



VILLAGE OF DEERFIELD

Window Sign Regulations

Adopted July 2007

The purpose of window sign regulations is to promote the high aesthetic values that make Deerfield a desirable place to shop and to contribute to the success of 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 sign area of 20% or 50 square feet, whichever is less, is allowed for each window area (see *Measurements Explained*) which may be used for permanent and/or temporary signage. Additional square footage is allowed for informational, political and Deerfield 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 within the interior of the building.
- ~ 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 a permit from the Village's electrical inspector.***
- ~ If there is no 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 the C-2 district, see ordinance).
- ~ Existing non-conforming permanent window signs are grandfathered until July 31, 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 Signs (patriotic or religious).

- ~ 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 Deerfield community event signs and political election 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. Under no circumstances shall more than 30% of a window area be covered with signage.

Informational Signs

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

- ~ For posting of days and hours of operation, 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 may be illuminated, including exposed neon. **Requires a permit from the Village's electrical inspector.**

Window Display

- ~ Be creative! The use of actual merchandise, goods sold and products, as well as the materials necessary to display these goods and products, 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.**

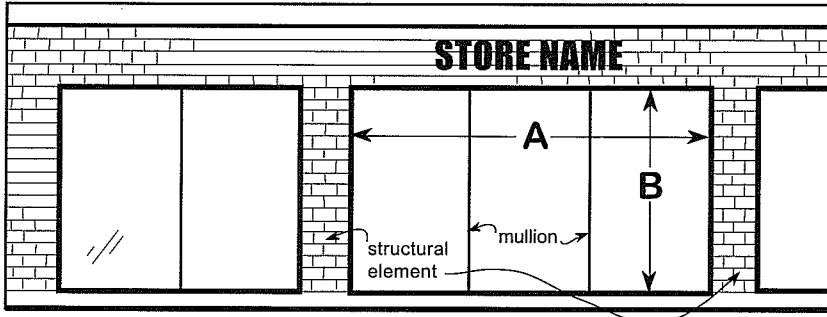
Flashing, moving or shimmering signs, lights or advertising devices are prohibited!

Request for 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. Questions should be directed to the Community Development Department at (847) 719-7484.

Window & Signage Measurements Explained

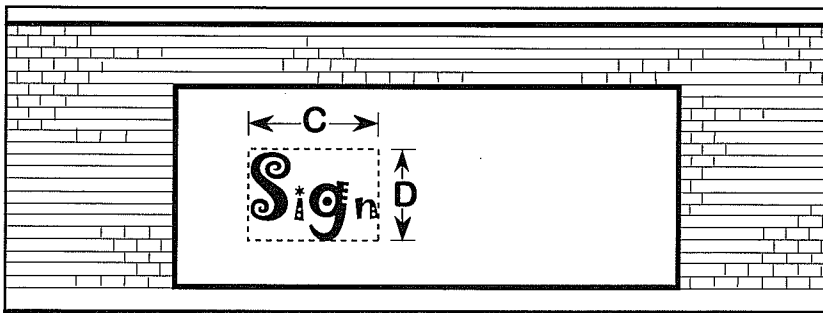
Window Area: the area of glass, including mullions, of a single window unit, set between structural materials



'A' x 'B' = window area

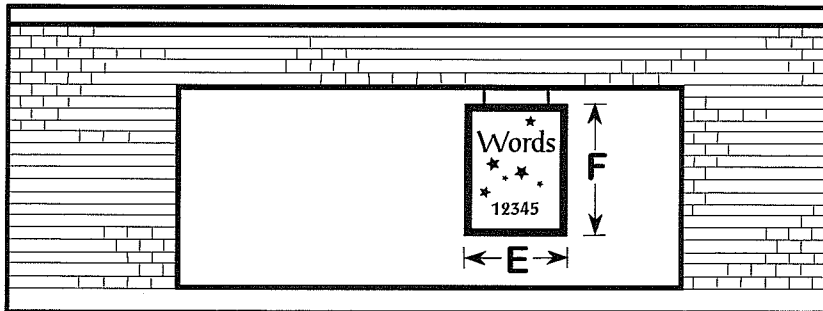
a maximum sign area of 20% or 50 square feet, whichever is less, is allowed for each window area

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



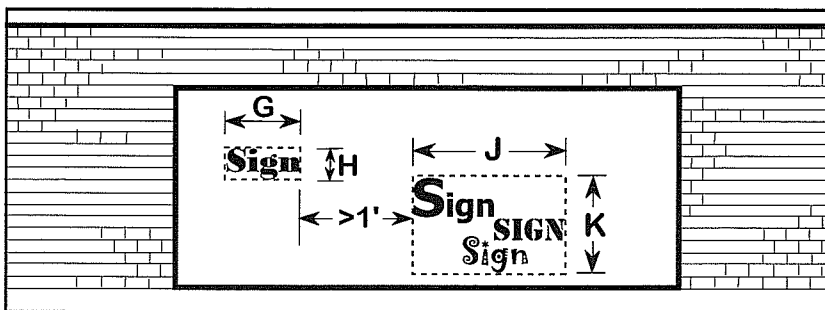
'C' x 'D' = sign area

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



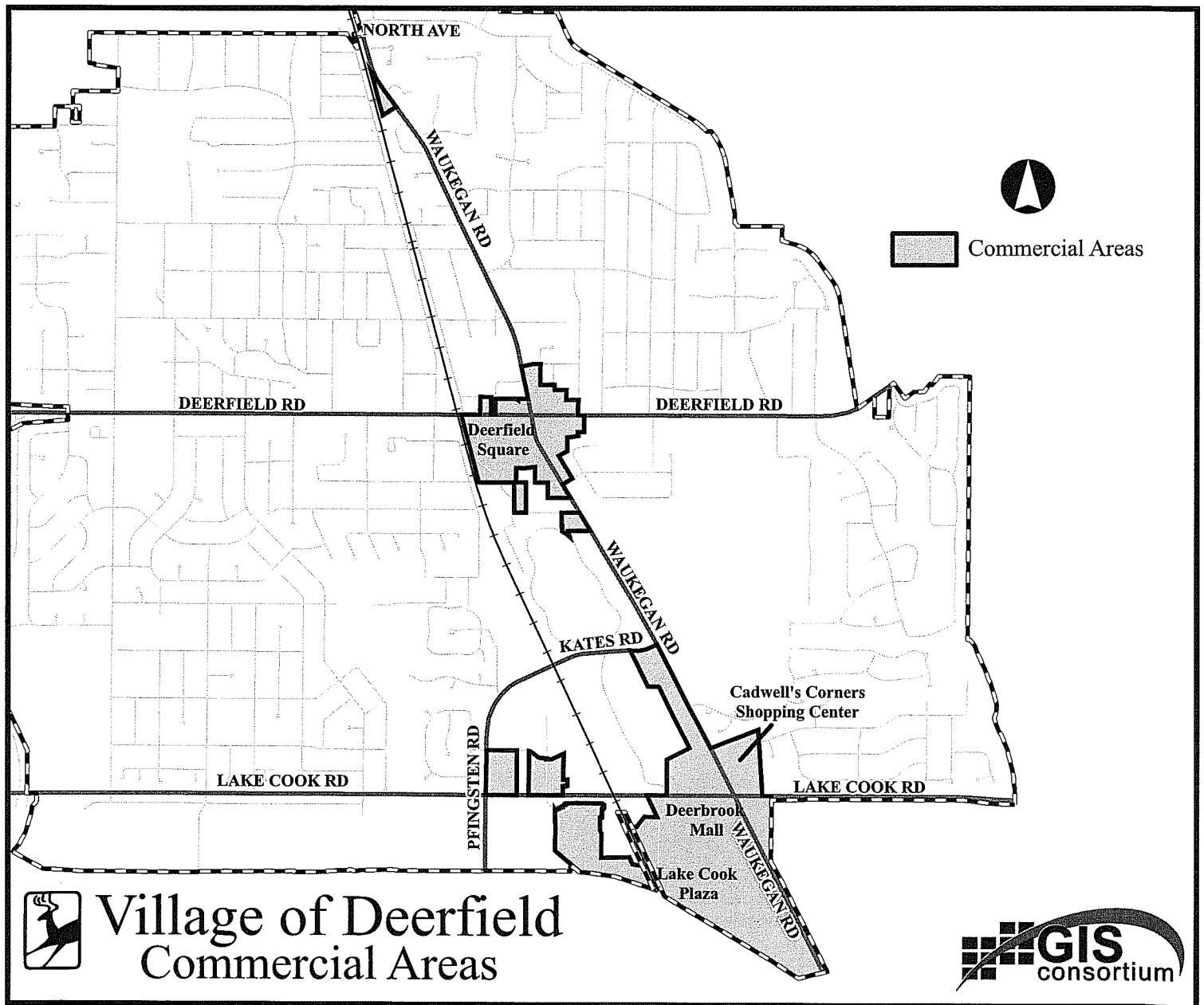
'E' x 'F' = sign area

Multiple Signs: signs less than one foot apart are measured as one sign. Draw a rectangle around the outermost 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.