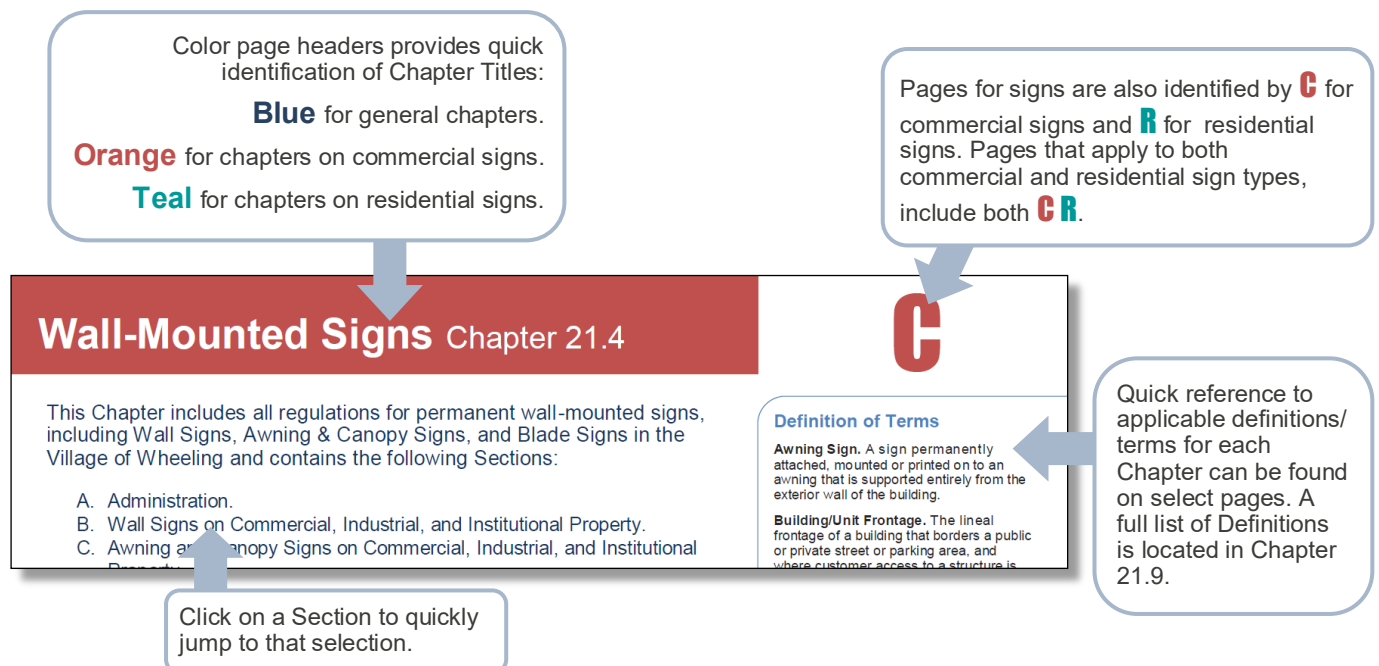


This Title 21 establishes the regulation of signage within the Village of Wheeling, and is commonly referred to as the “Sign Code of the Village of Wheeling”.

Contents

21.1 General Provisions	2	21.4 Wall-Mounted Signs (incl. Awning & Canopy Signs, and Blade Signs)	11
(A) Purpose	2	(A) Administration	11
(B) Interpretation and Conflicts	2	(B) Wall Signs on Commercial, Industrial & Institutional Property	13
(C) Severability	2	(C) Awning & Canopy Signs	14
21.2 Administration and Enforcement	3	(D) Blade Signs	14
(A) Plan Commission	3	21.5 (A) Temporary Signs on Commercial, Industrial & Institutional Property	15
(B) Permits	3	21.5 (B) Temporary Signs on Residential Property	16
(C) Appeals	4	21.6 (A) Exempt Signs on Commercial, Industrial & Institutional Property	17
(D) Maintenance	5	21.6 (B) Exempt Signs on Residential Property	18
(E) Non-Conforming and Abandoned Signs	5	21.7 Prohibited Signs	19
(F) Violations	5	21.8 Variations	20
21.3 Ground Signs	6	(A) Procedure for Variations	20
(A) Administration	6	(B) Plan Commission	20
(B) Ground Signs on Commercial, Industrial & Institutional Property	8	21.9 Definitions	21
(C) Ground Signs on Residential Property	10	Appendix (<i>image credits</i>)	25

Quick Guide on Chapter Pages



General Provisions Chapter 21.1

This Chapter includes General Provisions for signs in the Village of Wheeling and contains the following Sections:

- A. Purpose.
- B. Interpretation and Conflicts.
- C. Severability.

A. PURPOSE

The purpose of this Title is intended to promote and encourage the use of signs that are creative and aesthetically pleasing and compatible to their surrounding environment, as follows:

1. To promote and protect the public health, safety, and welfare by serving the public convenience in the effective display of all signs.
2. To preserve and further improve the physical aesthetics of the Village by establishing regulations for the design, location, construction, and maintenance of all signs.
3. To advance the economy of the Village by recognizing the need for adequate site identification through the reasonable and objective display of signage, and to encourage effective communication between signs and the public.
4. To support that signs may cause harm to the public that can create obstructions and provide distractions to motorists, and endangering the safety of person and property.
5. To protect and improve property values by discouraging signs that are incompatible with the use to which they serve or with the surrounding environment.
6. To contribute to the attractiveness of the traffic corridors within the Village by requiring signs to be an integral architectural element of the building and property that is consistent with the overall architectural concept and proportion of the site and buildings.

B. INTERPRETATION AND CONFLICTS

This Title shall be liberally construed to advance its purpose. If any portion of this Title, 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.

C. SEVERABILITY

If any section, subsection, sentence, clause or phrase of this Title or its application to any person or circumstance is held invalid by any court of competent jurisdiction, the remainder of the Title, 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.

Administration & Enforcement Chapter 21.2

This Chapter includes Administration and Enforcement regulations for signs in the Village of Wheeling and contains the following Sections:

- A. Plan Commission.
- B. Permits.
- C. Appeals.
- D. Maintenance.
- E. Non-Conforming and Abandoned Signs
- F. Violations

A. PLAN COMMISSION

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

1. The review and approval of all permit applications for new signs and to ensure compliance with the provision of this Title. Such review shall not be required for wall signs, awning and canopy signs, temporary signs, and exempt signs as regulated in this Title.
2. Petitions for variations from the requirements of this Title, pursuant to [Chapter 21.8](#) of this Title.
3. Changes to the regulations of this Title.
4. Render decisions of appeal of this Title, pursuant to [Section 21.2\(C\)](#) of this Chapter. An appeal of a Plan Commission decision shall be heard by the Village Board of Trustees.

B. PERMITS

1. **Permit.** It shall be unlawful to erect, move, or change a sign without obtaining a sign permit. Every sign permit shall become null and void if construction or installation does not commence within six (6) months from the date of permit issuance. The following activities shall not require a permit unless otherwise noted:
 - a. Changing of a tenant panel on a multi-tenant sign, or any sign copy on a Changeable Copy Sign.
 - 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 overall design, size and location of the sign is not modified in any way.
 - c. Changes in window displays or window signs.
 - d. Exempt signs.
2. **Application for Sign Permit.** An application shall be submitted to the Department of Community Development and shall include the following information:
 - a. Name and address of the premises 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 application are legally responsible for each respective area.
 - c. Scaled, full color drawing of the proposed sign (scale must be identified on the drawing) and include building elevations when relevant, full dimensions, construction/foundation supports, electrical wiring and components, method of illumination, and materials of the sign.
 - d. Scaled location drawing or site plan indicating the sign location with setback dimensions, landscaping when relevant, roadways, parking lots and buildings.
 - e. Authorization by the property owner or authorized agent that is specific to the proposed sign.

[Continue to Next Page](#)

Administration & Enforcement -
Permits regulations continues on
the next page.

B. PERMITS (continued)

3. Schedule of Fees, Charges and Expenses.

- a. All fees shall be paid prior to the issuance of any sign permit, as provided in the schedule of fees and charges set forth in [Chapter 1.26](#) of the Wheeling Code.
- b. For any sign erected, placed, installed or otherwise established on any property prior to obtaining a permit as required by this section, the fee shall be doubled.

4. Inspection.

- a. Every sign requiring a permit shall be inspected by the Department of Community Development to ensure that the sign is installed in conformance with the approved permit drawings and is operated in a safe condition as to electrical, structural and material specifications of the approved permit drawings and code requirements.
- b. 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 provided by the Village.
- c. If the inspection determines that the installed sign substantially deviates from the approved permit drawings, the sign shall be modified and re-installed to comply with the approved permit drawings.
- d. Wall signs shall be subject to Village inspection of the wall and/or façade to which the sign is to be installed to confirm the wall/façade has been repaired and stains removed from any previous sign installation. For signs installed in late fall or winter, any such façade repairs shall be completed prior to the first day of June following sign installation. Wall signs installed without façade repair inspection and approval shall be removed immediately and façade repair approval must be obtained before reinstallation.

5. Denial, Revocation, Suspension.

- a. 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 in writing of such action, with a brief written statement of the reasons for the action.

C. APPEALS

An appeal may be requested by any person, firm or corporation, or by an officer, department, board or bureau, affected by a decision of the Plan Commission or Director of Community Development relative to the interpretation of this Title.

1. Procedure for Appeals.

- a. Appeals shall be filed with a written notice of appeal with the office of the Director of Community Development within thirty-five (35) days after the date of the decision from which the appeal is sought. The notice shall outline the specifics for the appeal.
- b. Upon receipt of a notice of appeal, the Director of Community Development shall prepare a summary report to the Plan Commission, which shall include, but is not limited to, copies of the materials reviewed by the Director of Community Development and the reason for the decision.
- c. The Plan Commission shall fix a reasonable time and place for the hearing of the appeal, giving due notice to the parties in interest, and render a written decision within a reasonable time. Any person may appear and testify at a hearing either in person or by duly authorized agent. All testimony shall be given under oath.
- d. An appeal of the Plan Commission decision shall be heard by the Village Board of Trustees. The process for an appeal of a Plan Commission decision shall follow the process in this Section.

[Continue to Next Page](#)

Administration & Enforcement -
Maintenance regulations continues
on the next page.

D. MAINTENANCE

1. **Maintenance.** Every sign in the Village shall be maintained in good visual appearance and structural condition at all times.
2. **Unsafe Signs.** Upon inspection, the Director of Community Development 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.

E. NON-CONFORMING AND ABANDONED SIGNS

Any sign lawfully in existence at the time of the adoption of this Title or any subsequent amendment hereto may be continued in accordance with the provisions of this Section. Nonconforming signs may continue to exist provided the signs are in conformity with the provisions of this Section.

1. Maintenance and Replacement.

- a. Ordinary and regular maintenance and repairs in response to the aging and weathering of material or failure of an electrical component shall be permitted.
- b. No repair, alteration, or replacement which increases the size of the sign shall be permitted.
- c. No sign shall be moved in whole or part to any other location on the same or any other lot unless every portion of such sign is made to conform to all regulations of this Title and other applicable regulations of the Village.

2. Loss of Nonconforming Status.

A sign will lose its legal nonconforming status and shall be removed if:

- a. The sign is altered in any way in structure or sign copy, except for Changeable Copy signs, and normal maintenance or repair as defined above (Section 21.2(E)(1)).
- b. If a nonconforming sign is discontinued for a continuous period of one hundred eighty (180) days, it shall be removed, and any subsequent sign shall conform to all of the requirements of this Title and other applicable regulations of the Village.

3. Abandoned Signs.

- a. Any sign that is associated with a business or occupant that is no longer occupying the premise where such sign is located shall be removed or the face replaced with a blank sign panel within thirty (30) days following end of the relevant activity.

F. VIOLATIONS

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

1. **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 Title 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 Title or the erection, use or display of any unlawful sign.
2. **Penalty.** Any person who violates or fails to comply with any of the provisions of this Title 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 (\$1,000.00) for each week or portion thereof that the use or display of the unlawful sign has continued.
3. **Failure to Complete.** In the event the sign installer, property owner, or business owner fails to complete the required landscaping installation or façade repairs required in this Title, the sign shall be subject to a fine of one thousand dollars (\$1,000.00) for each week or portion thereof until the required work is completed.

This Chapter includes all regulations for permanent Ground Signs in the Village of Wheeling and contains the following Sections:

- A. Administration.
- B. Ground Signs on Commercial, Industrial, and Institutional Property.
- C. Ground Signs on Residential Property.

A. ADMINISTRATION

The following requirements outline the review and permitting process for all Ground Signs.

1. Plan Commission

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

- a. The review and approval of all permit applications for new signs and to ensure compliance with the provision of this Title. Such review shall not be required for wall signs, awning and canopy signs, temporary signs, and exempt signs as regulated in this Title.

2. Permits

- a. It shall be unlawful to erect, move, or change a sign without obtaining a sign permit. Every sign permit shall become null and void if construction or installation does not commence within six (6) months from the date of permit issuance. The following activities shall not require a permit unless otherwise noted:
 - i. Changing of a tenant panel on a multi-tenant sign, or any sign copy on a Changeable Copy Sign.
 - ii. 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 overall design, size and location of the sign is not modified in any way.
- b. Application for Sign Permit. An application shall be submitted to the Department of Community Development and shall include the following information:
 - i. Name and address of the premises where the sign is to be located.
 - ii. 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 application are legally responsible for each respective area.
 - iii. Scaled, full color drawing of the proposed sign (scale must be identified on the drawing) and include building elevations when relevant, full dimensions, construction/foundation supports, electrical wiring and components, method of illumination, and materials of the sign.
 - iv. Scaled location drawing or site plan indicating the sign location with setback dimensions, landscaping, roadways, parking lots and buildings.
 - v. Authorization by the property owner or authorized agent that is specific to the proposed sign.

Definition of Terms

Changeable Copy Sign. A component of a sign where the content of the sign's display features changeable text, characters, and/or illustrations by manually, digital, or other method of altering the sign's display. An Electronic Message Center is a type of Changeable Copy Sign.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Electronic Message Center (EMC). A type of Changeable Copy Sign which utilizes lights or other electronic element to display words, letters, logos, figures, symbols, illustrations, or patterns to form a message.

External Illumination. The illumination of a sign by a source of light which is external to the sign and not contained within the sign itself.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Ground Sign. A sign permanently attached to the ground and is supported by structures or supports that are placed on or anchored in the ground, and is independent from any building or other structure. Also referred to as freestanding sign or monument sign.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Internal illumination. The illumination of a sign by a source of light which is concealed or contained within the sign itself.

Pole Sign. A type of Ground Sign which is supported by a pole extending from the ground.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

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.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

Continue to Next Page

Ground Signs - Permits regulations continues on the next page.

A. ADMINISTRATION (CONTINUED)

2. Permits (continued)

- c. Schedule of fees, charges and expenses.
 - i. All fees shall be paid prior to the issuance of any sign permit, as provided in the schedule of fees and charges set forth in [Chapter 1.26](#) of the Wheeling Code.
 - ii. For any sign erected, placed, installed or otherwise established on any property prior to obtaining a permit as required by this section, the fee shall be doubled.
- d. Inspection.
 - i. Every sign requiring a permit shall be inspected by the Department of Community Development to ensure that the sign is installed in conformance with the approved permit drawings and is operated in a safe condition as to electrical, structural and material specifications of the approved permit drawings and code requirements.
 - ii. 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 provided by the Village.
 - iii. If the inspection determines that the installed sign substantially deviates from the approved permit drawings, the sign shall be modified and re-installed to comply with the approved permit drawings.
- e. Denial, revocation, suspension. 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 in writing of such action, with a brief written statement of the reasons for the action.

Definition of Terms

Changeable Copy Sign. A component of a sign where the content of the sign's display features changeable text, characters, and/or illustrations by manually, digital, or other method of altering the sign's display. An Electronic Message Center is a type of Changeable Copy Sign.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Electronic Message Center (EMC). A type of Changeable Copy Sign which utilizes lights or other electronic element to display words, letters, logos, figures, symbols, illustrations, or patterns to form a message.

External Illumination. The illumination of a sign by a source of light which is external to the sign and not contained within the sign itself.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Ground Sign. A sign permanently attached to the ground and is supported by structures or supports that are placed on or anchored in the ground, and is independent from any building or other structure. Also referred to as freestanding sign or monument sign.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Internal illumination. The illumination of a sign by a source of light which is concealed or contained within the sign itself.

Pole Sign. A type of Ground Sign which is supported by a pole extending from the ground.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

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.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

B. GROUND SIGNS ON COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY

Ground Signs on properties being used for commercial, industrial, and institutional purposes, regardless of zoning district, shall be subject to the following regulations. All signs must be located on the premises which they are identifying and require a Sign Permit.

1. General Requirements

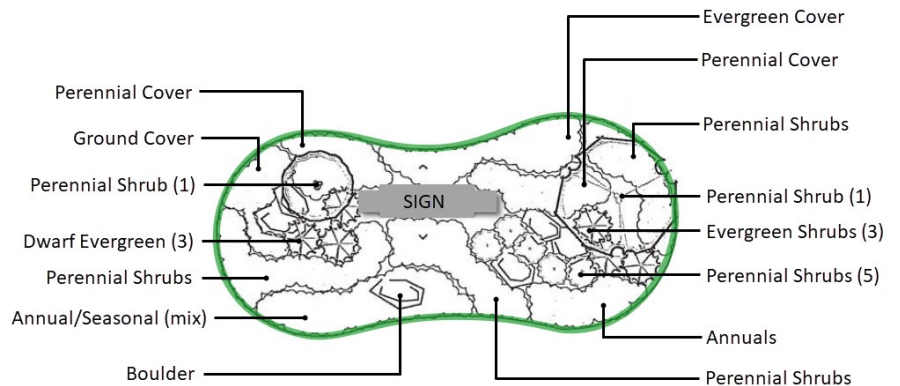
- a. **Total:** One (1) ground sign. Property with three hundred (300) feet of Frontage is permitted two (2) Ground Signs placed no closer together than two hundred (200) feet. V-Type Signs are permitted, which the open side shall be closed off or adequately screened, and both sign faces must be identical with the exception of tenant panels for a multi-tenant building.
- b. **Materials:** Natural materials such as brick, stone, and wood or composite materials that give the impression of such materials are encouraged.
- c. **Lettering:** Signs should mix lettering, utilize individual letters, or other creative features that aid to improve visual interest and minimize monotony.
- d. **Maximum Height:** Twenty (20) feet, measured from Grade.

- e. **Maximum Sign Area:** One hundred (100) square feet. The Sign Area shall be the extreme outer dimension of the sign, excluding the Support Structure and architectural features. For Ground Signs that contain multiple cabinets on one structure, the modules together are counted as one sign face.
- f. **Setbacks:** Shall be located at least ten (10) feet from the property line abutting any public right-of-way. From an interior (side) property line, the sign shall be located at least fifteen (15) feet. The required front setback for the replacement or reconstruction of an existing sign may be reduced to match the existing setback and must maintain a minimum setback of two (2) feet and a minimum separation of ten (10) feet from the back of curb. The vision triangle of [Section 19.11.030](#) of the Wheeling Zoning Code shall not be obstructed.

- g. **Address Numbers:** Must be located on the Ground Sign and shall be a minimum of six (6) inches in height and no greater than twelve (12) inches in height. Addressing is excluded from the Sign Area measurement.
- h. **Illumination:** Light sources shall be shielded to minimize the glare and light extending to neighboring properties. Internally illuminated signs shall consist of individually mounted letters or give the appearance of individually mounted letters. External illumination shall be shielded and directed so as to prevent glare to streets or adjacent properties.

- i. **Landscaping:** Shall be required at the base of the Ground Sign, as follows:

- i. The landscape area shall be equal to one (1) square foot for every square foot of sign face for a double-sided sign or two (2) square feet for every square foot of sign face for a single-sided sign.
- ii. The vision triangle requirements of [Section 19.11.030](#) of the Wheeling Zoning Code shall be followed.
- iii. In order to ensure year-round interest and a variety of plants, the landscape area must provide the following: dwarf evergreens (ten percent), other plants with winter interest (twenty percent), deciduous shrubs (ten percent), and flowering perennials or annual/seasonal flowers (forty percent). The remaining twenty percent may be planted with the above categories or filled with ground cover and/or ornamental grasses.
- iv. All ground signs must conform to the landscaping plan as approved by the Plan Commission. For signs installed in late fall or winter, the landscaping shall be installed by the first day of June following sign installation.



[Continue to Next Page](#)
Ground Signs - Changeable Copy Sign regulations continues on the next page.

B. GROUND SIGNS ON COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY (continued)

2. Changeable Copy Signs

- a. **Changeable Copy Signs shall be permitted for:**
 - i. All commercial and industrial uses.
 - ii. Government buildings, recreation centers, convention centers, hotels, theaters, schools, and religious assembly uses (in buildings greater than two thousand five hundred (2,500) square feet).
- b. **Maximum Sign Area:** Cannot exceed fifty percent (50%) of the maximum allowable sign area of a ground sign. The outside dimensions of the changeable copy sign determine the area of the sign. A variance pursuant to [Chapter 21.8](#) of this Title shall be required to allow an increase in display size.
- c. **Duration of Display:** Each sign display shall be a minimum duration of eight (8) seconds.
- d. **Electronic Message Center (EMC) Signs:**
 - i. Shall only contain static displays. Gradual transitions between sign displays are permitted, but transitions shall not include animation, video, bursts, spirals or similar effects. Strobe, flashing, scrolling, sounds or other attention getting features are prohibited.
 - ii. Shall be equipped with a sensor, photocell, or similar device that automatically determines the ambient illumination and automatically adjusts according to ambient light conditions.
 - iii. Illumination: EMC's shall not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC sign area, as follows:

Changeable Copy Sign Area Illustration:



= Ground Sign Area (square feet)

= Changeable Copy Sign Area (square feet)

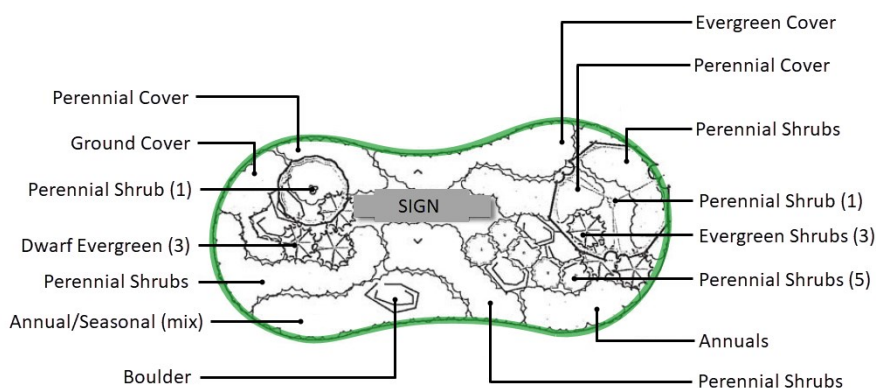
Area of Sign (sq. ft.)	Measurement (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100

C. GROUND SIGNS ON RESIDENTIAL PROPERTY

Ground Signs on properties being used for residential purposes, regardless of zoning district, shall be subject to the following regulations. All signs must be located on the premises which they are identifying and require a Sign Permit.

1. Subdivision or Multi-Family Residential Developments

- a. **Total:** One (1) sign per subdivision/development entrance. For properties with a single entrance, matching single-faced freestanding signs may be located on each side of the same entrance.
- b. **Materials:** Natural materials such as brick, stone, and wood or composite materials that give the impression of such materials are encouraged.
- c. **Lettering:** Signs should mix lettering, utilize individual letters, or other creative features that aid to improve visual interest and minimize monotony.
- d. **Maximum Height:** Twelve (12) feet, measured from Grade.
- e. **Maximum Sign Area:** Fifty (50) square feet. The Sign Area shall be the extreme outer dimension of the sign, excluding the Support Structure and architectural features.
- f. **Setbacks:** Shall be located at least ten (10) feet from any property line.
- g. **Illumination:** Light sources shall be shielded to minimize the glare and light extending to neighboring properties.
- h. **Landscaping:** Shall be required at the base of the Ground Sign, as follows:
 - i. The landscape area shall be equal to one (1) square foot for every square foot of sign face for a double-sided sign or two (2) square feet for every square foot of sign face for a single-sided sign.
 - ii. The vision triangle requirements of [Section 19.11.030](#) of the Wheeling Zoning Code shall be followed.
 - iii. In order to ensure year-round interest and a variety of plants, the landscape area must provide the following: dwarf evergreens (ten percent), other plants with winter interest (twenty percent), deciduous shrubs (ten percent), and flowering perennials or annual/seasonal flowers (forty percent). The remaining twenty percent may be planted with the above categories or filled with ground cover and/or ornamental grasses.



- iv. All ground signs must conform to the landscaping plan as approved by the Plan Commission. For signs installed in late fall or winter, the landscaping shall be installed by the first day of June following sign installation.

This Chapter includes all regulations for permanent wall-mounted signs, including Wall Signs, Awning & Canopy Signs, and Blade Signs in the Village of Wheeling and contains the following Sections:

- A. Administration.
- B. Wall Signs on Commercial, Industrial, and Institutional Property.
- C. Awning and Canopy Signs on Commercial, Industrial, and Institutional Property.
- D. Blade Signs on Commercial, Industrial, and Institutional Property.

A. ADMINISTRATION

The following requirements outline the review and permitting process for all Wall Signs.

1. Permits

- a. It shall be unlawful to erect, move, or change a sign without obtaining a sign permit. Every sign permit shall become null and void if construction or installation does not commence within six (6) months from the date of permit issuance. The following activities shall not require a permit unless otherwise noted:
 - i. 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 overall design, size and location of the sign is not modified in any way.
- b. Application for Sign Permit. An application shall be submitted to the Department of Community Development and shall include the following information:
 - i. Name and address of the premises where the sign is to be located.
 - ii. 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 application are legally responsible for each respective area.
 - iii. Scaled, full color drawing of the proposed sign (scale must be identified on the drawing) and include building elevations when relevant, full dimensions, supports, electrical wiring and components, method of illumination, and materials of the sign.
 - iv. Scaled location drawing or site plan indicating the sign location with roadways, parking lots and buildings.
 - v. Authorization by the property owner or authorized agent that is specific to the proposed sign.
- c. Schedule of fees, charges and expenses.
 - i. All fees shall be paid prior to the issuance of any sign permit, as provided in the schedule of fees and charges set forth in [Chapter 1.26](#) of the Wheeling Code.
 - ii. For any sign erected, placed, installed or otherwise established on any property prior to obtaining a permit as required by this section, the fee shall be doubled.

Definition of Terms

Awning Sign. A sign permanently attached, mounted or printed on to an awning that is supported entirely from the exterior wall of the building.

Building/Unit Frontage. The lineal frontage of a building that borders a public or private street or parking area, and where customer access to a structure is available.

Blade Sign. A sign which extends out from a building face or wall, often in a perpendicular manner; also called a projecting sign.

Canopy Sign. A sign permanently attached, mounted or printed on to a canopy.

Cabinet (Box) Sign. A sign which includes an outside frame or box-like external structure which encloses the functional elements of the sign, including internal illumination, where the sign content is affixed on a face/panel. Also called a Box Sign.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Wall Sign. A sign mounted or attached to a wall with the exposed face of the sign parallel to the plane of the wall.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

Continue to Next Page

Wall Signs - Permits regulations continues on the next page.



A. ADMINISTRATION (continued)

1. Permits (continued)

- d. Inspection.
 - i. Every sign requiring a permit shall be inspected by the Department of Community Development to ensure that the sign is installed in conformance with the approved permit drawings and is operated in a safe condition as to electrical, structural and material specifications of the approved permit drawings and code requirements.
 - ii. 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 provided by the Village.
 - iii. If the inspection determines that the installed sign substantially deviates from the approved permit drawings, the sign shall be modified and re-installed to comply with the approved permit drawings.
 - iv. Wall signs shall be subject to Village inspection of the wall and/or façade to which the sign is to be installed to confirm that wall/façade has been repaired and stains removed from the previous sign installation. For signs installed in late fall or winter, the facade repairs shall be completed prior to the first day of June following sign installation. Wall signs installed without façade repair inspection and approval shall be removed immediately and façade repair approval must be obtained before reinstallation.
- e. Denial, revocation, suspension. 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 in writing of such action, with a brief written statement of the reasons for the action.

Definition of Terms

Awning Sign. A sign permanently attached, mounted or printed on to an awning that is supported entirely from the exterior wall of the building.

Building/Unit Frontage. The lineal frontage of a building that borders a public or private street or parking area, and where customer access to a structure is available.

Blade Sign. A sign which extends out from a building face or wall, often in a perpendicular manner; also called a projecting sign.

Canopy Sign. A sign permanently attached, mounted or printed on to a canopy.

Cabinet (Box) Sign. A sign which includes an outside frame or box-like external structure which encloses the functional elements of the sign, including internal illumination, where the sign content is affixed on a face/panel. Also called a Box Sign.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Wall Sign. A sign mounted or attached to a wall with the exposed face of the sign parallel to the plane of the wall.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

Continue to Next Page

Wall Signs on Commercial, Industrial and Institutional Property regulations continues on the next

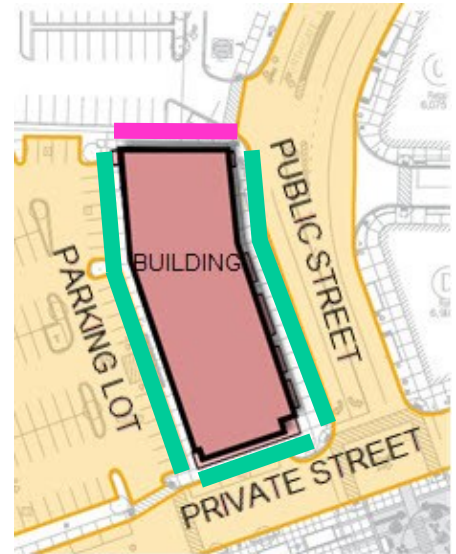
B. WALL SIGNS - COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY


Wall Signs on properties being used for commercial, industrial, and institutional purposes, regardless of zoning district, shall be subject to the following regulations. All signs must be located on the premises which they are identifying and require a Sign Permit.


1. General Requirements

- Maximum Sign Area - Facades with street frontage (public or private) and facades adjacent to an off-street parking area where customer access is also available:** Maximum wall sign area of one and one-half (1.5) square feet for each linear foot of façade and shall not exceed a maximum of four hundred (400) square feet.
- Maximum Sign Area - Facades adjacent to an off-street parking area where customer access is not available:** Maximum wall sign shall not exceed fifty (50) percent of the maximum sign area allowed above.
- Maximum Sign Area - Secondary Business:** One (1) additional sign shall be permitted for each secondary business located inside the primary business establishment. The sign area for each secondary business sign shall not exceed ten percent (10%) of the maximum allowable sign area for the primary business, plus any remaining sign area allowed and not being used by the principal business. A secondary business sign shall not exceed a total of one hundred (100) square feet. The secondary business sign area calculation is excluded from the maximum sign area allowed for the primary business.

Façade Frontages Illustration:



 Facades with street frontage and facades adjacent to off-street parking area where customer access is available.

 Facades adjacent to off-street parking where customer access is not available.



Linear Foot of Façade Measurement Illustration

Wall Sign Area Illustration:



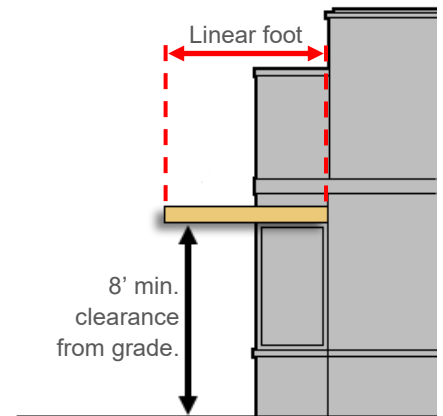
 = Sign Area (square feet)

- Wall Sign Area Calculation:** 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 is excluded from the area calculation.
 - Lettering:** Signs should mix lettering, utilize individual letters, or other creative features that aid to improve visual interest and minimize monotony.
 - Illumination:** Light sources shall be shielded to minimize the glare and light extending to neighboring properties. Internally illuminated signs shall consist of individually mounted letters or give the appearance of individually mounted letters. External illumination shall be shielded and directed so as to prevent glare to streets or adjacent properties.
- g. Sign Placement:**
- Wall signs shall not project above the roofline of the building, except signs mounted on mansard roofs or pent eaves shall be permitted.
 - Wall signs may be painted on or attached substantially parallel to the exterior building wall and must not interrupt architectural details. Any visible raceway shall be colored to match the exterior of the building.
 - For multi-story buildings, wall signs shall be located below the bottom of the second floor, 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.

C. AWNING AND CANOPY SIGNS - COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY

1. General Requirements

- a. **Sign Area - Facades with street frontage (public or private) and Facades adjacent to an off-street parking area where customer access is also available:** A maximum sign area of 1.5 square feet for each linear foot of awning or canopy.
- b. **Location:** Awnings and canopies shall provide a minimum vertical clearance from grade to bottom of the awning or canopy structure of not less than eight (8) feet.

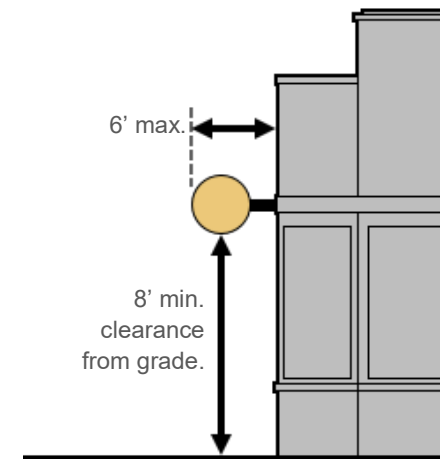


Awning/Canopy Sign Illustration

D. BLADE SIGNS - COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY

1. General Requirements

- a. **Sign Area:** Eight (8) square feet per sign face.
- b. **Number:** One (1) blade sign per each establishment for facades with street frontage (public or private) or adjacent to an off-street parking area where customer access is provided.
- c. **Location:** A minimum clearance of eight (8) feet measured from the bottom of the sign structure to the sidewalk or grade above which the sign extends, and shall extend from the building facade a maximum of six (6) feet.



Blade Sign Illustration

A. TEMPORARY SIGNS ON COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY

This Chapter includes regulations for Temporary Signs on Commercial, Industrial and Institutional properties in the Village of Wheeling.

1. General Regulations

- a. The Temporary Signs listed in this Chapter require a Temporary Sign Permit and shall be located entirely on private property.
- b. The illumination of temporary signs shall not be permitted except in the event of a temporary panel placed on an existing sign.
- c. All temporary signs must be securely mounted to the ground or structure and shall not be affixed to trees or other landscaping.
- d. Temporary signs on fences shall not be permitted, except as provided for in this Section.

2. Temporary signs related to a temporary activity taking place on the property.

- a. **Total:** One (1) sign per street frontage shall be displayed.
- b. **Sign Dimensions:** Maximum sign area shall not exceed thirty two (32) square feet and a maximum height of twelve (12) feet, including any support structures.
- c. **Duration:** Signs may be displayed for a maximum of thirty (30) days, which may be broken up into four one week (seven day) periods. Any display period less than seven (7) days constitutes a one-week period. The signs must be removed immediately following the time period approved on the permit.
- d. **Materials:** Shall be of a durable material intended for outside display/use. Inflatables or Feather Signs may be permitted, provided that they do not exceed ten (10) feet in height. Such signs are not permitted to be attached to a structure or placed on the roof of any structure.
- e. **Location:**
 - i. Wall mounted temporary signs shall not extend above the roof line and must be mounted in such a way that they will not permanently damage the façade.
 - ii. Ground mounted temporary signs must be placed on private property and shall not be placed in a manner that creates a danger to the public, either as a result of dangerous construction, sight obstruction or any other cause.

3. Property with an active building permit. For non-residential properties with an active building permit:

- a. **Total:** One (1) sign per street frontage shall be displayed.
- b. **Sign Dimensions:** Maximum sign area shall not exceed thirty two (32) square feet and a maximum height of twelve (12) feet, including any support structures.
- c. **Duration:** Signs shall be removed within seven (7) days after the completion of construction. Such signs shall not be illuminated. Signs may be placed on fencing provided the sign is made of durable materials.

4. Property receiving occupancy. For non-residential properties seeking occupancy upon completion of construction:

- a. **Total:** One (1) sign per street entrance.
- b. **Sign Dimensions:** Maximum sign area shall not exceed thirty two (32) square feet and a maximum height of twelve (12) feet, including any support structures.
- c. **Duration:** The sign shall be removed within seven (7) days after the issuance of an occupancy permit or at 75% occupancy, whichever occurs last. Sign may be permitted on fences provided they are made of durable materials.

Definition of Terms

Banner. A sign, often temporary, constructed of lightweight flexible material.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Feather Sign. A piece of non-rigid material attached by one edge to a pole used for Temporary Sign display.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Roof Sign. A sign located or mounted on, and supported by, the roof of a structure.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

Temporary Sign. A sign intended for a temporary period and is not permanently located on the ground or affixed to a structure.

Yard Sign. A type of Temporary Sign placed into the ground.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

B. TEMPORARY SIGNS ON RESIDENTIAL PROPERTIES

This Chapter includes regulations for Temporary Signs on Residential Property in the Village of Wheeling.

1. General Regulations

- a. The Temporary Signs listed in this Chapter require a Temporary Sign Permit and shall be located entirely on private property.
- b. The illumination of temporary signs shall not be permitted except in the event of a temporary panel placed on an existing sign.
- c. All temporary signs must be securely mounted to the ground or structure and shall not be affixed to trees or other landscaping.
- d. Temporary signs on fences shall not be permitted, except as provided for in this Section.

2. Property with an active building permit. For properties with at least five (5) units under the control of a single entity with an active building permit:

- a. **Total:** One (1) sign per street frontage. Signs may be placed on fencing provided the sign is made of durable materials.
- b. **Sign Dimensions:** Maximum sign area shall not exceed thirty two (32) square feet and a maximum height of ten (10) feet, including any support structures.
- c. **Duration:** The sign shall be removed within seven (7) days after the completion of construction. Such signs shall not be illuminated.

3. Uses receiving occupancy. For residential properties seeking occupancy:

- a. **Total:** One (1) sign per street entrance.
- b. **Sign Dimensions:** Maximum sign area shall not exceed thirty two (32) square feet and a maximum height of ten (10) feet, including any support structures.
- c. **Duration:** Signs shall be removed within seven (7) days after the issuance of an occupancy permit or at 75% occupancy, whichever occurs last.

Definition of Terms

Banner. A sign, often temporary, constructed of lightweight flexible material.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Feather Sign. A piece of non-rigid material attached by one edge to a pole used for Temporary Sign display.

Frontage. The length or portion of land abutting a public or private roadway.

Grade. The finished surface of the ground.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

Temporary Sign. A sign intended for a temporary period and is not permanently located on the ground or affixed to a structure.

Yard Sign. A type of Temporary Sign placed into the ground.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

A. EXEMPT SIGNS ON COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTY

This Chapter includes regulations for Exempt Signs on Commercial, Industrial and Institutional Property in the Village of Wheeling.

The following signs shall comply with the regulations herein and are exempt from sign permit requirements. All Exempt Signs must be located entirely on private property, except as noted below:

1. Address numbers located on the property to which the identification is serving.
2. Decorations. Temporary displays, including holiday lights, decorations, works of art, religious or historic symbols, and other displays with no commercial message and shall not create a hazard.
3. Directional signs. Maximum sign area of thirty two (32) square feet and must be located on private property.
4. Flags.
5. Governmental signs erected or required by governmental bodies for a public purpose by any law, statute or ordinance, including those signs located in the public right-of-way.
6. Handheld Signs or People in Costume: Shall be located on the sidewalk immediately adjacent to the building within which the tenant/business to which they are advertising is located.
7. Interior Signs. Any sign inside a building, not attached to a window or door, which is not located and not intended to be visible from the adjacent street frontage (public or private) or off-street parking area.
8. Noncommercial sign. Each property is allowed temporary noncommercial signage not to exceed thirty two (32) square feet and maximum height of twelve (12) feet, including any support structures. Such signs shall not be illuminated.
9. Property for sale or lease. One (1) yard sign per street frontage not to exceed thirty two (32) square feet and a maximum height of twelve (12) feet, including any support structures. Such sign shall be removed upon the closing of the sale or initiation of the lease.
10. Sidewalk Sign: One sidewalk sign not to exceed three and one half (3.5) feet in height placed within five (5) feet of the customer entrance during the hours of the operation of the building to which it corresponds. Sidewalk signs shall not be permitted in the public right-of-way and public sidewalks.
11. Signs not located and not intended to be visible from the adjacent street frontage (public or private), including but not limited to, service bay identification signs, vehicle clearance signs, signs affixed to the gas pumps or islands, menu boards and similar drive-thru signage, etc.
12. Window signs and displays.



Definition of Terms

Exempt Sign. A sign for which no permit is required.

Flag. A piece of non-rigid material typically attached by one edge to a pole or rope used as a symbol or as a signal.

Handheld Sign. Signs that are not self-supporting and are carried, supported or under the immediate control of a human being.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

Noncommercial Sign. A sign that does not direct attention to a business, or to a service, or commodity for sale and/or profit; often referred to as political, religious, ideological, or public information signs.

Sidewalk Sign. A Portable Sign that is easily movable and displayed during operating hours of entity to which it's advertising, also called a sandwich board sign.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

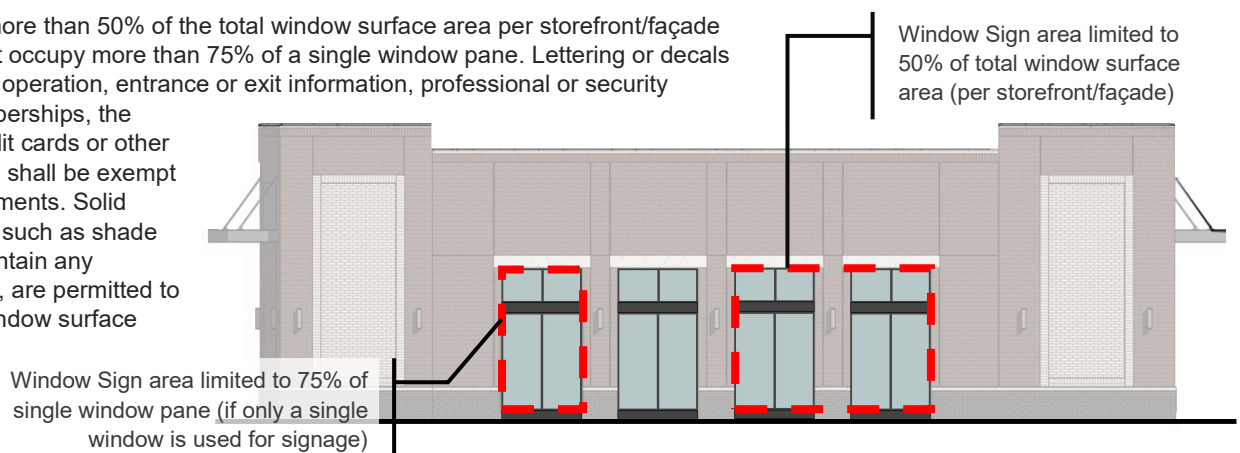
Window sign. Any sign or display that is applied or attached to a window or is located within a building such that the sign is located to be viewed from the exterior of the building. Window displays which have the effect of circumventing the intent of this definition shall be deemed to be a Window Sign.

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

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

Shall not occupy more than 50% of the total window surface area per storefront/façade elevation. Shall not occupy more than 75% of a single window pane. Lettering or decals giving the hours of operation, entrance or exit information, professional or security affiliations or memberships, the acceptance of credit cards or other similar information, shall be exempt from these requirements. Solid window coverings, such as shade film, that do not contain any elements of a Sign, are permitted to cover the entire window surface area.

Window Sign Area Illustration:



B. EXEMPT SIGNS ON RESIDENTIAL PROPERTY

This Chapter includes regulations for Exempt Signs on Residential Property in the Village of Wheeling.

The following signs shall comply with the following requirements and are exempt from Sign Permit requirements and must be located entirely on private property, except as noted below:

1. Address numbers located on the property to which the identification is serving.
2. Commercial Sign. One (1) sign per street frontage not to exceed six (6) square feet and a maximum height of six (6) feet, including any support structures. The sign shall be removed within seven (7) days after the completion of commercial services being provided. For properties with at least five (5) units under the control of a single-entity, refer to [Chapter 21.5 \(Temporary Signs\)](#).
3. Decorations. Temporary displays, including holiday lights, decorations, works of art, religious or historic symbols, and other displays with no commercial message and shall not create a hazard.
4. Flags and handheld signs displaying only noncommercial speech, images or messages.
5. Noncommercial sign. Each property is allowed temporary noncommercial signage not to exceed six (6) square feet and maximum height of six (6) feet, including any support structures. Such signs shall not be illuminated.
6. Property for sale or lease. One (1) yard sign per street frontage not to exceed six (6) square feet and a maximum height of six (6) feet, including any support structures. Such sign shall be removed upon the closing of the sale or initiation of the lease.
7. Signs not located and not intended to be visible from the adjacent street frontage (public or private), including but not limited to internal directional signs, and similar information signs.

Definition of Terms

Banner. A sign, often temporary, constructed of lightweight flexible material.

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Exempt Sign. A sign for which no permit is required.

Flag. A piece of non-rigid material typically attached by one edge to a pole or rope used as a symbol or as a signal.

Noncommercial Sign. A sign that does not direct attention to a business, or to a service, or commodity for sale and/or profit; often referred to as political, religious, ideological, or public information signs.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display.

Support Structure. Any structure or element capable of supporting a sign.

Yard Sign. A type of Temporary Sign placed into the ground.

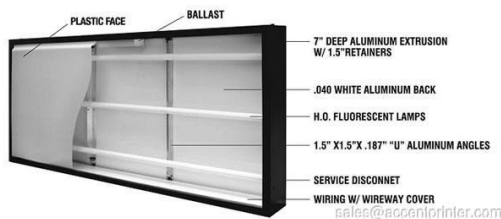
For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

The following signs are expressly prohibited in the Village of Wheeling.

- A. Signs attached to trees, fences or public utility poles, other than warning signs, unless specifically permitted in this Title.
- 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, easement or Village-owned property, unless specifically permitted in this Title.
- D. Signs erected upon, against, or directly above a roof or on top of a building, unless specifically permitted in this Title.
- E. Signs that change physical position or have the visual impression of movement, excluding Feather Signs.
- F. Off-premises signs or other signs which advertise businesses or services not located on the premises where such sign is located.
- G. Vehicles or trailers parked on public or private property visible from the roadway for the sole purpose of providing additional signage; except, during regular business hours, vehicles necessary for the operation of the business may be parked in these locations provided that they have valid license plates.
- H. Portable/mobile signs, excluding Sidewalk Signs.



- I. Pennants, streamers, banners, posters, ribbons, strings of light bulbs, spinners, inflatable objects, the outlining of windows with neon tubing or strings of lights, blinking or flashing, or other attention getting devices.
- J. Signs which emit audible sound, odor or visible matter.
- K. Cabinet (Box) style wall signs.



Definition of Terms

Cabinet (Box) Sign. A sign which includes an outside frame or box-like external structure which encloses the functional elements of the sign, including internal illumination, where the sign content is affixed on a face/panel. Also called a Box Sign.

Feather Sign. A piece of non-rigid material attached by one edge to a pole used for Temporary Sign display.

Off-Premises Sign. A sign which directs attention to a product and/or service sold, offered, created, furnished, or conducted at a location not directly associated with the property or location at which the sign is located.

Portable Sign. A sign designed and intended to be easily moved from place to place.

Roof Sign. A sign located or mounted on, and supported by, the roof of a structure.

Sidewalk Sign. A Portable Sign that is easily movable and displayed during operating hours of entity to which it's advertising, also called a sandwich board sign.

For a complete list of definitions/terms, please refer to [Definitions Chapter 21.9](#).

Variations Chapter 21.8

This Chapter includes Variance provisions for signs in the Village of Wheeling and contains the following Sections:

- A. Procedure for Variations.
- B. Plan Commission.

A. PROCEDURE FOR VARIATIONS

1. An application for a sign variation shall be filed with the Community Development Department which shall transmit the application to the Plan Commission. An application shall be made on forms provided by the Community Development Department.
2. A public hearing shall be held on the application within ninety days (90) after the filing of a completed application. Notice of such hearing shall be published at least once, not more than thirty (30) days nor less than fifteen (15) 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 relief sought.

B. PLAN COMMISSION

1. The Plan Commission shall recommend to the Village Board action for granting or denying of requested variations from the requirements or prohibitions of this Title. No variance from the provisions of this Title shall be granted unless it is found, beyond a reasonable doubt, that all of the following facts and findings have been demonstrated:
 - a. The literal interpretation and strict application of the provisions and requirements of this Title would cause undue and unnecessary hardship to the applicant or property owner due to unique or unusual conditions pertaining to the specific building or property in question.
 - b. The granting of the requested variation would not be materially detrimental to the property owners in the vicinity.
 - c. The unusual conditions applicable to the specific property do not apply generally to other properties in the Village.
 - d. The granting of the variation will not be contrary to the general objective of this Title of moderating the size, number and obtrusive placement of signs and reduction of clutter.
2. All decisions of the Plan Commission shall be advisory and all final decisions for variation shall rest with the Village Board of Trustees, except as otherwise provided by this Title.
3. In recommending a variation, the Plan Commission may recommend such conditions regarding the location, character and other features of the proposed sign as it may deem necessary to carry out the purpose of this Title and 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.
4. The Village Board of Trustees shall act upon an application for variation within ninety (90) days of the date upon which the findings and recommendation of the Plan Commission are made.

Definitions Chapter 21.9

The following definitions, when used in this Title, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Awning Sign. A sign permanently attached, mounted or printed on to an awning that is supported entirely from the exterior wall of the building.



Building/Unit Frontage. The lineal frontage of a building that borders a public or private street or parking area, and where customer access to a structure is available.

Blade Sign. A sign which extends out from a building face or wall, often in a perpendicular manner; also called a projecting sign.



Banner. A sign, often temporary, constructed of lightweight flexible material.

Canopy Sign. A sign permanently attached, mounted or printed on to a canopy.



Cabinet (Box) Sign. A sign which includes an outside frame or box-like external structure which encloses the functional elements of the sign, including internal illumination, where the sign content is affixed on a face/panel. Also called a Box Sign.

Changeable Copy Sign. A component of a sign where the content of the sign's display features changeable text, characters, and/or illustrations by manually, digital, or other method of altering the sign's display. An Electronic Message Center is a type of Changeable Copy Sign.



Definitions Chapter 21.9

Commercial Sign. A sign that directs attention to a business, service, or commodity for sale and/or profit on the premises on which such sign is located.

Directional Sign. A sign used to identify the location or direction of an activity, service, use, access point or similar feature.

Electronic Message Center (EMC). A type of Changeable Copy Sign which utilizes lights or other electronic element to display words, letters, logos, figures, symbols, illustrations, or patterns to form a message.



External Illumination. The illumination of a sign by a source of light which is external to the sign and not contained within the sign itself.

Exempt Sign. A sign for which no permit is required.

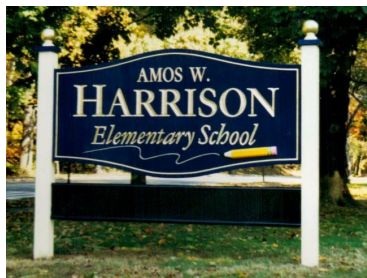
Flag. A piece of non-rigid material typically attached by one edge to a pole or rope used as a symbol or as a signal.

Feather Sign. A piece of non-rigid material attached by one edge to a pole used for Temporary Sign display.



Frontage. The length or portion of land abutting a public or private roadway.

Ground Sign. A sign permanently attached to the ground and is supported by structures or supports that are placed on or anchored in the ground, and is independent from any building or other structure. Also referred to as freestanding sign, monument sign, pole sign or pylon sign.



Definitions Chapter 21.9

Grade. The finished surface of the ground.

Handheld Sign. Signs that are not self-supporting and are carried, supported or under the immediate control of a human being.

Internal illumination. The illumination of a sign by a source of light which is concealed or contained within the sign itself.

Institutional Use. Schools, religious, government and not-for-profit land uses as defined within this Title.

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

Noncommercial Sign. A sign that does not direct attention to a business, or to a service, or commodity for sale and/or profit; often referred to as political, religious, ideological, or public information signs.

Off-Premises Sign. A sign which directs attention to a product and/or service sold, offered, created, furnished, or conducted at a location not directly associated with the property or location at which the sign is located.

Pole Sign. A type of Ground Sign which is supported by a pole extending from the ground.



Portable Sign. A sign designed and intended to be easily moved from place to place.



Roof Sign. A sign located or mounted on, and supported by, the roof of a structure.

Sidewalk Sign. A Portable Sign that is easily movable and displayed during operating hours of entity to which it's advertising, also called a sandwich board sign.



Definitions Chapter 21.9

Sign. Any object, display or structure, or part thereof, which is used to advertise, identify, describe, display, or direct attention through the use of words, printed text, graphics, figures, designs, symbols, images, motion or illumination for the purpose of delivering a message.

Sign Area. The area in square feet of a sign, excluding the minimum frame and supports, by measuring the area enclosing the sign display. Space between separate sign elements is excluded from the area calculation.

Support Structure. Any structure or element capable of supporting a sign.

Temporary Sign. A sign intended for a temporary period and is not permanently located on the ground or affixed to a structure.



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.



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

Wall Sign. A sign mounted or attached to a wall with the exposed face of the sign parallel to the plane of the wall.

Window sign. Any sign or display that is applied or attached to a window or is located within a building such that the sign/display is located to be viewed from the exterior of the building. Window displays which have the effect of circumventing the intent of this definition shall be deemed to be a window sign.

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

Yard Sign. A type of Temporary Sign placed into the ground.



Appendix

The following list identifies the source of images contained in this Title.

Images provided by:

Amazon, American Legal Publishing Corporation, Art Office Signs, Big Mouth Signs, BK Signs, CallisonRTKL, Chandler Signs, Dane Property Solutions, Divine Signs and Graphics, Electro-Matic Visual Blog, Everbrite, Gelberg Signs, Good Guys Signs, ilumads, image360, Isabella Bank, JC Signs Charlotte, Kieffer | Starlite, Legend Sign, LS Professional Design, Mega Sign Rentals, Philadelphia Sign Company, Quantum Signs, Saifee Signs Houston TX, Signworld, Simpsonwood United Methodist Church, Sunshine Electronic Displays, TriMark Signs, Vistaprint, Vital Signs Livingston NJ, Village of Wheeling.