

Sidewalk Sign Handbook

This information has been prepared to help guide you through the process of obtaining a sidewalk sign permit. Community Development staff and the Appearance Review Commission review and approve all sidewalk sign permit applications.

❖ APPLICATION SUBMISSION

The following items must be submitted to the Community Development before your proposed signage will be reviewed. The Appearance Review Commission will not review a project until a complete application is submitted.

- Application Please complete the last page of this packet.
- Site Plan Please submit site plan showing the entire area from the storefront to the street curb.
 - Plan should indicate the existing facade, the points of ingress and egress, any outdoor seating, planters, borders, awnings, umbrellas, street poles, garbage cans, and the proposed location of the sidewalk sign.
 - Plan must be drawn to scale showing dimensions of street furniture and clear path on walkway.
 - If you do not have a professional prepare your plan you may find it helpful to draw your plan using graph paper as an easy way to prepare a scaled drawing.
- Sidewalk Sign The manufacturer of the sidewalk sign should provide you with a catalogue sheet of the sign.
 - Total height and width of overall sign and sign copy.
 - Description of sign materials.
 - General description of copy to be displayed on proposed sign.
- Indemnification The indemnification protects the Village from any liability of damages or injury caused by your sidewalk sign.

❖ REVIEW PROCESS

A. Staff Review

Upon complete submittal of application Community Development staff will review your application to make sure it is complete and accurate. They will also consult with staff from the Engineering and Public Works Department who have jurisdiction over the public right-of-way (sidewalk). Assuming your proposed sign is conforming to the Village's regulations it will be placed on the next Appearance Review Commission agenda for review.

B. Appearance Review Commission Review

The Appearance Review Commission (ARC) reviews all permits for exterior modifications to commercial properties, including sidewalk sign permits. The ARC generally meets the first and third Monday of the month, but is only required to meet once a month. Community Development staff will place your sign proposal on the first available ARC agenda. You do not need to attend this meeting; however, the staff may recommend you attend in some cases. Approval of your sign is dependent on how your sign meets the standard of review for an Appearance Review Certificate.

C. Permit Issuance

Once the ARC has approved your signage the Community Development Department will prepare your permit for issuance. You will be contacted once the permit is ready to be issued. The permit fee is annual and will be included on your business license renewal in years subsequent to your original payment and issuance. Please be sure to continue to abide by the Village's regulations to avoid any fines.

❖ SIDEWALK SIGN REGULATIONS

A. Statement of purpose and limitation of use of public property.

- a. The purpose of this Section 20-9.9.3 is to provide businesses located at ground level with frontage on a public or private sidewalk in a business zoning district with the ability to display a sidewalk sign related directly to their business. In the case of a business located adjacent to a public sidewalk, the purpose of this Section is to provide for a process to obtain only a limited and revocable license to display sidewalk signs directly and solely related to their businesses.
- b. With regard to the use of public property, none of the provisions of this Section 20-9.9.3 shall be deemed to establish an open public forum or limited public forum, or to convert any public sidewalk or other public space into same. The general prohibition against the placement of any private display on the public right-of-way is hereby modified solely for the purpose of granting a limited and revocable license to the businesses described herein to present only the information permitted herein and in the manner permitted herein, and is intended to promote business development and aid potential business customers.

B. Restrictions on Eligible Businesses and Sign Content

- a. With regard to a sidewalk sign proposed to be located on a public sidewalk, only businesses located at ground level with frontage on a public sidewalk in a business zoning district are eligible under this section to apply for a limited and revocable license to display sidewalk signs on the public sidewalk.
- b. With regard to a sidewalk sign proposed to be located on a private sidewalk, only businesses located in a building with frontage on that private sidewalk may apply for a permit to place a sidewalk sign.
- c. The only text information permitted to be displayed on any sidewalk sign allowed under this Section shall be:

- i. The name of the business.
- ii. Information concerning the products or services provided by the business and the cost of same; provided that no information concerning the sale of alcoholic beverages, or price for same, may be displayed.

C. Design Standards

- a. Sidewalk signs shall be constructed of weather-resistant materials, such as wood, plastic, or metal. Sidewalk signs constructed of impermanent materials, including but not limited to cardboard and paper, are prohibited.
- b. No sidewalk sign shall contain foil, mirrors, bare metal, or other reflective materials that could create hazardous conditions to motorists, bicyclists or pedestrians. No sidewalk sign may contain lights of any kind.
- c. Sidewalk signs must be sufficiently weighted or constructed to keep sign in approved location.

D. Size and Number of Sidewalk Signs Allowed

- a. The maximum size of the copy on a sidewalk sign shall be six (6) square feet per sign face, with a maximum of two sign faces per sidewalk sign.
- b. Maximum overall height of a sidewalk sign shall be forty-two (42) inches above the sidewalk upon which it is placed.
- c. There shall be a maximum of one (1) sidewalk sign per business, including businesses having more than one street frontage.

E. Location of Signs

- a. Sidewalk signs shall be allowed in business districts only.
- b. In the case of a sidewalk signs on the public sidewalk, a sidewalk sign may be placed only along the street level frontage of the business whose sign is being displayed. One business' sidewalk sign may not be displayed in front of any other business.
- c. In the case of a sidewalk sign on a private sidewalk, a sidewalk sign may only be displayed in front of the building with frontage on that private sidewalk in which the business is located.
 - i. A business' sidewalk sign may not be displayed in front of any other building.
 - ii. No sidewalk sign shall be permitted relating to any home occupation or to any use located within residential zoning districts.
 - iii. No sidewalk sign may be placed in such a way as to reduce the continuous unobstructed width of a sidewalk or walkway to less than five (5) feet.
 - iv. Sidewalk sign placement may not obstruct ingress/egress to a building, steps or driveway access, or other similar feature, or be placed within five (5) feet of a wheelchair ramp or curb cut.
 - v. No permitted sidewalk sign shall be located closer than 15 feet from any other permitted sidewalk sign.
 - vi. No sidewalk sign shall be placed in a street, roadway or alley.

- vii. Sidewalk signs must be freestanding and cannot be attached to any other structures, such as parking meters, trees, and utility poles.
- viii. Sidewalk sign placement shall not create a visual obstruction so as to create a safety hazard.
- ix. Any applicant wishing to obtain a permit for a sidewalk sign located on public right of way shall be required to sign a hold harmless/indemnification agreement or shall provide evidence that the applicant maintains liability insurance in an amount as required by the Director of Community Development naming the Village of Wilmette as an additional insured. Such coverage shall not be canceled or modified without thirty (30) calendar days prior written notice to the Director. Failure to maintain such insurance coverage shall result in revocation of the permit.

F. Duration

- a. Sidewalk signs may be displayed in the right of way only during the hours the business is open.
- b. Owners are responsible for the removal of their sidewalk signs following business hours and during periods of strong winds and snow accumulation.

G. Compliance

- a. Any applicant for a sidewalk sign permit shall sign a statement that the applicant agrees to adhere to the standards and requirements of this regulation, and if not, the sign may be removed by the Village and/or the sign permit revoked.
- b. A copy of the approved sidewalk sign permit shall be legibly attached to the underside of the sign at all times.
- c. Failure to comply with any of the above standards at any time may result in the Village removing said sidewalk sign without prior notice.
- d. If the Village removes a sidewalk sign, written notice of the sign's removal will be mailed to the business owner at the address listed on the sign permit application via U.S. Postal Service regular mail. The notice shall state with particularity the reason for removal. The confiscated sidewalk sign will be stored for thirty (30) calendar days after the mailing of such notice.
- e. The owner of any sidewalk sign that has been removed by the Village may retrieve said sidewalk sign upon payment of an impoundment fee, payable to the Village of Wilmette no later than thirty (30) days after the date of the notice of impoundment. Alternatively, said owner within the same 30-day period may submit a written protest to the Director of Community Development stating with particularity why the sidewalk sign in question should not have been confiscated, and the Director of Community Development shall respond in writing to such protest within 10 business days. Any sidewalk sign not retrieved by the owner within thirty (30) calendar days after the date of the notice of impound, or within 30 days after the Director of Community Development has mailed a response to such written protest as may have been filed, may be destroyed by the Village.
- f. The impoundment fee shall be as follows:
 - i. First Offense: \$75.00.
 - ii. Second Offense: \$150.00.
 - iii. Third Offense and thereafter: \$250.00 per occurrence.

INDEMNIFICATION

WHEREAS, the undersigned desires to display a sidewalk sign on a portion of the public sidewalk in the Village of Wilmette;

WHEREAS, the Village of Wilmette is willing to permit the undersigned to display such a sign, provided that the Village will not thereby incur the risk of any liabilities to the undersigned, or to any third party or employee of the undersigned, by virtue of the presence or actions of the undersigned;

NOW, THEREFORE, the undersigned agrees to indemnify, defend and hold harmless the Village of Wilmette, its officers, employees and agents against any and all loss, liability, damage, claims, costs and expenses, including attorney's fees which it may hereafter suffer, incur, be put to or pay out as a result of the undersigned's sidewalk sign and the undersigned shall at his or her own expense, appear defend and pay all fees of attorneys and all costs and other expenses arising therefrom or incurred in connection therewith; and, if any judgments shall be rendered against the Village in any such action, the undersigned shall satisfy and discharge the same excluding only such claims, demands or losses, which result from the sole negligence of the Village of Wilmette or its officers, agents or employees.

Signed this ___ day of _____, 20__.

Signature

Name (Please Print)

Title

Business Name

Business Address

City

State

Zip

Case #: _____

Appearance Review Application 2010 Application for Sidewalk Signage

Applicant's Name _____	
Property Address _____	
Phone Number _____	Fax _____
Email _____	
Applicant's Signature _____	Date _____

Property Owner's Name _____	
Address _____	
Phone Number _____	Fax _____
Property Owners Signature _____	Date _____

Contact Name _____	
Address _____	
Phone Number _____	Fax _____
Email _____	

Application for:

- Conforming sign review
- Sign Variation (\$110 fee)

Submittals:

- Site Plan
- Sidewalk Sign Plans
- Indemnification

Statement of Understanding:

I hereby acknowledge the Village of Wilmette's sidewalk signage regulations and agree to abide by such rules and regulations:

Print Name

Signature Date