

Wall Signs

Appearance Code
and Design Guidelines



Wall Sign Regulations and Approval Process

Intent

Signs can:

- Enhance the appearance of a business property
- Serve as effective business identification
- 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 to further enhance the character of the Village of Glenview.

Process

Signs require:

- **Certificate of Appropriateness** (Appearance Commission)
- **Building Permit**

A **Certificate of Appropriateness** is granted by the Appearance Commission, which indicates the proposed sign meets the appearance standards of the Village. Once the **Certificate of Appropriateness** is issued, a building permit is approved, issued, and for all proposed new signs and proposed changes to existing signs in the Village. Both the **Certificate of Appropriateness** and the **Building Permit** are issued prior to the beginning of any work.

The first step in the approval process is to contact the Planning & Economic Development Department at (847) 904-4340 for Appearance Commission application information (also available online at www.glenview.il.us). Sign details are submitted with a completed Appearance Commission application and permit application.

Design Guidelines

The design guidelines contained in this document provide guidance for petitioners to ensure that the Village and businesses are working off the same page.

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.



Zoning Code Article VII. Signs Sec. 98-337 Signs accessory to business, commercial or industrial uses (1) Wall signs

a. A building shall be permitted a primary identification wall sign. The eligible sign area is eight percent (8%) of the entire façade, which includes doors and windows. The total permitted sign area of all wall signs also includes blade signs and awnings. In addition, no individual wall sign shall exceed 125 square feet. Signs may be permitted on side and rear walls facing private streets or public rights of way where there are no primary identification signs in the same line of sight.

b. Where a single building is devoted to two or more uses, each use is allowed a primary identification wall sign. The maximum sign area shall be determined by the proportionate share of the front face, including doors and windows, of the principal tenant space occupied by each such use and applying such proportion to the total sign area permitted for the building wall.

c. Interior illuminated box (panel) signs with translucent acrylic faces shall not be permitted. Box signs shall only be permitted with metal or completely opaque material backgrounds. Letterforms or logo type shall be stencil cut through the surface and filled with back-up and push-thru acrylic forms with an interior diffuser (acrylic forms shall not be transparent), or backgrounds may be routed out with interior acrylic forms.

d. Signs shall be surrounded by negative space (the space around the sign) to provide for a balanced design on the building.

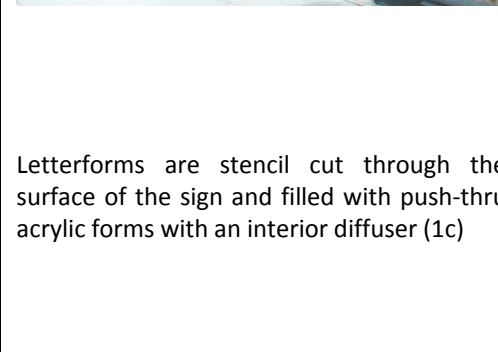
e. In the instance of sign replacements, the surface shall be restored when the old sign is removed and the new sign (letters, logos, base, raceway, graphics, etc.) is attached to remove evidence of prior signage, such as nail holes, rust stains, discoloration from weathering, or shadowing of the old sign.

f. Signs constructed of metal and illuminated by any means requiring internal wiring or electrically wired accessory fixtures attached to a metal sign shall maintain a free clearance to grade of nine feet. Accessory lighting fixtures attached to a nonmetal frame sign shall maintain a clearance of nine feet to the ground. If a metal sign structure or accessory fixture described in this subsection is grounded by the use of a grounding conductor run with the circuit conductors and such structure or fixture is also grounded by being bonded to a grounding electrode at the sign site, no clearance to grade shall be mandatory.

g. Disconnect switches for wall signs shall not be visible, in accordance with the adopted provisions of the National Electric Code, Chapter 18.



Sign area, including wall sign, blade sign and awning graphics, shall not exceed 8% of the square footage of the tenant space (height x width) and shall maintain 9' of clearance from the ground (1a & 1d)



Letterforms are stencil cut through the surface of the sign and filled with push-thru acrylic forms with an interior diffuser (1c)



Where a single building has two or more uses, each use is allowed a wall sign. The wall sign's size is based on a proportionate share of the front face of the front of the building (1b)

Wall Sign Design Guidelines

a. Size

1. Wall sign square footage is encouraged to remain within 5 percent of the square footage of the façade, even though the sign code allows up to 8 percent of the square footage of the façade. This lower number allows flexibility for other business identification such as awnings and blade signs.
2. In a multi-tenant shopping center, the overall height of wall sign letters/graphics should generally not exceed 18". Specialized characters or logos can extend to 24".
3. In a multi-tenant shopping center, the overall height of a wall sign may exceed the general letter size with Appearance Commission approval, but may not exceed the overall sign area.
4. Wall signs for individual tenants larger than 10,000 square feet will be considered on a case by case basis by the Appearance Commission.

b. Architectural aspects

1. Wall signs should be integrated with architectural façade elements without covering or interrupting architectural details. Building design elements such as window patterns and arches may help determine the sign shape that best suits the building.
2. Wall signs are preferred to be placed no higher than the first floor. When a building façade includes a mansard style parapet, a sign may be installed on the front face if the mounting is integrated with the overall design of the façade and adjacent building signs.
3. The sign code allows signs on each wall to accommodate special circumstances. The Appearance Commission will determine how many wall signs will be appropriate, based on orientation to the public right-of-way and sight lines that could duplicate identification from the same sight line.

ok

24" [*Wall Sign*] 18"

Specialized letters can extend to 24" (a2)

24" [ Wall Sign] 18"

Logos can extend to 24" (a2)

18" [WALL SIGN]

Overall height of storefront letters/sign should not exceed 18" in height (a2)



The understated background color of the façade integrates the wall sign with the building (b1)



A business uses a ground sign at the road for identification rather than placing a wall sign on the prominent mansard roof (b2)

no



Overall height is significantly more than 18" (a2)



The bright red background does not allow the wall sign to be integrated with the architecture (b1)



Wall signs should not be placed higher than the first floor, and roof-mounted signs (including mechanical penthouses signs) are not permitted. Mansard signs are only permitted when integrated with the façade design and adjacent building signs (b2)

Wall Sign Design Guidelines

c. Multi-tenant buildings

1. For new or renovated multi-tenant buildings, design guidelines (which are developed by center management) serve to establish consistency for individual tenants and the guidelines should be followed by the owner, owner's agent and/or tenant.

2. Trim caps and returns should be coordinated for the tenant wall signs.

3. Raceways should be avoided for new developments when possible. If raceway is used, the total projection should be no more than 12" from the storefront. The raceway should integrate with the building and be painted to match the facade.

d. Legibility

1. Simple typefaces and fonts increase legibility. Block letters and script fonts can be difficult to read.

2. Contrast between the color and material of the background and the letters or graphic elements increase legibility.

3. Color combinations that interfere with legibility of the letters or graphic elements should be avoided.

4. A minimum number of proposed graphic elements should be incorporated for legibility. Detailed illustrations or menus of services are not desirable. When additional information is necessary to identify a business, no more than two (2) additional elements will generally be accepted and phone numbers and website addresses are not recommended.

e. Design

1. Colors, materials and lighting should be restrained and harmonious with the building architecture and adjacent signs.

2. Colors for box style signs should not be designed with overly bright background colors to draw attention and distract from the identification and building. Negative space can help balance overly bright background colors and logos.

3. Wall signs should not extend above the wall to which it is attached.

4. Wall signs should use non-reflective finishes and materials that will not rust.

5. Pin-mounted letterforms should be unobtrusive and should project no more than 12" from the storefront.

6. Pin-mounted letterforms should be attached to the wall or a thin, flat background, not a raceway. Backgrounds should be no more than 4", or less than the depth of the pin-mounted letters.

ok



Wall sign design guidelines have established consistency for the above two shopping centers (c1)



A simple font is easy to read (d1)



A muted background color on a box sign makes the message and logo easy to identify (e2)

no



A retail shopping center has inconsistent size and placement on the building (c1)



Letters should contrast with the background material, not blend in so that the sign is illegible (d2)



redpinn.com/blog/category/renovation/
Colors for box style signs should not be designed with distracting, overly bright background colors not harmonious with building colors (e2)

Zoning Code
Article VII. Signs

Sec. 98-333 General standards

(4) Projecting (blade) signs

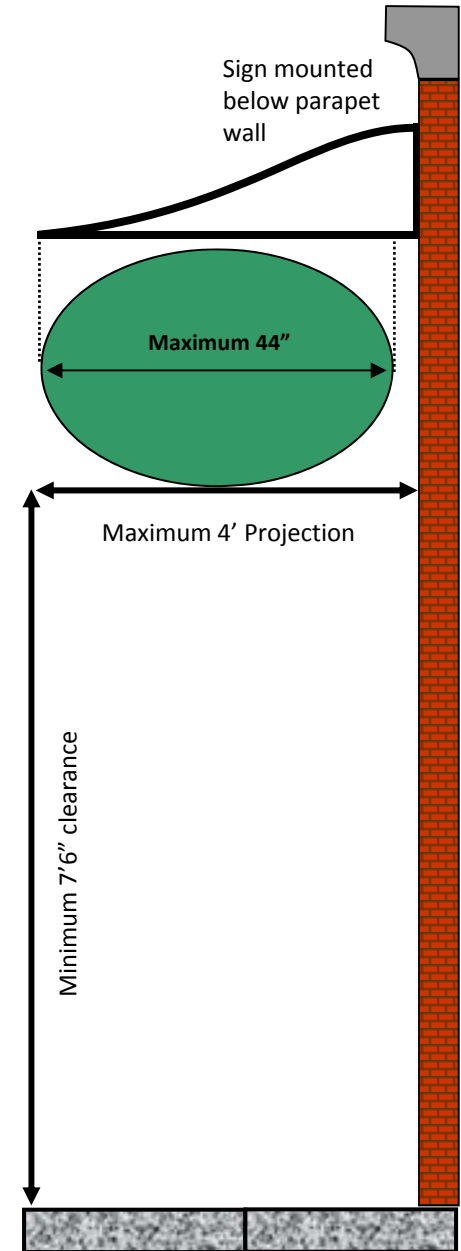
- a. No more than two blade signs with two sides shall be permitted to be mounted perpendicular to a building.
- b. No sign or sign support shall extend above the parapet wall of any building.
- c. Blade signs shall provide a minimum clearance of 4" between the storefront and signface. Blade signs shall project a maximum of 48" from the storefront and shall have a maximum 44" width.
- d. 7'-6" clearance shall be provided between the baseline of any sign and the sidewalk.
- e. Blade signs shall have a maximum depth of 12" if located at a height less than 9'-0", and a maximum depth of 18" if located at 9'-0" height or higher.
- f. The total square footage of blade signs count toward the total area of signs allowed on a wall or façade.



Two-sided blade sign is mounted perpendicular to the building(4a)



Blade sign design provides sufficient clearance from the sidewalk and meets required dimensions (4c,4d)



Blade Sign Design Guidelines

4. Projecting (Blade) Signs

a. Design

1. Mounting hardware for blade signs should be attractive and an integral part of the sign design and the architecture of the building. Metal brackets with decorative and complex shapes are encouraged where appropriate to add to the character of the building.
2. Blade signs should never cover architectural details and should be integrated with architectural façade elements.
3. Blade signs should have two finished sides that are consistent on both sides.
4. Generally, one blade sign per street frontage is recommended.

b. Illumination

1. External illumination is preferred for smaller sidewalk oriented signs, or they may be non-illuminated.
2. The light source of externally illuminated signs should not be visible or create glare.

ok



Attractive mounting hardware is part of the sign design (4a1)



Blade sign is integrated with the awning by using consistent graphics (4b2)

no



Internal illumination is not preferred for sidewalk oriented signs (4b1)



Blade sign is attached with wiring from the roof (4a1)

Canopy Sign Design Guidelines

5. Canopy Signs

- Canopy signs should be no more than 24" in overall height. Letters/graphics should generally not exceed 18", when utilizing all capital letters. When combining upper and lower case letters, upper case should not exceed 24" in height and lower case should not exceed 18" in height.
- The total square footage of canopy signs count toward the total area of signs allowed on a wall or façade.
- If canopy signs are internally illuminated, conduit, transformers and devices must be concealed.
- Canopy signs should incorporate the same basic design guidelines as wall mounted signs.
- Canopy signs may incorporate individual backer panels for letters to allow for halo illumination.

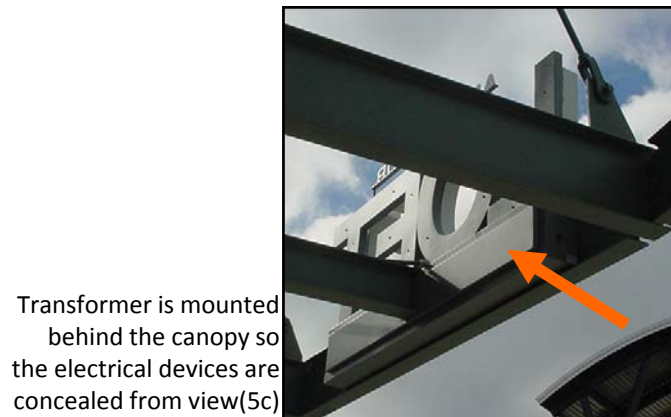
ok



A small non-illuminated canopy sign is designed similarly to a wall sign (5d)



Individual letters are no more than 24" in height and the transformer is concealed with the canopy design (5a & 5c)



Transformer is mounted behind the canopy so the electrical devices are concealed from view(5c)

no



The raceway has not been concealed behind or designed as part of the canopy (5c)



A box sign is not integrated with the canopy (5d)