

Village of Skokie Downtown Area Sign Guidelines

for CX Core Mixed Use Zoning District



November 2011

VOSDOCS#391602



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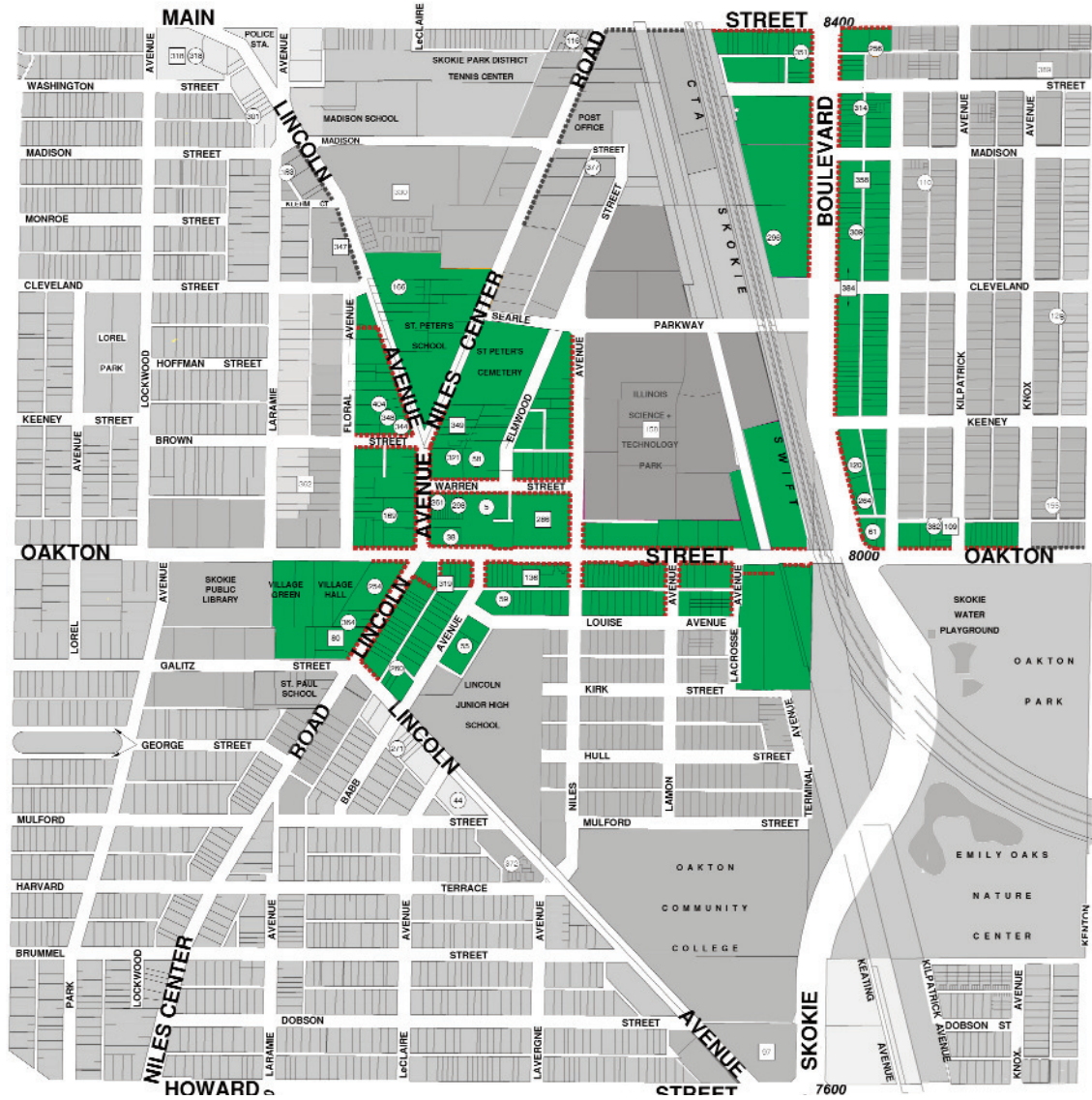
Signs are important...

- **To identify your business**
- **To help establish your image**
- **To remind customers of your location**
- **To establish a unified downtown image**

Signs that complement the architectural features of a building, property, or development help establish a unified image, a welcoming sense of place, and a human scale for the street. They also reduce confusion, enhance wayfinding, and improve security. The guidelines in this booklet reflect the Village of Skokie's commitment to creating unique, memorable places that customers will return to again and again.

These guidelines attempt to balance the need for sufficient identification with requirements for high quality, aesthetically pleasing sign design. They are also intended to provide the business owner with a better understanding of factors that contribute to effective identification. They give only a general overview of the sign standards; please consult with Village staff early in the planning process regarding sign standards that pertain to your location and use. All sign regulations are contained in Chapter 82: Signs of the Village Code that can be viewed at the Village's website.

 CX Core Mixed Use Zoning District



This booklet covers sign regulations for the downtown district only.

The following sign types are permitted in Skokie's downtown district:

Wall Sign.

Any sign attached, applied to, or placed flat against the exterior front, rear or side wall or fascia of any building or other structure.

Ground Sign.

Any sign supported by uprights, solid base, columns, poles, posts or braces placed in the ground and not attached to any building.

Temporary Sign.

Any sign or banner displayed for a limited time period.

Canopy, awning, or marquee.

Any hood, designed to provide pedestrian shelter, made of cloth or an approved membrane, with metal frames attached to a building and carried by a frame supported by the building.

Window Sign.

Those signs regardless of material, which are on the inside surface of the window. Signs, packaged products, packaging materials and other opaque material which are not placed on the surface of the window shall be considered to cover the window if they are placed within 36 inches of the glass surface in such a manner as to achieve the same visual result.

Projecting "Blade" Sign.

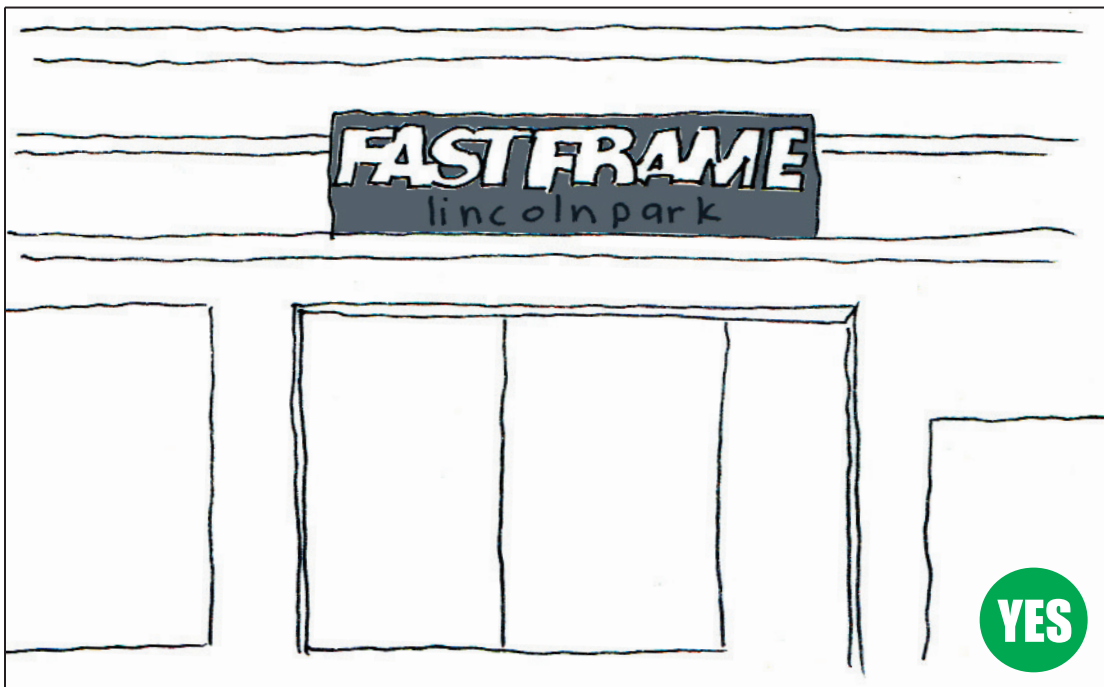
A sign attached to a structure which projects greater than 12 inches from the exterior wall of the structure.

Photos and sketches on the following pages illustrate correct and incorrect installations by type. Other sign regulations in Chapter 82: Signs of the Village Code may also apply. Any discrepancy in sign definitions or regulations shall revert to Chapter 82: Signs of the Village Code.

WALL SIGNS



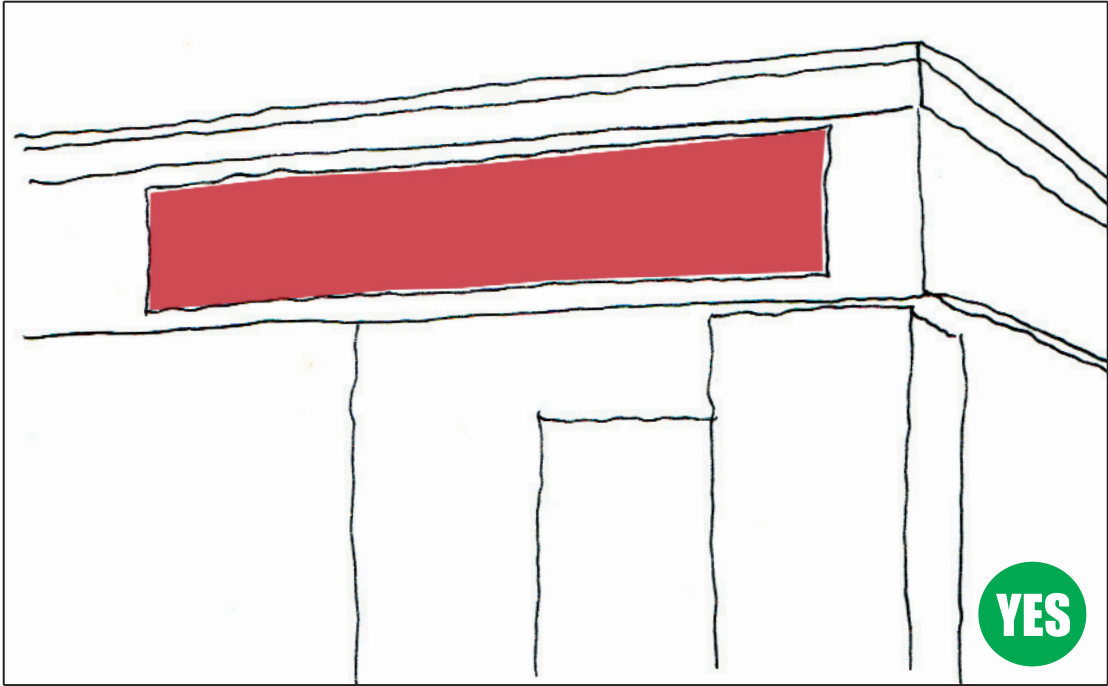
Wall signs shall not be wider than 80% of a tenant's frontage, and must be a minimum 2' from each side of the tenant's space.



WALL SIGNS



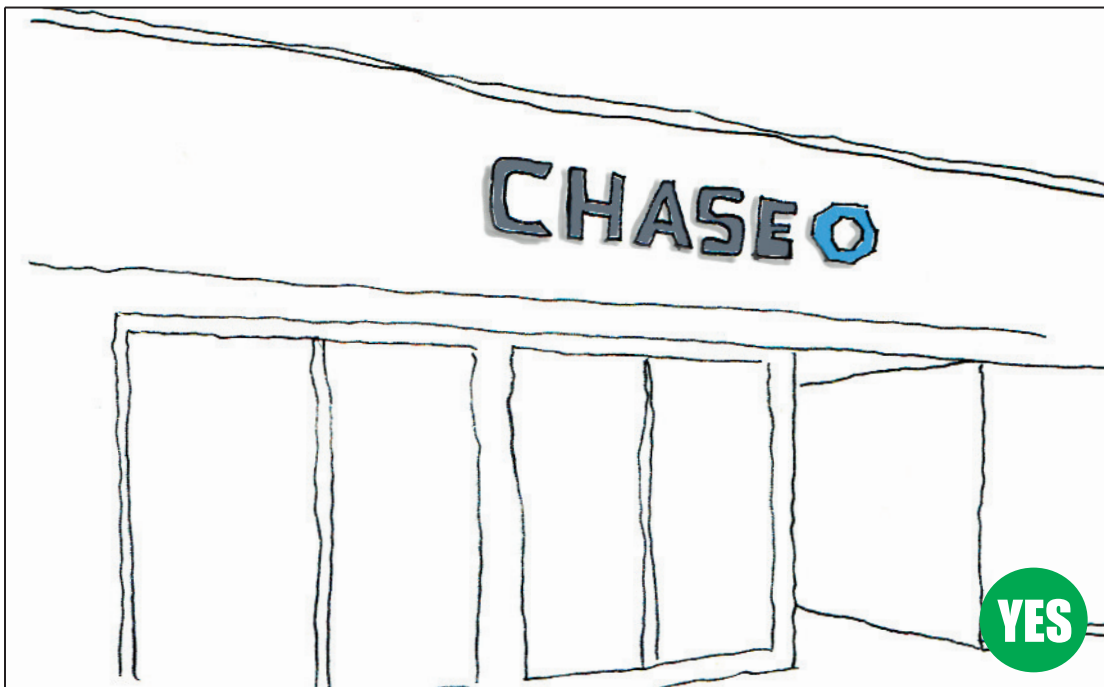
One wall sign is allowed per signable area (the designated area of a facade which is free of windows, doors and major architectural details).



WALL SIGNS



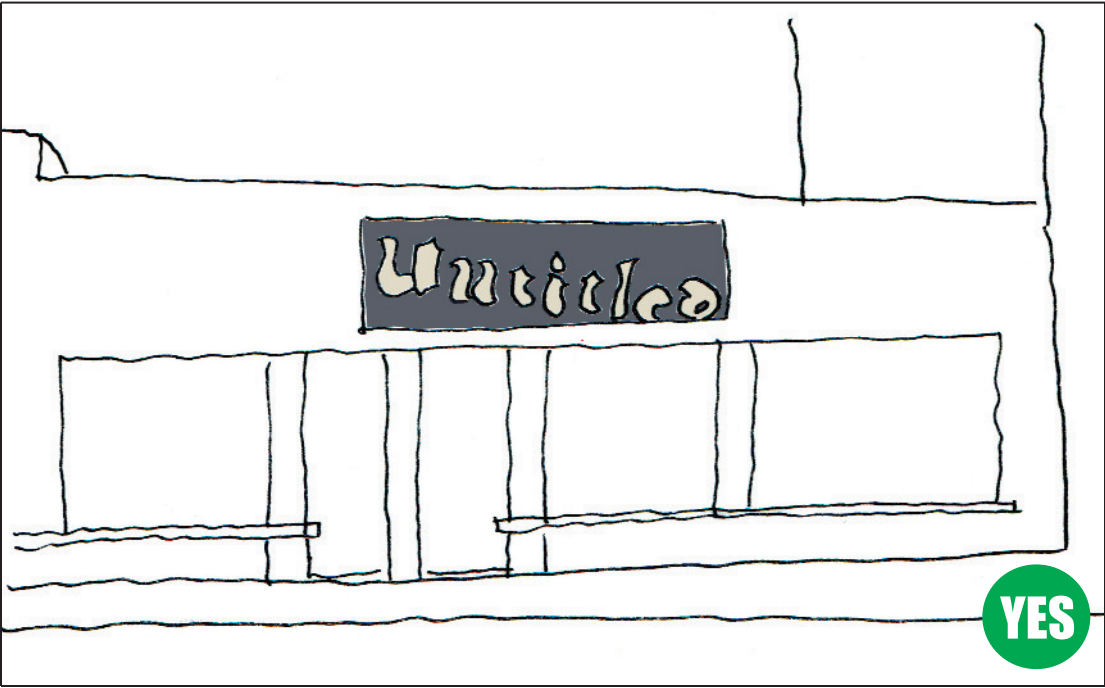
No letter or logo shall be taller than 24" for uses less than 10,000 square feet in area of the building footprint. Uses 10,000 square feet or greater in size shall be allowed letters or logos up to 36".



WALL SIGNS



Gross surface area of a wall sign shall not exceed one third of the signable area.



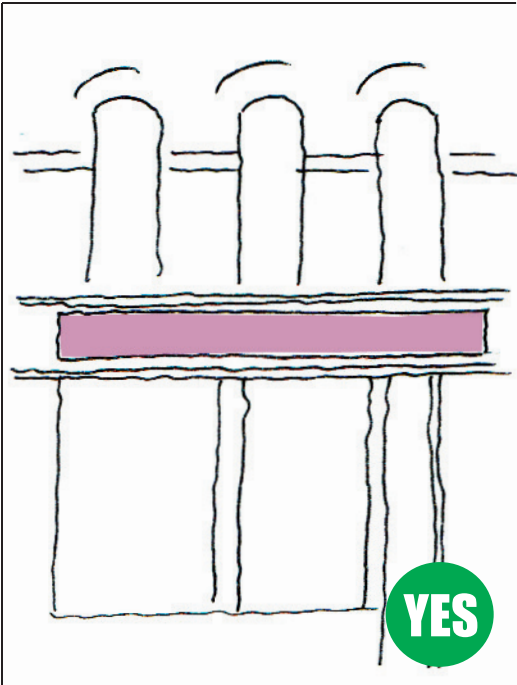
WALL SIGNS



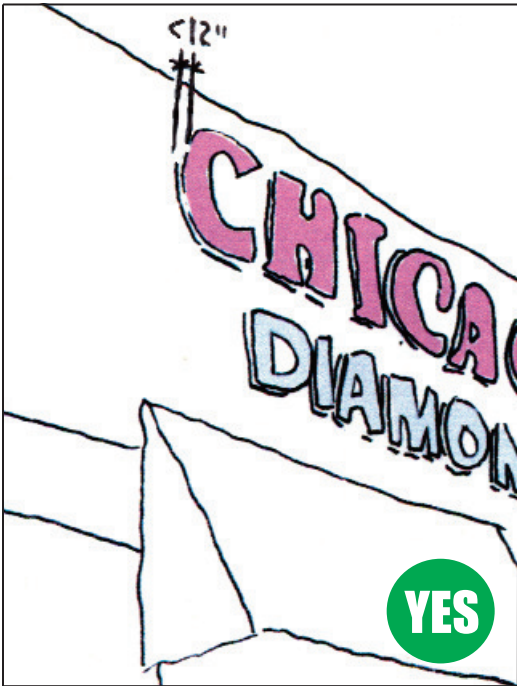
Wall signs shall only display a name, use, address and logo.



WALL SIGNS



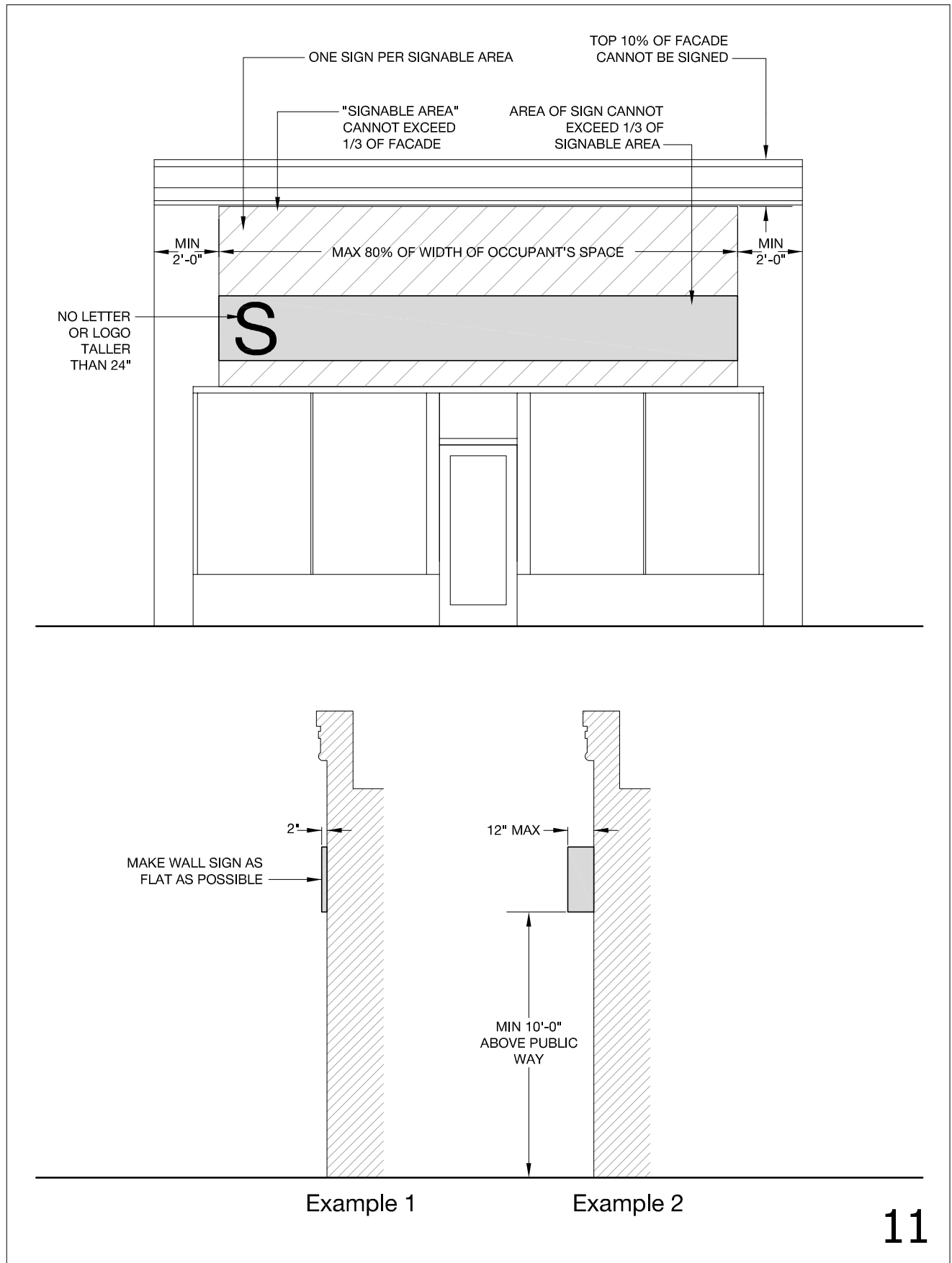
Wall signs shall not cover, wholly or partially, any wall opening nor project beyond the ends of the facade.



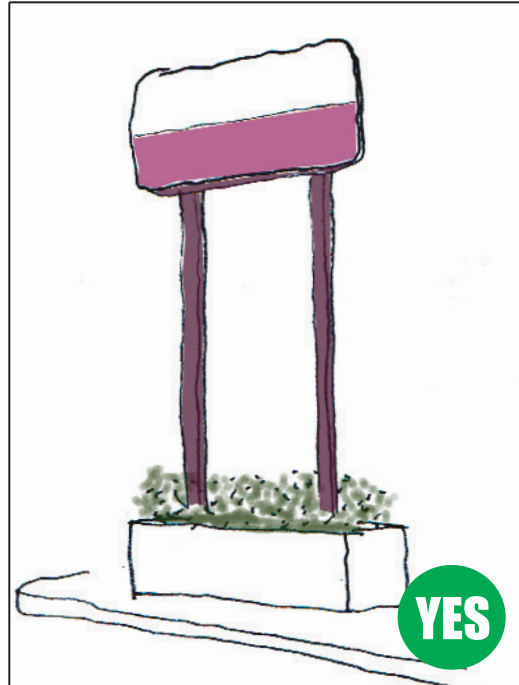
Wall signs shall not project more than 12" from the wall.

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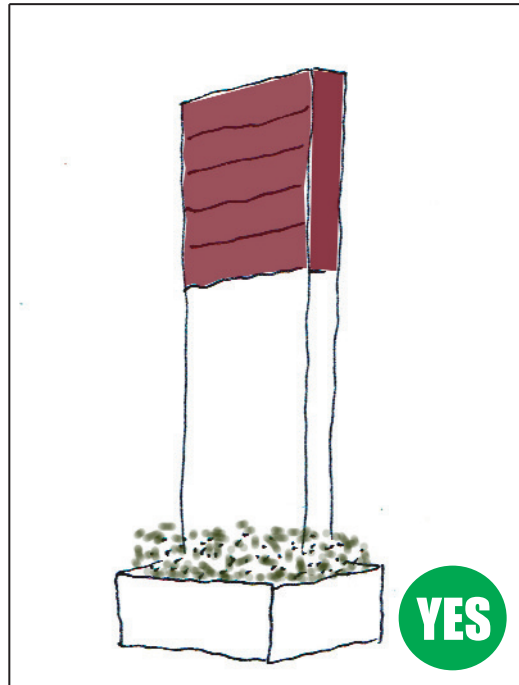
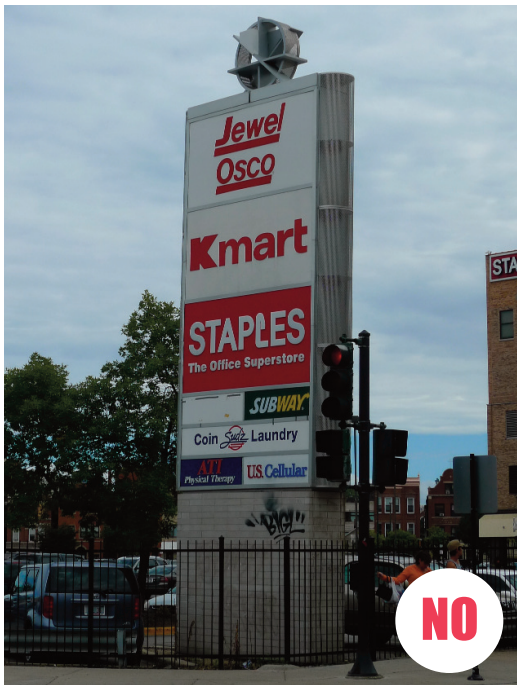
WALL SIGN TECHNICAL GUIDELINES



GROUND SIGNS



Ground signs shall be located in a landscaped bed.

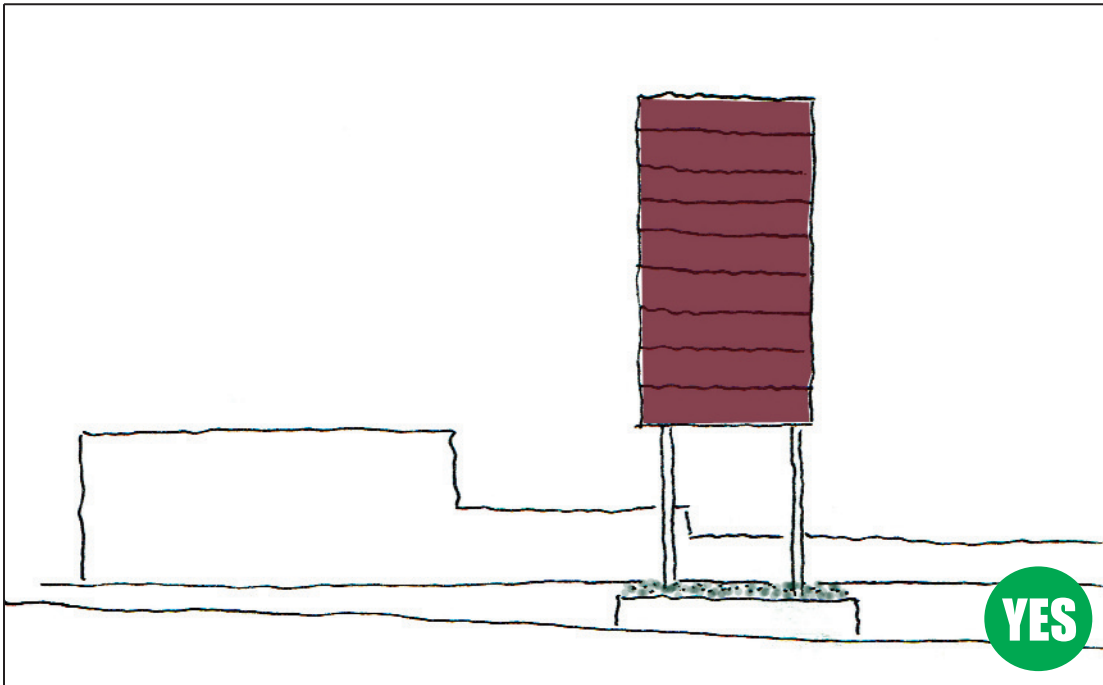


For multi-user ground signs or for ground signs with changable type, the maximum sign area shall not exceed 50 square feet per side or a total of 100 square feet.

GROUND SIGNS



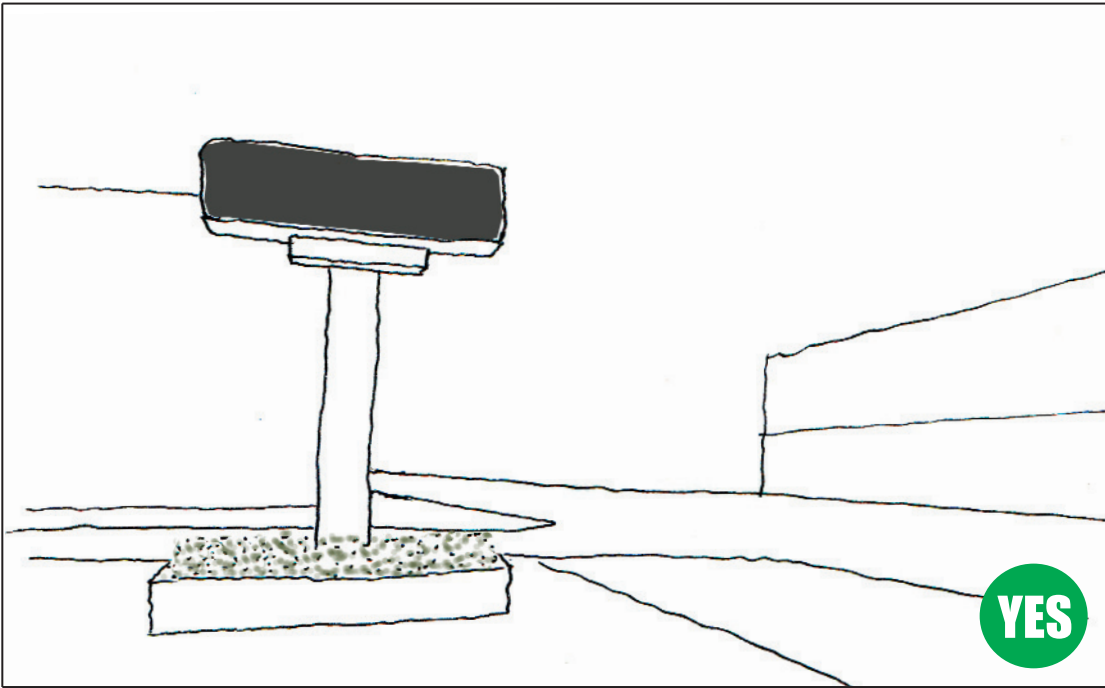
Only one ground sign is allowed at any single or multiple-use site. Each use shall have a proportionate share of the sign based on its proportion of linear footage of building frontage.



GROUND SIGNS



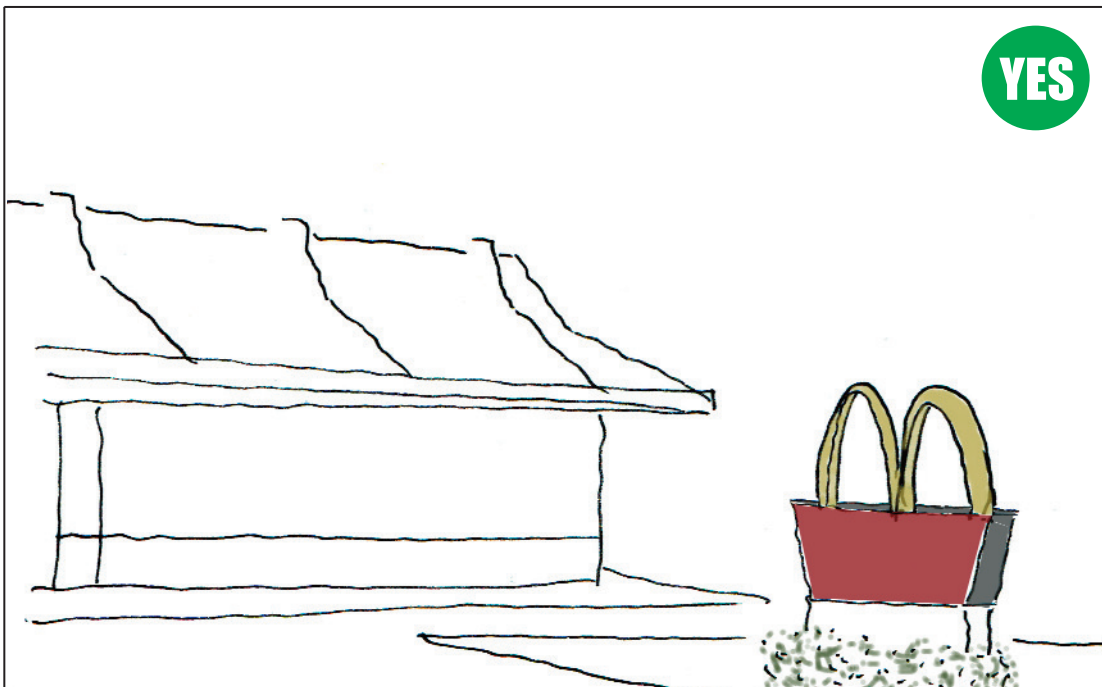
Ground signs shall not project more than half their height or project over the public right of way.



GROUND SIGNS



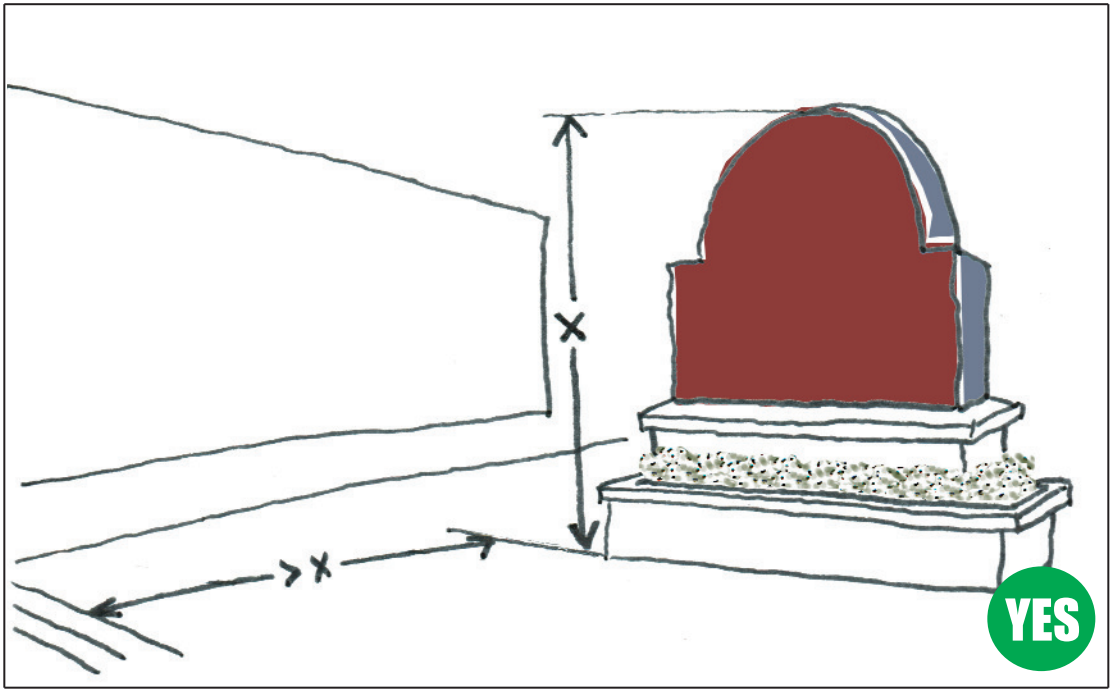
Ground signs shall not be taller than 18' or the top of any roof or facade of the associated building.



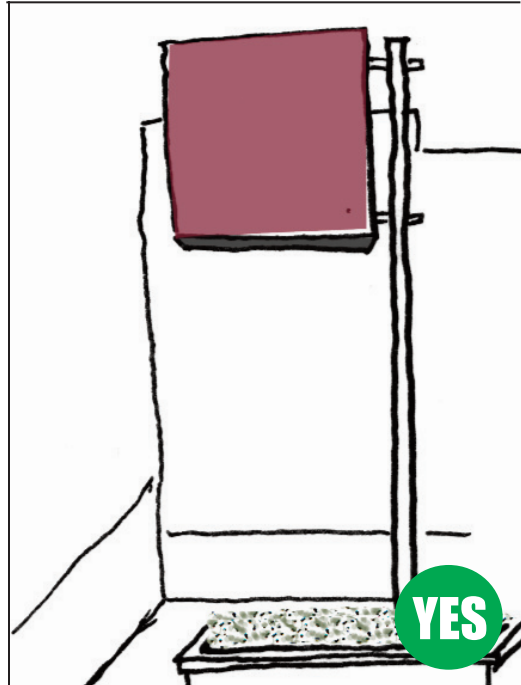
GROUND SIGNS



Ground signs shall not be located closer than their height to any interior lot line.



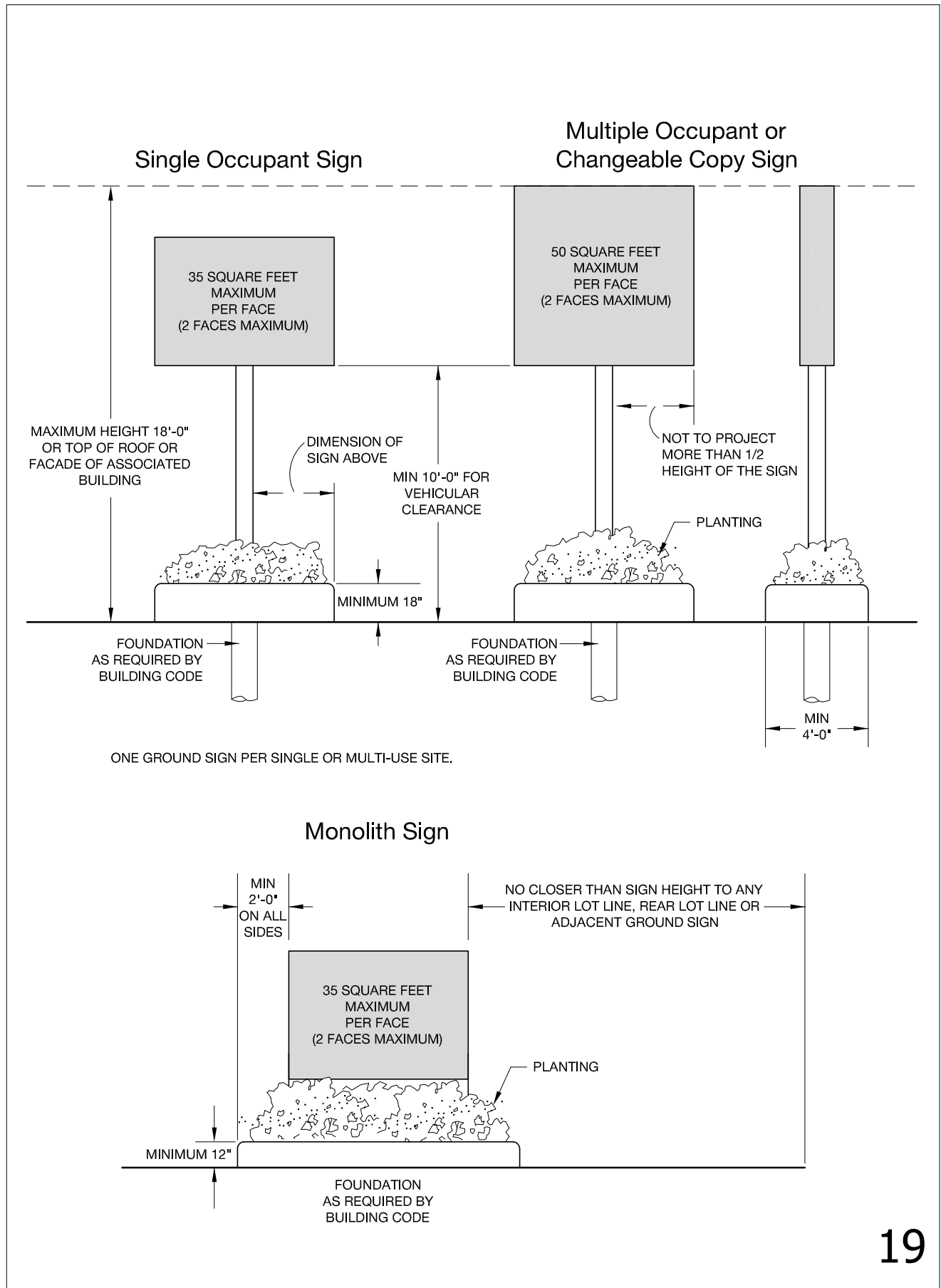
GROUND SIGNS



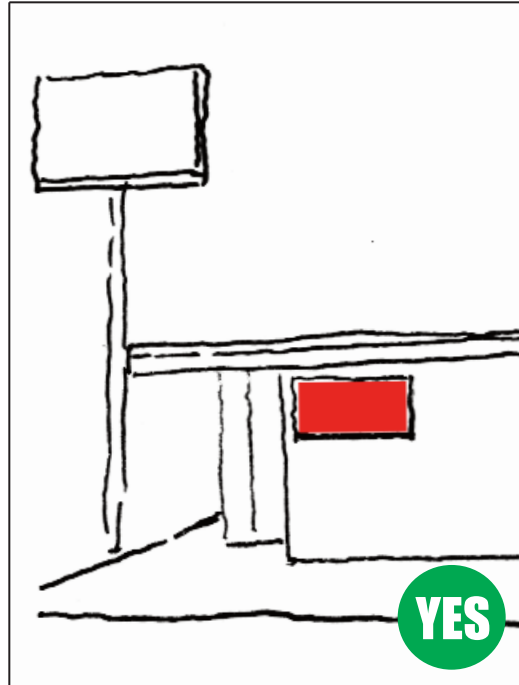
The gross area of a ground sign shall not exceed 35 square feet per side or 70 square feet for a total of all sides.

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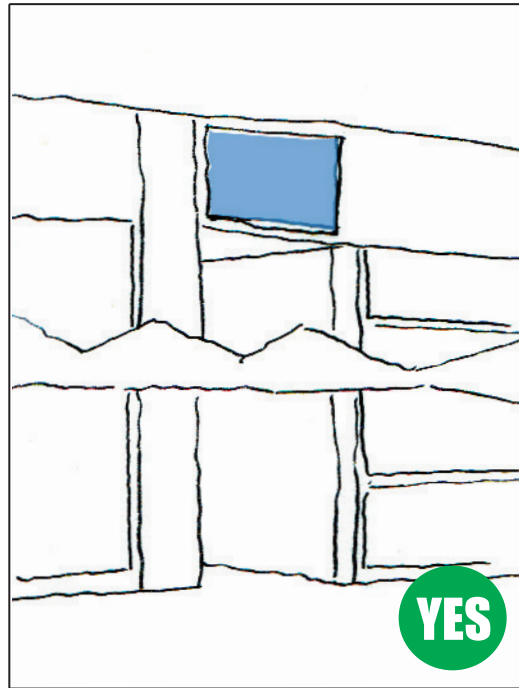
GROUND SIGN TECHNICAL GUIDELINES



TEMPORARY SIGNS



Temporary signs made of combustible material shall not be larger than 4' in any dimension.

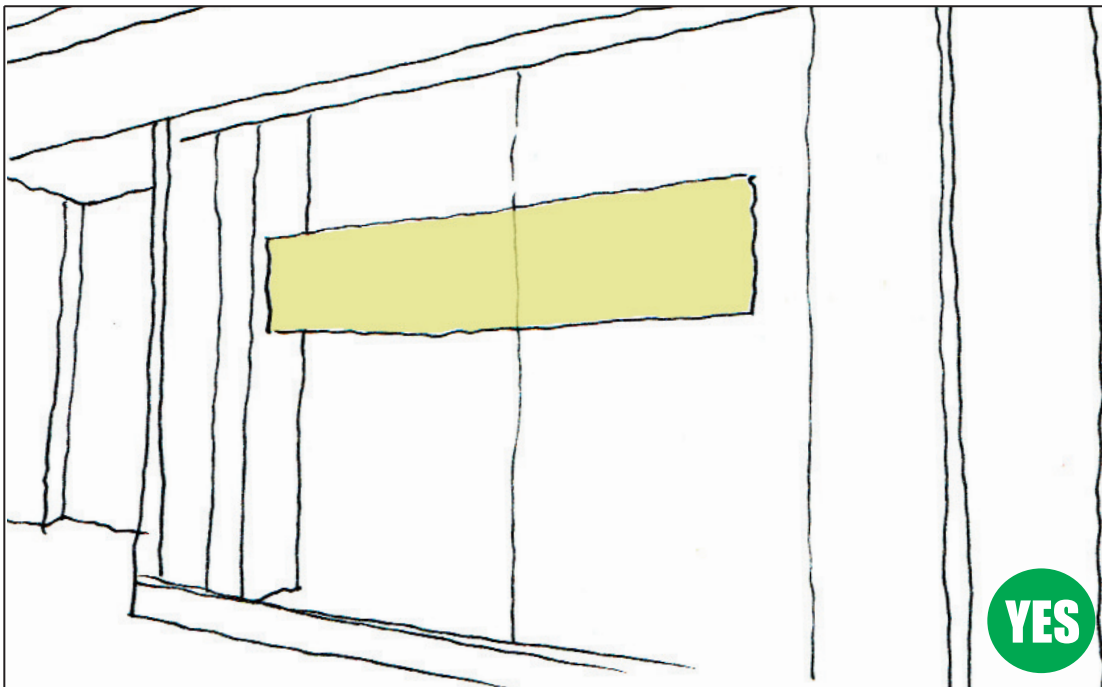


Temporary signs shall not cover any wall opening, wholly or partially.

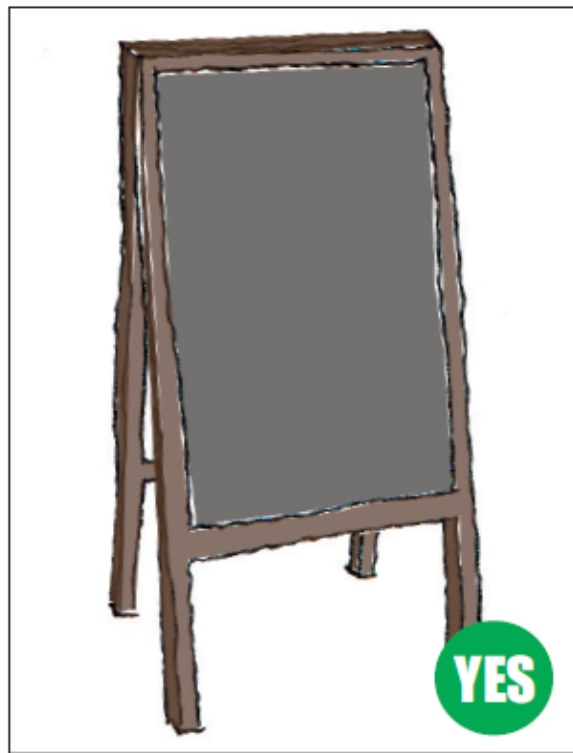
TEMPORARY SIGNS



Temporary signs shall not exceed 25 square feet in area or 25% of window area and shall maintain 36" clear between sign and window.



TEMPORARY SIGNS



One freestanding A-frame sign is allowed per business. It must be located within 10 feet of the primary entrance. The sign is limited to 6 square feet in area per side and 4 feet in height.



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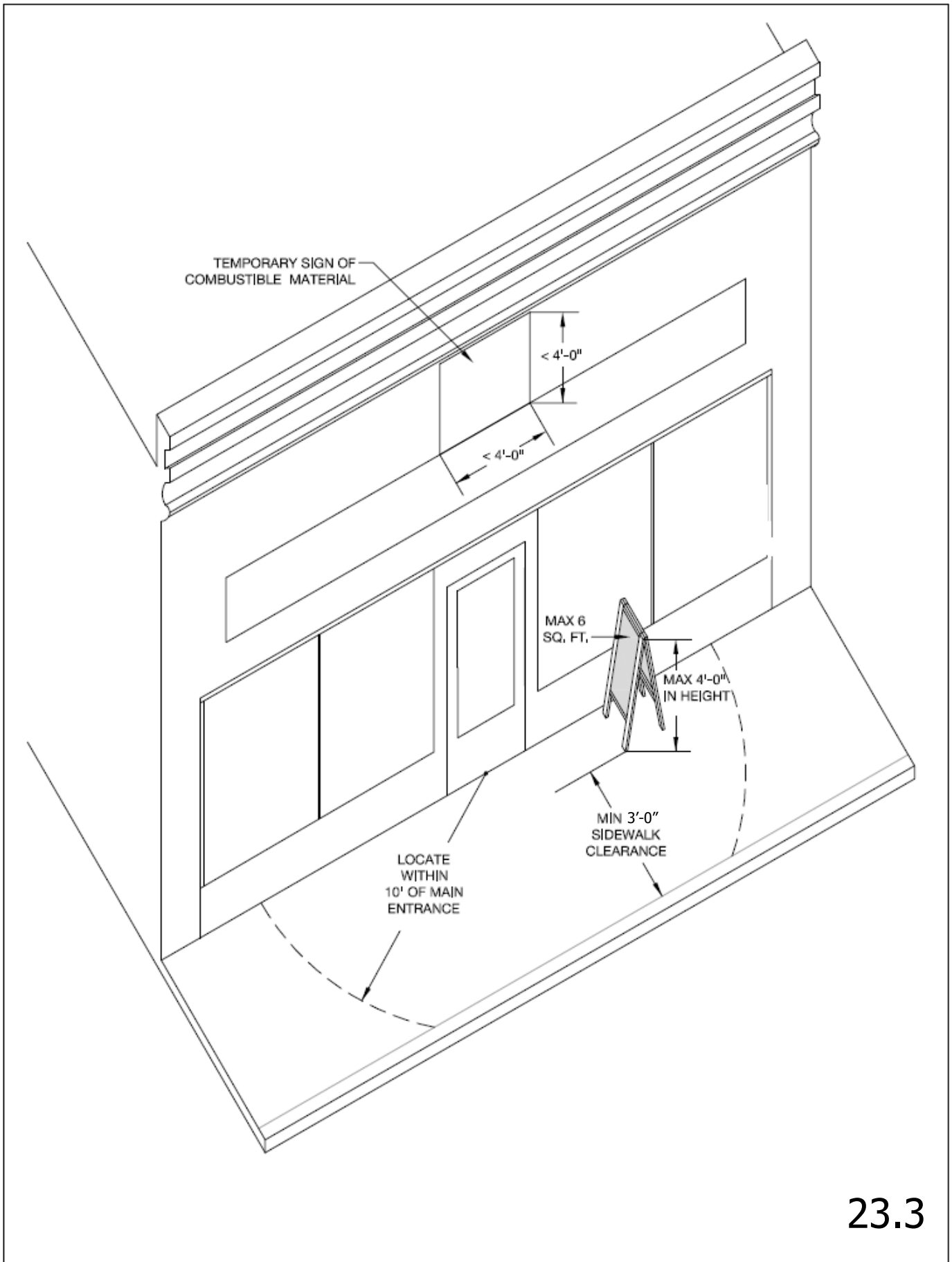
TEMPORARY SIGNS



TEMPORARY SIGNS



TEMPORARY SIGN TECHNICAL GUIDELINES

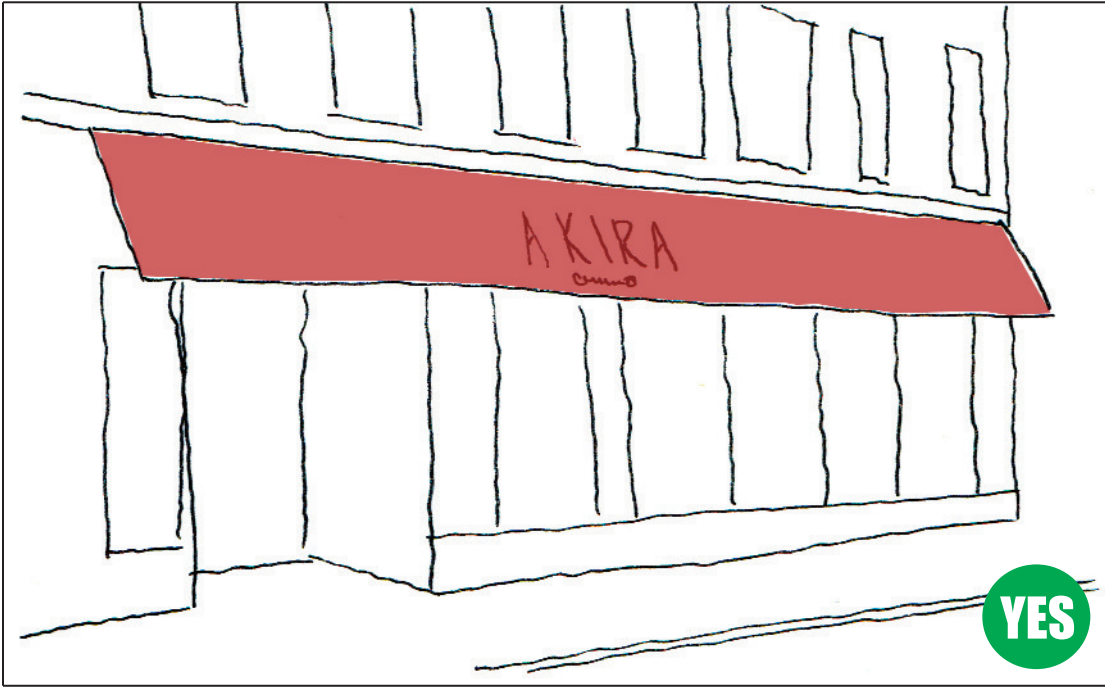


23.3

CANOPIES, AWNINGS AND MARQUEES



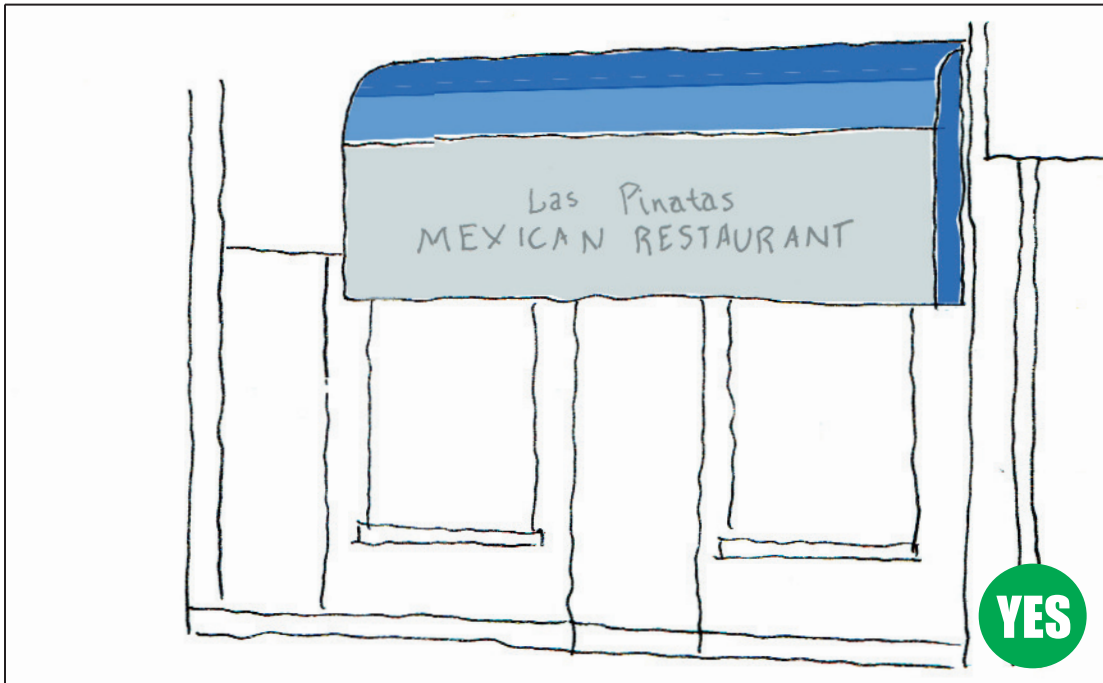
Canopy lettering or a logo shall not exceed one-third the area of the canopy face parallel to the building.



CANOPIES, AWNINGS AND MARQUEES



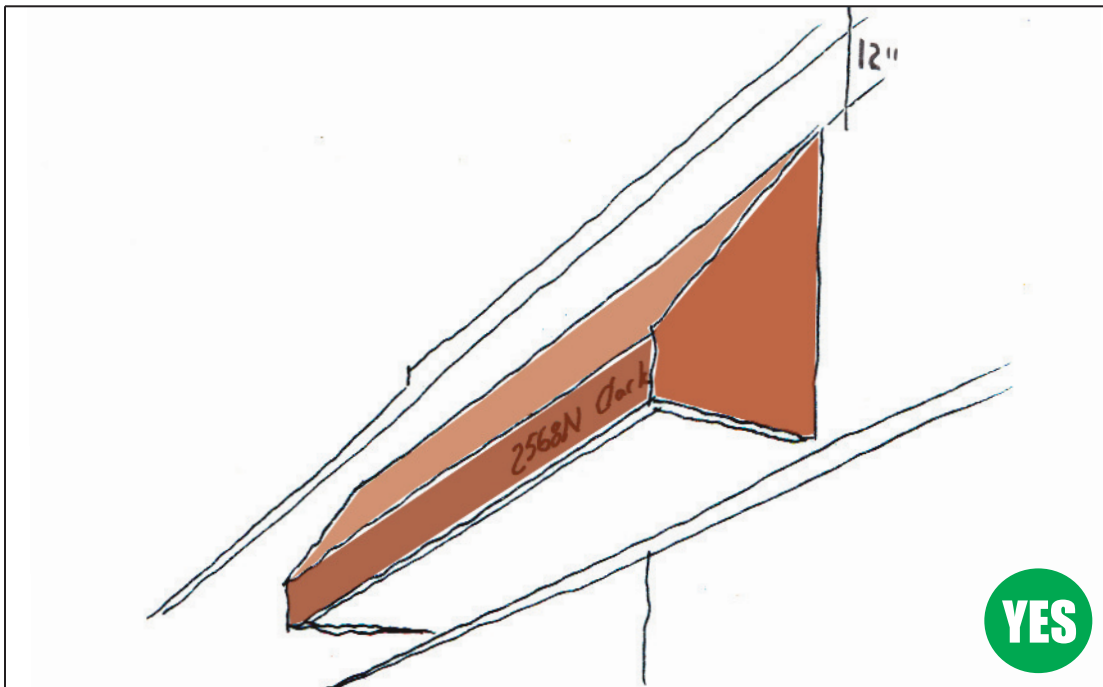
Canopy letters or lettering shall only identify the name or use of the business conducted therein, and the address number. No letters shall exceed 18" height, nor shall any logo exceed 20" in height.



CANOPIES, AWNINGS AND MARQUEES



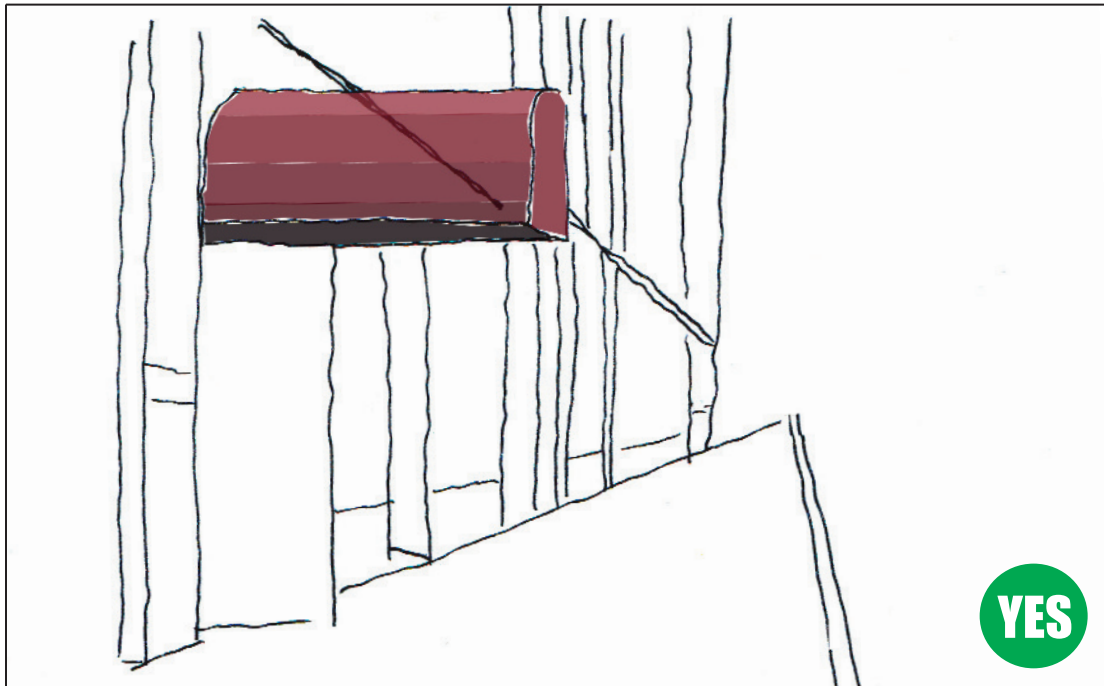
The top of a canopy, awning or marquee shall be at least 12 inches below the top of the building parapet or 10% of the facade above the window line whichever is less.



CANOPIES, AWNINGS AND MARQUEES



A canopy, awning or marquee shall be at least four feet from the public curb line.



CANOPIES, AWNINGS AND MARQUEES



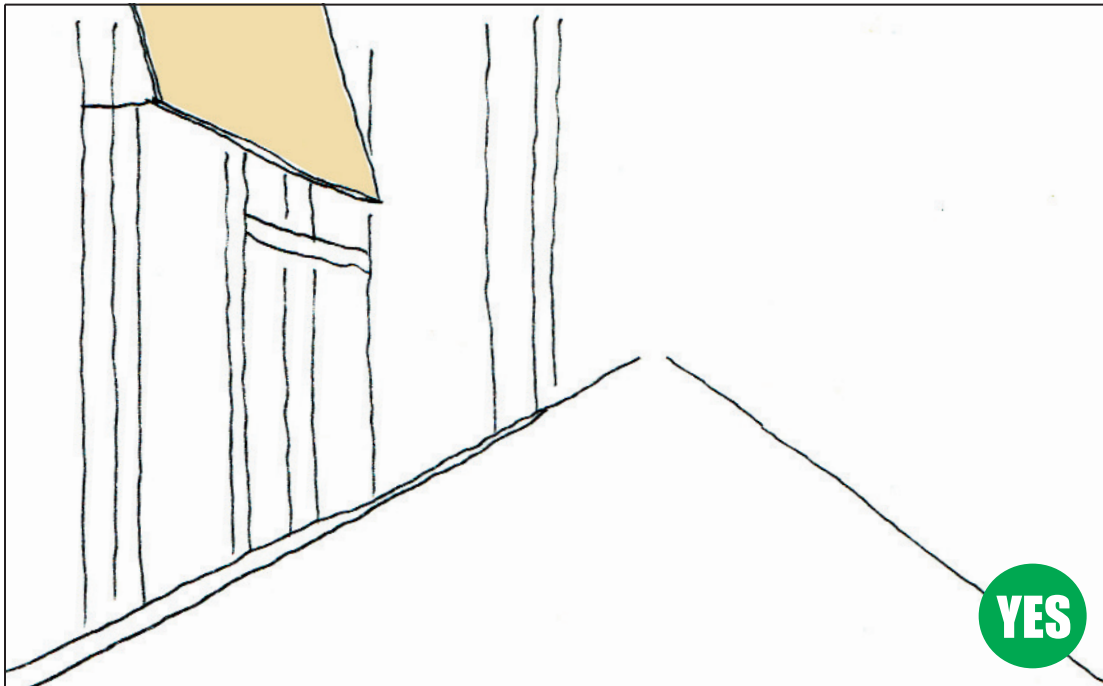
If the business has a wall sign the awning may only contain a logo and address. The address shall not exceed 12 inches in height.



CANOPIES, AWNINGS AND MARQUEES



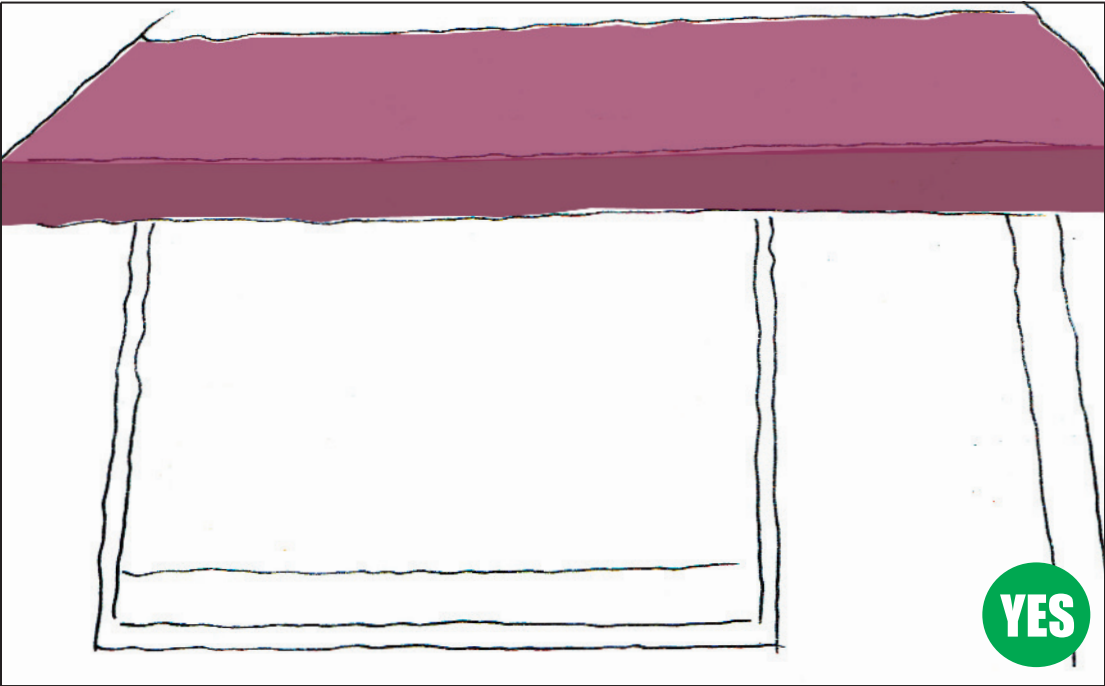
Canopies, awnings and marquees shall be supported by building connections only.



CANOPIES, AWNINGS AND MARQUEES



No temporary sign or advertising material shall be hung from or on canopies, awnings or marquees.



CANOPIES, AWNINGS AND MARQUEES

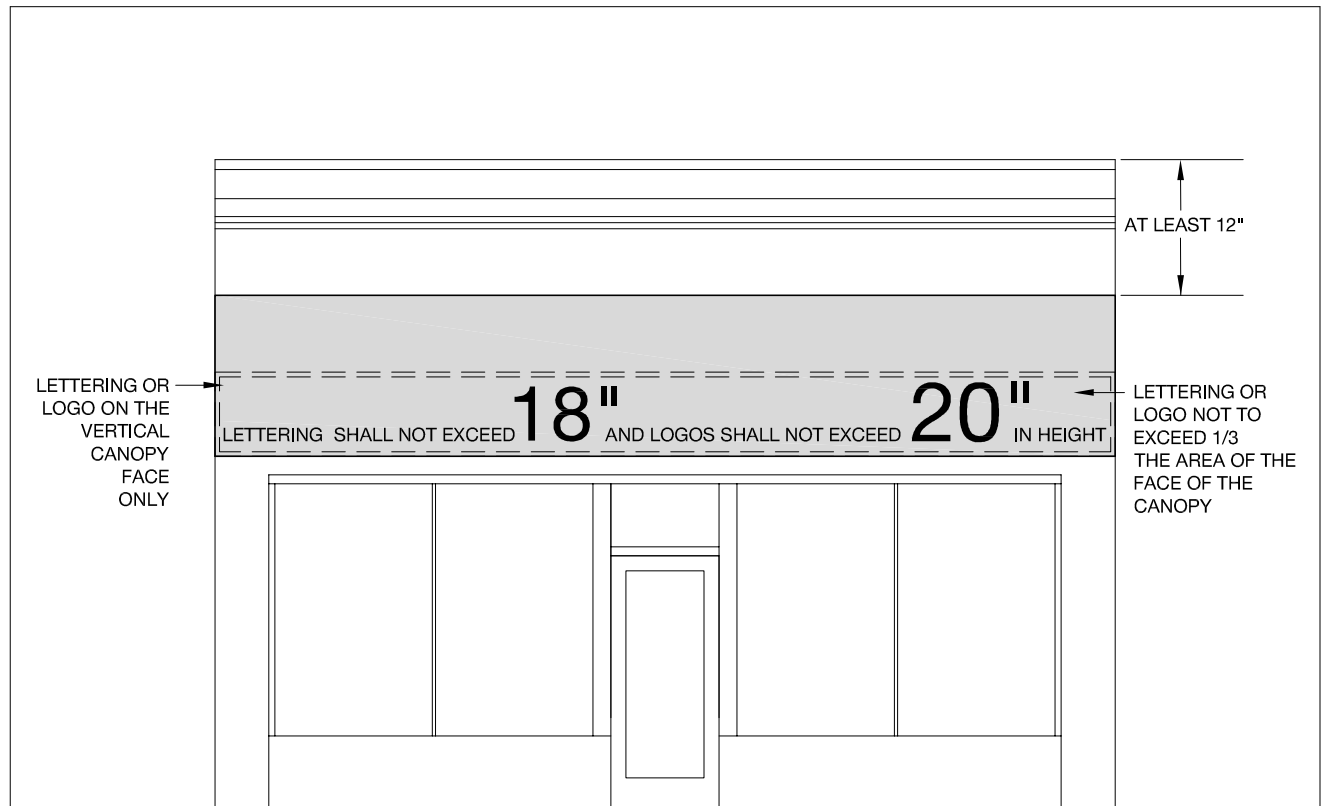


Lettering or a logo shall not project above a canopy or awning or cover a window.

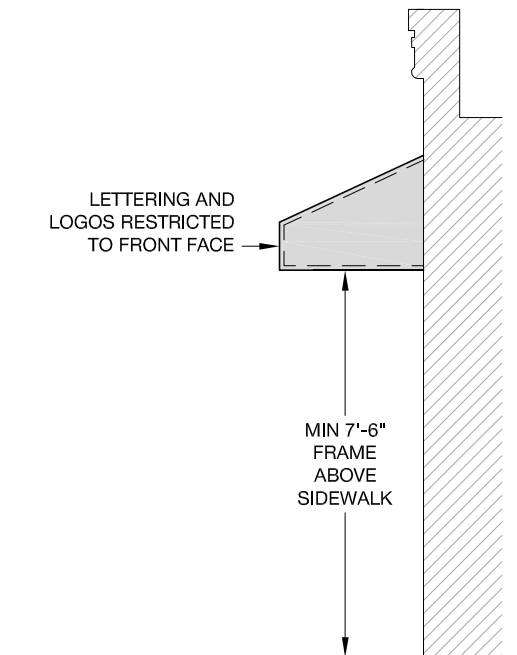


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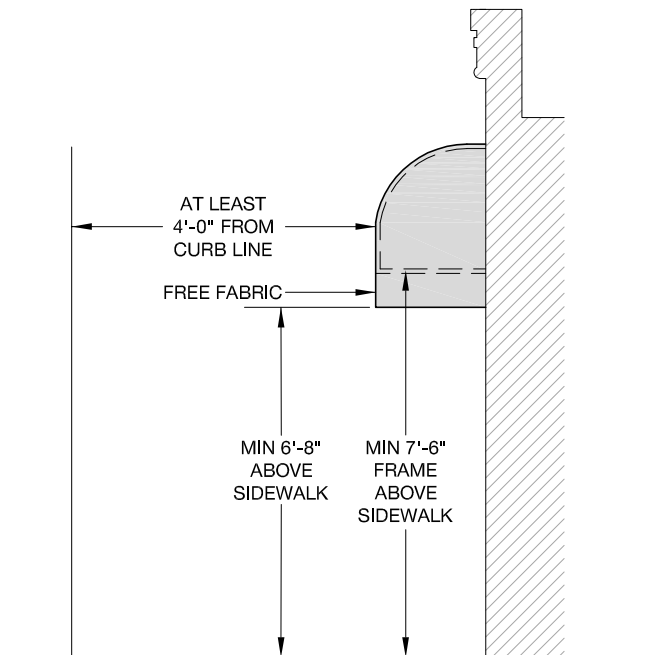
CANOPY AND AWNING TECHNICAL GUIDELINES



ONE CANOPY, AWNING OR MARQUEE ALLOWED FACING ANY STREET, MALL PARKING LOT OR PUBLIC ACCESS AREA.



Example 1

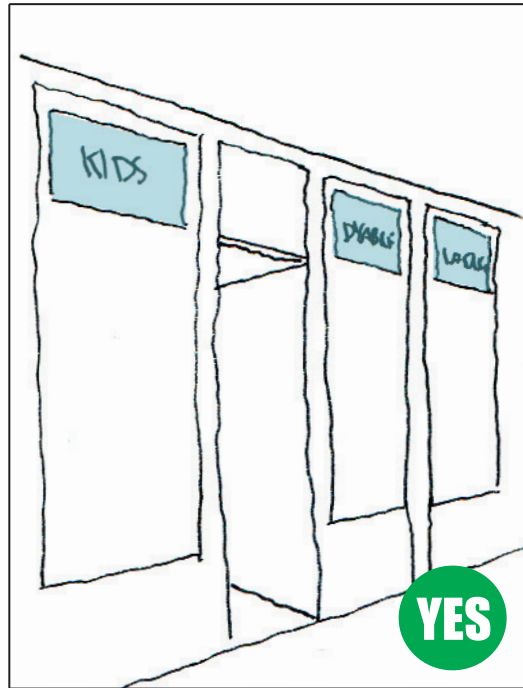


Example 2

WINDOW SIGNS



No more than 25% of any individual window pane shall be covered.



Window signs are limited to one sign per window pane (size not less than 2 square feet) or glass door.

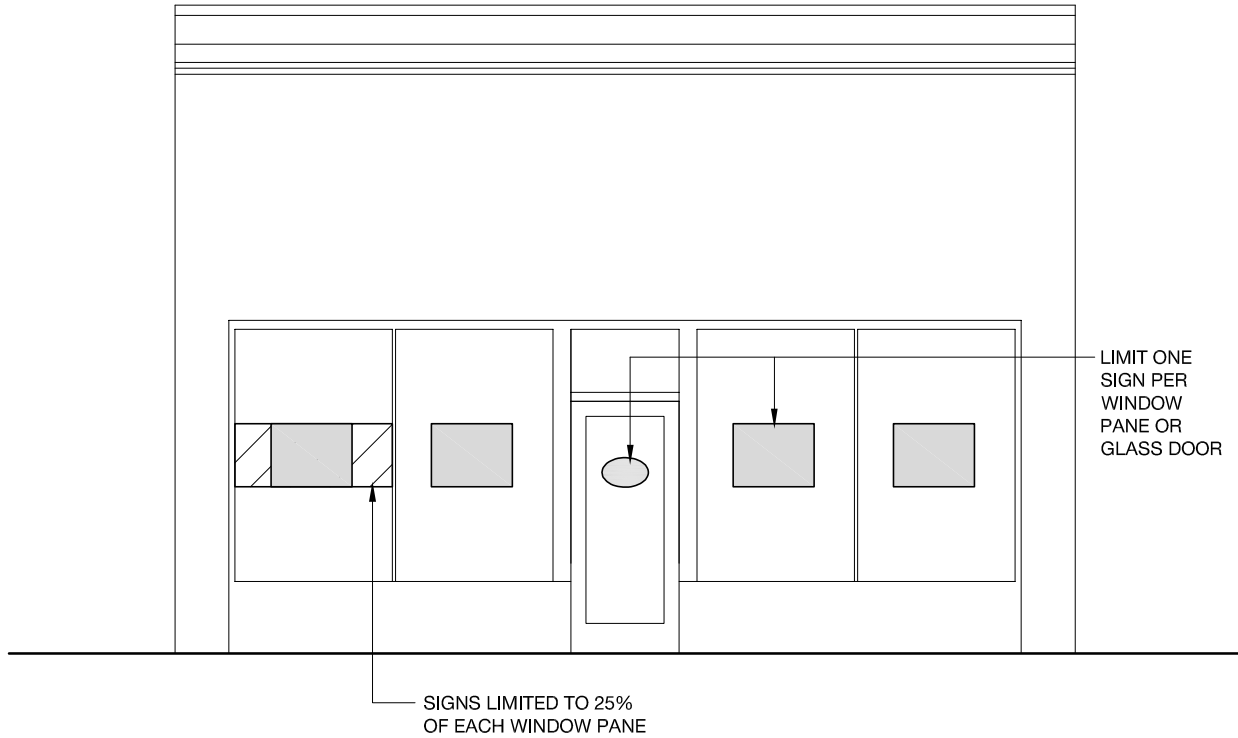
WINDOW SIGNS



Neon tubing or other bare bulb lighting along the perimeter of a window or covering the window surface is prohibited, except for temporary holiday lighting displays.

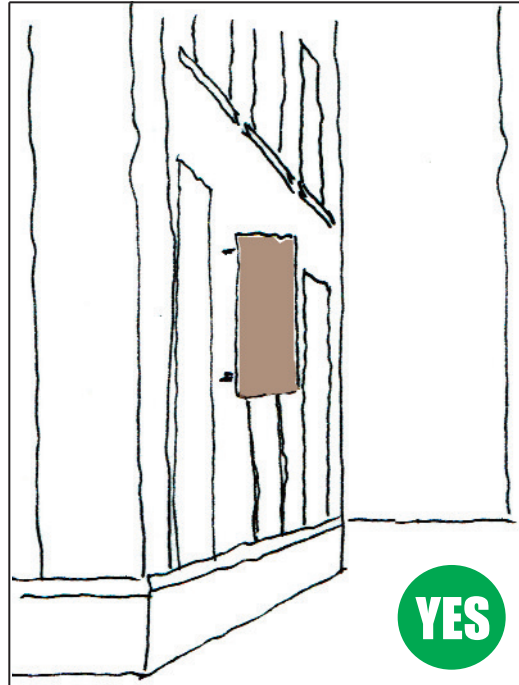
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WINDOW SIGN TECHNICAL GUIDELINES

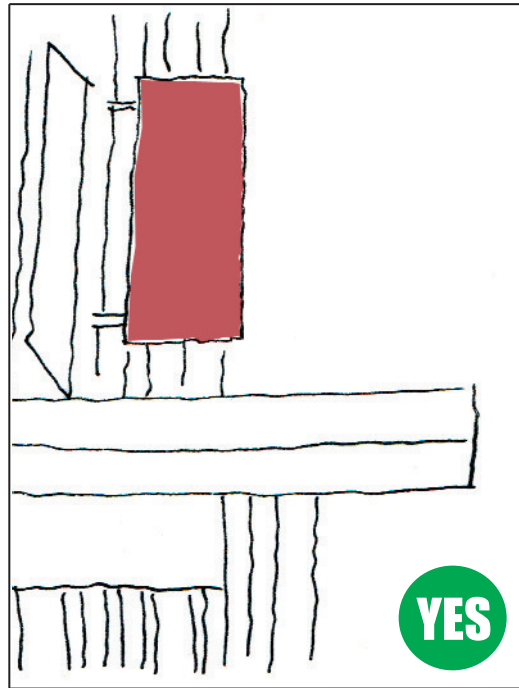


WINDOW SIGNS ARE DEFINED AS ANY SIGN, PLACARD OR PRINTED OR HAND-LETTERED SHEET ATTACHED TO THE INSIDE OR OUTSIDE FACE OF THE GLASS OR PLACED WITHIN 18 INCHES OF THE INSIDE FACE OF THE GLASS.

PROJECTING "BLADE" SIGNS

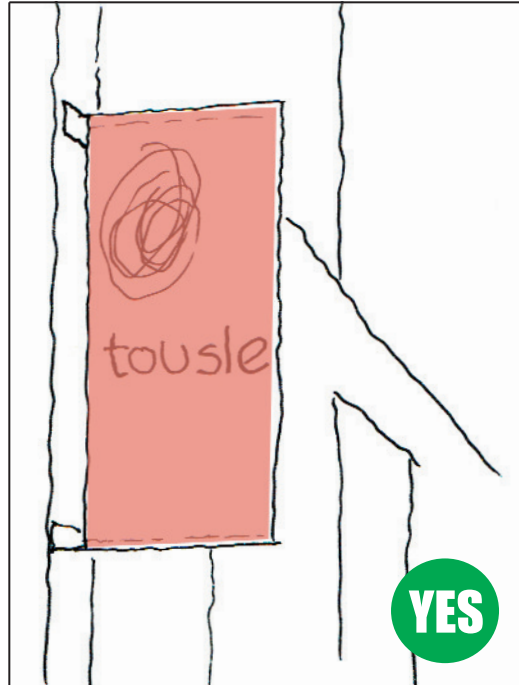


Only one blade, awning or wall sign permitted per signable area.

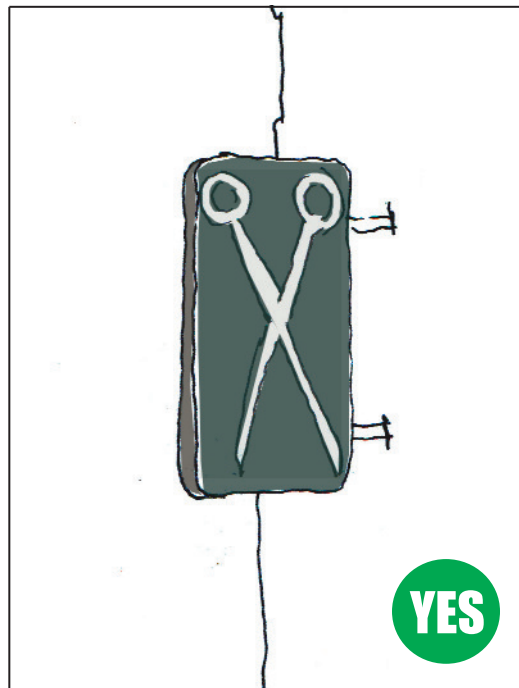
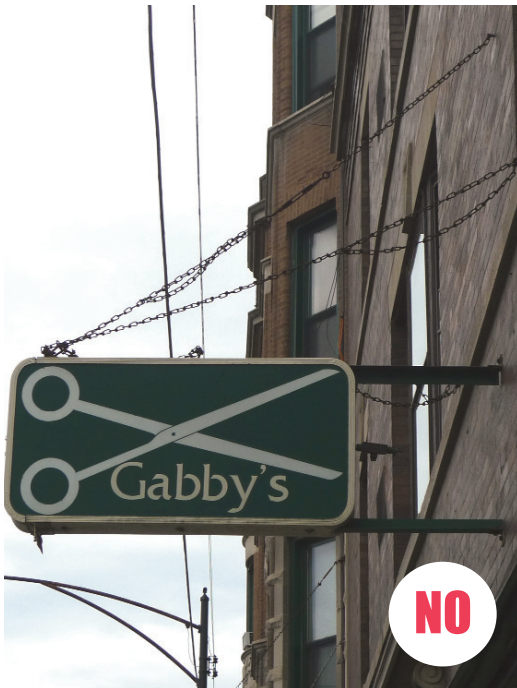


Maximum area for a blade sign is 10 square feet.

PROJECTING “BLADE” SIGNS

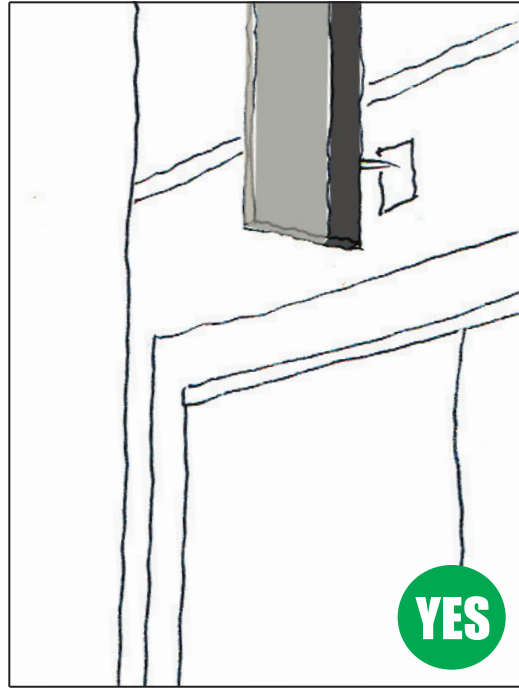


A blade sign shall be at least as tall as it is wide.

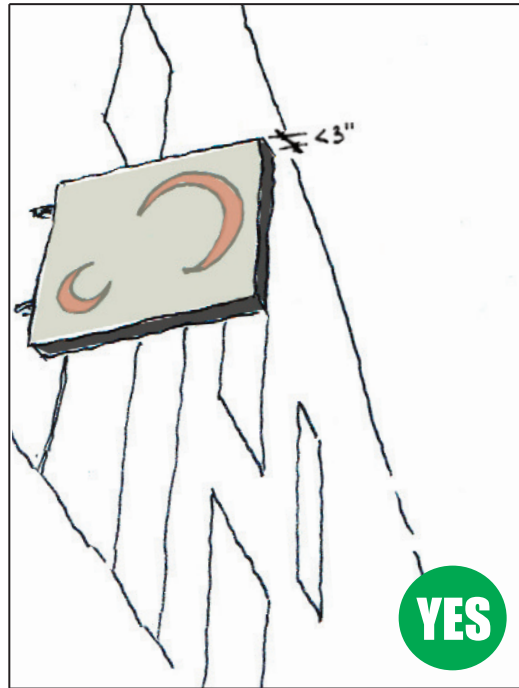
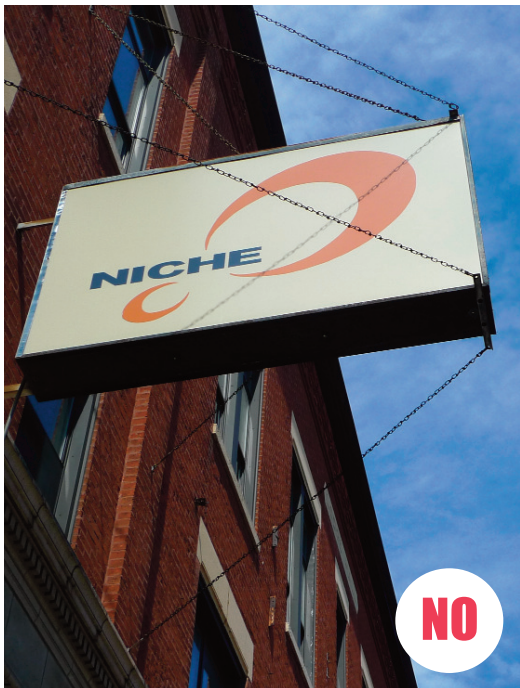


A blade sign shall be of rigid materials or taut fabric and attached without chains or diagonal bracing.

PROJECTING “BLADE” SIGNS

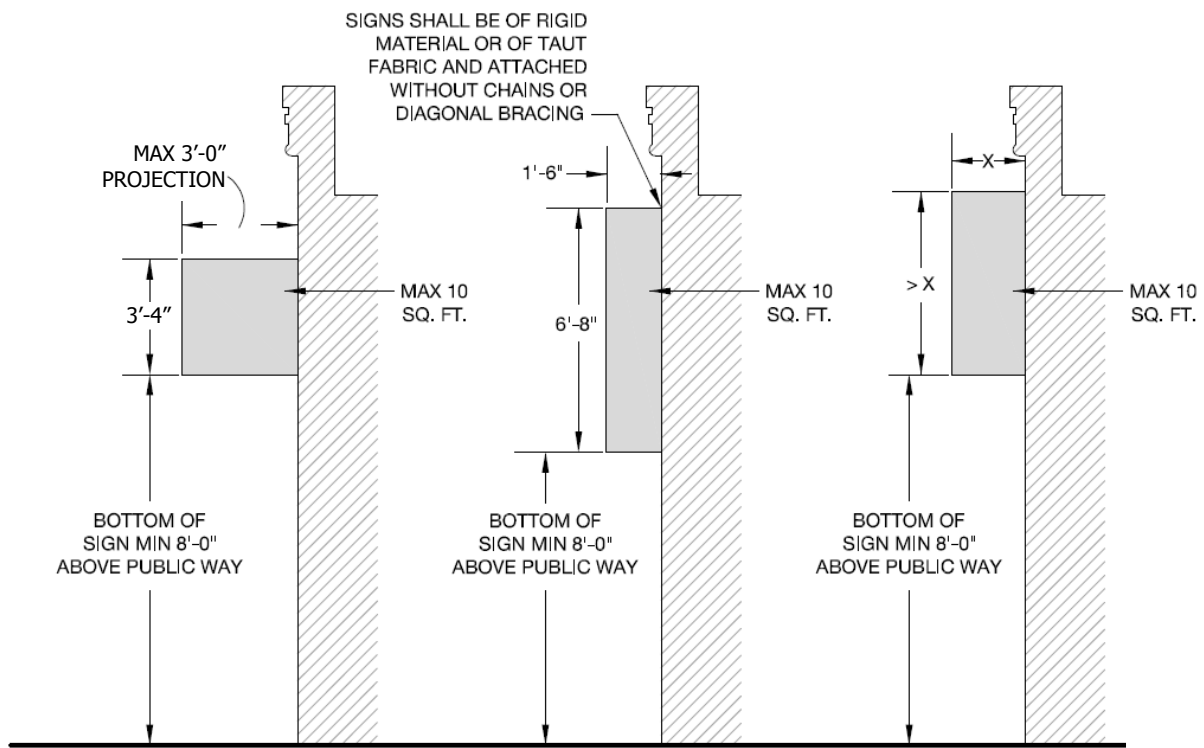
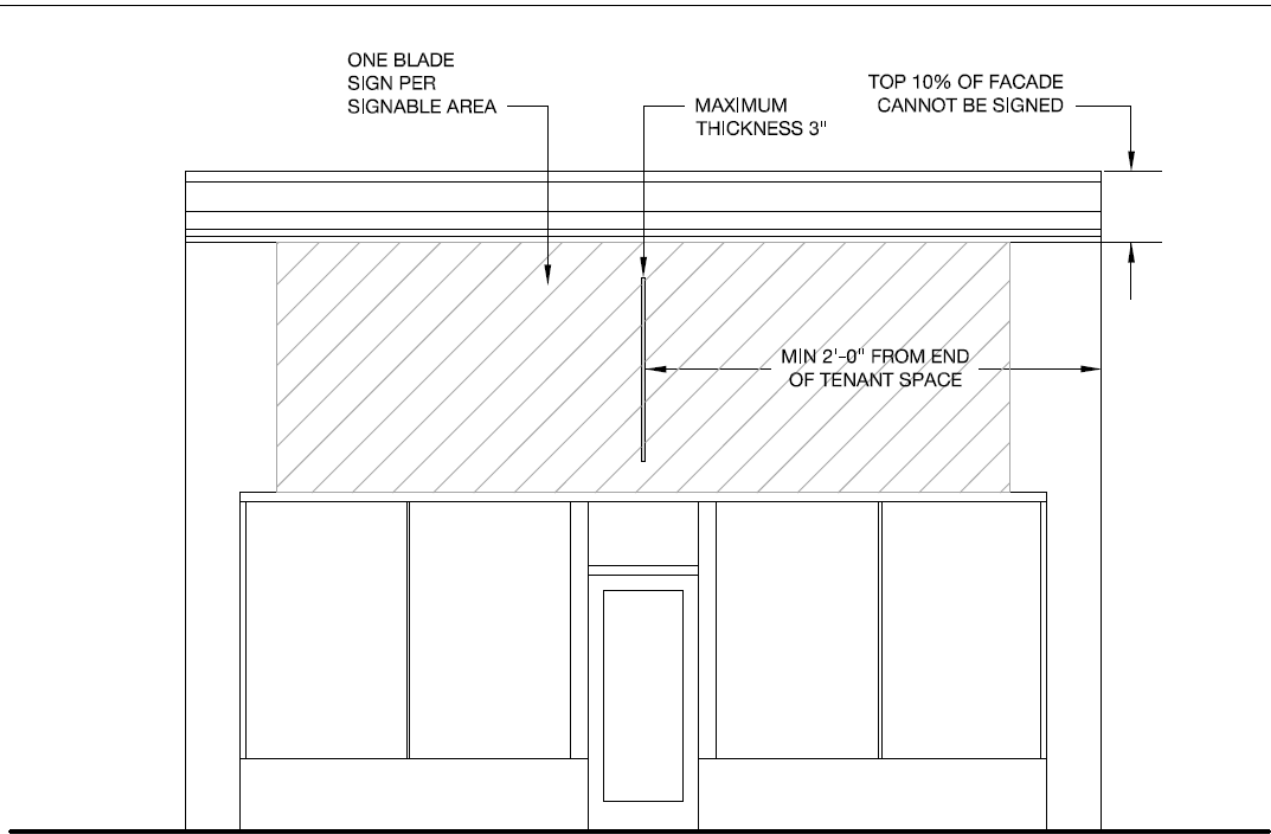


Projecting signs shall be located at least 2' from each side of the tenant's space.



Thickness of projecting signs shall not exceed 3\"/>

PROJECTING "BLADE" SIGN TECHNICAL GUIDELINES



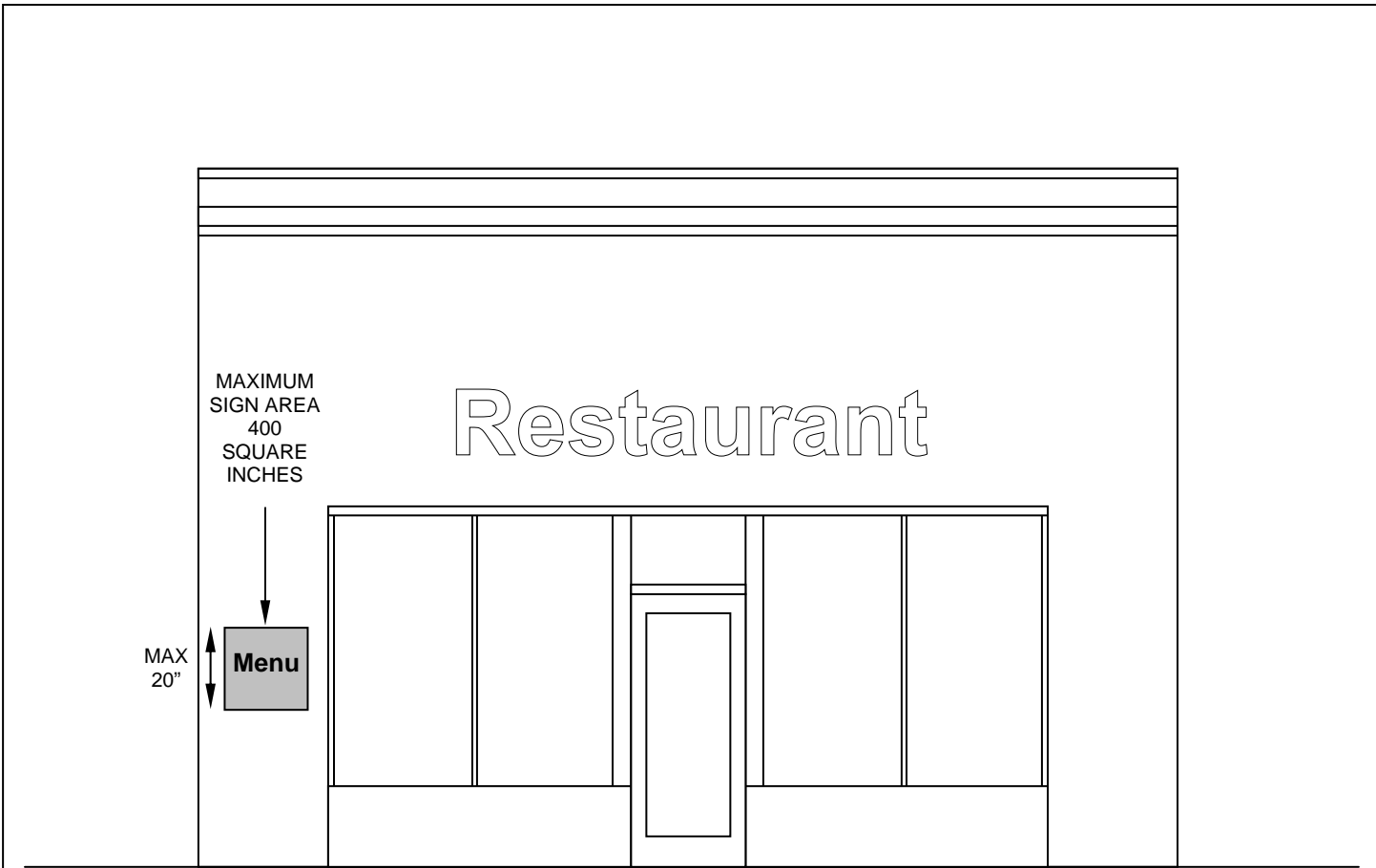
Examples

RESTAURANT MENUS



A restaurant menu is a case or frame containing a menu, limited to 20 inches in height and 400 square inches in area, attached to a building occupied by a restaurant.

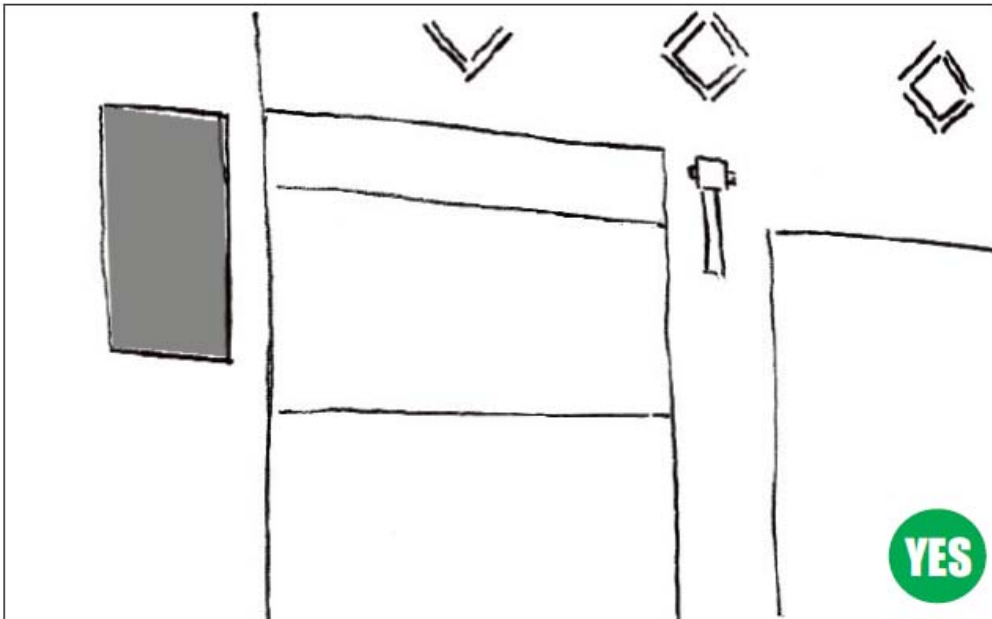
RESTAURANT MENUS TECHNICAL GUIDELINES



REAL ESTATE SIGNS



A real estate sign advertising “vacant business property” shall not exceed 24 square feet for property with a street frontage up to 100 feet. For property with more than 100 feet of frontage, the sign shall not exceed 48 square feet.



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Prepared by JJR LLC 35 East Wacker, Suite 2200 Chicago, IL 60601