

**TITLE 12: SIGN CONTROL
CHAPTER 3: DEFINITIONS**

SECTION:

12-3-1 DEFINITIONS

A-Frame Sign. Any temporary advertising device ordinarily in the shape of an “A,” or some variation thereof, located on the ground, not permanently attached and easily movable, and usually two-sided. Also called a “sandwich board” sign. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Typical A-frame sign

Abandoned or Obsolete Sign. Any sign which after fifteen (15) days no longer correctly directs or exhorts any person, advertises a business, lessor, owner, or activity or product available on the premises where the sign is displayed.

Approved Combustible Material. Any material more than six-hundredths (0.06) inch thickness, which burns at a rate of not more than two and one-half (2½) inches per minute when subjected to the then prevailing American Society for Testing Materials standard test for flammability in sheets of six-hundredths (0.06) inch in thickness.

Attention Getting Device. Any pennant, flag, valance, banner, propeller, spinner, streamer, searchlight, balloon, ornamentation, sparkler or similar device designed for the purpose of attracting attention, promotion or advertising.

Awning. A structure of canvas, canvas-like or other materials extended over a window or door or over a patio, deck, etc. as a protection from the sun or rain.

Balloon. A flexible container, generally made of rubber or Mylar, inflated with air and then sealed at the neck, used for decoration.

Balloon Sign. A sign comprised of balloons. Displays designed to inflate or move by use of a fan or blower shall be prohibited.

Banner Sign. Any temporary sign printed or displayed upon cloth or other flexible material with or without frames.

Blade Sign or Projecting Sign. A sign which extends out from a building face or wall so that the sign face is perpendicular or at an angle to the building face or wall. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Blade sign or Projecting sign

Building. Anything constructed for the shelter or enclosure of persons, animals, chattels, or movable property of any kind, and which is permanently affixed to the land.

Building Face or Wall. The entire window and wall area of a building in one place or elevation.

Building Frontage. The linear length of a building facing the street.

Building Sign. A sign lettered to give the name or address of a building itself, as opposed to the name of occupants or services.

Cabinet Sign. An internally illuminated cabinet style box sign in which each letter is not individually articulated.

Canopy. Any structure, other than an awning, made of cloth, metal, or other material, attached to and deriving its support from the side of a building or structure for the purpose of shielding a platform, stoop or sidewalk from the elements. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Typical canopy sign

Classic Sign. An original sign or a duplicate of an original sign, which is at least twenty-five (25) years old, that possesses unique physical design characteristics and has been determined to be of extraordinary significance to the Village.

Combustible Material. Any material which will ignite at or below a temperature of one thousand two hundred degrees Fahrenheit (1,200° F) and will continue to burn or glow at that temperature.

Construction Sign. A Temporary Sign which functions to identify a residential subdivision or non-residential developments where the vehicular entrance and/or existing permanent identification sign may be removed, relocated, or hidden due to surrounding construction, which is unrelated to any such development.

Copy (Permanent and Temporary). The wording and numbering on a sign either in permanent or removable letter form.

Copy Area. The area in square feet of the smallest geometric figure, which encloses the actual copy of a sign. For Wall Signs, the copy area refers to the message, not to the illuminated background.

Department of Community and Economic Development. The Department authorized by the Village Manager to administer the provisions of this Title.

Directional Sign. Any sign which serves solely to designate the location or direction of an activity, business or event. Directional signs may also identify walkways, parking lot entrances and exits, and features of a similar nature.

Directory Sign. A sign located on the exterior of a building which functions to identify the occupants of the building or group of buildings which are divided into rooms or suites used as offices or studios.

Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two (2) identical and opposite planes erected at an angle of thirty degrees (30°) or less.

Electrical Sign. Any sign containing electrical wiring which is attached or intended to be attached to an electrical energy source.

Electronic Sign. Signs whose alphabetic, pictographic or symbolic informational content can be changed or altered on a fixed display screen composed of electrically illuminated segments. For the purposes of this Code, electronic signs within Ground or Wall Signs are regulated as one (1) of the two (2) following types:

1. **Electronic Display Screen.** A sign, or portion of a sign, that displays an electronic image or video, which may include text. This definition includes television screens, or video panels, whether made of plasma, LED, OLED or other digital projection technology and holographic displays. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.
2. **Electronic Message Sign.** Any sign, or portion of a sign, that uses changing lights to form a message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Electronic display screen



Electronic message sign

Erected. This term shall mean attached, altered, built, constructed, reconstructed, enlarged or moved, and shall include the painting of wall signs, but does not include copy changes on any sign.

Exempt Signs. Signs exempted from normal permit requirements.

Externally-Illuminated Sign. Any sign, any part of which is illuminated from an exterior artificial light source mounted on the sign, another structure or the ground.

Facade. The face of a building from grade to parapet in height and from side wall to side wall in width.

Frontage. All the property on one (1) side of a street between two intersecting streets measured along the street line, or, if the street is a dead-end, then all the property abutting on one (1) side between an intersecting street and the dead-end of the street.

Glare. A distinct light source within the visual field that is sufficiently brighter than the ambient level of brightness to which the eyes are adapted to cause a visual disturbance or nuisance.

Grade. The average level of the finished surface of the ground adjacent to the base of the sign.

Ground Floor. Any floor that is not more than three (3) feet above or below Grade.

Ground Sign. A sign that is attached to a completely self-supporting structure, which is regulated as one (1) of the two (2) following types:

1. **Ground Sign – Monument.** Any sign, other than a double post sign, placed upon or supported by a foundation in the ground independent of any other supporting structure. As distinguished from a Pole Sign, the base of any monument sign must be a minimum of seventy-five percent (75%) or more of the width of the Sign Face that is to be situated upon the base. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Monument sign

2. **Ground Sign – Double Post.** A sign erected and maintained between two (2) freestanding supports and not attached to any building, but not including a ground monument sign. As distinguished from a ground monument sign, both supports of the sign must be identical in design and structure. This definition includes reference to the illustration of such sign on this page for explanatory, but not limiting, purposes.



Double post sign

Home Occupation Sign. Any sign indicating an occupation or profession practiced by a person lawfully residing on the premises, which is clearly incidental and secondary to the residential use of the dwelling.

Identification Sign. Any sign which functions to identify the legal corporate or registered trade name of a business, an institution, occupant, apartment, residence, school or church, and not advertising any product or service.

Incombustible Material. Any material which will not ignite at or below a temperature of one thousand two hundred degrees Fahrenheit (1,200° F) and will not continue to burn or glow at that temperature.

Individual Letter Sign. Any sign made of self-contained letters, characters, icons, logos or symbols that are mounted on the face of a building, or on top of or below a marquee. For the purpose of this Title, a change, but not the replacement and repair of any character, icon, logo or symbol of an individual Letter Sign shall be deemed a change to the Sign Face regardless of whether the changed Sign comprises more, less or the same Sign Area.

Institutional Bulletin Board Sign. A sign which accommodates manually changeable copy and displays information on activities and events of a Village entity or community-oriented organization.

Institutional Sign. A sign erected by a not-for-profit entity, that has its principal place of business in Lincolnshire, which advertises a noncommercial event or activity being organized by such not-for-profit entity.

Internally-Illuminated Sign. A sign illuminated by a light source, either incandescent, fluorescent, neon or other light that is enclosed by the sign panel(s) or within the sign.

Lot. A Zoning Lot, except as the context herein shall indicate a Lot of Record.

Lot of Record. A lot shown on a plat properly recorded in the office of the Lake County Recorder of Deeds prior to the effective date of this Code.

Lot, Zoning. A parcel of land, at least one (1) lot line of which is a public street line, which is located within a single block, and which is or will be used, developed or built upon as a unit or as a lot within a planned unit development. A zoning lot may or may not coincide with a lot of record.

Lot Line. A boundary of a zoning lot.

Marquee. Any fixed hood other than a canopy or awning which is supported solely by the building to which it is attached, constructed of metal or other noncombustible material, and includes a sign or advertising announcements regarding entertainment and amusement.

Master Sign Plan. A plan that establishes and coordinates the overall sign design of a building or building site in order to provide direction for current and future tenants.

Menu Board. A device which functions to list items for sale at a drive-thru restaurant.

Message, Advertising. That copy on a sign describing products or services being offered to the public.

Message, Noncommercial. That copy on a sign which does not direct attention to a business or to a service or commodity for sale, and is typically of a political, religious, or ideological nature.

Moving Sign. A sign or other advertising structure with moving, revolving or rotating parts, or visible mechanical movement of any kind, including wind-activated signs. Clocks are not considered signs with moving parts.

Nit. A non-SI (International System of Units) unit of luminance equal to one candela per square meter (1 nit = 1 cd/m²) used to measure brightness of an Electronic Sign. For the purposes of measuring nits, a light meter which computes brightness in "luminance" shall be used per the instructions of the specific light meter used.

Nonconforming Signs. Any advertising structure or sign which was lawfully erected and continuously maintained prior to such time as it came within the purview of this Title and any amendments hereto, and which fails to conform to all applicable regulations and restrictions of this Title.

Office/Industrial Development Sign. A permanent identification sign, located at and identifying the major entrances to a territory, which is comprised of a single office/industrial subdivision. Office/Industrial Development Signs must be located entirely on private property, except where an easement or a right-of-way permit has been granted by an applicable highway authority.

Off-Premise Institutional Sign. A freestanding sign erected by a not-for-profit entity, that has its principal place of business in Lincolnshire, which advertises a noncommercial event or activity being organized by such not-for-profit entity which is located on any property or right-of-way other than where the event or activity shall occur.

Off-Premises Sign. Any sign which directs attention to a business, service, product or entertainment not sold or offered on the premises on which the sign is located. Also called a “billboard.” Off-premises Identification signs in unified commercial/mixed-use developments granted a Planned Unit Development designation shall be permitted, regardless of property ownership, provided such signs are designed as Ground Monument or Ground Double-Post signs.

Owner. Any person who is the record title owner of any lot or parcel of land and all duly authorized agents of such owner, beneficiaries of a land trust which is the record owner of any such lot or parcel of land, any purchaser including contract purchasers, any person having a vested or contingent interest in the lot or parcel of land in question, or the legal representatives of any such persons. For the purposes of this Chapter, there shall be a rebuttable presumption that the person to whom tax bills have been sent for the past year, according to the records of the Lake County, is an Owner.

Parapet or Parapet Wall. That portion of a building wall that rises above the roof level.

Pennant Sign. Any geometric shaped cloth, fabric or other lightweight material normally fastened to a stringer, which is secured or tethered so as to allow movement of the sign.

Permanent Sign. A sign attached to a structure or the ground which is made of materials intended for long-term use, such that it is considered a fixture of such structure or property.

Person. Includes any individual, firm, partnership, association, corporation, company or organization of any kind, whether for profit or not for profit.

Pole Sign. A sign which is supported by one (1) pole extending from the ground.

Political Sign. A sign whose function is to draw attention to or communicate a position on any issue, candidate or measure that is the subject of national, state or local debate.

Portable Sign. A sign not permanently attached to the ground or a building that includes changeable copy.

Project Announcement Sign. A Temporary Sign which functions to identify an upcoming construction project, architect, contractor, builder, engineer and/or tenants related to new residential subdivisions or non-residential buildings and/or developments.

Real Estate Sign. A sign erected for purposes of advertising a parcel or building to be available for sale or lease.

Real Estate Sign Rider. A sign panel attached to the main real estate sign structure displaying additional items of information.

Residential Development Sign. A permanent identification sign, located at and identifying the major entrances to a territory, which is comprised of a single residential subdivision or residential planned unit development. Residential Development Signs must be located entirely on private property, except where an easement or a right-of-way permit has been granted by an applicable highway authority.

Roof Line. The top edge of the roof or the top of the parapet, whichever forms the top line of the building elevation.

Roof Sign. Any sign located on or attached to and extending above the roof of a building. For a building with a mansard roof, any sign affixed to the roof but which does not extend higher than the top of the roof shall be designated a wall sign.

Sign. Any visual device or representation designed or used for the purpose of communicating a message or identifying a product, service, person, organization, business or event, with the use of words or characters, visible from outside the premises on which such device is located.

Sign Area. The entire area of the sign background, including any material or color forming the background used to differentiate the sign from the backdrop or structure against which it is placed.

Sign Face. The visible sign proper including all characters and symbols, excluding essential structural elements which are not an integral part of the display.

Sign Height. The entire height of the sign, including decorative elements, as measured from grade.

Sign Structure. Any structure, or material which supports, has supported or is capable of supporting or keeping a sign in a stationary position, including foundation and decorative covers.

Street. A right-of-way dedicated or used as a public thoroughfare or easement that affords primary means of access to contiguous property.

Structure. Anything constructed or erected with a fixed location on the ground, or attached to something having a fixed location on the ground. Without limitation on the foregoing, a structure shall include buildings, fences, walls, billboards and signs.

Temporary Sign. A sign not intended or designed for permanent display.

Temporary Advertisement Sign. A sign advertising a temporary event or product/service and not intended or designed for permanent display.

Temporary Identification Sign. A sign cover not intended or designed for permanent display placed over an existing ground sign for a change in building occupancy that results in an immediate need to identify the legal corporate or registered trade of a new occupant.

Temporary Window Sign. A sign attached to or placed upon a window or door of a building intended for viewing from the exterior of such a building and not intended or designed for permanent display.

Under-Awning Sign. Any sign attached to and mounted under an awning.

Under-Canopy Sign. Any sign attached to and mounted under a canopy.

Variance. A relaxation of the terms of this Chapter where such relaxation will not be contrary to the public interest and where, due to conditions peculiar to the property and not the direct result

of the actions of the owner, a literal enforcement of the Code would result in unnecessary hardship.

Vehicle Sign. Any sign that is displayed in or on an automobile, truck, bus, trailer or other vehicle that is being operated or stored in the normal course of business, such as signs indicating the name of the owner or business which is located on moving vans, delivery trucks, retail trucks and trailers, and the like provided that the vehicle is parked and stored in areas appropriate to their use and in compliance with other applicable Village ordinances.

Village. The Village, or Municipality of Lincolnshire, Illinois.

Wall Sign. A sign attached to or erected against a façade, the wall of a building or retaining wall with the face in a parallel plane of the wall to which it is attached.

Window Display. Any presentation of merchandise along with associated artwork placed behind a window. Window displays are not considered signs.

Window Identification Sign. A window sign that identifies the legal corporate name or registered trade name of the entity therein.

Window Sign. Any sign located within a building interior that is intended for viewing from the exterior of such a building.

Window Wrap. A non-advertising design element comprised of a film or acetate bonded to the interior of a window that depicts either images that incorporate the exterior design elements/style of the building on which the window is located, or provides a graphic representation of elements of the business within. Lettering and company logos are prohibited.