

ORDINANCE 17-23

**AN ORDINANCE AMENDING THE SIGN REGULATIONS
AND THE APPEARANCE REVIEW CODE
OF THE WEST DUNDEE MUNICIPAL CODE**

WHEREAS, the Village of West Dundee, Kane County, Illinois, is a home rule municipality as contemplated under Article VII, Section 6 of the Constitution of the State of Illinois, and the passage of this Ordinance constitutes an exercise of the Village's home rule powers and functions as granted in the Constitution of the State of Illinois; and

WHEREAS, the regulation of signs is expected to enhance the economic vitality of local businesses and industries by promoting the reasonable, orderly, and effective display of street-oriented graphics and encourage better communication with the public; and

WHEREAS, the President and Board of Trustees have reviewed existing regulations for landscaping around freestanding signs and have determined that the change will increase visual interest for both pedestrians and motorists and generally improve the appearance of such signage throughout the Village.

NOW, THEREFORE, BE IT ORDAINED by the President and Board of Trustees of the Village of West Dundee, Kane County, Illinois, as follows:

SECTION 1: That Chapter 4, Sign Regulations, 9-4-9: SIGN DESIGN CRITERIA, and Chapter 6, Appearance Review Code, 9-6-5: CRITERIA FOR APPEARANCE, be amended per Exhibit A attached to this Ordinance.

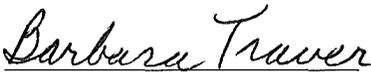
SECTION 2: If any section, paragraph, subdivision, clause, sentence, or provision of this Ordinance shall be adjudged in any Court of competent jurisdiction to be invalid, such judgment shall not effect, impair, invalidate or nullify the remainder thereof, which remainder shall remain in full force and effect.

SECTION 3: This ordinance shall be in full force and effect upon its passage, approval, and publication in pamphlet form which publications is hereby authorized as provided by law.

PASSED by the Board of Trustees of the Village of West Dundee, Kane County, Illinois, and approved by the President of said Village this 23rd day of October, 2017.

AYES: Trustees Price, Hanley, Yuscka, Anderley and Kembitzky
NAYES: Trustee Wilbrandt

ATTEST:


Barbara Traver
Village Clerk



Christopher Nelson
Village President

Prepared by:
Community Development Department
100 Carrington Drive
West Dundee, IL 60118

EXHIBIT A

9-4-9: SIGN DESIGN CRITERIA:

All signs must comply with the appearance review code appropriateness criteria as outlined and defined in chapter 6, "Appearance Review Code", of this title and as follows:

- A. The design, color and placement of signs shall be appropriate to the structure, site and adjoining property in terms of materials, height, and setback from the street and the sign's scale in proportion to the structure.
- B. Where appropriate signs should complement the architectural style of the building and should be designed as an architectural element of the building or district.
- C. Colors and materials should be restrained and in harmony with building and site; excessive brightness and bizarre colors shall be avoided.
- D. Graphic elements, colors and type and size of fonts on the sign should be legible and held to a minimum to convey sign's major message. The major message should be identification of the business or general profession not advertising product or service specifically, therefore the emphasis should be on the business name. Display of phone number, address and web address are discouraged.
- E. Signs should be compatible with signs on adjacent premises, not designed to compete for attention.
- F. Landscaping around freestanding sign is required ~~encouraged~~ to create visual interest at grade level for both the pedestrian and the motorist.
- G. In addition, the following shall apply within the historic area:
 1. Awning signs and monument signs are encouraged; neon signs discouraged unless appropriate to the architectural style.
 2. Direct illumination signs shall be prohibited. (Ord. 14-02, 1-20-2014)

9-6-5: CRITERIA FOR APPEARANCE:

D. Sign Design:

1. The design, color and placement of signs shall be appropriate to the structure, site and adjoining property in terms of materials, height, and setback from the street and the sign's scale in proportion to the structure.
2. Where appropriate signs should complement the architectural style of the building and should be designed as an architectural element of the building or district.
3. Colors and materials should be restrained and in harmony with building and site; excessive brightness and bizarre colors shall be avoided.
4. Graphic elements, colors and type and size of fonts on the sign should be legible and held to a minimum to convey sign's major message.

5. Signs should be compatible with signs on adjacent premises, not designed to compete for attention.
6. Landscaping around freestanding signs is required encouraged to create visual interest at grade level for both the pedestrian and the motorist.

In addition, the following shall apply within the historic district:

7. Awning signs and monument signs are encouraged; neon signs discouraged.
8. Internally illuminated sign boxes shall be prohibited.

E. Landscaping And Site Lighting Design:

1. Landscaping shall provide an aesthetically pleasing design and, where applicable, shall provide for the screening of parking, storage, refuse and utility areas from the street and adjacent properties.
2. Selected plant material shall be suitable to the climate and to their location on the site. Four (4) season plantings to provide color and interest throughout the year are required encouraged.
3. Large bed areas where plants can be used in masses are encouraged over smaller difficult to maintain areas.
4. Exterior lighting should enhance the building design and adjoining landscape and building signage.
5. Light fixtures of a design and size compatible with building and adjacent area.
6. Lighting should be restrained in design and excessive brightness and brilliant colors avoided.
7. Exterior lighting shall not be designed to permit an adverse effect upon neighboring property; light sources shall be adequately shielded from view.
8. For site design, the use of the West Dundee style streetlight in private parking lots and the use of gooseneck and architectural building lighting are encouraged.