

Real Estate Signs

Appearance Code & Design Guidelines



The Village of
Glenview

Real Estate Signs Design Guidelines

Intent

This document describes the process for business and building owners to install double-sided real estate signs. Residential real estate signs are provided for under a separate section of the zoning code. Real estate signs that are 12 square feet or less are allowed without administrative or Commission approval, but larger signs require a permit and or/Appearance Commission approval, as described below.

Requirements

12 square feet or less – Real estate signs require:

- No more than one sign per street frontage
- Non-illuminated
- Located on private property (not the parkway), out of sight line triangle and any easements
- Recommend compliance with design guidelines

13 square feet to 32 square feet – Real estate signs require the above, and:

- Appearance Commission approval and sign permit
- Signs on a lot greater than 50,000 square feet that is vacant or has a valid application before a regulatory commission is subject to administrative approval.

33 square feet to 120 square feet – Real estate signs require the above, and:

- Appearance Commission approval and sign permit

A Sign Permit is reviewed and approved by the Planning Division. Approvals must be issued prior to the beginning of any work.

Applications and design guidelines are available from the Planning & Economic Development Department, at 847.904.4340, or on the Village's website: www.glenview.il.us.

Approval Process - Design Guidelines

The design guidelines contained in this document provide guidance for the design of real estate signs. Staff will review the proposal for consistency with these design guidelines.

If staff does not find the proposal appropriate within the design guidelines, staff can forward the proposal to the Appearance Commission, where the petitioner can then request approval at a public meeting. The Appearance Commission would then review the proposal for consistency with the Design Guidelines and determine if a Certificate of Appropriateness should be issued. In order to vary from these Design Guidelines, the petitioner will need to demonstrate extraordinary circumstances.

Appearance Commission meetings are generally held the first and third Wednesdays of each month.



A good example of a leasing sign being placed back from the road, sized less than 32 square feet and the base placed within landscaping.

Appearance Code

98-337 (9) Real estate signs

Real estate signs shall be permitted, subject to the following regulations:

Location: Shall be located on private property, out of any easements or right-of-way, and outside the driver’s corner vision triangle, which is determined by the Village’s traffic consultant.

Quantity: Shall be limited to one sign per street frontage, with a maximum of two real estate signs per lot.

Height: Shall be limited to the maximum allowed by the zoning district in which the sign is proposed.

Appearance: Shall be subject to adopted design guidelines for real estate signs. Shall be maintained in good repair and are subject to the Village’s property maintenance code, per Article VII of the Municipal Code.

Size, approval and time allowed shall be determined by the following table:

	(9)a	(9)b	(9)c
Size	12 sf or less	13 sq ft to 32 sf	33 sf to 120 sf
Approval	Does not require a permit or staff or Commission approval, per Sec 98-332(c)	Requires a permit per Sec. 98-332 and Appearance Commission approval. A lot > 50,000 s.f. that is vacant or has a valid application before a regulatory commission may be handled administratively.	Requires a permit per Sec 98-332 and Appearance Commission approval.
Time allowed	Shall be removed immediately upon the sale or rental of the property offered for sale or rent, or within one year, whichever is less.	Shall be removed immediately upon the sale or rental of the property offered for sale or rent, or within one year, whichever is less. Extensions of time limits shall be handled administratively by Village staff.	Shall be removed immediately upon the sale or rental of the property offered for sale or rent, or within one year, whichever is less. Extensions of time limits shall be approved by the Appearance Commission.



Leasing sign meets size requirements and is non-illuminated.



Leasing sign is set back from the street and located out of easements, the right-of-way and the driver’s corner sight triangle.

Design Guidelines Real Estate Signs

(1). Height

Temporary sale/leasing signs should be no taller than the maximum height allowed for permanent ground signs in the specified zoning district.

(2). Maintenance

Temporary sale/leasing signs should be well maintained and ideally placed near landscaping to hide the base of the sign.

(3). Compatibility with site

Temporary sale/leasing signs are preferred to be integrated into existing ground signs to be compatible with the development, using similar text sizes and colors.

(4). Design considerations

Signs are expected to comply with the Village Appearance Plan, however, additional information may be permitted on temporary sale/leasing signs, such as a phone number and web site address.

ok



(3). A good example of a leasing panel that is compatible with the permanent ground sign.

(1 & 2). Sign is well-maintained and meets size requirements.



(3). Leasing text is integrated into existing ground sign, which is preferred, and eliminates the need for an additional temporary sign.

no



(1). Sign is too tall, is internally illuminated and detracts from the ground sign.



(3). Leasing signs are prevalent all over the site, rather than being centrally located, such as within the permanent monument sign.



(2). Sign is not well maintained, and is illegally installed on a tree.