

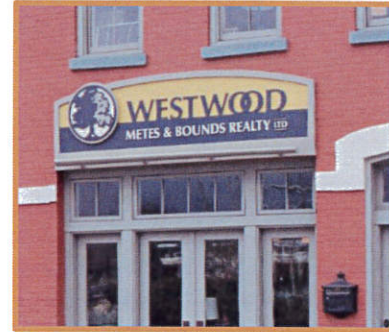
RO & B-1 District Signs

(See Zoning Map for properties in this district or contact Village Hall)

Allowed Signs

Wall sign - a sign that is attached directly to a wall, mansard roof, roof overhang, or parapet wall with the exposed face of the sign in a plane parallel to the building wall or to the surface on which it is mounted, and which projects not more than 12 in from the building or structure wall and does not extend above the roofline of the building to which it is attached.

One wall sign per storefront per street frontage is allowed - at 1 sq ft per lineal ft of width of the wall to which the sign will be affixed.



Freestanding Sign - a sign not attached to a building or wall which is supported by 1 or more poles or braces which rest on the ground or on a foundation resting on the ground.

Ground Sign - a type of freestanding sign that is 3-dimensional, self-supporting, and base-mounted with 2 or more sides extending up from the base.

One (1) freestanding sign per parcel per street frontage is allowed. A minimum of 40 ft of secondary street frontage is required for the placement of a second freestanding sign.



Window sign - a sign attached to the inside or outside surface of a window on a building wall or door and is intended to be viewed from outside the building.

Window signs are allowed in addition to the sign maximums and do not require a sign permit.

Sign Requirements

- The total area of all signs shall not exceed 120 sq ft per parcel and no individual sign may be greater in area than 80 sq ft.
- Signs shall not exceed 15 ft in height.
- Signs must be located at least 5 ft from all lot lines.
- An allowed sign may include a changeable copy sign or graphic display sign subject to certain regulations found in Section 42-438, Zoning Ordinance.
- A sign permit is required for all allowed signs, except window signs.

Temporary Signs

- Two (2) temporary signs are allowed for the first 66 ft of lot frontage plus an additional temporary sign for each additional 30 ft of lot frontage.
- Temporary signs shall not exceed 32 sq ft in total area or 6 ft in height per sign, and may not be placed in a prohibited sign area (such as within the public right of way).
- Inflatable signs and balloon signs, banners and pennants, and portable signs are **ONLY** allowed as temporary signs and must meet the temporary sign standards.

What NOT to do:

These signs are NOT allowed within the RO and B-1 Districts:

- Animated signs
- Home occupation signs
- Projecting signs
- Roof signs
- Rotating signs
- Signs that contain flashing, moving, oscillating or blinking lights
- Signs on vehicles not used during the normal course of business which are parked or located for the primary purpose of displaying advertising copy



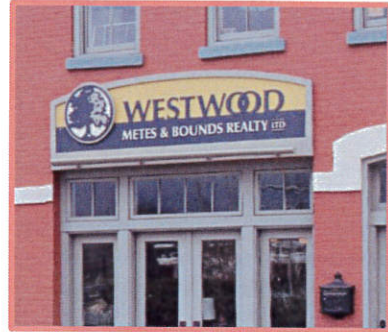
THE ABOVE STATED REQUIREMENTS ARE FOR THE RO and B-1 DISTRICTS ONLY and are intended only as a *summary* of requirements. For more information about sign requirements or other zoning questions, contact the Village Zoning Administrator (269-657-3148) or review the Zoning Ordinance for the complete regulations. All signs require sign permits.

B-2 District Signs

(See Zoning Map for properties in this district or contact Village Hall)

Allowed Signs

Wall Sign - a sign that is attached directly to a wall, mansard roof, roof overhang, or parapet wall with the exposed face of the sign in a plane parallel to the building wall or to the surface on which it is mounted, and which projects not more than 12 in from the building or structure wall and does not extend above the roofline of the building to which it is attached.



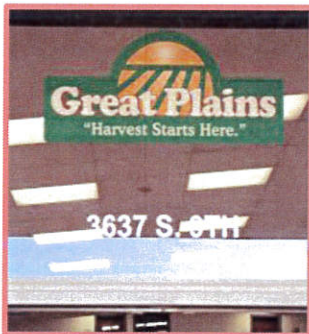
One (1) wall sign per storefront per street frontage is allowed – at 1 sq ft per lineal ft of width of the wall to which the sign will be affixed.



Freestanding Sign - a sign not attached to a building or wall which is supported by 1 or more poles or braces which rest on the ground or on a foundation resting on the ground.

Ground Sign – a type of freestanding sign that is 3-dimensional, self-supporting, and base-mounted with 2 or more sides extending up from the base

One freestanding sign per parcel per street frontage is allowed. A minimum of 40 ft of secondary street frontage is required for the placement of a second freestanding sign.



Window Sign - a sign attached to the inside or outside surface of a window on a building wall or door and is intended to be viewed from outside the building.

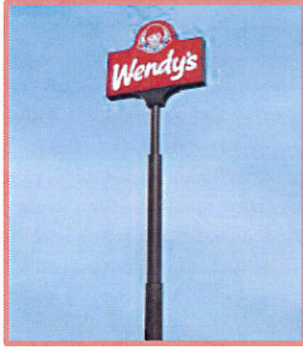
Window signs are allowed in addition to the sign maximums and do not require a sign permit.

Sign Requirements

- The total area of all signs shall not exceed 200 sq ft per parcel and no individual sign may be greater in area than 100 sq ft.
- Signs shall not exceed 30 ft in height.
- Signs must be located at least 5 ft from all lot lines.
- Changeable copy or electronic graphic display signs are allowed subject to certain regulations found in section 42-438.
- A sign permit is required for all allowed signs, except window signs.

Projecting Sign - a sign attached to and projecting perpendicularly from a building wall, excluding awning/canopy signs, as defined herein.

One (1) projecting sign per storefront per street frontage is allowed – not to exceed 20 sq ft in area.



Highway Sign - a freestanding sign allowed if the lot is within 200 feet of the I-94 right of way.

Highway signs shall not exceed 200 sq ft in area or 50 ft in height, and shall be located at least 10 ft from the I-94 right of way.

Temporary Signs

- Two (2) temporary signs are allowed for the first 66 ft of lot frontage plus an additional temporary sign for each additional 30 ft of lot frontage.
- Temporary signs shall not exceed 32 sq ft in total area or 6 ft in height per sign, and may not be placed in a prohibited sign area (such as within the public right of way).
- Inflatable signs and balloon signs, banners and pennants, and portable signs are ONLY allowed as temporary signs and must meet the temporary sign standards.

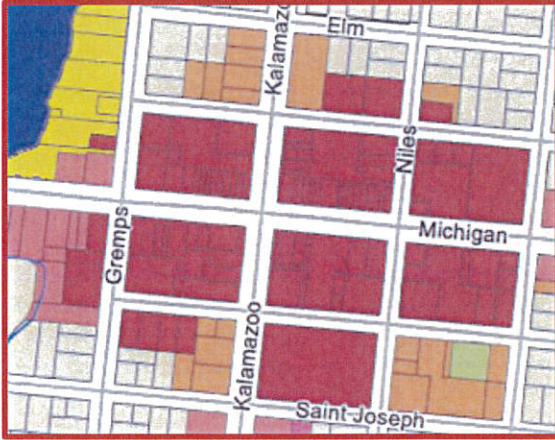
What NOT to do:

No sign in the B-2 District may be animated, a home occupation sign, a roof sign, a rotating sign, or contain flashing, moving, oscillating or blinking lights. Signs on vehicles not used during the normal course of business which are parked or located for the primary purpose of displaying advertising copy are also not allowed.



THE ABOVE STATED REQUIREMENTS ARE FOR THE B-2 DISTRICT ONLY and are intended only as a *summary* of requirements. For more information about sign requirements or other zoning questions, contact the Village Zoning Administrator (269-657-3148) or review the zoning ordinance for the complete regulations. All signs require sign permits.

CBD and DOD District Signs



Properties within the Central Business District and Downtown Overlay District are shown on the Zoning Map in red.

Allowed Signs

- | | |
|---------------------------|-----------------------|
| 1) Storefront (Wall) Sign | 5) Window Sign |
| 2) Projecting Sign | 6) Architectural Sign |
| 3) Hanging Sign | 7) Sidewalk Sign |
| 4) Awning Sign | |

Storefront (Wall) Sign – a sign located on the horizontal band dividing the storefront windows from the upper façade of the building.

Storefront signs shall be located above storefront display windows but below the sills of second floor windows.

Storefront signs shall be placed in traditional locations, such as above transoms; below storefront cornices; or within the sign panel area on the façade.

Storefront signs may not extend over the side piers, or beyond the parapet or building face.



Projecting Sign (secondary sign) – a sign attached at right angles to the building face, either fixed to the wall or hanging from a bracket.



Projecting signs shall be located no higher than the cornice or parapet line, whichever is lower.

Signs shall be located so as not to obscure any unique or historically-significant architectural detail of the façade.

The sign shall not extend further than 4 ½ ft from the face of the building and shall not exceed 20 sq ft in area.

Projecting signs shall not be less than 8 ft from the grade beneath and shall not extend above the second story window sill or roof line, whichever is lower.

Hanging Sign (secondary sign) – a sign suspended over the entry or from a canopy.

Hanging signs shall not exceed 4 sq ft in area.

Hanging signs shall be provided a minimum of 8 ft clearance from the sidewalk.



Awning Sign (secondary sign) – is another option for a sign, provided the awning is properly integrated with the building.

The area of a ground floor awning sign shall not cover more than 30% of the total surface area of the awning.

Signs on two side panels of an awning shall be considered as one sign for purposes of calculating total number of allowable signs.

The use of awning valances for signs is encouraged. Six to 8 in letters are sufficient.



Architectural Sign – a sign that is integrated into the building fabric and constructed of permanent materials such as stone or metal.



Names and the dates of construction are common signs included on the façade and are typically located in the roof parapet detailing or in a cornerstone detail.

Existing architectural signs should be preserved.

The use of the original building names in new signage is encouraged.

Window Sign (secondary sign) – a sign attached to the inside or outside surface of a window on a building wall or door and is intended to be viewed from outside the building.

Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.

Permanent window signs may not occupy more than 1/3 of the total area of the window.

Window signs shall not count toward total allowable sign area for the building.

Lettering should be white or light in color since windows appear dark.



Sign Requirements

Quantities and Locations

- Storefronts are limited to 2 permanent signs—1 primary and 1 secondary.
- A maximum of 4 signs are permitted per establishment.
- Window and architectural signs are permitted in addition to these maximums.

Size

- A maximum total sign area of 1 sq ft per lineal foot of width of the storefront is permitted.
- No establishment shall be permitted more than 100 sq ft of total sign area.
- Each storefront shall be entitled to a minimum of 30 sq ft of sign area.
- For establishments with frontage on more than 1 street, additional sign area of ½ sq ft per lineal foot of width of the establishment along the secondary frontage is permitted.

Colors & Illumination

- Sign colors must relate to the paint scheme of the building.
- Bright white and intense background colors are discouraged. Fluorescent colors are prohibited.
- Signs can be illuminated with directional spotlights or indirect lighting. Signs may not be internally-illuminated.

Design

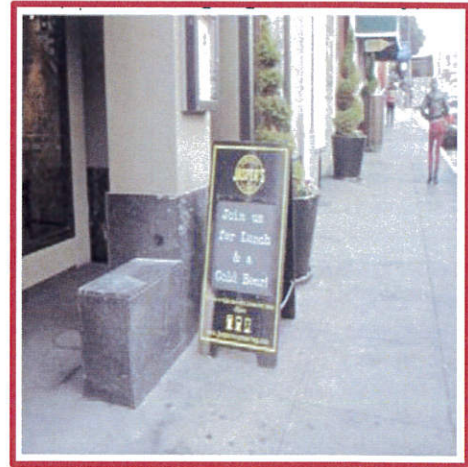
- Sign construction and sign copy must be of professional quality.
- Primary signage should identify a business and not a brand-name product.
- If more than one sign is used, the signs must be compatible in style.

Temporary Signs

The only temporary sign allowed in this district is a **sidewalk sign**. Sidewalk signs are portable signs of A-frame or swinging style construction used during hours a business is open and stored inside when not in use.

Sidewalk signs shall be subject to the following standards:

- Only 1 sidewalk sign per storefront is permitted.
- Shall not occupy more than 9 sq ft of sidewalk and shall not exceed 4 ft in height.
- Must be placed in front of the storefront holding the permit for the sign.
- Shall be located a minimum of 2 ft from the curb and allow 5 ft of unobstructed sidewalk.
- Shall not be located within 25 ft of an intersection (measured perpendicularly).
- Shall be spaced a minimum of 20 ft from each other.
- Placement is permitted during business hours but not before 8 AM or after 9 PM.
- The sidewalk shall be completely clear of snow prior to placement of the sign.
- Shall not be placed on snow banks.
- Shall be durable and weatherproof and stable enough to withstand typical winds without flipping over or sliding.
- Sign copy shall be painted or printed on the sign surface. Loose paper faces are not permitted.
- Shall not be illuminated by any means except natural light and existing street lights.



What NOT to do:

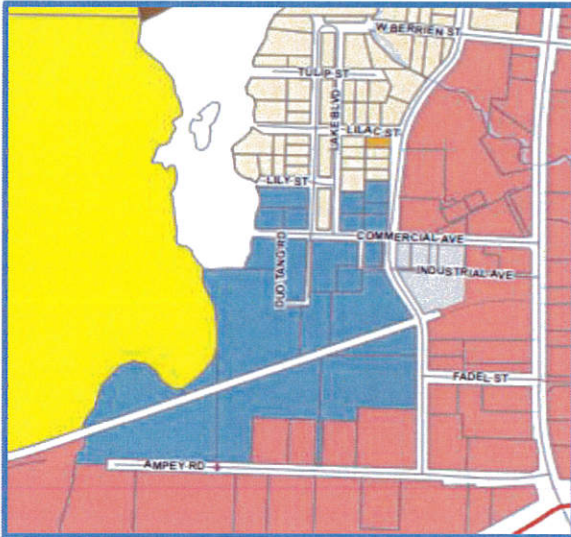
No sign in the CBD or DOD Districts may be animated, a home occupation sign, a roof sign, a pole sign, a rotating sign, or contain flashing, moving, oscillating or blinking lights. Signs that obscure the unique or historically-significant architectural detail of a building façade are not allowed. Signs on vehicles not used during the normal course of business which are parked or located for the primary purpose of displaying the advertising copy are also not allowed.

Inflatable signs and balloon signs, banners and pennants are NOT allowed.



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VRA-PUD District Signs



Properties within the Village Revitalization Area - PUD District are shown on the Zoning Map in blue.

Allowed Signs

- | | |
|---------------------------|-----------------------|
| 1) Storefront (Wall) Sign | 5) Window Sign |
| 2) Projecting Sign | 6) Architectural Sign |
| 3) Hanging Sign | 7) Sidewalk Sign |
| 4) Awning Sign | |

Storefront (Wall) Sign – a sign located on the horizontal band dividing the storefront windows from the upper façade of the building.

Storefront signs shall be located above storefront display windows but below the sills of second floor windows.

Storefront signs shall be placed in traditional locations, such as above transoms; below storefront cornices; or within the sign panel area on the façade.

Storefront signs may not extend over the side piers, or beyond the parapet or building face.



Projecting Sign (secondary sign) – a sign attached at right angles to the building face, either fixed to the wall or hanging from a bracket.



Projecting signs shall be located no higher than the cornice or parapet line, whichever is lower.

Signs shall be located so as not to obscure any unique or historically-significant architectural detail of the façade.

The sign shall not extend further than 4 ½ ft from the face of the building and shall not exceed 20 sq ft in area.

Projecting signs shall not be less than 8 ft from the grade beneath and shall not extend above the second story window sill or roof line, whichever is lower.

Hanging Sign (secondary sign) – a sign suspended over the entry or from a canopy.

Hanging signs shall not exceed 4 sq ft in area.

Hanging signs shall be provided a minimum of 8 ft clearance from the sidewalk.



Awning Sign (secondary sign) – is another option for a sign, provided the awning is properly integrated with the building.

The area of a ground floor awning sign shall not cover more than 30% of the total surface area of the awning.

Signs on two side panels of an awning shall be considered as one sign for purposes of calculating total number of allowable signs.

The use of awning valances for signs is encouraged. Six to 8 in letters are sufficient.



Architectural Sign – a sign that is integrated into the building fabric and constructed of permanent materials such as stone or metal.



Names and the dates of construction are common signs included on the façade and are typically located in the roof parapet detailing or in a cornerstone detail.

Existing architectural signs should be preserved.

The use of the original building names in new signage is encouraged.

Window Sign (secondary sign) – a sign attached to the inside or outside surface of a window on a building wall or door and is intended to be viewed from outside the building.

Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.

Permanent window signs may not occupy more than 1/3 of the total area of the window.

Window signs shall not count toward total allowable sign area for the building.

Lettering should be white or light in color since windows appear dark.



Sign Requirements

Quantities and Locations

- Storefronts are limited to 2 permanent signs—1 primary and 1 secondary.
- A maximum of 4 signs are permitted per establishment.
- Window and architectural signs are permitted in addition to these maximums.

Size

- A maximum total sign area of 1 sq ft per lineal foot of width of the storefront is permitted.
- No establishment shall be permitted more than 100 sq ft of total sign area.
- Each storefront shall be entitled to a minimum of 30 sq ft of sign area.
- For establishments with frontage on more than 1 street, additional sign area of ½ sq ft per lineal foot of width of the establishment along the secondary frontage is permitted.

Colors & Illumination

- Sign colors must relate to the paint scheme of the building.
- Bright white and intense background colors are discouraged. Fluorescent colors are prohibited.
- Signs can be illuminated with directional spotlights or indirect lighting. Signs may not be internally-illuminated.

Design

- Sign construction and sign copy must be of professional quality.
- Primary signage should identify a business and not a brand-name product.
- If more than one sign is used, the signs must be compatible in style.

Temporary Signs

The only temporary sign allowed in this district is a [sidewalk sign](#). Sidewalk signs are portable signs of A-frame or swinging style construction used during hours a business is open and stored inside when not in use.

Sidewalk signs shall be subject to the following standards:

- Only 1 sidewalk sign per storefront is permitted.
- Shall not occupy more than 9 sq ft of sidewalk and shall not exceed 4 ft in height.
- Must be placed in front of the storefront holding the permit for the sign.
- Shall be located a minimum of 2 ft from the curb and allow 5 ft of unobstructed sidewalk.
- Shall not be located within 25 ft of an intersection (measured perpendicularly).
- Shall be spaced a minimum of 20 ft from each other.
- Placement is permitted during business hours but not before 8 AM or after 9 PM.
- The sidewalk shall be completely clear of snow prior to placement of the sign.
- Shall not be placed on snow banks.
- Shall be durable and weatherproof and stable enough to withstand typical winds without flipping over or sliding.
- Sign copy shall be painted or printed on the sign surface. Loose paper faces are not permitted.
- Shall not be illuminated by any means except natural light and existing street lights.



What NOT to do:

No sign in the VRA-PUD District may be animated, a home occupation sign, a roof sign, a pole sign, a rotating sign, or contain flashing, moving, oscillating or blinking lights. Signs that obscure the unique or historically-significant architectural detail of a building façade are not allowed. Signs on vehicles not used during the normal course of business which are parked or located for the primary purpose of displaying the advertising copy are also not allowed.

Inflatable signs and balloon signs, banners and pennants are NOT allowed.



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