



VILLAGE OF VILLA PARK
Villa Park Recreation Center
320 E. Wildwood Ave
Villa Park, IL 60181

Special Meeting

Local Liquor Control Commission

October 28, 2025

7:00 PM

Chairperson: President Patrick
Commissioners: Joey De Tomaso, Stephen "Tom" King, Danielle Weis, Zach Wagner
Board Liaison: President Kevin Patrick
Staff Liaison: Sgt. B. Hruby
Email: liquorcontrol@invillapark.com

- 1. Call to Order - Roll Call**
- 2. Public Comments on Agenda Items**
- 3. Public Comments on Non-Agenda Items**
- 4. Approval of Minutes**
 - a. Approval of Minutes from Meeting on Sept 23, 2025
 - b. Approval of Minutes from October 1, 2025 Special Meeting
- 5. Amendments to the Agenda**
- 6. New Business**
 - a. Discussion of Monthly Reports
 - b. Discussion about prohibiting gaming on banquets (L) licenses
 - c. Discussion of signage for liquor establishments
 - d. Discussion on a moratorium on new gaming establishments.
 - e. Discussion of Tracking of BASSET Licenses

- f. Discussion of tracking licenses with 50%+ food sales requirement

7. Commissioner Comments

8. Liquor Commissioner Comments

9. Village Staff Comments

10. Adjournment

The Villa Park Village Hall is subject to the requirements of the Americans with Disabilities Act of 1990. An elevator is operational at the north side entrance to the Village Hall during normal work hours and also during evenings. Individuals with special needs are requested to contact the Village's Compliance Officer at (630) 834-8500 so that reasonable accommodations can be made for those persons.

1. President Patrick opened the meeting at 7:00 pm
2. Roll Call – President Patrick, Commission Members: DeTomaso, Weis and King in attendance
3. No public comments on agenda items or non-agenda items
4. Minutes from August 26, 2025, Commissioner King discussed his concerns with incomplete minutes, vote taken and approved with (3) three commissioners yes votes and (1) commissioner abstaining.
5. Amendments to Agenda – No amendments made
6. New Business
 - a. Discussion of Monthly Reports
 - Commissioner DeTomaso has requested the food and beverage tax reports as well as code enforcement reports from the village
 - b. Discussion of Liquor Licenses and Fees
 - Commissioner DeTomaso prepared a report to show the current licenses classes and fees, along with a proposal to raise liquor license fees upon 2026 renewal. Commissioner DeTomaso explained that in 2019 the village board voted to add a provision to increase liquor license fees annually by Consumer Price Index (CPI) and that this was only completed for the current year, not prior years after provision.
 - President Patrick reiterated that previous administration did not apply annual CPI increase to previous years
 - Commissioner DeTomaso looking to discuss repealing the CPI annual increase
 - Commissioner King inquired about looking at proposed liquor license fees in comparison to neighboring municipalities.
 - c. Discussion of Basset certification
 - Commissioner King has completed his Basset Training as well as food handling certification and discussed the process of online certification and the importance and usefulness of the information he learned for not only the commission, but residents as well.
 - d. Discussion of Tracking of Basset Certification
 - Commissioner DeTomaso discussed that to be compliant, establishment need to have their servers Basset certified within 120 days of employment. Those establishments have been turning in there certs with renewals but looking for better ways of tracking. Employers need to have certificates physically present and submitted to village
 - President Patrick to gain clarification on what is legal for establishment compliance
 - Commissioner King suggested an online portal to where establishment can upload new certifications
 - President Patick discussed the possibility of creating a policy for annual renewals that gives establishment 120 days for new employees to get certified and have that certification submitted to village
7. Commissioner Comments

Villa Park Liquor Commission Minutes
Regular Meeting 09/23/2025 7:00pm

- Commissioner King – No comment
- Commissioner DeTomaso requested a special meeting before the 13th of October to discuss and finalize fee increases so that a formal recommendation and vote can be completed by the village board. Special Meeting to discuss Liquor License Fee will be held Wednesday, October 1st, 2025, at 7:00 pm.
- Commissioner Weis reported that she will complete Basset certification prior to next month's meeting

8. Liquor Commissioner Comments

- President Patrick thanked Commissioner DeTomaso for the work and time he put into completing his proposal for the liquor license increases.

9. Village Staff Comments

- Village staff were not present

10. Adjournment 7:21 pm

1. President Patrick opened the meeting at 7:00 pm
2. Roll Call – President Patrick, Commission Members: DeTomaso, King, Wagner and Weis in attendance
3. No public comments on agenda items or non-agenda items
4. Amendments to Agenda – No amendments made
5. New Business

Commissioner DeTomaso discussed the proposal from the liquor commission to the Village Board regarding an increase in the annual liquor license fees.

Suggested Increase Recommendations:

- AAAA Tavern license fee increases to \$4,500.00
- AAA license fee increases to \$4,500.00
- AA license fee increases to \$5,000.00
- A license fee increases to \$5,000.00
- EEEE license fee increases to \$3,000.00
- EEE license fee increases to \$5,000.00
- EE license fee increases to \$4,500.00
- I license fee increases to \$5,000.00
- L license fee increases to \$3,000.00
- Z license fee increases to \$5,000.00

Commissioner DeTomaso discussed the reasoning for this recommendation is to realign liquor license fees with the village ordinance increase enacted by the Village Board in 2019. The increase will allow for the opportunity to step up enforcement efforts against underage drinking/gaming and will encourage establishments to move to licenses that better meet their needs and business models.

President Patrick recommended that the Liquor Commission meet annually (October) to review and discuss liquor license fees prior to renewals and to make recommendations to the Village Board if necessary.

A Formal Recommendation was made to propose the Liquor License Fee increase to the Village Board. A unanimous vote was taken in favor of the proposal, and it will be brought to the Village Board for consideration at their October 13th meeting.

6. Commissioner Comments
Commission DeTomaso – The reason for holding this special meeting was to get the recommendation in front of board for their October 13th meeting.
7. Liquor Commissioner Comments
President Patrick thanked commission members for the time and effort that was put into this thoughtful process of making a recommendation to the board and for completing their Bassett training.
8. Village Staff Comments - No Staff present
9. Adjournment 7:11 pm

10/23/2025 23:26

VPP25018280

/ non criminal

damage

Bar Incident

357 S Ardmore Ave

Comp wanted to report that a customer broke a gambling machine. Officers arrived and was informed that the machine was previously damaged and the customer today accidentally damaged it again. Report was provided.

10/18/2025 22:41

VPP25017960

/ Fraud

Bar Incident

335 E Kenilworth Ave

Bouncer confiscated what he believed was a fake Id. Officers arrived and confirmed the subject in question ID was valid.

9/14/2025 17:29 VPP25015797

Bar Incident

CEMITAS

POBLANAS -

345 W North

Officers responded for a medic assist / psych call for a subject who was intoxicated and needing assistance with her bipolar disorder. V1 was stuck by a train and by the time he arrived paramedics had already transported the patient. Mental health form submitted to records.

9/6/2025 00:48

VPP25015301

/ Overdose

Bar Incident

335 E Kenilworth Ave

Overdosed on Cocaine and Alcohol. Medics transported subject to Elmhurst.

Bryan Hruby #359

Administrative Sergeant

Desk #630-592-6108

Villa Park Police

40 S Ardmore

Villa Park II 60181

**ILLINOIS GAMING BOARD
VIDEO GAMING REPORT**

10/21/2025

4:21 pm

Villa Park

September 2025

Municipality	Establishment	License Number	VGT Count	VGT Wagering Activity			VGT Income			VGT Tax Distribution				
				Amount Played	Amount Won	Net Wagering Activity	Funds In	Funds Out	Net Terminal Income	NTI Tax	State Share	Municipality Share		
Villa Park	BACCI LLC	200702381	6	\$260,522.91	\$231,303.15	\$29,219.76	\$112,247.73	\$83,027.97	\$29,219.76	\$10,226.97	\$8,764.51	\$1,462.46		
Villa Park	Bet Crazy Inc.	210700458	6	\$500,690.00	\$441,939.46	\$58,750.54	\$211,768.96	\$153,018.42	\$58,750.54	\$20,562.69	\$17,622.22	\$2,940.47		
Villa Park	Blackhawk Restaurant Group LLC Series VDVillaPark	130702815	6	\$808,716.96	\$736,410.00	\$72,306.96	\$254,907.88	\$182,600.92	\$72,306.96	\$25,307.49	\$21,688.52	\$3,618.97		
Villa Park	CAPTAIN B'S SHRIMP HOUSE TWO, INC.	220701833	3	\$53,993.39	\$48,789.42	\$5,203.97	\$16,878.73	\$11,674.76	\$5,203.97	\$1,821.41	\$1,560.95	\$260.46		
Villa Park	Dance Villa Inc.	240701416	6	\$75,403.76	\$68,876.12	\$6,527.64	\$32,457.63	\$25,930.40	\$6,527.23	\$2,284.56	\$1,957.87	\$326.69		
Villa Park	DD DEVINE, INC.	230701655	6	\$108,215.16	\$97,987.58	\$10,227.58	\$37,023.59	\$26,795.51	\$10,228.08	\$3,579.81	\$3,067.90	\$511.91		
Villa Park	EL PATRON 64 BAR & GRILL INC.	230703032	6	\$45,275.14	\$40,274.57	\$5,000.57	\$15,423.36	\$10,422.80	\$5,000.56	\$1,750.21	\$1,499.93	\$250.28		
Villa Park	Fitz's Pub - Villa Park, Inc.	120712310	6	\$724,978.27	\$665,624.93	\$59,353.34	\$238,120.02	\$178,766.83	\$59,353.19	\$20,773.58	\$17,802.95	\$2,970.63		
Villa Park	FRANK GF INC.	130700397	6	\$378,347.53	\$346,217.65	\$32,129.88	\$147,412.96	\$115,283.50	\$32,129.46	\$11,245.30	\$9,637.22	\$1,608.08		
Villa Park	K3 WINE BAR INC.	190702472	6	\$919,218.77	\$827,073.01	\$92,145.76	\$296,097.41	\$203,951.65	\$92,145.76	\$32,251.07	\$27,639.17	\$4,611.90		
Villa Park	M.K.P. CORPORATION	140704034	6	\$308,849.44	\$295,150.79	\$13,698.65	\$95,096.31	\$81,397.66	\$13,698.65	\$4,794.55	\$4,108.93	\$685.62		
Villa Park	Mahoney's Pub, Inc.	120711227	6	\$461,322.03	\$429,410.27	\$31,911.76	\$158,373.20	\$126,461.74	\$31,911.46	\$11,169.05	\$9,571.87	\$1,597.18		
Villa Park	MAY'S VILLA PARK, LLC	190702439	6	\$629,017.22	\$571,880.21	\$57,137.01	\$267,324.28	\$210,187.27	\$57,137.01	\$19,998.04	\$17,138.32	\$2,859.72		
Villa Park	MEAGRAH, INC.	120711316	6	\$480,306.17	\$432,599.51	\$47,706.66	\$191,457.13	\$143,750.47	\$47,706.66	\$16,697.35	\$14,309.63	\$2,387.72		
Villa Park	MILICIA INC.	160701591	6	\$90,705.86	\$83,442.02	\$7,263.84	\$36,783.38	\$29,519.54	\$7,263.84	\$2,542.35	\$2,178.79	\$363.56		
Villa Park	MORTADELI LLC	240702540	6	\$297,189.22	\$267,560.67	\$29,628.55	\$265,514.22	\$235,885.67	\$29,628.55	\$10,370.04	\$8,887.13	\$1,482.91		
Villa Park	NEW TRIPOLIS INC.	170702628	6	\$623,207.07	\$568,441.82	\$54,765.25	\$223,280.48	\$168,515.23	\$54,765.25	\$19,167.87	\$16,426.86	\$2,741.01		
Villa Park	Park Blvd. Tavern, Inc.	120711214	6	\$673,413.08	\$620,231.08	\$53,182.00	\$252,768.37	\$199,586.37	\$53,182.00	\$18,613.74	\$15,951.97	\$2,661.77		
Villa Park	RH2024 LLC	240701420	6	\$90,809.35	\$80,851.68	\$9,957.67	\$32,880.33	\$22,922.66	\$9,957.67	\$3,485.27	\$2,986.88	\$498.39		
Villa Park	Safari Land, L.L.C.	140702528	6	\$97,884.99	\$100,259.16	(\$2,374.17)	\$35,792.03	\$38,166.25	(\$2,374.22)	(\$830.97)	(\$712.14)	(\$118.83)		
Villa Park	SELECTIVE LIQUORS LLC	200700818	6	\$594,231.65	\$547,418.86	\$46,812.79	\$227,305.62	\$180,492.83	\$46,812.79	\$16,384.51	\$14,041.52	\$2,342.99		
Villa Park	Shelby's - Villa Center, LLC	130703638	6	\$909,106.40	\$815,519.14	\$93,587.26	\$323,117.43	\$229,530.17	\$93,587.26	\$32,755.56	\$28,071.52	\$4,684.04		
Villa Park	Stella's - North Park, LLC	170700521	6	\$748,625.56	\$684,320.93	\$64,304.63	\$241,457.34	\$177,152.71	\$64,304.63	\$22,506.65	\$19,288.20	\$3,218.45		
Villa Park	Stella's - Villa Oaks, LLC	130703551	6	\$952,577.04	\$858,826.99	\$93,750.05	\$337,828.29	\$244,078.24	\$93,750.05	\$32,812.54	\$28,120.34	\$4,692.20		
Villa Park	TACOS & CEMITAS POBLANA INC.	190700978	6	\$218,812.25	\$196,135.76	\$22,676.49	\$91,343.75	\$68,667.26	\$22,676.49	\$7,936.80	\$6,801.84	\$1,134.96		
Villa Park	Three Paws, Inc.	120711586	6	\$631,482.89	\$582,876.73	\$48,606.16	\$291,415.84	\$242,809.68	\$48,606.16	\$17,012.21	\$14,579.46	\$2,432.75		
Villa Park	Ultimate Lounge, Inc.	130700898	6	\$603,568.26	\$543,871.82	\$59,696.44	\$193,274.28	\$133,577.84	\$59,696.44	\$20,893.81	\$17,905.99	\$2,987.82		
Villa Park	Villa Park Post No. 2801, Veterans of Foreign Wars of the United State, Inc.	130900531	6	\$261,618.64	\$228,324.20	\$33,294.44	\$102,792.01	\$69,497.57	\$33,294.44	\$11,653.07	\$9,986.68	\$1,666.39		
REPORT TOTAL:				28 Establishments	165	\$12,548,089.01	\$11,411,617.53	\$1,136,471.48	\$4,730,142.56	\$3,593,671.92	\$1,136,470.64	\$397,765.53	\$340,885.03	\$56,880.50

ARTICLE 8. SIGNS

Sec. 8.1. General

8.1.1. Purpose

The sign regulations of this article are intended to balance the following differing, and at times, competing goals:

- A. To support the desired character of the village, as expressed in adopted plans, policies and regulations;
- B. To promote an attractive visual environment;
- C. To encourage the effective use of signs as a means of communication for businesses, organizations and individuals;
- D. To provide a means of way-finding for visitors and residents;
- E. To provide for reasonable business identification and communication;
- F. To prohibit signs of such excessive size and number that they obscure one another to the detriment of the economic and social well-being of the village and its residents, property owners and visitors;
- G. To protect the safety and welfare of the public by minimizing hazards for motorized and nonmotorized traffic;
- H. To minimize the possible adverse effects of signs on nearby public and private property; and
- I. To provide broadly for the expression of individual opinions through the use of signs on private property.

8.1.2. Scope; Permit Required

- A. All signs are subject to the regulations of this article and all other applicable provisions of this zoning ordinance.
- B. All signs shall require a permit other than Nameplates, Commemorative Wall Plaques and Inscriptions as provided in Sec. 8.3.1.
- C. Sandwich signs as provided in Sec. 8.3.2.
- D. Certain temporary signs as listed in 8.3.6.A, 8.3.6.B, 8.3.6.C and 8.3.6.E(4).
- E. Sign exceptions as listed in Sec. 8.3.7.

8.1.3. Content Neutrality

Any sign allowed under this article may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity or service for sale or lease, or to any other commercial interest or activity, as long as the sign complies with all size, height, location and other applicable requirements of this article.

(Ord. No. 4105, § 1, 9-9-19)

Sec. 8.2. PROHIBITED SIGNS AND SIGN CHARACTERISTICS

The following signs and sign characteristics are prohibited except as otherwise expressly stated:

- 8.2.1.** Signs for which a required permit has not been issued;
- 8.2.2.** Signs located in such a manner as to constitute a nuisance as provided in the village code;
- 8.2.3.** Search lights, strobe lights, rotating beacon lights, flashing lights that are visible from public right-of-way, except as otherwise expressly allowed by this article or required by law;
- 8.2.4.** Permanent signs located in or obstructing a required parking or loading space, or that otherwise obstruct vehicular or pedestrian access or circulation, or that pose any other hazard to motorized or nonmotorized travel;
- 8.2.5.** Signs located in or that project into the right-of-way of a public street unless otherwise expressly stated in this article or a right-of-way permit or license agreement has been approved by the village;
- 8.2.6.** Signs that obstruct any fire escape, required exit, window or door opening used as a means of egress;
- 8.2.7.** Signs that interfere with an opening required for ventilation, except that signs may cover transom windows when not in violation of applicable building and fire safety codes;
- 8.2.8.** Signs affixed directly to a tree, utility pole or traffic control device;
- 8.2.9.** Signs that obstruct, impair, obscure, interfere with the view of, or that may be confused with, any authorized traffic control sign, signal, or device;
- 8.2.10.** Sign displays with a brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any pedestrian, cyclist, or person operating a motor vehicle;
- 8.2.11.** Signs that violate the intersection visibility triangle regulations of Sec. 9.3:
- 8.2.12.** Pole signs;
- 8.2.13.** Off-premise advertising signs;
- 8.2.14.** Signs attached to or painted on an inoperable or unlicensed vehicle (motorized or non-motorized) located in view of the right-of-way; and
- 8.2.15.** Signs attached to or painted on a licensed motor vehicle if the sign: (1) directs attention to a business, service, commodity, or activity offered or sold on the premises and (2) if the vehicle is parked closer to the street than the nearest building wall (does not apply to vehicles parked for the purpose of immediate loading and unloading).

Sec. 8.3. SIGN EXCEPTIONS

The following signs are not counted as signs for purposes of determining the number of signs or total area of signs on a lot and do not require a sign permit unless the sign is illuminated or the regulations of this section otherwise state that a permit is required.

8.3.1. Nameplates, Commemorative Wall Plaques and Inscriptions

Nameplates, commemorative wall plaques and commemorative wall inscriptions are allowed in all zoning districts. Nameplates may not exceed two (2) square feet in area. Commemorative wall plaques and commemorative wall inscriptions may not be illuminated and may not exceed four (4) square feet in area.

8.3.2. Sandwich Board Signs

A. **Eligible Area**

Sandwich board signs are permitted only in commercial zoning districts located in the Villa Avenue Business District, Ardmore Avenue Business District and the train station area, as shown on the maps adopted as part of Ordinance No. 3673, which are on file in the office of the community development director.

B. **Number**

A maximum of one sandwich board sign is allowed per business.

C. **Size**

Sandwich board signs may not exceed six (6) square feet in area or more than four (4) feet in height.

D. **Removal**

Sandwich board signs must be removed when:

1. The business is not open;
2. The National Weather Service issues a high-wind warning, a tornado or severe thunderstorm watch or warning; or
3. There is an accumulating snowfall event.

E. **Construction**

Sandwich board signs must be professionally constructed of wood, metal or durable plastic, and maintained in good condition.

F. **Location**

Sandwich board signs must be:

1. Located in front of the business and allow at least four (4) feet of sidewalk clearance to allow safe passage.
2. Set back at least two (2) feet from back of curb abutting on-street parking spaces.
3. Located on the ground and not be attached to any structure or person.

8.3.3. Special Event/Recognitions Signs

Special event/recognition signs are subject to village board approval. Village board-approved special event/recognition signs are not subject to the sign regulations of this article unless otherwise expressly stated at the time of approval.

8.3.4. Driveway Signs

- A. One driveway sign may be installed at each vehicle entrance and exit to any lot occupied by an allowed nonresidential use or multi-unit (residential) building. Such signs must be located within ten (10) feet of the intersection of the driveway and the street right-of-way. Driveway signs may be illuminated but may not exceed four (4) square feet in area or three (3) feet in height.
- B. Off-street parking areas with a capacity of more than four (4) vehicles, multi-tenant developments and uses on lots exceeding eighty thousand (80,000) square feet in area may display internal site driveway

signs. Such signs must be located within 10 feet of an internal site driveway, drive aisle or parking space and may not exceed eight (8) square feet in area or six (6) feet in height.

8.3.5. Drive-through Signs

Drive-through signs are permitted in conjunction with allowed drive-through uses, in accordance with the following regulations:

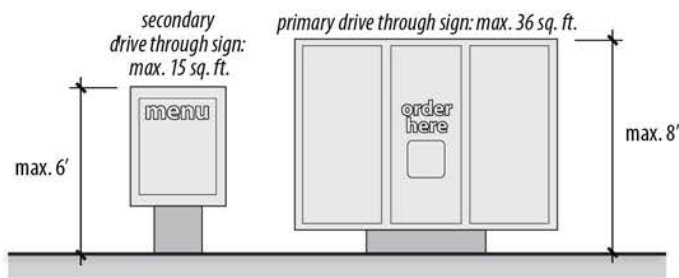
A. Location

Drive-through signs must be located within ten (10) feet of a drive-through lane.

B. Number and Dimensions

One primary drive-through sign not to exceed 36 square feet in area or eight (8) feet in height is allowed per order station up to a maximum of two (2) primary drive-through signs per lot. One secondary drive-through sign not to exceed sixteen (16) square feet in area or six (6) feet in height is allowed per order station, up to a maximum of two (2) secondary drive-through signs.

Figure 8-1. Drive-through Signs



C. Residential Separation

Drive-through signs must be set back at least twenty-five (25) feet from residential zoning districts.

D. Visibility

Drive-through signs must be oriented to be visible by motorists in allowed drive-through lanes.

8.3.6. Temporary Signs

A. Real Estate Signs

One real estate sign is allowed per street frontage in all zoning districts, subject to the maximum sign area regulations of Table 8-1:

Table 8-1: Maximum Area of Real Estate Signs

Street Frontage of Lot	Maximum Sign Area (sq. ft.)	
	R Districts	All Other Districts
50 feet or less	8	8
More than 50 feet	8	8 + 1 sq. ft. for each add'l foot of street frontage over 50; not to exceed sign area of 100 sq. ft.

B. Construction Signs

One construction sign is allowed per street frontage in all zoning districts. Construction signs are subject to the maximum sign area regulations that apply to real estate signs.

C. Campaign Signs

Campaign signs are allowed in all zoning districts, subject to the following regulations.

1. Campaign signs are allowed only on private property (not in the public right-of-way) and require the consent of the subject property owner.
2. There is no set limit on the number of campaign signs allowed on a lot, provided that the total allowed sign area of campaign signs may not exceed sixteen (16) square feet per lot in residential districts or thirty-two (32) square feet per lot in nonresidential zoning districts.
3. Individual campaign signs may not exceed four (4) square feet in area in residential districts or nine (9) square feet in area in nonresidential districts.
4. Campaign signs located on nonresidentially zoned properties must be removed within seven (7) days after the voting event. There is no limit on the duration of display of campaign signs located on R-zoned lots.
5. Campaign signs may not be illuminated in any manner.

D. Grand Opening Signs

Grand opening signs are allowed in any nonresidential district, subject to the following regulations.

1. Grand opening signs are allowed for no more than thirty (30) consecutive days during the grand opening period, which is six-month period immediately following the opening of a new business, not previously located on the premises or the reopening of an established business that has been closed for at least sixty (60) consecutive days for renovation or change of business or ownership.
2. A grand opening permit must be obtained before the grand opening.
3. No more than three (3) of the following types of grand opening signs are allowed:
 - a. One cold air inflatable device no more than twenty (20) feet in height measured from grade level. The device must comply with zoning district setback requirements. Any commercial message area attached to the device may not exceed thirty-two (32) square feet in area.
 - b. One non-flashing portable sign no more than thirty-two (32) square feet in area. The sign must comply with zoning district setback requirements.
 - c. One banner sign affixed flush to the building, no more than ten (10) feet in length or four (4) feet in height.
 - d. Banners or streamers projecting out from the building, subject to zoning district setback requirements.
 - e. Searchlights or beacons provided that such light may only be operated between dusk and 10:00 p.m. or closing, whichever is earlier.
4. All grand opening signs must be removed by the permittee within twenty-four (24) hours after the expiration of the grand opening permit.

E. Promotional Signs

The following types of promotional signs are allowed as sign exceptions on lots occupied by allowed nonresidential uses, subject to the following regulations.

1. **Promotional Banner Signs**

One promotional banner sign affixed flush with the building wall and secured at all four (4) corners, not exceeding ten (10) feet in length or four (4) feet in height, is allowed per zoning lot. Promotional banners may be displayed no more than four (4) times in any calendar year, for not more than fifteen (15) consecutive days. For multi-tenant buildings consisting of three (3) or more tenants, two (2) promotional banner signs are allowed.

2. **Promotional Pole Banners**

Promotional pole banners are allowed when secured to permanently mounted standards such as light poles. Promotional pole banners may not exceed eight (8) feet high by 2.5 feet in width and must maintain a minimum vertical clearance of nine (9) feet. No more than two (2) promotional pole banners are allowed per pole. Ornamental banners with no commercial message are allowed without a permit when meeting the requirements as stated above.

3. **Promotional Placard Signs**

Promotional placard signs are allowed, subject to a maximum area of six (6) square feet and a maximum height of four (4) feet. Promotional placard signs must be located adjacent to the principal structure and must be placed inside the principal structure before the close of the business day. A permit is not required for promotional placard that comply with the regulations in this section.

4. **Promotional Window Signs**

Promotional window signs are allowed as sign exceptions for allowed nonresidential uses for a maximum period of sixty (60) days in any calendar year, provided they do not cover more than seventy-five (75) percent of the area of the window to which they are affixed.

8.3.7. Other Sign Exceptions

The following additional signs are also allowed as sign exceptions:

- A. Signs of notice, warning, directive, or instructional nature erected by or on behalf of a government or agency;
- B. Flags, emblems or insignia of any nation or political subdivision;
- C. Signs located completely within enclosed buildings, provided that such signs are oriented to be primarily visible from inside the subject building; and
- D. Labels and notices on equipment or structures, provided the label or notice does not exceed fifteen (15) square inches in area.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.4. SIGN REGULATIONS OF GENERAL APPLICABILITY

8.4.1. Location

Unless otherwise expressly stated in this article, signs must be located on the same zoning lot as the business, profession or activity to which the sign directs attention or to a commodity, service or entertainment sold or offered on such zoning lot.

8.4.2. Sign Construction

All signs that are applied with paint or similar substance on the face of a wall are prohibited. Any sign made of plywood or similar material must contain a trim border along the entire perimeter of the sign. Painted signs on plywood or similar material must utilize stenciling or similar methods to achieve a neat and uniform appearance.

8.4.3. Placement

New signs must be placed in a manner as to create a minimum of interference with the visibility of existing signs.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.5. SIGNS IN R ZONING DISTRICTS

8.5.1. Applicability

The regulations of this section apply to signs in R districts.

8.5.2. Signs Allowed

The following signs are permitted in R districts on lots occupied by allowed nonresidential uses or allowed multi-unit (residential) buildings:

1. **Wall Signs**

Allowed nonresidential uses and allowed multi-unit (residential) buildings in R districts are allowed a maximum of one (1) wall sign per public building entrance leading to a lobby or other common area. Such signs may not exceed thirty-two (32) square feet in area.

2. **Monument Signs**

Allowed nonresidential uses and allowed multi-unit (residential) buildings in R districts are allowed a maximum of one monument sign per street frontage. Allowed monument signs are subject to a maximum height limit of six (6) feet and may not exceed thirty-two (32) square feet in area.

3. **Electronic Message Display Panels**

Electronic message display panels are prohibited in R districts, provided that on a lot occupied by an allowed public, civic or institutional use, the village board is authorized to approve a special use for one of the allowed signs to include a electronic message display panel. If approved, the electronic message display panel is subject to the regulations of Sec. 8.7 as well as any additional regulations imposed by the village board.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.6. SIGNS IN NONRESIDENTIAL ZONING DISTRICTS

8.6.1. Applicability

The regulations of this section apply to signs in all nonresidential zoning districts.

8.6.2. Freestanding Signs

Freestanding signs are allowed in all nonresidential zoning districts, subject to the following regulations.

A. **Number**

A maximum of one freestanding sign is allowed per lot, provided that lots with more than three hundred fifty (350) feet of lot frontage are allowed a maximum of two (2) freestanding signs. One (1) additional freestanding sign is allowed for vehicle sales establishments (auto dealers) if they sell both new and used vehicles or if they sell more than one (1) make of vehicle.

B. **Area**

1. The maximum area of allowed freestanding signs is based on the subject lot's street frontage, as indicated in Table 8-2.

Table 8-2: Maximum Area of Freestanding Signs

Street Frontage (feet)	Maximum Sign Area (square feet)
0-50	50
51-100	100
101-200	150
201-350	200
350 or more	200 for each of the 2 allowed signs

2. For fueling stations, an additional fifteen (15) square feet of sign area is allowed for those fueling stations listing fuel prices directly on the freestanding sign, but not to exceed two hundred (200) square feet for any single sign. Also, for fueling station canopies, one sign is allowed on each canopy face with the sign area for each canopy sign not to exceed ten (10) percent of the area of each canopy face.

C. **Height**

Freestanding signs on nonresidentially zoned lots may not exceed twenty-five (25) feet in height.

D. **Setbacks**

Freestanding signs on nonresidentially zoned lots must be set back at least ten (10) feet from all street rights-of-way. This required setback applies to all components of the sign, including the sign structure and sign face.

E. **Landscaping**

Landscaping must be installed and maintained around the base of all freestanding signs. The landscape area must extend a minimum of three (3) feet from the outer edge of the sign base on all sides. Where the area around the base of a sign will not accommodate landscaping, the community development director is authorized to allow installation of all or a portion of the required landscaping at an alternate location on the site.

F. **Location**

Freestanding signs may not be located in yards abutting R-zoned lots.

8.6.3. Wall Signs

Wall signs are allowed in all nonresidential zoning districts, subject to the following regulations.

A. **Sign Area**

1. **Interior Lots**

The maximum area of all wall signs on a building occupying an interior lot may not exceed 1.5 square feet per linear foot of the building's street-facing building frontage, except that if the street-facing building wall is located more than two hundred (200) feet from the street right-of-way, up to two two (2) square feet of wall sign area is allowed per linear foot of street-facing building frontage.

2. **Corner Lots**

The maximum area of all wall signs on a building occupying a corner lot may not exceed the wall sign area allowed for interior lots, plus an additional 0.75 square feet of sign area per linear foot of side street-facing building frontage.

B. **Location**

Wall signs may be located on any exterior wall of a building except that wall signs are prohibited on building walls facing an abutting R-zoned lot.

C. **Sign Type**

Box signs are prohibited as wall signs.

8.6.4. Projecting Signs

Projecting signs are allowed in all nonresidential zoning districts, subject to the following regulations.

A. **Maximum Sign Area**

1. **Number**

A maximum of one projecting sign is allowed per building or tenant space.

2. **Sign Area**

The area of all projecting signs on a building is counted against the building's maximum allowed wall sign area. The area of any individual projecting sign may not exceed fifty (50) square feet.

B. **Height**

1. Projecting signs must be mounted to provide a minimum vertical clearance of at least nine (9) feet when mounted above sidewalks or pedestrian ways or at least fifteen (15) feet when mounted above driveways or vehicular circulation areas.

2. The maximum height of a projecting sign may not exceed twenty (20) feet above the mean grade of the centerline of the abutting street.

C. **Location**

Projecting signs may be located on any exterior wall of a building except that projecting signs are prohibited on building walls facing an abutting R-zoned lot.

D. **Sign Type**

Box signs are prohibited as projecting signs.

8.6.5. Roof Signs

Roof signs are prohibited in all zoning districts.

8.6.6. Window Signs

The area of all permanent window signs is counted against the building's maximum allowed wall sign area. Permanent window signs may not cover more than twenty-five (25) percent of the window area.

8.6.7. Awning and Canopy Signs

- A. Non-illuminated awnings or canopies are allowed and are not counted as wall signs, unless the sign copy area on the awning or canopy exceeds 6 square feet in area. Copy area in excess of 6 square feet in area is counted against the building's maximum allowed wall sign area.
- B. Awnings and canopies must be mounted to provide a minimum vertical clearance of at least nine (9) feet when mounted above sidewalks or pedestrian ways or at least fifteen (15) feet when mounted above driveways or vehicular circulation areas.
- C. Awnings and canopies may not be located above the building's ground floor.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.7. ELECTRONIC MESSAGE DISPLAY PANELS

8.7.1. Where Allowed

Electronic message display panels are allowed in any of the commercial and industrial zoning districts with the exception of the Ardmore Avenue Business District, Villa Avenue Business District, St. Charles Road and the train station area as shown on the maps adopted as part of Ordinance No. 3673, which are on file in the office of the community development director. Electronic message display panels are subject to the regulations of this section.

8.7.2. Maximum Number and Sign Area

No more than one of the allowed signs on a lot may contain an electronic message display panel. The sign area of the electronic message display panel is counted in calculating the overall area of the subject sign. An electronic message display panel may not exceed fifty (50) percent of the allowed sign area of the subject sign.

8.7.3. Message Hold Time

An electronic message display may not change more frequently than every three (3) seconds. Background colors or displays are allowed to change only when the message changes.

8.7.4. Graphics and Animation

Graphics are allowed only as static displays. The use of animation, dissolve, fade, scrolling, traveling, flashing, or blinking characters on electronic message display panel signs is prohibited. Animation, live feeds, video or any off-site advertising is prohibited on electronic message display panels.

8.7.5. Brightness

All electronic message display panels must be equipped with automatic dimming devices, sun screens or otherwise be designed to operate in a manner that is appropriate for ambient light levels and include no external illumination. The brightness of the electronic message display panel may not exceed five thousand (5,000) nits in the daytime or more than one thousand seven hundred fifty (1,750) nits in the nighttime (after sunset).

8.7.6. Operating Hours

All electronic message display panels within 100 feet of any R zoning district must be turned off between the hours of 11:00 p.m. and 7:00 a.m. unless the business is open and operating during such hours, in which case the sign may be operated only during the hours of business operation.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.8. ADMINISTRATION

8.8.1. Any person proposing to erect any sign requiring a sign permit must submit a sign permit application to the community development director. Applications for a sign permit must be accompanied by detailed plans, including scaled drawings of the proposed sign, a detailed site plan and other information deemed necessary by the community development director to determine compliance with applicable regulations.

8.8.2. Sign permit fees must be paid before the issuance of a sign permit.

8.8.3. If the work associated with a sign permit has not been completed within six (6) months of the date of the issuance of the permit, such permit will lapse and become null and void.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.9. MASTER SIGN PLANS

8.9.1. Applicability

A master sign plan is required for all shopping centers and other multi-tenant developments. No sign permit may be issued for a new multi-tenant development until a master sign plan has been reviewed and approved. A master sign plan is not required for existing multi-tenant developments except when the development is being rehabilitated or expanded and the value of such rehabilitation or expansion exceeds three (3) times the equalized assessed valuation of the development for the most recent tax year.

8.9.2. Contents of Master Sign Plans

Master sign plans must indicate the number, location, materials, colors and dimensions of all freestanding, wall and projecting signs in the multi-tenant development. The master sign plan must also include other information necessary to determine whether the proposed signs comply with the sign regulations of this article.

8.9.3. Design

Master sign plans must describe and illustrate a consistent pattern of signage in the multi-tenant development. All signs within the development must have at least three (3) of the following design elements in common:

- A. Common colors on the background or text;
- B. Common lettering style;
- C. Common size (e.g., a height or wall location common to each sign);
- D. Common materials.

8.9.4. Sign Structure Color

All sign cabinets, trim caps, returns and all sign supports such as poles and braces must be of a common color.

8.9.5. Plan Approval and Amendments

The community development director is authorized to approve master sign plans and amendments to master sign plans.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.10. NONCONFORMING SIGNS

8.10.1. Description

A nonconforming sign is a sign that was lawfully established but that no longer complies with applicable zoning ordinance regulations because of the adoption or amendment of regulations after the sign was established.

8.10.2. General Regulations

Nonconforming signs may continue subject to the following provisions:

1. Nonconforming signs must be maintained in good repair and safe condition. No permits may be issued for enlargements, structural upgrades or other modifications that would prolong the life of nonconforming signs.
2. If a sign is nonconforming by reason of restrictions on its brightness or illumination or its use of electronic display panel, strobe or beacon lights, the sign must be immediately removed or made to conform.

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3. A window sign that is nonconforming by reason of restrictions on its sign area must be immediately removed or made to conform.
 4. If a nonconforming sign is damaged or partially destroyed to the extent of more than 50% of its replacement cost at the time of damage, the sign must be removed or made to conform to all applicable regulations within 90 days of the date of the date of damage or destruction..

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.11. ABANDONED SIGNS

Any sign that is located on property that becomes vacant and unoccupied for a period of six (6) months or more, or pertains to a time, event, or purpose that has passed or that no longer applies, is conclusively deemed to have been abandoned. Abandoned signs are prohibited, and the sign face must be removed or replaced with clear or blank panels.

(Ord. No. 4036, § 2(Exh. A), 6-11-18)

Sec. 8.12. SIGN-RELATED DEFINITIONS AND RULES OF MEASUREMENT

8.12.1. Definitions

- A. **Sign:** Any writing (including letters, words or numerals), pictorial representation (including illustrations or decorations), emblem (including devices, symbols or trademarks), flag, banner, streamer, pennant, string of lights, or display calculated to attract the attention of the public or any other figure of similar character that:
 1. Is a structure or any part thereof, or a portable display, or is attached to, painted on, or in any other manner represented on a building or other structure or on the ground; and
 2. Is used to announce, direct attention to, or advertise; and
 3. Is located outside of a building, or if inside a building, is designed primarily to be visible from outside the building.
- B. **Sign area:** See sign measurement rules in Sec. 8.12
- C. **Sign, off-premise advertising:** A sign that directs attention to a business, product or activity available or conducted, at a location other than the zoning lot upon which such sign is located or that directs attention to a noncommercial message or idea not directly related to an activity conducted on such zoning lot.
- D. **Sign, awning:** A sign located on a structure, made of cloth, metal, or other material attached to a building, such structure being erected so as to permit its being raised or retracted to a position against the building when not in use.
- E. **Sign, billboard:** Same as "off-premise advertising sign."
- F. **Sign, box (or cabinet):** A sign that is printed on a plastic, acrylic or similar surface that is mounted on a cabinet or box-type frame that houses the light source and electrical equipment.
- G. **Sign, business:** A sign that directs attention to a business or profession conducted upon, or to a commodity, service or entertainment sold or offered upon, the zoning lot upon which such sign is located.

(Supp. No. 215)

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- H. **Sign, campaign:** A temporary sign announcing or supporting political candidates or issues in connection with any national, state, or local voting event.
 - I. **Sign, canopy:** A sign located on a structure, other than an awning, made of cloth, metal or other material with frames attached to a building, and supported by a frame or other device placed upon or affixed to the ground or sidewalk.
 - J. **Sign, construction:** A temporary sign erected on the premises on which construction is taking place, during the period of such construction.
 - K. **Sign, flashing:** A sign that emits a sudden or transient outburst of bright light; a flood of light briefly appearing and disappearing; as a flash; or one that repeats an unchanging light pattern of words, numerals or designs of constant brightness. For purposes of this ordinance, an electronic message display panel is not considered a flashing sign as long as it complies with the regulations of Sec. 8.71.
 - L. **Sign, freestanding (or ground):** A sign that is completely or principally self-supported, independent of any building, and anchored in or upon the ground.
 - M. **Sign, ground:** Same as "sign, freestanding."
 - N. **Sign, illuminated:** A sign lighted by or exposed to artificial lighting either by lights on or in the sign or directed toward the sign.
 - O. **Sign, monument:** Signs mounted on or supported by a decorative masonry, metal or natural stone base or alternative material approved by the community development director. Monument signs have a base that is flush with the ground or no more than 12 inches above the ground and a width (at the base) that is at least seventy-five (75) percent of the width of the sign face.
 - P. **Sign, nameplate:** A small wall sign.
 - Q. **Sign, pole:** a freestanding sign over four (4) feet in height that is not a monument sign.
 - R. **Sign, portable:** A sign that is not permanent, affixed to a building, structure, or the ground.
 - S. **Sign, projecting:** A sign that is attached to or supported by a building wall by more than twelve (12) inches, with the sign faces perpendicular to such wall.
 - T. **Sign, public hearing notice:** A sign posed by the village that is intended to provide notice of a public hearing or meeting concerning a proposed rezoning, planned development or subdivision for the property on which the sign is posted.
 - U. **Sign, real estate:** A temporary sign displayed on property that is being actively marketed for sale or lease.
 - V. **Sign, roof:** A sign erected, constructed, or maintained in whole or in part upon the roof of a building or structure.
 - W. **Sign, temporary:** A sign constructed of cloth, canvas, fabric, plywood, or other light material and designed or intended to be displayed for a short period of time.
 - X. **Sign, wall:** A sign attached directly to the front wall, side wall or corner (exterior side) wall of a building with the sign face being effectively parallel to the wall and projecting not more than twelve (12) inches from such wall.
 - Y. **Sign, window:** A sign that is visible from the exterior of a building or structure and that is permanently painted on a window or located within twelve (12) inches of a window.

8.12.2. Measurements

A. Sign Area

1. Signs Enclosed in Frames or Cabinets

The area of a sign enclosed in a frame or cabinet is determined based on the outer dimensions of the frame or cabinet surrounding the sign face.

2. Channel (individual) Letter Signs

- a. The area of a sign comprised of individual letters or elements attached to a building wall is determined by calculating the area of the smallest geometric figure (e.g. square, rectangle, circle, polygon, etc.) that can be drawn around the letters and/or elements.
- b. Signs consisting of individual letters and/or elements will be measured as one sign when the distance between the letters and/or elements is less than the largest dimension of the largest sign letter.

3. Multi-Sided Signs

Unless otherwise expressly stated, when the sign faces of a multi-sided sign are parallel or within thirty (30) degrees of parallel, only one side is counted for the purpose of determining the area and number of signs. If the sign faces are not parallel or within thirty (30) degrees of parallel, all sign faces are counted.

4. Non-planar Signs

Spherical, free-form, sculptural or other non-planar sign area is measured as fifty (50) percent of the sum of the areas using only the four (4) vertical sides of the smallest four-sided polyhedron that will encompass the sign structure. Signs with greater than four (4) polyhedron faces are prohibited.

B. Sign Height

The height of a sign is measured as the vertical distance from curb level to the highest point of the sign.

C. Nits (Brightness)

For the purpose of verifying compliance with maximum brightness level limits expressed in "nits," brightness levels must be measured with the electronic message display panel set to run full white copy with a luminance meter positioned at a location perpendicular to the sign face center. When taking the luminance reading, the sign face must be the only subject visible in the viewfinder.

D. Window Area

The area of a window includes only the glass or glazed elements of the window. Frames, mullions and similar features are not counted as part of the window area.

Figure 8-2. Area of Sign in Frame or Cabinet

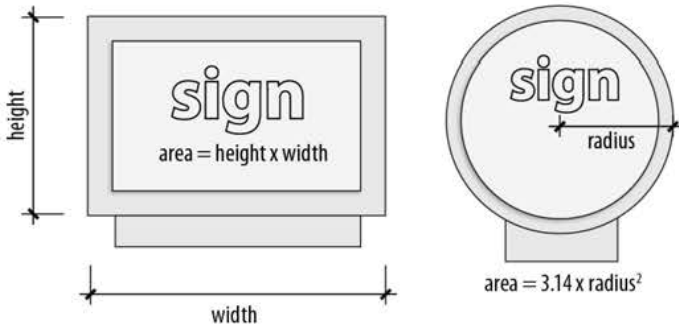


Figure 8-3. Area of Individual Letter Signs



Figure 8-4. Multi-sided Sign

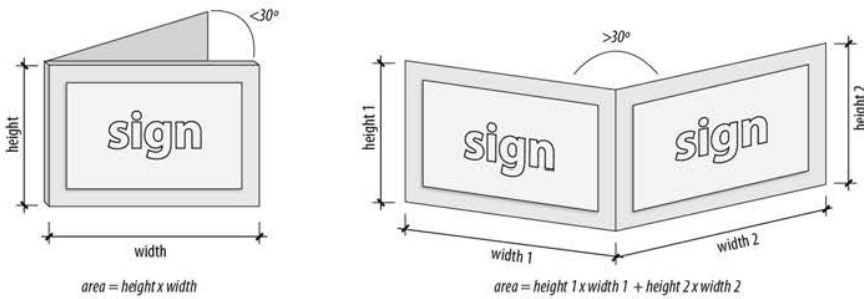
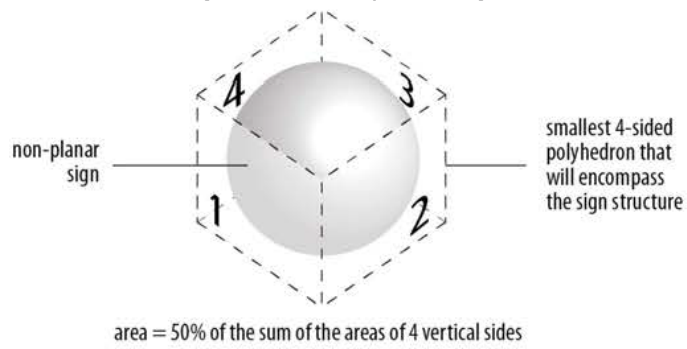


Figure 8-5. Non-planar Signs



(Ord. No. 4036, § 2(Exh. A), 6-11-18)