

Deerfield Appearance Code



SIGNS

Mission Statement:

Good Design is Good Business

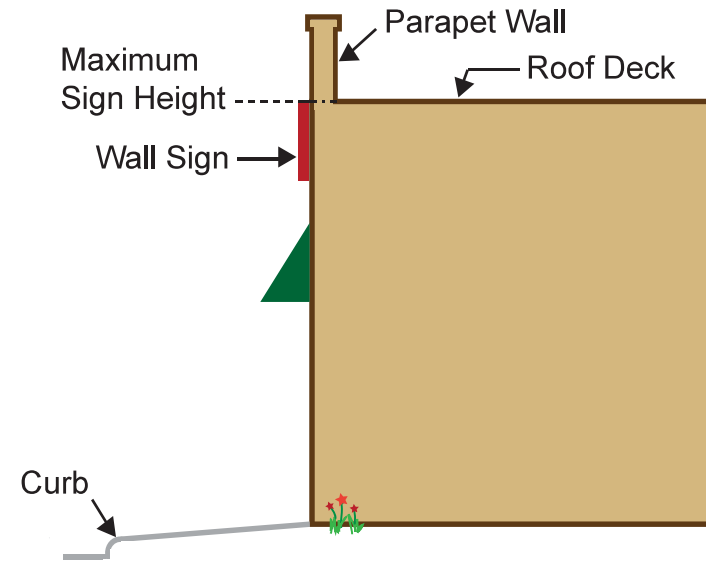
Over the years the Village of Deerfield has taken many steps to ensure the health, safety, and welfare of the Village Center and the outlying commercial areas. The establishment of the Appearance Review Commission in 1986 and the adoption of the Appearance Code represent Deerfield's conscious efforts to protect and to keep Deerfield a desirable community. We take pride in our community and recognize the value of good design, knowing that good design is good economic development. What we see daily in our community, consciously and subconsciously, influences our lives. People are attracted to properties and businesses that are well designed. Poor appearance and lack of property maintenance lead to decline in customers, loss of revenues, and decreased property values.

This user-friendly booklet is intended to provide a clear understanding of the appearance standards that create Deerfield's character. Please familiarize yourself with the requirements and expectations. You are a part of the fabric that comprises the Deerfield community and we welcome your request for improvements.

Zoning Ordinance Business Signs

This section was added to clarify some of the Zoning Ordinance requirements - see Zoning Ord. Article 9 for additional requirements.

1. One business wall sign is allowed for each elevation (N, E, S, W) facing a public street or driveway and/or parking area of said use.
2. No sign shall be placed on a roof.
3. No sign shall be placed on an exterior wall higher than the point at which the roof deck abuts said wall - see illustration.
4. A wall sign shall be affixed (mounted directly) to the outermost wall of a business/tenant space.
5. Signs shall not exceed a depth of 12 inches; and sign elements must be flat and be located on the same plane.
6. Any mural, illustration, insignia, or flag which directs attention to that business is considered a sign, and is regulated as such.
7. No sign shall be painted directly onto an exterior wall.



Where the parapet wall meets the roof deck shall be the maximum sign height and no higher than 30 feet above the curb.



Signs shall not be placed above the roof deck.
(See #3)

In the photo below, the colored stripes are an identifying mark to the business and therefore are considered in the calculation of the sign's square footage. (See #6)

To determine a sign's square footage draw a rectangle around the outermost points, then multiply the length times the width.

Example below is a canopy sign and not a roof sign.



NO

No sign shall be placed on a roof. (See #2)



NO

Sign elements must be flat and be located on the same plane. (See #5)



NO

Only one business sign per side facing a public way. (See #1)



NO

Exposed neon signs and projecting signs are not allowed.

(See #4 & Sign Illumination #1)



Art (such as a mural) if in anyway depicts the business shall be considered a sign and the square footage shall be regulated as such. (See #6)

No sign shall be painted directly onto an exterior wall. (See #7)

Appearance Code Sign Criteria

Content

1. The amount of information contained on any sign or group of signs shall be limited so that the total result is a clear and readable design.
2. The number of colors and graphic elements on a sign should be held to the minimum needed to convey the sign's message.
3. The listing of individual services rendered or items offered for sale, and the use of telephone numbers, websites, arrows, and multiple logos on a sign are unacceptable.



NO

The use of phone numbers and websites are unacceptable. (See #3)



The listing of items offered for sale is unacceptable. (See #1 & #3)

NO



Appearance Code Sign Criteria

Design

1. Sign colors shall be harmonious with the architecture and excessive brightness shall be avoided.
2. Wall signs shall be designed as a complimentary element of the building.
3. Text on a sign shall be surrounded by negative space, providing a margin between the letters and/or logo and the edge of the sign.
4. The recommended maximum letter height - not the sign height - for a business less than 10,000 square feet is 24 inches in the Village Center, and 28 inches in the outlying commercial areas. These recommended letter heights are based on visibility and the building's setback from the street.

YES



The text size is appropriate, providing a margin between the background edge and the letters. (See #3)



The text extends beyond the background, no negative space was provided. (See #3)

Appearance Code Sign Criteria

Building and Site Relationship

1. Signs and graphics shall have a harmonious relationship with their building and site and to the architectural character of the surrounding area and the Village in terms of size, shape, material, color, texture, lettering, arrangement and lighting.
2. Every sign shall have appropriate scale and proportion in its visual relationship to buildings and surroundings.
3. A wall sign shall not cover a window (Zoning Ord. 9.01-B, 4).
4. Signs should not cover any decorative item on a building.
5. Signs should be surrounded by negative space (the space around the sign) to provide for a balanced design on the building.
6. All evidence of past signs shall be removed, and the wall restored to like-new condition.
7. A sign's height shall be within the requirements of the Zoning Ordinance, and said height shall also be reasonable in relationship and in proportion to the building, site, adjacent structures and areas.



YES



Signs shall have an appropriate relationship with their building, with respect given to the decorative items on the building, and the sign surrounded by negative space.



New signs are to be installed only after all evidence of the old sign has been removed. (See #6)

Appearance Code Sign Criteria

Building and Site Relationship

8. Ground signs in the Village Center are discouraged. If a ground sign is pursued, a monument sign with a height not to exceed 5 feet is recommended.

9. Pole signs are discouraged.

10. Landscaping with year-round appeal should be provided around the base of a ground sign and not interfere with the sign content.

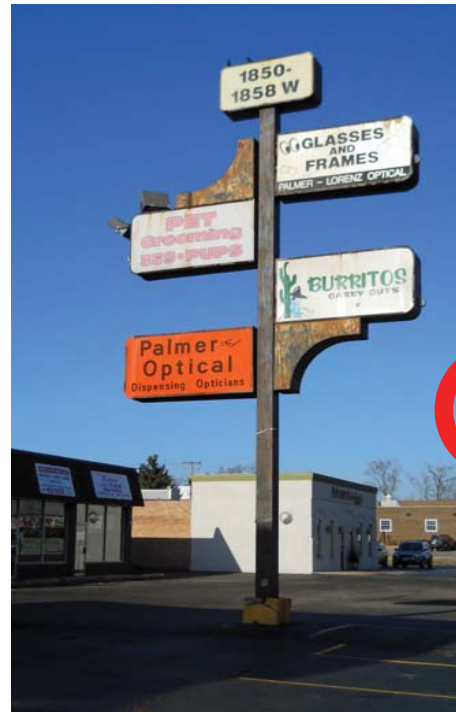
11. Ground signs and landscaping shall not encroach into any sight-line triangle at property access points or at street intersections, to allow for views of oncoming vehicular and pedestrian traffic (exceptions: plants 2.5 feet in height or less; and trees those branches are 6.5 feet or more above the ground). See illustration: Clear Sight Triangles (page 10).

12. Projects which include a number of signs and graphics shall provide an overall plan demonstrating continuity and meaningful relationships among the various signs and graphics.

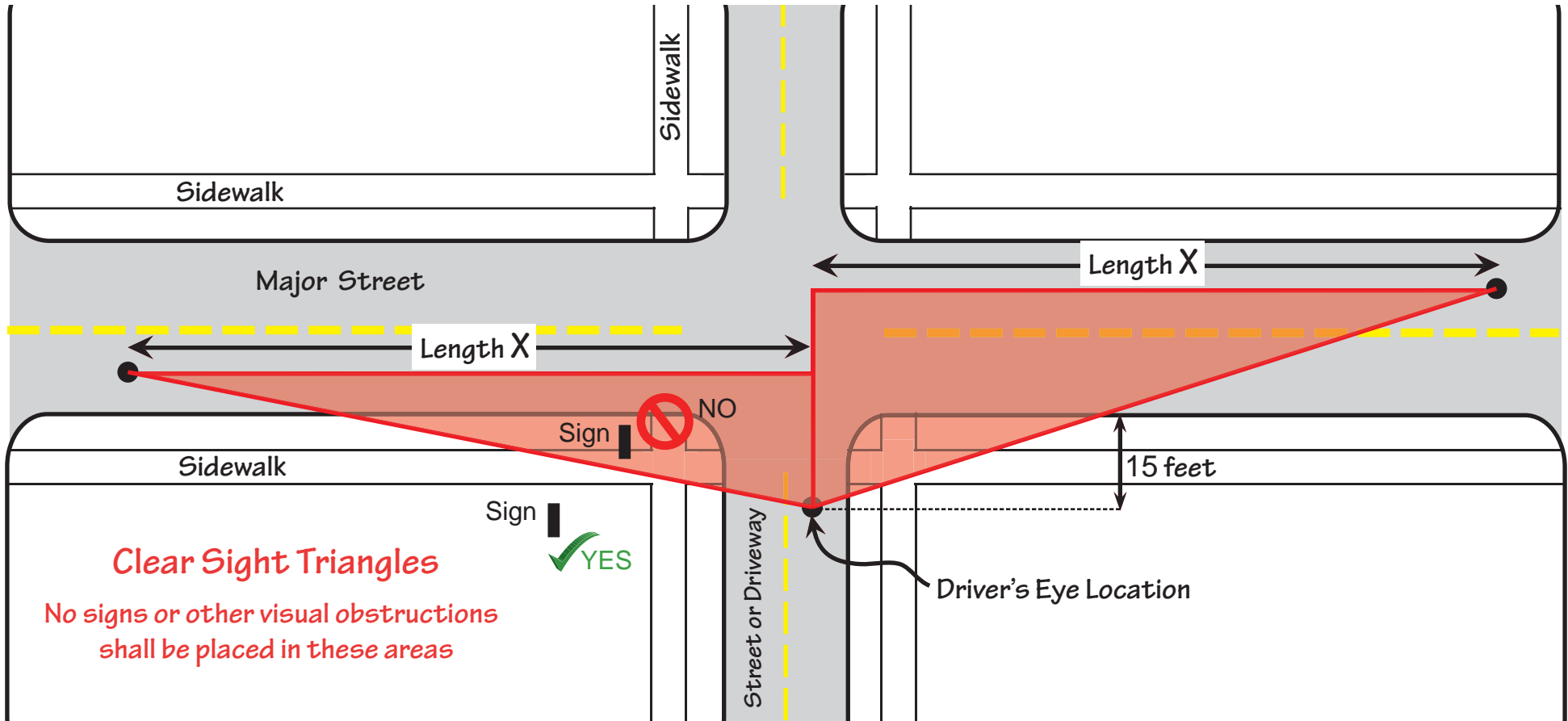
YES



A monument sign shall be designed to have continuity among the tenant sign panels, and landscaping shall be provided around the base. (See #10 & #12)



The relationship between the signs is poor, and no landscaping has been provided. Pole signs are discouraged. (See #9, #10 & #12)



A clear sight triangle is a method used to determine where objects may not be placed to ensure that a driver leaving a controlled intersection (traffic light or stop sign) or driveway can see an approaching vehicle in either direction.

To determine a clear sight triangle, use the table to determine **Length X** for a 2 lane street of a given speed.

One point of the triangle is the driver stopped 15 feet from the pavement's edge, the other point is in the middle of the lane of the approaching vehicle **Length X** away from the stopped driver.

Major Street Posted Speed	Length X
25 mph	335 ft
30 mph	390 ft
35 mph	445 ft
40 mph	500 ft
45 mph	555 ft
50 mph	610 ft
55 mph	665 ft

The numbers are from the Intersection Sight Distance (ISD) table of the American Association of State Highway and Transportation Officials 2004.

Appearance Code Sign Criteria

Sign Illumination

1. The sign's light source must be fixed and concealed (Zoning Ord. 9.01-D, 1), including but not limited to prohibiting exposed neon and exposed LED signs.
2. Sign lighting shall avoid casting glares of direct rays upon adjoining streets and properties (Zoning Ord. 9.01-D, 2).
3. Lighting that is intended to illuminate wall and ground signs shall be arranged so that the light source is screened from view and does not constitute a hazard or an annoyance to the public.
4. Any moving, flashing or shimmering sign, or advertising device inside or outside of a building is prohibited when visible from any street or parking area (Zoning Ord. 9.01-B, 8a).
5. Internally illuminated box signs generally do not integrate well into a building's facade, and are discouraged.
6. If internally illuminated box signs are used, it is recommended the sign panels be opaque so that only the text is illuminated, not the background.

YES

Landscaping can be used to conceal a light source. (See #1)



Flood lights



Box signs applied to the facade generally do not work well with the architecture. (See #5)



Box signs integrated into the architecture, with only the text that illuminates. (See #6)

YES



Appearance Code Sign Criteria

Sign Illumination

7. Electrical transformer boxes and raceways shall be concealed from public view (exception to follow, #8).

8. If a raceway cannot be mounted internally behind the finished exterior wall because of conflict with the building structure, the exposed raceway shall be integrated into the building and finished to match the background wall. Exposed raceways are discouraged.

9. All conduit, wires, and junction box shall be appropriately concealed from public view.

10. Sign faces shall have an even distribution of light.

11. Sign disconnect switches shall be located in accordance with one of the following methods:

- A. Within an enclosed building within sight of the sign(s), or
- B. Behind a fascia or sign band wall within sight of the sign(s), or
- C. Completely enclosed within the sign.



Conduit and electrical boxes shall not be visible to the public. (See #9)



No hot spots, where the light source can be seen. (See #10)



Raceways shall not be visible to the public (See #7) - see exception #8.

Raceways provide an area for birds to nest.

Zoning Ordinance Signs

Windows

Windows (glass) and window signs are regulated by Ordinance O-07-26; please see the Window Sign Regulation document which can be found on the Village's website.



Too much signage on the windows. Basically, 20% of a window area may be covered with signage - see Ord. for specifics.



Closed Business

Once an establishment has gone out of business, all of the signs associated with that business must be removed (Zoning Ord. 9.05-C, 2), and the facade shall be restored to a like-new condition.



Painting over a sign or leaving exposed bulbs is not acceptable.



Ghosting and holes from a previous sign shall be removed, with the background material (wall or panel) being replaced or restored to a like-new condition.

