



TITLE 21 SIGN CODE

LAST UPDATED APRIL 7, 2014 (ORD. 4852)

WEB VERSION

**CLICK ON TABLE OF CONTENTS TO JUMP TO
SPECIFIC SECTIONS OF CODE**

LIST OF RECENT REVISIONS AT END OF DOCUMENT

Community Development Department
2 Community Boulevard
Wheeling, IL 60090
(847) 459 - 2620

TITLE 21 - SIGN CODE

Contents

- 21.01 General Provisions
- 21.02 Definitions
- 21.03 Administration and Enforcement
- 21.04 Sign Code Board of Appeals
- 21.05 Residential Districts
 - 21.05.100 Design Standards
 - 21.05.150 Mixed Use Districts
 - 21.05.200 Maintenance and Replacement
 - 21.05.300 Compliance
 - 21.05.400 Failure to Complete Landscaping or Façade Repairs
 - 21.05.500 Permitted Signs
 - 21.05.600 Exempt Signs
 - 21.05.700 Temporary Signs
 - 21.05.800 Prohibited Signs
- 21.06 Commercial and Industrial Districts
 - 21.06.100 Design Standards
 - 21.06.150 Mixed Use Districts
 - 21.06.200 Maintenance and Replacement
 - 21.06.300 Compliance
 - 21.06.400 Failure to Complete Landscaping or Façade Repairs
 - 21.06.500 Permitted Signs
 - 21.06.600 Exempt Signs
 - 21.06.700 Temporary Signs
 - 21.06.800 Prohibited Signs
- 21.07 Special Use Signs
- 21.08 Variations
- 21.09 Appendix A: Diagrams and Sample Signs

Chapter 21.01 GENERAL PROVISIONS

21.01.10 Short Title

This Title 21 shall be known as the "Sign Code of the Village of Wheeling." Whenever in this Title, reference is made to this code, the reference shall mean all of Title 21.

21.01.20 Purpose

The regulation of signs by this Title is intended to promote and protect the public health, safety, and welfare by serving the public convenience in locating places of goods, services, and facilities, improving the aesthetics of all districts, minimizing the effects of light pollution and reducing depreciation of property values caused by signs that are incompatible with the use to which they are associated or with surrounding land uses. This code is intended to promote and encourage the use of signs that are creative and aesthetically pleasing and compatible to their surrounding area.

21.01.30 Interpretation and Conflicts

This code shall be liberally construed to advance its purpose. If any portion of this code, or application thereof to any circumstance is found to be in conflict or inconsistent with any other ordinance of the Village of Wheeling, or application thereof to any standard, the higher standard or more restrictive application shall prevail.

21.01.40 Severability

If any section, subsection, sentence, clause or phrase of this code or its application to any person or circumstance is held invalid by any court of competent jurisdiction, the remainder of the code, or the application of the provision to other persons or circumstances as can be given effect without the invalid provision or application, shall remain in full force and effect; and to this end the provisions of this code are declared to be severable.

Chapter 21.02 DEFINITIONS

(Section Amended 2/14/06, Ord. 4052. Definitions of primary Frontage and Secondary Frontage deleted. Subsection numbers removed.)

Awning

A roof like shelter made of canvas or other durable material, stretched over a frame and extended over a doorway or window. The awning is supported entirely from the exterior wall of the building.

Building/unit frontage

The lineal frontage of a building that borders a public right-of-way.

Canopy

Any permanent multisided overhead structure supported by columns and attached to the building.

Changeable copy sign

Any sign that has one or more lines of copy where the content of the copy may be altered by manually or digitally changing the letters displayed, but is designed for static messages displayed for a minimum of one hour each. The outside dimensions of the changeable copy area determine the size of the sign.

Construction sign

A temporary sign indicating the name of the future building and/or the names of the architects, engineers, landscape architects, contractors, and similar professionals involved in the design and construction of a project during the period of construction.

Corner Lot

A property that is bordered by two public right-of-ways along the entirety of its property lines.

Directional Sign

Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian and vehicle traffic.

Development Signs

Signs used to market vacant property containing advertising in connection with the property, development firm or real estate firm.

Electronic Message Center

A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.

External Illumination

The illumination of a sign which is produced by an artificial source of light which is not contained within the sign itself.

Exempt Sign

A sign for which no permit is required.

Freestanding Signs

Any sign supported by structures or supports that are placed on or anchored in the ground, and that are independent from any building or other structure. The freestanding sign area is calculated as the entire sign minus the sign structure supports.

Frontage

The length of the property line on any premises along each public right-of-way it borders.

Grade

The average level of the finished surface of the ground adjacent to a sign or the exterior wall of the building to which a sign is affixed.

Graphic

A sign element containing a logo, symbol, stylized text or tagline

Grocery store

A store greater than 5,000 square feet in total area that primarily sells food products for preparation and consumption outside of the store.

Internal illumination

The illumination of a sign which is produced by an artificial source of light concealed or contained within the sign itself, and which becomes visible in darkness through the translucent portion of the sign.

Island Canopy sign

An open structure sheltering the ground. For the purposes of this title, island canopy signs relate to gasoline stations.

Logo type

A business identification logo consisting of stylized text.

Lot or premises

A parcel or group of parcels of land under one ownership.

Memorial Sign

A sign that pays tribute or in remembrance of a person, year and/or event.

Menu Board

A sign in connection with a drive thru that displays items or services available.

Permitted sign

Signs that are allowed in the different use districts.

Political campaign sign

A temporary sign announcing the support or opposition of a candidate or referendum.

Projection Sign

A wall sign that extends more than 18" from the façade of the building.

Real Estate Sign

A sign pertaining to the sale or lease of the lot or tract of land on which the sign is located, or to the sale or lease of one or more structures or portion located thereon.

Roof Sign

A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs.

Sign

A name, identification, description, display, message, or illumination which is affixed to, or represented directly or indirectly upon a building, structure, or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization, or business.

Sign Contractor

A person or entity who performs work for compensation in connection with the erection, construction, enlargement, alteration, repair, moving, improvement, maintenance, conversion or manufacture of a sign.

Sign Element

A graphic, tagline or the individual letters that comprise the main text of the wall sign.

Sign Structure

Any structure supporting a sign.

Special event

An event of less than two weeks duration sponsored and/or run by a commercial enterprise in connection with seasonal sales or other special offers.

Tagline

A sign element containing a slogan or other text that is subordinate to the business name or identifier

Temporary Sign

A sign that is not permanently located on a property.

Unified Business Center

Any premises containing three or more individual offices or businesses sharing a common building.

V-type Sign

A sign with two sign faces configured at an angle of 90 degrees or less. The open side of a V-type sign shall be closed off or adequately screened. Both faces must be identical with the exception of tenant panels in a sign for a multi-tenant building. (*Amended 4/25/05, Ord. 3967*)

Village

The Village of Wheeling, Cook and Lake County, Illinois.

Village Board of Trustees

The president and board of trustees, or corporate authorities, of the Village of Wheeling.

Wall, primary

The wall of a building with public right-of-way frontage or the main public entrance.

Wall, secondary

Any wall other than the primary wall.

Wall Signs

Signs mounted or attached to a wall with the exposed face of the sign parallel to the plane of the wall.

Wall Sign area

Area calculated by enclosing any characters, lettering, illustrations, ornamentations, or other figures used as an integral part of the background or the display, not including supporting framework. Sign elements will be measured separately to determine the total wall sign area.

Window surface area

The area of a building facade which is occupied by glass or other transparent or translucent material.

Chapter 21.03
ADMINISTRATION AND ENFORCEMENT

21.03.100 Inspection and Maintenance

The person erecting, altering or relocating a sign shall notify the Director of Community Development before commencement of any work for which permits are required.

- a) Inspection. The department of community development shall administer an inspection program to insure that signs are in a safe condition as to electrical, structural and material specifications of this code.
- b) Maintenance. Every sign in the village, irrespective of whether permits or permit fees are required, shall be maintained in good structural condition at all times. Upon inspection, the community development director shall have the authority to order the painting, repair, alteration or removal of signs which constitute physical hazard to the public safety or are unsightly.
- c) Signs Declared Unlawful. The community development director shall declare any sign unlawful if it is not maintained in good condition or has not passed required inspections.

21.03.150 Director of Community Development Duties

The Director of Community Development is authorized and directed to administer and enforce the provisions of this code. The broad responsibility encompasses, but is not limited to, the following specific duties:

- a) To inspect land, structures and land uses to determine compliance with this code, and where there are violations, to initiate appropriate corrective action. The Director of Community Development is empowered to enter any building or premises in order to enforce and administer the code;
- b) To review and forward to the sign code board of appeals applications for sign approval or variations;
- c) To maintain up-to-date records of this code and related matters including, but not limited to, sign permits, variations, decisions of the sign code board of appeals and amendments;
- d) To periodically review the provisions of this code to determine whether revisions are needed and make recommendations as necessary;
- e) To provide information to the general public on matters related to this code.

The community development director may deny an application for a sign permit whenever the proposed sign does not comply with all of the requirements of this Title. The community development director may suspend or revoke a permit issued under the provisions of this section whenever the permit issued is on the basis of a misstatement of fact or fraud. When a sign permit is denied, revoked or suspended, the petitioner shall be notified by certified mail of such action, with a brief written statement of the reasons for the action. Signs installed without façade repair inspection and approval shall be removed immediately and façade repair approval must be obtained before reinstallation.

21.03.200 Code Violations

The remedies provided in this section, for violations of, or failure to, comply with provisions of this code, whether civil, criminal or for sign removal, shall be cumulative and shall be in addition to any other remedy provided by law. It is intended that the civil penalty provided herein shall be used in preference to the criminal penalty, except in case of repeated, malicious, willful, prolonged or flagrant violations of this code.

The violation of, or failure to comply, with any of the provisions of this code, or the erection, use or display of any sign not in compliance with all of the provisions of this code shall be and is declared to be unlawful.

- a) Injunction and Abatement. The village, through its authorized agents, may initiate injunction or abatement proceedings or other appropriate action in a court of competent jurisdiction against any person who violates or fails to comply with any provision of this code or the erector, owner or user of an unlawful sign or owner of property on which an unlawful sign is located, to prevent, enjoin, abate or terminate violations of this code or the erection, use or display of any unlawful sign.

- b) Penalty. Any person who violates or fails to comply with any of the provisions of this code or the erector, owner or user of an unlawful sign or the owner of property on which an unlawful sign is located shall be subject to a fine of one thousand dollars for each week or portion thereof that the use or display of the unlawful sign has continued.
- c) Penalty for incomplete installation. Should the sign installer, property manager, or business fail to complete the required landscaping or façade repairs referenced in Sections 21.05.400 and 21.06.400, the owner or user of the sign shall be subject to a fine of one thousand dollars for each week or portion thereof until the required work is completed.

As an additional means of enforcing this code, the Director of Community Development may accept an assurance of discontinuance of any act or practice deemed in violation of this code or of any rule or regulation adopted pursuant thereto, from any person engaged in, or who has engaged in such act or practice. Any such assurance shall specify a time limit during which such discontinuance is to be accomplished. Failure to abide with the stipulations of any such assurance shall constitute prima facie proof of a violation of this code or any rule or regulation adopted pursuant hereto or order issued pursuant thereto.

21.03.300 Permits

It is unlawful to erect, move, or change a sign without obtaining a sign permit and written consent of the property owner. Every sign permit will become null and void if construction does not commence and final inspection approval has not been granted by the Village within one hundred twenty (120) days from the date of permit issuance or one hundred eighty (180) days from Plan Commission approval, whichever is shorter. The following activities shall not require a permit unless otherwise noted:

- a) Changing tenant panel copy, marquee copy, or any message that is specifically designed for the use of changeable copy.
- b) Painting, repairing, cleaning or other normal maintenance of a sign or sign structure for which a permit has previously been issued so long as the aesthetic concept of the sign is not modified in any way.
- c) Changes in window displays or window signs
- d) Exempt signs in all districts

21.03.400 Application for permits

(Section d. amended 4/7/14, Ord. 4852)

Permit application shall be made to the Department of Community Development. The permit shall be submitted with the following information:

- a) Name and address of the premise where the sign is to be located
- b) Name and address of all parties involved in the sign erection (sign company, electrical contractor, owner, property manager, landscape company etc.). Names listed on the permit are legally responsible for each respective area.
- c) Clear and legible drawings with a description of the colors, color number, and construction materials of the sign, the location of the sign, and building elevations when relevant.
- d) Drawings showing dimensions, construction supports, electrical wiring and components, and materials of the sign. Signs varying from dimensions on the permit application may require removal and reconsideration by the Village. The date of the drawing must be clearly shown on the plan.
- e) Sign components must conform to all code requirements of the Village of Wheeling, specifically the building code.
- f) For freestanding signs, a scaled site plan indicating sign location and landscaping.
- g) Authorization by the landlord or property manager that is specific to the proposed sign (i.e., a copy of the sign specification drawing signed by the landlord).
- h) Affidavit of understanding signed by the applicant and property owner acknowledging that fines will be assessed in the event that required landscaping and façade repairs are not completed.

21.03.450 Schedule of Fees, Charges, and Expenses

(Section amended in its entirety 10/10/06, Ord. 4131)

- a) Each application for a sign permit shall be accompanied with an application fee, as provided in the Schedule of Fees and Charges set forth in Title 1, Chapter 1.26, exclusive of any permit costs for electrical inspection. For any sign hereafter erected, placed, installed or otherwise established on any property prior to obtaining a permit as required by this section, the fee specified hereunder shall be doubled, but the payment of the double fee shall not relieve any person from complying with the provisions of this section or from penalties herein.
- b) The sign permit application shall be assessed, in addition to the application fee, a permit fee calculated as follows:
 - 1. The square foot of sign area multiplied by rate provided in the Schedule of Fees and Charges set forth in Title 1, Chapter 1.26;
 - 2. The calculation on a freestanding, pole or ground-mounted sign shall be based on the sum total of all faces;
 - 3. Fascia or wall signs: copy area and graphic elements shall be measured independently and included in the calculation of the above mentioned fee.
- c) The following annual inspection fees as provided in the Schedule of Fees and Charges set forth in Title 1, Chapter 1.26, are hereby established:
 - 1. For freestanding signs;
 - 2. For all other signs.
- d) The following additional fees, as provided in the Schedule of Fees and Charges set forth in Title 1, Chapter 1.26, shall apply:
 - 1. Appeal of a Sign Code Board of Appeals decision;
 - 2. Application for variation and public hearing sign deposit.
- e) Fee for Temporary Sign Permits
Each application for a temporary sign permit shall be accompanied by an application fee as provided in the Schedule of Fees and Charges set forth in Title 1, Chapter 1.26.

21.03.500 Inspection of Signs

Every sign that requires a permit must be inspected by the Village of Wheeling to verify that the location, size, and construction of the sign conform to the approved drawings and code requirements. The contractor installing or altering a sign shall provide the Village inspector with access to the sign and all sign components so that a proper inspection of the sign can be performed. Work in connection with the electrical system shall not be covered or concealed until such work has been inspected and permission to conceal such work has been obtained. The construction and installation of the sign shall conform to the submitted drawings showing the dimensions, supports, sizes, and electrical components. Any substantial deviation from the approved drawings shall be submitted for review and approval by the Plan Commission.

21.03.600 Appeals

An appeal may be taken to the Board of Trustees by any person, firm or corporation, or by an officer, department, board or bureau, affected by a decision of the Plan Commission / Sign Code Board of Appeals relative to the interpretation of this Title.

- a) Procedure for Appeals
 - 1. Appeals shall be taken by filing a notice of appeal with the office of the Zoning Administrator within thirty-five days after the date of the decision from which the appeal is taken. The notice shall specify the grounds for the appeal.
 - 2. Upon receipt of a notice of appeal, the Village Zoning Administrator shall prepare a summary report to the Board of Trustees including all papers constituting a record upon which the action appealed from was taken. This record shall include, but is not limited to, copies of the materials reviewed by the Plan Commission and the minutes of the Plan Commission meeting at which the item was discussed.
 - 3. An appeal shall stay all proceedings in furtherance of the action appealed from unless the Zoning Administrator certifies to the Board of Trustees that by reason of facts stated in the certificate a stay would, in his opinion, cause imminent peril to

life or property. In such case the proceedings shall not be stayed except by a restraining order, which may be granted by a court of record.

4. The Board of Trustees shall fix a reasonable time and place for the hearing of the appeal, giving public notice thereof, as well as due notice to the parties in interest and render a written decision within a reasonable time.
5. Any person may appear and testify at a hearing either in person or by duly authorized agent. All testimony shall be given under oath. The President, or in his absence the Acting President, shall administer oaths and may compel the attendance of witnesses.

Chapter 21.04
SIGN CODE BOARD OF APPEALS

21.04.100 Composition of Sign Code Board of Appeals

The Wheeling Plan Commission shall be the ex officio sign code board of appeals. As used in this chapter, "PC" shall mean the plan commission acting as the sign code board of appeals.

The Plan Commission shall have the power and duty to conduct hearings and make recommendations, when necessary, to the Village Board of Trustees concerning:

- (a) Aesthetic review of permitted signs in commercial and industrial districts;
- (b) Petitions for variations from the requirements of the sign code;
- (c) The review and approval of all applications for new signs and to ensure compliance with the provision of this Title. Such review shall not be required for exempt signs;
- (d) Changes in the sign code;
- (e) Advice on the administration of the sign code to the Director of Community Development, when requested;

An appeal of a Plan Commission decision shall be heard by the Village Board of Trustees.

Chapter 21.05 RESIDENTIAL DISTRICTS

21.05.100 Design Standards

Signs in residential districts must be legible and contribute to the attractiveness of the streets within the Village of Wheeling. Signs shall be an integral architectural element of the building and sites that they identify and their design shall be consistent with the overall architectural concept and proportion of the site and building. All signs must be located on the premises which they are identifying.

- (a) Materials: Natural materials such as brick, stone, and wood are encouraged for freestanding signs.
- (b) Landscaping: Landscaping around the base of a freestanding sign shall be a dense cluster of plantings and a minimum of two square feet per square foot of sign face. The plantings shall be configured as described in 21.06.500, Freestanding Signs in Commercial and Industrial Districts. The line of sight for the sign shall not be compromised by the height of the landscaping.
- (c) Illumination: The light source shall be shielded external to minimize the glare and light spilling to neighboring properties. The illumination of signs shall not interfere with surrounding uses. Internal illumination shall only be permitted in conjunction with an approved non-residential special use.
- (d) Lettering: Wall Signs should mix upper and lower case individual letters, irregular spacing, curvature or other creative features that aid legibility, improve visual interest and minimize monotony. For the public convenience, the sign should include the legal and/or trade name of the business.
- (e) Graphics: When possible, a company *logo* or other *graphic* should accompany individual letters of the sign. One *logo* and one *tagline* per sign face are permitted, the total area of which may not exceed 40% of the total sign face area.
- (f) Location: Sign location shall be approved by the Plan Commission during appearance review. Freestanding signs up to twenty-four (24) square feet in area shall be located a minimum of one foot (1.0') from the front property line. Freestanding signs exceeding twenty-four (24) square feet in area shall be located a minimum of ten feet (10.0') from the front property line.

21.05.150 Mixed-Use Districts

For the purposes of the regulations in this Title, residential developments and vacant properties in a mixed-use district shall follow the regulations of Chapter 21.05. The regulations of Chapter 21.06 shall apply to any development with a commercial component.

21.05.200 Maintenance and Replacement

All signs are to be regularly maintained and repaired or replaced in response to the aging and weathering of their material or failure of an electrical component. A sign has legal non-conforming status if it was lawfully erected prior to the regulations set forth in this code. A sign will lose its legal non-conforming status and shall be removed if:

- the sign is altered in any way in structure or copy, except for copy on changeable copy signs and normal maintenance;
- the sign is relocated; or
- if the sign is replaced.

21.05.300 Compliance

Signs must conform to all setback requirements and other regulations in this code. Any sign not expressly permitted by these regulations shall be prohibited.

21.05.400 Failure to Complete Landscaping or Façade Repairs

Failure to complete required landscaping or wall sign repair as described in this section shall constitute a violation of this Title, subject to the penalties of Section 21.03.200, Code Violations.

- a) All freestanding signs must conform to the landscaping plan referenced in the Plan Commission / Sign Code Board of Appeals appearance approval. For signs installed in late fall or winter, the landscaping shall be installed prior to the first day of June following sign installation.
- b) Wall sign permits shall be issued only following Village inspection of the subject wall to confirm that wall has been patched and painted to repair holes and stains from previous sign installations. For signs installed in late fall or winter, the façade repairs shall be completed prior to the first day of June following sign installation.

21.05.500 Permitted Signs

(Subsection c5 added 4/25/05, Ord. 3967, Subsection c4 amended 7/9/07, Ord. 4221)

The following signs require a permit in Residential Districts:

- a) Notice bulletin boards not over thirty-two square feet per sign face in area for public, charitable or religious institutions or nonprofit organizations which are located on the premises of said institution. Location and type of construction shall be reviewed and approved by the Community Development Director;
- b) Subdivision entrance monument signs identifying a residential subdivision or apartment complex. Such signs shall contain no commercial advertising, and be no higher than 12 feet from grade. There shall be no more than one sign per subdivision entrance, with the exception that the Plan Commission may allow matching single-faced monument signs on both sides of the same entrance. The maximum sign area shall be one square foot for each lineal foot of property along the street where the sign shall be displayed, up to a maximum of one hundred (100) square feet. The total number of signs shall be subject to review depending on number of entryways per subdivision.
- c) Development Signs. An onsite sign in connection with the marketing the development of vacant lots in a residential district. Development signs shall be subject to the following conditions:
 - 1) Time Limit. Such signs may be erected for a period not to exceed one year. One additional period of up to one year increments for each sign may be granted upon approval from the Director of Community Development; subsequent requests for the duration of the project will be granted by the Plan Commission written receipt of an application at least thirty days prior to the expiration of the current permit, and granted by the Board of Trustees;
 - 2) Legend. The sign may contain advertising in connection with the subdivision, development firm, or real estate sales firm;
 - 3) Location. Any sign shall comply with all applicable setback requirements for the district in which the property is located;
 - 4) Number and Size. No more than one (1) Development Sign shall be permitted per frontage and the sign shall not exceed one square foot for each lineal foot of lot frontage, with a maximum of 200 square feet per sign face and with a maximum of two (2) sides permitted. V-type signs are permitted. *(Subsection c4 amended 7/9/07, Ord. 4221)*
 - 5) Landscaping. Freestanding development signs shall conform to the landscaping requirement for freestanding signs in this Code unless an exception is granted by the Sign Code Board of Appeals. *(Subsection 5 added 4/25/05, Ord. 3967)*
- d) Special Use Signs. Signs associated with a permitted special use. See Section 21.07.
- e) Directional Signs. Appearance approval shall be required for directional and informational signs which exceed three square feet in total area. The Community Development Director may waive the requirement for Plan Commission review if it is determined that a sign is not visible from a public right-of-way.

21.05.600 Exempt Signs

(Amendments: Former subsection h 'address numbers' was deleted, 4/25/05, Ord. 3967; Subsection k amended 11/14/05, Ord. 4017, 2/26/08, Ord. 4306, and 5/5/08, Ord. 4333.; Subsection m added 5/5/08, Ord. 4333)

The following signs are exempt from permit requirements. Such signs shall comply with other regulations in this code and shall be reviewed by the Director of Community Development:

- a) Directional and informational signs no larger than three square feet
- b) Government or public signs such as traffic control signs, railroad crossing signs, legal notices and signs indicating the location of underground utilities;
- c) Garage sale and yard sale signs are permitted in the public right-of-way on the day of sale only, from Thursday at 7:00 AM to Sunday at 6:00 PM, provided that the sign is not more than three square feet in size and is mounted no higher than three feet above grade.
- d) Realty signs are permitted in the public right-of-way from dawn to dusk on Friday, Saturday, Sunday, and the designated listing service day, provided that the sign is not more than three square feet in size and is mounted no higher than three feet above grade.
- e) Memorial signs and plaques, names of buildings and date of erection, when constructed of bronze or other incombustible material and cut into any masonry surface or inlaid so as to be part of the building. Such signs shall be limited to three square feet;
- f) A freestanding memorial sign, as determined by the Director of Community Development, shall be limited to 12 square feet and shall be located at least 10' from the front property line and 15' from side lot lines..
- g) No trespassing, no solicitation or no dumping signs not to exceed three square feet in area per sign, centered one per 100 feet of street frontage and not to be closer than 100 feet, are granted by the Community Development Director
- h) Interior Signs: Any sign inside a building, not attached to a window or door, which is not able to be read by pedestrians or vehicles passing on adjoining streets.
- i) Non-sign decoration: Temporary displays, including holiday lights, decorations, painted window areas, works of art, flags (not exceeding 50 square feet), memorial signs, religious or historic symbols, and other displays with no commercial message that do not create a hazard.
- j) Free flying flag shall be mounted and displayed below the roofline. Freestanding flag poles are to be limited in height to 35 feet from grade.
- k) *Political campaign signs*: A temporary sign announcing the support or opposition of political candidates or referenda for any national, state or local election. Such signs shall be limited to a maximum aggregate sign area of thirty-two (32) square feet per lot. The maximum sign area for a single sign on a given lot shall be twelve (12) square feet and a maximum height of five (5) feet from grade to the top of the sign. The sign(s) shall be located entirely on private property with the owner's consent.
- l) Real estate signs: An on-premise sign pertaining to the sale or lease of the premises, or any portion thereof. The sign shall not exceed 12 square feet in area and is to be removed within 7 days after closing. One sign per property is permitted, and may not be attached to the façade of the building.
- m) Signs expressing views on issues not related to elections shall be subject to the size restrictions for political campaign signs and shall be included in the aggregate sign area for political campaign signs, but are not subject to the time limitation.
- n) Minor construction project signs. One sign per property may be erected identifying the contractor on minor construction projects, such as home remodeling projects. The maximum sign area shall be eight (8) square feet, and the sign shall be removed upon completion of construction.

21.05.700 Temporary Signs

(Subsection b amended 4/25/05, Ord. 3967)

The following signs shall be erected temporarily and require a temporary sign permit:

- a) Public interest signs publicizing a charitable or nonprofit event of general public interest. Such signs may be erected only on private property. Such signs shall be limited to thirty-two square

feet. Public interest signs shall be permitted only for fourteen days before and removed seven days after the event to which it pertains.

- b) Construction Project Signs: One sign per frontage denoting the name of the project, architect, engineer, contractor and/or lending agency of the project. Such sign shall not exceed 16 square feet per sign face, nor shall such sign be erected prior to the beginning of construction. For a project with a total site area greater than one acre, a maximum sign area of 32 square feet per face shall be permitted. V-type signs are permitted. Such signs shall be removed upon completion of construction. (*Subsection b amended 4/25/05, Ord. 3967*)

21.05.800 Prohibited Signs

(*Subsections k-p added 4/25/05, Ord. 3967*)

The following signs are expressly prohibited:

- a) Signs attached to trees, fences or public utility poles, other than warning signs issued by governmental bodies or public utilities;
- b) Any sign in a public right-of-way, unless specifically provided for within this Title;
- c) Billboards or other signs which advertise businesses or services not located on the premises where such sign is located
- d) Hazardous Signs. No sign shall be erected, relocated or maintained so as to prevent free ingress, egress or access from any door, window, fire escape, driveway, utility line or create a traffic hazard
- e) Roof Signs and Flags: Signs or flags erected upon, against, or directly above a roof or on top of a building are prohibited
- f) *Projection signs* which are supported by a wall, roof, awning, or canopy.
- g) Signs which bear or contain statements, words or pictures of an obscene, pornographic or immoral character
- h) *Internally illuminated* signs are prohibited, unless specifically permitted as a special use sign.
- i) Any sign that identifies a business or occupant name that is no longer on the premise where such sign is located and is to be removed within thirty days following cessation of the relevant activity.
- j) Vehicles or trailers parked on a public right-of-way, public property, or private property visible from the public right-of-way, for the sole purpose of providing additional signage for a business, providing advertisement of products or services located on the same or nearby property, or directing business to an activity on any other premise. Except, during regular business hours, vans, cars, and box trucks necessary for the operation of the business may be parked in these locations provided that they have valid license plates (B-plates, D-plates, or standard plates only) and are in running condition.
- k) Mobile/portable signs
- l) Signs painted directly on any exterior wall of any building or other structures not built for said purpose
- m) Signs Pennants, streamers, banners, posters, ribbons, strings of light bulbs, spinners, gas-filled objects, the outlining of windows with neon tubing or strings of lights, or other similar devices that move except for special events; blinking or flashing signs except for time, temperature and date signs.
- n) A-frame, sandwich board, sidewalk or curb signs.
- o) Signs which emit audible sound, odor or visible matter.
- p) Electronic message centers.

Chapter 21.06
COMMERCIAL AND INDUSTRIAL DISTRICTS

21.06.100 Design Standards

Signs in commercial and industrial districts must be legible and contribute to the attractiveness of the streets within the Village of Wheeling. Signs shall be an integral architectural element of the building and sites that they identify and their design shall be consistent with the overall architectural concept and proportion of the site and building. All signs must be located on the premises which they are identifying. Signs must be complimentary to other signs within the unified business center (shopping center). **See sample signs in Appendix.**

- (a) Materials: Natural materials such as brick, stone, and wood are encouraged for freestanding signs.
- (b) Illumination: The light source shall be either *internal* or shielded *external* to minimize the glare and light spilling to neighboring properties. The illumination of signs shall not interfere with surrounding uses.
- (c) Lettering: Wall signs should mix upper and lower case individual letters, irregular spacing, curvature or other creative features that aid legibility, improve visual interest and minimize monotony. For the public convenience, the sign should include the legal and/or trade name of the business. A *changeable copy* area may not exceed 25% of the total sign face area.
- (d) Graphics: When possible, a company *logo* or other *graphic* should accompany individual letters of a wall sign. One *logo* and one *tagline* per sign face are permitted, the total area of which may not exceed 40% of the total sign face area.

21.06.150 Mixed-Use Districts

For the purposes of the regulations in this Title, residential developments and vacant properties in a mixed-use district shall follow the regulations of Chapter 21.05. The regulations of Chapter 21.06 shall apply to any development with a commercial component.

21.06.200 Maintenance and Replacement

All signs are to be regularly maintained and repaired or replaced in response to the aging and weathering of their material or failure of an electrical component. A sign has legal non-conforming status if it was lawfully erected prior to the regulations set forth in this code. A sign will lose its legal non-conforming status and shall be removed if:

- the sign is altered in any way in structure or copy, except for *copy on* changeable copy signs and normal maintenance;
- the sign is relocated; or
- the sign is replaced.

21.06.300 Compliance

Signs must conform to all setback requirements and other regulations in this code. Any sign not expressly permitted by these regulations shall be prohibited.

21.06.400 Failure to Complete Landscaping or Façade Repairs

Failure to complete required landscaping or wall sign repair as described in this section shall constitute a violation of this Title, subject to the penalties of Section 21.03.200, Code Violations.

- a) All freestanding signs must conform to the landscaping plan referenced in the Plan Commission / Sign Code Board of Appeals appearance approval. For signs installed in late fall or winter, the landscaping shall be installed prior to the first day of June following sign installation.
- b) Wall sign permits shall be issued only following Village inspection of the subject wall to confirm that wall has been patched and painted to repair holes and stains from previous sign installations. For signs installed in late fall or winter, the façade repairs shall be completed prior to the first day of June following sign installation.

21.06.500 Permitted Signs

The following signs require a permit in Commercial and Industrial Districts:

(a) Wall signs

(Entire subsection amended 2/14/06, Ord. 4052; Subsection 3B amended 8/27/07, Ord. 4234)

1. Permitted Sign Types
 - A. Internally illuminated signs shall consist of individually mounted letters or give the appearance of individually mounted letters. Graphics are encouraged, subject to the Sign Dimension regulations listed in Section 21.06.500(a)3, Sign Dimensions.
 - B. Externally illuminated or non-illuminated signs shall consist of wooden or metal panels with painted, vinyl, embossed, or engraved letters. External illumination shall be shielded and directed so as to prevent glare to streets or adjacent properties.
2. Permitted Sign Locations
 - A. Primary sign. One wall sign per building or unit shall be permitted, unless as specifically provided for in this section. The sign shall be located on the street frontage of the building or identify the main public entrance to the building or unit as determined by the Sign Code Board of Appeals (SCBA). Only one sign shall be considered the primary sign for the business.
 - B. Additional signage. Additional signs may be permitted at the discretion of the SCBA. The SCBA will consider the following criteria when reviewing the additional signage: whether the sign is necessary for the public convenience, whether the sign would create visual clutter, whether the sign will add to the visual interest of the structure, and whether the sign is appropriate for the character of the area. Additional signs shall be subject to the sign area restrictions listed in Section 21.06.500(a)3, Sign Dimensions, subsections F and G.
 - C. Wall signs shall be located a minimum of one foot from the side of the building or unit line.
 - D. Wall signs shall not project above the roofline of the building.
 - E. Wall signs shall not project more than eighteen inches (18") from the façade of the building except when applied flush with an awning or canopy.
 - F. On non-residential multi-story buildings, wall signs shall be located below the bottom of the second story except that wall signs indicating the building name or the name of the primary occupant shall be permitted above the floor level of the highest floor in the building.
3. Sign Dimensions
 - A. Wall signs shall not exceed one square foot for every lineal foot of the building or unit wall on which the sign is to be located.
 - B. Bonus sign area: A wall sign incorporating a *graphic element* may receive up to a 50% bonus, so that the total sign area could be equal to 1.5 square feet for every lineal foot of building/unit *frontage* for the wall on which the sign is located. The size of the graphic element shall be in proportion to the size of the text element.
 - C. Maximum wall signage is to be no larger than 400 square feet per business or unit regardless of wall size.
 - D. Computation of area for individual signs: The sign face area shall be calculated by enclosing any characters, lettering, illustrations, ornamentations, or other figures used as an integral part of the background or the display, not including supporting framework. Space between separate *sign elements* will not be counted.
 - E. All units are guaranteed a minimum wall sign area of 20 square feet for the primary sign. The sign shall be located a minimum of one foot from the side of the building or unit line and comply with other regulations relating to sign location within this code.
 - F. No additional sign may be larger in area than the primary sign.

- G. Additional signage as permitted in Section 21.06.500(a)2, Permitted Sign Locations, shall be limited in size as follows:
- i. On walls with windows or a public entrance: signs shall not exceed 2% of the subject wall area or one square foot for each lineal foot of window on the subject wall, whichever is greater. The façade treatment must be similar to the façade containing the primary entrance.
 - ii. On walls without windows or a public entrance: the sign area shall not exceed thirty (30) square feet or 40% of the maximum area allowed for the primary sign, whichever is less.
 - iii. In the event that signs shall be located on two (2) or more building walls of a single user building, the business may be allowed graphic-only signs on the additional walls provided that the graphics do not exceed 40% of the size of the primary wall sign.

(b) Freestanding Signs

(Subsection 4B amended 4/25/05, Ord. 3967; subsection 1D amended 1/7/13 Ord. 4750; subsection 1D amended 4/7/14 Ord. 4852; subsection 7 added 4/7/14 Ord. 4852)

1. GENERAL REQUIREMENTS

- A. A maximum of one freestanding sign is permitted, with the exception that *unified business centers* greater than two acres are permitted one freestanding sign per 300 feet of zoning lot frontage to be located not less than 300 feet from any other freestanding sign on the same zoning lot.
- B. Sign *copy* is limited to the name of the *unified business center* or complex with tenant panels.
- C. The address of the establishment must be located on the sign unless clearly visible on the building. Address numbers shall be no less than six inches (6") and no greater than twelve inches (12") in height, and shall be in proportion to the size of the sign face.
- D. Landscape requirement: dense cluster of plantings, with a minimum area of one square foot per square foot of sign face for a double-faced sign, or two square feet per square foot of sign face for a single-faced sign. The line of sight of the sign must not be compromised by the height of the landscaping.

In order to ensure year-round interest and a variety of plants, the square footage of the landscape area must meet the following requirements: dwarf evergreens (10%), other plants with winter interest (20%), deciduous shrubs (10%), and flowering perennials or annual/seasonal flowers (40%). The remaining 20% may be planted with the above categories or filled with ground cover and/or ornamental grasses.

2. SIGN DIMENSIONS

- A. Maximum height not to exceed 20 feet, measured from *grade* at base of sign.
- B. Maximum sign face not to exceed 100 square feet, or one square foot per lineal foot of building or unit on the primary frontage, whichever is less.
- C. Maximum number of faces is two

3. SHOPPING CENTERS

- A. Tenant panels shall be limited to twelve (12) individual panels.
- B. Maximum tenant panel area not to exceed 100 square feet with total sign area not to exceed 130 square feet.
- C. Minimum tenant panel height is twelve inches (12").
- D. Individual panels shall be permitted without further SCBA review provided that the panel matches the size, opacity, and background color of the panels from the original sign approval. Panels that vary in size, opacity, or background color from the original approval shall be subject to review and approval by the SCBA.

4. V-TYPE SIGNS

- A. Freestanding *V-type signs* are permitted, provided that the sign meet all requirements for freestanding signs.
- B. The open side of a *V-type sign* shall be closed off or adequately screened. *(Subsection B amended 4/25/05, Ord. 3967)*

- C. Both faces must be identical with the exception of tenant panels in a sign for a multi-tenant building.
- 5. LOCATION
 - A. No part of any freestanding sign shall be within ten (10) feet of any public right-of-way as designated on the official map of the village, except as specifically provided for in this section.
 - B. The sign shall not be closer to the side lot line than a distance equal to fifteen feet.
 - C. The required front setback for the replacement, reconstruction, or refacing of an existing sign may be reduced to match the existing setback, provided the vision triangle is not obstructed. The sign must maintain a minimum setback of two (2) feet and a minimum separation of ten (10) feet from the back of curb.
- 6. *ELECTRONIC MESSAGE CENTERS*
 - A. Electronic message centers may be permitted, subject to the following criteria:
 - 1. The sign meets the setback, landscaping, and size regulations in the sign code.
 - 2. The sign does not create a hazardous traffic condition due to its placement on the site or relationship to an intersection.
 - 3. The sign does not display video messages greater than ten seconds in duration.
 - 4. The sign does not include strobe features or sounds.
- 7. OTHER MULTI-TENANT BUILDINGS
 - A. In the event that multiple tenants require identification, a building directory sign may be allowed subject to appearance review by the SCBA, and in accordance with the following:
 - 1. The sign shall not obstruct visibility of any access drive or street
 - 2. The sign shall be a minimum of two feet (2.0') from the property line and ten feet (10.0') from the back of curb
 - 3. The sign landscaping requirement may be waived provided that the petitioner can illustrate adequate site landscaping visible from the street
 - 4. The sign square footage shall be limited to 32 square feet, with a maximum of 4 square feet per tenant.
 - 5. All panels shall be of a uniform background color and font color
 - 6. All other signage shall be subject to the shopping center sign regulations.
 - B. In the event that a single tenant is requesting identification, the landlord's authorization form submitted with the sign permit application must explicitly acknowledge that future signage requests will require a single sign. The Village encourages such signs to be designed specifically to allow additional tenant panels.

(c) Awnings and Canopies

(Subsection amended 2/14/06, Ord. 4052. Regulation prohibiting internally illuminated awnings was removed. Subsection 3 amended 3/13/06.)

- 1. An *awning* may project over a public sidewalk provided that it is at least 8 feet above grade and does not project more than two-thirds the width of the public sidewalk as measured from the building.
- 2. A *canopy* may not project over a public right-of-way, and must meet all requirements of the Building Code.
- 3. Business identification text and/or logos shall be subject to the wall sign regulations of this Title. Incidental patterns or designs shall be subject to appearance review as required by Title 19, Zoning, and do not require a sign permit. *(Amended 3/13/06, Ord. 4059.)*
- 4. Text indicating the street address is exempt for wall sign area calculations, but may not exceed 6" in height.

(d) Development Signs

(Subsection 5 added 4/25/05, Ord. 3967, Subsection 4 amended 7/9/07, Ord. 4221)

An onsite sign in connection with the marketing the development of vacant lots in a commercial or industrial district. *Development signs* shall be subject to the following conditions:

- 1. Time Limit. Such signs may be erected for a period not to exceed one year. One additional period of up to one year increments for each sign may be granted upon approval from the Director of Community Development; subsequent requests for the duration of the project will be granted by

the Plan Commission with written receipt of an application at least thirty days prior to the expiration of the current permit, and granted by the Board of Trustees;

2. Legend. The sign may contain advertising in connection with the subdivision, development firm, or real estate sales firm;
3. Location. Any sign shall comply with all applicable setback requirements for the district in which the property is located;
4. Number and Size. No more than one (1) Development Sign shall be permitted per frontage and the sign shall not exceed one square foot for each lineal foot of lot frontage, with a maximum of 200 square feet per sign face and with a maximum of two (2) sides permitted. V-type signs are permitted. (*Subsection 4 amended 7/9/07, Ord. 4221*)
5. Landscaping. Freestanding development signs shall conform to the landscaping requirement for freestanding signs in this Code unless an exception is granted by the Sign Code Board of Appeals. (*Subsection 5 added 4/25/05, Ord. 3967*)

(e) Directional Signs

Appearance approval shall be required for directional and informational signs which exceed three square feet in commercial and six square feet in industrial districts. The Community Development Director may waive the requirement for Plan Commission review if it is determined that a sign is not visible from a public right-of-way.

21.06.600 Exempt Signs

(Amendments: Subsections c5 and j amended 4/11/05, Ord. 3962; former subsection c 'address numbers' was deleted 4/25/05, Ord. 3967; subsection j amended 11/14/05, Ord. 4017; subsection l added 2/14/06, Ord. 4052; subsection d amended 1/22/07, Ord. 4169; subsection a amended 8/27/08, Ord. 4234; subsection i amended 7/9/07, Ord. 4221, 2/25/08, Ord. 4306, and 5/5/08, Ord. 4333; subsection k amended 5/5/08, Ord. 4333;)

The following signs are exempt from permit requirements. Such signs shall apply to other regulations in this code and shall be reviewed by the Director of Community Development:

- a) Directional and informational signs no larger than three square feet in commercial districts and six square feet in industrial districts.
- b) Free flying flag shall be mounted and displayed below the roofline. Freestanding flag poles are to be limited in height to 35 feet from grade.
- c) Window signs and displays shall conform to the following:
 1. Total Coverage Limitations. Window signs shall be measured by enclosing the sign element (text and/or graphic) in a rectangle or, if applicable, a circle. Sign elements within six (6) inches of each other shall be considered a single sign element. The total area of all window signs present on a property shall not exceed twenty-five percent of the *window surface area* of the building front facing the roadway and any one window may not be covered by more than fifty percent of the window area. In no event shall the window signage size exceed twice the lineal frontage of the business' unit or building. For *grocery stores*, the total area of window signs shall not exceed fifty percent of the window area and seventy-five percent of any one window.
 2. Window Displays. No window display may be maintained which has the effect of circumventing the intent of this section with respect to signage. If material purporting to be a window display has such effect, it shall be deemed to be a window sign and not a window display,
 3. Certain Information Generally Permitted. The reasonable application upon a window or the glass surface of a door of lettering or decals giving the address, hours of business, entrance or exit information, professional or security affiliations or memberships, the acceptance of credit cards or other similar information, shall not be considered as the display of signs for purpose of this title,

4. Upper Story Locations. An activity whose only windows are on the upper story of a building may display the name and a brief description of the business activity. The coverage of allowable sign area limitations of this Title shall apply to the windows described herein,
 5. Electrical window signs shall comply with the electrical code of the Village of Wheeling (NED) and an electrical permit shall be obtained. One electrical sign per window is permitted, not to exceed twenty-five percent (25%) in window surface area coverage. (*Amended 4/11/05, Ord. 3962*)
 6. The covering of windows with non-signage materials shall be subject to appearance review as required by Title 19, Zoning, and does not require a sign permit.
- d) Government or public signs such as traffic control signs, railroad crossing signs, legal notices, signs framed into Village approved bus enclosures, and signs indicating the location of underground utilities;
 - e) Memorial signs and plaques, names of buildings and date of erection, when constructed of bronze or other incombustible material and cut into any masonry surface or inlaid so as to be part of the building. Such signs shall be limited to three square feet;
 - f) No trespassing, no solicitation or no dumping signs not to exceed three square feet in area per sign, one per property. Additional signs for properties with street frontage of more than 100 feet are permitted, providing that the signs are not located closer than 100 feet and must be granted by the Community Development Director
 - g) Interior Signs: Any sign inside a building, not attached to a window or door, which is not able to be read from vehicles passing on adjoining streets.
 - h) Non-sign decoration: Temporary displays, including holiday lights, decorations, painted window areas, works of art, flags (not exceeding 50 square feet), memorial signs, religious or historic symbols, and other displays with no commercial message and shall not create a hazard.
 - i) Real estate / leasing signs: An on-premise sign pertaining to the sale or lease of the premises. The sign area shall not exceed twenty-four square feet and shall be no higher than eight feet (8') from grade, and is to be removed within 7 days after closing. One sign per property shall be erected, and may not be attached to the façade of the building. Properties with existing multi-tenant panel signs shall utilize a panel in the multi-tenant sign for the real estate/leasing sign. (*Amended 4/11/05, Ord. 3962; amended 7/9/07, Ord. 4221*)
 - j) *Political campaign signs*: A temporary sign announcing the support or opposition of political candidates or referenda for any national, state or local election. Such signs shall be limited to a maximum aggregate sign area of thirty-two (32) square feet per lot. The maximum sign area for a single sign on a given lot shall be twelve (12) square feet and a maximum height of five (5) feet from grade to the top of the sign. The sign(s) shall be located entirely on private property with the owner's consent. The sign(s) shall be removed within seven (7) days following the election.
 - k) Signs expressing views on issues not related to elections shall be subject to the size restrictions for political campaign signs and shall be included in the aggregate sign area for political campaign signs, but are not subject to the time limitation.
 - l) Help-wanted signs, in industrial districts only. Such signs shall indicate only the name of the employer and the position or positions available and shall contain no commercial advertising. Such signs shall not exceed twenty-four (24) square feet in area, shall be constructed of permanent and durable materials, and shall comply with the location requirements for freestanding signs listed in Section 21.06.500(b). (*Subsection l added 2/14/06, Ord. 4052, amended 7/9/07, Ord. 4221*)

21.06.700 Temporary Signs

(*Amended 9.6.2011, Ord. 4630; amended 4.7.14 Ord. 4852*)

a) General regulations

1. The illumination of temporary signs shall not be permitted except in the event of a temporary panel or translucent banner placed on an existing sign.
2. All temporary freestanding signs shall be ground-mounted, not portable or wheeled. Such signs must be securely mounted to sign posts and shall not be affixed to trees or other landscaping.
3. Temporary freestanding signs shall not exceed a maximum height of ten (10) feet.
4. All temporary signs shall be located entirely on the subject property.

5. All temporary wall banners require landlord approval and shall be mounted in such a way that they will not permanently damage the façade.
 6. Temporary construction signs may be permitted on fences provided they are made of durable materials. Banners on fences shall not be permitted.
 7. The total area of all such freestanding signs shall be thirty-two (32) square feet, with the exception of wraps or panels on existing signs. The square footage may be divided into a maximum of four signs. For wall signs, the maximum area shall be no greater than the maximum permanent wall sign size.
- b) The following signs are temporary and require a temporary sign permit:
1. Public interest signs publicizing a charitable or nonprofit event of general public interest. Such sign may be erected only on private property. Public interest signs shall be permitted fourteen (14) days before the event and removed within seven days after the event to which it pertains;
 2. Grand Opening: New or expanding business signs of a temporary nature shall conform to the following:
 - a. Except as provided for in this Title, no more than one sign per frontage may be erected in a commercial, office or industrial district. Such signs must conform to the location and construction requirements of this Title.
 - b. Any such sign may be displayed for sixty days.
 3. Special Event: An event of less than four weeks duration sponsored and/or run by a commercial enterprise in connection with seasonal sales or other special offers;
 - a. Except as provided for in this section, no more than one sign per frontage may be erected in a commercial, office or industrial district. Such signs must conform to the location and construction requirements of this Title.
 - b. Any such sign may be displayed for a maximum of twenty-eight (28) days.
 - c. A business may display temporary signs up to four times in a calendar year. Each such display period requires a new permit, with a minimum of 30 days between permits.
 - d. The signage must clearly be associated with a special event. Signs identifying only the name of the business shall not be permitted.
 - e. Inflatable figures may be permitted, provided that they do not exceed ten (10) feet in height, width, or depth. The permit application must clearly identify the source of electricity, and location of associated power cables or blowers.
 4. Construction Project Signs. One sign per frontage denoting the name of the project, architect, engineer, contractor, and/or lending agency of the project. Such sign shall not exceed thirty-two (32) square feet, nor shall such signs be erected prior to the beginning of construction. V-type signs are permitted. Such signs shall be removed upon completion of construction.

21.06.800 Prohibited Signs

(Subsections l-q added 4/25/05, Ord. 3967; subsection l-j and n amended 4/7/14 Ord. 4852)

The following signs are expressly prohibited:

- a) Signs attached to trees, fences or public utility poles, other than warning signs.
- b) Hazardous Signs. No sign shall be erected, relocated or maintained so as to prevent free ingress, egress or access from any door, window, fire escape, driveway, utility line or create a traffic hazard
- c) Any sign in a public right-of-way, unless specifically provided for within this Title
- d) Roof Signs and Flags: Signs or flags erected upon, against, or directly above a roof or on top of a building are prohibited
- e) *Projection signs* which are supported by a wall, roof, awning, or canopy.
- f) Signs that change physical position or have the visual impression of movement
- g) Hologram signs
- h) Signs which bear or contain statements, words or pictures of an obscene, pornographic or immoral character, or which contain advertising matter which is untruthful
- i) Off-premises signs: Billboards or other signs which advertise businesses or services not located on the premises where such sign is located.

- j) Any sign that identifies a business or occupant that is no longer on the premises where such sign is located. Such signs shall be removed within thirty days following cessation of the relevant activity. Tenant panel signs shall be replaced with blank panel or a leasing panel.
- k) Vehicles or trailers parked on a public right-of-way, public property, or private property visible from the public right-of-way, for the sole purpose of providing additional signage for a business, providing advertisement of products or services located on the same or nearby property, or directing business to an activity on any other premise. Except, during regular business hours, vans, cars, and box trucks necessary for the operation of the business may be parked in these locations provided that they have valid license plates (B-plates or standard plates only) and are in running condition.
- l) Mobile/portable signs
- m) Signs painted directly on any exterior wall of any building or other structures not built for said purpose
- n) Pennants, streamers, posters, ribbons, strings of light bulbs, spinners, gas-filled objects, the outlining of windows with neon tubing or strings of lights, or other similar devices that move, blinking or flashing signs except for time, temperature and date signs.
- o) A-frame, sandwich board, sidewalk or curb signs.
- p) Signs which emit audible sound, odor or visible matter.

Chapter 21.07 SPECIAL USE SIGNS

21.07.010 Special Use Sign General Standards

New signs and replacement signs relating to the function of the special use as determined in Title 19 shall be permitted and reviewed by the Plan Commission to determine if the signs are necessary for the conduct of the special use, the signs will not alter the essential character of the locality, and the dimensions and mechanical features will not adversely affect surrounding uses. All special uses are permitted to have wall and freestanding signs provided they comply with the regulations of this Title. Operational changes, such as copy changes on menu boards, do not need to be reviewed if the given sign has received approval. Address numbers shall be located on freestanding signs.

21.07.020 Signs for Specific Special Uses

(a) Automobile service stations

For automobile service stations, only the following signs are permitted in addition to the permitted signs for the district in which the use is located. All signs are subject to the special use standards and to all other requirements of this title.

1. Other non-illuminated permanent and temporary signs, customarily incidental to the gas/service station use, are allowed but the signs must not exceed a combined area of 80 square feet for the premises
2. Signs identifying the gas station brand on the gas pump shall not count against the sign area allowance for the property
3. Sign island canopy may contain the color, logo, and brand name around the perimeter of the canopy. The total area of the text and graphics may not exceed one square foot per lineal foot of canopy. Text elements may not exceed a letter height of 24 inches. Graphic elements are limited to sixteen (16) square feet of total area. (*Amended 7/9/07, Ord. 4221, and 8/27/07, Ord. 4234*)

(b) Drive-Thru Signs

Any use necessitating a drive-thru function will be permitted to have wall signs and freestanding signs as regulated in this code depending on use district. In addition, the property will be allowed additional signage relating to the function of the drive-thru:

1. Menu board shall be limited to two signs per property (not including the speaker if unattached). The menu board is limited to 60 square feet and can be internally or externally illuminated.

(c) Electronic Message Centers

Electronic message centers may be permitted for governmental buildings, recreation centers, convention centers, hotels, theaters, and schools. Electronic message centers may only be part of a freestanding sign and the sign must comply with all regulations in this code, including the criteria listed in Section 21.06.500(b)6. The message shall not consist of sound or flashing.

(d) Motorized Vehicles Dealership

In addition to the regulations in this title, motorized vehicle dealerships are permitted to have secondary freestanding signs for vehicle brands offered for sale on the premises. The following regulations will apply:

1. Not more than two secondary signs are permitted per property and are limited to 60 square feet per sign face. The secondary freestanding signs shall not project higher than 15 feet from grade.
2. Service bay identification signs shall be wall signs and limited to one for each service bay. Such signs shall be instructional or provide direction.
3. Signage in automobile windows is to be limited to the price, year, and make of the car. Such automobile signs are not permitted as an advertisement involving more than one automobile.

(e) Liquor Sales (packaged or restaurants/taverns)

(*Subsection 5 added 4.7.2014, Ord. 4852*)

In addition to the regulations in this title, the following regulations will apply:

1. All freestanding, wall, and window signs for the establishment are subject to the review and approval associated with the special use for liquor sales. The Plan Commission may recommend and the Village Board may incorporate restrictions on the signage for such uses in the special use legislation for the business.
2. The window display of alcohol merchandise shall be prohibited at packaged liquor sales establishments.
3. For businesses with a license for retail liquor sales as an accessory use, no more than four (4) liquor related window signs shall be permitted per street frontage. Of the four (4) signs, a maximum of two (2) may be electrical signs. The standard window signage regulations shall apply if more restrictive than the regulations of this subsection (see Section 21.06.600c).
4. For businesses with a license for retail liquor sales as a principal use, the standard window sign regulations shall apply (see Section 21.06.600c).
5. For business which allow video gaming, all signs pertaining to video gaming shall be subject to the following:
 - a. A maximum of one window sign is permitted, and shall not exceed 25% of the subject window pane area or twelve (12) square feet, whichever is less.

Chapter 21.08 VARIATIONS

21.08.100 Purpose

The PC shall recommend to the Village Board action for granting or denying of requested variations from the requirements or prohibitions of this code. The Plan Commission may recommend the granting of a variation from the provisions of this code only when:

- a) The literal interpretation and strict application of the provisions and requirements of this code would cause undue and unnecessary hardship to the sign applicant or user because of unique or unusual conditions pertaining to the specific building, premises, parcel or property in question; and
- b) The granting of the requested variation would not be materially detrimental to the property owners in the vicinity; and
- c) The unusual conditions applicable to the specific property do not apply generally to other properties in the village; and
- d) The granting of the variation will not be contrary to the general objective of this code of moderating the size, number and obtrusive placement of signs and reduction of clutter.

21.08.100 Recommendations

In recommending a variation, the PC may recommend such conditions regarding the location, character and other features of the proposed sign as it may deem necessary to carry out the spirit and purpose of this code in the public interest. The village board of trustees shall not be bound by any recommended conditions, nor by the absence thereof if the village board determines to impose such conditions.

All decisions of the Plan Commission shall be advisory and all final decisions for sign code administration shall rest with the village board of trustees, except as otherwise provided by ordinance.

21.08.200 Application for Variation and Notice of Hearing

An application for a variation shall be filed with the Community Development Department which shall transmit the application to the Plan Commission with directives to hold a public hearing, along with a copy to the board of trustees without delay. The application shall contain such information as the board may, from time to time, by rule provide. No more than ninety days after the filing of such completed application a hearing shall be held on the application. Notice of such hearing shall be published at least once, not more than thirty nor less than fifteen days before the hearing in one or more newspapers with a general circulation within the village. The notice shall contain the date, time and place of the hearing, the street address or common description of the property involved and a brief statement of the release sought.

21.08.300 Hearing

All hearings of the Plan Commission shall be open to the public, and those in attendance shall be afforded an opportunity, the length and conditions of which shall be prescribed by the board, to address the board on issues to be determined. The appellant and the Director of Community Development shall be afforded an opportunity to address the board on any matter at issue. Any party or interested person may be represented by another party at the hearing.

21.08.400 Minutes and decisions

The PC shall keep minutes of its proceedings and shall cause to be kept an audio recording of the hearing of any appeal together with its findings of fact in support of that decision, all of which shall be open to public inspection. Copies of PC decisions on appeals and petitions for variations shall be mailed or delivered to the applicant, to the Director of Community Development, and to persons filing requests of hearings. The verbatim record may be discarded by the board pursuant to ordinances authorizing the destruction of other village records.

Figure 1:
Permitted Wall Sign Locations

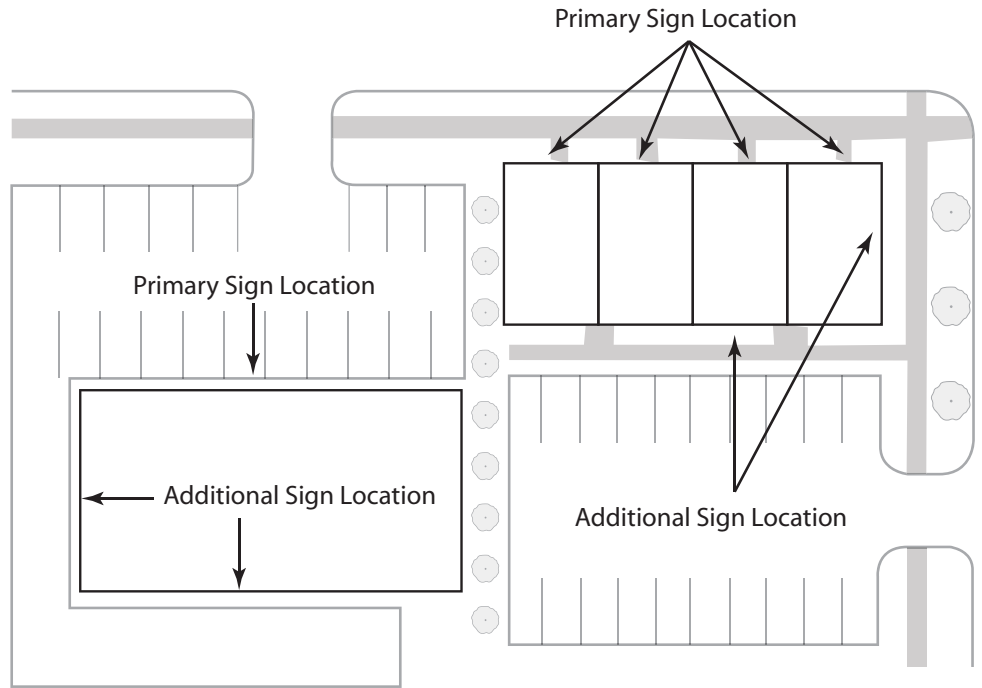


Figure 2:
Wall Sign Dimensions



Maximum Sign Area

25.0' frontage X 1.0 = 25.0 sq ft

Using graphic bonus: 25.0' x 1.5 = 37.5 sq ft

Sign Area as shown

28 sf (text) + 9 sft (graphic) = 37.0 sq ft

Graphic area is 24.3 % of sign area (less than 40% max.)

Figure 3:
Dimensions for Additional Signs
(Permitted size for wall signs other than the “Primary” sign)

Maximum sign area depends on wall type
[See Section 21.06.500 (a) 3g]




i.		<p>Type i.: Has windows or an entrance. Facade is similar to main entrance.</p> <p>Max. Area: 2% of total wall area OR 1.0' for each lineal foot of windows (whichever is greater). As shown, the “window” rule would maximize area.</p>
ii.		<p>Type ii.: No windows or an entrance.</p> <p>Max. Area: 30 sq ft OR 40% of the maximum allowable primary sign area (whichever is less). Graphic-only sign may be permitted.</p>
iii.		<p>Type iii.: Multiple signs / single user building</p> <p>Max. Area: (See Type i). Graphic-only sign may be permitted.</p>

Figure 4:
Window sign area

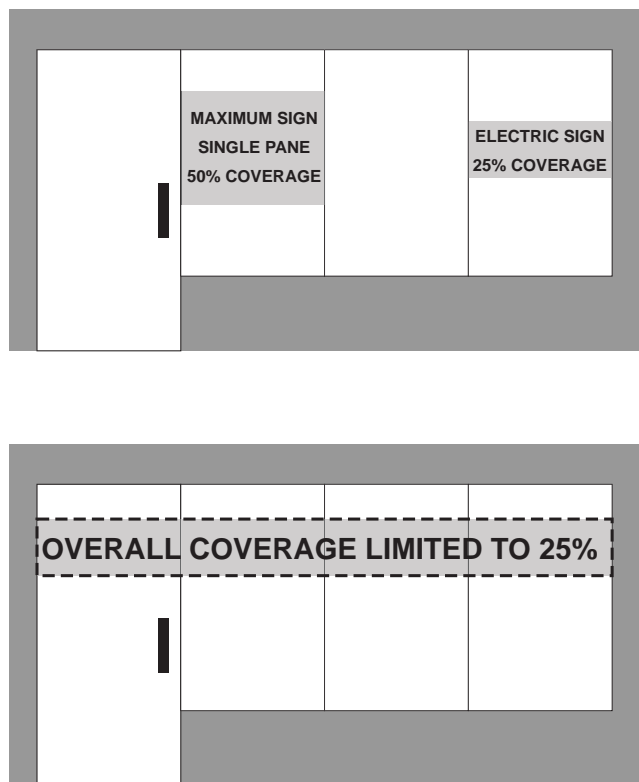
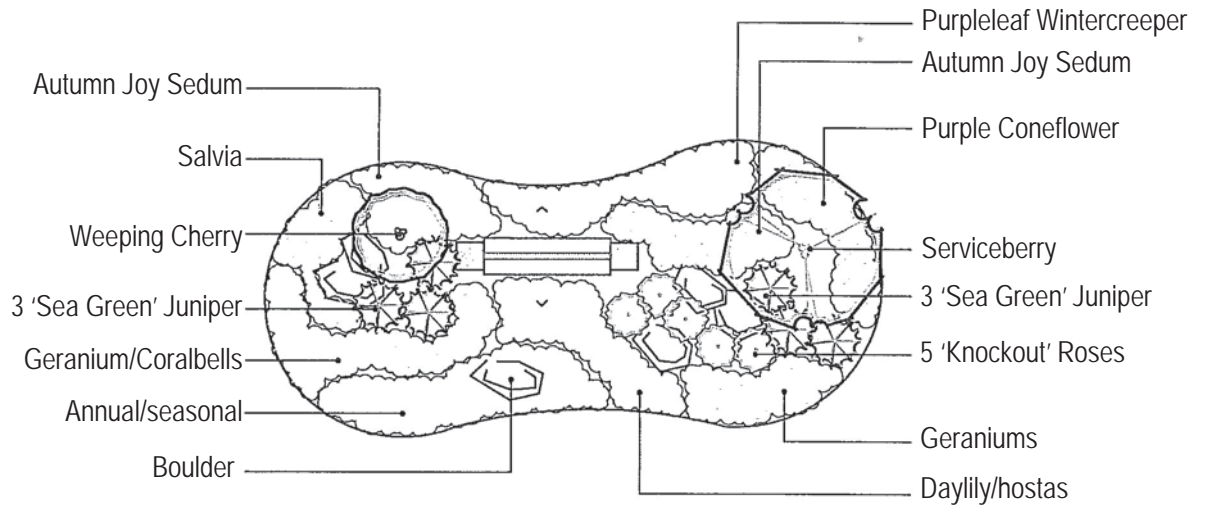


Figure 5:
Sign Landscaping
Plan Example



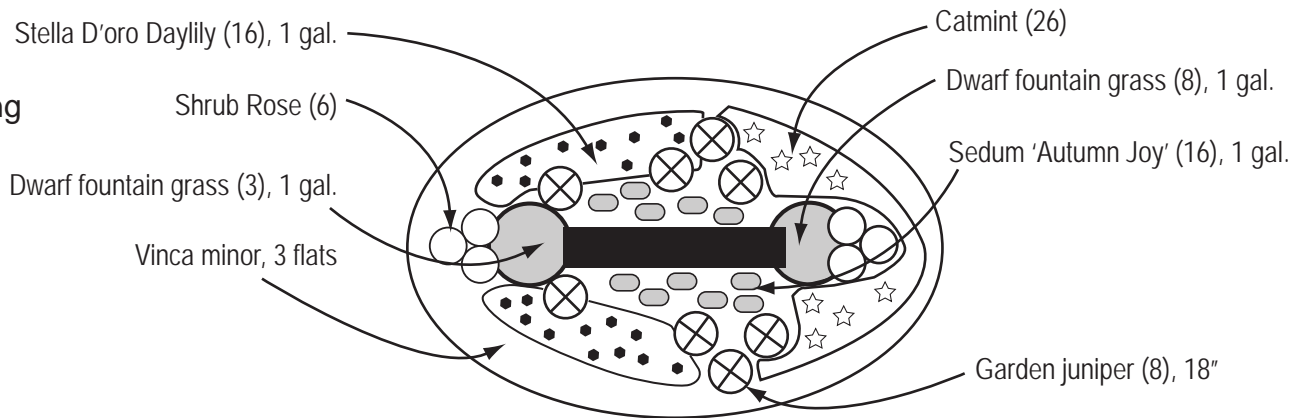
Summary

1. Exceeds minimum 1 sq ft per sq ft of sign area
2. Low plants in front of sign
3. Use of stone
4. Meets minimum plant variety requirements of 21.06.500 (30% evergreen/winter interest, 10% deciduous shrubs, and 40% flowering perennials or annuals)



Photograph of landscaping after installation

Figure 6:
Sign Landscaping
Plan Example



Summary

1. Exceeds minimum 1 sq ft per sq ft of sign area
2. Low plants in front of sign (address visible)
3. Meets minimum plant variety requirements of 21.06.500 (30% evergreen, 10% deciduous shrubs, and 40% flowering perennials or annuals)



Photograph of landscaping after installation

SIGN CODE REVISIONS

DATE	ORDINANCE	SECTION(S)	DESCRIPTION*
4/11/05	3962	21.06.600 (Exempt Signs, Commercial and Industrial Districts)	(d) 5. Electrical window signs (j) Real estate / leasing signs
4/11/05	3962		
4/11/05	3962	21.03.450 (Schedule of Fees, Charges, and Expenses)	Entire section added
4/11/05	3962	21.05.400 (Façade Repair and Winter Sign Installations, Residential Districts)	
4/11/05	3962	21.06.400 (Façade Repair and Winter Sign Installations, Commercial and Industrial Districts)	
4/25/05	3967	21.02.370 (Definitions, V-type Sign)	
4/25/05	3967	21.03.450 (Schedule of Fees, Charges, and Expenses)	(e) Fee for Temporary Sign Permits
4/25/05	3967	21.05.500 (Permitted Signs, Residential Districts)	(c) 5. Landscaping for Development Signs
4/25/05	3967	21.05.600 (Exempt Signs, Residential Districts)	(h) Address numbers (DELETED)
4/25/05	3967	21.05.700 (Temporary Signs, Residential Districts)	(b) Construction project signs
4/25/05	3967	21.05.800 (Prohibited Signs, Residential Districts)	(k) - (p)
4/25/05	3967	21.06.500 (Permitted Signs, Commercial and Industrial Districts)	(b) 4. V-type Signs
4/25/05	3967	21.06.500 (Permitted Signs, Commercial and Industrial Districts)	(d) 5. Landscaping for Development Signs
4/25/05	3967	21.06.600 (Exempt Signs, Commercial and Industrial Districts)	(c) Address numbers (DELETED)
4/25/05	3967	21.06.700 (Temporary Signs, Commercial and Industrial Districts)	(d) Construction project signs
4/25/05	3967	21.06.800 (Prohibited Signs, Commercial and Industrial Districts)	(l) - (q)
11/14/05	4017	21.05.600 Exempt Signs, Residential Districts	(k) Political campaign signs
11/14/05	4017	21.06.600 Exempt Signs, Commercial and Industrial Districts	(j) Political campaign signs
11/14/05	4017	Appendix A: Diagrams and Sample Signs	Figure 5: V-Type signs
2/14/06	4052	21.06.500(a) Wall signs in Commercial and Industrial Districts	1, 2, 3 - reorganized. "Additional signage" regulations replace "secondary frontage"
2/14/06	4052	21.02 Definitions	Primary frontage and "secondary frontage" removed. Subsection numbers removed.
2/14/06	4052	21.06.500(c) Awnings and Canopies in Commercial and Industrial Districts	Restriction on illuminated awnings removed. Graphic/text regulations temporarily removed for revision.
2/14/06	4052	21.06.600 Exempt Signs in Commercial and Industrial Districts	Added (l) Help wanted signs
3/13/06	4059	21.06.500(c) Awnings and Canopies in Commercial and Industrial Districts	3. Awning graphic/text regulations revised.
10/10/06	4131	21.03.450, Schedule of Fees, Charges, and Expenses	Entire section amended
1/22/07	4169	21.06.600 (Exempt Signs, Commercial and Industrial Districts)	(g) added bus shelter signage
7/9/07	4221	21.05.500 (Permitted signs in Residential Districts)	(c)4, increased size of development signs
7/9/07	4221	21.06.500 (Permitted signs in Commercial and Industrial Districts)	(d)4, increased size of development signs
7/9/07	4221	21.06.600 Exempt Signs, Commercial and Industrial Districts	(i) clarified height of real estate signs
7/9/07	4221	21.06.600 Exempt Signs, Commercial and Industrial Districts	(l) corrected error in reference
7/9/07	4221	21.07.020 Signs for Specific Special Uses, (a) Automobile Service Stations	3. Revised canopy signage regulations

* See specified ordinances for additional detail.

SIGN CODE REVISIONS

DATE	ORDINANCE	SECTION(S)	DESCRIPTION*
8/27/07	4234	21.06.600 Exempt Signs, Commercial and Industrial Districts	(a) Increased size of directional signs to 6 sq ft.
8/27/07	4234	21.07.020 Signs for Specific Special Uses, (a) Automobile Service Stations	3. Revised canopy signage regulations
8/27/07	4234	21.06.500(a) Wall signs in Commercial and Industrial Districts	3. Included statement that graphic size shall be proportional to sign size.
8/27/07	4234	21.09 Graphic Appendix	Updates to match recent sign code text changes.
2/25/08	4306	21.05.600 Exempt Signs, Residential Districts, (k) political campaign signs	Removed pre-election durational limit
2/25/08	4306	21.06.600 Exempt Signs, Commercial and Industrial Districts, (j) political campaign signs	Removed pre-election durational limit
5/5/08	4333	21.05.600 Exempt Signs, Residential Districts, (k) political campaign signs and (m) issue signs	Aggregate maximum sign area; added non-election issue sign regulations
5/5/08	4333	21.06.600 Exempt Signs, Commercial and Industrial Districts, (j) political campaign signs and (k) issue signs	Aggregate maximum sign area; update non-election issue sign regulations
3/15/10	4506	21.02 Definitions	Updated Changeable Copy Sign and Electronic Message Center (previously Electronic Reader Board)
3/15/10	4506	21.05.100 Design Standards, Residential Districts	Updated illumination regulations (c) and location regulations (f)
3/15/10	4506	21.05.500 Permitted Signs, Residential Districts	Allow matching subdivision entrance signs on both sides of driveway
3/15/10	4506	21.05.600 Exempt Signs, Residential Districts	Added (n) Minor Construction project signs
3/15/10	4506	21.05.800 Prohibited Signs, Residential Districts	Updated (p) to read "Electronic Message Centers" (previously Electronic Reader Board)
3/15/10	4506	21.06.500, Permitted Signs, Commercial and Industrial Districts, (a) Wall Signs	Updated Additional Signage to allow secondary signs to be graphic only
3/15/10	4506	21.06.500, Permitted Signs, Commercial and Industrial Districts, (b) Freestanding Signs	Added subsection 6, Electronic Message Centers
3/15/10	4506	21.06.700, Temporary Signs, Commercial and Industrial Districts	Updated regulations to provide for extensions to permits with Staff review
3/15/10	4506	21.06.800, Prohibited Signs, Commercial and Industrial Districts	Removed (q) Electronic Reader Boards
3/15/10	4506	21.07.020, Special Use signage	Updated to reference new regulations in 21.06.500, Subsection 6, Electronic Message Centers
12/27/10	4576	21.03.150, Director of Community Development Duties	Corrected section number (21.03.100 used twice)
12/27/10	4576	21.05.600 Exempt Signs, Residential Districts	Established aggregate sign area for political signs; removed durational limit
12/27/10	4576	21.05.500 Permitted Signs, Residential Districts	Clarified review procedures for directional signs (large signs require permit unless not visible from street)
12/27/10	4576	21.06.500 Permitted Signs, Commercial and Industrial Districts	Clarified review procedures for directional signs (large signs require permit unless not visible from street)
12/27/10	4576	21.05.150; 21.06.150, Mixed Use Districts	Signs in mixed use districts to be considered under regulations based on the land use
9/6/11	4630	21.05.400; 21.06.400 Sign Installation Bonds	Extended bond requirement to cover landscaping regardless of season
9/6/11	4630	21.06.500, Permitted signs in commercial districts, (b) Freestanding signs	Multi-tenant signs (increased number of panels to 12, set review procedure for non-uniform panels, increased sign area to allow ID sign in addition to panels)
9/6/11	4630	21.06.500, Permitted signs in commercial districts, (b) Freestanding signs	Established exceptions for sign setback

* See specified ordinances for additional detail.

SIGN CODE REVISIONS

DATE	ORDINANCE	SECTION(S)	DESCRIPTION*
9/6/11	4630	21.06.600 Exempt Signs, Commercial and Industrial Districts, subsection C, Window Signs	Clarified method of measuring signs, added a maximum based on frontage
9/6/11	4630	21.06.700 Temporary signs in Commercial and Industrial Districts	Re-organized section, established regulations for illumination and portable signs
9/6/11	4630	21.06.800 Prohibited Signs, subsection (a)	Modified section to allow non-government warning signs on fences
9/6/11	4630	21.07, Special Use signs, added (e)	Established regulations for signage related to liquor sales
1/7/13	4750	21.03.200, Code Violations	Insert penalty for incomplete installation (landscaping or façade repair not completed)
1/7/13	4750	21.03.400, Application for permits	Insert (g) and (h), authorization and responsibilities of parties
1/7/13	4750	21.03.600, Appeals	Insert procedure to match Zoning Code
1/7/13	4750	21.05.100, Residential Design Standards	Add language to refer to landscape requirement in Commercial Districts
1/7/13	4750	21.05.400 (formerly Sign Installation Bonds)	Replace bond requirement with reference to penalty for incomplete installation
1/7/13	4750	21.05.500, Directional Signs in Residential Districts	Clarify process for review
1/7/13	4750	21.06.400 (formerly Sign Installation Bonds)	Replace bond requirement with reference to penalty for incomplete installation
1/7/13	4750	21.06.500, Wall signs in Commercial and Industrial Districts	Update rules for additional signs to allow non logo signs on additional walls
1/7/13	4750	21.06.500, Freestanding Signs in Commercial and Industrial Districts	Update language of landscaping requirements
1/7/13	4750	21.06.500, (c) Awnings & Canopies	Remove restriction on content of awning signage
1/7/13	4750	21.06.500, (e) Directional Signs	Clarify process for review
1/7/13	4750	21.09 - Appendix A: Diagrams and Sample Signs	Replaced section in its entirety
4/7/14	4852	21.03.400, Application for permits	Require date on drawings
4/7/14	4852	21.06.500 b1D, Freestanding Signs in Commercial and Industrial Districts	Update language of landscaping requirements
4/7/14	4852	21.06.500 b3, Shopping Centers	Removed other multi-tenant buildings (see Sec. 7)
4/7/14	4852	21.06.500 b7, Other Multi-tenant Buildings	New regulations for multi-tenant buildings
4/7/14	4852	21.06.700 Temporary signs in Commercial and Industrial Districts	Revised requirements (require permit for each display period, reduce display for grand opening, remove prohibited sign types from special events)
4/7/14	4852	21.06.800 Prohibited Signs	Updated regulation for businesses that have closed, added "off-premise signs" to billboard restriction
4/7/14	4852	21.07.020 e, Liquor Sales	Added subsection 5, video gaming establishments

* See specified ordinances for additional detail.