

PART 3 – SIGN TYPES AND REQUIREMENTS

Sign Types:

Commercial zone districts. No establishment located in any commercial district, any commercial or industrial portion of a planned development, or any industrial district shall display a total area of signs in excess of its sign area allowance as required in the Graphic Area Allowance section of this ordinance. Additionally, signs in any commercial district, any commercial or industrial portion of a planned development district or in any industrial district shall conform to the requirements indicated in the subsections below.

1. *Flush-mounted graphics.* Total square footage of flush-mounted graphics area shall not exceed 10 percent of the total square footage of the building face upon which placed. No flush-mounted graphic shall:
 - a. Project more than 18 inches from the wall or surface to which it is attached. If such wall or surface is not vertical, the projection shall be measured from the closest point of the wall or surface to the graphic; or
 - b. Extend more than three feet above the roofline of the building to which it is attached.
2. *Projecting graphics.* One projecting graphic per street frontage may be substituted for the flush-mounted graphic. No projecting graphic shall:
 - a. Project over a public right-of-way or closer than two feet to the curb or edge of such vehicular way (65 ILCS 5/11-80-14); or
 - b. Project more than three feet from the building to which it is attached; or
 - c. Extend below a point eight feet above the ground or pavement; or
 - d. Extend more than three feet above the roofline of the building to which it is attached (not on top of the roof); or
 - e. Exceed 12 square feet in area.
3. *Window graphics.* Any commercial, industrial or institutional establishment may display permanent window graphics. Permanent window graphics shall cover no more than 20 percent of any window or 20 square feet of window, whichever is less. Permanent window graphics shall be debited against the total area of all graphics permitted.
4. *Awning, canopy, and marquee with graphics.* Graphics mounted flush against awning, canopy, or marquee shall be considered flush-mounted graphics, and shall comply with the regulations of such. Graphics suspended beneath any awning, canopy or marquee shall be considered projecting graphics, and shall comply with the regulations of such. An awning, canopy or marquee graphic may be painted on directly, and shall comply with the graphic area allowances section of this ordinance.
5. *Shopping/office center freestanding graphics.* A shopping/office center - as an entity - may erect an identification sign in accordance with the provisions of this chapter:
 - a. Shopping/office center identification graphics shall not exceed 100 square feet when identifying only the shopping center.
 - b. Freestanding graphics shall not exceed 200 square feet when identifying the shopping/office center and/or tenants.
 - c. No shopping/office center shall have more than one freestanding graphics identifying the shopping center and/or tenants.

- d. Tenants that are identified on the shopping/office center freestanding graphic shall have the square footage included as part of the tenant's overall allowable signage.
 - e. Outlots with street frontage shall be allowed a freestanding graphic in accordance with the Freestanding Graphics section of this ordinance.
 - f. No point of any freestanding graphics shall project over or intrude into any public right-of-way or private lot line and no freestanding graphic shall be higher than two feet in the intersection sight triangle.
 - g. A freestanding graphic shall not extend more than the maximum height allowed in the Freestanding Graphics section of this ordinance.
6. *Freestanding graphics.* No establishment in any zoning district may have more than one freestanding graphic on any lot, except in C-3, I-1 and I-2 zoning districts. In these zoning districts, an establishment may have a maximum of two freestanding graphics on any lot, with one freestanding graphic not exceeding the height allowed under the freestanding graphics section of this ordinance and one freestanding graphic not extending 25 feet above the ground.

Minimum distance apart for two freestanding graphics on one parcel in C-3, I-1 and I-2 zoning districts: If an establishment in these zoning districts erects two freestanding graphics on one parcel of land and both freestanding graphics are located in the front half or both freestanding graphics are located in the back half of the property, the minimum distance apart shall be one-half of the parcel's street frontage. If an establishment in these zoning districts erects one freestanding graphic on the front half of the property and the other freestanding graphic on the back half of the property, the minimum distance apart shall be one-half of the parcel's depth. The front half of the property shall be determined by the legal address. Under no circumstance shall two freestanding graphics constructed on one parcel in these zoning districts be placed closer than 150 feet apart.

Freestanding graphics shall comply with the following regulations:

- a. No point of any freestanding graphics shall project over or intrude a private lot line, and no freestanding graphic shall be higher than two feet in the intersection sight triangle.
- b. No freestanding graphic shall exceed 100 square feet in area or 12 feet in any dimension, except for freestanding graphics in C-3, I-1 and I-2 zoning districts which shall not exceed 300 square feet in area. This paragraph does not apply to shopping center identification graphics.
- c. Freestanding graphics shall have a decorative post/pole wrap consisting of comparable construction materials. Any advertising on the wrap will contribute to the total square footage of the sign.
- d. Height of sign—Districts.
 - 1.) When attached to a post or other supports, a freestanding graphic shall not extend more than 80 feet above the ground or pavement in C-3, I-1 and I-2 zoning districts except on those parcels of ground contiguous to U.S. Highway 40 from Alarth Drive to the eastern city limits which shall not extend more than 25 feet above the ground or pavement in C-3, I-1 and I-2 zoning districts.
 - 2.) When attached to a post or other supports, a freestanding graphic shall not extend more than 25 feet above the ground or pavement in a C-2 zoning district.

7. *Off-premises signs.*
 - a. Off-premises signs are permitted on either side of a federal interstate highway for 660 feet from the nearest edge of the right-of-way, in accordance with the State Highway Advertising Control Act, 225 ILCS 440/1 through 440/16 and as it may hereafter be amended and which is exempt from this chapter.
 - b. Off-premises signs are permitted by special use permit only on Edwardsville Road/Highway 162 and Highway 40 with the following requirements.
 - 1.) No such off-premises signs shall be located closer than 300 feet to another off-premises sign, on either side of the roadway.
 - 2.) All off-premises signs shall be constructed upon a single pole made of steel or metal of equivalent strength.
 - 3.) No off-premises sign shall exceed 25 feet at its highest point.
 - 4.) Off-premises signs shall not be permitted within or over the public right-of-way.
 - 5.) No more than five off-premises signs are permitted per mile on each side of the roadway. Nonconforming off-premises signs shall be included in this determination.
 - 6.) The graphic area allowance for off-premises signs shall not exceed 100 square feet.
 - 7.) Other regulations contained in this ordinance may also apply to off-premises signs.
8. *Planned development (PD) and planned development districts.* Signage shall be in compliance with the City's sign ordinance unless the applicant for a PD district designation elects to submit a "Comprehensive Sign Plan" as defined in the Planned Development section of the Zoning Ordinance. The Planning Commission may recommend, and the City Council may approve, a Comprehensive Sign Plan and such plan shall be made part of the approved planned development district. The Zoning Ordinance may contain conditions, requirements or standards regarding signs that may be stipulated by the City Council, along with the criteria used to evaluation sign plan.
9. *Electronic message center signs (EMCS).*
 - a. An electronic message center sign shall be permitted only as an integral component of a freestanding sign or, to the extent permitted by these regulations, as an integral component of a building sign.
 - b. Electronic message center signs (EMCS) may be substituted in lieu of other permitted signs pursuant to this section. Portable or temporary EMCS are prohibited. The EMCS shall be further restricted by the additional standards in this subsection.
 - c. Area. An electronic message center sign shall comprise less than 50 percent of the overall sign area of the sign structure and shall not, in any case, exceed 32 square feet in area. An electronic message center sign shall be compatible with the design of the sign structure, including width, depth, and color of the cabinet.
 - d. Message duration. Advertising messages, information, images and background shall remain in a fixed, static position for a minimum of eight seconds. The change sequence must be accomplished within an interval of two seconds or less.

- e. Illumination. The outdoor advertising sign shall have an automatic dimmer (factory set to the illumination intensities as follows) and a photo cell sensor to adjust the illumination intensity or brilliance of the sign so that it shall not cause glare or impair the vision of motorists and shall not interfere with any driver's operation of a motor vehicle. The sign shall not exceed a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits between dusk to dawn as measured from the sign's face at maximum brightness. Any external illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway, or any residential use.
- f. Limitations. No moving, rotating, fluttering, blinking, or flashing elements are permitted. No animation, video, audio, pyrotechnic, or bluecasting components are permitted.
- g. In addition, the following standards shall apply to all EMCS:
 - 1.) The EMCS shall contain a default design that will freeze the sign in one position if a malfunction occurs or in the alternative shut down; and
 - 2.) The EMCS shall not display any message that moves, appears to move, scrolls, or changes in intensity during the fixed display period.
 - 3.) When in the opinion of the Building & Zoning Official an EMCS is proposed for a project or building or within the C-4 zoning district, review and approval of said EMCS shall be conducted by the Planning Commission when determined satisfactorily that the requested EMCS will pose no substantial harm to the historic character of said structure, project or area.

Requirements:

- Sign installation shall conform to Section 4-24 Signs of the *City of Troy's Zoning Ordinance*.
- All electrical installations shall conform to the requirements of the latest adopted edition of the *National Electrical Code NFPA #70*.
- General Maximum Size: At no time shall a sign or signs other than ground signs exceed 125 square feet total per business.
- Wind Load: All signs shall be designed and constructed to withstand wind speed of 90 mph or as provided for in the latest adopted edition of the Building Code.
- Earthquake Load: Signs designed to withstand wind speeds shall also be considered capable of withstanding earthquake loads in a seismic design category of D-1, or as provided for in the latest adopted edition of the Building Code.

PART 4 – SUBMISSION REQUIREMENTS *The following must be submitted with application:*

Sign package.

- a. *Required.* A sign package is required for review by the Planning Commission for the following signs:
 - 1.) Electronic message center signs in the C-4 zoning district; or

- 2.) In the opinion of the Building & Zoning Official, any sign can be brought to the Planning Commission for review and approval including projects with multiple buildings or tenants, unique circumstances such as poor visibility or irregularly shaped sites, or when a uniquely creative approach to signage design is proposed.
- b. *Specific intent.* The specific intent of this procedure is to provide a process to evaluate the number, size, location, height, and design of signage within a project on a comprehensive basis to ensure that it is installed as a consistent, integrated component of the development and zoning district.
- c. *Submittal requirements.* Said sign package shall include:
 - 1.) The location of the buildings, structures, or lots on which the signs are to be installed;
 - 2.) A site plan of the property involved, showing accurate placement thereon of the proposed signs;
 - 3.) Photographs, illustrations, or renderings of the building, site, and/or other signage on the site as required to determine consistency;
 - 4.) Other materials or evidence as may be required to demonstrate compliance with the review criteria; and
 - 5.) Fees: Graphics Permit - \$100.00; Special Event Graphics - \$25.00
- d. *Review criteria.* Signs within the proposed package may deviate from the number, size, location, height, and design criteria specified by this section for each type of sign, provided that a variance is approved.
- e. *Approved sign package.* The approved sign package shall be retained on file in the Building & Zoning Department.
- f. *Sign permit.* A sign permit shall be required to install each sign in the approved package.
- g. *Amendment to sign package.* Applications to amend any portion of an approved sign package shall be made to the Planning Commission for review and recommendation.

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