

**AN ORDINANCE AMENDING  
THE COMPREHENSIVE ZONING CODE**

**Whereas**, the City Council has determined that is in the best interests of the City to expand the provisions of the current Zoning Code to further provide for and regulate off premise advertising signs; and

**Whereas**, the City staff has proposed an overlay district for off premise advertising signs; and

**Whereas**, the Plan Commission has conducted a public hearing on the proposed overlay district for off premise advertising signs after publication of notice as required by law; and

**Whereas**, the Plan Commission voted to recommend the City Council adopt the overlay district.

**Now Therefore, Be It Ordained** by the City Council of the City of Rolling Meadows, Illinois, as follows:

**Section One:** Section 122-156 (n) of the Comprehensive Zoning Code is amended by adding thereto the following:

(12) Illinois Rte. 53 Expressway Sign Overlay District

**A. PURPOSE**

The purpose of this district is to provide areas along the Illinois Rte 53 Expressway through the City of Rolling Meadows for the erection of off-premises advertising signs as defined in Sec. 122-3(c) of the Comprehensive Zoning Ordinance of Rolling Meadows, Illinois of 1972; limit the area where such signs are permitted to certain lands zoned T-1 Office, Institutional and Research District and M-1 Manufacturing District and located immediately west of and adjacent to Illinois Rte. 53 Expressway generally between Euclid Avenue and US Route 14 (Northwest Highway); provide regulations for such signs; provide provisions for the construction of such signs, and locate such signs so that they are not adverse to the health, safety and general welfare of the residents of the City of Rolling Meadows.

**B. LOCATION OF DISTRICT BOUNDARIES**

All incorporated land currently zoned T-1 Office, Institutional and Research District and M-1 Manufacturing District west of and adjacent to Illinois Rte 53 Expressway generally between

Euclid Avenue and U.S. Route 14 (Northwest Highway) in the City of Rolling Meadows. The width of the overlay district shall be one hundred (100) feet from the edge of the Rte. 53 right-of-way along that span.

### **C. PERMITTED USES**

1. Off-premise advertising signs (billboards)

### **D. DIMENSIONAL STANDARDS**

1. Maximum height – sixty (60) feet from ground level to top of sign.
2. Maximum size – twelve hundred (1200) square feet gross surface area per face.
3. Maximum length – sixty (60) feet
4. Minimum separation – seven hundred (700) linear feet measured from pole-to-pole from one existing off-premises advertising sign to another existing off-premises advertising sign on the same side of the expressway.

### **E. APPLICABLE PROVISIONS**

1. Any new off-premises advertising signs, including electronic message and digital display signs (“digital signs”), with an advertisement or information pertaining to business conducted off the property, may be located on property within the City of Rolling Meadows’ Illinois Rte. 53 Expressway Sign Overlay District.
2. No off-premises advertising sign shall be located in such a position that it obscures the view of vehicular or pedestrian traffic in such a manner as to endanger the safe movement thereof.
3. No off-premises advertising sign shall be located within five hundred (500) feet, measured from the closest point of the sign to the closest property line of any lot used for residential purposes. No digital off-premises advertising sign (face) shall be located within one thousand (1000) feet of any lot used for residential purposes. Hotels and motels are not considered residential uses for purposes of this section.
4. No off-premises advertising sign shall be erected or maintained upon or above the roof of any building or structure.
5. Off-premise advertising signs shall not be “stacked” one on top of another or placed together horizontally “end-to-end” or “side-by-side.”
6. Only one (1) off-premise advertising sign shall be erected per zoning lot.
7. Off-premise advertising signs may be single-faced or double-faced but no off-premises advertising sign shall contain more than one (1) face on each side of the display and the surface area shall not exceed a total of twelve hundred (1200) square feet of gross surface area per face.
8. No off-premises advertising sign shall exceed sixty (60) feet measured from ground level at the base of the outdoor advertising sign’s support system to the highest point of the sign or thirty (30) feet above the level of the expressway which the sign faces measured from the pavement surface.

#### **9. Lighting:**

- A. No off-premise advertising sign shall be so illuminated that the light intensity or brightness adversely affects the safe vision of operators of vehicles moving on public or private streets, highways, or parking areas or of pedestrians.

- B. No off-premise advertising sign shall be illuminated by any exposed tubes or bulbs, strobe or incandescent lamp or floodlights, nor shall any off-premises advertising sign incorporate any reflective device.
- C. Flashing off-premise advertising signs are prohibited. In addition, no off-premises advertising sign shall contain or be illuminated by revolving, rotating, animated or any other form of moving light or lights.
- D. No off-premises advertising sign shall be so illuminated that the light intensity or brightness causes direct glare into or upon any building or in any other way adversely affects surrounding or facing properties.
- E. All lighting shall be shielded and directed towards the face of the sign to prevent spillage to the surrounding area.

**10. Digital Messaging:**

- A. Hold Time: A minimum ten (10) second hold time shall be maintained for any message, sign, logo, image or other display on an off-premises advertising sign.
- B. Static: All messages or displays must be static. No flashing of images displayed on an off-premises advertising sign shall be permitted. "Flashing" in this context shall mean where the sign alternates suddenly between being fully illuminated and non-fully illuminated for the purpose of drawing attention to the off-premises advertising sign.
- C. Transition Time: Regardless of technology used, changes between messages or displays must be instantaneous.
- D. No speakers or other audio systems shall be attached to the off-premises advertising sign, and no audio presentations shall emanate from the off-premises advertising sign.
- E. No motion pictures shall be displayed on off-premises advertising signs.

**11. Appearance and Maintenance:**

- A. Exposed backs of signs, poles and other support structures shall be required to be painted or shielded to minimize adverse visual impacts and to present a finished appearance so as to improve the visual appearance.
- B. Supporting structures shall be adequately screened from abutting properties with a combination of fencing and vegetation (existing and proposed) as shown on a landscape diagram.
- C. All off-premise advertising signs, including the sign faces, supporting structures, lights and landscaping shall be kept in good repair and free from tears, rust and other indication of deterioration.
- D. Off-premise advertising signs and support structures shall be removed within one (1) month of cessation of use. "Cessation of

use,” shall be defined as a period of 90 consecutive days in which the sign is not used or there is no intent to resume the use or activity of the sign.

12. All off-premises advertising signs shall be subject to the City of Rolling Meadows annual sign and inspection fee as outlined in Appendix B entitled, “Schedule of Rates, Fees, Fines and Penalties” of the Code of Ordinances, City of Rolling Meadows, Illinois

### **13. APPLICATION REQUIREMENTS**

An applicant for an off-premise advertising sign shall first obtain an approved permit from the Illinois Department of Transportation (IDOT). Along with the IDOT permit, the application submission to the City shall also include:

- a. A site plan on a current plat of survey for the property which shall show the location of the proposed sign in relation to all property lines and structures (principal and accessory) on the property, where applicable, easements, right-of-ways, utilities if nearby, etc.;
- a. A general description of structural design and construction materials of the sign;
- b. A color rendering/drawing of the proposed sign which shall contain specifications as to the height, perimeter, and area dimensions, means of support (support structure), methods of illumination, if any, source and location of power, and any other significant aspect of the proposed sign;
- c. A written certification by a Professional Engineer as to the wind load, structural performance, lighting characteristics, and orientation. Verification that the underlying soil is capable of sustaining the proposed load and that the electrical and structural strength of the proposed sign is satisfactory.
- d. A landscape plan encircling the support area of the sign.
- e. Any other information requested by the Community Development Department in order to carry out the purpose and intent of this overlay district.
- f. Each sign face shall be considered a separate sign for purposes of permit and filing fees.

**Section Two:** Section 122-229 of the Comprehensive Zoning Code is amended by adding thereto, the following:

#### (10) Illinois Rte. 53 Expressway Sign Overlay District

##### **A. PURPOSE**

The purpose of this district is to provide areas along the Illinois Rte 53 Expressway through the City of Rolling Meadows for the erection of off-premises advertising signs as defined in Sec. 122-3(c) of the Comprehensive Zoning Ordinance of Rolling Meadows, Illinois of 1972; limit the area where such signs are permitted to certain lands zoned T-1 Office, Institutional and Research District and M-1 Manufacturing District and located immediately west of and adjacent to Illinois Rte. 53 Expressway generally between Euclid Avenue and US Route 14 (Northwest Highway); provide regulations for such signs; provide provisions for the construction of such signs, and locate such signs so that they are not adverse to the health, safety and general welfare

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and proposed) as shown on a landscape diagram.

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- d. A written certification by a Professional Engineer as to the wind load, structural performance, lighting characteristics, and orientation. Verification that the underlying soil is capable of sustaining the proposed load and that the electrical and structural strength of the proposed sign is satisfactory.
- e. A landscape plan encircling the support area of the sign.
- f. Any other information requested by the Community Development Department in order to carry out the purpose and intent of this overlay district.
- g. Each sign face shall be considered a separate sign for purposes of permit and filing fees.

**Section Three:** This Ordinance shall be printed and published in pamphlet form by order of the City Council of the City of Rolling Meadows, Illinois.

**Section Four:** This Ordinance shall be in full force and effect from and after its passage,

and approval in the manner provided by law.

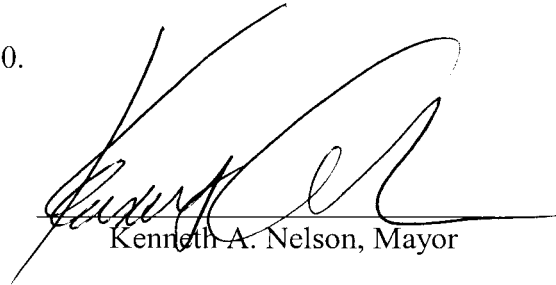
YEAS: Lusk, Buske, Judd, Adams, D'Astice

NAYS: 0

ABSENT: Pitzafarro, Larsen

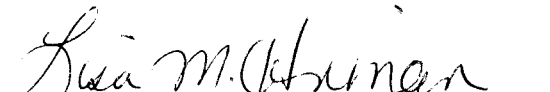
Passed this 13<sup>th</sup> day of July 2010.

Approved this 13<sup>th</sup> day of July 2010.



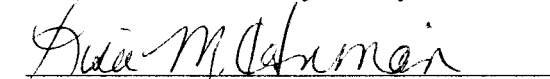
Kenneth A. Nelson, Mayor

ATTEST:



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Lisa M. Hinman, City Clerk

Published this 14<sup>th</sup> day of July 2010.



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Lisa M. Hinman, City Clerk