

Planning and Design Guidelines

Privately-owned Properties, *continued*

Historic Downtown

Signage Regulations

Signs

Signs shall follow the requirements set forth in the Long Grove Municipal Code, 5-9-5, Signs, to the greatest extent possible, except as listed below.

General Requirements

- Signs must reflect the historic and eclectic feel of the Long Grove Historic Downtown and be integrated within the landscaping and architecture whenever possible.
- Creative and unique signs are encouraged.
- Signs may not be internally illuminated.
- Recommended signs can be illuminated with architecturally appropriate fixtures including goose-neck style, carriage style, ground sign up lighting, or other fixtures designed to be hidden from view.

Placement

- No sign shall be placed more than 12 feet above finished grade at the main entrance of the building.
- Signs must be placed adjacent to the destination they are intended to serve.
- Window signs area allowed but are to cover no more than 20% of the total window space.

Colors

- A darker background with lighter lettering is encouraged.
- Use body colors for awnings and canopies that blend with the building facade.

Materials

- Signs should be simple and constructed of high quality materials.
- Signs must be durable, vandal resistant, and designed for easy maintenance.
- Suggested materials include painted wood, metal, and stone.
- No particle board or plastic is allowed.
- Highly reflective metallic signs are not permitted.

Content

- Signs shall be limited to the business name and a maximum of five additional words describing the products or services.
- Signs may not include an email, web, address, or phone number of the business.
- A graphic or symbol may be included on the sign given it is complementary to the overall design of the sign.

Temporary Signs

- Temporary signs must comply with Section 5-9-3 of the Long Grove Municipal Code.
- Hand lettered or temporary ground stake signs are prohibited.
- Daily retail "specials" signs or sandwich board are not allowed to be placed within the right-of-way.

