

Village of

BARRINGTON

Sign Design Guidelines



Guidelines For All Signs

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Sign Overview

- Signage can have a dramatic impact on the visual character of a village. Restrained signage conveys an orderly and quality appearance which complements the Village’s image. Excessive signage or illegible signage degrades the visual quality of the environment.

Note: Please also refer to Chapter 4, Part IV of the Barrington Zoning Ordinance.



Well designed Master Sign Plan.

Applicability

- The Sign Design Guidelines are applicable to all new signs and the modification or reconstruction of existing signs.
- Signs will be reviewed for their consistency with these Guidelines and the sign standards contained in the Zoning Ordinance.
- The Zoning Official may interpret the Design Guidelines with some flexibility as they are applied to specific signs in recognition that not all design criteria may be appropriate for each sign or project.

General Guidelines

- Sign design shall be based on the architectural style of the building and its surroundings.
- Design and placement shall accentuate the positive aspects of the building.
- Signs should not obscure the building’s architectural features or detailing.
- High quality craftsmanship and traditional material enhance impression; materials should have matte or dull finish. Carved wooden signs are encouraged.
- Signs shall be designed with the viewer’s position in mind.
- Fewer words are more likely to be read; fewer signs per building are more likely to be noticed.



Well designed “Monument Sign”.

- Externally illuminated signs are encouraged.
- Signs should be limited to two or three contrasting colors that are compatible with the colors on the building.
- Changeable Copy Signs and signs with moving text are not permitted, except where specifically permitted by the Zoning Ordinance.

Sign Approval Process

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5a	STEP 6	STEP 7	STEP 8	STEP 9	
Over the Counter Approval FAST TRACK	<p>BE INFORMED</p> <ul style="list-style-type: none"> Review the sign regulations and this Guide. They provide a basic vocabulary that will help you understand the requirements. The sign regulations can be found on the Village of Barrington website: www.barrington-il.gov/Departments/EngineeringandBuilding/ZoningOrdinance.html 	<p>IDENTIFY YOUR ZONING DISTRICT</p> <ul style="list-style-type: none"> The sign regulations establish rules for placement and sizes of signs. To identify your Zoning District and to consult with staff on your preliminary design contact the Department of Engineering and Building. 	<p>DEVELOP A GOOD SIGN DESIGN</p> <ul style="list-style-type: none"> Design a sign that fits the site and building. Keep the message clear and simple. Choose the materials carefully. Select the appropriate lighting to accent the sign. 	<p>SUBMIT PERMIT APPLICATION</p> <ul style="list-style-type: none"> Consult with staff to review your design. Apply for a sign permit at the Department of Engineering and Building. 	<p>APPLICATION REVIEW</p> <ul style="list-style-type: none"> Sign review takes a maximum of 5 business days upon receipt of a complete application and supporting documents. If plans meet all requirements proceed to step 6. If plans do not meet requirements a Zoning Variance will need to be obtained through the Zoning Board of Appeals. Proceed to step 5b. 	<p>OBTAIN BUILDING PERMIT</p> <ul style="list-style-type: none"> When the permit is ready for issuance, staff will contact you. Plan Review Fee: <ul style="list-style-type: none"> \$50 plus: <ul style="list-style-type: none"> \$65 for each non-illuminated sign \$90 for each illuminated sign 	<p>ERECT YOUR NEW SIGN</p> <ul style="list-style-type: none"> Protect your investment by proper installation. Follow proper safety regulations. 	<p>SCHEDULE INSPECTIONS</p> <ul style="list-style-type: none"> Contact the Department of Engineering and Building to arrange for required inspections. 	<p>MAINTAIN YOUR SIGN</p> <ul style="list-style-type: none"> Check your sign periodically for appearance and safety. Proper maintenance will preserve your sign and the image of your business.

Zoning Variation Process Overview	STEP 5b	<p>The Sign Variation Process is ONLY needed if you do not meet the standard sign regulations.</p> <p>The variation process requires several steps, including:</p> <ul style="list-style-type: none"> Completion of the petition application and submittal packet Submittal of the petition along with the applications fees (\$600.00 Fee/\$1,000.00 Escrow) Letter sent to adjacent property owners by the petitioner Legal notice published by the village A public hearing before the Zoning Board of Appeals at an evening meeting Final action by the President and Village Board of Trustees at a separate Village Board evening meeting. Variation approved proceed to step 6. Variation denied return to step 1 for sign redesign. <p>Generally, this process requires a minimum of three months to complete.</p> <p>There is no guarantee that a variation request will be approved. To recommend approval of a variation to the President and Village Board, the Zoning Board of Appeals must find that the request is unique and will not alter the character of the neighborhood. Standards for review of a variation request are contained in Section 3. 16 of the Village’s Zoning Ordinance.</p>
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Master Sign Plans

Ord. Section 4.14-A

- Master Sign Plans are required for multiple tenant buildings with 3 or more occupants.
- Master Sign Plans utilize coordinated uniform design elements such as color, lettering style, and placement.



APPROPRIATE

Employ a consistent sign pattern.



INAPPROPRIATE

Inconsistent sign patterns create confusion.



Well designed Master Sign Plan.

Placement

- The architecture of the building often dictates locations for signs.
- The size of signs shall be in proportion to the size of their location.



Sign Placement Based on Building Architecture.



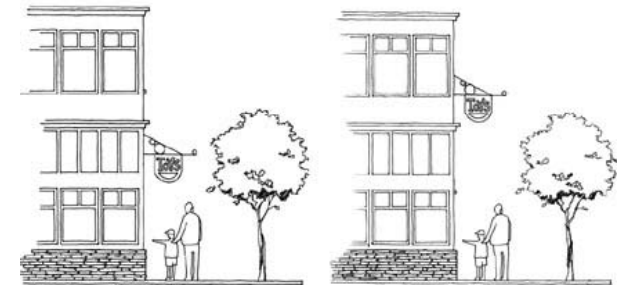
Wall Sign.

Projecting Sign

Window Sign

Façade signage options.

- Repetitious signage information on the same building frontage should be avoided.
- To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry.
- Pedestrian-oriented signs are encouraged.



APPROPRIATE

INAPPROPRIATE

Signs should be oriented to the pedestrian.

Sign Message

- Sign content is limited to the business logo, name and/or 2 other items of info from the following: address, phone number, website, or a 3 word business description.
- Sign fonts shall be selected to provide both clarity and artistic integrity.



Easy to read typeface.



Avoid typefaces that are hard to read at a glance.

Sign Message cont.

- Lettering should not occupy more than 75% of the area of the sign to avoid a cluttered look and to help maintain the readability of the sign.



Letters take up too much of the sign area



Letters occupy approx. 75% of the sign area (max.)

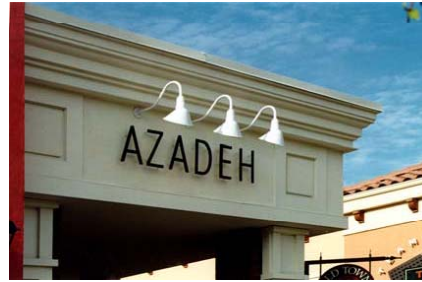


Letters occupy less than 75% of the sign area.

Sign Lighting

Ord. Section 4.14-C

- Signs that are illuminated by an external source of light are encouraged.
- Internally illuminated cabinet signs tend to stand out and do not appear integrated with the building's facade.
- Arrange any external lighting such that the light source is directed away from passersby, adjacent properties and motorists.



Gooseneck lighting is encouraged.

- The use of backlit, individual letter signs is encouraged.



SIGN



Backlit letter signs are encouraged.

- If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated.



Individual reverse channel letters.

- Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed raceway should be finished to match the background wall and should never extend beyond the area of the sign's lettering or graphics.
- All exposed conduit and junction boxes should be appropriately concealed from public view.
- Blinking, rotating, flashing, changing, or reflecting lights are prohibited.



Raceway does not extend beyond sign face.

Awning & Canopy

Ord. Section 4.16-A

- If the awning serves as a primary sign and a wall sign is not present, the total signage shall not exceed 35% of the area of the awning.
- If a wall sign is used, awning signage is limited to 6" high valance lettering only, covering a maximum of 50% of the valance.
- The color of the awning or canopy shall be compatible with the building façade. Preapproved awning and canopy colors are available from the Engineering and Building Department.
- Awnings should be fabricated of canvas on metal frames. Traditional shed type awnings are permitted. Bubble or round awnings are prohibited.
- Backlit awnings are prohibited.
- Sign content is limited to the business logo, name and/or 2 other items of info from the following: address, phone number, website, or a 3 word business description.

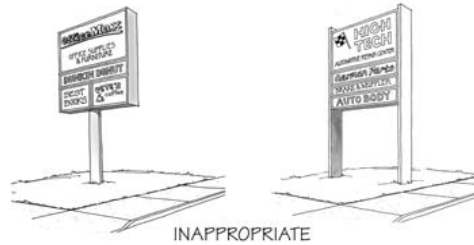


Appropriate awning signage.

Freestanding

Ord. Section 4.16-B

- Freestanding monument-type signs are strongly encouraged over signs mounted on poles.
- Monument signs may be internally illuminated, however, the sign background should be opaque.
- Signs with individual back-lit letters, and push-through text and graphics are encouraged.
- Signs should not be so large as to be a dominant feature of the site.



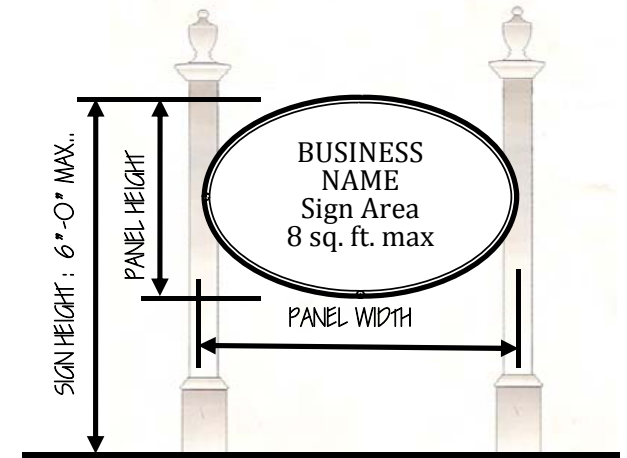
Pole and pylon signs are discouraged.

- Monument signs should be designed to complement their surroundings.
- Bases of Monument Signs should be constructed of decorative brick, stone or cementitious stucco complimentary to the building materials.

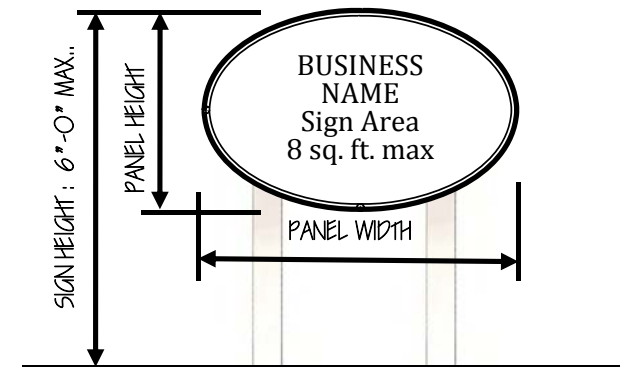


Monument signs are encouraged.

- Provide architectural elements on the sides and top of the sign.
- Incorporate landscaping at the base.
- Freestanding historic two-pole signs are encouraged for small-scale commercial uses.



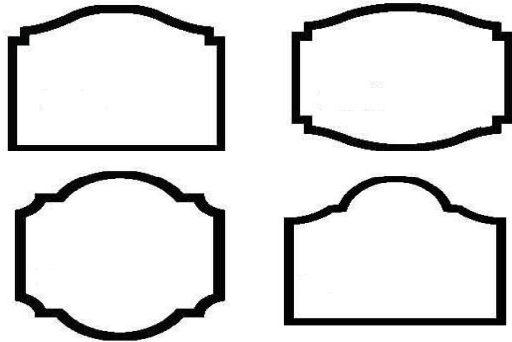
Historic two-pole sign with decorative poles .



Historic two-pole sign with unembellished poles .

Freestanding cont.

Ord. Section 4.16-B



Do not limit the background to a square, rectangle or oval. There are many alternatives which can contribute to making the sign more attractive, expressive and artistic.



Projecting

Ord. Section 4.16-C

- Use of pedestrian-oriented projecting signs is encouraged.
- The scale of projecting signs should not detract from the character of the building.
- Sign supports and brackets should be compatible with the design and scale of the sign and the design of the building. Decorative iron and wood brackets are encouraged.
- Projecting signs should be used for ground floor uses only.
- Projecting signs should be hung at a 90-degree angle from the face of the building.
- Internal illumination of projecting signs is prohibited.

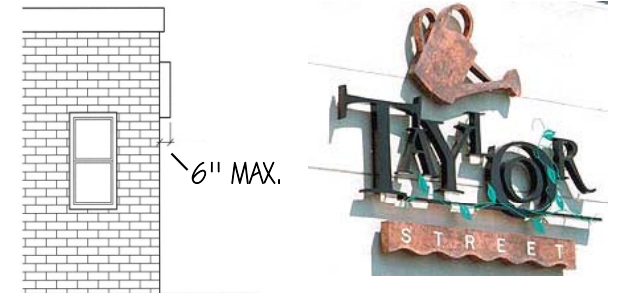


A well designed "projection sign".

Wall

Ord. Section 4.16-D

- Wall signs should be located where they are integrated with the architectural details of the building.
- Wall signs should not project from the surface upon which they are attached more than that required for construction purposes and in no case more than 6 inches.



6" maximum projection from surface.

- Reverse channel letter signs are encouraged.
- Internally-illuminated cabinet-type signs are prohibited.
- For shopping centers, a Master Sign Plan for all signs should be developed. New wall signs in a shopping center should be placed consistent with the location of signs for other businesses in the center.

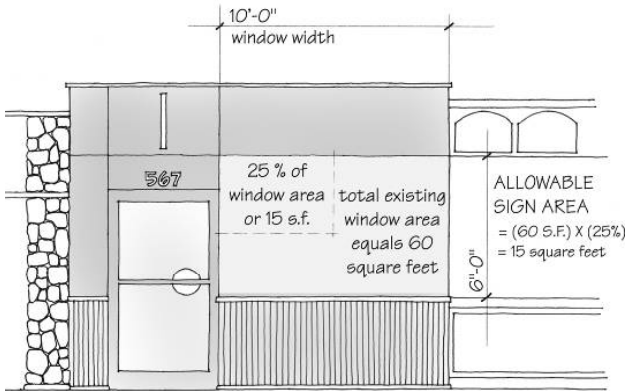


Well designed "wall signs".

Window

Ord. Section 4.16-E

- Window signs should not cover more than 25% of the area of each window.



Window sign area calculation example.

- Window signs should be limited to individual letter signs and logos.
- Glass-mounted graphic logos may be applied by painting, silk screening or vinyl die-cut forms professional applied.
- Window signs should be located so they do not block views into the business.



Well designed "window signs".

Temporary Signs

Ord. Section 4.19 & 4.20

- 2 Temporary Promotional Signs per business are allowed.
- Temporary Promotional sign display period:
 - 1 Sign for a calendar year
 - 1 Sign for 60 days per calendar year
- Temporary promotional signs can be posted only on the premises of the business concerned, except if the property is 2.5' or less from the public right-of-way, the following shall apply:
 - The sign may be located on a public walk, provided a minimum 5' wide clear path is provided.
 - The sign shall be removed at all times when the business is not open.
 - The sign shall not interfere with snow removal.
 - The sign shall not be attached to a utility pole, fire hydrant, or street sign.
 - No portion of the sign shall be located over or within a public street, road or alley.



Appropriate Freestanding Banner sign.



Appropriate Banner Flags.

- Freestanding Banners signs have a maximum sign area of 8 square feet and a maximum height of 5'.

- Freestanding Banner Flags have a maximum size of 44" by 32" and a maximum height of 8'.
- Temporary Window Signs are limited to ground floor windows facing a public street or parking lot.
- 1 Temporary Window Sign is allowed per business.
- No individual window shall have more than 50% of its area devoted to a temporary sign and no more than 25% of all ground floor windows facing a public street or parking lot.



Appropriate Sandwich Board signs.

- Sandwich Board frames must be constructed using the following materials: wood or metal.
- Glass, paper, cardboard, vinyl, plastic, and PVC pipe frames are not permitted.
- Sandwich Board signs shall not be illuminated.
- Sandwich Board signs must not be permanently affixed to any object, structure, or the ground.
- Sandwich Board Signs have a maximum sign area of 6 square feet per side and a maximum height of 4'.