

SEC. 17.1.102 PROHIBITED SIGNS; EXCEPTIONS.

(a) **Permitted Signs.** In any district, no signs shall be permitted except as is hereinafter specified by the regulations for that district:

(1) Except in the Business District or as may be otherwise hereinafter specifically provided, no sign shall be permitted closer than ten (10) feet to the existing street line or any other lot line.

(2) A sign identifying the property or the name of the owner or occupant not in excess of six (6) square feet in area.

(3) A no trespassing or other similar sign and not in excess of six (6) square feet in area.

(4) Signs pertaining to the lease or sale of the property on which located or any building thereon not in excess of twenty (20) square feet in area per sign and not more than two (2) signs on any single parcel.

(5) In the Business District, the establishment occupying the building may erect and maintain a single, flat, free-standing advertising sign, relating to its business, in the front yard, or in the side yard on the street side of a corner lot, if the sign is supported by a single pole or standard and neither face of the sign exceeds sixty (60) square feet in area. If such a building is occupied by two (2) or more establishments, then they may jointly erect and maintain such a sign. No portion of the face of such a sign shall be less than twelve (12) feet above the level of the sidewalk or, if there be no sidewalk, the level of the lot line nearest the sign.

(6) No billboard, poster, flat pennant, streamer, outdoor display or other advertising device not meeting the requirements mentioned above and no sign employing brilliant intermittent, rotating or flashing lights which rotates in a manner or at a rate as to simulate flashing lights shall be permitted. No signs, billboard or other advertising media which creates a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property shall be permitted in any district.

(7) A sign, not to exceed twelve (12) square feet in area, for the purpose of advertising and direction of patrons or attendance to an establishment off the main-traveled highway or to service clubs, churches or other nonprofit organization, may be permitted in any district other than a Residential District. A sign not to exceed six (6) square feet in the area indicating direction to a church, hospital school or other public service building may be permitted in any district upon approval of the Village Board.

(8) The sign identifying a planned shopping center grouping may be permitted with the approval of the Village Board, and the Board may, in such case, modify the regulations applicable to the height, size and location of such sign consistent with the spirit and intent of the regulations.

(9) A sign for the purpose of designating a new building or development, for promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited period of time in any district with the approval of the Village Board and subject to the following:

a. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Village Board for approval.

b. The permitted size and location of any such sign shall be at the discretion of the Village Board based upon the character of the area, the type and purpose of the sign and the length of time permitted.

c. Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An extension may be permitted for a period not to exceed two (2) years total.

d. Where the sign is not to be located on the premises involved, such sign may be permitted for a period not to exceed nine (9) months.

(10) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.

(11) No sign, billboard or other advertising media not directly related to the use of the premises on which it is located, except directional signs as herein provided, shall be permitted in any district, except as a conditional use in such districts as is hereinafter provided.

(12) The provisions of this Subsection shall not apply to the signs erected by National, State, County or Municipal Governmental Agencies, including traffic and informational signs.

(b) **Exceptions to Sign Regulations.** The following signs and related items shall not be included in the application of the regulations contained in this Article:

(1) Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers or names of occupants of premises.

(2) Flags and insignia of any government, except when displayed in connection with commercial promotion.

(3) Legal notices, identification information or directional signs erected by governmental bodies.

(4) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.

(5) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.