

ORDINANCE 16-31

**AN ORDINANCE AMENDING THE SIGN REGULATIONS CHAPTER
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 Appearance Review Commission discussed and unanimously-supported an electronic sign concept at its October 11, 2016 public meeting; and

WHEREAS, the Appearance Review Commission noted the need to amend the applicable sections of Title 9, Chapter 4 of the Municipal Code recommending regulations for electronic sign displays; and

WHEREAS, the President and Board of Trustees have carefully considered the recommendation of the Appearance Review Commission as well as the information presented and have determined that the regulations will respond to the changing needs of businesses, will reflect the evolution of signage and electronic displays, will preserve the character of the Route 72/Main Street commercial corridor, and will improve administrative and enforcement procedures for the betterment of 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 Section 9-4-7 Signs Requiring Permit Changeable Copy be amended per Exhibit A attached to this Ordinance.

SECTION 2: That Chapter 4 Sign Regulations Section 9-4-8B Signs for Historic Area Table be amended per Exhibit A attached to this Ordinance.

SECTION 3: 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 4: 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 24th day of October, 2016.

AYES: Trustees Price, Hanley, Yuscka, Pflanz, Wilbrandt and Kembitzky

NAYS: None

ATTEST:


Barbara Traver
Village Clerk


Christopher Nelson
Village President

Passed: October 24, 2016
Approved: October 24, 2016
Published: October 24, 2016

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

EXHIBIT A

9-4-7: SIGNS REQUIRING SIGN PERMIT:

Electronic Changeable Copy Signs: Appearance Review Commission approval required for new signs including electronic sign panels and for retrofitting existing signs with electronic sign panels. Electronic changeable copy signs are also subject to the following regulations:

A. Route 31 Business Corridor

1. Permitted locations:

- a. Electronic signs are permitted for properties with underlying business zoning or with a businesses component within a Special Development District.
- b. Only one electronic sign is permitted per zoning lot.
- c. Changeable copy, electronic signs are allowable for fuel station price signs at service stations in all areas of the community except for the historic area. Such signs are subject to the display regulations below but the fuel price must be a nonmoving display at all times.
- d. Changeable copy electronic signs are permitted in certain areas according to the size of the site measured by linear footage as follows:
 1. For single buildings, shopping centers or planned developments with linear frontage of less than three hundred feet (300') on a single roadway:
 - a. Maximum sign copy area is fifty (50) square feet.
 - b. An electronic sign may not exceed thirty-five percent (35%) of the maximum sign copy area.
 2. For single buildings, shopping centers or planned developments with linear frontage of three hundred and one feet (301') or greater on a single roadway:
 - a. Maximum sign copy area is one-hundred (100) square feet.
 - b. An electronic sign may not exceed twenty-five (25%) of the maximum sign copy area.

2. Base:

- a. Electronic signs may only be incorporated into monument or ground signs with solid masonry bases.
- b. Unfinished concrete masonry units (CMU) or unfinished poured concrete are not permissible masonry base materials.
- c. Minimum base height shall be twenty-four inches (24").
- d. The electronic sign panel must be placed at the bottom of the overall sign panel immediately above the masonry base.
 1. Masonry base shall extend the full width of the sign panel.

3. Display area:

- a. Electronic copy may not contain any symbols, icons, characters, ideograms, or product representations.

- b. Electronic copy shall be restricted to a maximum of two (2) colors displaying dark background and light or contrasting text.
- c. Electronic copy may not flash, blink, fade, scroll or roll or have any type of continuous movement.
- d. Copy must be of a nonmoving persistent nature with a single message displayed for at least ten (10) seconds.

4. Minimum Design Standards:

- a. Higher resolution display panels are encouraged but an electronic sign panel shall not have more than nineteen millimeters (19mm) pixel pitch spacing (medium resolution).
- b. The 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 the all times of day. Such programming and mechanical equipment shall be set so that the unit, at night or in overcast conditions, will be no more than 40% of the daytime brightness level.
- c. All electronic signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.

5. Ancillary Use/Function:

- a. Electronic signs to be equipped to override commercial messages for emergency situations or to accommodate community messages.

B. Route 72 Corridor: including properties with frontage on both sides of Route 72 from the eastern limits of the Village to Route 31 (but excluding the lots at the northeast and southeast corner of Routes 31 and 72.)

1. Permitted locations:

- a. Electronic signs are permitted for properties with underlying business zoning.
- b. Only one electronic sign is permitted per zoning lot.
- c. Changeable copy electronic signs are permitted in certain areas according to the size of the site measured by linear footage as follows:
 - 1. For single buildings, shopping centers or planned developments with linear frontage of one hundred eighty feet (180') or greater on Route 72:
 - a. Maximum sign copy area is thirty (30) square feet.
 - b. An electronic sign may not exceed fifty percent (50%) of the maximum sign copy area.
- d. Maximum sign size:
 - 1. Maximum height: eight feet (8')
 - 2. Maximum width: ten feet (10')

2. Base:

- a. Electronic signs may only be incorporated into ground signs with solid masonry bases.

- b. Unfinished concrete masonry units (CMUs) or unfinished poured concrete are not permissible masonry base materials.
- c. Minimum base height shall be eighteen inches (18").
- d. The electronic sign panel must be placed at the bottom of the overall sign panel immediately above the masonry base.
 - 1. Masonry base shall extend the full width of the sign panel.

3. Display area:

- a. Electronic copy may not contain any symbols, icons, characters, ideograms, or product representations.
- b. Electronic copy shall be restricted to a maximum of two (2) colors displaying a dark background and light or contrasting text with colors reflecting those used in the fixed sign panel.
- c. Electronic copy may not flash, blink, fade, scroll or roll or have any type of continuous movement.
- d. Copy must be of a nonmoving persistent nature with a single message displayed for at least thirty (30) minutes.

4. Minimum Design Standards:

- a. Higher resolution display panels are encouraged and an electronic sign panel shall not have more than ten millimeters (10 mm) pixel pitch spacing.
- b. The 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 the all times of day. Such programming and mechanical equipment shall be set so that the unit, at night or in overcast conditions, will be no more than 40% of the daytime brightness level.
- c. All electronic signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.

5. Ancillary Use/Function:

- a. Electronic signs to be equipped to override commercial messages for emergency situations or to accommodate community messages.

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TABLE 9-4-8B
SIGNS FOR HISTORIC AREA
Permit Required

Includes all properties designated by section 9-6-2 of this title as contained within the West Dundee historic area and all commercial property located between the river and 3rd Street. Appearance review commission review required. Permitted signs are not always deemed appropriate, the commission may modify the size, location or design of the sign. Direct illumination signs are not permitted.

** See section 9-4-7-B-2 for maximum copy area and height requirements for electronic signs where permitted.*

<p>Freestanding: 1 freestanding sign permitted per commercial frontage. If a property has a freestanding sign, then no front facing surface mounted or wall sign is permitted unless granted an exception by the Appearance Review Commission. Properties may display 1 of the following types of signs:</p>					
Sign Type	Maximum Number	Maximum Copy Area	Maximum Height	Minimum Setback	Other Requirements
Double pole	1	12 sq. ft.	5 ft.	<p>Centered between front building line including porch and sidewalk, but no closer than 5 ft. to the sidewalk. No sign shall be permitted if building setback is less than 10 ft. and there is nowhere else on the lot where a freestanding sign, conforming to the setback can be placed</p>	<p>Single pole signs must be rectangular with a longer vertical side than horizontal side</p> <p>Hanging signs as well as other types of unique signs will also be considered on a case by case basis</p> <p>Must be integrated into landscape, ground clearance not to exceed 12 in.</p>
Single pole	1	9 sq. ft.	7 ft.		
Ground	1	15 sq. ft. *	5 ft. *		
Directory for 2 businesses	1	15 sq. ft.	5 ft.		
Directory for 3 or	1	15 sq. ft.	5 ft.		

more businesses					
Development identification sign	2 for entire area	15 sq. ft.	5 ft.		
Surface mounted signs: If a property has a freestanding sign, then no front facing or corner surface mounted sign is permitted. No surface mounted signs shall be permitted for individual tenants in a multi-story or multi-tenant office building, unless specifically authorized as part of an approved sign plan					
Sign Type	Maximum Number	Maximum Copy Area	Other Requirements		
Front and corner wall	1 per commercial frontage	2 1/2 sq. ft. per front foot of building frontage, but not to exceed 100 sq. ft.	Indirect illumination signs only Front wall signs must be displayed at first floor level		
Rear wall	1 each building with public parking or the Fox River behind the building shall be entitled to 1 additional wall sign	Rear entrance signs shall not exceed 50% of the front wall sign area	If there is no rear customer entrance, then the maximum wall sign area shall be 25% of the allowable front sign area. If there is no main entrance on the commercial frontage then the business sign shall not exceed 50% of the allowable front wall sign for the occupant in the pertinent front space		
Blade signs	1 per commercial frontage in place of a wall sign	15 sq. ft.			
Awning: Used as wall sign	1 per commercial frontage in place of wall sign	2 1/2 sq. ft. per front foot of building frontage, but not to exceed 100 sq. ft. Side and rear regulations above apply Shall not occupy more than 60% of surface	If an awning is used as a wall sign, the entire structure must be removed upon cessation of business		

		area of slope	
Projecting	1 in place of a wall sign	18 sq. ft.	Bottom of sign must be a minimum of 8 ft. in height above the sidewalk
Other:			
Sign Type	Maximum Number	Maximum Copy Area	Other Requirements
Awning: Decorative not used as wall sign	-	5 sq. ft.	On valance area only
Canopy, entrance	1 in place of a wall sign(s)	15 sq. ft.	On vertical surface only
Projecting	1 in place of a wall sign(s)	18 sq. ft.	Bottom of sign must be a minimum of 8 ft. in height above the sidewalk
Real estate or construction	1 wall or freestanding per commercial frontage	20 sq. ft.	
Window, permanent (including glass door)	-	The combined area of permanent and temporary window signs shall not exceed 50% of the total glass area including glass door	Located on first floor glass only