promotional items or other products or services, other than the identity of the proprietor or the name of the business (see Figure 1 of Appendix B).

*Sign, outdoor advertising display usage.*

- (1) *Changeable copy sign.* Any sign with a permanent, enframed surface area principally devoted to and designed for changeable text information pertaining to entertainment, menu, prices, and the like.
- (2) *Directory sign.* Any sign which gives the name and/or occupation of the occupants of the building or gives the use of the building including office building directories, church directories, and apartment building directories. When an identification of an entity is placed on a common directory board with identical uniform style and size of letter, such entity shall not be defined as a separate sign, but rather shall be considered as a part of a directory board sign.
- (3) *Identification: individual entity.* Any person who is the lessee, owner, or who has a proprietary interest in the business for which the sign is proposed. Each business shall be considered to be an individual entity. Eligibility for identification as an individual entity shall not exist when the lessee is under the same roof and with the same entrance or access or the same lessor or owner; in such case of leased floor space the occupant is not defined as an individual entity. However, eligibility for identification as an individual entity may apply to the lessee if the owner or the lessor of record makes a transfer to the Building Official or other official as designated by the Village Manager, a transfer (assignment) of all or part of his computed eligibility to the lessee.
- (4) (a) *Informational sign.* Any sign which contains any combination of directory, directional, and/or explanatory information.
- (b) *Sign information item.* Any syllable, group of numbers, initial, abbreviation, logo or pictograph larger than a three inches in height, with the official name of an establishment counting a maximum of four items towards the ten permitted information items.

- (5) *Outdoor advertising display: off-premises (commercial advertising.)* Any sign upon which advertising matter may be painted or upon which posters may be pasted or otherwise secured to the face thereof, advertising goods, services, or other things not sold or available upon the premises upon which the sign is located.
- (6) *Outdoor advertising display: premises.* Any sign advertising a product for sale or service to be rendered on the immediate premises where the sign is located.
- (7) *Point of purchase sign.* Any structure, device, display board, screen, surface, or wall with characters, letters, or illustrations placed thereto, thereon, or thereunder by any means whatsoever, where the matter displayed is used for advertising a product actually or actively offered for sale thereon or therein.
- (8) *Facade.* Any separate face of a building, including parapet walls or any part of a building which encloses, or covers usable space.
- (9) *Frontage.* That part of a building that faces a public thoroughfare.

**§ 152.077 - Existing nonconforming signs; removal.**

- (A) It is the intent of this section to recognize that the eventual elimination of existing signs that are not in conformity with the provisions of these regulations, in as expeditious a manner as is reasonable, is as much a subject of the health, safety, and welfare of the citizens of the Village as is the prohibition of new signs that would violate the provisions of these regulations. It is also the intent of this section that there shall not be any unreasonable invasion of established private property rights.
- (B) Any sign which is nonconforming shall adhere to these regulations within five years from the adoption of these revised regulations or be removed.
- (C) Any sign, including the supporting structure, now or hereafter existing, which advertises a business no longer conducted, or a product no longer sold, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building, structure, or land upon which the sign may be found. Such removal shall be within 30 days after notification by the Building Official or other official as designated by the Village Manager.
- (D) Snipe signs and sandwich signs shall be removed immediately.

**§ 152.078 - Regulations and specifications.**

- (A) *General regulations governing signs.* Signs erected or maintained under the provisions of these regulations are subject to the following requirements:
  - (1) *Interference with public.*
    - (a) The sign must not create a traffic or fire hazard, be dangerous to the general welfare, or interfere with the free use of public streets or sidewalks.
    - (b) Safety requirements.
      - 1. No sign shall be erected or maintained at any location in such a manner as to obstruct free and clear vision at the intersection of any streets or other public ways. No sign shall be erected or maintained at any location where, by reason of the position, illumination, shape, or color it may interfere with, obstruct the view of, or be confused



with any authorized traffic sign, signal, or device, nor shall it make use of the words, "STOP," "LOOK," "DANGER," or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse the motoring public.

2. Intensely lighted areas created for the purpose of sales attraction, may be considered to be distracting displays. Such displays may be a hazard to the safe passage of vehicular traffic and divert attention from certain necessary traffic controls or pedestrian crossing zones. Such intensely lighted areas may be prohibited at certain locations by the Police Department and confirmed by the Village Commission.
- (2) *Repair and maintenance.* All signs must be kept in good condition, neat appearance, and good state of repair. Any sign more than 50 percent destroyed must be immediately removed at the owner's expense and a new permit secured before the sign is replaced. If a damaged sign is not repaired within 90 days, the sign shall be deemed to constitute a public nuisance and shall be removed at the owner's expense.
  - (3) *Avoidance of fire hazard.* Weeds shall be kept cut and debris shall be kept clear within a ten-foot area of any sign.
  - (4) *Imprint of owner's name.* All signs requiring permits shall be marked with the owner's name, date, and number of the permit.
  - (5) *Obstruction of doors, windows, and fire escapes.* No sign shall be attached to or be placed against a building in such a manner as to prevent ingress or egress through any door or window of any building, nor shall any sign obstruct or be attached to a fire escape.
  - (6) *Posting or tacking notices and signs.* No person shall paint, paste, print, nail, or fasten in any manner whatsoever, any banner, sign, paper, or any advertisement or notice of any kind, or cause the same to be done, on any curbs tone, pavement, or any other portion or part of any sidewalk or street, or upon any trees, lampposts, parking meter posts, telephone or telegraph poles, hydrants, or workshops, or upon any structure within the limits of any streets within the Village.
  - (7) *Removal of signs for right-of-way acquisitions.* All signs shall be removed by the owner, at no expense to the Village, when such signs are found to be within the right-of-way of present or future roads. This exception to relocation and permit limitations shall cover only lateral (right angle) relocations to the road right-of-way and shall require a building permit. This statement shall not supersede federal or state statutes and regulations.
- (B) *Regulations governing specific type signage.* Prohibited sign situations:
- (1) Off-premise outdoor advertising display (commercial advertising) signs.
  - (2) Signs within or upon public property and rights-of-way.
  - (3) Pole (ground) signs projecting over rights-of-way.
  - (4) Flashing, activated, and animated signs.
  - (5) Pennants, streamers, spinners, advertising balloons and all other fluttering, spinning, or similar type signs and advertising devices.
  - (6) Roof signs.
  - (7) Snipe and sandwich signs.
  - (8) Provided, however, that national flags and flags of political subdivisions of the United States; flags of bona fide civic, charitable, fraternal, and welfare organizations; banner signs; and, during nationally recognized holiday periods, pennants, banners, streamers, and other fluttering,



spinning, or similar type advertising devices pertaining to said holiday periods, may be provided on a temporary basis as provided below in this subchapter.

### **§ 152.079 - Sign permits and fees.**

- (A) No sign shall be erected, constructed, posted, painted, altered, maintained, or relocated, except as provided in this subchapter and in these regulations, until a permit has been issued by the Building Official or other official as designated by the Village Manager.
  - (1) Before any permit is issued, an application, including written approval of the owner of the property, shall be filed, together with five sets of drawings or specifications (one set to be returned to the applicant upon disposition of the application) as may be necessary to fully advise and acquaint the Building Official or other official as designated by the Village Manager with the location, construction materials, manner of illuminating and securing or fastening, number of signs applied for, and the wording of the sign or advertisement to be carried on the sign. For buildings over three stories, the scale shall be 1/8" = 1' 0". A separate scaled drawing shall be prepared at 1/2" = 1' 0" showing dimensions, sizes, colors, materials, and method of installation.
  - (2) All signs which are electrically illuminated shall require a separate electrical permit and inspection. All signs shall be erected on or before the expiration of 60 days from the date of issuance of the permit; otherwise, the permit shall become null and void and a new permit shall be required.
- (B) The owner and/or tenant of the premises and the owner and/or erector of the sign shall be held responsible for any violation of these regulations. Where a sign has been erected in accordance with these regulations, the sign company shall be relieved of further responsibility under these regulations after final approval of the sign by the Building Official or other official as designated by the Village Manager.
- (C) The Building Official or other official as designated by the Village Manager shall remove or cause to be removed any sign erected or maintained in conflict with these regulations if the owner or lessee of either the site or the sign fails to correct the violation within ten days after receiving written notice of the violation. Removal of a sign by the Building Official or other official as designated by the Village Manager shall not affect any proceedings instituted prior to the removal of the sign.
- (D) Fees for sign permits shall be in accordance with the schedule adopted by ordinance, a copy of which is maintained in the office of the Building Official or other official as designated by the Village Manager.

### **§ 152.080 - Exempted signs.**

The following signs are exempted from the provisions of these regulations and may be erected or constructed without a permit but in accordance with the structural and safety requirements of the South Florida Building Code and in accordance with § 152.083.

- (A) Official traffic signs or sign structures, and provisional warning signs or sign structures, when erected or required by a government agency.
- (B) Changing of the copy of a bulletin board, poster board, display encasement, or marquee.



- (C) Temporary nonilluminated signs, as permitted by the district regulations, advertising real estate for sale or lease, or announcing contemplated improvements of real estate, and located on the premises.
- (D) Temporary nonilluminated signs, as permitted by the district regulations, erected in connected with new construction work and displayed on the premises during such time as the actual construction work is in progress. Once the construction work has been completed, such signs shall be removed immediately.
- (E) Signs on a truck, bus, or other vehicle while in use in the normal course of business, provided that no such vehicle with attached signs shall be parked on public or private property for the purpose of advertising a business or firm or calling attention to the location of a business or firm.
- (F) Temporary political signs within commercial districts.
- (G) In the commercial districts, nonilluminated signs not exceeding 15 square feet in area with letters not exceeding six inches in height which are painted, stamped, perforated, or stitched on the valance area of an awning, canopy or roller curtain. Signs shall be limited to the name of the owner or trade name of the business and the street number of the business.
- (H) Signs posted by the Village.

**§ 152.081 - Temporary sign permits.**

The Building Official or other official as designated by the Village Manager, upon application as required in § 152.079, may issue temporary permits for signs and displays for a period of up to 90 days (including one renewal period up to an additional 30 days) when, the use of such signs and displays would be in the public interest and would not result in damage to private property, such as but not limited to the following:

- (A) Signs advertising a special civic or cultural event, such as a fair or exposition, play, concert, or meeting sponsored by a governmental or charitable organization.
- (B) Special decorative displays used for holidays, public demonstrations, or promotion of nonpartisan civic purposes.
- (C) Special sales promotion displays in a district where such sales are permitted, including displays incidental to the opening of a new business.

The Building Official is authorized to grant administrative approval for request for temporary signs that exceeds the size requirements up to a maximum size of 60 square feet, upon proper application for a Building Permit.

**§ 152.082 - Removal of signs.**

- (A) Any sign previously associated with a vacated premises shall be removed from the premises by either the owner or lessee not later than 30 days from the time such activity ceases to exist.
- (B) Political signs shall be removed within seven days after the last election in which the candidate or issue was on the ballot.



## § 152.083 - District sign regulations.

- (A) *Single-Family Residential (RS-1, RS-2) Districts.* No sign will be allowed in these districts except the following, or signs otherwise exempted in this subchapter:
- (1) A nameplate (identification sign), not to exceed one square foot in area, nonilluminated, to identify the owner or occupant of the dwelling or building.
  - (2) A private directional sign, nonilluminated, not to exceed one square foot in area.
  - (3) One temporary non-illuminated real estate sign per parcel not to exceed 18" × 18." One "rider" sign not exceeding two inches vertically and the width of the base sign horizontally may be suspended from or attached to the base sign. Nothing contained herein shall be construed as prohibiting the same wording from being on both the front and back of the base and rider sign. The sign (including the rider) shall also be subject to the following conditions and restrictions:
    - a. Unless there is a wall or building closer upon which the sign may be placed, it shall be located on the owner's property at least five feet from any sidewalk, the sign may be placed no closer than five feet from the edge of the pavement. The top of the sign shall not be more than four feet above the finished grade of the ground. Any such sign shall be immediately removed upon the sale or lease of the lot and/or improvements upon which it is displayed.
    - b. The sign shall be constructed of metal, plastic, wood, or pressed wood. Said signs shall be fastened to a supporting member constructed of angle iron not exceeding one inch by one inch or two inches by two inches for a wooden post. Said supporting members shall be all white or black in color and have no letters or numbers upon it.
    - c. Where such sign is suspended from an arm of the support, such arm shall not exceed a length of 16 inches.
    - d. The sign shall be placed so that its center line is parallel or perpendicular to the front property line.
    - e. Only one sign shall be permitted on any one premises, provided, however, that where the property abuts a waterway, a sign may also be placed to be visible from such waterway with a setback from the waterway of not less than ten feet.
    - f. The sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material. Flags, streamers, movable items or like devices shall not be attached to the sign.
  - (4) One temporary nonilluminated political sign per parcel not to exceed three square feet in area.
- (B) *Multifamily Residential (RM-40, RM-70) Districts.* No sign will be allowed in these districts except the following, or signs otherwise exempted in this subchapter:
- (1) Accessory signs and directional signs, all nonilluminated, and, individually, not to exceed an area of one square foot, except that illuminated fire exit signs, as required by the South Florida Building Code, shall also be permitted.
  - (2) One temporary nonilluminated sign per building or on such permit unit basis as may be allowed by applicable condominium or homeowners association bylaws, rules and regulations, such sign not to exceed 12 square feet in area in RM-40 Districts and not to exceed 24 square feet in area in RM-70 Districts, advertising real estate for sale or for lease, or announcing contemplated improvements of the premises on which the sign is located.
  - (3) One temporary nonilluminated political sign per building or on such per unit basis as may be allowed by applicable condominium or homeowners association bylaws, rules and regulations,

such sign not to exceed 12 square feet in area in RM-40 Districts and not to exceed 20 square feet in area in RM-70 Districts.

- (4) A permanent, nonilluminated, flat or detached identification sign, not to exceed 24 square feet, identifying the name and/or address of a multifamily dwelling, group of multifamily dwellings, or the name of the motel or hotel. In the case of a detached sign, it shall not be located in any required rear or side yard setback area, nor closer than ten feet from the front property line, nor shall any part of the sign be more than ten feet above the ground.
  - (5) Nonilluminated signs not exceeding 15 square feet in area with letters not exceeding six inches in height which are painted, stamped, perforated, or stitched on the valance area of an awning, canopy, roller curtain. Signs shall be limited to the name of the owner and the street number of the building.
  - (6) A temporary nonilluminated sign, not to exceed 40 square feet, erected in connection with new construction work and displayed on the premises only during the progress of actual construction. Once construction has been completed, the sign shall be removed immediately.
- (C) *Commercial (CG, CL) Districts.* No sign will be allowed in these districts except the following, or signs otherwise excepted in this subchapter:
- (1) Accessory signs and directional signs, all nonilluminated, and, individually, not to exceed an area of one square foot, except that illuminated fire exit signs, as required by the South Florida Building Code, shall also be permitted.
  - (2) A temporary nonilluminated real estate sign, not to exceed 24 square feet, advertising real estate for sale or for lease. A temporary nonilluminated sign may announce contemplated improvements of real estate, provided such sign does not exceed 24 square feet. Political signs are exempt from application of § 152.083(C).
  - (3) A temporary nonilluminated sign, not to exceed 40 square feet, erected in connection with new construction work and displayed on the premises only during the progress of actual construction. Once construction has been completed, the sign shall be removed immediately.
  - (4) A permanent flat illuminated or nonilluminated sign may be erected on one facade of a building or each portion of a building occupied by a separate commercial or office use, provided the sign does not exceed an area equal to ten percent of the area of the facade upon which it is erected, and for any single establishment user, contains no more than ten sign information items. For calculation purposes, the maximum single building storefront is limited to 75 feet, the maximum storefront 15 feet. In the case of a commercial or office use located on the ground floor of a multistory building, only the first floor facade area shall be used for the purpose of calculating the permissible sign area. Where an establishment fronts on more than one street, the above area of signs may be permitted on each street frontage; however, signs on side frontages will not be permitted if they face a residential area. Signs shall not be permitted on any wide bay frontage.
    - (a) All adjacent contiguous retail and service establishments located in premises under the same ownership shall be required in lease agreements to maintain all permanent sign lettering and background in the same style and color.
    - (b) For existing commercial establishments, facade signage may be increased to 11 percent of the total building facade and a total of 11 sign "items" per establishment may be used when all the lettering and background is uniform in style and color for signs in a shopping center or for any three consecutive separate establishments. Uniform agreements must be made a part of any lease or deed restriction.
  - (5) (a) A projection sign, placed at an angle of 90 degrees from the building and clearing the sidewalk by eight feet. It shall project no more than four feet from the building or one-third



of the sidewalk width, whichever is less, and be spaced no less than 50 feet apart unless displaying symbols only in which case there is no restriction on proximity (see Appendix B).

- (b) All adjacent contiguous, retail and service establishments located in premises under the same ownership shall be required in lease agreements to maintain all projection signs, materials, lettering and background in the same style and color.
- (6) A permanent detached illuminated sign may be permitted, not to exceed a total area of 100 square feet per side. When a single building on the property consists of two or more different commercial or office occupancies, an additional one square foot of sign area shall be permitted for each six lineal feet of street frontage in excess of 50 feet; however, the total sign area for a building with multiple occupancy shall not exceed 160 square feet in any case, nor may there be more than one detached sign on the property. No part of such detached signs shall be located in the side or rear yards, nor shall any detached sign be located closer than ten feet from the front property line. No detached sign shall exceed a height of 24 feet above the ground.
- (7) A temporary sign may be attached to street frontage windows. However, the total area of such signs shall not exceed ten percent of the total area of such windows and doors or within five feet of the rear of the window (see Appendix B).

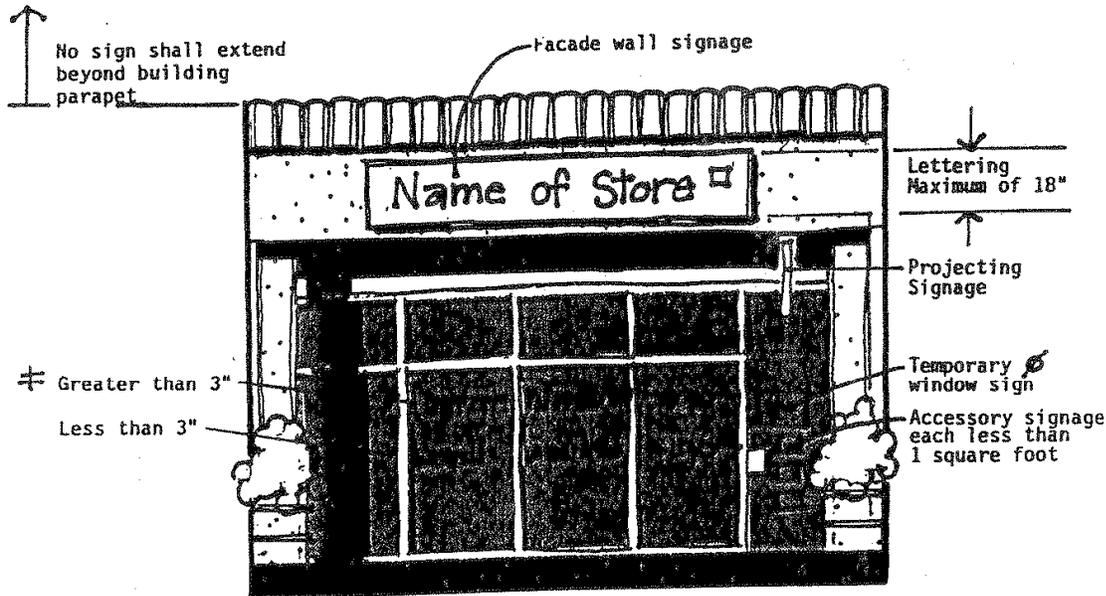
### **§ 155.20 - Signage.**

- A. Signs shall be carefully integrated with the site, landscape and architectural design content within which they are located. Size, shape and proportions should be compatible with the size and scale of the surroundings and should not compete with or obscure other design features of the site, landscape or structures.
  - 1. In residential areas and mixed-use developments that include residential uses, signage shall be located in such a way as to avoid adverse impacts such as light or glare into residential units, yards or streets.
  - 2. Signage on buildings with multiple storefronts shall be of the same type and material, i.e.: Channel letters illuminated, box sign, or pin letters. However, uniform color of such signage is not required to allow for diversity. Painted wood wall signs are prohibited.
  - 3. Within small centers where the maximum size of each sign is 15 square feet the maximum height of all letters shall not exceed six inches.
  - 4. The use of the logo and name is allowed in accordance with the Code.
  - 5. Traffic control, directional and informational signage within a development shall be a specific decorative design, selected from samples offered by the Village.
  - 6. Primary materials of a monument sign and base should be of materials which provide an image of permanence such as stucco, cast stone, or metal. Plastic panels or other type of background devices are discouraged. The sign cabinet and base should be of a high aesthetic quality and be at least four inches wide.
  - 7. Bright colors on signage shall be limited to the sign message, trims, and other accents of the sign.
  - 8. Internally illuminated awnings shall not be permitted.
  - 9. Roof-top signage is prohibited.
  - 10. Paper signs attached to windows are discouraged.



11. Signs of professional office buildings containing more than one principal office are limited to one primary sign per street frontage.
12. Signs are prohibited on upper floor windows and balconies.
13. All signs shall conform to requirements of the Village Code.

## APPENDIX B - SIGNAGE ILLUSTRATION



- ≠ Counts towards number of sign informational items.
- \* Maximum of 25% of window/door area.
- ⊗ Paper Sign - max. 10% of window/door area.
- Maximum of 10% of ground floor facade area.

- NOTE:
- o Facade wall signage and large window signage (greater than 3" in height) shall not exceed 10 sign information items.
  - o No sign shall be placed on a structure so that it will disfigure or conceal architectural features or details of a structure.
  - o Facade signage shall be proportionate to the facade on which it is located respecting the integrity of the architecture of the building.
  - o Size and location of any sign shall be proportional to the scale of the existing structure and compatible with adjacent signage.
  - o The use of lettering and signs design shall enhance the architecture and character of the facade on which the sign is located.



A. Before



B. After



LaRue