

## ARTICLE 13

### SIGNS

#### **13.01 Purpose and Intent**

It is the purpose of this Article to regulate and control the location, erection, number, and maintenance of signs within the City of DeKalb in order to promote public safety, health, and general welfare of the community. The regulations are intended to provide uniform, content-neutral sign standards, ensure public safety, regulate traffic, promote economic development, enhance the value of properties, and maintain an attractive community appearance and aesthetics. This Article is adopted for the following specific purposes:

1. Providing for uniform regulation and orderly development of signs;
2. Prohibiting hazardous and dangerous signs;
3. Authorizing the use of street graphics (signs) which are compatible with their surroundings appropriate to the activity to which they pertain, expressive of the identity of the proprietors; legible in the circumstances in which they are seen and expressive of the image the City desires to project;
4. Encouraging sound sign display practices and mitigating the objectionable effects of competition in respect to the size and placement of signs;
5. Preserving the value of private property by assuring compatibility of signs with nearby land uses;
6. Promoting the convenience, enjoyment, and free flow of traffic within the City by protecting the public's ability to identify uses and premises without confusion; and
7. Promoting the goals, principals and standards identified in the Comprehensive Plan and Neighborhood Plans for residential, commercial, and industrial development.

#### **13.02 Administration**

##### 13.02.01 Definitions

Unless otherwise expressly stated, the following words or terms shall, for the purposes of this Article, have the meanings indicated in this Section.

*Abandoned Sign:* A sign which is obsolete or no longer correctly directs or exhorts any person; advertises a bona fide business; lessor, tenant, owner, project, or activity conducted or product available on the premises where such sign is displayed.

*Attention-Getting Device:* Any pennant, flag, valance, banner, propeller, spinner, streamer, search light, inflatable sign or similar device or ornamentation designed for purpose of attracting attention, promotion, or advertising.

*Banner:* A flexible material (e.g. cloth, paper, vinyl, etc.) which may or may not include grommets for mounting on which a sign is painted or printed. (2008-052)

*Billboard:* An off-premises sign owned by a person, corporation or other entity that engages in the business of selling the advertising space on that sign

*Building:* A structure housing or sheltering any use or occupancy. For the purpose of this Article, an aggregation of two or more structures and/or businesses connected by a wall, fire wall, facade, or other structured element, except for a sidewalk, shall constitute a single building.

*Changeable Copy Sign (Electronic):* A component of a sign that uses changing LED's, fiber optics, light bulbs, or other illumination devices within the electronic display panel(s) to form messages in text and/or image format where the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. Time and temperature signs are considered Electronic Changeable Copy Signs.

*Changeable Copy Sign (Manual):* A component of a sign on which copy is changed manually.

*Copy:* The wording, graphics, or images on a sign surface.

*Erect:* To build, construct, re-construct, attach, hang, re-hang, alter, place, affix, enlarge, install, move, or relocate and includes the painting and repainting of existing sign structures.

*Façade:* The front or main part of a building facing a street; for purposes of this Section, the facade is defined as measured from the ground elevation to the head beam.

*Fixed Awning, Fixed Canopy and Marquee:* Any hood, canopy or awning made of cloth, metal or of permanent construction materials projecting from the wall of a building supported solely by the building to which it is attached.

*Flashing Sign:* A sign with an intermittent or sequential flashing light source used primarily to attract attention. This definition does not include Electronic Changeable Copy Signs.

*Grommet:* A reinforced eyelet, as in cloth or leather, through which a fastener may be passed which may or may not include a small metal or plastic ring used to reinforce such an eyelet. (2008-052)

*Ground Sign:* Any sign supported by uprights or braces placed in or upon the ground, and not attached to any building or structure. This definition includes signs which are also referred to as "monument signs." or "pole signs".

*Illuminated Sign:* Any sign which has characters, letters, figures, designs, or outline illuminated by electric lights, luminous tubes, or any other means of illumination.

*Lot:* A single piece or parcel of property, or multiple tracts of properties, established by a legal instrument and serving a principal use or uses. For the purposes of this Article, multiple parcels or tracts serving a single building (as defined herein) shall be considered one lot.

*Moving or Rotating Sign:* Any sign or other advertising structure which physically moves or rotates in any manner whatsoever.

*Off-Premises Signs:* A sign that draws attention to or communicates information about a business, service, commodity, accommodation, attraction or other enterprise or activity that exists or is conducted, sold, offered, maintained or provided at a location other than the premises on which the sign is located.

*Permanent Sign:* Any ground or wall sign that is substantially anchored to the ground with concrete piers or foundations or the equivalent, or any wall sign substantially attached to a building with bolts, rivets or the equivalent or any awning, canopy, marquee or under-canopy sign or any other sign that is designed, constructed and intended to be so located or affixed for an indefinite time.

*Portable Sign:* Any sign not permanently affixed to a building structure or the ground; a sign designed to be moved from place to place. Portable signs primarily include, but are not limited to, signs attached to wood or metal frames designed to be self-supporting and moveable; paper, cardboard, or canvas signs wrapped around supporting poles and signs commonly trailer mounted and designed to be moved from place to place.

*Projecting Sign:* Any sign which projects from the building wall at any angle other than a plane primarily parallel to the building wall; excluding signs attached to the vertical face of marquees or canopies. Most projecting signs are oriented in a plane perpendicular to the building wall.

*Roof Sign:* Any sign erected, constructed, or maintained on the roof of any building. A roof sign includes any wall sign which extends above the roof line.

*Sidewalk Sign:* A portable sign placed on the sidewalk in front of a business and displayed during operating hours of the entity advertised (also called a Sandwich Board Sign).

*Sight Distance Triangle:* See Article 7, Section 7.10, Sight Distance Triangle.

*Sign:* Any display, device, notice, figure, painting, drawing, message, placard, poster, bulletin board, symbol, letter, word, numeral, emblem, trademark, flag, banner, pennant or other thing which is designated, intended or used to advertise, inform, direct attention to and of which any part of the existing or intended display, advertising or informative contents.

*Temporary Sign:* Temporary signs shall include any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time only. (2008-052)

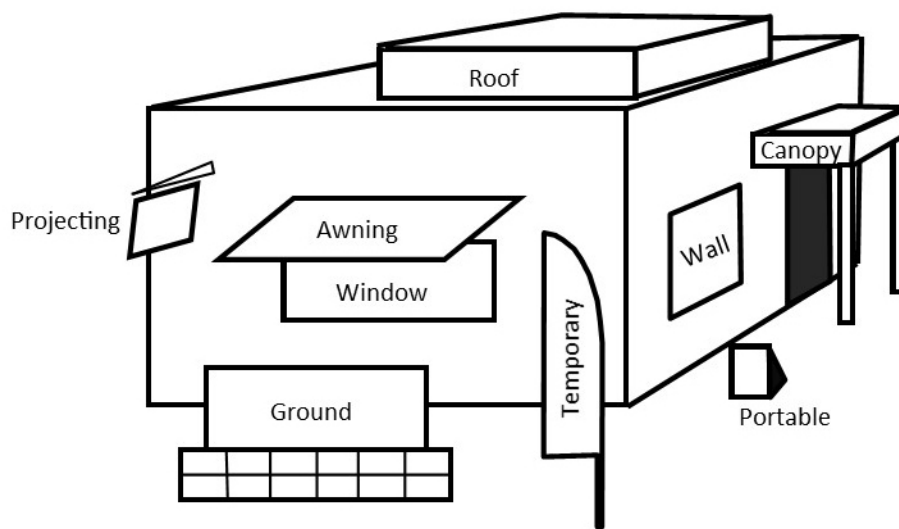
*Time and/or Temperature Sign:* Any sign indicating time and temperature with intermittent change.

*Under Canopy Sign:* Any sign suspended beneath a canopy or marquee.

*Wall Sign:* Any sign mounted, attached to, or painted on the exterior wall of a building or structure, in a plane parallel to that of the supporting wall.

*Window Sign:* Any sign advertising sales or specials attached to, or located within, the glass surface of any window (glazing) and visible from public right-of-way in such a manner as to be viewed or intended for view primarily from the exterior of a building or structure. Window signs may include Electronic Changeable Copy Signs.

## Sign Types



### 13.02.02 Calculation of Area

The following regulations shall govern the determination of sign area:

1. For a ground sign, the total square footage of the sign shall be calculated by including the entire area within a single, continuous, rectilinear perimeter of not more than eight (8) straight lines, or a circle or an ellipse, enclosing the extreme limits of the writing, representation, emblem or other display. *The sign base, support structure, architectural features, any material, framing, or color forming a part of the background of the display and the property address shall not be included in the sign area.*
2. For a wall sign enclosed by a frame, cabinet, panel, box or outline, the total square footage of the sign shall be calculated by the measurement of the outer dimensions of the frame or cabinet, panel, box or outline, surrounding the sign.
3. For a wall sign comprised of individual letters or other elements attached directly to a building, the square footage of no more than three (3) imaginary squares or rectangles that can be drawn to completely encompass all of the letter and/or elements shall be deemed the sign area. The area of each sign(s) shall be computed by including the entire area within a single, continuous, rectilinear perimeter of not more than eight (8) straight lines, or a circle or an ellipse, enclosing the extreme limits of the writing, representation, emblem or other display. *Any material, framing or color forming a part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed shall not be included in the sign area.*
4. Any letters, numbers or characters painted or otherwise permanently placed on a canopy, awning or marquee shall count toward the maximum area of wall signage permitted per this Article.
5. The sign surface area of a double-faced, back-to-back sign shall be calculated by using the area of only one side of such sign, so long as the distance between the backs of such signs does not exceed three feet.
6. The sign surface area of a double-faced sign constructed in the form of a "V" shall be calculated by using the area of only one side of such sign (the larger side if there is a size difference), so long as the angle of the "V" does not exceed 30 degrees and at no point does the distance between the backs of such sides exceed five feet.

## Calculation of Sign Area



 Sign Area (Square Feet)

### 13.02.03 Maintenance

1. Signs, together with all supports, braces, guys and anchors, shall be kept in safe condition and, when not galvanized or constructed of approved corrosion resistive, noncombustible materials, shall be painted when necessary to prevent corrosion or to correct peeling.
2. When any sign becomes insecure, in danger of falling or otherwise unsafe, or if any sign shall become unlawfully installed, erected or maintained in violation of any of the Ordinances of the City, the owner thereof, or the person or firm maintaining the same, shall, upon written notice of the Chief Building Official or designee, forthwith in the case of immediate danger and in any case, within not more than ten (10) days, make such sign conform to the Ordinances of the City or shall remove it. If within ten (10) days the order is not complied with, the Chief Building Official or designee may remove such sign at the expense of the owner or lessee thereof.

### 13.02.04 Miscellaneous

1. Sign Illumination: Internal and external illumination of signs shall concentrate the illumination upon the area of the sign to prevent glare upon the street or adjacent property.
  - a. No red, yellow, green, or other colored light shall be used at any location in such a manner as to confuse or interfere with vehicular traffic.
  - b. Beacon lights and illumination by flame are prohibited.
  - c. The light which is cast upon any illuminated sign shall be shaded, shielded, or directed so as to avoid the creation or continuation of any nuisance or traffic hazard.
  - d. No exposed reflective type bulb or incandescent lamp which exceeds fifteen (15) watts shall be used with any sign in such a manner as to expose the face of the bulb, light or lamp to any public street or to adjacent property.
  - e. No sign shall be either directly or indirectly illuminated in such a manner as to adversely affect the use and enjoyment of nearby buildings containing dwelling units.
2. Miscellaneous Advertising Objects Prohibited: No person shall place on, or suspend from, any building or structure, any goods, wares, merchandise or other advertising object or structure other than a sign as defined, regulated and prescribed by this Article.
3. Obstruction to Doors, Windows, or Fire Escapes: No sign shall be erected, relocated, or maintained so as to prevent free ingress to, or egress from any door, window, or fire escape. No sign shall be attached to a standpipe or fire escape.
4. Signs Not to Constitute Traffic Hazard: No sign shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop," "go," "look," "danger," "one-way," "yield" or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic. Additionally, sign placement shall be in accordance with the requirements contained in Article 7, Section 7.10, "Site Distance Triangle."
5. Non-Discrimination Against Non-Commercial Speech: The owner of any sign which is otherwise allowed under this Article may substitute non-commercial copy in lieu of any other commercial or non-commercial copy, subject to the same regulations applicable to such signs. This substitution of copy may be made without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring either of commercial speech over non-commercial speech or of any particular non-commercial message over any other non-commercial message.

#### 13.02.05 Permits

1. Unless exempted by this Article, no temporary or permanent sign shall be erected, constructed, posted, painted, altered or relocated until a Sign Permit has been issued by the Chief Building Official or designee per the requirements of the DeKalb Municipal Code.
2. Structural materials, wind load and safety requirements shall be in accordance with Chapter 24, "Building Code," of the DeKalb Municipal Code.
3. Application for a sign permit shall be made upon forms provided by the Community Development Department and accompanied by all required submittals.
4. Permit Issued if Application in Order: It shall be the duty of the Chief Building Official or designee , upon the filing of an application for a sign permit, to examine such plans, specifications and other data, and the premises upon which it is proposed to erect the sign. If the proposed sign complies with the requirements of this Article and if the appropriate permit fee has been paid, a sign permit shall be issued.
5. Revocation of Permit: Any permit issued shall become invalid if the authorized work is suspended or abandoned for a period of six (6) months after the time of commencing the work, or of obtaining the permit. Upon the termination or revocation of the permit, or upon discovery of a sign being improperly installed, the permittee shall remove the sign and supports without cost or expense of any kind to the City, provided that in the event of the failure, neglect or refusal on the part of the permittee to do so, the City may proceed to remove the same and charge the expenses to the permittee.

#### 13.02.06 Variations

Variance requests shall be processed in accordance with the provisions provided in Article 18.03. Variances of the Unified Development Ordinance.

#### 13.02.07 Enforcement

Enforcement of the provisions of this Article 13 shall be as provided in Article 16.04 of the Unified Development Ordinance, with the following additional provisions:

1. Illegal signs placed in the public right-of-way or any roadway easement are herein declared to be an immediate threat to the safety of the motoring public and are subject to confiscation by the roadway jurisdiction having authority, without prior notice.
2. Paragraph 1 shall not apply to permitted signs in the "CBD" Central Business District.

#### 13.02.08 Nonconforming Signs

Signs that were legally conforming at the time of adoption of this Amendatory Ordinance of 2003, or which were legally nonconforming at the time of adoption of this Ordinance or subsequent amendments, which are now or remain legal nonconforming signs, are subject to the provisions of Article 19 of the Unified Development Ordinance, except for the following provisions:

1. Sign panels within existing sign structures may be changed, repaired, replaced, or maintained; provided that a permit is obtained in accordance with Article 13.02.05, the size of the panel is not increased, and the structure is not altered.
2. No nonconforming sign may be changed to another nonconforming sign, nor structurally altered to prolong the life of the sign.

3. No nonconforming sign may be moved, removed, and replaced, or altered, other than provided in paragraph 1, above, unless brought into full conformity with this Amending Ordinance of 2003 or subsequent amendments.

### **13.03 Prohibited Signs**

Any sign not specifically permitted by this Article is hereby prohibited, including but not necessarily limited to the following:

1. Moving or rotating signs.
2. Any sign erected on, or extending into, a public easement or right-of-way, except as permitted in the Central Business District (see Subsection 13.07.07 of this Article). (2008-052)
3. Any sign attached to any public utility pole, tree, fire hydrant, curb, sidewalk, or other surface located on, or extending into, public property not specifically excluded from the regulations of this Article.
4. Any billboard or other off-premises sign, except as authorized elsewhere in this Article, advertising an article or product not manufactured, assembled, processed, repaired or sold or a service not rendered upon the premises upon which the sign is located.
5. Signs placed or affixed to vehicles and/or trailers which are parked so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on, or affixed to, vehicles and trailers, such as permanent lettering on motor vehicles where the sign is incidental to the primary use of the vehicle or trailer.
6. Roof signs.
7. Portable signs, excluding sidewalk signs as defined within this Article. (2008-052)
8. Projecting signs, except as otherwise permitted in the "CBD" Central Business District, "LC" Light Commercial District and "GC" General Commercial District (see Subsection 13.07.07 of this Article).
9. Electronic Changeable Copy Signs in the "CBD" Central Business Districts and any Residential Zoning Districts except for non-residential uses in the SFR1, SFR2, TFR and RC-1 Districts.
10. Flashing signs.
11. Abandoned signs which advertise a business no longer conducted or a product no longer offered for sale on the premises where such sign is located; providing a sign indicating a move of such business is permitted for a period of time not exceeding 90 days from the date of discontinuance of the business at the location.
12. Attention getting devices, including but not limited to searchlights, propellers, pennants, streamers, ribbons, strings of light bulbs, spinners, balloons, inflatable signs, and similar devices, except "Special Events Signs" as provided for in this Article.
13. Sound devices attached to any sign, or any sign that emits any sound for any purpose.
14. Permitted signs (excluding temporary signs) on fences or walls that are not part of a building structure.
15. Any sign that constitutes a hazard to public health or public nuisance.

### **13.04 Exempt Signs – No Permit Required**

Except as regulated in this Section, the provisions of this Article shall not apply to:

1. Bulletin Board: Bulletin boards not over twelve (12) square feet in area when attached to buildings housing public, charitable or religious institutions when the same are located on the premises of said institution.
2. Informational Signs: Signs providing information, but bearing no advertising matter, including identifying restrooms, hours of operation, walkways and similar features or facilities, and not exceeding twelve (12) square feet in area.
3. Private Property Regulation Sign: Signs regulating the use of a property, such as no hunting, no fishing, beware of dog, no trespassing, etc., of no more than two (2) square feet in area.
4. Directional and Parking Lot Entrance and Exit Signs: Signs marking and designating entrances and exits to/from parking lots including directing vehicle and pedestrian traffic within parking lots, provided such signs not exceed five (5) feet in height, nor six (6) square feet for properties zoned commercial or residential with non-residential uses or six (6) feet in height, nor twelve (12) square feet for properties zoned industrial and shall conform to the regulations of Article 12, "Off-Street Parking and Loading Requirements." However, where said signs are illuminated, they shall conform to Section 13.02.04 of this Article. Such signs may contain on-site advertising matter.
5. Signs on Property for Sale or Lease or with Construction Activity: Signs on property for sale or lease not exceeding one hundred (100) square feet in area in commercial or industrial districts, and not exceeding twelve (12) square feet in area in any other zoning district. Signs on property with construction activity not exceeding twelve (12) square feet in any zoning district. All Signs shall be removed within five (5) days following the sale or lease of the property or upon completion of the construction activity. All signs shall be limited to eight (8) feet in height and there shall be a limit of one (1) sign per street frontage.
6. Tablets in Building Walls: Signs or tablets denoting names of buildings, names of officers and officials and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
7. Traffic, Government Signs, Public Utility Company Signs and Emergency Signs: Traffic or other municipal or government signs, public utility signs, legal notices, railroad crossing signs, danger and other temporary emergency or non-advertising signs as may be approved or required by Federal law, State Statute, or the authority having jurisdiction.
8. Sidewalk Sign: A Temporary Sign in the Central Business District not exceeding four (4) feet in height and eight (8) square feet in area per side. No more than one (1) sign per business is allowed and said sign shall be located within the boundaries of the business frontage not interfering with pedestrian foot traffic. Sidewalk signs shall be self-supporting and not be permanently installed or affixed to any object, tree, surface, or other means of support and shall be removed at the close of the business day.
9. Window Signs: Window Signs shall not exceed fifty (50) percent of the total window surface area per building or tenant elevation.
10. Menu board signs for drive-through operations provided such sign does not exceed thirty-two (32) square feet and six (6) feet in height.
11. Address numbers, illuminated on non-illuminated, located on the property where the address referenced is located per the requirements of Chapter 24 "Building Code", Article 10, Section 304.3.



12. Flags displaying non-commercial speech.

13. Temporary *non-commercial* ground or wall mounted signs not exceeding sixteen (16) square feet on residential zoned properties and forty (40) square feet on residential zoned properties with non-residential uses, commercial zoned properties, or industrial zoned properties. Temporary *non-commercial* ground signs are limited to six (6) feet in height. Signs shall be allowed to be displayed for no more than 90 days per calendar year and removed within seven (7) calendar days of conclusion of the event. Temporary *non-commercial* signs are also exempt per P.A. 96-0904 of the Illinois General Assembly and Section 17-29 of the Illinois Election Code.

**13.05 Permanent Signs – All Zoning Districts**

13.05.01 Sign Chart

The following signs are permitted in all zoning districts, subject to obtaining a sign permit as required by Article 13.02.05.

Zoning District	Allowable Signs	Maximum Size, Height and Setback	Number	Maximum Time for Display
SFR1, SFR2, TFR, RC-1, PD-R	Permanent Wall	Max. Size – 1 sq. ft.	One	None
	Permanent Subdivision or Development Identification Sign (10 or more lots or dwelling units)	Max. Size – 50 sq. ft. Max. Height (Ground Sign) – 6 feet Min. Setback – 18 inches from any lot line	One per subdivision or development entrance	None
SFR1, SFR2, TFR, RC-1 (Non-Residential Use)	Permanent Wall	1.5 square feet of signage for each lineal foot of building or tenant frontage  300 sq. ft. max. for any sign	One per building or tenant frontage	None
	Permanent Ground	Max. Size - 50 sq. ft. Max. Height-10 feet Min. Setback -18 inches from any lot line	One per street frontage – Max. of 2	None
	Permanent Subdivision or Development Identification Sign (10 or more lots or dwelling units)	Max. Size – 50 sq. ft. Max. Height (Ground Sign) – 6 feet Min. Setback – 18 inches from any lot line	One per subdivision or development entrance	None

Zoning District	Allowable Signs	Maximum Size, Height and Setback	Number	Maximum Time for Display
MFR-1, MFR-2	Permanent Wall	Max. size – 10 sq. ft.	One per building frontage	None
	Permanent Ground	Max. Size - 20 sq. ft. Max. Height- 6 feet Min. Setback -18 inches from any lot line	One per street frontage – Max. of 2	None
	Permanent Subdivision or Development Identification Sign (10 or more lots or dwelling units)	Max. Size – 50 sq. ft. Max. Height (Ground Sign) – 6 feet Min. Setback – 18 inches from any lot line	One per subdivision or development entrance	None
NC, LC, GC, PD-C, ORI, LI, HI, PD-I	Permanent Wall	1.5 square feet of signage for each lineal foot of building or tenant frontage  300 sq. ft. max. for any sign	One per building or tenant frontage	None
	Permanent Ground – Buildings with one tenant	Max. Size - 50 sq. ft. Max. Height-10 feet Min. Setback -18 inches from any lot line	One per street frontage	None
	Permanent-Ground Buildings with two tenants or subdivisions with two lots	Max. Size - 75 sq. ft. Max. Height-30 feet Min. Setback -18 inches from any lot line	One per street frontage	None
	Permanent Ground - Buildings with three or more tenants or subdivisions with three or more lots	Max. Size - 150 sq. ft. Max. Height-30 feet Min. Setback -18 inches from any lot line	One per street frontage	None

Zoning District	Allowable Signs	Maximum Size, Height and Setback	Number	Maximum Time for Display
NC, LC, GC, PD-C, ORI, LI, HI, PD-I  (Continued)	Permanent Subdivision or Development Identification Sign (5 or more lots)	Max. Size – 50 sq. ft.  Max. Height (Ground Sign) – 6 feet  Min. Setback – 18 inches from any lot line	One per subdivision or development entrance	None
	Projecting Sign	Max. Size – 12 sq. ft; Not to extend more than 4 feet from vertical plan of façade	Two per building or tenant	None
CBD	Permanent Wall	2 square feet of signage for each lineal foot of building or tenant frontage	One per building or tenant frontage	None
	Permanent Ground	Max. Size - 50 sq. ft.  Max. Height-10 feet  Min. Setback -18 inches from any lot line	One per street frontage	None
	Projecting Sign	Max. Size – 12 sq. ft.; Not to extend more than 4 feet from vertical plan of façade or closer than 2 feet to the back of the curb of the adjoining street	None	None

13.05.02 Signs on Residential Zoned Property with Construction Activity

Signs on residential zoned property with construction activity shall be permitted one (1) on-site sign not exceeding one hundred (100) square feet in area nor exceeding eight (8) feet in height. When the property has frontage on two (2) or more existing and adjacent streets, an on-site sign shall be permitted along each frontage. Signs on residential zoned property with construction activity shall not require a permit if they qualify under the provisions of Article 13.04.05.

1. Signs on residential zoned property under construction shall be permitted any number of off-site directional signs not exceeding ten (10) square feet in area nor exceeding three and one-half (3-1/2) feet in height. Such signs may not be attached to any public utility pole, tree, fire hydrant, curb, sidewalk, or other surface located on, or extending into, public property or right of way. In addition, the following regulations apply:
  - a. A sign permit is required with a minimum fee of one hundred dollars (\$100.00), or as may be modified by the City Manager or designee.
  - b. Signs shall not be placed before noon on any Friday and must be removed by noon on the following Monday.

- c. No such sign shall be located within two hundred (200) feet from any other sign for the same property.
2. All signs shall be removed within five (5) years from the date of issuance of the sign permit, or when seventy-five (75) percent of the lots or gross floor area have been sold or leased, whichever is first.

#### 13.05.03 Temporary Signs

Temporary *commercial* on-site signs and attention-getting devices that are otherwise prohibited by this Article may be permitted for purposes of promoting special commercial activities, grand openings, sales, special events, etc., subject to the following provisions (exception see Subsection 13.07.07, Central Business District).

1. A fully completed temporary sign permit application and site plan shall be submitted to and approved by the Community Development Department.
2. A temporary sign permit must be obtained from the Community Development Department.
3. Temporary commercial on-site sign permits shall be limited to a maximum of ninety (90) days per calendar year. The days for the display of the sign(s) do not have to be concurrent and are determined by the applicant, however the dates of the display must be provided to the Community Development with the permit. Applicable fees are established per Chapter 24 of the Municipal Code.
4. The maximum size of a temporary commercial sign is 40 square feet and must not be more than fifteen (15) feet in height and must not be located in the sight distance triangle as defined in Article 7.10. There is no limit on the number of ground signs however a maximum of 40 square feet per roadway frontage is allowed. Wall mounted temporary signs are limited to one and may not extend above the roofline of the parapet of a building. Roof mounted temporary signs are prohibited. The maximum size of a temporary commercial sign (ground or wall) for buildings over 50,000 square feet is one square foot per one lineal foot of building frontage with a maximum of 100 square feet.
5. Displaying temporary commercial signs off-premises is prohibited.

#### **13.06 Additional Sign Regulations**

Additional regulations governing signs in all zoning districts shall be as follows, unless a sign plan is approved as part of a Planned Development – Residential, Planned Development – Commercial or Planned Development – Industrial zoning district:

##### 13.06.01 Permanent Ground Signs

1. Any combination of tenants, users or businesses that share a common entrance, common restrooms, or a common cash register or payment facility shall count as a single user or tenant, regardless of relationships through franchises, business or corporate names, or similar distinguishing factors. Examples include a snack bar inside a department store, or a convenience store located within a gas station, both of which shall be considered a single user in all circumstances.
2. Ground signs serving buildings with three or more tenants, commercial subdivisions with three or more lots, where only one lot has street frontage, or similar situations, shall have the following additional regulations:
  - a. No individual tenant, user or building occupant shall have a panel or portion of the sign exceeding fifty (50) square feet in area.

- b. The sign shall be designed to provide adequate advertising opportunity to all lots and tenants.
  - c. In the case of a single owner, the owner may assign smaller or greater percentage of allowable sign area to each tenant, subject to subparagraph a, above. In the case of multiple owners, the percentage of allowable sign area granted to the various owners and/or tenants shall be by written agreement, executed by the owners and recorded as a covenant running with the land. A copy of the executed and recorded agreement shall be provided with any sign permit application for such sign.
3. A ground sign serving multi-tenant situations shall not exceed the height of the primary structure by five (5) feet, and the required front yard setback for the sign shall be increased by one (1) additional foot for each one (1) foot by which the height of such sign exceeds ten (10) feet;
  4. In the following areas, ground signs for single users will be allowed up to one hundred (100) square feet in area, or up to one hundred fifty square feet (150) to multiple users, and may be up to thirty-five (35) feet in height. The maximum height may be increased to a height of not more than sixty (60) feet, without being limited to the height of the primary structure on the property, after receiving a special use permit from the City Council:  
  
*All property located south of Fairview Drive, north of Gurler Road, east of the line lying parallel to and 1150 feet west of the center line of South Annie Glidden Road, and west of a line parallel to and 1320 feet east of the center line of Peace Road.*
  5. No portion of a ground sign shall be located in the sight distance triangle as defined in Article 7.10.
  6. The placement of ground signs shall not interfere with any utility lines as determined by the Chief Building Official or designee.
  7. Ground signs shall be set back a distance of one (1) lineal foot from any property line if the topmost edge of the sign exceeds ten (10) feet in height from the ground; the said ground sign shall be setback an additional one (1) lineal foot from the property line for every additional one (1) foot the height of the topmost edge of the sign exceeds ten (10) feet.
  8. Ground signs supported by a pole or poles or base shall have the support pole(s) or base screened from view from all visible directions. Support pole or poles shall be enclosed in skirting or a solid base, with a minimum width not less than half of the width of the proposed sign and with a maximum width not greater than the ten (10) percent more than the width of the proposed sign. The skirting or base shall be constructed of materials consistent with the appearance of the principal structure(s) located on the same lot as the sign, or constructed of materials consistent with the intent of this provision as approved by the Chief Building Official or designee
  9. The ground immediately adjacent to said skirting or base shall be landscaped sufficiently so as to screen fifty (50) percent of the lower half of the skirting or base, measured as fifty (50) percent of the height between the ground and the bottom edge of the display portion of the proposed sign or two (2) feet, whichever is lower. The landscaping shall include species of vegetation appropriate to and consistent with the climate and appearance of the City of DeKalb, as approved by the Chief Building Official or designee.
  10. It shall be the sole responsibility of the property owner(s) to maintain the neat appearance and functionality of any ground signs, including the skirting, base, and/or landscaping associated with said ground sign.

#### 13.06.02 Permanent Wall Signs

1. Wall signs shall be substantially flush with the building wall, shall not extend beyond the wall of the building more than eighteen (18) inches and shall not project beyond any property line.

2. The size of the wall signs facing alleys or other public areas (but not streets or roads) shall be computed the same as a regular wall sign identifying the business or occupant located within the building.
3. Area allowed on one side of a building shall neither be transferred to another side of the building, or to any other building.
4. In buildings containing multiple tenants, the owner of such building may assign smaller or greater percentage of allowable sign area to each tenant; however, the total sign area shall not exceed the maximum allowable under this Article.
5. Wall signs shall not extend above the roof line.
6. Wall signs may be placed on the vertical face of a mansard roof, whether real or artificial.
7. Each business in the "NC" Neighborhood Commercial District shall be limited to one wall sign facing a roadway. No wall sign shall exceed fifty (50) square feet in area.
8. Internally illuminated wall signs facing the property line of an adjacent property zoned residential shall not be permitted if the adjoining property line is closer than fifty (50) feet to the wall in question.
9. Wall signs cannot be made of vinyl or other flexible material and must be affixed to a solid non-flexible base or substrate. (2008-052)
10. Banner signs are not considered a permanent wall sign and are only temporarily permissible. (2008-052)

#### 13.06.03 Under Canopy Signs

1. One (1) sign located under a canopy, fixed awning or marquee shall be permitted for each business in a building. There shall be a minimum clearance of eight (8) feet between the ground and any such sign.
2. The area of an under-canopy sign shall not exceed one (1) square foot.

#### 13.06.04 Manual and Electronic Changeable Copy Signs

1. Each lot, building or property, whichever is most restrictive, may have one manual or electronic changeable copy sign, which may be either a wall sign or part of a ground sign.
2. Electronic Changeable Copy Signs are not allowed in the CBD Central Business District, except for time and temperature signs, and any Residential Zoning District (except for non-residential uses located in the SFR1, SFR2, TFR and RC-1 Districts).
3. Manual and electronic changeable copy signs shall not exceed fifty (50) percent of the permitted maximum sign area of a ground sign or forty (40) sq. ft., whichever is less. The "permitted maximum sign area" for manual and electronic changeable copy signs may include the sign base, support structure, architectural features, any material, framing, or color forming a part of the background of the sign display.
4. Manual and electronic changeable copy signs shall conform to the regulations for ground signs or wall signs, except as otherwise provided for in this subsection.

5. No advertising shall be placed upon a manual or electronic changeable copy sign other than the owner or references to the business conducted within the premises to which the sign is attached, community events and the time and/or temperature.
6. For electronic changeable copy signs the following regulations shall also apply:
  - a. Digital displays shall be static in nature and shall not have movement of any kind or the appearance or optical illusion of movement, on any part of the sign.
  - b. Each message on the sign must be displayed for a minimum of five (5) seconds.
  - c. The change between static messages must be accomplished immediately, with no use of any transitions.
  - d. The sign must include light sensors and dimmer controls that automatically adjust to outdoor lighting levels so that illuminations levels are dimmer at night and on cloudy days than during sunny days. In no instance shall lighting intensity exceed 500 nits.
  - e. The sign shall not contain any "off-site" advertising, except for the dissemination of bona fide emergency public messages issued by a unit of government.
  - f. The sign shall be equipped with an automatic off switch when the sign is malfunctioning or has missing light fields.

#### 13.06.05 Gasoline Station or Drive-Through Facilities

A gasoline station or drive-through facility with a permitted canopy may have no more than one (1) sign, attached on each of any three (3) sides of the vertical face of the canopy. The area of each sign shall not exceed twelve (12) square feet. When attached to the vertical face of the canopy, each sign shall be a flat sign and shall not project above or below the vertical face of the canopy by more than one (1) foot and shall not infringe upon the vertical clearance requirements of Article 7, Section 7.04 of this Ordinance. If illuminated, such signs shall only be illuminated by non-intermittent light sources.

1. The lowest portion of a projecting sign shall not be closer than eight (8) feet to the sidewalk and the highest portion of the sign, including the supporting structure, shall not be taller than the building wall.
2. The sign shall advertise only the name and/or nature of the business. However, the sign may display a product directly associated with the business. No such product shall violate any other provision of this UDO.
3. Remote lighting by a neutral color is permitted. Such remote illumination must be placed so that it does not interfere with similar lighting of the next adjacent establishment or vehicular movement. Remote lighting shall not project from the facade of the building more than eleven (11) inches. Interior lighting of projecting signs is not allowed in the CBD Central Business District.
4. The area of all projecting signs counts toward the total area of signage allowed per this Article.

#### 13.06.07 Area of Special Control - "CBD" Central Business Zoning District (2017-044)

1. In the Central Business District, the maximum size of all signs shall include all ground, projecting, canopy, awning, marquee, and wall signs.
2. Awnings, Canopies and Marquee Signs

- a. The construction materials and manner of construction of all awnings, canopies and marquees shall be subject to Chapter 6 of the City of DeKalb Municipal Code.
  - b. No awning, canopy or marquee shall be constructed or erected so that the lowest portion thereof is less than eight (8) feet above the sidewalk or parkway.
  - c. No awning, canopy or marquee shall be constructed or erected to extend neither greater than five (5) feet from the vertical plane of the building façade, nor closer than two (2) feet to the back of the curb of the street on which the building fronts.
  - d. All awnings, canopies and marquees shall be supported solely by the building to which they are attached, and no columns or posts shall be permitted as supports.
  - e. No advertising shall be placed on any awning or canopy except that the name of the owner and business, industry or pursuit conducted within the premises may be painted on or otherwise permanently placed in letters not exceeding twenty (20) inches in height on the front and side portions thereof.
  - f. The area of signage on an awning, canopy or marquee shall be measured and considered as contributing to a property's maximum permitted wall signage area in accordance with the provisions of Article 13.02.02 Calculation of Area.
3. Special event signs may be placed on the sidewalk portion of the public right-of-way if no practicable alternative exists to place the sign on private property. Such signs may be approved by the City Manager or designee, after receiving a report and recommendation from the Chief Building Official or designee in accordance with the provisions found in Article 13.05, subparagraph 6, except as follows:
    - a. Such signs shall be limited to a thirty (30) day maximum exposure period for not more than two (2) times during a calendar year. The City Council may extend this maximum exposure period when necessary.
    - b. Such signs shall neither exceed forty-eight (48) inches in height nor thirty (30) inches in width.
    - c. The placement of such signs shall be limited to a location deemed appropriate by the City Manager or designee.
    - d. Any sign to be located in the Lincoln Highway (Illinois Route 38) or Fourth Street (Illinois Route 23) right-of-way shall first be approved by the State of Illinois Department of Transportation prior to City Council approval. (1993-042)