



consultants in planning, zoning, economic development,
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MEMO

To: Village of Lake Bluff
From: Camiros, Ltd.
Date: August 21, 2019
Re: L-1 and L-2 District Sign Regulations

This document contains proposed revisions to the Lake Bluff sign regulations for the L-1 and L-2 Districts.

PART 1: ADDRESS SIGNS

We have proposed to increase the size of address signs for the L-1 and L-2 Districts. The following edit would need to be made (indicated in blue, underline):

10-10-19: EXEMPTIONS:

A. Specific Signs Exempt: The following signs shall not require a sign permit or review by the Architectural Board of Review, so long as such signs comply with the following provisions applicable thereto, as well as all other provisions of this chapter, including, but not limited to, provisions regarding the allowable total number and size of signs on a premises:

1. Address signs. Such signs shall not exceed two (2) square feet in total surface area per officially assigned address or the size required by the law, order, rule or regulation, whichever is greater. However, in the L-1 and L-2 Districts, address signs are permitted as follows:

a. This exemption applies only to wall-mounted address signs. If an address is included as part of another sign type, it is included in the calculation of sign area and is not exempt.

b. If a master sign plan is approved, all address signs must comply with the provisions of the master sign plan.

c. The maximum surface area of an address sign is provided in the following table:

<u>Total Linear Frontage of Tenant</u>	<u>Maximum Surface Area</u>
<u>Less than 50 linear feet</u>	<u>2 square feet</u>
<u>50 linear feet but less than 75 linear feet</u>	<u>4 square feet</u>
<u>75 linear feet but less than 100 linear feet</u>	<u>6 square feet</u>
<u>100 or more linear feet</u>	<u>8 square feet</u>

d. For a multi-tenant development that shares a common address but has individual entries for tenants, the development is permitted an address sign for building in accordance with item c above based on the building's linear frontage, and the individual tenants are each permitted an address sign on entryways in accordance with item c above based on the tenant's portion of the linear frontage.

PART 2: L-1 AND L-2 DISTRICT STANDARDS

Based upon controlling signs by development type, we have completely revised the L-1 and L-2 District sign regulations. The new regulations are below. Please note that Section 10-10-14.D also regulates the O&R and S Districts, therefore we propose editing item D to remove reference to the L-1 and L-2 Districts and creating a new item F for these districts.

F. L-1 and L-2 Districts

1. L-1 and L-2 District Development Types

Signs within the L-1 and L-2 Districts are regulated by the following types of development:

- a. Single tenant developments. A development designed for and occupied by one tenant.
- b. Multi-tenant retail and service centers. A development of two or more commercial establishments, primarily retail, service, and restaurant uses, that is planned, owned, and/or managed as a single development. The two main configurations of multi-tenant retail and service centers are shopping centers and strip retail centers.
- c. Multi-tenant non-retail developments - shared entry. A development primarily of two or more offices uses, which may also include limited service uses, where tenant offices/spaces are designed internal to the development and accessed by one or more shared entryways.
- d. Multi-tenant non-retail developments - individual entries. A development primarily of two or more offices uses, which may also include limited service uses, where each tenant office/space is designed as an individual space with its own entry.

2. Prohibited Signs

The following signs are prohibited in both the L-1 and L-2 Districts:

- a. Projecting signs
- b. Portable signs

3. Special Sign Standards for Uses

Certain uses within the L-1 and L-2 Districts are subject to special sign standards as follows:

- a. All new automobile dealerships are subject to the sign standards for the Automotive Park District (AP-1 District). These standards control over the standards of the L-1 and L-2 Districts.

4. Master Sign Plan

a. General Applicability

(1) The purpose of a master sign plan is to coordinate all signs within a development site by a plan that establishes a development’s overall sign design, providing direction to current and future tenants.

(2) Certain development types in the L-1 and L-2 Districts require a master sign plan. The following table describes which development types require a master sign plan:

Development Type	Master Sign Plan
Single tenant developments	Optional
Multi-tenant retail and service centers	Required
Multi-tenant non-retail developments - shared entry	Required
Multi-tenant non-retail developments - individual entries	Optional

(3) All master sign plans must be submitted and approved in accordance with this section.

(4) When a master sign plan is optional, if the applicant chooses not to adopt a master sign plan, all signs require review and approval by the Architectural Board of Review.

b. Applicability to Existing Developments

(1) For development types existing as of -----*date of adoption*----- that require a master sign plan per these regulations or have the option of submitting a master sign plan, the property owner has the option to submit a master sign plan for approval. Once such master sign plan is approved per the approval process described in this section, it will be kept on file with the Village Administrator. All future signs must comply with the master sign plan. If the proposed sign is in compliance with the master sign plan, the Village Administrator will issue a sign permit.

(2) If an existing development chooses not to submit a master sign plan for approval, each sign installed in the development must comply with the standards of this section for the development type in the L-1 and L-2 Districts and requires review and approval by the Architectural Board of Review.

c. Applicability to Planned Commercial Developments

A master sign plan must be submitted as part of a planned commercial development and approved as part of that process. Following approval of the planned commercial development, the future installation of signs must comply with the master sign plan included as part of that approval. If the proposed sign is in compliance with the master sign plan, the Village Administrator will issue a sign permit. All sign standards approved as part of a planned commercial development prior to -----*date of adoption*----- are considered to meet the standard of an approved master sign plan.

d. Master Sign Plan Requirements

A master sign plan must provide details and specifications to establish a coordinated design and consistent pattern of all signs within the development. The master sign plan must include, at a minimum, the following:

- (1) The number and description of all signs permitted within the development.
- (2) Location of all signs. For wall signs, the dimensions of any sign band.
- (3) Maximum dimension of all signs and minimum dimension, if applicable.
- (4) Sign support structure types as well as design and colors allowed.
- (5) Types of sign illumination permitted.
- (6) Permitted sign construction materials.
- (7) Any design or format of message requirements or restrictions for tenants, such as color and/or font restrictions or construction type (channel letters, raceway mounted, etc.).
- (8) if awning signs are included, the required awning sign color scheme for the entire development.
- (9) The location of ground signs and any other freestanding signs, such as on-site informational signs, relative to all circulation points, such as driveways and drive aisle intersections within a parking lot. The plan must show that there is no view obstruction caused by signs at any circulation point intersection.
- (10) Any additional information requested by the Architectural Board of Review and/or Village Board, as applicable.

e. Architectural Board of Review Approval - Signs in Compliance with Standards

Master sign plans where all signs meet the signs standards applicable to the development type are approved by the Architectural Board of Review.

(1) The applicant must submit a master sign plan to the Village Administrator. The Village Administrator will review the master sign plan and provide comment to the applicant. The applicant may modify the plan or submit the plan to the Architectural Board of Review. If the master sign plan has not been modified per Village Administrator comments, the Village Administrator will forward a report with his/her comments to the Architectural Board of Review with the master sign plan.

(2) The Architectural Board of Review will review the master sign plan at a public meeting(s). The Architectural Board of Review will approve, approve with conditions, or deny the master sign plan.

(3) If the master sign plan is approved with conditions, the master sign plan must be revised to comply with such conditions and submitted to the Village Administrator, who will verify that the revised plan complies with all required conditions.

(4) If the master sign plan is denied by the Architectural Board of Review, the applicant may either resubmit a new master sign plan or appeal the decision to the Village Board.

(5) The master sign plan will be kept on file with the Village Administrator. All future signs must comply with the master sign plan. If the proposed sign is in compliance with the master sign plan, the Village Administrator will issue a sign permit.

f. Village Board Approval - Modified Sign Standards

Master sign plan where one or more of the signs do not meet the signs standards applicable to the development type are approved by the Village Board, following a recommendation by the Architectural Board of Review.

(1) The applicant must submit a master sign plan to the Village Administrator. The Village Administrator will review the master sign plan and provide comment to the applicant. The applicant may modify the plan or submit the plan to the Architectural Board of Review. If the master sign plan has not been modified per Village Administrator comments, the Village Administrator will forward a report with his/her comments to the Architectural Board of Review with the master sign plan.

(2) The Architectural Board of Review will review the master sign plan at a public meeting(s). The Architectural Board of Review will make a recommendation of approval, approval with conditions, or denial of the master sign plan. The recommendation will be forwarded to the Village Board.

(3) The Village Board will review the master sign plan at a public meeting(s). The Village Board will approve, approve with conditions, or deny the master sign plan.

(4) If the master sign plan is approved with conditions, the master sign plan must be revised to comply with such conditions and submitted to the Village Administrator, who will verify that the revised plan complies with all required conditions.

(5) The master sign plan will be kept on file with the Village Administrator. All future signs must comply with the master sign plan. If the proposed sign is in compliance with the master sign plan, the Village Administrator will issue a sign permit.

5. Permitted Signs

a. Awning Signs

(1) Either a wall or fascia sign or an awning sign is permitted for buildings with less than 100 linear feet of frontage. Buildings with 100 linear feet of frontage or more are permitted both a wall or fascia sign and an awning sign.

(2) An awning sign is permitted above an entryway of building. This does not prohibit the use of additional awnings as an architectural feature (i.e., not used as a sign) along other portions of the façade in accordance with this Ordinance.

(3) All awning signs and awnings used as an architectural feature must be mounted in line with each other along a facade and of a single base color.

(4) Sign copy on any awning sign surface is limited to 25% of each surface area. A valance is considered a separate surface area. Copy includes words, images, logos, graphic embellishments, and the like.

(5) Awning signs must be constructed and erected so that the lowest portion of the projecting frame is not less than seven feet six inches (7' 6") above the level of the sidewalk or public thoroughfare, and the lowest portion of a descending skirt is not less than six feet eight inches (6' 8") above the level of the sidewalk or public thoroughfare.

b. Flags and Flagpoles

- (1) No more than three flagpoles and four flags are permitted per zoning lot.
- (2) Flagpoles are not permitted in the public right-of-way.
- (3) Flagpoles are limited to a maximum of 30 feet in height and must be set back a minimum of ten feet from all property lines.

c. Ground Signs

- (1) One ground sign per lot is permitted. However, a corner or through lot with frontage on two public streets is permitted a second ground sign on the second street street frontage.
- (2) Ground signs cannot exceed a total sign area of 64 square feet per sign face with a total area of 128 square feet for all sign faces combined, calculated by taking the width of the sign multiplied by the height measured from the existing grade to the top of the sign, including any space under the sign.
- (3) Ground signs are limited to 20 feet in height.

d. Menuboard Signs

- (1) Menuboard are permitted for drive-through facilities only.
- (2) Menuboard are limited to one menuboard per drive-through lane.
- (3) Menuboard are limited to one 50 square foot in sign area menuboard or two 32 square foot in sign area menuboard per drive through lane.
- (4) Menuboard are limited to seven feet in height.
- (5) In addition, menuboard are permitted ten square feet of sign area for temporary signs attached to the top or sides of the menuboard.
- (6) Menuboard may be internally illuminated. Menuboard may also contain an electronic or video display screen and audio component for interaction with the customer. No external illumination of menuboard is permitted.

e. On-Site Informational Signs

- (1) No more than three on-site informational signs per lot are allowed.
- (2) On-site informational signs cannot exceed a total sign area of six square feet each.

f. Wall or Fascia Signs

- (1) Either a wall or fascia sign or an awning sign is permitted for buildings with less than 100 linear feet of frontage. Buildings with 100 linear feet of frontage or more are permitted both a wall or fascia sign and an awning sign.
- (2) No more than one wall or fascia sign is permitted on the front façade facing the public street. However, a building on a corner lot with frontage on two public streets is permitted a secondary wall or fascia sign on the second façade facing a public street. For a structure that contains multiple tenants, a wall sign is permitted for each tenant that has exterior business façade area with an entryway along the linear frontage.
- (3) The following table describes the maximum sign area for primary and secondary wall or fascia signs by development type:

Development Type	Maximum Sign Area
Single tenant developments	Primary Sign: 1 square foot of sign area for each linear foot

	Secondary Sign: 1 square foot of sign area for each linear foot
Multi-tenant retail and service centers	Primary Sign: 1.75 square foot of sign area for each linear foot Secondary Sign: 1.5 square foot of sign area for each linear foot
Multi-tenant non-retail developments - shared entry	Primary Sign: 1 square foot of sign area for each linear foot Secondary Sign: 1 square foot of sign area for each linear foot
Multi-tenant non-retail developments - individual entries	Primary Sign: 1 square foot of sign area for each linear foot Secondary Sign: 1 square foot of sign area for each linear foot

(4) Wall or fascia signs must be located no greater than 20 feet above grade.

(5) Wall or fascia signs cannot project more than 12 inches from the face of the building on which it is installed. Signs are not permitted to extend above the fascia line or coping line of the wall to which said sign is attached.

g. Window Signs

(1) Window signs are permitted for tenants on the ground floor only.

(2) The total window sign area, whether temporary or permanent, is limited to no more than 15% of the total surface area of windows within the applicant's tenant space along a single facade, including transparent areas of doors and entryway.