

ORDINANCE NO. 1945-20

**AN ORDINANCE AMENDING THE ZONING ORDINANCE
REGARDING DYNAMIC SIGN REGULATIONS**

WHEREAS, the Village of Itasca wishes to amend § 13.01 of the Itasca Zoning Ordinance concerning dynamic sign regulations; and

WHEREAS, a public hearing was held before the Itasca Plan Commission on July 15, 2020, pursuant to public notice as required by law, to consider the following text amendments:

1. Amendment to Sec. 13.01(27)(h) to reduce the time a message must remain static from 60-seconds to 15-seconds.
2. Amendment to Sec. 13.01(27)(i) to require dynamic signs in or adjacent to residential uses or districts to be off between the hours of 8:00 PM to 7:00 AM, rather than 10:00 PM to 7:00 AM.

WHEREAS, the Village of Itasca Plan Commission voted to recommend that the Village authorities deny proposed text amendment 1 (to decrease the minimum time a single message must be static) and voted to recommend approval of text amendment 2 (to change the turn-off time to the hours of 8:00 PM to 7:00 AM).

NOW, THEREFORE, BE IT ORDAINED by the Village President and Board of Trustees of the Village of Itasca, DuPage County, Illinois, as follows:

SECTION ONE: Section 13.01(27) of the Village Zoning Ordinance shall be amended as follows:

27. Dynamic Display signs, as defined in Section 3 of the Zoning Ordinance, are subject to the following, in addition to other applicable regulations and restrictions contained in this ordinance, regardless of the content of the messages on said signs:
 - a. Dynamic Display signs are permitted by right in B-1, B-2, B-3, ROC, O-R, and M Zoning Districts when lot lines do not directly adjoin an existing residential use or property.
 - b. Dynamic Display signs may be allowed by Special Use Permit in accordance with the provisions of Section 14 of the Zoning Ordinance on property featuring school, church, governmental, or other similar institutional uses in R-1, R-2, and R-3 zoning districts and those lots in the B-1, B-2, B-3, ROC, O-R, and M Zoning Districts which are adjacent to existing residential use or property.
 - c. The dynamic display component of a sign shall comprise no more than 40% of the total allowable sign face area and may only be installed in monument style signs. Such panels may not be installed in other types of signs such as pole, pylon, wall, window signs, etc.

- d. The dynamic display component of a sign must be accessory to the primary ground sign; the panel must be mounted or located below the primary business/location identification area.
- e. All messages, images, and transitions must be static- without motion, illusion of motion, animation, flashing, video, or other special effects. No live or pre-recorded video is permitted.
- f. All transitions between messages must be instantaneous.
- g. Messages must be complete in and of themselves, without continuation of content or sequencing from one message to the next.
- h. Messages cannot change more than once every 1560 seconds.
- i. Dynamic display signs adjacent to or located within residential district or uses ~~or property are to be powered off~~ must be dimmed between the hours of 10pm and 7am.
- j. The dynamic display portion of the sign shall include a control panel to regulate the intensity of illumination. The module must include dimmer controls which can be adjusted to meet Village light emission standards and eliminate any light spillover at the lot line. Proof of such module controls must be presented at the time of permit application. The dynamic display portion of the sign shall have the same appearance in terms of brightness as non-dynamic display signs at all times of day and under all weather conditions. No dynamic display sign shall be of such intensity or brilliance as to impair the driver's operation of a motor vehicle or interfere with the effectiveness of an official traffic sign, control device, or signal. Dynamic display signs shall be dimmed after sunset and adjusted seasonally to account for dusk.
- k. The dynamic display sign shall be designed and equipped so that if the display should fail, the display shall immediately discontinue, turn black, or shut off until the appropriate repair can be made.
- l. Off premise advertising is prohibited by Section 13.01(13) of the Zoning Ordinance.
- m. Failure to comply with the standards of the Village ordinances and conditions of approval will require that the owner immediately discontinue the use of the dynamic display portion of the sign.

SECTION THREE: SEVERABILITY. The various provisions of this Ordinance are to be considered as severable, and if any part or portion of this Ordinance shall be held invalid by any Court of competent jurisdiction, such decision shall not affect the validity of the remaining provision of this Ordinance.

SECTION FOUR: REPEAL OF PRIOR ORDINANCES. All prior Ordinances and Resolutions in conflict or inconsistent herewith are hereby expressly repealed only to the extent of such conflict or inconsistency.

SECTION FIVE: EFFECTIVE DATE. This Ordinance shall be in full force and effect after its passage, approval and publication in pamphlet form.

AYES: TRUSTEE AIANI GAUANES LATORIA LEAHY LINSNER

NAYES: NONE

ABSENT: TRUSTEE MADARAS

ABSTAIN: NONE

APPROVED and ADOPTED by the Village President and Board of Trustees of the Village of Itasca this 18th day of August 2020.

APPROVED:



Village President Jeffery J. Pruyn

ATTEST:



Village Clerk Jody Conidi

