

Single-Tenant Ground Sign Appearance Code and Design Guidelines



Single-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

Ground signs require:

- Certificate of Appropriateness (Appearance Commission)
- Building Permit

The Appearance Commission grants a Certificate of Appropriateness, which indicates the proposed sign meets the appearance standards of the Village, after reviewing the sign proposal. A Building Permit is issued and the sign is inspected 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 standards for the design of new single-tenant ground signs.

Waivers

Waivers of the Wall Signs Design Guidelines may be granted by the Appearance Commission if an applicant can document that meeting specific provisions of the Design Guidelines would result in an unsafe condition, impede normal operations or inflict undue hardship. The Appearance Commission may determine and waive the requirements of the design guidelines in harmony with its general purpose and intent. The applicant shall provide a full explanation as to what provision cannot be met, why it cannot be met and what alternative is proposed. Waivers shall be submitted to the Appearance Commission and will be decided on a case by case basis. Waivers will not be denied without justification and the specific reasons for denial will be provided to the applicant at the Appearance Commission meeting.

Please see Article VII of the Zoning code for additional guidance.

Single-Tenant Ground Signs

This document refers specifically to new ground signs in Glenview that identify a single tenant. This ordinance does not apply to multi-tenant ground signs (*see Multi-Tenant Ground Sign Design Guidelines*).



Changes to existing sign panels, replacements which are identical to the previous approval, or minor repairs do not require a new sign to meet the guidelines found within this document. 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

a) No sign shall be located within the clear sight triangle at an intersection, in accordance with the Village's current standard. See *Diagram 1 - Clear Sight Triangle* in the appendix.

b) Businesses shall have no more than one ground sign per public street frontage.

Design Guidelines

i. Location/Placement

1. Signs should be appropriately placed to identify and enhance the appearance of a building and its surroundings rather than be solely designed to be attention-getting.

2. Signs should be appropriately spaced, with enough separation to avoid visibility concerns. Drivers should be able to clearly see other drivers and pedestrians when entering and leaving a site.

3. Business can choose to be identified with a single tenant ground sign or on a multi-tenant ground sign panel.

ok



ib) – One sign is placed along the lot's street frontage



il) – Sign is appropriately placed and enhances its surroundings.



ia) – Sign is outside the clear sight triangle at an intersection

no



ib) – Business has four ground signs along one street frontage



il) – Sign does not enhance the appearance of the building or its surroundings.

Appearance Code

ii. Landscaping/Illumination

a) The sign base shall be surrounded by year-round landscaping that equals or exceeds 2 sq ft of landscaping per 1 sq ft of the side with the largest sign area.

b) Sign faces shall be constructed of an opaque surface.

Design Guidelines

ii. Landscaping/ Illumination

1. The base landscaping should utilize a variety of plant materials including but not limited to: deciduous and evergreen shrubs, small ornamental trees, ornamental grasses, perennials and groundcovers, to provide interest through all four seasons. To ensure diversity in the design, multiple types of plant material should be installed, including annuals and some evergreens.

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

3. 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.

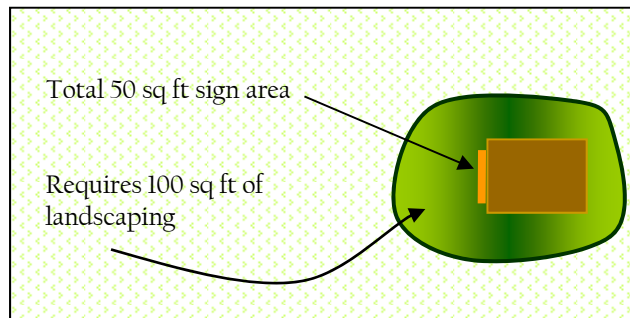
ok



iiib) – Sign faces have an opaque (not translucent) background so light is emitted from push-through text and graphics only.

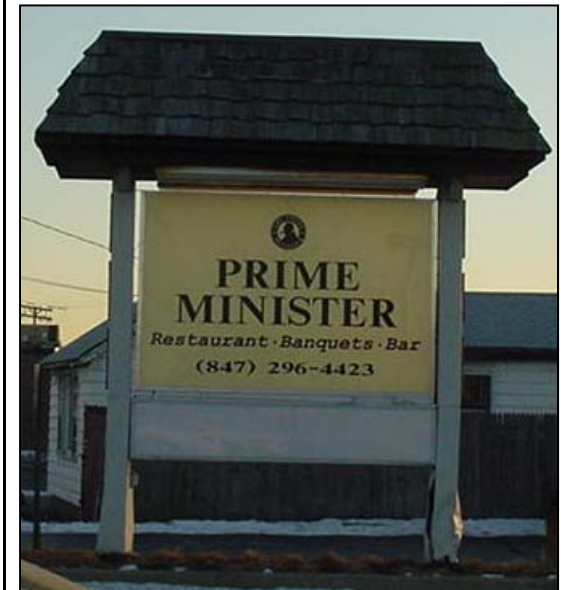


iii1. Base landscaping incorporates seasonal as well as evergreen plantings for year-round interest.



iiia - Illustration of appropriate landscaping

no



iiib) – Sign face should have an opaque background. Over time the transparent face has yellowed.



iiia) – Landscaping should be provided at the base of the ground sign.

Appearance Code

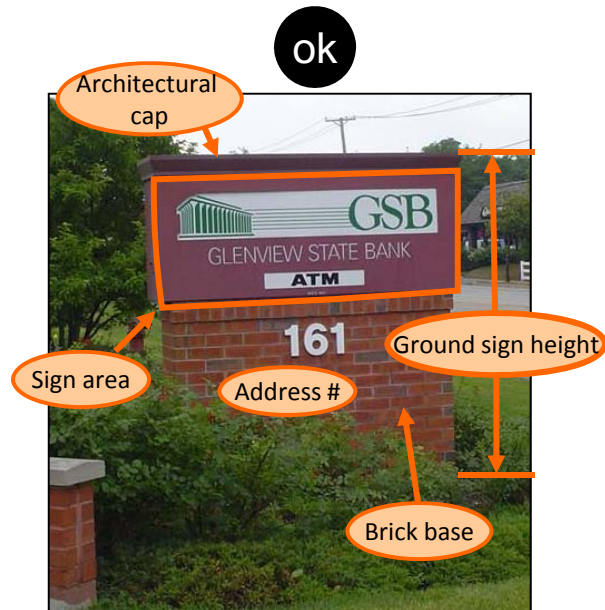
iii. Size and design

- Signs shall not exceed 11 feet in height.
- Signs shall not exceed 80 square feet in area per side.
- The sign shall be constructed of similar or compatible architectural elements as the building(s).
- Background panels shall be opaque surfaces, incorporating harmonious fonts.
- The sign shall have a sign base with a minimum one (1) foot height.
- A sign shall prominently display the building address (with numerals) that are a minimum height of six (6) inches.
- Signs shall incorporate negative space (the space around the text and graphics) to provide for a balanced design on the sign.

Design Guidelines

iii. Size and design

- 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.
- Individual letters, including pin-mounted, routed-out, and push-thru letters are encouraged to provide dimension and visual interest to the sign.
- Legibility
 - Simple typefaces and fonts increase legibility. Block letters and script fonts can be difficult to read.
 - For legibility, phone numbers and website addresses are not recommended.
 - Text should have a minimum height of 4 inches.
 - Contrast between the background color and the text/graphic colors increase legibility.
 - Color combinations that interfere with legibility of text/graphics should be avoided.
 - A minimum number of graphic elements should be incorporated for legibility. Menus of services and phone numbers/website addresses are not desirable.
- A border of negative space can help balance overly bright background colors and logos.



iv(f) – Sign meets height and size requirements, displays address numeral and has an architectural cap and base to coordinate with the building.

iv1. – Architectural cap of the sign is coordinated with the architecture of the building.



iv4. – Non-illuminated negative space balances the color and logo



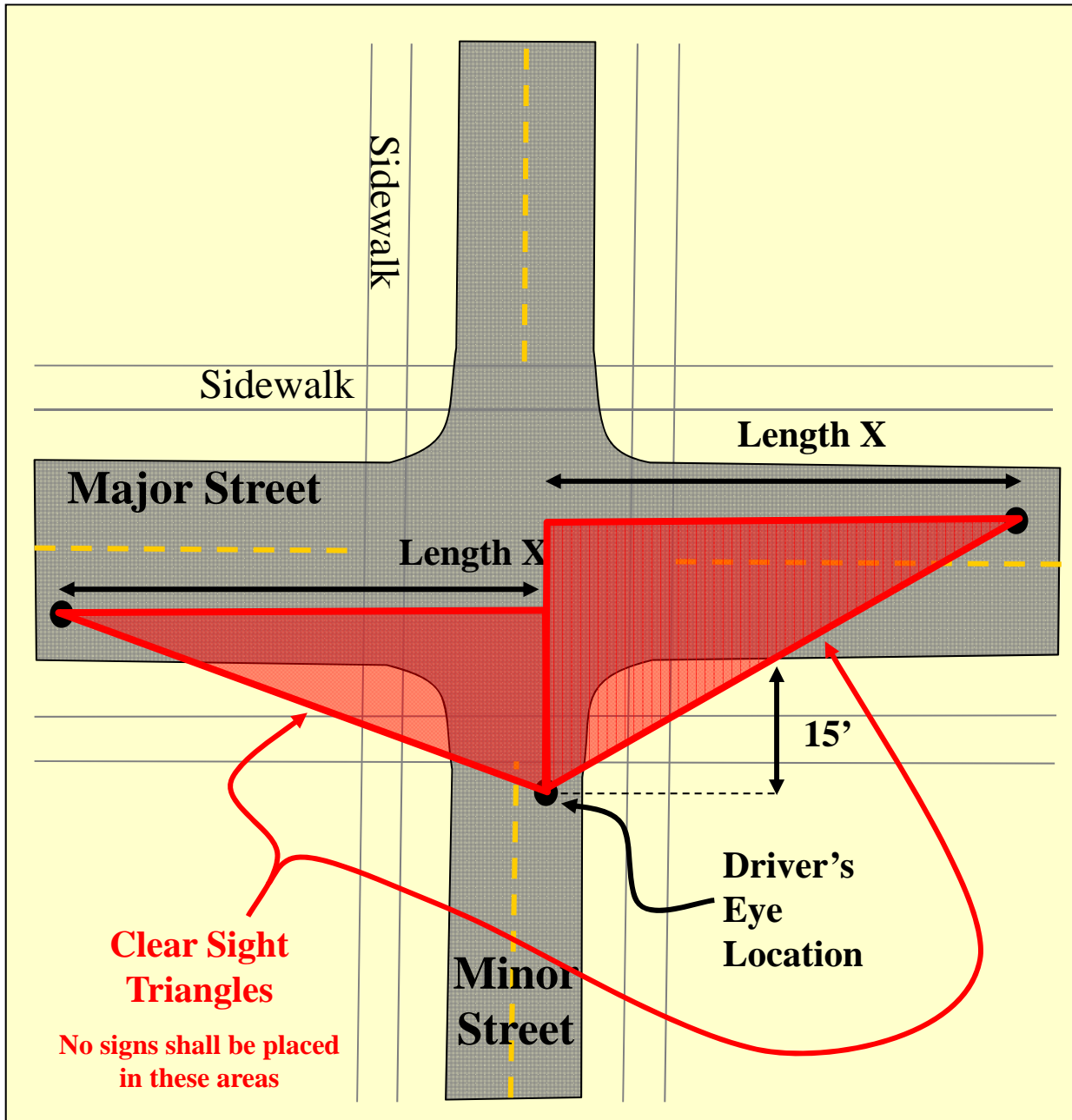
iv(a) and (b) – Sign exceeds height and size requirements



iv(c)- Sign is not constructed of architectural materials to match the building.

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

