

CHAPTER 28

SIGNS

28.01 HICKORY HILLS SIGN ORDINANCE

This Chapter shall be known as the "Hickory Hills Sign Ordinance."

28.02 PURPOSE

The purpose of this Chapter is to promote the use of signs in the City which are safe, aesthetically pleasing, compatible with their surroundings and legible in the circumstances in which they are seen. This Chapter also recognizes the need for a well-maintained and attractive physical appearance of the community and the need for adequate business identification for the conduct of competitive commerce. This Chapter is also adopted for the purpose of reducing sign or advertising distractions which may increase traffic accidents by distracting driver's attention from the roadway.

28.03 DEFINITIONS

Terms used in this Chapter unless the context otherwise indicates, mean as follows:

- (a) **Animated Sign** means any sign which includes action or motion.
- (b) **Attention-Getting Device** means a flag, propeller, spinner, streamer, search light or similar device or ornamentation which is designed or used for the purpose of promoting, advertising, or attracting attention for commercial purposes.
- (c) **Banner Sign** means a temporary sign composed of lightweight material either enclosed or not enclosed in a rigid frame, secured or mounted to an existing structure.
- (d) **Canopy or Awning** means a permanent roof-like shelter which may be freestanding or extending from part or all of a building face and which is constructed of durable material such as metal, cloth, glass or plastic.
- (e) **Canopy or Awning Sign** means any sign which is affixed to, painted on or suspended from a roof-like shelter, either permanent, retractable, or removable, which is self-supporting and provides protection from sun, rain, snow and other elements.
- (f) **Copy, Changeable or Message Board Sign** means a sign on which the copy changes automatically on a lampbank or through mechanical means, such as electrical or electronic time and temperature units, or is changed manually in the field in or upon the surface area of the sign.
- (g) **Directional Sign** means a sign which directs or guides persons to an establishment or to facilities intended to serve the public, including entrances, exits, restrooms, public telephones, walkways, parking areas, full-service and self-service gasoline pumps, and similar facilities, but which does not identify the establishment itself or other goods or services available at the establishment and does not contain other advertising messages.
- (h) **Flashing Sign** means any sign which contains an intermittent or flashing light source, or which produces the illusion of intermittent or flashing light.
- (i) **Freestanding Sign** means a sign which is completely or principally supported by one (1) or more posts or other support of which 75% is visually or physically attached to the ground, which is not attached to the principal building on the property, and is anchored in or upon the ground. This shall include, but not be limited to, signs attached to poles or supports for lights, canopies, and other items or structures.

(j) **Height** means the vertical distance measured from the natural grade at the base of the sign support to the highest point of the sign.

(k) **Hologram Sign** means a three-dimensional picture that is made on a photographic film or plate without the use of a camera, that consists of a pattern of interference produced by a split coherent beam of light and which for viewing is illuminated with a coherent light from behind.

(l) **Identification Sign** means a sign which states the name of the business or establishment, including either the national company or local proprietor, and/or the address of a building.

(m) **Illuminated Sign** means any sign which emanates light either by means of exposed tubing or lamps on its surface or by means of illumination transmitted through the sign faces.

(n) **Indirectly Illuminated Sign** means any sign which reflects light from a source intentionally directed upon it, for example by means of a flood light.

(o) **Marquee** means a roof-like structure that projects over an entrance to a building.

(p) **Nameplate** means a sign which displays only the name and/or street address of the occupant.

(q) **Nonconforming Sign** means any sign which was lawfully erected and maintained prior to the adoption and effective date of this Chapter and any amendments hereto, which fails to conform to all applicable regulations and restrictions of this Code, or a sign previously deemed to be nonconforming for which a special permit has been issued.

(r) **Off-Premises Sign (Off-Site Sign)** means any sign that identifies a business, person, activity, goods, products, services or facilities or that directs persons to a different location from where the sign is located.

(s) **On-Premises Sign (On-Site Sign)** means any sign that identifies a business, person, activity, goods, products, services or facilities that is located on the same premises as the sign itself.

(t) **Portable Sign** means any sign that is not permanently attached to the ground, a structure, or a building and which is designed to be transported to another location.

(u) **Projecting Sign** means any sign that is attached to a wall in a perpendicular manner.

(v) **Public Sign** means a sign of a non-commercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of a public duty, such as official signs and notices of any public or governmental agency, or erected by or on the order of a court or public officer, including official traffic signs authorized by the Illinois Revised Statutes or the Illinois Vehicle Code.

(w) **Public Right-of-Way width** means any dedicated street, alley or public property.

(x) **Sight Triangle** means the area of the corner lot closest to the intersection which is kept free of visual impairment to allow full view of both pedestrian and vehicular traffic. Marked by a point at which the 2 curb lines intersect, measuring back 15 feet on each street front, and drawing a line across the 2 back points to form a triangulated area. Only public signs may be installed in this area.

(y) **Sign** means any object, device, display or structure, or part thereof, which is used primarily to advertise, identify, display or direct or attract attention to an object, person, establishment, product, service, event or location by any means including, without limitation, words, letters, figures, designs, symbols, fixtures, colors, motion, illumination or projected images, visible beyond the boundaries of the lot or parcel on which they are situated or visible from any public thoroughfare or right of way. This includes, but is not limited to, wall signs, freestanding signs, ground signs, window signs, awning or canopy signs, marquees, changeable copy signs, message boards, illuminated signs, moving signs, temporary signs, portable signs, pennants, banners, streamers or any other attention-getting device, flag,

or other display, whether affixed to a building or erected elsewhere on the premises. The term "sign" excludes those features of a building which are an integral part of the building's design and structure.

(z) **Sign Area** means the entire area of all sign faces, cumulatively, including sign faces on which no copy is currently displayed.

(aa) **Sign Face** means that part of the sign which is or can be used to identify, to advertise, to communicate information, or for visual representation which attracts the attention of the public for any purpose. This shall include any background material, panel, trim, color, and direct or self-illumination that differentiates the sign from the building, structure, backdrop surface, or object upon or against which it is placed. This shall not include any portion of the support structure for the sign, provided that no message, symbol, or any part of the aforementioned sign face criteria is placed on or designed as part of the support structure.

(bb) **Temporary Sign** means a sign which contains information which is not of a permanent character. Such signs include, but are not limited to, political signs, garage sale signs and real estate signs.

(cc) **Wall or Facia Sign** means any sign attached to or erected against a wall of a building or structure with the exposed face of the sign in plan approximately parallel to the plane of the wall.

(dd) **Window Display** means 1 or more objects set inside a building in a display case or on a window ledge which displays merchandise or relates to services offered but which is not affixed to any window.

(ee) **Window Sign** means a sign that is installed inside, painted upon or placed against a window for purposes of viewing from outside the premises, not including merchandise located in a window display.

28.04 STANDARDS AND PERMIT REQUIREMENTS

(a) Physical standards such as sign height and area contained herein are to be construed as maximum standards.

(b) Except as provided in Section 28.14, it is unlawful for any person to erect, construct, enlarge, move or convert any sign in the City, or cause the same to be done, without first obtaining a sign permit from the Building Commissioner. No new sign permit is required for signs which have previously been issued valid permits and which conform with the requirements of this Chapter on the date of their adoption unless the sign is hereafter permanently altered, relocated, or reinstalled. Every sign permit issued shall become null and void if installation is not commenced and completed within 180 days from the date of such permit.

(c) As a condition to the issuance of a sign permit, all persons engaged in the business of installing, maintaining, erecting or altering signs hereby agrees to hold harmless and indemnify the City, its officers, agents and employees from any and all claims regarding the sign work authorized by the permit.

28.05 PERMISSION OF PROPERTY OWNER

No person shall erect, construct or maintain any sign upon any property, structure or building without the prior written consent of the owner or person entitled to possession of the property, structure or building, or authorized representative. The written consent must accompany the application for a sign permit.

28.06 SIGN PERMIT APPLICATION

Application for a sign permit shall be made in writing on a form furnished by the Building Department, accompanied by a fee to be determined by the Council from time to time. The permit shall be accompanied by such information as may be required to assure compliance with this Chapter and all other appropriate ordinances and regulations of the City. The Building Commissioner shall decide whether to issue or deny the permit within 10 days of receiving a complete application. Permits shall be issued for the life of the sign, or any shorter period as stated on the approved permit application by the Building Department. However, any permit may be revoked at any time by the Building Department upon finding that the sign violates any provision of this Chapter or that the permittee made false representations in securing the sign permit. No fee which the permittee paid for the permit shall be refunded when a permit is revoked.

28.07 SIGN PERMIT FEES

The permit fee for a sign shall be \$1.00 per square foot, but in no event shall the permit fee be less than \$50.00.

28.08 ANNUAL INSPECTION FEES

The annual inspection fee for a sign shall be \$.30 per square foot, but in no event shall the annual inspection fee be less than \$10.00 nor more than \$100.00.

28.09 GENERAL CONSTRUCTION AND MAINTENANCE STANDARDS

All signs shall be constructed and maintained in accordance with the following limitations and requirements:

(a) **Access to Building and Roof.** No sign shall be erected so as to prevent free ingress to or egress from any door or window, or any other point of access into a building nor shall any sign be erected so as to impair access to the roof of a building.

(b) **Wind Pressure and Dead Load Requirement.** All signs shall be designed and constructed to withstand a wind pressure of 30 pounds per square foot and shall be constructed to receive dead loads as required in the Building Code and other applicable City ordinances.

(c) **Metal Signs.** A metal sign shall have its face or background constructed of metal not thinner than No. 28 B & S gauge. The face or background may cover a wooden frame and may be provided with letters, figures, characters, borders, or moldings of wood. No wooden border around a metal sign shall exceed a width of 3 inches.

(d) **Glass.** All glass that is part of a sign shall be safety glass.

(e) **Legibility.** All letters and characters on each sign shall be legible, with the edges of the letters and characters cleanly defined, unfaded, and maintaining a clear contrast with the background.

(f) **Maintenance.** The permittee for each sign shall paint and maintain all parts and supports thereof as necessary to prevent rusting, rotting, illegibility, or other deterioration. All broken or missing parts shall be promptly replaced. All seams between panels or the components of the sign shall be maintained in a closed condition.

(g) **Removal.** The Building Department is authorized to institute court action and issue tickets in order to remove any sign that is not maintained in accordance with the provisions of this Chapter.

(h) **Design and Engineering Requirements.** All freestanding identification signs shall be designed and engineered by an engineer licensed in the State of Illinois. Stamped drawings shall be submitted to the Building Commissioner along with the permit application.

28.10 APPEARANCE STANDARDS

All sign designs and lettering shall be approved by the Building Department to meet the following standards:

(a) Every sign shall have appropriate scale and proportion in its design and in its visual relationship to buildings and surroundings.

(b) Every sign shall be designed as an integral architectural element of the building, structure, or site to which it principally relates.

(c) The colors, materials, and lighting of every sign shall be harmonious with the building, structure or site to which it principally relates. Opaque backgrounds with illuminated lettering shall be preferred for internally illuminated signs.

(d) The number of graphic elements on a sign shall be held to the minimum needed to convey the sign's major message and shall be composed in proportion to the area of the sign face.

(e) Each sign shall be compatible with signs on adjoining and neighboring premises and shall not unreasonably obstruct the view of existing signs.

(f) Identification signs of a prototype design and corporation logos shall conform to the appearance criteria required for all other signs.

Once a sign design and lettering has been approved by the Building Department, that sign shall be deemed to meet the provisions of this Section unless its design and lettering is changed.

28.11 SETBACK REQUIREMENTS

The minimum setback requirements for all freestanding or pole identification signs shall be as follows:

(a) The minimum setback from the right of way property line shall be 1 foot.

(b) Signs shall not be permitted in parkways.

(c) No signs may be permitted within a sight triangle, except for safety-related signs.

28.12 PROHIBITED SIGNS

Except as specifically provided otherwise in this Chapter, the following signs and displays shall be strictly prohibited throughout the City:

(a) Portable signs except for new businesses for a maximum of 30 days.

- (b) Signs which are painted directly onto any exterior wall of any building or other structure.
- (c) Signs in public rights of way which are not public signs or located on permitted bus shelters.
- (d) Streamers, posters, ribbons, light strings, light bulbs, light bands, spinners, attention-getting devices that move, blinking, and festoon lighting, signs (other than neon signs) which contain bare, unshielded light or tubes which are visible from a public street or a private residence. Christmas lights and ornaments shall be permitted during the period of November 15 to the following January 15. Signs with strobe lights or flashing lights that have an appearance similar to emergency vehicle lights, or which are distracting to motorists on the adjacent streets are prohibited.
- (e) Signs attached to trees, fences, public utility poles, standpipes, gutter drains or fire escapes, other than warning signs issued by government officials or public utilities.
- (f) Abandoned or defunct signs, including the posts or other supports therefor, that advertise or identify an activity, business product or service that is no longer conducted or available on the premises where such sign is located. The property owner shall remove said sign within 60 days of notification by the Building Department.
- (g) Signs which move, rotate, change position, have moving parts, or create the illusion of movement, whether the movement is caused by the wind or mechanically, except for the rotation of barber poles and permissible changeable copy signs.
- (h) Hazardous signs. No signs shall be erected, relocated or maintained so as to prevent free ingress or access from any door, window, fire escape, driveway or utility lines.
- (i) "A" frame, sandwich board, sidewalk or curb signs on the public right-of-way.
- (j) Projection signs which are suspended from or supported by a wall, awning or canopy and which are approximately perpendicular thereto.
- (k) Roof signs or any sign erected upon, against or directly above a roof or on top of or above the parapet of a building, whichever forms the top line of the building silhouette.
- (l) Hologram signs which project off-site.
- (m) Signs which contain advertising matter which is untruthful.
- (n) Signs which emit an audible sound, odor or visible matter.
- (o) Signs which by reason of their size, location, movement, content, coloring or manner of illumination may be confused with or construed to be a traffic-control sign, signal or device, or the light of an emergency or road equipment vehicle, except where such sign is accessory to a parking area and gives directions or instructions to drivers or pedestrians.
- (p) Signs which hide or interfere with traffic flow or any street sign, signal or device.
- (q) Signs or any advertising device attached to or located on a parked vehicle or trailer on a public right of way, public property or private property for the basic purpose of providing advertising of products or services or direct people to a business or activity located on the same or nearby property or any other premises, except for temporary truckload sale signs.
- (r) Off-premises (off-site) signs, such as billboards, but excluding public directional signs.

(s) Signs which do not meet the standards of, or which otherwise violate, the Highway Advertising Control Act of 1971 (225 ILCS 440/1, et seq.)

(t) Signs, other than canopy, awning, or marquee signs which project more than 18 inches over any street, walkway, public way or public easement or beyond alley lot lines, and which are less than 8 feet above grade.

(u) Signs which contain radio or microwave transmitters, or slots or boxes for the distribution of pamphlets or similar materials.

28.13 SIGNS ALLOWED IN ALL ZONING DISTRICTS WITH PERMIT

The following signs shall be allowed in all zoning districts with a sign permit, subject to any requirements in this Chapter:

(a) **Construction signs.** One sign shall be permitted that lists the building contractors, professional firms and lending institutions on sites under construction. The sign shall be confined to the site of the construction, construction shed, or trailer and shall be removed no later than 14 days after the completion of the project. Construction signs for projects up to 10 acres shall not exceed 12 square feet per acre, or 40 square feet, whichever is less. For construction projects exceeding 10 acres, the sign shall not exceed 64 square feet. All construction signs shall be subject to annual review.

(b) **Real Estate for Sale or Lease Signs Over 6 Square Feet.** One temporary real estate for sale or lease sign, located on the real estate to be sold or leased, shall be allowed for each lot or parcel. If the lot or parcel has multiple frontages, 1 additional sign shall be allowed on the property and shall be placed facing the additional frontage. Under no circumstance shall more than 2 signs be permitted on the property. For a tract of real estate containing 1 acre or more, signs shall not exceed 40 square feet. For a tract of real estate containing less than 1 acre, a sign shall not exceed 6 square feet in area, except for tracts located on major or minor arterial roads or major collector roads where signs up to 40 square feet are permitted.

(c) **Not-for-Profit and Religious Signs.** Name and informational signs, and emblems of service clubs, places of worship and not-for-profit identification signs shall be permitted, but shall not exceed 1 square foot in area for each 2 feet of lot line and adjoining a street with a maximum of 40 square feet. Such sign or signs on a corner lot may face each street but the total area shall not exceed a maximum of 40 feet per sign. Message boards are permitted to occupy up to 50% of the sign face.

(d) **Informational Signs for Public, Charitable or Religious Events.** Temporary signs announcing any public, charitable, educational or religious event, up to a sign area of 40 square feet shall be permitted. Such signs shall be allowed no more than 21 days prior to the event and must be removed within 7 days after the event.

(e) **Integral Signs.** Names of buildings, dates of erection, monumental citations and commemorative tablets when carved into stone, concrete, or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure shall be permitted.

(f) **Banners, Pennants and Hot Air Balloons.** Banners, pennants and hot air balloons are permitted for grand openings, sales, and other similar special events on a temporary basis, for no more than 30 days at a time, and no more than two times per year. No permit fee shall be charged, but a \$35 deposit shall be required. The deposit shall be refunded only if the permittee obeys all conditions of the permit including removal of the sign at or prior to the end of the 30-day period.

(g) **Directional Signs.** Directional signs shall be permitted, provided that no such sign shall have a sign surface area larger than 8 square feet. The maximum height of such sign shall be 3-1/2 feet.

(h) **Signs Designating Parking Areas.** Signs Designating Parking Areas and Entrances and Exits to parking Areas, Other Than Parking Areas for Single Family Dwellings.

1. No more than 1 such sign shall be permitted that identifies each parking lot.
2. No more than 1 sign shall be permitted for each exit or entrance.
3. No such sign shall exceed a sign surface area of 4 square feet.

28.14 SIGNS ALLOWED IN ALL ZONING DISTRICTS WITHOUT A PERMIT

The following signs shall be allowed in all zoning districts without a sign permit, subject to any requirements in this Chapter:

(a) Changing of the advertising copy or message on an existing approved painted or printed sign, changeable copy sign or similar approved sign, whether electrical, illuminated or nonilluminated or painted message, which is specifically designed for the use of replaceable copy.

(b) Painting, repainting, cleaning or other normal maintenance and repair of a sign for which a permit has been previously issued, so long as the sign is not otherwise modified in any way. Replacement of the plastic face will be exempted from the permit requirement, provide that it is due to breakage or deterioration of the face.

(c) Changes in the content of a window display; window signs and window promotional signs.

(d) Changes in the content of permitted temporary signs.

(e) Public signs.

(f) Pennants for model homes.

(g) Signs painted on or attached to a truck, bus, trailer, or other vehicle which is used in the normal course of a business which is not primarily the display of the sign on the vehicle, and which is not parked overnight visible to a public right-of-way.

(h) Tablets, grave markers, headstones, memorial statuary and plaques, or other remembrances of persons or events which are noncommercial in nature.

(i) Any flag, emblem, or insignia of a government or non-commercial enterprise, provided that it is not larger than 96 square feet and does not amount to an attention-getting device for commercial purposes.

(j) No trespassing signs, warning signs (such as "Beware of Dog"), notification signs for emergency personnel, and other such signs, provided that the sign does not exceed 2 square feet in sign surface area and there are no more than 2 such signs on the lot.

(k) Temporary real estate, personal celebration, special events and garage sale signs, subject to the following:

1. No such sign, other than a personal celebration sign, shall exceed 6 square feet in sign surface area.

2. No more than 2 temporary signs shall be placed on the property at any one time, and no more than 1 temporary sign of a particular type shall be placed on the property at any one time.

3. No such sign shall be illuminated.

4. No such sign, other than a personal celebration sign, shall project higher than 42 inches above the ground level at the base of the sign.

5. No such sign shall be located within 10 feet of any other lot, parcel or tract.

6. The sign shall be erected no earlier than 30 days before, and shall be removed no later than 7 days after the sale, rental or other event to which it pertains.

7. A temporary sale erected in connection with a rummage sale or garage sale shall in no case be erected for a period longer than 3 days.

8. A temporary sign erected in connection with a personal or family celebration shall in no case be erected for a period longer than 1 week.

(l) Signs for candidates seeking public political office and for referendum appearing on the ballot at any election shall be permitted up to a total area of 16 square feet for each zoning lot and shall be located only on private property. Political campaign signs shall not be displayed more than 30 days prior to and three days after the election for which intended.

(m) Signs for a public event at a location in the City conducted by a unit of government not exceeding 8 square feet located on private property (not on the public right-of-way and not on utility poles) for a period not earlier than 10 days before the event nor 2 days after the event.

28.15 SIGNS ALLOWED IN RESIDENTIAL ZONING DISTRICTS

In addition to those signs allowed in Sections 28.13 and 28.14 the following signs shall be allowed in residential zoning districts (R-1, R-2, R-3, R-4, and R-5), subject to any requirements in this Chapter:

(a) **Single Family Residential Nameplates.** Two single family residential name signs not exceeding 2 square feet in each area shall be permitted per single family dwelling. Such signs shall be allowed on mailboxes, but shall otherwise be located at least 6 feet from the nearest property line.

(b) **Street Address Signs.** Two street number signs not exceeding 2 square feet in area shall be permitted in any residential district. Such signs shall be allowed on mailboxes, and near doorways, but shall otherwise be located at least 6 feet from the nearest property line.

(c) **Multi-Family Building Nameplate and Identification Signs.** In any multiple family dwelling in which a rental office is permitted, 1 nameplate sign and 1 identification sign shall be allowed at each vehicular entrance from a public right-of-way and at each major public entrance to the dwelling for all offices in the dwelling. The identification sign shall not exceed 20 square feet. One residential nameplate sign not exceeding 2 square feet in each area shall be permitted per dwelling unit. Identification signs shall be located at least 6 feet from any property line, and the top of the sign shall not be over 5 feet above the ground, whether freestanding or on a building or structure. The identification sign shall indicate only the name, address, telephone number and rental information.

(d) **Subdivision Identification Signs.** Two subdivision identification signs, located on or off the real estate, shall be allowed for each subdivision development. Signs shall not exceed 12 square feet per acre, or 40 square feet, whichever is less. Signs shall be removed one year after placement or within 7 days after the last lot is sold, whichever occurs first. A permanent subdivision sign constructed of masonry or other similar material with foundation may be located at each entrance to the subdivision.

(e) **Identification Signs for Institutional and Other Non-Residential Uses.** No more than 2 such signs per lot, parcel or tract shall be permitted, no more than 1 of which shall be a changeable copy sign. The combined surface area of all such signs on the property shall not exceed 60 square feet in sign surface area, with no single sign exceeding 30 square feet in sign surface area. The sign shall be located no closer than 15 feet to any other lot, parcel or tract.

(f) **Window Signs.** For rent signs shall be permitted in windows, but shall not exceed 20% of the total window area.

28.16 SIGNS ALLOWED IN COMMERCIAL ZONING DISTRICTS

In addition to those signs allowed in Sections 28.13 and 28.14 the following signs shall be allowed in commercial zoning districts (C-1, C-2, and C-3), subject to any requirements in this Chapter (including the regulations provided in Section 28.18 which shall apply to auto dealers and gas stations):

(a) **Freestanding Identification Signs.** The maximum sign face area shall be 1 square foot per 1.5 lineal feet of frontage, up to 100 square feet. One freestanding identification sign shall be allowed per lot, except for lots with over 300 feet of frontage on a public right-of-way, which may have up to 2 freestanding signs, and except for corner lots with over 300 feet of frontage on each public right-of-way or major privately owned circulation road, which may have up to 1 freestanding sign per frontage, and for developments over 400,000 square feet, which may have 1 freestanding identification sign at each major entrance. The maximum height of such sign shall be 24 feet provided that the sign shall not be so low as to obstruct the traffic sight triangle. The maximum thickness of such sign shall be 2 feet.

(b) **Wall Signs.** One wall sign shall be allowed for each side of the building, not to exceed a total of 4 wall signs. A wall sign shall not be permitted on any wall facing a residential structure, if the residential structure is located within 200 feet thereof. The maximum sign area shall be 7.5% of the area of the first 2 stories of building elevation on which it is placed, or in the case of a multi-tenant retail commercial building or multi-owner office condominium, each tenant or owner may have a sign area not to exceed 7.5% of the area of its leased exterior storefront. Commercial buildings may have an entrance identification sign on a wall other than specified above, provided that the entrance identification sign does not exceed 10 square feet and is located on the wall within 10 feet of the primary public entrance which leads directly into a lobby or waiting area. Wall signs may not cover any part of a window or extend above the roof line. Canopy signs are considered wall signs and: canopies must be opaque; lettering must not exceed 20% of the total canopy area, subject to the other wall sign area limitations in this Chapter; and canopies are limited to placement above windows and doors. Movie theaters may have, as additional signs, attraction board wall signs. The traditional marquee sign shall be permitted. The wall sign shall extend no further than 18 inches from the wall to which it is attached. Wall signs may not be painted directly onto the exterior wall surface.

(c) **Window Signs.** There shall be no limit to the number of window signs. Neon lettering shall be permitted on window signs.

(d) **Banners.** Banners affixed to parking lot light poles shall be allowed only on light poles bordering or parallel to the street with a maximum of 1 per 30 lineal feet. Banners shall be permitted on interior parking lot light poles.

28.17 SIGNS ALLOWED IN INDUSTRIAL ZONING DISTRICTS

In addition to those signs identified in Sections 28.13 and 28.14, above, only the following signs shall be allowed in industrial zoning districts (I-1), subject to any requirements in this Chapter:

(a) **Freestanding Identification Signs.** The maximum sign face area shall be 1 square foot per 5 lineal feet of frontage, up to 40 square feet (for each of 2 sides). One freestanding identification sign shall be allowed per lot and 1 freestanding sign shall be allowed as an identification sign for an industrial park. The maximum height of such sign shall be 10 feet. The maximum thickness of such sign shall be 2 feet. The minimum setback of such sign from the right of way property line shall be 5 feet. Listing of tenants' names shall be permitted, but shall occupy no more than 60% of the freestanding identification sign face. Message boards shall be permitted which may occupy no more than 25% of the freestanding identification sign face, provided that no tenants' names are listed.

(b) **Wall Signs.** Unless the wall faces a minor street with residences across the street, 1 wall sign shall be allowed per lot frontage on a public right of way or major privately owned circulation road. The maximum sign area shall be 7.5% of the area of the first 2 stories of building elevation on which it is placed, or in the case of a multi-tenant industrial building, each tenant may have a sign area not to exceed 7.5% of the area of its leased exterior storefront. Industrial buildings may have an entrance identification sign on a wall other than specified above, provided that the entrance identification sign does not exceed 10 square feet and is located on the wall within 10 feet of the primary public entrance which leads directly into a lobby or waiting area. Wall signs may not cover any part of a window or extend above the roof line. Canopies are considered wall signs and: must be opaque; lettering must not exceed 20% of the total canopy area, subject to the other wall sign area limitations in this Chapter; and canopies are limited to placement above windows and doors. The wall sign shall extend no further than 18 inches from the wall to which it is attached.

28.18 SIGNS ALLOWED FOR AUTOMOBILE DEALERS AND AUTOMOBILE SERVICE STATIONS

In addition to those signs identified in Sections 28.13 and 28.14 only the following signs shall be allowed for automobile dealers and automobile service stations, subject to any requirements in this Chapter:

(a) **Window Signs.** There shall be no limit to the number of window signs, provided however, that the total area of all window signs shall not exceed 50% of the window glass area, which shall be calculated separately for each side of the building. Neon lettering shall be permitted on window signs.

(b) **Services Island Canopy Signs** (automobile service stations only). Only 1 canopy sign shall be permitted facing each frontage. The gross surface area of such sign shall not exceed 20% of the gross surface area of the face of the canopy to which such sign is to be affixed. Such sign shall not project higher than the top or below the bottom of the canopy to which such sign is to be affixed.

(c) **Service Island Identification Signs** (automobile service stations only). Service island identification signs may be permitted to indicate the type of service offered, the price of gasoline, and other relevant information or direction to persons using the automobile service station. However, no advertising material shall be allowed on such signs. There shall not be more than 1 service island identification sign for each service or pump island located on the premises. The gross surface area of such sign shall not exceed 6 square feet for each exposed face nor exceed an aggregate gross surface area of 12 square feet. Such signs may be located adjacent to or within the service or pump island to which it relates.

28.19 NONCONFORMING SIGNS

Any sign legally in existence on January 1, 1993 which violates or does not conform to its provisions shall be removed, altered, or replaced so as to conform with the provisions of this ordinance by July 1, 2050. An unlawful sign is not a nonconforming sign.