



Office of the Chicago City
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Office of the City Clerk

City Council Document Tracking Sheet

Meeting Date:	6/27/2012
Sponsor(s):	Reilly, Brendan (42)
Type:	Ordinance
Title:	Amendment of Sections 17-12-1101 and -1105 of Municipal Code by modifying provisions for signs within Michigan Avenue Corridor Special Sign District
Committee(s) Assignment:	Committee on Zoning, Landmarks and Building Standards

ORDINANCE

WHEREAS, the City of Chicago (the "City") is a home rule unit of government under Article VII, Section 6(a) of the 1970 Constitution of the State of Illinois, and as such may exercise any power and perform any function pertaining to its government and affairs; and

WHEREAS, Michigan Avenue between Roosevelt Road and Oak Street has become a distinctive destination for millions of shoppers and tourists from all over the world; and

WHEREAS, multi-tenant shopping centers over 300,000 square feet are often challenged in marketing their internal retail shops and restaurants, and therefore require greater visibility than street-level tenants; and

WHEREAS, the vitality of the area is dependent upon keeping shoppers and consumers in the City of Chicago, as opposed to losing them to suburban shopping centers; and

WHEREAS, the "Michigan Avenue Commercial Corridor" sign regulations were approved by the City Council in 1996 and amended in 1998 and are in need of an update to reflect present trends; now, therefore

Be it Ordained by the City Council of the City of Chicago:

SECTION 1. The above recitals are expressly incorporated in and made a part of this ordinance as though fully set forth herein.

SECTION 2. Title 17 of the Municipal Code of Chicago, the Chicago Zoning Ordinance, is hereby amended in Section 17-12-1101, the *Michigan Avenue Corridor Special Sign District*, by deleting the language struck through and by adding the language underscored as follows:

17-12-1100 Special Sign Districts

17-12-1101 Michigan Avenue Corridor Special Sign District.

17-12-1101-A Boundaries. The Michigan Avenue Corridor special *sign* district consists of all parcels adjacent to Michigan Avenue, between Oak Street on the north and Roosevelt Road on the south.

17-12-1101-B Regulations and Standards. The following standards apply to *signs* within the Michigan Avenue Corridor special *sign* district. These *sign* regulations are supplemental standards that apply in addition to existing zoning regulations. All existing zoning regulations apply except those that conflict with regulations imposed for the Michigan Avenue Corridor. In case of conflict between the Michigan Avenue Corridor regulations and existing, underlying zoning district regulations, the Michigan Avenue Corridor regulations will govern.

1. Maximum Area. The gross *sign* face area of all *signs* on a *zoning lot* may not exceed 2 square feet times the *lot's street frontage*. Lots with more than one *street frontage* are entitled to signage for each *street frontage*. The total *sign* face area from each *street frontage* may be aggregated and displayed on the exterior of the building in any combination. (For example, a lot with two *street frontages* of 100 feet would be allowed a gross *sign* face area of 400 square feet. The 400 square feet of signage may be placed along one *street frontage* or along both *street frontages* in any arrangement chosen by the owner.)

2. Projections.

(a) On Michigan Avenue, all *signs* must be affixed on building walls parallel to the *property line*, and no *sign* may project more than 12 inches across the *property line* into the *public way*. For those *zoning lots* that have *street frontage* on side streets perpendicular to Michigan Avenue or Rush Street and St. Clair, however, *signs* may project no more than 36 inches across the *property line* into the *public way*, provided further that no *projecting sign* may be located within 50 feet of the Michigan Avenue right-of-way.

(b) When City Council has authorized a portion of a building wall (other than a *canopy*, *awning*, or other minor feature) to extend over the public right-of-way, *signs* may be affixed to such buildings walls and may project from said wall up to 12 inches on Michigan Avenue and up to 36 inches on Rush Street, St. Clair, or *streets* perpendicular to Michigan Avenue. On *zoning lots* with *street frontage* on side streets perpendicular to Michigan Avenue, any *signs* projecting from a building wall may not be located within 50 feet of the Michigan Avenue right-of-way.

3. Roof Signs. *Roof signs* are prohibited.

4. Painted Wall Signs. The surface of any building, wall or fence may not be used for a *painted wall sign*.

5. Freestanding Signs.

(a) Not more than one *freestanding sign* is permitted per *street frontage*.

(b) Freestanding signs may not exceed 15 feet in height.

6. Show Windows. Show windows may be used for regularly changed display of merchandise sold in the building. *Signs* may not be applied to more than 15% of any single window, except for *changing-image* signs at properties described in Sec. 17-12-1101-B(9). Window lettering that is less than 2 inches in height will not be counted, provided it is limited to information such as a building's address, hours of operation, product information, and logos.

7. Banners. On Michigan Avenue no *banner* may be placed so that it projects across the *property line* into the *public way*. On those *zoning lots* that have *street frontage* on side *streets* that run perpendicular to Michigan Avenue, *banners* may be installed provided they do not project more than 36 inches and provided they are not placed within 50 feet of the Michigan Avenue right-of-way. *Banners* may be placed on Rush Street and St. Clair *street* frontages but in no circumstance may any individual *banner* exceed 30 square feet in area.

8. Neon Signs. Neon *signs* and other forms of *direct lighting* using tubes similar in appearance to neon are prohibited when visible from Michigan Avenue. Neon lighting may be used as a source of light when completely shielded and not visible from public *streets*, sidewalks, or *alleys*.

9. Flashing and Changing-image Signs. No flashing or *changing-image sign* are permitted on the exterior of any building or structure on the Michigan Avenue frontage, except upon multi-tenanted shopping centers with a minimum of 300,000 square feet of contiguous leasable retail area under single ownership, with a minimum of ten tenants who share a primary common area entrance, in which case *changing-image* signs shall be permitted with a transition time of no less than 20 minutes per image. The maximum total sign area devoted to *changing-image* signs may not exceed 1,000 square feet per sign, and they may not be placed upon the building higher than eighty (80) feet above grade. Further, the tenant name must appear as large or larger than any product name advertised on such sign.

10. Awning Signs. Signs on *awnings* counts toward the maximum allowable *sign* area and must be affixed flat to the surface thereof, must be non-illuminated, and may indicate only the name and or address of the establishment. Further, no such *sign* may extend vertically or horizontally beyond the limits of said *awning*. The maximum letter size (height and width) placed on any *awning* may not exceed 9 inches. All *awnings* must be retractable (fabric or canvas) and may project no more than 6 feet over the sidewalk.

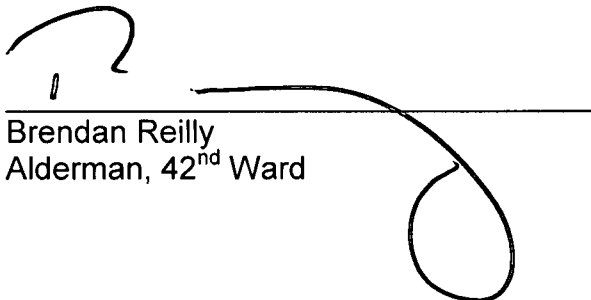
11. Temporary Signs. *Temporary signs*, such as grand opening *signs*, but specifically excluding *signs* advertising merchandise or special sales, may be permitted for a period not to exceed 6 weeks. In addition, *temporary signs* may be installed on construction barricades during a building's construction, for a period not to exceed 24 months. *Signs* placed on construction barricades may not be placed more than 20 feet above *grade* and may not exceed 8 feet in vertical dimension. Time extensions for

temporary signs may be granted by the Zoning Administrator upon written request. *Temporary signs* do not count toward the maximum allowable *sign* area.

SECTION 3. Title 17 of the Municipal Code of Chicago, the Chicago Zoning Ordinance, Section 17-12-1005-B is hereby amended by deleting the language struck through and by adding the language underscored as follows:

17-12-1005-B Changing-image Signs. In B1 and B2 districts, sign face area devoted to changing-image signs may not exceed 25% of the maximum total sign area allowed under Sec. 17-12-1003 or 100 square feet. In all districts, sign face area devoted to changing-image signs may not exceed 25% of the maximum total sign area allowed under Sec. 17-12-1003 or 200 square feet. This 25% maximum does not apply to changing-image signs allowed pursuant to Sec. 17-12-1101-B-9.

SECTION 4. This ordinance takes effect after its passage and approval.



Brendan Reilly
Alderman, 42nd Ward