



Village of Lincolnwood Business Re-Opening Temporary Sign & Advertising Guidelines

*These Guidelines apply from June 17, 2020 – September 6, 2020 (Labor Day)

The Board of Trustees of the Village of Lincolnwood has relaxed regulations related to temporary banners, feather signs, display of pennant flags, outdoor displays of products and sidewalk sales, in an effort to assist the Lincolnwood business community in this unique and challenging time, as a result of the COVID-19 pandemic. While the underlying Code regulations will remain in the Zoning Code, the Village will relax those regulations as follows. No permits will be required to utilize these temporary advertising methods; however, the guidelines below will be enforced. Should a business undertake outdoor advertising outside of these guidelines, the Village has the right to revoke this temporary relaxation of these Codes.

- 1) **Temporary Banner Signs & Feather Signs** – permitted on all commercial properties that welcome customers on to their property, with the following guidelines:
 - a. Signs must be professionally-designed and may not be hand-drawn.
 - b. One banner sign OR one feather sign is permitted per tenant space.
 - c. Tenants in multi-tenant centers must have approval of the property owner/landlord.
 - d. Square footage of banner must be no greater than 36 square feet if the property is less than one acre in size or for individual tenants in a multi-tenant shopping center.
 - e. Square footage of banner must be no greater than 48 square feet if the property is one acre in size or greater.
 - f. Banners are permitted to be placed no higher than 8' from ground level on a wall, window or if ground-mounted (free-standing).
 - g. These size guidelines apply whether the banner is attached to a wall, window, or is ground-mounted (free-standing).
 - h. Banners must be placed entirely on private property, and may not obstruct the right-of-way or obstruct drivers/pedestrians views of the entrance/exit to the property and any adjacent roadways.

- 2) **Pennant Flags/Streamers** - permitted on all commercial properties that welcome customers on to their property, with the following guidelines:
 - a. Pennant Flags must be placed entirely on private property, and may not obstruct the right-of-way or obstruct drivers/pedestrians views of the entrance/exit to the property and any adjacent roadways.

- 3) **Outdoor Display of Products** – permitted on all retail commercial properties, with the following guidelines:
 - a. One outdoor display structure is permitted per tenant space.
 - b. If a property is over one acre in size, an additional display structure may be permitted, on a case by case basis, with the approval of the Community Development Department.
 - c. Outdoor display structures placed for a business on a multi-tenant property must have the approval of the property owner/landlord.
 - d. Outdoor display structures must be placed on an existing hard surface, such as concrete, asphalt, etc.
 - e. Outdoor display structures cannot block sidewalk access to the front of the store or between stores when the tenant space is in a multi-tenant center.
 - f. Outdoor display structures may display only those items that are customarily sold inside the business premises.
 - g. Displays must be brought inside the business premises for storage during those hours that the retail establishment is closed.

 - 4) **Sidewalk Sales** – permitted on all retail commercial properties, with the following guidelines:
 - a. A sidewalk sale is not permitted in conjunction with an outdoor display.
 - b. Sidewalk sale racks/structures placed for a business on a multi-tenant property must have the approval of the property owner/landlord.
 - c. Sidewalk sale racks/structures must be placed on an existing hard surface, such as concrete, asphalt, etc.
 - d. Sidewalk sale racks/structures cannot block sidewalk access to the front of the store or between stores when the tenant space is in a multi-tenant center.
 - e. Sidewalk sale racks/structures may display only those items that are customarily sold inside the business premises.
 - f. Sidewalk sale racks/structures must be brought inside the business premises for storage during those hours that the retail establishment is closed.
- All temporary outdoor advertising must be maintained and the property kept free and clear of refuse.
 - Village has the right to require any displays or sign locations to be altered or removed, if the Village deems them to create a nuisance or hazard.
 - This is a temporary authorization that applies only to the time period between June 18th and September 6, 2020. All authorizations permitted in these guidelines will end, and the Village will return to the requirements in the Village Code, as of September 7, 2020.