

# CITY OF VILLA PARK

## Towne Centre Sign Criteria

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Prepared by:



Planning  
in Motion

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[www.hogleireland.com](http://www.hogleireland.com)



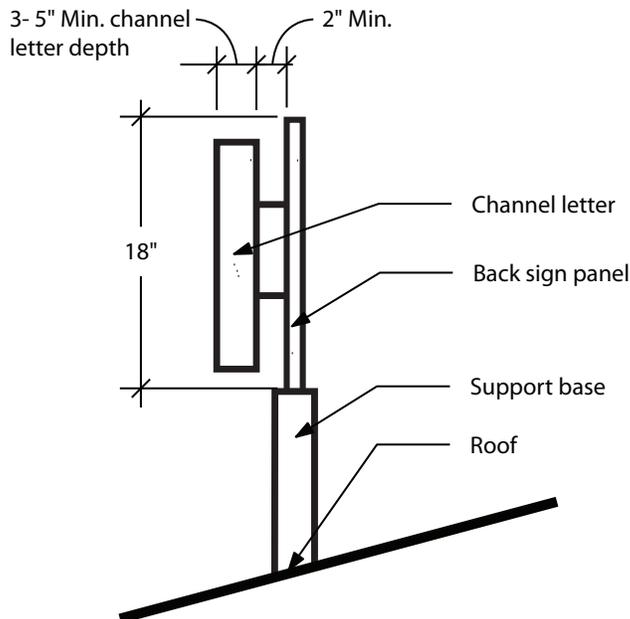
# CITY OF VILLA PARK

## Towne Centre Sign Criteria



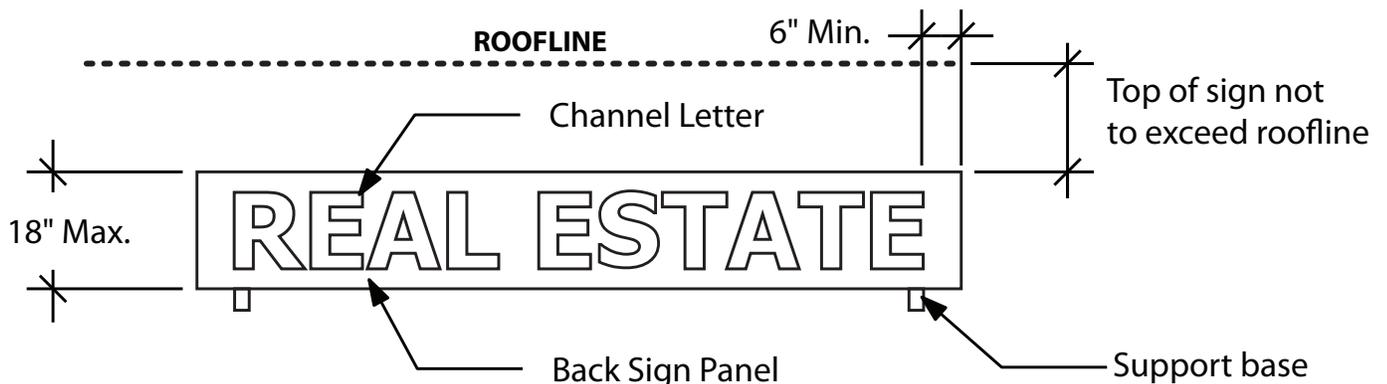
### Channel letter sign notes (With back panel)

- Only channel-type, individual letters are permitted.
- Letters that are internally illuminated should have a dimensional depth (thickness) of from 3 inches to 5 inches in proportion to the height of the letter. (e.g., a 18 inch letter should have a 5 inch minimum depth; a 8 inch letter should have a 3 inch minimum depth). Letters that use direct, external lighting may have a minimum depth of approximately 1 inch to 2 inches.
- A back panel may be provided for the sign if a minimum distance of 2 inches is provided between the letters/logos and the back panel. Electrical raceways may be attached to the back panel.
- The sign back panel shall be a neutral color that blends with the colors of the buildings.
- Letters and back panels may be constructed of metal, acrylic, or other materials suitable for all-weather, exterior use. Wood letters on back panels are not permitted.



**Section View**  
(not to scale)

**Channel letter sign with back panel**



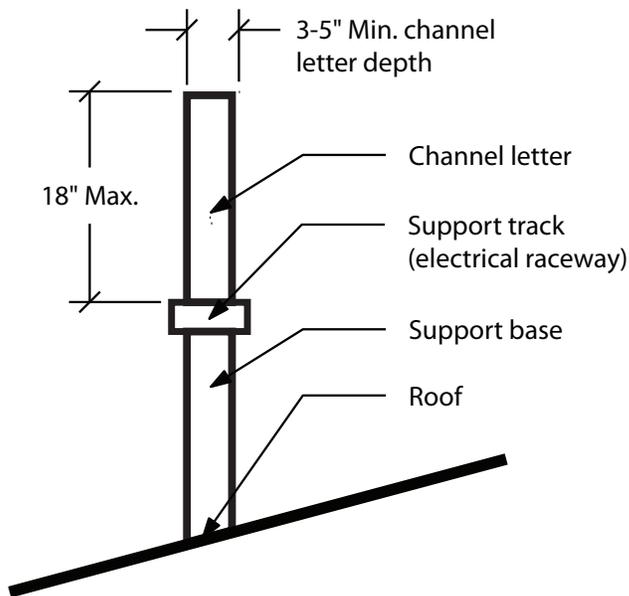
**Elevation View**  
(not to scale)

## Channel Letter Signs (With Back Panel)



### Channel letter sign notes (Without back panel)

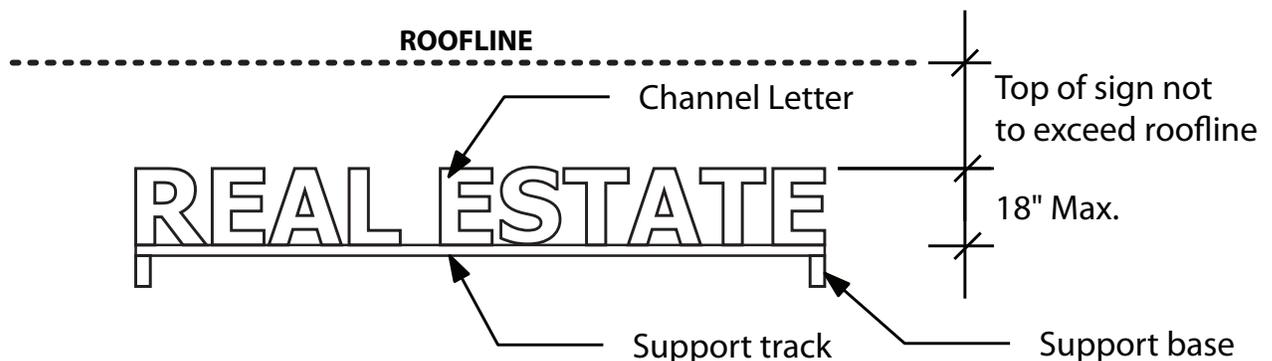
- Only channel-type, individual letters are permitted.
- Letters that are internally illuminated should have a dimensional depth (thickness) of from 3 inches to 5 inches in proportion to the height of the letter. (e.g., a 18 inch letter should have a 5 inch minimum depth; a 8 inch letter should have a 3 inch minimum depth).
- When no back panel is provided only internal illuminated letters are permitted.
- When an exposed electrical raceway is provided the preferred location is at the bottom of the letters or behind the letters near the bottom.
- The color of the sign supports and electrical raceway shall blend with the background color of the roof or may be a color such that they become an integral part of the sign.



**Section View**  
(not to scale)



**Channel letter sign without back panel**



**Elevation View**  
(not to scale)

## Channel Letter Signs (Without Back Panel)

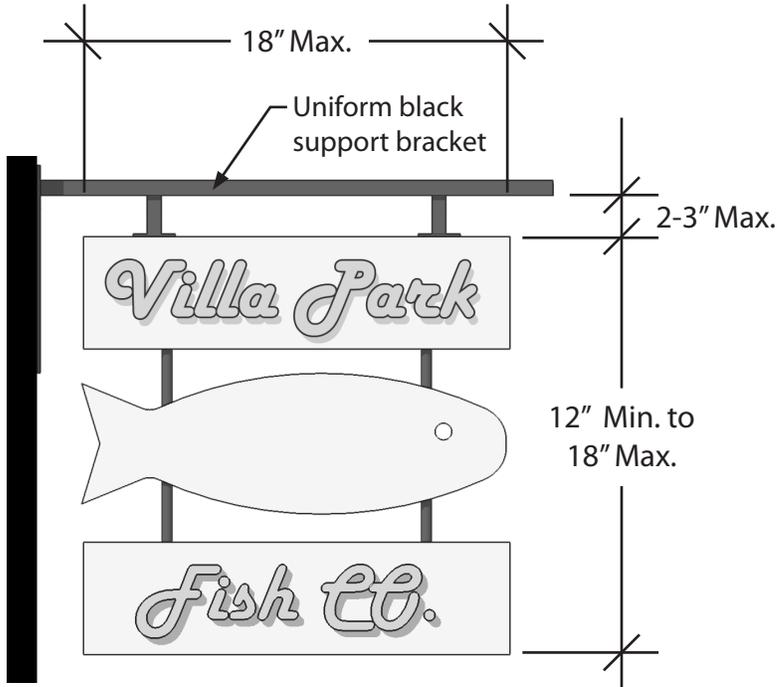
# CITY OF VILLA PARK

## Towne Centre Sign Criteria



### *Pedestrian-oriented projecting sign notes*

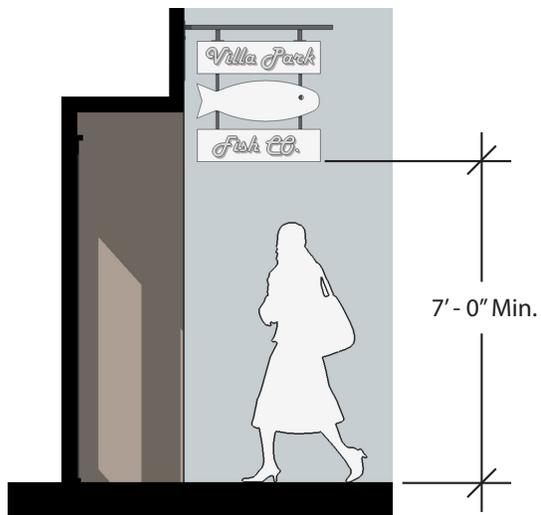
- Each business is encouraged to provide a pedestrian-oriented projecting sign.
- Each projecting sign shall be placed near the main entrance to the business.
- Each sign shall be of a uniform size of 18" x 18"; however, the sign area may be reduced to a minimum of 18" x 12" to accommodate a minimum clearance of 7 feet beneath the sign.
- Sign support brackets shall be of a uniform design and shall be painted black.



**Detail Section View**  
(not to scale)



**Perspective View**



**Section View**  
(not to scale)



**Sign Examples**



## Pedestrian-Oriented Projecting Signs

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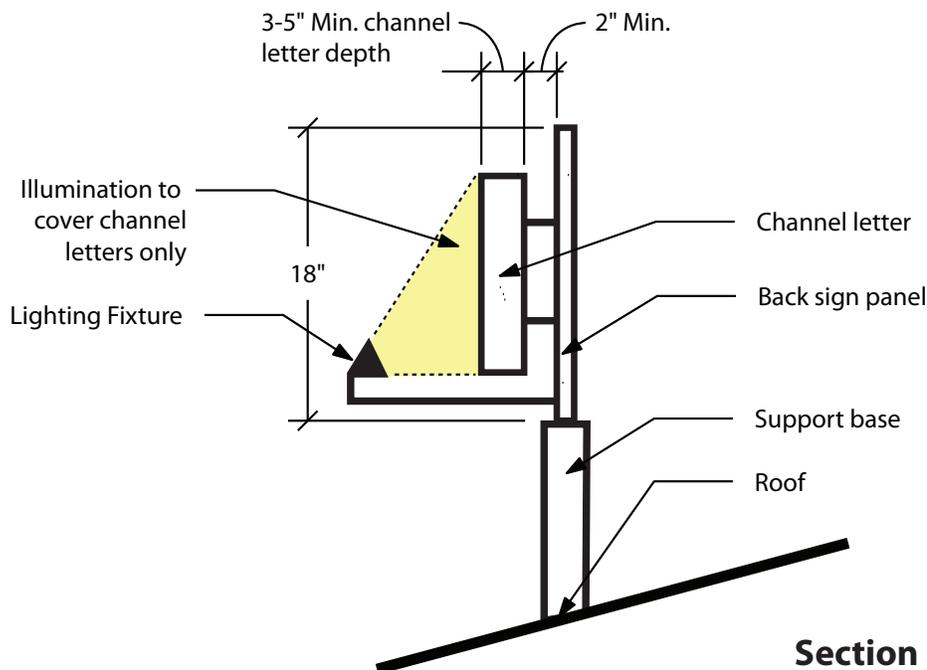
### Sign illumination notes

- Signs may be internally illuminated, halo-lit, or illuminated with a direct external source.
- Lighting levels shall not be overly bright.
- All illuminated signs shall be provided with a dimming device unless it can be clearly demonstrated that a dimming device is not compatible with the particular type of illumination proposed.
- Lighting fixtures for direct, external illumination shall be capable of focusing the light beam on the sign only so that light does not spill beyond the sign face.
- Signs that utilize direct, external illumination shall be designed with a sign back panel.



**Internally-Illuminated Signage Examples**

**Halo-Illuminated Signage Examples**



**Section of Typical Direct, External Illumination**  
(not to scale)