

Article 7 Sign Regulations

7.01 Purpose: It is the purpose and intent of this Article to regulate and control the location, erection, number and maintenance of signs and matters relating thereto within unincorporated DeKalb County in order to promote public safety, health, and general welfare of the community; provide for uniform regulation and orderly construction of signs in harmony with the purpose and intent of the established zoning districts; prohibit hazardous and dangerous signs; provide a desirable and attractive living environment through harmonious and uniform signs; and prohibit the construction and maintenance of signs that negatively impact the common use and enjoyment of adjacent properties. These regulations are specifically designed to:

- A. Provide for uniform regulation and orderly development of signs consistent with established ordinances of the County
- B. Prohibit hazardous and dangerous signs.
- C. Provide a desirable and attractive living environment through harmonious and uniform signage.

7.02 Scope:

- A. The provisions of this Article shall govern the erection, alteration, and maintenance of all signs and outdoor display structures, together with their appurtenant and auxiliary devices, with respect to location, size, content, construction, structure, and fire safety.
- B. The provisions of this Article shall not apply to:
 - 1. Flags of any nation, state, county, city or other governmental unit and any not-for-profit organization;
 - 2. Signs or other materials temporarily displayed in conjunction with traditionally accepted patriotic, religious or local holidays or events or official Government public notices;
 - 3. The erection, construction, and maintenance of official traffic, fire and police signs, signals and devices and markings of the state, county or city;
 - 4. Non-illuminated directional signs and signs identifying public uses and facilities;
 - 5. Residential garage or patio sale signs not to exceed six (6) square feet and located upon premises where the sale is taking place;
 - 6. Real estate signs not exceeding six (6) square feet in area, which advertise the sale, rental, or lease of the premises upon which said signs are located only. These signs shall be removed within five (5) days following the sale or lease of the property being advertised for sale or lease;
 - 7. Bulletin boards not over thirty-two (32) square feet in area, for public, charitable, or religious institutions which are located on the premises of said institutions;
 - 8. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials;
 - 9. Identification/Occupational signs not exceeding one (1) square foot in size.
 - 10. Signs erected inside a building not visible through windows.
- C. Signs containing noncommercial speech are permitted anywhere that commercial or business signs are permitted, subject to the same regulations applicable to such signs.

7.03 Definitions: The following words, terms and phrases, when used in this Article, shall have the meanings ascribed to them in this Section except when the context clearly indicates a different meaning:

Abandoned Sign: A sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, project or activity conducted or product available on the premises where such sign is displayed.

Animated Sign: Any sign which includes action or motion. For purposes of this Ordinance, this term does not refer to flashing or changing, all of which are separately defined.

Banner: A sign made of fabric, plastic, paper or other light pliable material, not enclosed in a rigid frame.

Building Face or Wall: All window and wall areas of a building in one plane or elevation.

Canopy: Any structure attached to a building at the inner end and supported on the other end, or a freestanding structure, with one or more supports, meant to provide shelter from weather elements onto which signs may be affixed or incorporated.

Changeable Copy Sign (Manual): A sign on which copy is changed manually in the field, i.e. reader boards with changeable letters or changeable pictorial panels.

Changeable Sign (Automatic): A sign such as electronically or electrically controlled public service time, temperature and date sign, message center or reader board, where different copy changes are shown on the same lamp bank.

Church Bulletin Board: A sign attached to the exterior of a church or located elsewhere on church premises and used to indicate the services and/or other activities of the church, and including the church name.

Copy: The wording or graphics on a sign surface.

Erect: To build, construct, re-construct, attach, hang, re-hang, alter, place, affix, enlarge, move or relocate and includes the painting and repainting of existing sign structures.

Facade: The front or main part of a building facing a street; for purposes of this Section, the facade is defined as measured from the ground elevation to the head beam.

Flashing Sign: Any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source. Automatic changing signs such as public service time, temperature and date signs or electronically controlled message centers are not defined as flashing signs.

Frontage: The length of the lot along the street side. The front of a lot bordering more than one street is considered separate for each street.

Filling Station (Service Station): Any business which dispenses, or is designed to dispense gasoline and/or oil for use in motor vehicles or boats.

Governmental Sign: a permanent, off-premise sign whose content includes the name and other descriptive information of a municipality. Such signs must be located within 1,000 feet of the named municipality.

Ground Level: Immediate surrounding grade.

Height of Sign: The vertical distance measured from the surrounding grade to the highest point of a sign.

Illegal Signs: A sign which contravenes this Ordinance, or a non-conforming sign for which a permit required under a previous ordinance was not obtained.

Interchange: The system of interconnecting ramps between two (2) or more intersecting guideways, rail lines, highways, and so on that are grade separated.

Interior Property Line: Property lines other than those forming a dedicated public right-of-way.

Intersection: The point at which two or more guideways or roadways meet.

Logo: A letter, character, or symbol used to represent a person, corporation or business enterprise.

Owner: A person recorded as such on official records and including the duly authorized agent or notary, a purchase lessee; any person having a vested or contingent interest in the property or business in question.

Premises: An area of land with its appurtenances and buildings which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.

Roof Line: The highest point of the coping on a flat roof, false mansard, or parapet wall; the declivity of a true mansard roof; the ridge line between the upper and lower slopes of a gambrel roof; or the mean height between the eaves and ridge for a gable or hip roof.

Seasonal or Special Occasion Temporary Signs: A sign which is not permanent and is limited to a specific activity or in the celebration of holidays or other special events.

Shopping Center: A building containing four (4) or more shops, stores, and other places of business, and providing off-street parking facilities in common for all of the businesses and their customers.

Show Window Signs: Any temporary sign advertising sales or specials attached to or within three (3) feet of the glass surface of any fixed window (glazing) visible from a public right-of-way.

Sign: Any name, identification, description, illustration or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise or any emblem, painting, banner, pennant or placard designed to advertise, identify or convey information, with the exception of window displays and national flags. For the purpose of removal, signs shall also include all sign structures. Not included are decorative devices or emblems as may be displayed on a residential mailbox. For the purpose of this Section, this definition shall include those signs painted directly upon a building or other structure.

Sign Area: The area of the sign face. The sign area of a multi-faced sign is the sum of the sign areas of each face,

including structural trim which can be seen from a single location on an adjacent street. If a sign is attached to a building or suspended in any manner whereby there is no apparent trim or confining border, the sign area shall be computed by drawing an imaginary straight line around a generally rectangular margin and measuring the area so encompassed upon a building or other structure.

Sign, Attached: A sign erected or placed upon the wall of any building with the plane of the face parallel to the plane of the wall below the roof line.

Sign, Commercial Directory: A permanent pole sign designating the name of a commercial center and listing the various tenants of the center.

Sign, Construction: A temporary sign used during the construction of new buildings or reconstruction of or additions to existing buildings, such as those identifying the project and denoting the owner, architect, engineer, contractor, and/or financing institutions of the project.

Sign, Crop Identification: A sign whose content includes the type, description, identification and otherwise pertinent information of crops being grown on a plot of land.

Sign, Directional: A sign which indicates a direction for vehicular or pedestrian traffic or other movement.

Sign, Fluttering: A sign which flutters and includes banners, flags, pennants, or other flexible material which moves with the wind or by some artificial means.

Sign, Ground: Any detached sign on the same lot or parcel as the use it advertises which has its bottom portion erected upon or supported by the ground, a ground planter box, or other supports.

Sign, Hanging: Any sign hanging entirely beneath a canopy, portico, or marquee.

Sign, Illuminated: Any sign which is illuminated by light source mounted on or in the sign or at some other location.

Sign, Memorial or Tablets: The permanent part of a building which denotes the name of the building, date of erection, historical significance, dedication, or other similar information.

Sign, Non-conforming: A sign legally erected prior to this Ordinance, but which does not conform to the provisions of this code.

Sign, Occupational or Identification: An attached wall sign identifying the name of a person occupying a building and mounted adjacent to the main entrance of the building.

Sign, Political: A temporary sign advocating or opposing any political proposition or candidate for public office.

Sign, Pole: Any detached sign located on the same lot or parcel as the use it advertises which is supported by one (1) or more stationary poles no taller than thirty (30) feet above the mean grade line of the ground at its base provided that this shall not include a permitted ground sign as set forth.

Sign, Portable: Signs not permanently affixed to the ground or to a building.

Sign, Project Identification: A permanent ground sign identifying an apartment complex, condominium project, or mobile home development entry, name, or street names within the project.

Sign, Projecting: Any sign which projects more than twelve (12) inches beyond the plane of the wall on which the sign is erected or attached.

Sign, Property Real Estate: A sign pertaining only to the prospective rental, lease, or sale of the property upon which it is located. Real estate signs shall be excluded from the definition of pole signs.

Sign, Residential Construction Project: Any temporary sign that provides direction to any residential development under construction, or promotes the residential development on the project site.

Sign, Roof: Any sign erected on a roof but excluding marquee and canopy signs and wall signs. The generally vertical plane of a mansard-type roof shall be interpreted as the same as a wall of a building.

Sign, Structure: The sign and all parts associated with its construction.

Sign, Subdivision, Identification: A permanent ground sign identifying a subdivision entry, subdivision name, or street names within the subdivision.

Sign, Supports: All structures by which a sign is held up, including, for example, poles, braces, guys, and anchors.

Sign, Temporary: Any sign intended for a limited or intermittent period of display.

Sign, Window: A temporary sign affixed to the inside of an exterior window or glass door.

Special Displays: Signs not exceeding thirty-two (32) square feet, used for holidays, public demonstrations, or promotion of civil welfare or charitable purposes.

Standard Outdoor Advertising Structure or Billboard: Any sign intended to attract general public interest concerning a commercial enterprise, product, service, industry, or other activity not conducted, sold or offered on the premises upon which the sign is erected. This includes billboards, detached pole signs on separate parcels, wall signs and signs otherwise attached to buildings or supported by uprights or braces on the ground. Real estate signs and political signs are excluded from this definition.

7.04 Administration and Enforcement:

- A. Sign Permit: Except where herein otherwise stated, no sign subject to the regulations of this code shall be erected or maintained without obtaining a sign permit. A sign for which no permit has been issued in accordance with this paragraph shall be removed immediately by the person or entity that erected the sign, by the owner of the property, or by any person or entity occupying the property if such person or entity have been ordered to remove such sign by the Zoning Administrator or County Engineer or their designees. The Zoning Administrator shall grant such person, upon receipt of a properly completed and submitted application thereto, and payment of applicable fees, if any, if such application has been submitted on an approved form which sets forth:
1. The names, addresses, and telephone numbers of the applicant, the owner of the property on which the sign is to be erected or affixed, the owner of the sign, the locator number, and the person to be erecting or affixing the sign.
 2. The location of the building, structure, or lot on which the sign is to be erected or affixed.
 3. A site plan of the property involved, showing accurate placement thereon, of the proposed sign.
 4. One (1) blueprint or ink drawing of the plans and specifications of the sign to be erected or affixed and method of construction and attachment to the building or in the ground. Such plans and specifications shall include details of dimensions, materials, color, and weight.
 5. If required by the Zoning Administrator, a copy of stress sheets and calculations prepared by or approved by a registered structural engineer licensed by the State of Illinois showing that the sign is designed for dead load and wind pressure in any direction in the amount required by this and all other applicable regulations.
 6. The written consent of the owner of the building, structure, or property on which the sign is to be erected or affixed.
 7. Such other information as the Zoning Administrator may require to determine full compliance with this and other applicable ordinances of the County.
- B. Compliance with Building and Electrical Codes: The provisions of the building code and electrical code of the County shall govern the construction, alteration, and maintenance of all signs and outdoor display signs, with their permanent and auxiliary devices, so far as they do not conflict with the provisions of this Article. The Zoning Administrator shall enforce all provisions of these codes.
- C. Removal of Signs:
1. Unsafe signs shall be removed as provided in the building code.
 2. The Zoning Administrator may cause the removal of any sign that is an immediate peril to persons or property summarily and without notice.
 3. If any sign is erected without a permit, the Zoning Administrator shall order it removed.
 4. If any sign is erected or maintained so as to obstruct free ingress or egress from any door, window or fire escape, the Zoning Administrator shall order it removed.
 5. The Zoning Administrator may order removal of any sign that is erected or maintained in

violation of this Ordinance and any person or entity responsible for such sign that fails to remove it within ten (10) days of an order of the Zoning Administrator shall be deemed guilty of an offense.

7.05 Prohibited Signs: The following signs and advertising devices are hereby prohibited:

- A. Animated signs.
- B. Any sign erected in a public easement or right-of-way.
- C. Any sign erected so as to prevent free ingress to or egress from any door or window, or any other way required by the building or fire codes of the County.
- D. Any sign attached to any public utility pole, tree, fire hydrant, curb, sidewalk or other surface located on public property.
- E. Any sign erected in any location where, by reason of its location, it will obstruct the view of any authorized traffic sign, signal, or other traffic control device. Nor may any sign, by reason of its shape, position or color interfere with or be confused with any authorized traffic signal, sign or device. Further, no sign shall be erected in the sight distance triangle or any other location where it will obstruct vision of the public right-of-way to a vehicle operator during ingress to, egress from, or while, traveling on the public right-of-way.
- F. Any on-premises sign other than a standard outdoor advertising structure or billboard advertising an article or product not manufactured, assembled, processed, repaired or sold or a service not rendered upon the premises upon which the sign is located.
- G. Any sign or advertising device such as banners and pennants affixed on poles, wires, ropes or streamers, wind-operated devices, fluttering signs, pinwheels, streamers, banners, street banners, and "A" frames or other portable signs of like nature, and other similar constructions or techniques.
- H. Signs placed or affixed to vehicles or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as permanent lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
- I. Off-premises signs except as provided in this Article.
- J. Flashing signs and signs with changeable copy or changeable sign face by electronic or mechanical means, including digital time and temperature signs, provided, however, that such signs may be permitted for educational institutions with an annual enrollment greater than 5,000.
- K. Portable signs.
- L. Project identification or real estate signs promoting the sale of lots prior to the approval of a final plat.
- M. Signs which contain characters, cartoons, statements, works or pictures that constitute public indecency as prohibited under 720 ILCS 5/11-9, or that are obscene as defined in 720 ILCS 5/11-20(b).

7.06 Non-Conforming Signs:

- A. Any sign unless otherwise excepted by this Article, legally existing prior to enactment of this Article but which shall violate any provision of this Article, may continue to be maintained and used subject to the following provisions:
 - 1. Enlargement: Non-conforming signs shall not be enlarged, expanded, or extended to occupy a greater square footage or height than was occupied on the date of adoption or amendment of this Article.
 - 2. Relocation: Non-conforming signs shall not be moved in whole or in part to any other portion of the lot, parcel or building not so occupied on the date of adoption of this Article, except that any such sign which is hereafter required to be moved by a governmental body for the purpose of construction, relocation, widening, or improvement of a street, highway, or other public purpose, may be relocated once and allowed to be maintained and used as before.
 - 3. Discontinuance: If the business or service advertised or identified by a non-conforming sign

ceases to be conducted for a period exceeding one hundred and eighty (180) calendar days, the non-conforming sign shall be classified as an abandoned sign and removed.

4. Destruction: Should any non-conforming sign be destroyed by any means to an extent of up to fifty (50) percent of its surface area or structure, it shall not be reconstructed, except in conformance with the requirements of this code.
- B. If any existing sign is repainted or the sign panels are replaced for the purpose of changing the business, occupation, or tenant advertised or identified, it shall be considered a new sign. However, the repainting or replacement of panels on a billboard shall not be considered a new sign. Ordinary maintenance or repair of an existing sign to a safe condition shall not be cause to classify the sign as a new sign.
- C. Any standard outdoor advertising structure or billboard legally existing prior to the enactment of this Article but which violates any provision of this Article is hereby considered legal, nonconforming and will be so considered for a period of not longer than (5) five years from the enactment date of this Article. Thenceforth, such outdoor advertising structure or billboard will be considered illegal, in violation of this Article and must be removed under penalty of law.
- D. In cases of doubt or on a specific question raised whether a non-conforming sign exists, it shall be a question of fact decided by the Zoning Administrator, and may be appealed to the Hearing Officer.

7.07 Agricultural District Signs: The following regulations shall apply to lots within agricultural zoning districts.

- A. Allowable Signs:
 1. Construction signs associated with approved permitted and special uses, not exceeding thirty-two (32) square feet in gross surface area. One (1) such sign shall be permitted on each frontage. Such signs shall be removed on the issuance of an occupancy permit for the associated building or commencement of operation of the use on the subject property.
 2. Crop identification sign, not exceeding thirty-two (32) square feet in gross surface area and shall be unlimited in number as to crop type or plot of land. The duration of these signs shall be limited to the growing season.
 3. Identification signs associated with permitted uses, not exceeding thirty-two (32) square feet in gross surface area. One (1) such sign shall be permitted on each frontage.
 4. Identification and advertisement signs associated with permitted seasonal uses and with seasonal uses regulated by special use permit, not exceeding thirty-two (32) square feet in gross surface area. Such signs shall be temporary and shall not remain in place for a period of more than nine (9) months in any calendar year, as regulated by a temporary sign permit that shall be limited to a period not to exceed nine (9) consecutive months. Such temporary signs may be approved in addition to signage permitted under subsections 2. and 3. above. The number and locations of such signs associated with any given seasonal use shall be set forth in an application for a temporary sign permit, subject to review and approval by the Zoning Administrator. Where conflicts exist between this regulation and the provisions of an ordinance approving a special use permit for a seasonal use, the special use ordinance shall prevail.
 5. Commercial identification sign associated with permitted uses as regulated by relevant special use permit or permits, not exceeding thirty-two (32) square feet in gross surface area. Each property shall be allowed two (2) signs, which may be either attached, ground-mounted or pole signs, but the total number shall not include more than one (1) sign of each of these types.
 6. Noncommercial signs, not exceeding thirty-two (32) square feet in gross surface area, unlimited in number and message on private property.
 7. Memorial or Tablet Signs: One (1) sign not exceeding six (6) square feet in size per face unless such signs are installed by the federal, state, county or city government agencies thereof.
 8. Property Real Estate Signs: One (1) sign per lot frontage and not exceeding thirty-two (32) square feet in gross surface area. Such sign shall be removed within five (5) days following the date of closing or lease initiation.
 9. Governmental Signs: One (1) sign not exceeding thirty-two (32) square feet in gross surface

- area.
- B. Location and Height:
1. No sign placed upon the ground shall be located closer than ten (10) feet to any property line and all signs shall meet the sight triangle requirements of Section 5.03, Paragraph D, of this code.
 2. No sign attached to the wall of a building or other structure shall extend above the roofline of that building or structure.
 3. For free-standing signs included in Subsection A of this Section, no sign shall exceed eight (8) feet in height from the surrounding grade to the highest point of the sign.
 4. Memorial or Tablet Signs: No sign shall exceed six (6) feet in height from the surrounding grade to the highest point on the sign.
 5. Property Real Estate Signs: No sign shall exceed six (6) feet in height from the surrounding grade to the highest point on the sign.

7.08 Residential District Signs: The following regulations shall apply to lots within residential zoning districts.

- A. Allowable Signs:
1. Subdivision Identification Signs: Two (2) permanent subdivision signs not exceeding fifty (50) square feet in size per face inclusive of any logo, shall be allowed per development. Where the development has access on two (2) or more streets, or has more than one (1) entrance on one (1) street, identification shall be allowed at each entrance.
 2. Public or Semi-Public Buildings, or Public Park Identification Sign: Not more than one (1) sign per street frontage not exceeding thirty-two (32) square feet in size per face inclusive of any logo.
 3. Residential Project Construction Signs:
 - a. Promotional Signs: One (1) sign not exceeding one hundred and twenty (120) square feet per face.
 - b. Directional Signs: Any number of signs not exceeding sixteen (16) square feet per face. Such signs may include directions to the development and pertinent information concerning the developer, but shall exclude promotional information.
 4. Churches: One (1) permanent sign shall be allowed on the same premises provided that said sign does not exceed fifty (50) square feet in area per facing on each roadway.
 5. Noncommercial signs: The maximum area for any one (1) sign shall be eight (8) square feet, with a total of sixteen (16) square feet permitted for each lot or unit
 6. Directional Signs: Two (2) signs per entry/exit not exceeding ten (10) square feet in size per face.
 7. Memorial or Tablet Signs: One (1) sign not exceeding six (6) square feet in size per face unless such signs are installed by the federal, state, county, or city government agencies thereof.
 8. Property Real Estate Signs: One (1) sign per lot frontage not exceeding six (6) square feet in size per face.
 9. Special Displays and Other Temporary Signs: See Section 7.09B.
 10. Trespassing or Privacy Signs: Signs not exceeding two (2) square feet in size per side nor a height of four (4) feet from the ground which prohibit trespassing, or indicate privacy of premises, driveways, or streets.
 11. Project Identification Sign: One (1) sign not more than thirty-two (32) square feet in size per face shall be allowed per multi-family project except where the project fronts on two (2) or more streets. One (1) sign shall be permitted on each frontage, provided that the project has a major traffic entrance on the street where the sign is to be erected.
 12. Governmental Signs: One (1) sign not exceeding thirty-two (32) square feet in gross surface area.
- B. Location and Height:
1. No sign placed upon the ground shall be located closer than ten (10) feet to any property line and all signs shall meet the sight triangle requirements of Section 5.03, Paragraph D, of this code.

2. No sign attached to the wall of a building or other structure shall extend above the roof line of that building or structure.
 3. For free-standing signs included in Subsection A of this Section, no sign shall exceed eight (8) feet in height from the surrounding grade to the highest point of the sign.
 4. Direction Signs: No sign shall exceed three and one-half (3.5) feet above the elevation of the adjacent driveway at the point which it meets the street right-of-way.
 5. Memorial or Tablet Signs: No sign shall exceed six (6) feet in height from the surrounding grade to the highest point on the sign.
 6. Property Real Estate Signs: No sign shall exceed six (6) feet in height from the surrounding grade to the highest point on the sign.
 7. Project Identification Sign: No sign shall be more than six (6) feet in height from the surrounding grade to the highest point of the sign.
 8. Church Signs: No sign shall extend more than fifteen (15) feet above the surrounding grade.
- C. Other Requirements:
1. Construction Signs: Signs identifying mechanics, painters, architects, engineers, and similar artisans and workmen which are attached to or on trailers on the site of construction shall be permitted provided that upon completion of the project the trailer must be removed within one (1) week. These trailers shall not be located closer than ten (10) feet to the street. All such signs shall be removed within two (2) years from the date of issuance of the sign permit, or when the project has received an approved final inspection.
 2. Residential Construction Project Sign: Such signs shall be removed within two (2) years from the date of issuance of the sign permit, or when eighty (80) percent of the lots or dwelling units have been sold, whichever circumstance occurs first.
 3. Property Real Estate Signs: Shall be removed within five (5) days following the date of closing or lease initiation.
 4. Directional Signs: May contain the street address or name of the business center or the name of the building, trademark, logo, or similar matter, provided that not more than fifty (50) percent of the sign area is used for this purpose.

7.09 Commercial and Manufacturing District Signs: The following regulations shall apply to lots within commercial and manufacturing zoning districts.

- A. Allowable Signs:
1. All signs permitted in Section 7.08.
 2. Attached Signs: One (1) attached sign not exceeding five (5) percent of the total square footage of the building face upon which it is placed. Such signs shall be limited to identifying the occupant(s) of the building. In the instance of corner lots, an additional attached sign will be permitted on each street frontage of the building not exceeding five (5) percent of the total square footage of the respective building face upon which it is placed. For buildings with multiple tenants, see other requirements below.
 3. Construction signs associated with approved permitted and special uses, not exceeding one hundred and twenty (120) square feet in gross surface area. One (1) such sign shall be permitted on each frontage. Such signs shall be removed on the issuance of an occupancy permit for the associated building or commencement of operation of the use on the subject property.
 4. Ground Mounted Signs: One (1) ground mounted sign per lot not exceeding fifty (50) square feet per face may be substituted for the allowable pole sign.
 5. Pole Signs: One (1) pole sign per lot not exceeding thirty-two (32) square feet per face.
 6. Property Real Estate Signs: One (1) sign per lot frontage not exceeding thirty-two (32) square feet in size per face.
 7. Occupational/Identification Signs: One (1) attached, non-illuminated sign not exceeding two (2) square feet in size displaying the name, occupation and/or service located upon the premises, and the address.
 8. Window Signs: Shall not cover more than twenty (20) percent of the total window area or door to which they are applied.

9. Directories: For buildings with multiple tenants, a directory sign may be substituted in lieu of the allowable pole sign or ground mounted sign subject to review and approval by the Planning Committee as to height and overall square footage.
- B. Location and Height:
1. No sign placed upon the ground shall be located closer than two (2) feet to any property line and all signs shall meet the sight triangle requirements of Section 5.03, Paragraph D of this code.
 2. Attached Signs: Shall be face mounted on the building wall, projecting not more than twelve (12) inches from the face of the building. Such signs shall not project above the parapet wall, mansard, or other roof line, shall maintain a clearance of ten (10) feet above the ground or pavement, and shall be recessed where involving a pitched roof location.
 3. Ground Mounted Signs: Such signs shall not exceed six (6) feet in height from the surrounding grade to the highest point on the sign and shall be located no closer than ten (10) feet to any property line. Such signs shall meet the sight triangle requirements of Section 5.03, Paragraph D of this code and shall not be located so as to obstruct vision at a vehicular entry or exit from the property.
 4. Pole Signs: Such signs shall not exceed thirty (30) feet in height from the surrounding grade to the highest point on the sign. Pole signs shall be set back from the property line a distance equal to the height of the sign, as measured from the elevation of the adjacent road centerline, but in no case shall be closer than ten (10) feet to any property line. The bottom of the sign shall be at least ten (10) feet above surrounding grade.
 5. Occupational/Identification Signs: Such signs shall conform to the location requirements of Item 2 of this paragraph, Attached Signs.
 6. Window Signs: Such signs may only be attached to the interior of a window or glass door and shall be maintained in good repair.
- C. Other Requirements:
1. Construction signs as permitted by Section 7.08C.
 2. Each building or property shall be allowed a maximum of two (2) signs, which may be either an attached sign, a ground mounted sign, or a pole sign, but the total number shall not include more than one (1) sign of each of these types. Window signs, governmental signs, and occupational/directional signs as regulated by this Section are excluded from this maximum of two (2) signs.
 3. Buildings with Multiple Occupancy: For buildings or property containing more than one (1) business or tenant, each business or tenant may have one (1) attached sign conforming to the requirements of this Section. For the purposes of determining the total square footage of the attached sign, only the face of each respective lease unit to which the respective sign will be attached shall be counted. Each sign must be attached to the lease unit containing the business tenant identified.
 4. Each building or property may have one (1) additional attached sign conforming to the requirements of this Section on walls containing a main entrance which face customer parking areas and are not visible from either a public or private street. For this exception to apply, the signs must be attached to the same wall as their respective entrances and both the signs and the entrances must be upon the same plane of the building.

7.10 Other Signage:

- A. Automobile and Truck Services Stations/Convenience Stores with Gasoline Pumps:
1. Allowable Signs:
 - a. Brand Identification Signs:
 1. One (1) pole mounted sign not exceeding thirty (30) square feet per face.
 2. One (1) ground mounted sign, in lieu of a pole-mounted sign, not exceeding fifty (50) square feet in size per face.
 3. One (1) attached sign not exceeding five (5) percent of the total square footage of the building face upon which it is placed. In the instance of corner lots, an additional sign will be permitted on each street frontage of

- building not exceeding five (5) percent of the total square footage of the respective building face upon which it is placed.
4. One (1) attached company logo not exceeding thirty-two (32) square feet per street frontage.
- b. Price Signs:
 1. One (1) price sign per pump island not exceeding two (2) square feet per face per sign.
 2. One (1) price sign as a component of the permitted pole sign not exceeding ten (10) square feet per face in lieu of the price signs per pump island.
 3. In those instances where digital price signs are utilized, such signs shall be constant in nature, and shall not travel, flush, inverse, write-on, up or down scroll, roll, grow, melt, x-ray, twinkle, snow, or otherwise change in nature.
 - c. Self Service or Full Service Signs: Two (2) self service signs per pump island not exceeding five (5) square feet per face per sign.
 - d. Federal and state stamps, octane ratings, pump use directions, no smoking signs, as required by federal, state and local authorities.
2. Location and Height:
 - a. Brand Identification Signs:
 1. Pole Signs: As regulated by Section 7.08.
 2. Ground Mounted Signs: As regulated by Section 7.08.
 3. Attached Signs: As regulated by Section 7.08.
 - b. Company Logos: As regulated by Section 7.08, Attached Signs.
 - c. Price Signs and Self Service or Full Service Signs: Shall be located at the ends of pump islands and may be affixed to the canopy, canopy supports, poles, or end pumps.
 - d. Federal and State Stamps, Etc.: Shall be placed upon the body of the gasoline pump, or as required by the respective governmental authority.
 3. Other Requirements:
 - a. Canopy Use: An attached or detached canopy may be used in lieu of the permitted pole sign for the location of brand identification signs, or as an alternative location for price signs, or company logos.
 - b. Portable Signs: The use of portable signs for the advertisement of cigarettes, food, or other sundry items is specifically prohibited.
- B. Special Displays and Other Temporary Signs -- The following temporary signs may be approved by the Zoning Administrator:
1. Banners and pennants.
 2. Signs announcing openings.
 3. Seasonal or special occasion signs such as special events and special business hours. These signs may be permitted for up to a thirty (30) day time period. Such signs may be extended beyond the thirty (30) day time period, but only upon review and approval by the Planning and Zoning Committee. The use of such devices for special promotions shall be limited to three (3) such events for each business in a calendar year with a maximum time period of fourteen (14) days for each event. These events may be consecutive.
 4. Temporary off-premises signs for listed permitted and special uses in the Agricultural District, for temporary uses and amusement activities whether occurring in unincorporated DeKalb County or within the boundaries of a municipality, and for temporary off-premises noncommercial signs. Such signs may be permitted by Sign Permit on private properties in any zoning district for a period not to exceed nine (9) months in any calendar year. Temporary off-premises signs and noncommercial signs shall not exceed eight (8) feet in height and sixteen (16) square feet in area. Such signs shall not be located within the forty (40)-foot sight triangle and shall be set back a minimum of ten (10) feet from any property line. No temporary off-premises sign or noncommercial sign shall be located within 500 feet of any other off-premises sign, and such signs shall not be illuminated. Not more than

- one off-premises sign or noncommercial sign shall be permitted per property frontage.
5. Political and election signs, not exceeding thirty-two (32) square feet per sign face in the Agricultural, Commercial and Manufacturing Districts and not exceeding eight (8) square feet in the Residential District, shall be permitted, unlimited in number and message, on any parcel of land. Such signs shall be erected, however, only on private property, and shall be subject to the location and height restrictions applicable to signs in the zoning district in which they are erected.
- C. Standard Outdoor Advertising Structures (Billboards):
1. Where Permitted: Advertising signs complying with all the requirements of this Ordinance shall be permitted upon all property that was previously located in the MC, Manufacturing Conservation District (see Article 8). On property subject to an approved special use permit, such advertising signs shall only be permitted when specifically authorized upon the ordinance granting such special use permit.
 2. Area and Height:
 - a. The maximum area for any one (1) sign shall not exceed six hundred seventy-two (672) square feet in size per face excluding extensions and embellishments, with a maximum height of fourteen (14) feet and a maximum length of forty-eight (48) feet inclusive of border and trim, but excluding the base, apron, supports, and other structural members.
 - b. Extensions to the top of advertising signs are permitted. However, in no case shall any extensions exceed ninety-six (96) square feet in total area or extend more than five and one-half (5.5) feet in height above the top of said sign. Other extensions are permitted as follows:
 1. Side Extensions: Two (2) feet on each side.
 2. Bottom Extensions: One (1) foot.
 - c. Embellishments to advertising signs shall not exceed one (1) foot out from the facing of said sign.
 - d. The maximum height shall not exceed fifty (50) feet from the highest point on the sign to surrounding grade or street level, whichever is higher.
 - e. The maximum size limitations shall apply to each side of a sign structure, and signs may be placed back to back or in a V-type construction with not more than three (3) side-by-side displays to each facing, but such sign structures shall be considered as one sign. A group of not more than two (2) advertising signs shall be permitted on one (1) sign structure. However, there shall be no vertical stacking signs.
 3. Location:
 - a. No such sign shall be located within one thousand (1,000) lineal feet of an existing billboard in any direction.
 - b. No such sign shall be located within one thousand (1,000) lineal feet of a previous residential zoning district (see Article 8).
 - c. No sign shall be located in such a manner as to obstruct or otherwise physically interfere with the effectiveness of an official traffic sign, signal, or device or obstruct or physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting traffic.
 - d. No structures may be located adjacent to or within five hundred (500) feet of an interchange, intersection at grade, or safety rest area. Said five hundred (500) feet shall be measured from the beginning or ending of the pavement widening at the exit from or entrance to the main traveled way.
 - e. The minimum front setback for such signs shall be fifty (50) feet from any public right-of-way or private roadway easement.
 - f. No sign shall be located on any public or private utility easement, road, drainage easement, or railroad right-of-way.
 - g. All lineal distances required by this Section shall be measured from the nearest outside edge of the subject sign, whether a support, structural member, or the sign surface itself, to the nearest outside edge of the corresponding sign, building, right-of-way, or easement involved.

4. Plans Required: An application to erect such a sign shall be accompanied by the following:
 - a. A set of plans, to scale, approved and sealed by a licensed engineer, providing all necessary construction and electrical details of the sign and sign structure, including height.
 - b. A site plan, to scale containing:
 1. The proposed location for the sign upon the property.
 2. The distance from the proposed sign location to any buildings upon the property, and adjoining street right-of-way lines, and driveway entrances.
 3. The distance from the proposed sign location to the next nearest billboard sign on either side of the street in either direction.
 4. The distance from the proposed sign location to the nearest street intersection in either direction.
 5. Other information deemed necessary by the Zoning Administrator.
 - c. A representation of the proposed sign, to scale, including the width and length of the sign faces, and height from surrounding grade.
5. Construction Specifications: Henceforth, any such sign erected under this Ordinance shall be a single pedestal type, constructed of wood or of non-flammable material. The prohibition against flashing signs and signs with changeable copy or changeable sign face by electronic or mechanical means, set forth in Section 7.05.J above, shall apply to standard outdoor advertising structures. Construction of the sign and material specifications shall meet the structural requirements of the County's building code.