

# Multi-Tenant Ground Sign Appearance Code and Design Guidelines





# Multi-Tenant Ground Sign Regulations and Approval Process

## Intent

Signs can:

- Enhance the appearance of a business property
- Serve as business identification for customers and emergency responders
- Help maintain a quality community appearance

This document describes a user-friendly process for businesses and building owners to install well-designed signs in appropriate locations that enhance the character of the Village of Glenview.

## Process

Signs require:

- Certificate of Appropriateness (Appearance Commission)
- Building Permit (Inspectional Services Staff)

A Certificate of Appropriateness is granted by the Appearance Commission, which indicates the proposed sign meets the appearance standards of the Village. A Building Permit is reviewed, approved, issued and inspected by the Inspectional Services Division for all new signs in the Village. Both the Certificate of Appropriateness and the Building Permit are issued prior to the beginning of any work.

To begin the approval process, contact the Planning & Economic Development Department at (847) 904-4340 for Appearance Commission application information. Sign details are submitted to the Planning Division with a completed Appearance Commission application and Building Permit application.

## Design Guidelines

The design guidelines contained in this document provide guidance for the design of from the design guidelines, it does not necessarily mean the sign will not be allowed, but it means the Appearance Commission will review the proposal for consistency with the Design Guidelines at a public meeting and determine if a Certificate of Appropriateness should be issued. In order to vary from these Design Guidelines, the petitioner will need to demonstrate extraordinary circumstances.

## Multi-Tenant Ground Signs

This document refers specifically to new ground signs in Glenview that identify two or more tenants. The ordinance does not apply to shopping center signs that do not include tenant names, outlot buildings or wall signs. Changes to existing sign panels, replacements which are identical to the previous approval, or minor repairs do not require a new sign to meet these Guidelines. However a completely new sign cabinet would require meeting the Code and Design Guidelines that are referenced in this document.



## Appearance Code

### **i. Location/Placement**

- ia) No sign shall be located within the clear sight triangle at any intersection, in accordance with the Village's current standard. See *Diagram 1 - Clear Sight Triangle* in the appendix.
- ib) Shopping centers shall have no more than one multi-tenant sign per public street frontage with a maximum of two total signs per lot.

ia – Sign is placed far back from the intersection so as not to interfere with visibility



ib – Only one sign per street frontage

## Design Guidelines

### i. Location/Placement

- i1. Signs should be appropriately placed to identify and enhance the appearance of a shopping center rather than be solely designed to be attention-getting.
- i2. Signs should be appropriately spaced, with enough separation to avoid visibility concerns.

ok



i1 - Sign is placed to enhance the shopping center



i2 - Sign is located to accentuate the shopping center without being a distraction to drivers and pedestrians

no



i1 & 2 - Sign interferes with visibility and does not enhance the character of the shopping center

## Appearance Code

### ii. Size/Compatibility

- ii a) Maximum Sign Height. Signs shall not exceed 15' in height.
- ii b) Maximum Sign Area. Shall not exceed 120 sq ft in area per side.
- ii c) Compatibility. The sign shall be constructed of the same or similar architectural elements and in similar materials and colors as the building(s).



iib - Sign is less than 15' in height



iic - Sign area equals the total of all panels on one side. This sign has two sides, each with an area of approximately 38 sq ft.



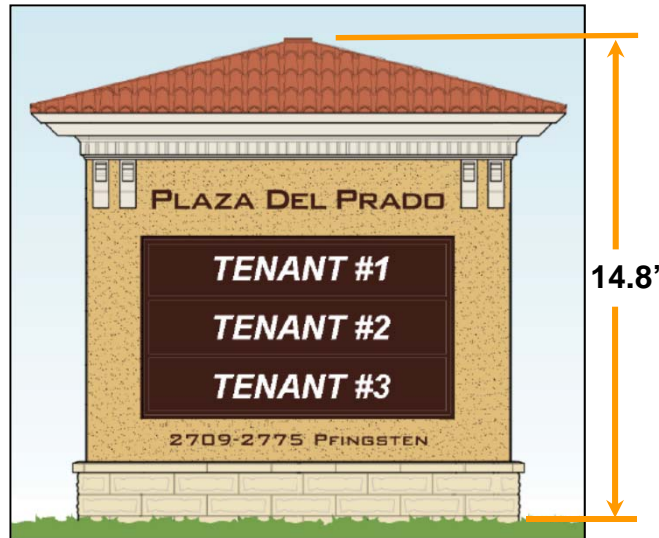
iic - The sign is designed using the same elements as the shopping center

## Design Guidelines

### ii. Size/Compatibility

- ii1. The Appearance Commission will determine the appropriate sign area and height using *Table I – Size* located in the appendix.
- ii2. Height. Should be determined according to the square footage the building(s), without exceeding 15' per sign.
- ii3. Area. Should be determined according to the square footage the building(s), without exceeding 120 sq ft per side.

ok



ii2 – Sign is 14.8' in height (max height =15") and has an area of 55 sq ft (max area = 120 sq ft)



ii3 – Sign is constructed with the same materials and design as the shopping center

no



ii2 - Sign exceeds maximum allowable height and changeable electronic signs are not allowed



ii3 - Sign exceeds maximum allowable area

## Appearance Code

### iii. Landscaping/Lighting

- iiia) The sign base shall be surrounded by year-round landscaping.
- iiib) Sign faces shall be constructed of an opaque surface.
- iiic) All lighting shall comply with the electrical code.

ok



iiia - This sign is surrounded by year-round landscaping



iiic - Tenant panels are opaque with internal illumination shining through the text only

no



iiia - The base of this sign lacks year-round landscaping



iiia - Sign faces are translucent rather than opaque and sign does not have landscaping



## Design Guidelines

### iii. Landscaping/Lighting

iii1. The base landscaping will use materials to provide year-round appeal that should equal or exceed 2 square foot of landscaping per 1 square foot of the side with the largest sign area.

iii2. Focused external illumination is encouraged in order to increase sign legibility and reduce harsh glare.

iii3. Signs may be internally illuminated, but sign faces shall only be constructed of an opaque surface to allow internal light to project through translucent text.

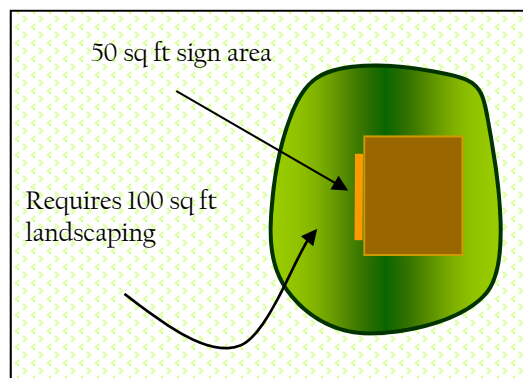
ok

iii1 - Sign is adequately landscaped



Sign area

Landscaped area



iii1 - Illustration of appropriate landscaping. A 10' x 5' sign has an area of 50 sq ft. This means that there should be at least 100 sq ft of landscaping.



iii2 - Sign makes use of external lighting that focuses specifically on the sign and does not illuminate the surrounding area.

no



iii1 - Although this sign is internally illuminated, it lacks adequate landscaping



iii3 - Sign faces are not opaque

Appearance Code

**iv. Design**

iva) The sign shall have a sign base with a minimum one (1) foot height.

ivb) A sign shall prominently display the building address (with numerals) that are a minimum height of six (6) inches.

ok



iva - Sign base provides at least 1' height

no



iva - Sign does not have an adequate base



ivb - Building address is prominently displayed



ivb - Sign does not display building address

## Design Guidelines

### iv. Design

- iv1. Signs should have an architectural top or cap to coordinate with the building. If the building's architecture does not include a prominent cornice or cap, it may be determined that a cap/cornice is not appropriate for the sign.
- iv2. Lettering: individual letter, pin-mounted, routed-out, and push-thru lettering are encouraged to provide dimension and visual interest to the sign.
- iv3. Panels: there should be no more than ten panels to improve legibility, and they should generally have the same dimensions, material, and background color for consistency, recognizing that the major tenant, and/or center name, may have a slightly larger panel.
- iv4. Panel Color & Text: tenant panels shall be opaque surfaces with same background color. Fonts may be different styles provided they combine in a harmonious manner.
- iv5. Text Height: for legibility, primary text should have a minimum height of 4 inches.

ok



iv1 – Sign has an architectural cap



iv2 - Push-thru or routed out letters & graphics are encouraged to provide dimension



iv4 – Panels have the same color background and different but harmonious text styles

no



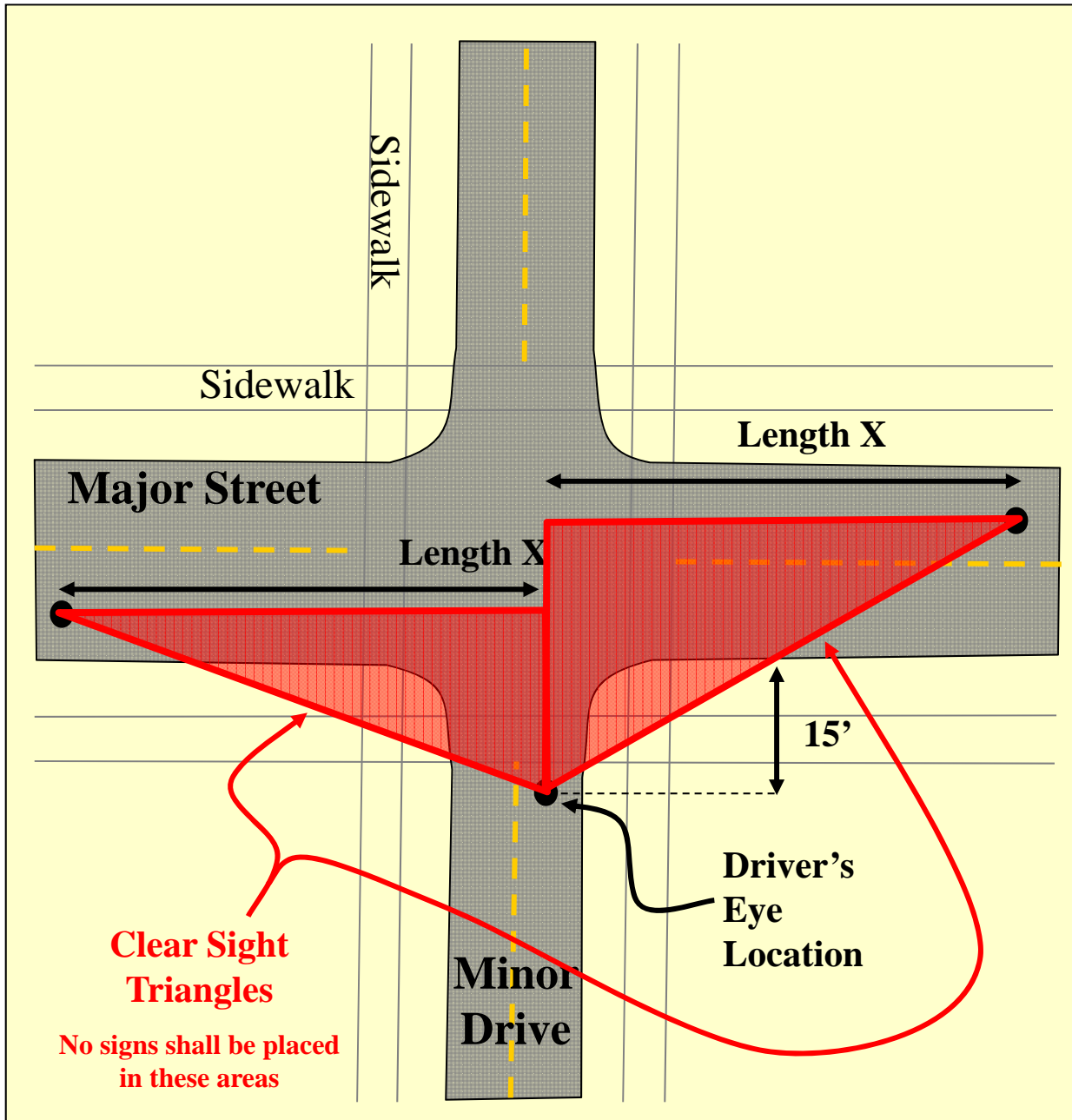
iv1 – Panels have different color backgrounds



iv3 – Panels are translucent

# Appendix

Diagram 1 - Clear Sight Triangle



## What is a Clear Sight Triangle?

A clear sight triangle is a method used to determine where objects may not be placed to ensure that a driver leaving a stop sign controlled intersection can see an approaching vehicle in either direction.

To determine a clear sight triangle, use the table to determine **Length X** for a 2 lane street of a given speed.

One point of the triangle is the driver stopped 15' from the pavement's edge, the other point is in the middle of the lane of the approaching vehicle **Length X** away from the stopped driver.

Major Street Posted Speed	Length X
10 mph	170 ft
15 mph	225 ft
20 mph	280 ft
25 mph	335 ft
30 mph	390 ft
35 mph	445 ft
40 mph	500 ft
45 mph	555 ft
50 mph	610 ft
55 mph	665 ft
60 mph	720 ft

Appendix

Table 1 - Size

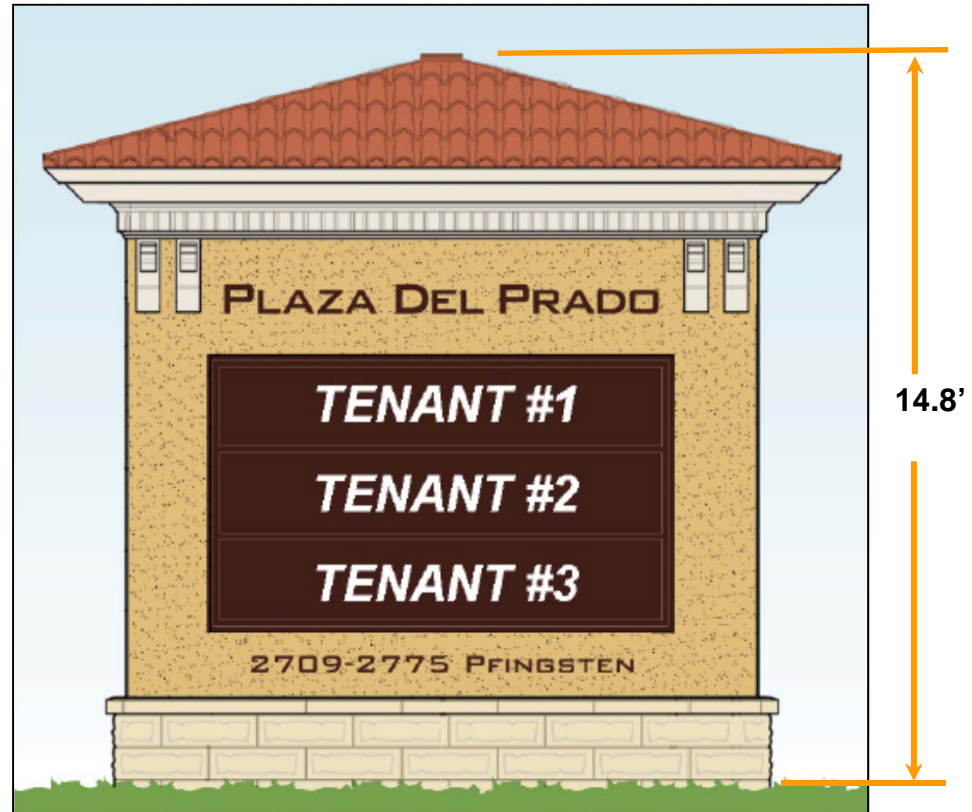
Commercial Development's* max leasable sq ft	Area max sq ft	Max ht
0-49,999	80	11
50,000-99,999	100	13
100,000 +	120	15

This table indicates the maximum allowable sign area and height, determined by the size of the development. Should unique site conditions arise for developments under 100,000 square feet, such as exceptionally deep setbacks or extremely small street frontage, a development may be able to receive a waiver, not to exceed 15 feet in height or 120 square feet of area.

\*For regulations regarding signs in industrial districts see Sec. 98-337.



Example A



Example B