

Request For Board Action

REFERRED TO BOARD June 12, 2017

AGENDA ITEM NO: 18

ORIGINATING DEPARTMENT: Community Development

SUBJECT: Consideration to replace Chapter 14 of the Villages Zoning Ordinance with a new "Sign Ordinance".

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The PZB reviewed the draft of the Village's new Sign Ordinance in the Spring of 2016 and after extensive changes, recommended on April 14th, 2016 approval of the proposed ordinance to the Village Board. In July 2016, the revised recommendations of the PZB were submitted to the Village Board at a COW meeting. The board directed Staff to work with the business community and to obtain input from the business community on the proposed changes. Numerous meetings were held with the Downtown business community and business owners along the Village's main commercial corridors.

A new proposed Downtown Sign District is being proposed. The boundaries of this district have been narrowed and generally follow the general boundaries of Main Street.

The revised agreement was reviewed by the Village Board in May 2017 at a COW meeting. Pursuant to the directions of several trustees, a small number of modifications have been made including: 1) allowing the Village Board to provide relief from the prohibition of internally illuminated signs as part of the Site Plan Review process; 2) limit flutter flags to three; 3) limit closing or liquidation signs to a maximum of sixty (60) days.

FINANCIAL IMPACT: None

DOCUMENTS ATTACHED:

1. Ordinance and Sign Text
2. Staff Report

RECOMMENDED MOTION:

Staff moves that the Village Board approve the herewith attached Sign Ordinance.

VILLAGE OF ANTIOCH

ORDINANCE NO.

SIGN ORDINANCE
(PZB-16- 03)

ADOPTED BY THE PRESIDENT AND BOARD OF TRUSTEES

OF THE

VILLAGE OF ANTIOCH, ILLINOIS

ON

JUNE 12th, 2017

**Published in pamphlet form by authority of the Village Board
of the Village of Antioch, Lake County, Illinois,
this _____ day of June 2017**

LAWRENCE M. HANSON	President	JERRY JOHNSON	Trustee
LORI K. ROMINE	Clerk	MARY DOMINIAK	Trustee
ROBERT J.LONG	Attorney	TED POULOS	Trustee
		SCOTT A. PIERCE	Trustee
		ED MACEK	Trustee
		JAY JOZWIAK	Trustee

ORDINANCE

***SIGN ORDINANCE
(PZB-16-03)***

WHEREAS, pursuant to Title 10 of the Antioch Village Code, a public hearing was commenced by the Combined Planning Commission and Zoning Board on April 14th, 2016 following notification as required by State Law and Village Ordinance to consider a new sign ordinance for the Village of Antioch; and

WHEREAS, the Combined Planning Commission recommended approval to the Village Board to adopt the new sign ordinance; and

WHEREAS, the Village Board took the recommendation under advisement for an extended period of time during which Staff was directed to hold a series of meetings with the business community and seek their input, and following which initiative, Staff revised the draft ordinance to address additional matters brought forward, all of which was considered by the Corporate Authorities prior to their action on this Ordinance; and

WHEREAS, the Corporate Authorities have determined that the adoption of a new sign ordinance will encourage new economic development and the attraction of new businesses which will benefit the Village's long term fiscal health; and

WHEREAS, the Corporate Authorities have determined that the adoption of the new sign ordinance will help maintain the Village's existing character and sense of place and improve on the aesthetics of the community; and

WHEREAS, the Corporate Authorities have concluded and found that the adoption of the new sign ordinance shall promote the general welfare of the Village and the health, safety and welfare of the residents of the Village;

NOW, THEREFORE, BE IT ORDAINED BY THE PRESIDENT AND THE BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, LAKE COUNTY, ILLINOIS, AS FOLLOWS:

SECTION I: That Title 10, Chapter 14 of the Village of Antioch's Zoning Ordinance is hereby rescinded and that Chapter 14 of the Zoning Ordinance is hereby replaced with the aforesaid "new Sign Ordinance".

SECTION II: The representations, recitations and findings set forth in the foregoing recitals are material to this Ordinance and such recitals are hereby incorporated into and made a part of this Ordinance as though they were fully set forth herein. This Ordinance shall be liberally construed so that the purpose and intent represented by the recitals shall be accomplished to the greatest extent permitted by law.

SECTION III: That the aforesaid regulations shall be binding on all new residential, commercial, office, industrial, institutional, civic, not for profits, or volunteer groups seeking permanent or temporary sign approval.

SECTION IV: The following exhibits shall be attached to and made a part of this Site Plan Review Ordinance and, except as expressly modified by this Ordinance, compliance with all standards, requirements, designs or specifications in such exhibits shall be a condition of the grant of this Special Use Ordinance:

- A. Village Board Staff Report and attached sign ordinance text

SECTION V: If any provision, clause, sentence, paragraph, section, or part of this ordinance or application thereof to any person, firm, corporation, public agency or circumstance, shall, for any reason, be adjudged by a court of competent jurisdiction to be unconstitutional or invalid, said judgment shall not affect, impair or invalidate the remainder of this ordinance and the application of such provision to other persons, firms, corporation, or circumstances, but shall be confined in its operation to the provision, clause, sentence, paragraph, section, or part thereof directly involved in the controversy in which such judgment shall have been rendered and to the person, firm, corporation, or circumstances involved. It is hereby declared to be the legislative intent of the corporate authorities that this ordinance would have been adopted had such unconstitutional or invalid provision, clause, sentence, paragraph, section, or part thereof not be included.

SECTION VI: That the Village Clerk is hereby directed and ordered to publish this Ordinance in pamphlet form as provided by law.

SECTION VII: That this Ordinance shall be in full force and effect from and after its passage, approval and publication as provided by law.

Passed this 12th day of June 2017

Ayes: Nays: Absent/Abstain:

Scott A. Pierce
Jay Jozwiak
Ted Poulos
Ed Macek
Mary Dominiak
Jerry Johnson

APPROVED:

By: _____

Lawerence M. Hanson, Mayor

Date: _____

ATTEST:

By: _____

Lori K. Romine, Village Clerk

Authorities on June _____ 2017

STATE OF ILLINOIS)
) SS
COUNTY OF LAKE)

CERTIFICATE

I, Lori K. Romine, certify that I am the duly appointed Municipal Clerk of the Village of Antioch, Lake County, Illinois.

I certify that on June _____ 2017, the Corporate Authorities of such municipality passed and approved Ordinance _____, adopting a new Sign Ordinance which provided by its terms that it should be published in pamphlet form.

The pamphlet form of Ordinance No. _____ including the Ordinance and cover sheet thereof, was prepared and a copy of such Ordinance was posted in the municipal building, commencing on June _____, 2017 and continuing for at least ten days thereafter. Copies of such Ordinance were also available for public inspection upon request in the office of the Municipal Clerk.

DATED at Antioch, Illinois, this _____ day of June 2017

Lori K. Romine, Village Clerk



Statement of Purpose

The following ordinance is intended to create the legal framework for a comprehensive and balanced system to regulate signage that will preserve free speech and promotion of commerce. Furthermore, this ordinance is intended to minimize any visual clutter that is harmful to the Village's appearance and to promote safety by limiting signage that could potentially have a negative impact on traffic and pedestrian safety. With these purposes in mind, it is the intent of this chapter to authorize the use of signage to:

1. Promote the free flow of traffic along the Village's arterials and collectors and to protect pedestrians and motorists from injury and property damage which may be fully or partially attributable to cluttered, distracting, or illegible signage.
2. Promote the use of signage that are aesthetically pleasing and of appropriate scale that sensitively integrates into the surrounding context and landscape. This ordinance recognizes the difference in context between a commercial arterial and the Village's Downtown.
3. Provide for functional flexibility, encourage variety and to create an incentive to relate signage to basic principles of good design.
4. Assure that public benefits derive from expenditures of public funds for the improvement and beautification of streets and other public structures and spaces are protected by exercising reasonable controls over the character and design of graphic structures.
5. Provide for an improved visual environment and to protect prominent corridors within the community by authorizing the use of street signage that are:
 - A. Compatible with surroundings;
 - B. Appropriate to the activity that displays them;

- C. Expressive of the identity of the individual activities and the community as a whole; and
- D. Legible in the circumstances in which they are seen;

Ground Signs– Ground signs shall be calculated by determining the net rectangular area enclosing the sign including the outer edges of the lettering, characters or delineations. Architectural treatments surrounding the signage will not be included as the sign area, provided it does not exceed one hundred (100) percent of the total sign face. For double-sided signs, only one face shall be considered in determining the sign area.

Wall, Window, Awning and Canopy Signs– The sign face area shall be calculated by determining the area of the sign face including the frame, if any. The sign face area of wall, window, awning or canopy signs consisting of individually-mounted letters shall be deemed to be the area of the smallest rectangular figure which can encompass all letters and graphics.

Setbacks

- A. All signs shall be setback not less than ten (10) feet or five (5) feet within Downtown Sign District.
- B. All such signs located on a corner lot shall not be located within the vision triangle as defined in this ordinance.
- C. Ground signs on adjoining lots must have a minimum separation distance of thirty (30) feet. Lots that develop before their bordering lots shall locate their ground sign(s) in such a way as to provide an opportunity for adjacent lots to erect a ground sign that meets this requirement.

Vision Triangle

No building or structure shall be erected or maintained, nor any landscaping exceeding thirty six (36) inches in height shall be grown or maintained within a triangular area determined by a diagonal line connecting two (2) points measured along the property lines of the abutting streets twenty five (25) feet equidistant from the intersection of those property lines, so as to obstruct or obscure the vision of drivers of motor vehicles on either or both streets. This provision shall apply on all collectors and arterials within the Village. However, an exemption to this provision shall be allowed in Downtown as define by the Antioch Downtown Signage District when a building location would promote context sensitive design.

Traffic Safety

No sign shall be maintained at any location where by reason of its position, size, shape or color it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control

sign, signal or device, or where it may interfere with, mislead or confuse traffic. The decision on the determination of a traffic hazard shall with rest with the Community Development Director with consultation with the Village's Emergency Services.

Exempt Signs

The following signs are exempt from permit requirements. While the following signs do not require permits, such signs shall be subject to the provisions of this ordinance concerning installation, maintenance, size, style, location and illumination.

1. Street signs.

2. Address numerals: street address numerals in conformity with Village regulations.

3. Civic event signs:

- Temporary signs advertising a community event.
- Permanent Civic Signs– May be located in any zoning district and shall be no taller than ten (10) feet from grade to the top of the sign or no larger than forty eight (48) square feet and fabricate with a sand blasted wood face.
- Approvals– All civic event signs shall require approval by the Community Development Director.

4. Construction Identification Signs– Signs identifying the architect, engineers, contractors and other individuals or firms involved with construction, or the purpose for which the building is intended, up to a maximum of thirty two (32) square feet. Only one (1) sign is allowed per frontage per development. The sign shall be confined to the site of construction and shall be removed within seven (7) days after the Certificate of Occupancy for the subject premises.

5. Informational Signs– Not exceeding three (3) square feet per sign face, displayed on private property for the convenience of the public, including signs identifying rest rooms, freight entrances, parking areas, parking lot directional and the like.

6. Flags– Governmental, political, civic, philanthropic, educational or religious organizational flags and corporate flags are permitted subject to the following provisions:

- Flags should not be larger than fifty (50) square feet per face.
- Flags mounted on light standards or other poles not expressly made as flag poles shall be prohibited.
- No more than five (5) flags shall be permitted per site.

7. Garage sale and open house signs– Garage sale and Open House signs are permitted subject the following regulations:

- Signs shall not exceed four (4) square feet per face.

- All signs shall not be put up more than twenty four (24) hours prior to the event and must be removed upon the close of the event.
- Signs may be placed off-site on private property with the consent of the owner of property on which the sign is placed.

8. Building Marker– Building markers shall be cut into masonry or made of bronze or other permanent material. There shall be a maximum of one building marker for each building on a zoning lot. No building marker shall exceed four (4) square feet

9. Political Signs– The following rules apply to signs identifying a political candidate, party or issue subject to an upcoming election.

- Political signs shall not be attached to fences, trees, utility poles or light poles, similar structures or placed within public right of way. Such signs shall not be erected within sight vision triangle areas where safety concerns exist.
- Political signs shall not be erected until forty five (45) days prior to the subject elections.
- Political signs shall be removed within fourteen (14) days after the election.

10. Real Estate Signs– Real Estate signs shall be regulated as follows:

- No more than one (1) sign identifying property for sale, rent or lease shall be installed per street frontage.
- Real estate signs shall not be illuminated.
- Real estate signs shall be removed within seven (7) days after a closing, sale, rental or lease.

11. Traffic, Municipal or Emergency Signs– Traffic or municipal signs, legal notices, railroad crossing signs, danger and such temporary emergency or non-advertising signs designed for public safety or convenience that are either installed by the Village of Antioch or the Illinois Department of Transportation or a designated agent or approved by the Village Administrator or Community Development Director.

12. Window Signs– Window signs posted in public view shall not exceed thirty five (35%) percent of each window or surface area through which or on which they are seen. Window signs shall not require a temporary permit.

13. Signs posted on the sides of vehicles, either permanently or temporarily-The vehicle shall be licensed, insured and operational and shall be used for the regular operation of the occupant's activity at the premises where the vehicle is located. A vehicle shall not be used as temporary or

permanent sign at a business and the parking of a vehicle with commercial signage should be limited in duration and oriented away from the public right of way.

Prohibited Signs

The following signs or specific locations are expressly prohibited:

1. Attention getting devices— other than temporary flutter flags (**maximum three**) which have been approved by the Community Development Director for special promotional events. Attention getting signs include inflatables, balloons, snipe signs, pennants, streamers.
2. Inflatable signs located in the Antioch Downtown Sign District.
3. Billboards or other large outdoor advertising devices.
4. Illustrated window signs that exceed thirty five (35%) of window, such as sale, or going out business signs.
5. Off-site directional signs, other than residential marketing for developments in excess of fifty homes.
6. Sidewalk signs located outside the Antioch Downtown Sign District.
7. Signs that advertise Home Occupations.
8. Signs which move or assume a non-stationary position by mechanical means except as otherwise permitted under these regulations or authorized by village, or under normal wind current, except flags and banners as regulated herein.
9. Snipe Signs
10. A-Frame signs, except for sandwich boards as permitted in the Antioch Downtown Sign District.
11. Portable trailer signs.
12. Parking of advertising vehicles. No person shall park any non-operational vehicle or trailer on a public right of way or public property or on private property so as to be visible from public right of way which has attached thereto or located therein any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity located on the same or nearby property or any other premises.
13. Signs that incorporate animation.
14. Back lit awnings/canopies.
15. Painted wall graphics. (other than approved murals or artwork)

16. Neon tube lighting or LED lighting outlining a building, structure or window.
17. Pylon signs
18. Flashing open signs or scrolling message signs located within interior windows.
19. Any sign that is not professionally fabricated.
20. Flutter flags located on public sidewalks or public right of way.

Removal/Enforcement

1. All prohibited signs and illegal signs must be removed within ten (10) days after notification from the Community Development Department.
2. All non-conforming signs that constitute a safety issue or are otherwise in general violation of Village ordinance are subject to removal by Public Works, Code Enforcement or the Police Department.
3. All non-conforming signs legally existing on the date of this ordinance shall be required to be removed or modified to conform to this ordinance only when:
 - a. The building or store becomes vacant, non-conforming signage shall be removed or brought into conformance with these regulations within thirty (30) days of the vacancy of the subject site or tenant space.
 - b. The use of the property or store space within building changes.
 - c. The sign is damaged or remodeled for over fifty (50) percent of its costs value; or
 - d. The sign was not legally in compliance with the previous ordinance.
4. Non-conforming signs may not be enlarged or replaced in their entirety but may be modified to more closely meet current sign regulations.
5. Signs placed within public right-of-way without approval shall be subject to immediate removal without prior notice to owner.

PERMANENT SIGNAGE

Residential Subdivision Signs

Subdivision developments shall be subject to the following terms and conditions:

- A. Locations– Subdivision signs are permitted in easements or landscape outlots specifically designed for signage. No more than one structure per corner at the entrance shall be permitted. No sign shall be permitted within the vision triangle.
- B. Size– Subdivision signs are limited to a maximum sign face of twenty (20) square feet. The

sign face shall only contain the name of the subdivision and the sign structure shall not incorporate a height higher than six (6) feet measured from grade.

C. Materials– The structure may be only constructed of the following materials; brick, stone or other masonry materials, redwood, cedar or other quality hardwoods as deemed appropriate by Village Staff. Lettering, ornaments or other graphics on the structure shall be constructed with stone, wrought iron, anodized aluminum or engraved into a quality hardwood like redwood or cedar.

D. Landscaping– The area around any subdivision sign shall incorporate extensive landscaping that provides seasonal color all year around. Any plan shall be reviewed and approved by the Community Development Department.

E. Declaration of covenants/easements– There shall be prepared, enacted and recorded a declaration of covenants/easements. There shall be prepared, enacted and recorded a declaration to run with the land of the subdivision of which the easement is a part, which will minimally state:

- Provide for the organization of a homeowner’s association which shall assess sufficient dues to provide for maintenance of the easement and structure.
- Provide for the continued maintenance of the easement and structure.
- The covenants shall provide that the village has the right, but not the obligation, to enter upon the easement from an adjoining public street and demolish the structure if in the sole determination of the village the structure is not properly maintained.
- Name duplication– Signage proposed for any residential subdivision shall not duplicate or mimic any existing subdivision name within the Village of Antioch planning boundaries. Similar sounding or similarly spelled names may be denied by the Community Development Department.
- Illumination-All subdivision signs shall incorporate external illumination or backlit lighting.

Ground Signs

Permanent ground signs shall be regulated as follows unless indicated:

Number

A. Only one monument sign shall per permitted per lot and monument signs shall not be located within thirty (30) feet of another monument sign .

B. Commercial lots shall be permitted one (1) menu board per drive-thru. Menu boards shall be limited to thirty (30) square feet using the same materials as the main monument sign on the subject commercial lot.

Size and Style

A. Permanent ground signs shall be designed in a monument style and shall incorporate a height that does not exceed eight (8) feet in height and a maximum square footage of forty (40) square feet. In no case shall a monument sign encroach within ten feet of the right of way outside the Downtown Sign District.

Design.

A. All monument signs shall incorporate opaque background cabinets and only the lettering and business logo shall be permitted to be illuminated. Copy area shall be comprised of routed or raised individual channel copy (face lit or halo lit) affixed to opaque background, or sandblasted signage. **No internally illuminated cabinets shall be allowed unless approved as part of Site Plan Review approval.**

B. All monument signs shall incorporate uniform opaque background cabinets with business lettering and logo. Internally lighted cabinets are prohibited and backlit lighting or raised lettering is required.

C. Permanent monument signs shall incorporate bases with a minimum height of **three (3) feet** and decorative columns and caps are required to be incorporated into the design of the monument sign.

D. Commercial planned developments that incorporate more than 100,000 square feet shall be permitted one monument sign with a maximum height of ten (10) feet and a maximum of forty eight (48) square feet.

Landscaping

All monument signs shall incorporate a minimum of three (3) square feet of landscaping for each square foot of graphic area. The landscaping shall contain living landscaping including shrubs, perennial groundcover or any combination thereof. Trees that have any potential of obstructing the sign should be avoided.

Wall Signs

The following regulations pertain to the design, location and size for all commercial wall signs located on any building elevation:

- A. Number- Only one (1) permanent wall sign per building or retail unit of a building will be permitted except for a corner location or locations adjoining a private street where one wall sign for each wall facing the public or private street will be permitted. Any retail unit located on a corner shall have a maximum of three (3) wall signs including the sign on the rear façade.
- B. Rear- One rear sign per building or per unit shall be permitted on any commercial building that backs up to an internal commercial street. However, rear signage on the rear of a commercial building that backs up to a residential development shall be prohibited. Rear signs shall be limited to a maximum of twenty (20) square feet.

C. Maximum Surface Area- Where allowed, the maximum surface area for all wall graphics on each building face or occupant space for each different street frontage shall not exceed one square foot of signage for each linear foot of building façade or occupant space on which the wall graphics and integral roof graphics are maintained, nor the following maximums for surface area, whichever is less:

Permanent wall signage for buildings or units that do not exceed 40,000 square feet shall not exceed (1) square foot sign area for each one foot of façade frontage and no wall sign shall come closer than five (5) feet from the edge of the façade. Wall signs shall not exceed 80 square feet.

Permanent wall signage for buildings or retail units between forty thousand (40,000) to one hundred thousand (100,000) square feet shall not exceed one and a half (1 ½) square feet for every one foot of frontage, in no case shall any wall sign exceed 400 square feet in area.

Permanent wall signage for buildings or retail units over one hundred thousand (100,000) square feet shall not exceed two (2) square feet for every one foot of frontage, in no case shall any wall sign exceed 600 square feet in area.

D. Illumination- Internal, External or backlit illumination shall be permitted.

E. Box signs shall be prohibited.

Window Signs

Non-Residential Zoning Districts, outside Downtown Antioch Sign District– The total square footage of all window signs permanently affixed to a window shall not exceed thirty five (35%) of the total window area on any street frontage. Permanently affixed window signage in excess of thirty five (35%) shall be considered wall signs and be subject to all requirements applicable to wall signage. Window signs shall not require a temporary permit.

Window Promotional Signage

Non-Residential Zoning Districts, outside the Downtown Antioch Sign District– the total square footage of any temporary promotional window signage shall be limited to thirty five (35%) percent of the total window area on any street frontage. Promotional window signage in excess of thirty five (35%) percent of the total window signage shall be prohibited.

Antioch’s Downtown Sign District

In view of the unique character of Downtown Antioch, a special sign district has been created and shall be known as the “Antioch Downtown Sign District”. The subject area corresponds with the Village’s Form Based Code for the Downtown (VC, TC, MT zoning districts only) and is made up of development that reflects a more traditional development pattern. The area further promotes good pedestrian traffic and any signage within this district should be sensitive to this factor:

A. Requirements

- i. All signs must be reviewed by the Community Development Department and receive approval by the department.
- ii. All signs within this district must be designed to integrate into the character of the district. The size, color and placement of each sign must be compatible with the character of the Downtown and shall not obscure or interfere with any distinctive architectural elements of the building or elements of the streetscape.
- iii. Either one ground sign or one wall sign along with one projecting sign per building or store front shall be permitted.
- iv. External illumination or backlit lighting of individual lettering shall be permitted only. Any internal illumination, raceway, and box signs shall be prohibited. All illumination shall be designed to be unobtrusive and discrete.

B. Ground Signs

- i. The Downtown Sign District shall limit ground signs to a maximum height of four (4) feet and

twenty (20) square feet. Wood pole hanging signs can incorporate a maximum height of six (6) feet. All ground signs shall be sand blasted wood, HDU (High Density Urethane) Board signs or face brick and any internal illumination of ground signage shall be prohibited. Backlit lighting shall be permitted.

C. Wall Signage- Wall signs shall be limited to one square foot for each linear foot of store frontage. All wall signs shall be fabricated out of wood sandblasted signs with projecting or indented lettering or alternatively HDU board with projecting letter. All exterior wall signage shall incorporate exterior lighting and any internal cabinets, box signs, raceway, or internally illuminated signage shall be prohibited. Rear signage in the Downtown district shall be permitted and regulated to one (1) square feet per linear store frontage in the rear.

D. Projecting Signs

- i. Projecting signs shall not be larger than twelve (12) square feet in area and not more than four (4) feet along any exterior dimensions.
- ii. Any projecting sign shall not project more than six (6) feet from the building.
- iii. No part of any projecting sign shall be lower than nine (9) feet or higher than thirteen (13) feet from the ground level, as measured from its lowest point.

All projecting signs be sandblasted wood, HDU board, or fabricated metal. They shall not be internally illuminated and any external lighting (goose neck lighting) shall be discrete

E. Awnings and Canopies

All awnings or canopies in the Antioch Downtown Sign District shall be fabric and any backlit lighting shall be prohibited. The only signage that will be permitted on an awning in the Antioch Downtown District shall be limited to a maximum of twenty five (25%) of the awning face or flap. Any signage incorporated on the vertical flap shall be included in the overall wall signage limit within the Antioch Downtown Sign District.

F. Window Signage

The following regulations shall regulate the incorporation of window signage in the Antioch Downtown Sign District:

- Grand Opening and Store Closing Signage shall be limited to a period of ninety (90) days and shall not take up more than thirty five (35%) percent of the storefront windows.
- Special Event, Seasonal or Special Sales signage shall be permitted as long as they do not take up more than fifty percent (50%) of the store front windows. Seasonal window signage should be changed every sixty (60) days and signage for Sales should be changed every thirty (30)

days. Seasonal or Special Sales signage should be professionally fabricated.

- Window signage or lettering in store front windows shall be permitted and shall not be considered wall signage as long as the signage or lettering is 25% or below of the total of the store front glass display. Individual illuminated signs advertising individual products or advertising store hours shall be permitted.

Awning/Canopies

Outside the Antioch Downtown Sign District, awnings or canopies shall be permitted in addition to wall signage. A maximum of one sign per awning or canopy shall be allowed on each vertical awning/canopy surface. Awning/canopy signage shall be limited to awnings on windows and doors of businesses located on the first floor. Any awning/canopy signage shall be located entirely within the vertical marquee surface. The surface area of an awning sign shall not exceed twenty five (25%) of the awning face or flap on which it is located. An awning graphic shall only be allowed in business and manufacturing districts.

Multi-Family Signage

A. Multi-family development that incorporate less than fifty (50) units shall be permitted one sign incorporating a maximum height of ten (10) feet and thirty two square (32) square feet. All multi-family signs shall be constructed in a monument style and should be constructed out of brick, stone or wood. All multi-family signage shall incorporate foundation planting providing all year seasonal color.

B. Multi-Family developments that exceed fifty (50) units shall be permitted one sign with a maximum height of ten (10) feet and forty eight (48) square feet. All multi-family signs shall be constructed in monument style and constructed out of brick, stone or wood. All multi-family signage shall incorporate foundation plantings providing all year seasonal color.

Industrial/Business Park

A. Industrial uses shall be allowed one sign per lot with a maximum height of eight (8) feet and thirty four (30) square feet sign face. All industrial signs shall be monument style and incorporate brick or stone bases. Columns and sign caps are encouraged. Foundation plantings providing all year seasonal color shall be required for all industrial signs.

B. Industrial/Business Parks shall be permitted an entrance sign at the main entrance into the development with a maximum height of ten (10) feet and a maximum sign face of forty eight (48) square feet. All signs shall be designed in a monument style with a brick or stone base. Extensive foundation plantings shall be incorporated providing all year seasonal color.

Institutional Uses (Government, Schools, Parks and Churches)

A. Institutional uses shall be permitted one sign that shall incorporate a maximum height of six (6) feet and maximum square footage of twenty four (24) square feet. All institutional signs shall incorporate a monument sign design and shall incorporate a brick or stone base. Additionally, in lieu of monument signs, sand blasted wood signs shall also be permitted for institutional uses with a maximum height of six (6) feet and a sign face of twenty (20) square feet. Only external illumination shall be permitted. Parks shall be permitted to use an all sandblasted wood design. All institutional signage shall incorporate extensive foundation plantings that incorporate seasonal color all year around.

Restrictions of signage

Permanent ground signs in residential districts are prohibited in all instances except for subdivision signs, multi-family signs, real estate signs, garage sale signs and other uses such as churches, schools, governmental facilities, permitted business uses and any other signage allowed under a special use. Home occupation signage shall be prohibited.

Electronic Message Boards

The following sign shall be permitted in commercial districts only, excluding the Antioch Downtown Sign District (VC, TC, MT zoning districts only). Civic EMB shall be permitted in the Downtown Sign District.

- 1) The following sign types may be permitted subject to the issuance of a special use permit.
 - a) Electronic Message Board Signs (EMB)
- 2) Number Permitted- One (1) Electronic Message Board (EMB) sign may be permitted for zoning lots within the identified overlay districts meeting the following criteria:
 - a) Minimum width- The property to which an EMB may be permitted must have a minimum of one hundred (100) lineal feet of property fronting Route 173; Route 83, south of 173; and Route 59, south of Route 173:
 - b) Minimum Area: The property to which an EMB may be permitted must have a minimum of one (1) acres of total lot area.
- 3) Maximum Gross Surface Area- The maximum gross surface area of any EMB shall not

exceed 25% of any sign face.

4) Minimum Required Setback- The EMB sign shall meet the minimum setback required for business signs based on the underlying zoning districts to which the property is located.

5) Minimum Design Standards- The EMB sign shall meet all of the following design conditions:

a) The EMB unit must be equipped with both a programmed dimming sequence as well as an additional overriding mechanical photocell that adjusts the brightness of the display to the ambient light at all times of the day. Such programming and mechanical equipment shall be set so that the EMB., at night or in overcast conditions, will be no more than 40% of the daytime brightness level.

b) All EMB must incorporate a solid black background at all times and only white or red lettering shall be permitted. No moving graphics, other than text, shall be permitted and no color advertising or color pictures shall be permitted on the sign.

c) The EMB unit must be extinguished at the close of business to which the EMB relates, or for any business to which the business hours extend beyond, the EMB unit must be extinguished by 2:00 a.m. This restriction shall apply regardless of the location of the EMB on the property.

d) The EMB unit must have the “flash” feature disabled and messages shall have a 10 second “hold” time except for time and temperature messaging which may have a shorter duration, but no less than four (4) seconds. No single message may be repeated more than once every 40 seconds.

e) The images/ and or messages displayed on the EMB may only transition from one message and/ or image to another by either fading or dissolving to another message or image appearing immediately thereafter, without movement or other transitions effects between images and/ or messages:

f) Except as otherwise provided herein, all images and or messages displayed on the EMB must be static and may not reflect movement, flashing, scrolling or changes in shape or size of images or portions of images. Streaming and / or live time video may not be displayed and this function of the EMB must be disabled.

g) No sign shall have more than one (1) sign face except only a free standing sign or a marquee sign, which may have not more than two (2) sign faces. Freestanding signs with more than one sign face must be designed to have sign faces attached back to back to the support structure. No V-shape freestanding signs shall be permitted in the Village of Antioch.

h) The EMB unit shall otherwise comply with all other provisions of Chapter 14 of the Antioch Zoning Ordinance, including, but not limited to the prohibition against off-premise

advertising signs.

i) All EMB signs shall comply with the Village's monument sign requirements and shall be constructed in a monument style design and incorporate a brick or stone base, side columns of brick or stone on both sides of the sign along with a cap on top of the sign.

Temporary Signage

Temporary signage must satisfy all other sign ordinance requirements in addition to the following:

- A. Temporary signs, other than window signage, shall require a temporary sign permit.
- B. Only one (1) per lot any one time unless otherwise allowed or indicated.
- C. Any temporary sign must be safely anchored to the ground or building.
- D. Electrical illumination is prohibited in residential districts (except for temporary subdivision project signs).
- E. All temporary signs, other than window signage, shall be limited to thirty (30) days and limited to a maximum of four such periods per year or a total of one hundred twenty (120) days.
- F. Temporary signage must be located on the premises of the permit holder unless otherwise indicated or allowed pursuant to this ordinance or to the permit application.
- G. All temporary signs are limited to a maximum square footage of twenty four (24) square feet or if a window sign a maximum of thirty five (35%) percent of the total window.
- H. All temporary signs must be professionally fabricated by a sign maker and shall incorporate a vinyl or metal sign face with a metal frame. The use of plywood, sheets and cardboard is prohibited.

Grand Opening Signage and Closing Signs

Grand opening signage shall be regulated as follows:

- 1. The grand opening period shall mean the forty five (45) day period immediately after the opening of a new business or the reopening of a business which has been closed for a period of forty five (45) consecutive days.
- 2. Grand opening signs shall be permitted for a maximum of thirty (30) days and the thirty (30) days shall be consecutive. Closing signs shall be limited forty eight (48) square feet and to a maximum period of sixty (60) days from date of issuance of sign permit.
- 3. The following grand opening signs shall be permitted:

- i. One temporary ground sign not to exceed forty eight (48) square feet, or
- ii. One (1) banner not to exceed forty eight (48) square feet.
- iii. Pennant flags or streamers.

Only temporary window banners shall be permitted in the Antioch Downtown Sign District.

D. Special Event signs shall be erected and maintained for a period of time as approved by the Village and shall be removed within twenty four (24) hours of the end of the event.

Sidewalk Signs

- A. Sidewalk Signs (Sandwich Board Style) shall only be allowed in the Antioch Downtown Sign District.
- B. The sign shall be limited to a height of four feet and a maximum of twelve (12) square feet.
- C. A sidewalk sign may be located partially or entirely on a sidewalk within a public right of way adjacent to the building or occupant space. A minimum of a five (5) foot section of the public right of way shall remain unobstructed at all times.
- D. All sidewalk signs shall be professionally fabricated and maintained in good condition. Sign graphics shall be of an A-frame (sandwich board) design, comprised of a finished wood or metal frame and properly weighted so as not to create a windblown hazard.
- E. Sidewalk signs shall not be illuminated.
- F. Sidewalk signs shall be limited from the hours of 6:00 a.m. to end of business hours unless otherwise approved by the Community Development Department.
- G. Sidewalk signs shall be removed by the owners during times of inclement weather. During a snow event, no signs shall be placed on the sidewalk or placed on snow piles.

Non-Conforming Signs

- A. Change and Modification– A nonconforming sign or street sign shall be brought into conformity with this ordinance if it is altered, reconstructed, replaced or relocated. A change in copy is not an alteration or replacement for the purposes of this subsection.
- B. Maintenance– Nonconforming signs must be maintained in good condition in accordance with the provisions of this code. Maintenance required by this subsection shall include replacing or repairing of worn or damaged parts of street signs or sign structures in order to return it to its original state.

C. Removal- Removal of a nonconforming street graphic or replacement of a nonconforming street graphic with a conforming street graphic is required when:

1. A nonconforming street sign is destroyed or for any other reason taken down or altered. As used in this section, substantial means fifty percent (50%) or more of entire street structure, or

2. Development permit- Any development permit or site plan review related to a building expansion of twenty five (25%) or more, shall require all nonconforming street signs on the premises for which the development permit or site plan review is required to be brought into conformity with provisions of this chapter.

D. Loss of Non-Conforming Status- A designated nonconforming street sign shall immediately lose its nonconformity if:

1. The existing structure of the street sign is altered in anyway, including, but not limited to its height, width, surface area, illumination or sign face.

2. The designated nonconforming street sign is relocated or repositioned to a location other than that which it was identified or originally approved for.

3. The designated nonconforming street sign is replaced, including sign face or any re-imaging.

E. Designated Nonconforming Street Sign Maintenance- Nothing in this section shall relieve the owner of any designated nonconforming street sign with the obligation to maintain and repair the nonconforming sign. The replacement of existing panels or cleaning of panels shall not modify the designated nonconforming sign status.

Sign Applications- Any person proposing to erect or display a sign as identified in this ordinance shall file an application for a permit with the Community Development Department. The application shall include the following:

1. The name, address and telephone number of the sign contractor and the owner and occupant of the premises where the street sign is to be erected or displayed; the date that it will be erected; along with the zoning district and the area of special restrictions, if any, in which it is located; and any variance that has been approved.

2. A drawing to scale that shows:

· The location, height and size of any proposed street graphics including property boundaries and any easement that may be over the property.

· The electrical and illumination plans if the proposed sign will be illuminated.

· A landscape plan for monument signs showing the plantings, and number of plants,

ground cover and names of any seasonal perennials or flowers.

3. Approval or Denial- The Community Development Director shall approve a permit for the street graphic if it complies with the building, electrical or other adopted codes of the Village and with:

- The regulation for street signs contained in this chapter and any other variance that has been granted from these regulations; and
- Any special regulations that have been adopted for an area of special character; and
- Any program for graphics that has been approved under this chapter. If the Community Development Director does not approve a permit for a street sign, the Community Development Director will state the reasons for the denial, if requested, by the applicant in writing.

Sign Ordinance Definitions

A-FRAMED GRAPHIC: A temporary graphic that is placed upon, but not generally mounted to, the ground. It is a double sided graphic connected at the top and separated at the bottom.

ACTIVITY: An individual tenant, business, or other establishment.

ANIMATION OR ANIMATED: (See also definition of Changeable Copy.) The movement or the optical illusion of movement of any part of the street graphic structure, design, or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a street graphic.

ARCHITECTURAL DETAIL: Any projection, relief, cornice, column, change of building material, window, or door opening on any building.

AWNING: A cloth, plastic, or other nonstructural covering that either is permanently attached to a building or can be raised or retracted to a position against the building when not in use.

BANNER: A graphic composed of a logo or design on a lightweight material either enclosed or not enclosed in a rigid frame and secured or mounted to allow motion caused by the atmosphere.

BARE BULB ILLUMINATION: Exposed or uncovered lighting elements found on a graphic, for example, light bulbs without cover.

BUILDING: A structure designed and intended to shelter persons or personal property, and where the interior areas of such a structure are accessible to persons.

CANOPY GRAPHIC: A structure other than an awning made of cloth, metal, or other material with frames affixed to a building.

CHANGEABLE COPY: Copy within a street graphic that is designed and intended to be manually changed.

COMMERCIAL GRAPHIC: A street graphic which identifies, advertises, or directs attention to a commercial or institutional structure or business, or is intended to induce the purchase of goods, property, or service; including, but not limited to, a graphic naming a brand of goods or service and real estate graphics.

DIRECTIONAL GRAPHIC: A street graphic located in such a manner as to direct the flow of pedestrian and vehicular traffic, and does not contain commercial message.

ELECTRONIC MESSAGE GRAPHIC: A street graphic capable of displaying words, symbols, figures, or images that can be electronically changed by remote or automatic means. The following terms for such electronic message graphics shall be defined as follows:

Dissolve- Graphics where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.

Fade: Graphics where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Scrolling: Graphics where the message is changed by the apparent vertical movement of letters or graphic elements of the message.

Static: Graphics having no motion.

Text: Graphics consisting of letters or words only that do not include any animation, effects

simulating animation or video.

Travel: Graphics where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.

EXTERNAL ILLUMINATION: Illumination of a graphic that is affected by an artificial source of light not contained within the graphic itself.

FLAG: A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope.

FLASHING GRAPHIC: A graphic which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source.

FLASHING ILLUMINATION: Illumination in which the artificial source of light is not maintained stationary or constant in intensity and color at all times when a street graphic is illuminated, including illuminated lighting.

FORM BASED OVERLAY: An area that contains unique architectural, historic, or scenic characteristics that require special regulations to ensure that street graphics displayed within the area enhance its visual character and are compatible with it.

GRAPHIC: A "street graphic", as defined by this chapter. The terms "graphic" and "sign" are used interchangeably in this chapter and this title.

GROUND GRAPHIC: A street graphic supported by one or more uprights or bases placed upon or affixed in the ground and not attached to any part of a building. The term "ground graphic" includes a "monument graphic".

HEIGHT: The vertical distance measured from grade at the edge of the adjacent right of way to the highest point of the street graphic.

ILLUMINATION OR ILLUMINATED: A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source, so shielded that no direct illumination from it is visible elsewhere than on and in the immediate vicinity of the street graphic.

INDIRECT ILLUMINATION: A source of external illumination, located away from the graphic,

that lights the graphic, but which is itself not visible to persons viewing the graphic from any street, sidewalk or adjacent property.

INFLATABLE GRAPHIC: A sign or advertising device designed to be airborne and tethered to the ground or any other structure and shall include balloons and any other inflatable attention getting device.

INTERNAL ILLUMINATION: A light source that is concealed or contained within the street graphic and becomes visible in darkness through a translucent surface.

MARQUEE: A permanent structure other than a roof attached to, supported by, and projecting from a building and providing protection from the elements.

MARQUEE GRAPHIC: A street graphic that is a part of or attached to a marquee. A marquee graphic shall be considered a "wall graphic".

MONUMENT GRAPHIC: A graphic which is completely or principally supported by a short wall typically constructed of masonry material which is a minimum of eighty percent (80%) of the width of the graphic, and is not attached to the principal building on the property, and is permanently anchored in or upon the ground.

NEON: A source of light for externally lit street graphics supplied by a neon tube that is bent to form letters, symbols, or other shapes.

NONCOMMERCIAL STREET GRAPHIC: A street graphic not identifying, advertising or directing attention to a commercial or institutional structure or business, or not intended to induce the purchase of goods, property, or service.

NONCONFORMING STREET GRAPHIC: A street graphic that was lawfully constructed or installed prior to the adoption or amendment of this chapter and was in compliance with all of the provisions and other applicable requirements of law then in effect, but which does not presently comply with this chapter and other applicable requirements of law.

OFF PREMISES STREET GRAPHICS: A street graphic that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the street graphic is located, including, but not limited to, graphics commonly referred to as billboards.

PAINTED WALL GRAPHIC: A graphic which is painted directly upon a wall or building and

which includes no other attachments or appurtenances to such building.

PENNANT: 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.

POLE GRAPHIC: A freestanding street graphic that is permanently supported in a fixed location by a structure of poles, uprights, or braces from the ground and not supported by a building or a base structure.

PORTABLE STREET GRAPHIC: A street graphic not permanently attached to the ground or a building or designed to be permanently attached to the ground or a building. The term "portable street graphic" shall not include an "A-frame graphic".

PREMISES: The lot or lots, plots, portions, or parcels of land considered as a unit for a single use or development, whether owned or leased.

PRINCIPAL BUILDING: A detached and enclosed structure, occupied or constructed for occupancy, which by virtue of its size or use, is the primary user of a zone lot. There shall be one principal use per zone lot.

PROJECTING GRAPHIC: A wall graphic affixed to a building and that extends beyond the line of such building wall or beyond the surface of that portion of the building wall to which it is affixed by more than twelve inches (12").

ROOF GRAPHIC: Any street graphic erected or constructed in whole or in part on and over the roof of a building, supported by the roof structure, or extending vertically above the highest portion of the roof.

ROOF GRAPHIC, INTEGRAL: See definition of Integral Roof Graphic.

SHOPPING CENTER: A commercial development under unified control consisting of four (4) or more separate commercial establishments sharing a common building, or which are in separate buildings that share a common entranceway and parking area.

STREET FRONTAGE: That portion of a zoning lot or premises that is coterminous with a public right of way or a private street.

STREET GRAPHIC: A lettered, numbered, symbolic, pictorial, or illuminated visual display

designed to identify, announce, direct, or inform that is visible from a public or private right of way. The term "street graphic" includes, but is not limited to, banners, pennants, streamers, moving mechanisms, and lights. The terms "street graphic" and "sign" are used interchangeably in this chapter and this title.

STRUCTURE: Anything manufactured, constructed, or composed of parts joined in some definite manner that requires a location on the ground or that is attached to something that has a location on the ground. Structures shall include, but shall not be limited to, buildings, antennas, signs, street graphics, and fences.

SUBDIVISION ENTRANCE GRAPHIC: A permanently mounted street graphic located at the major entrances of a subdivision or planned development.

SUSPENDED GRAPHIC: A graphic suspended from the underside of the horizontal plane surface of a canopy, cantilever, or marquee, and that is supported by such surface.

TEMPORARY STREET GRAPHIC: A street graphic attached to the ground or a building for a limited period of time.

TEMPORARY WINDOW GRAPHIC: A window graphic displayed for a limited period of time.

WALL GRAPHIC: A graphic attached directly to an exterior wall of a building or dependent upon a building for support, with the exposed face of the graphic located in a place substantially parallel to the exterior building wall to which the graphic is attached or which supports the graphic.

WINDOW GRAPHIC: A street graphic applied, painted or affixed to or in the window of a building. A window graphic may be temporary or permanent.

ZONING LOT: A plot of ground made up of one or more parcels which is, or may be, occupied by a use, building or buildings, including the open spaces required by this title. (Ord. 09-12-44, 12-21-2009)

Trustees
Mary C. Dominiak
Jerry T. Johnson
Jay Jozwiak



Trustees
Ed Macek
Scott A. Pierce
Ted P. Poulos

Lawrence M. Hanson, Mayor

Lori K. Romine, Village Clerk

TO: Village President and Board of Trustees
FROM: Michael S. Garrigan, AICP, CNU-A, Community Development Director
DATE: May 17, 2017
SUBJECT: Sign Ordinance

Background

Staff is taking this opportunity to enclose the most recent draft of the proposed Sign Ordinance for the Village Board's review and consideration. After extensive input from the Village's business community, Staff has attempted to modify the ordinance in response to the various comments received from the trustees.

The following modifications have been made in response to comments from the business community over the past number of months:

- **Window Signs-** Downtown and non-Downtown windows will be limited to no more than 35% of the windows being covered by signage.
- **Open Signs-** Permitted, LED or Neon both permitted.
- **Flutter Flags-** Permitted outside the Downtown. Limited as a temporary sign with a maximum of 30 days per permit or a maximum of 120 days per year.
- **Message Boards-** Permitted by Special Use approval. All message boards must incorporate a black ground and only white or red lettering shall be permitted. No moving graphics other than lettering shall be permitted and any animation shall be prohibited.
- **Real Estate Signs or Garage sales signs-** Not permitted to be located in Village ROW.
- **Temporary Banners-** Permitted and limited to a maximum of 24 square feet.
- **Sandwich Boards-** Permitted in the Downtown Sign District. Required to be removed from the sidewalk at the end of business hours.
- **Projecting Signs-** Permitted in the Downtown.
- **Awning and Canopy Signs-** Permitted throughout the Village.

- **Existing Signage-** Will be treated as legally non-conforming including box signs and pylon signs.

Staff has worked over the past months to streamline the existing sign ordinance and to make it more business friendly. The general parameters with respect to monuments signs and wall signs outside the Downtown draw on the same language as the Village's current code. The PZB felt strongly that the Village's long term vision dictated slightly more stringent signage controls along the commercial corridors. Based on this fact. Monument signs are proposed to be limited to a height of eight (8) feet and a maximum square footage of forty (40) square feet. In addition, internally illuminated cabinets continue to be prohibited.

Another aspect in this ordinance is to provide Staff with more flexibility in making sure that any monument sign does not create any site obstructions with traffic entering or exiting a retail center. A minimum site line has been created and signs need to be set back a minimum of 10 feet from any ROW.

As highlighted above, this proposed ordinance attempts to provide additional flexibility for temporary signage throughout the Village. In an attempt to be business friendly businesses will be allowed to install flutter flags, banners, or temporary signage on a temporary basis for a period of 30 (thirty) days per permit or a maximum of one hundred twenty (120) days per year.

Staff had made every effort to maximize the input of the business community and this has included numerous meetings along with the creation of a Downtown Sign Committee. This proposed ordinance hopefully balances the need to create a business friendly community with the critical need in preserving the Village's sense of place and character .One of the major goals of creating this document is to avoid the potential of allowing our commercial corridors to be defined by oversized and poorly designed signage. Signage control is very important with respect to establishing the character of a community and can have a large impact on property values. Historically communities that have tight signage controls have high property values.