



VILLAGE OF DEERFIELD

Window Sign Regulations

Adopted July 2007

The goal in regulating window signs is to promote the high aesthetic values that make Deerfield a desirable place to shop and thereby contribute to the success of all in our commercial community. This pamphlet summarizes the requirements of the window sign code. A copy of the ordinance is available at the Department of Community Development or on line at www.deerfield-il.org under Permits and Regulations.

The following regulations apply to the commercial zoned properties. See back page for jurisdiction map.

Window Signs

No permit required, unless noted, however the following applies:

- ~ A regulated window sign is one that includes any writing (letters, words, or numerals), is located within four (4) feet of the window and is plainly visible from the exterior of the building.
- ~ A maximum of 20% of a window area (see Measurements Explained) may be used for permanent and/or temporary signage or 50 square feet, whichever is less. Additional square footage is allowed for informational, political and local community event signs.

Permanent Window Signs:

- ~ The sign(s) may be permanently affixed to the window, such as gold leaf and decal application; or hung, mounted or displayed a minimum of one (1) inch away from the glass
- ~ A sign may not be displayed more than once per elevation (north, south, east, west).
In special cases, a variation to allow redundancy may be requested through the Appearance Review Commission - ***permit required***
- ~ All permanent signs are allowed to be indirectly illuminated, with the light source concealed from public view
- ~ A maximum of 8% of a window area (40% of the 20% allowed window coverage) or 20 square feet, whichever is less, may be internally illuminated, including exposed neon. ***All such signs will require approval from the Village's electrical inspector***
- ~ If there is not an exterior business sign, a larger window sign may be granted through the Appearance Review Commission - ***permit required***
- ~ No signs shall be allowed above the first floor windows (exception: in C-2, see ordinance)
- ~ Existing non-conforming permanent window signs are grandfathered until July 1, 2009

Temporary Window Signs

Includes: Promotional/Sales Signs; Community Event Posters; Help Wanted/Now Hiring Signs; Real Estate/Rent/Leasing Signs; Political Election Signs; Holiday (patriotic or religious) Signs.

- ~ Signs are allowed to be displayed for a maximum of thirty (30) days (exception: Rent/Leasing Sign)
- ~ In the lower right corner of the sign, the date of first day of display MUST be shown
- ~ A sign may not be displayed more than once per elevation (north, south, east, west)
- ~ Temporary signs may not be illuminated
- ~ Signs should not be taped to the glass and should not be placed crossing over window mullions
- ~ No signs shall be allowed above the first floor windows

Exception: an additional 10% window area coverage is granted for local community event signs and political signs. Each sign may be displayed a maximum of thirty (30) days prior to the event or election and shall be removed within seven (7) days following said event or election. Not in any circumstance may more than 30% of a window area be covered with signage.

Information Signs

No permit required, unless noted, however the following applies:

- ~ For posting of days and hours of operations, building or tenant address, phone numbers, accepted credit cards: a maximum of two (2) square feet is allowed on or adjacent to the entrance door
- ~ Open/Closed Sign: a maximum of two (2) square feet is allowed, and illuminated, including exposed neon, is allowed. **Requires approval of Village's electrical inspector**

Window Display

- ~ Be creative. The use of actual merchandise, product and goods sold, as well as the materials necessary to display, is encouraged
- ~ Reasonably sized photographs and artwork (with no letters, words or numerals, unless included on product) may be used and placed no closer than six (6) inches from the glass
- ~ Indirect lighting, with the light source concealed from public view, shall be the only type of lighting allowed (exception: permitted internally illuminated signs)
- ~ Unsightly views, such as into a storage room or supplies stacked in a window, must be addressed. Either relocate the items or cover the window with a neutral colored drape or blind. In order to opaque and cover an entire window, a request must be made to the Appearance Review Commission - **permit required**

Flashing, moving or shimmering signs, lights or advertising devices are prohibited!

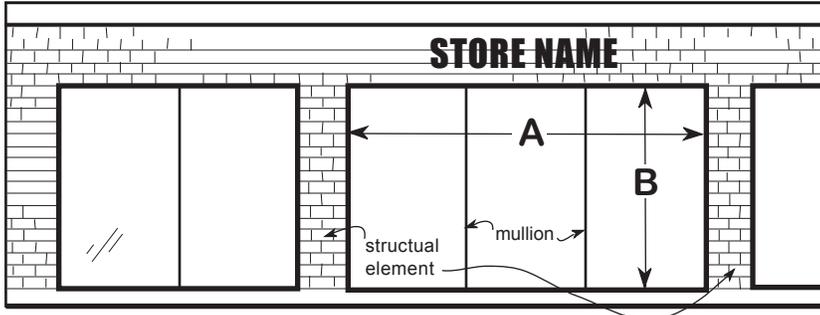
Variation

A request may be made for an exception to the regulations. Certain standards must be met, and hearings before the Board of Zoning Appeals and the Appearance Review Commission will be necessary.

Any questions, please contact the Community Development Department at (847) 945-5000.

Window & Signage Measurements Explained

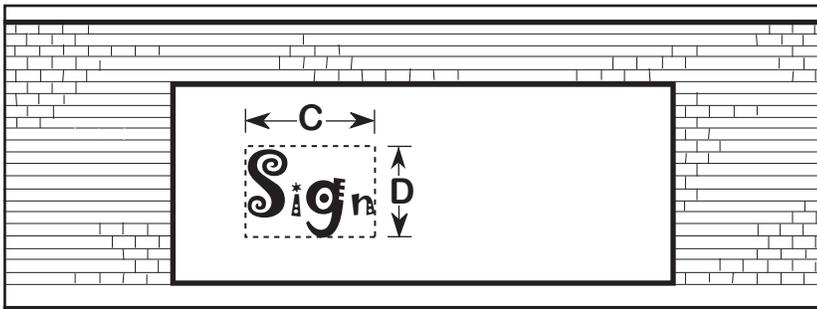
Window Area, the area of glass, including mullions, of a single window unit, set between structural materials



'A' x 'B' = window area

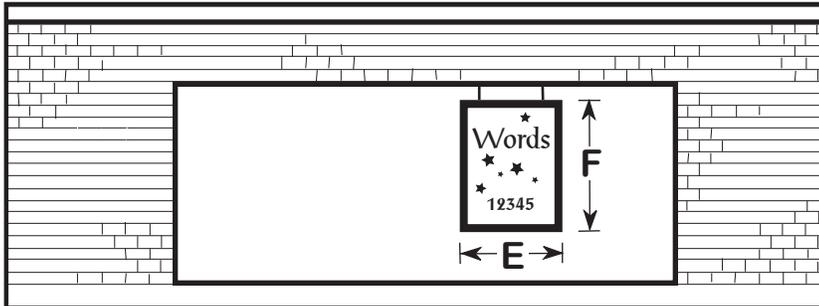
a maximum sign area of 20% or 50 square feet, whichever is less, is allowed for each window area

Sign Area, where there is no defined background, such as individual letters applied to the glass, draw a rectangle around the outer most points



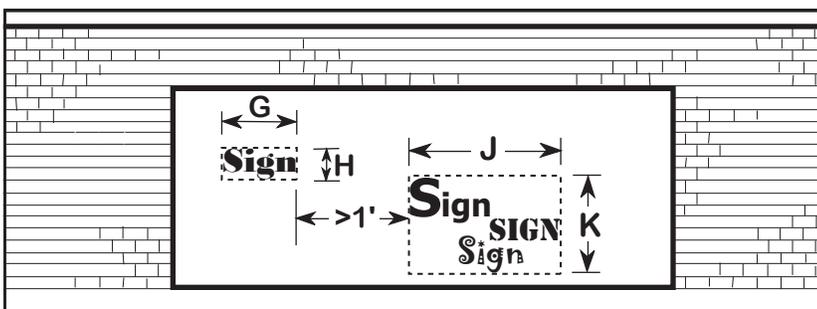
'C' x 'D' = sign area

Sign Area, where a background exists, such as a panel hung or mounted within four (4) feet of the window



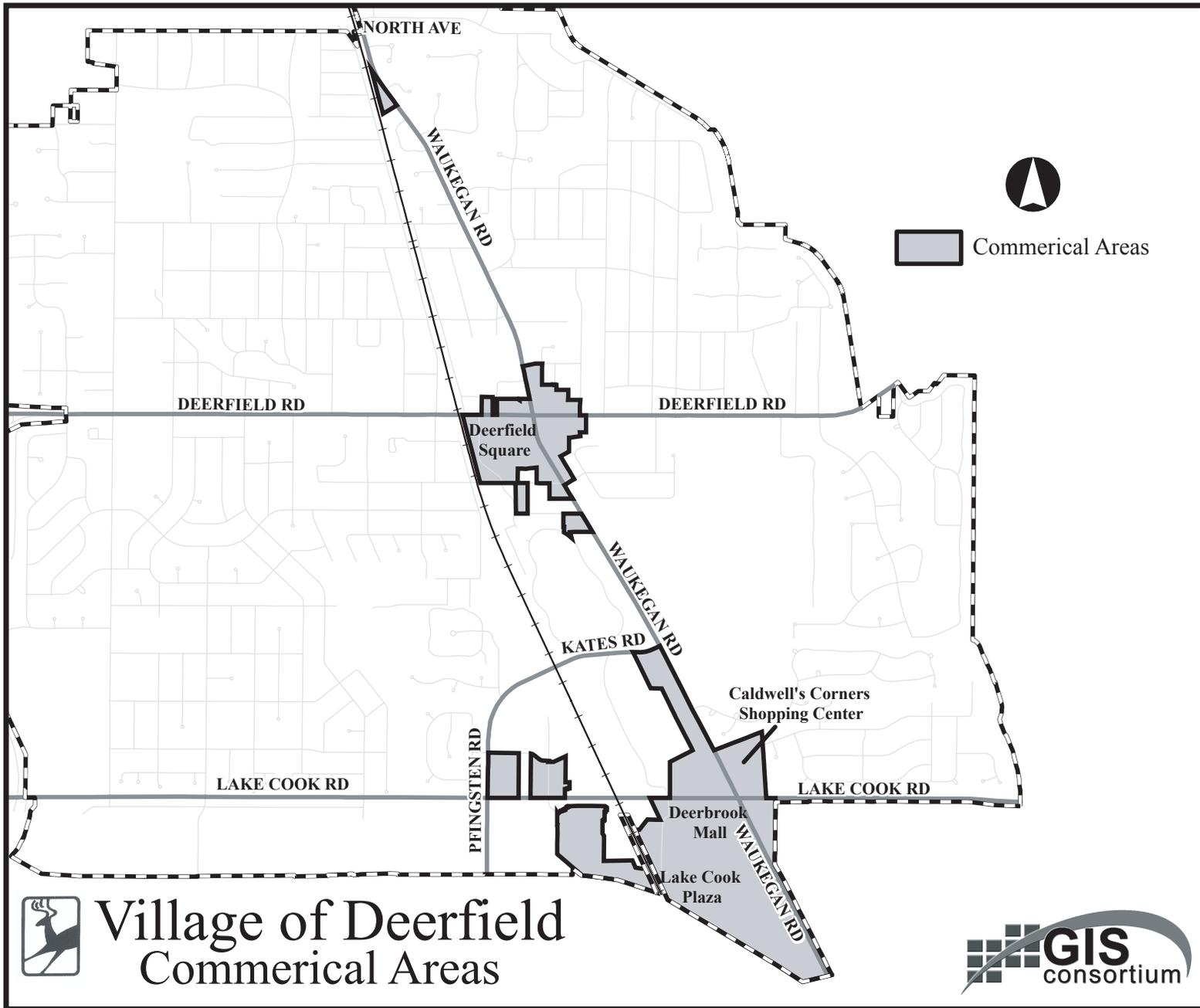
'E' x 'F' = sign area

Multiple Signs, signs less than one foot apart are measured as one sign. Draw a rectangle around the outer most points



('G' x 'H') + ('J' x 'K') = sign area

Jurisdiction Map ~ Commercial Zoned Properties



Any questions regarding Window Sign Regulations, permitting procedures, variations and the Appearance Review Commission should be directed to the Department of Community Development, Jean Spagnoli, Planner, (847) 719-7483

**VILLAGE OF DEERFIELD
LAKE AND COOK COUNTIES, ILLINOIS**

ORDINANCE NO. 0-07-26

**AN ORDINANCE AMENDING THE ZONING ORDINANCE OF
THE VILLAGE OF DEERFIELD TO REGULATE WINDOW
SIGNS IN THE C-1 VILLAGE CENTER DISTRICT AND
THE C-2 OUTLYING COMMERCIAL DISTRICT**

**PASSED AND APPROVED BY THE
PRESIDENT AND BOARD OF TRUSTEES
OF THE VILLAGE OF DEERFIELD, LAKE
AND COOK COUNTIES, ILLINOIS, this**

2nd day of July, 2007.

**Published in pamphlet form
by authority of the President
and Board of Trustees of the
Village of Deerfield, Lake and
Cook Counties, Illinois, this
2nd day of July, 2007.**

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LAKE AND COOK COUNTIES, ILLINOIS**

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THE C-2 OUTLYING COMMERCIAL DISTRICT**

WHEREAS, the Deerfield Window Signage Committee (the "Committee") was formed by the corporate authorities of the Village of Deerfield to address the issue of both permanent and temporary window signage in the C-1 and C-2 commercial zoning districts including the effect of window signage on aesthetic values in the C-1 and C-2 zoning districts, on merchant advertising programs, on store window merchandising, on public communication and on security concerns; and,

WHEREAS, the Committee has recommended to the Plan Commission of the Village of Deerfield that certain window sign regulations be adopted as text amendments to the Zoning Ordinance of the Village of Deerfield in the C-1 Village Center District and C-2 Outlying Commercial District; and,

WHEREAS, the Plan Commission of the Village of Deerfield held a public hearing on September 14, 2006 pursuant to public notice to consider the proposed text amendments, said hearing and notice conforming in all respects, in both manner and form, with the requirements of the statutes of the State of Illinois and the Zoning Ordinance of the Village of Deerfield, as amended; and,

WHEREAS, the Plan Commission has submitted its report recommending approval of certain temporary and permanent window signage regulations; and,

WHEREAS, the President and Board of Trustees of the Village of Deerfield have considered the report and recommendation of the Plan Commission and the report and recommendation of the Deerfield Window Signage Committee and have determined that the public health, safety, comfort and welfare of the Village will be served by amending the Zoning Ordinance of the Village of Deerfield to adopt certain regulations as provided herein governing permanent and temporary window signage in the C-1 Village Center District and the C-2 Outlying Commercial District;

NOW, THEREFORE, BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF DEERFIELD, LAKE AND COOK COUNTIES, ILLINOIS, in the exercise of its home rule powers, as follows:

SECTION 1: That Article 9.02-B, Commercial District, of Article 9, Signs, of the Zoning Ordinance of the Village of Deerfield, as amended, be and the same is hereby further amended to add the following as Paragraph 13 thereof:

9.02-B Commercial Districts

* * * * *

13. Window Signage in the C-1 Village Center District and C-2 Outlying Commercial District.

- a. Window Coverage: In the C-1 Village Center District and the C-2 Outlying Commercial District, a maximum of 20% of a window area may be used for temporary and/or permanent window signs, but not to exceed fifty (50) square feet per window area. (See Appendix II for illustration of window and signage measurements explained)
- b. Exceptions to Window Coverage Limit: The following exceptions are permitted to exceed the 20% maximum coverage of a window area:
 - (1) Permanent Signs, subject to the following regulations:
 - (i) Open/Closed Sign: a maximum of two (2) square feet is allowed. One (1) sign per street elevation is allowed. Internal illumination, including exposed neon, is allowed.

- (ii) Informational Sign: a maximum of two (2) square feet on or adjacent to an entrance door shall be allowed for posting the following information: days and hours of operations, building or tenant address, phone numbers, accepted credit cards.
- (2) Temporary Window Signs: An additional 10% of window area coverage is allowed for the following temporary signs, provided that in no circumstance may a total of more 30% of a window area be covered with signage:
 - (i) Deerfield Community Events: A sign for a Deerfield community event held within the Village of Deerfield or to benefit a public or quasi-public organization within the Village of Deerfield may be displayed once per street elevation for a maximum of thirty (30) days prior to the event, and shall be removed within seven (7) days following said event.
 - (ii) Political Election Signs: Political elections signs may be displayed once per street elevation for a maximum of thirty (30) days prior to the election to which such signs are applicable, and shall be removed within seven (7) days following such election.
- c. Permanent Window Signs, subject to the following regulations:
 - (1) Such sign(s) shall be either permanently affixed to the window, such as gold leaf and decal application, or hung, mounted or displayed a minimum of one inch away from the glass within the interior of a structure
 - (2) No such sign shall be displayed more than once per elevation (north, south, east, west). In special cases, a request to allow redundancy may be granted through the Appearance Review Commission – Certificate of Approval required.
 - (3) All such sign are allowed to be indirectly illuminated with the light source concealed from public view.
 - (4) 40% of the 20% allowable window coverage (8% of window area) may be internally illuminated, including exposed neon, but not to exceed a maximum of 20 square feet per window area.

- (5) All electric signs shall utilize UL approved electric elements and shall be subject to the National Electrical Code and a permit from the Village's electrical inspector.

d. Temporary Window Signs, subject to the following regulations:

- (1) No such sign, other than a leasing or "for rent" sign, shall be displayed for more than thirty (30) days.
- (2) The first day on which such a sign is displayed shall be printed, inscribed or otherwise permanently marked upon the lower, right corner of the sign in print that can be read through the window from the adjacent public way or sidewalk. It is unlawful to display any such sign without such inscription.
- (3) No such sign shall be displayed more than once per elevation (north, south, east, west).
- (4) No such sign may be illuminated.
- (5) No such sign shall be placed in any manner to the glass surface of the exterior of a structure.
- (6) Signs should be placed between window mullions and should not cross over mullions.
- (7) The method of displaying a temporary sign by taping it to the glass is highly discouraged. The recommended method would be to hang or mount it away from the glass.
- (8) Holiday decorations are exempt from these regulations as provided in Article 9.01-A,3.

e. Second Floor Windows, subject to the following regulations:

- (1) Window signage is prohibited in the C-1 (Village Center) District in second floor windows and other window areas that are predominantly above the eyelevel of passersby.
- (2) In the C-2 (Outlying Commercial) District, a second floor retail business, if not occupying any first floor space, may install one window identification sign above the first floor if no other exterior sign has been granted for this use or tenancy, and provided further that the sign shall not cover more than

15% of the window area (section or bay) and shall not be internally illuminated.

f. Window Business Sign, subject to the following regulations:

- (1) Instead of a Business Wall Sign attached to a building's exterior, a business may apply to the Department of Building and Zoning for a Window Business Sign (company name) permit, in which case a greater percentage of window coverage may be allowed than under the 20% window coverage regulation. The same regulations and procedures as for approval of a Commercial Business Wall Sign shall apply, including ARC review and approval.

g. Opaque Windows, subject to the following regulations:

- (1) It may be necessary to cover an entire window due to unsightly views such as storage rooms. In this case, the window shall be considered to be part of the wall of the building and shall be regulated as such by the Appearance Code, including ARC review and approval.
- (2) Boxes and supplies stacked against a window will not be considered a window display and the items must be relocated or the window covered.

h. Modifications.

- (1) Unusual conditions may require modification of the window signage requirements pursuant to Article 13.08. In addition to a public hearing with the Board of Zoning Appeals, an application to and hearing before the Appearance Review Commission will be required in order to have the Board of Trustees consider a modification to the window signage regulations.
- (2) Any modification to the illumination requirements for window signs may not be accompanied by a modification to other window sign regulations.
- (3) An order of the Board of Trustees approving a modification shall expire on removal, replacement or material alteration of such sign.

i. Non-conforming Signs.

- (1) After the effective date of this ordinance, temporary window signs may not be installed or maintained except as provided in this Paragraph 13.
- (2) To ease the economic impact of this Paragraph 13 on businesses with investments in permanent window signs in existence on the effective date of this ordinance, non-conforming permanent window signs may be continued in use until July 31, 2009.

SECTION 2: That Article 14.02, Definitions, of Article 14, Rules and Definitions, of the Zoning Ordinance of the Village of Deerfield, as amended, be and the same is hereby further amended to add the following as defined words and phrases:

Window Area: The area of glazing (glass), including mullions, of a single window unit, section or bay; the set of windows between structural materials, i.e. brick columns.

Window Display: The display of actual merchandise, products, and goods sold, as well as the means or materials necessary to display those items. Reasonably sized photographs and artwork (with no letters, words or numerals, unless included on product) may be used and placed no closer than six (6) inches from the glass. Indirect lighting with the light source concealed from public view shall be the only type of lighting allowed in a window display, except as expressly permitted for permanent signs. Among other things, the intent of the window signage regulations is to encourage creative window displays.

Window Sign: A sign that includes any writing (letters, words or numerals), is painted on or applied to the exterior or interior of a window, or is located within four (4) feet of a window in the interior of a structure and is plainly visible from the exterior of the structure.

Window Sign, Temporary: A sign that is not permanent and constructed of paper, cardboard, cloth or other lightweight fabric or material and is intended to be displayed for a short period of time. The following types of signs shall be deemed temporary signs: Promotional/Sales Signs; Community Event Posters; Help Wanted/Now Hiring Signs; Real Estate/Rent/Leasing Signs; Political Election Signs; Holiday (patriotic or religious) Signs.

SECTION 3: That Appendix II of the Zoning Ordinance of the Village of Deerfield entitled “Graphic Illustration – Signage Regulations” is hereby amended to incorporate the graphics attached

hereto as Exhibit A as an aide to illustrate the application of the window signage regulations adopted herein as Article 9.01-A, Paragraph 13 of the Zoning Ordinance of the Village of Deerfield.

SECTION 3: That this Ordinance, and each of its terms, shall be the effective legislative act of a home rule municipality without regard to whether such Ordinance should: (a) contain terms contrary to the provisions of current or subsequent non-preemptive state law; or, (b) legislate in a manner or regarding a matter not delegated to municipalities by state law. It is the intent of the corporate authorities of the Village of Deerfield that to the extent that the terms of this Ordinance should be inconsistent with any non-preemptive state law, this Ordinance shall supersede state law in that regard within its jurisdiction.

SECTION 4: That this Ordinance shall be in full force and effect from and after its passage, approval and publication in pamphlet form as provided by law.

PASSED this 2nd day of July, 2007.

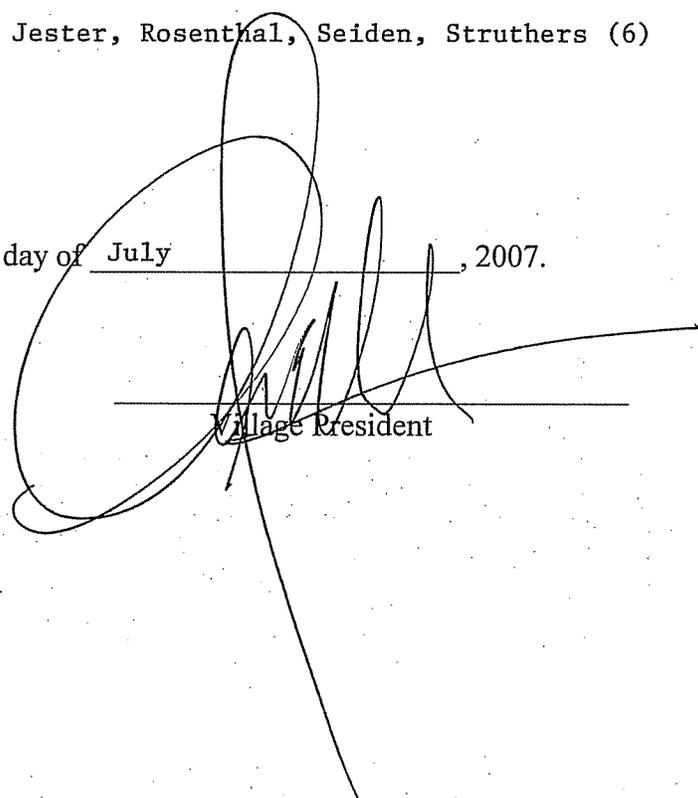
AYES: Benton, Feldman, Jester, Rosenthal, Seiden, Struthers (6)

NAYS: None (0)

ABSENT: None (0)

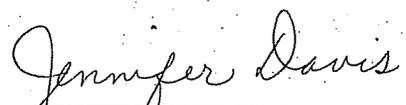
ABSTAIN: None (0)

APPROVED this 2nd day of July, 2007.



Village Resident

ATTEST:



Deputy Village Clerk