



CHICAGO LOOP ALLIANCE | DESIGN & ADVOCACY COMMITTEE

Signage Review Checklist

As part of the City of Chicago's signage permitting process, you may be asked to provide evidence of community support. The Chicago Loop Alliance (CLA), a not-for-profit association of business owners, cultural institutions, universities, theaters and other stakeholders, holds ad-hoc Design & Advocacy Committee meetings to review signage proposals and other development projects in the Central Business District south of the Chicago River. Due to the impact of the COVID-19 pandemic, meetings take place virtually. To be placed on the agenda, please email michael@chicagoloopalliance.com or call CLA at (312) 782-9160 and ask for Michael Edwards.

Before appearing before the committee for a signage review, we ask that presenters take the following steps:

- **Familiarize yourself with the applicable City of Chicago Signage Ordinances.** To ensure conformity with zoning ordinances, signage is reviewed for location, placement, setback, height, and other characteristics (such as signage erected on landmarked buildings. American Legal Publishing has an online version at: [http://www.amlegal.com/nxt/gateway.dll/Illinois/chicagozoning/chicagozoningordinanceandlanduseordinanc?f=templates\\$fn=default.htm\\$3.0\\$vid=amlegal:chicagozoning_il](http://www.amlegal.com/nxt/gateway.dll/Illinois/chicagozoning/chicagozoningordinanceandlanduseordinanc?f=templates$fn=default.htm$3.0$vid=amlegal:chicagozoning_il). Expand the zoning ordinance menu to the left and go to Chapter 17-12 Signs.

A quick guide to the State Street/Wabash Avenue and Michigan Avenue signage overlay districts is found at <https://loopchicago.com/assets/State-Street-Commission-Meeting-Minutes/ebfc1bd5fe/Signage-Guidelines-for-State-St-Wabash-and-Michigan-Ave.pdf>

For more information regarding signage on landmarked buildings, see <http://webapps.cityofchicago.org/landmarksweb/web/home.htm> and

https://www.cityofchicago.org/content/dam/city/depts/zlup/Historic_Preservation/Publications/Standards_for_Rehab_2015.pdf

- **Secure permission to install or change the signage from the building owner.** CLA requests that this permission be submitted in writing on the owner's letterhead in advance.

- **Calculate the amount of allowable signage for the entire building and the amount of signage specific to your project and provide calculations to CLA.** (The signage ordinances referenced above contain the formula for calculation.)



□ **Submit electronic files of the renderings, colors, materials and calculations to CLA in advance.** This respects your time and the committee's. Any questions the committee members have can be formulated in advance.

□ **Copy CLA on any pertinent documents from city agencies or the alderman in whose ward the signage will be erected.** To make an informed decision, the committee needs to know if you are contemplating a variance to the ordinance.

□ **Identify the presenters and/or contact persons.** Effective March 4, 2010, signage companies requesting to present to the Design & Advocacy Committee must bring the tenant, or an owner or building manager to co-present. Presenters should be familiar with the project, location, materials used, if illumination is being used, timetable for installation, tenant opening dates etc. Presenters should be prepared to screen-share renderings, calculations or other supporting material to show the committee members.

The information you provide to the committee will be used to evaluate your project. Feedback will be given to you after your presentation at the meeting, followed by a formal letter copied to the alderman and other appropriate city agencies.