



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Planning Division*

**m e m o r a n d u m**

**TO:** Urbana Plan Commission

**FROM:** Robert Myers, AICP, Planning Manager

**DATE:** October 1, 2007

**SUBJECT:** Zoning Ordinance text amendments pertaining to signs and outdoor advertising sign structures (OASS), Case No. 2050-T-07

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**Introduction**

Plan Case No. 2050-T-07 is an application for a Zoning Ordinance text amendment revising the City's procedures and standards for signs and outdoor advertising sign structures (also called hereinafter "OASS" or "billboards"). The applicant is the Urbana Zoning Administrator.

This case was presented at the September 20, 2007 Plan Commission meeting. Following presentations by City staff and the public, the Plan Commission asked City staff to provide further information on the following aspects of the sign and billboard code.

- (1) Study the advisability of changing the minimum distance requirements between billboards from 1,500 feet (current standard) to 750 feet.
- (2) Reexamine the requirement that new billboards be placed no closer than 300 feet from any residential, AG, or CRE zoning district, including those of other governmental jurisdictions.
- (3) Consider whether to add IL Route 130 as an allowable corridor for erection of billboards.
- (4) Provide background information about redevelopment agreements in TIF districts, such as when TIF districts and redevelopment agreements expire.
- (5) Consider maintaining the existing Special Use Permit (SUP) requirement for approval of new billboard permits.

This memorandum is intended to provide the requested information.

## Discussion

### Billboard Separation Requirements

In September 2004, the Urbana City Council adopted a temporary moratorium on the construction of new billboards in order to provide time to study the need for revised standards. This followed a period of heightened billboard construction. In 2002, Urbana had 28 billboard structures, and by September 2004 permits the City had issued permits for an additional nine OASS. City staff determined as part of its research that under the Sign Ordinance then in place, approximately 122 new billboard structures could be built, all possibly with multiple sign faces.

On June 5, 2006, the Urbana City Council in Ordinance No. 2006-06-071 amended the standards and procedures for OASS provided in the Zoning Ordinance. As part of the heightened standards, the separation distance for billboards was increased from 300 to 1,500 feet. A minimum 1,500 foot spacing distance was chosen considering:

- A record of billboard proliferation before adoption of the 2004-2006 temporary moratorium
- Billboard separation requirements in other Illinois communities, including in Champaign County
- Whether or not this requirement would be more restrictive than necessary to serve the public interest. (Central Hudson Test used in *Metromedia, Inc. v City of San Diego*)

The following shows required minimum billboard spacing among Champaign County jurisdictions. It will be noted that these spacing requirements range from zero feet in Rantoul to 5,280 feet in unincorporated Champaign County along interstate highways and beyond 660 feet from the right-of-way.

### Billboard Spacing Requirements in Champaign County Jurisdictions

City of Champaign	300 feet
Village of Mahomet	300 feet
Village of Savoy	
C-1, C-2, I-1, and I-2 Zoning Districts	50 feet
Thoroughfare Corridor Overlay District (Rt. 45)	1,500 feet
Village of Rantoul	zero feet
Champaign County	
Along interstate highways	5,280 feet (one mile)
Along highways except interstates in lower zoning districts	Max. 3 per mile
In B-3, B-4, B-5, I-1 and I-2 zoning districts	One billboard per property frontage, provided no on premise freestanding sign

Although County properties zoned commercial and industrial could have one billboard per lot frontage, only approximately 0.3% of unincorporated Champaign County is so zoned.

The Village of Savoy is noteworthy as their minimum spacing requirement was increased from 50 to 1,500 feet within the Route 45 corridor which essentially includes most if not all of the village's commercial areas. Adams Outdoor Advertising indicated at a previous Urbana Plan Commission meeting that they had agreed with Savoy's 1,500 foot spacing with a cap and replace requirement. Although Urbana likewise has 1,500 foot spacing, Urbana's ordinance would allow some additional billboards to be constructed.

The landmark Central Hudson Gas & Electric court case provides a four part test for cases involving government regulation. Under the Central Hudson test, once it has been established that the regulation serves and advances a substantial public interest, the last question is whether or not the regulation is more restrictive than necessary to serve the governmental interest. If a one-mile minimum distance had been enacted, such as is already required in Champaign County along interstates, it might be argued that the distance would be more restrictive than necessary to serve the city of Urbana's public interest. Analysis using geographic information system shows that a combination of,

- (1) 1,500 foot minimum spacing,
- (2) Allowing only one row of billboards per roadway corridor, and
- (3) A minimum 300 foot residential buffer,

Would prevent billboard proliferation while still leaving limited opportunities for new sites. In this regard the petitioner believes 1,500 foot spacing sufficiently advances the public interest in limiting billboard proliferation without being more restrictive than necessary.

#### *Minimum 750 feet Spacing Requirement*

The Urbana Plan Commission requested that City staff review the effect and advisability of changing the City's billboard spacing requirements from 1,500 to 750 feet. Through GIS analysis, the number of new billboard structures possible within the city limits would increase from approximately 4 to 15 new billboard structures. This is given one billboard row per corridor and a 300 foot residential buffer.

#### *Distance requirements and Nonconforming Billboards*

Eliminating billboards as a means of communication is neither the intent nor practical effect of changing the distance requirement. Under the current and proposed Zoning Ordinance, nonconforming billboards would not have to be removed. Section X-9.C.3 of the current Zoning Ordinance provides an exclusion for removal of nonconforming billboards:

"In light of the final Judgement Order rendered by Circuit Court of the Sixth Judicial Circuit, Champaign, County, Illinois, in the suit entitled 'C & U Post Advertising Co., Inc., et al vs. City of Urbana, et al', No. 76-C-1070, and in light of the Settlement Agreement entered into between the parties, which requires the removal of certain (otherwise nonconforming outdoor advertising sign structures, outdoor advertising sign structures are not subject to amortization or removal under this section."

Since the settlement agreement, the legality of requiring removal of nonconforming billboards has become more clear. In the 2006 case City of Oakbrook Terrace v. Suburban Bank and Trust

Company, Illinois' Second District Appellate Court decided that a two-year amortization period for nonconforming signs and billboards violated Illinois' Eminent Domain Act. Also, effective January 1, 2007, the Illinois' Eminent Domain Act (735ILCS30/10-5-5) was revised to specifically insure just compensation for OASS prohibited under local sign ordinances.

Based on new information such as this, the proposed Zoning Ordinance text amendment would make the following changes to Section X-9.C.3, Nonconforming Signs and OASS.

3. ~~“In light of State and Federal laws and regulations, In light of the final Judgement Order rendered by Circuit Court of the Sixth Judicial Circuit, Champaign, County, Illinois, in the suit entitled ‘C & U Post Advertising Co., Inc., et al vs. City of Urbana, et al’, No. 76 C 1070, and in light of the Settlement Agreement entered into between the parties, which requires the removal of certain (otherwise nonconforming outdoor advertising sign structures, outdoor advertising sign structures are not subject to amortization or removal under this section.”~~

### *Billboard Separation Recommendations*

By decreasing the billboard separation distance from 1,500 to 750 feet, the number of new billboard structures possible within the city limits would increase from approximately 4 to 15 new structures. This assumes one row of billboards per corridor and a 300 foot residential buffer requirement. City staff recommends that the current 1,500 foot spacing requirement be retained.

### **Residential Buffer**

In 2006, the City of Urbana heightened the standard for how close new billboards could be located from Residential, Agricultural, or Conservation-Recreation-Education zoning districts (referred to hereinafter as “residential buffer”). The minimum distance was increased from 50 to 300 feet. At the September 20, 2007 public hearing, the Plan Commission asked City staff to (1) consider whether 300 feet is a reasonable distance, and (2) clarify how the residential buffer is to be measured.

In terms of the first question, the purpose of the buffer is to limit the intrusion of billboards on homes, schools, parks, conservation land, and farmland. Limiting billboard intrusion on homes, schools, parks, and farmland is a widely held purpose of sign ordinances in the United States. This is true locally as well.

This concept is supported in part by Goal 17.0 of the City of Urbana's 2005 Comprehensive Plan.

#### **Goal 17.0 Minimize incompatible land uses.**

Objective 17.1 Establish logical locations for land use types and mixes, minimizing potentially incompatible interfaces, such as industrial uses near residential areas.

Objective 17.2 Where land use incompatibilities exist, promote development and design controls to minimize concerns.

All governmental jurisdictions known to regulate signage in Champaign County have such a requirement. The following table provides a comparison.

<b>Residential Buffer Requirements for Billboards in Champaign County, Illinois Jurisdictions*</b>	
<i>Jurisdiction</i>	<i>Minimum billboard distance</i>
City of Champaign	330 ft. from any residential zoning district
Village of Mahomet	
Facing I-74	500 ft. from any residential zoning district, school, park, church, hospital, or nursing home
Facing Routes 150 and 47	150 ft. from any Residential, Conservation, or Agriculture zoning district
Village of Rantoul	500 feet from any residential zoning district, school, park, hospital, or nursing home
Village of Savoy	
In Thoroughfare Corridor Overlay District (U.S. Rt. 45)	150 ft. from any residential zoning district
In zoning districts outside the Thoroughfare Corridor	None
City of Urbana	300 ft. from any Residential, CRE, or Agricultural zoning district
Champaign County	
In AG, CRE, R, B-1, and B-2 zoning districts	500 ft. from any “bonafide residence, church, school, or similar institution
In B-3, B-4, B-5, I-1, and I-2 zoning districts	100 ft. from any “bonafide residence, church, school, or similar institution
* How each jurisdiction measures this requirement is unclear.	

While Urbana’s previous 50-foot buffer requirement was certainly among the least restrictive, the City’s current 300-foot requirement falls mid range among County jurisdictions. The closest comparison is the City of Champaign’s minimum distance of 330 feet from residential zoning districts. This is also significant in that Champaign recently updated their Sign Ordinance with input from Adams Outdoor Advertising, and the 330 foot buffer was retained.

The second question is how the residential buffer is intended to be measured. According to Table IX-5 of Urbana’s Sign Regulations, “*The location of each OASS shall comply with the following minimum separation requirements: ... 2. No less than 300 feet from any Residential, AG, or CRE zoning district, including those of other governmental jurisdictions.*” Although the wording strongly implies that measurement should be taken as a 300 foot radius around each billboard, City staff in writing the 2006 amendment had envisioned protecting homes, parks, and schools backing up to or along side billboard sites. Residents tend to see the rear yards of their home as a semi-private realm.

As was pointed out at the public hearing, as the City limits are extended along corridors such as U.S. Route 45 (Cunningham Avenue), annexation is likely to take place incrementally with properties on only one side of the roadway in the City for some years. This means that unincorporated land on the opposite side of the road would likely remain in County AG zoning. This could have the practical effect of pushing new billboards farther back on the lot. This could work against the City’s interest in insuring that billboard lease sites are not located in the middle of the lot and impede development/redevelopment.

*Residential Buffer Recommendations*

City staff believes that Urbana's 300-foot requirement is not unique or arbitrary, is necessary to protect residential and other sensitive land uses, and is necessary to deal with billboard proliferation. City staff asks that the Plan Commission recommend: (1) retaining the current 300-foot buffer requirement and (2) clarifying that the distance should only to be measured for Residential, CRE, and AG zoning districts on the same side of the roadway.

### **Route 130**

The Plan Commission requested at their September 20, 2007 meeting that City staff consider adding Route 130 to the list of corridors in Urbana where billboards can be constructed. The Urbana Zoning Ordinance (Table IX-5) limits billboard construction to within 660 feet of the right-of-way of the following roadways.

Interstate 74  
University Avenue  
Cunningham Avenue north of University Avenue  
U.S. Route 150  
Lincoln Avenue north of Bradley Avenue

The Urbana Zoning Ordinance has never allowed billboards to be constructed in the current Route 130 corridor. During the 2004-2006 temporary billboard moratorium, City staff studied a request by Adams Outdoor Advertising to adopt a "cap and replace" program which would cap the total number of billboards in the city but allow removal and replacement in new locations, such as the Route 130 corridor. The Urbana City Council considered but rejected this idea because it would open new areas for billboard construction. The Mayor has also cited Route 130 in particular as an area where the design should be held to a high standard. For instance, the Mayor has consistently supported monument signs rather than elevated pole signs for new businesses along Route 130 such as Wal-Mart.

### *Route 130 Recommendation*

City staff recommends no changes to the list of allowable corridors for billboards.

### **TIF districts**

The Plan Commission at their September 20, 2007 meeting asked City staff to provide information on when TIF districts and redevelopment agreements terminate. This is in response to a provision of the proposed ordinance prohibiting new billboards on properties for which a Redevelopment Agreement has been approved by or is pending before the Urbana City Council, unless such Agreement explicitly allows for OASS placement. Maps showing properties with existing or pending agreements were provided to the Plan Commission at their September 20<sup>th</sup> meeting.

The City has had a concern that billboard placement could hinder redevelopment of our community's transportation corridors. For instance, placement of a billboard in the middle of a lot, and with a ground lease of 20 years or more, can impede the property from being developed or redeveloped. Allowing this would conflict with the intent of the City's adopted TIF district plans

which is to promote business through physical improvements including redevelopment of blighted and underutilized properties. Goal 18.0 of Urbana’s 2005 Comprehensive Plan explicitly supports redevelopment of these corridors using tools such as TIF.

**Goal 18.0 Promote infill development.**

*Objective*

- 18.1 Promote the redevelopment of underutilized property using techniques such as tax increment financing, redevelopment loans/grants, enterprise zone benefits, marketing strategies, zoning incentives, etc.

As requested by the Plan Commission, the following indicates the designation and termination dates for Urbana’s four TIF districts.

<i>TIF District</i>	<i>Date Designated</i>	<i>Date to be Terminated</i>
#1	12/22/1980	12/31/2016
#2	12/31/1986	12/31/2022
#3	12/03/1990	12/31/2013
#4	12/17/2001	12/31/2024

The time of expiration for redevelopment agreements with the City vary by project but in practice have been from three to ten years. According the City’s Economic Development Manager, the City would not approve redevelopment agreements which would expire after the TIF district would terminate.

*TIF Recommendation*

City staff recommends maintaining the proposed exclusion of new billboards for properties for which the Urbana City Council has an approved or pending TIF redevelopment agreement, unless such agreement explicitly allows it. Following the agreement’s termination, these properties would become available for billboard construction.

**Special Use Permit process**

The Plan Commission at their September 20, 2007 meeting asked City staff to consider keeping the current requirement that new billboards be approved as a Special Use Permit. City staff, consulting with outside legal counsel, has determined that it is important to eliminate the Special Use Permit requirement to strengthen Urbana’s ordinance.

As a medium of speech, the courts classify signs and billboards as an especially protected type of land use. Although the courts may find it constitutional that a new cement plant, for instance, requires a Special Use Permit, the same for signs and billboards can raise questions about freedom of speech, equal protection, and procedural due process. For instance, do Special Use Permit requirements include criteria which by their vagueness offer “unbridled discretion” to government decision makers? Is a Special Use Permit required for some mediums of speech (for off premise signs) but not others (for onsite sign)? Lacking time limits for approval, can the Special Use Permit

process be unreasonably delayed? Can a Special Use Permit for a billboard be revoked without sufficient protections to a permitted medium of speech?

Under Amendment I of the U.S. Constitution, “Congress shall make no law ... abridging the freedom of speech.” The Supreme Court has ruled that information conveyed by signs and billboards, although commercial, is nonetheless free speech protected under the First Amendment. Courts have often weighed the Constitution’s free speech clause with governmental interests in regulating signage.

In order to avoid constitutional challenges, we would recommend requiring that sign ordinances avoid prior restraint and remain content neutral.

#### *Special Use Permit Process Recommendations*

City staff finds that the Special Use Permit process now required for new billboards in Urbana must be removed in favor of a less discretionary permit review process. As the applicant in this proposed Zoning Ordinance text amendment, the Urbana Zoning Administrator cannot support keeping the Special Use process.

### **Summary of Staff Findings**

City staff proposes the following findings in this case.

1. Urbana’s Zoning Ordinance has been enacted by the corporate authorities of the City of Urbana pursuant to its home rule powers as provided for in the Constitution of the State of Illinois, 1970.
2. Urbana’s Zoning Ordinance has been enacted in conformance with the Illinois Municipal Code.
3. The proposed amendment will further the City of Urbana’s goals, policies, and implementation strategies concerning signs and outdoor advertising sign structures as expressed through the City’s Comprehensive Plan, Zoning Ordinance, Tax Increment Finance District Plan, and other pertinent documents.
4. The proposed amendment is intended to insure that the process for approving signs and billboards comply with current Federal and State laws, regulations, and case law.
5. The proposed amendment is intended to insure that the standards for signs and billboards comply with current Federal and State laws, regulations, and case law.

### **Options**



The Plan Commission has the following options for recommendation to the Urbana City Council. In Plan Case 2050-T-07, the Plan Commission may:

- a. forward this case to City Council with a recommendation for approval of the proposed Zoning Ordinance text amendments, as presented herein;
- b. forward this case to City Council with a recommendation for approval of the proposed Zoning Ordinance text amendments, as modified by specific suggested changes; or
- c. forward this case to City Council with a recommendation for denial of the proposed Zoning Ordinance text amendments.

### **Staff Recommendation**

Based on the evidence presented in the discussion above, and without the benefit of considering additional evidence that may be presented at the public hearing, staff recommends that the Plan Commission recommend **APPROVAL** of the proposed Zoning Ordinance text amendments with the following revision:

- (1) Change Section IX-6. D.1.a to read as follows: “Except ... Within 300 feet of the boundary of any R-1, R-2, R-3, R-4, R-5, R-6, R-6B, R-7, AG, or CRE zoning district on the same side of the roadway, including those of other governmental jurisdictions.

Prepared by:

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Robert Myers, AICP  
Planning Manager

Attachments: Exhibit A: Proposed Zoning Ordinance amendment, clean version  
Exhibit B: Proposed Zoning Ordinance amendment, underline and strike out version

cc:

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## ARTICLE IX. COMPREHENSIVE SIGN AND OUTDOOR ADVERTISING SIGN STRUCTURE (OASS) REGULATIONS

- Section IX-1. Legislative Intent and Findings**
- Section IX-2. Sign and OASS Definitions**
- Section IX-3. Measurement Standards**
- Section IX-4. General Sign Permit Requirements**
- Section IX-5. Signs Allowed Without a Permit**
- Section IX-6. Outdoor Advertising Sign Structures (OASS)**
- Section IX-7. Prohibited Signs and Outdoor Advertising Sign Structures**
- Section IX-8. [reserved]**
- Section IX-9. Enforcement and Penalties**

### Section IX-1. Legislative Intent and Findings

The purposes of this Article are to establish regulations and controls which promote the goals, objectives, and policies of the City of Urbana Comprehensive Plan; and to permit and regulate signs and outdoor advertising sign structures (OASS) so as to support and complement the land use policies set forth in Article I, Section I-1 of this Ordinance. To these ends, this Article regulates the size, number, and spacing of signs and OASS in order to: aid in traffic safety by avoiding uncontrolled proliferation of signs and OASS which distract and endanger safety and traffic flow; reduce congestion of land, air, and space; preserve and protect property values; establish reasonable standards for the use of signs and OASS in order to maintain and encourage business activity and development; protect and enhance the physical appearance of the community and the scenic value of the surrounding area; and regulate signs located near to or visible from public property such as streets, highways, parks, and schools where such signs could jeopardize the public's investment in these facilities.

These sign regulations expressly distinguish between "signs" and "outdoor advertising sign structures (OASS)" based on the specific finding that outdoor advertising sign structures represent a separate and unique communication medium available to the general public for the periodic display of both commercial and noncommercial information, utilizing nationally standardized sign panels designed to allow relatively frequent changes in message. At the same time, these regulations recognize that limiting the size, number, and spacing of such structures is consistent with and will further the purposes and policies expressed herein.

Recognizing that OASS and other signage can be constructed to varying degrees of compatibility or incompatibility with their surroundings, these regulations require that certain design standards be implemented when constructing OASS. Further recognizing that the zoning districts in and routes along which OASS may be erected are mainly commercial, rather than industrial, these provisions are intended to result in a minimum baseline of architectural features, and are intended to result in OASS that have an acceptable commercial, as opposed to industrial, appearance. (Ord. No. 2001-05-044, 06-04-01) These sign regulations recognize the basic guaranteed right of freedom of speech and therefore are not intended to control the content of any message displayed nor discriminate between on-premise and off-premise messages.

### Section IX-2. Sign and OASS Definitions

- A. *Banner*. A sign made of paper, plastic or fabric of any kind and which can be easily folded or rolled.
- B. *Community Event Sign*: A sign displayed for a special community event or activity conducted by or sponsored by or on behalf of a unit of local government, institution of an educational, philanthropic, or eleemosynary nature, a charitable organization, or a not-for-profit corporation. A special community

event or activity is one which occurs not more than twice in any twelve-month period and which seeks to attract donations, participants, customers, or an audience throughout the community. (Ord. No. 8283-43, § 2, 1-17-83; Ord. No. 8485-73, § 1, 4-15-85)

- C. *Development Sign*: Any sign displayed on a construction site by architects, engineers, contractors, or other individuals or firms involved with the construction, alteration, or repair of a building or subdivision of property.
- D. *Electronic Message Board Sign*: A sign with a fixed or changing message composed of a series of lights that may be changed through electronic means.
- E. *Flag*. A square or rectangular sign made of paper, plastic or fabric of any kind and intended to be hung from a flagpole by being tethered along one side.
- F. *Freestanding Sign and Freestanding Outdoor Advertising Sign Structure*: Any sign or outdoor advertising sign structure completely or principally self-supported by posts or other supports independent of any building or other structures.
- G. *Grand Opening Sign*: A temporary sign displayed at the time of the opening of a new business or the change of ownership of a business. (Ord. No. 9495-81, 3-6-95)
- H. *Home Occupation Sign*. A sign displayed on a property where any occupation or profession for gain or support is carried on as an accessory use in a dwelling unit by a member or members of the immediate family residing on the premises.
- I. *Institutional Signs*: Any sign and/or message board displayed by any public, charitable, educational, religious or other institution, when located on the premises of such institution.
- J. *Message Board*: A sign, or any portion of a sign, designed and constructed to allow changeable messages through manual, mechanical, or electronic means.
- K. *Monument Sign*: A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than support poles.
- L. *Multi-Family Residential Identification Signs*: Signs displayed by a multi-family residential building or complex, boarding or rooming house, or dormitory, in accordance with Table V-1. Such signs shall be subject to the standards specified in Table IX-10.
- M. *Official Sign*: Signs displayed in the public right-of-way with approval of the Public Works Director or designee. Examples include safety signs, danger signs, traffic signs, memorial plaques, or signs indicating points of scenic or historical interest.
- N. *Outdoor Advertising Sign Company*: A commercial enterprise which owns, maintains, erects, and manages outdoor advertising sign structures which are designed, intended, and customarily used to mount periodically changing commercial or noncommercial messages, such standardized signs and sign space to be made generally available to the general public.
- O. *Outdoor Advertising Sign Structure (OASS)*: An outdoor advertising display, including the permanent framework, structural members, support or supports, foundation, scaffolding and illumination, facing or panels, which is intended and whose customary use is to mount periodically changing commercial or noncommercial displays and which is made generally available for display to the public by an outdoor advertising sign company on a short term basis.
- P. *Permanent Sign*: A sign that is permanently affixed or anchored to the ground, building, or other structure.

- Q. *Portable Sign*: A freestanding sign not permanently anchored or secured to either a building or structure.
- R. *Private Traffic Directional and Instructional Signs*: Any on premise sign designed to direct and instruct motorists to access and circulate onsite in an orderly and safe manner.
- S. *Projecting Sign*: A sign, other than a wall sign, which projects from and is supported by, or attached to, a wall of a building or structure.
- T. *Roof Sign*: A sign erected, constructed, or maintained upon or over a roof, and more than half of whose height is above the building height. A sign mounted on a roof, which does not qualify as a roof sign, shall be considered a wall sign.
- U. *Sandwich Board Sign*: Any temporary freestanding sign that is oriented in its display primarily towards pedestrian traffic.
- V. *Shopping Center/Commercial PUD Sign*: A sign designed for the purpose of being displayed by an entire shopping center. No single listing may exceed 50% of the area of any face of the sign.
- W. *Sign*: Any identification, description, display, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land in view of the general public and which directs attention to a product, place, activity, person, institution, or business. An Outdoor Advertising Sign Structure (OASS) shall not be considered a sign under the regulations contained in this ordinance.
- X. *Subdivision Sign*: Any sign displayed by a residential, commercial, office or industrial subdivision or neighborhood.
- Y. *Temporary Sign*: A sign intended for a limited or intermittent period of display which is readily movable and is not permanently anchored to the ground, building or other structure. Such sign is not a portable sign. See Section IX-4.E for regulations for temporary signs.
- Z. *Underground Utility Warning Signs*: Signs displayed in connection with underground utility pipes, conduits, and cables.
- AA. *Wall Sign, Wall-Mounted Sign, or Wall-Mounted Outdoor Advertising Sign Structure*: A sign displayed on or visible through a wall of a building or structure so as to be seen primarily from the direction facing the wall. A wall sign or outdoor advertising sign structure attached to the exterior wall of a building or structure, which (in a plane parallel to the plane of said wall) does not extend or project more than 18 inches.

### **Section IX-3. Measurement Standards**

- A. *Area Measurement of Signs and OASS*. The area of a sign shall be computed as:
  - 1. *Flat Sign*: The area of the smallest convex geometric figure encompassing the sign; or
  - 2. *Volumetric Sign*: The area of the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the sign, including any frame, structural trim, or other material forming an integral part of the display as used to differentiate such sign from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display.
  - 3. *Outdoor Advertising Sign Structures (OASS)*:

The surface area of a sign or surface display area of an outdoor advertising sign structure shall be the area of the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the surface display area of writing, representation, emblem, advertising embellishment, or other figure of similar character or potential display area of an outdoor advertising sign structure, together with any material forming an integral part of the display or used to differentiate such sign or outdoor advertising sign structure from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display because of the predominant overall concept of the sign, and shall exclude the apron, if any, which itself covers structural members, supports or uprights. The lowest projection of the display area shall not be more than six inches above the lowest portion of any horizontal structural element of the OASS.

This Article limits OASS to standard "30 sheet poster panels" or "junior panels" and which shall be measured as follows:

- a) 30 sheet poster panels or painted bulletins are approximately 12 feet by 25 feet and contain no more than 300 square feet of total display area;
- b) Junior panels are approximately six feet by 12 feet and contain no more than 72 square feet of total display area;
- c) Height and width measures for 30 sheet poster panels and junior panels shall include outside dimensions, including any trim, but excluding the base, apron, supports, and other structural members; and
- d) For the purpose of defining the height and width of an OASS, The term "approximately" shall permit the approval of an OASS containing lineal dimensions which deviate from the standardized dimension by no more than 20%.

#### B. *Height Measurement*

The maximum allowable height of freestanding signs and OASS shall be measured as the distance from the top of the highest portion of the sign or structure to:

1. The grade at the foundation of the sign or outdoor advertising sign structure; or
2. The average grade of the lot, whichever is less.

The minimum required height of OASS shall be measured as the distance from the bottom of the lowest portion of the sign or sign structure to:

1. The grade at the foundation of the sign or outdoor advertising sign structure; or
2. The average grade of the lot, whichever is less.

#### C. *OASS Separation Distance Measurements.*

The separation distance between OASS shall be measured as follows:

- a) Separation distances between OASS shall be measured horizontally along the centerlines of the roadway(s) to which OASS faces are directed, and between points on said centerlines closest to each OASS.

- b) For free-standing OASS, the closest point on the roadway centerline shall be measured from the closest point of ground support for the structure.
  - c) For wall-mounted OASS, the closest point on the roadway centerline shall be measured from the nearest edge or projection of the OASS.
- D. *Measurement of Business Frontage.* Business frontage is the lineal footage of a lot, facing the public right-of-way, owned or rented by a person, business, or enterprise, and intended for business usage. (Ord. No. 8458-73, § 2, 4-15-85)
- E. *Measurement of Gas Station Canopy Display Area:* The area of a gas station canopy structure shall be computed as the product of the height and length of a canopy structure's vertical face. The vertical supports of the canopy structure shall not be considered a display area.

#### **Section IX-4. General Sign Permit Requirements**

- A. Signs specified in this Section and in Tables IX-1 through Table IX-10 of this Ordinance shall be allowed subject to the conditions and limitations set forth herein. Any sign not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana.
- B. *Permit Requirements.* It shall be unlawful for any person to display, install, construct, erect, alter, reconstruct, or relocate any sign without first obtaining a valid permit, in writing, from the Zoning Administrator, and making payment of the fees required by this ordinance, unless such signs are permitted without a permit by Section IX-5.
- C. *Permit Exceptions.* The following operations shall not be considered as "installing, constructing, erecting, altering, reconstructing, relocating," or creating a sign and shall not require a permit, notwithstanding the requirements of Section IX-4.B:
- 1. The changing of the advertising copy, face panel or panels on an outdoor advertising sign structure; on a painted, printed, or electronic sign; or on changeable letter panels or bulletin boards specifically designed for the use of replaceable copy.
  - 2. Painting, repainting, cleaning and other normal maintenance and repair of a sign, sign structure, or outdoor advertising sign structure.
- D. *General sign provisions.*
- 1. Any sign authorized by this ordinance may display a noncommercial message.
  - 2. *Institutional Signs.* Institutional signs and/or message boards shall not exceed a total of 25 square feet in display area. If building mounted, these signs shall be flat wall signs, and shall not project above the roofline or front façade of the building. If freestanding, the total height shall not exceed five feet. There may be one sign per frontage.
  - 3. *Electronic Message Board Signs.* In the B-3, General Business Zoning District, an electronic message board sign shall be allowed as either a freestanding or wall-mounted sign. Such signs shall be allowed by permit subject to the following conditions:
    - a) The electronic display shall not be animated, flashing, multi-colored, or scrolling.
    - b) The frequency of message change shall be restricted to no more than once every 3 minutes.

- c) The maximum area of an electronic message board shall not exceed 30 percent of the total sign allowance for the property.
- d) The maximum height of an electronic message board shall conform to the standards of Table IX-1.

4. *Community Event Signs on City Property.*

- a) The Zoning Administrator may issue a permit for community event signs to be erected or maintained on or over any property owned or controlled by the City, including public rights-of-way, which conform to the requirements and restrictions of this subsection of this ordinance. Prior to issuance of a permit, the Zoning Administrator shall require submission of evidence as to general liability insurance or its equivalent which names the City as an additional insured in amounts of no less than combined property damage and personal injury limits of \$200,000.
- b) *Zoning Districts Allowed:*
  - (1) B-4, Central Business
  - (2) B-4E, Central Business-Expansion
- c) *Numbers and Sizes of Signs:*
  - (1) The Zoning Administrator shall grant permits for no more than ten community event signs to be displayed on any one day. When applications are received for more than one event sign to be displayed on the same day, and the total number exceeds the maximum provided in this section, each event shall receive a permit for a pro rata number of such signs so that the maximum number of signs is not exceeded for that day.
  - (2) Community event signs shall be no larger than 50 square feet in display area.
- d) *Length of Time of Display:*
  - (1) Community event signs shall be displayed for not more than a consecutive 30 day period.
  - (2) No more than two days following the community event for which a sign permit is granted pursuant to this section, such special event signs shall be removed, and the area where such signs have been displayed shall be cleaned and restored to its condition prior to display of such signs.
- e) *Electronic Display of Community Events.* The Zoning Administrator may approve permanent signs with an electronic display to be located at the site of community events which operate on a regular basis on City-owned or controlled property. The Zoning Administrator shall consider the following criteria in reviewing a permit application for electronic display signs:
  - (1) The sign shall not be located within 450 feet of another community event electronic display sign.
  - (2) The sign shall not be located within 100 feet of a residential district or use.
  - (3) The maximum area of an electronic message board display shall not exceed 25 square feet. This counts against the total sign allowance for a business frontage.



- (4) Illumination from the sign will not cause a nuisance to any nearby residential district or use; and
    - (5) The sign will not blink, flash, or otherwise display electronic messages in a manner that may cause a traffic or safety hazard.
  5. Signs located within a Residential Planned Unit Development, or signs and/or outdoor advertising sign structures located within a Planned Unit Development, shall be subject to the provisions applicable to the zoning district in which the PUD is located.
  6. Sign standards for permitted and conditional uses in the AG, Agriculture District, shall be identical to the standards for the same use in the most restrictive district within which the use is permitted by right.
  7. In lieu of Section IX-4.D.5, Shopping Centers/Commercial PUD signs may alternatively comply with the standards set forth in Table IX-9. The erection of signs authorized under Table IX-9 precludes the erection of any freestanding signs authorized under Table IX-1.
  8. Signs in the MIC District shall be subject to the provisions and standards specified for the B-4E District. Signs in the CCD District shall be subject to the provisions and standards specified for the B-3U District.
  9. *Sign safety.* Freestanding and projecting signs shall be designed, sited, and constructed to allow safe vehicular movement onto and within the property, including on driveways and parking lots. Traffic control measures, such as curbing, may be required to be installed and maintained for safety reasons at the discretion of the City Engineer or designee.
- E. *Temporary Signs.* In the B-3, B-3U, B-4, B-4E, and IN Districts, in addition to the signs permitted as specified in Table IX-1 through Table IX-4, Table IX-6 and Table IX-9, temporary signs shall be allowed by permit as provided in this Section. Temporary Signs for non-residential uses in residential districts (as allowed in Table V-1) shall also be allowed by permit as provided in this Section.
1. *Grand Opening Signs.* Each business (or other entity) shall be allowed to display one grand opening sign for each business frontage, in the form of a banner securely fastened at both ends to a building or other structure, for a period not to exceed 30 consecutive days. The display must occur within the first six months after either the opening of the business at that site, or after there has been a change in ownership of the business.
  2. *Inflatable Signs and Balloons.* Within the first 30 days of the operation of a new on-site business, in addition to the banner signs as permitted in this section, a business having at least 50 feet of frontage may display additional grand opening signage in the form of inflatable signs and balloons for a period of no more than ten days.

An inflatable sign or balloon may not *itself* exceed 25 feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five feet, and shall maintain a minimum 25 foot clearance in all directions from all electrical wires. No more than one such inflatable device shall be allowed on any premises. Any such sign or balloon must be securely fastened as required by manufacturers specifications and secured to minimize wind movement. The inflatable sign, if lighted, must be installed to a grounded outlet. Such inflatable signs must be installed by a commercial sign installer. A permit for an inflatable sign may not be issued unless proof of liability insurance in a minimum amount of one million dollars is shown. Signs inflated with helium are strictly prohibited.
  3. *Banners.* In addition to any permitted grand opening signs, each business shall be allowed up to four separate banner displays per business frontage per calendar year, securely fastened at both

ends to a building or other structure. If more than one business is located on a particular lot, then each business on that lot shall be allowed up to four separate temporary sign displays per calendar year for each portion of the lot that abuts a public street or alley. The total length of time for those four displays on a particular business frontage shall not exceed four weeks per calendar year.

- a) The area of temporary banner signs shall be restricted to 100 square feet for wall banner signs or wall-mounted banner signs, and 50 square feet for freestanding banner signs.
  - b) A temporary banner sign shall be set back at least ten feet from the front property line, or shall be displayed so that the bottom edge of the sign is at least ten feet above grade level at all points.
4. A permit for a temporary sign shall specify the location of the sign and the period of time during which said sign may be displayed.
  5. No fee shall be charged for a grand opening temporary sign. This exemption shall supersede the requirements of Chapter XIV of the City of Urbana Code of Ordinances governing fees for sign permits. The fees for other temporary commercial signs shall be as set forth in Chapter XIV for sign permits. (Ord. No. 9495-81, 3-6-95; Ord. No. 9697-154, 6-16-97)

F. *Sign Permit Applications.*

1. A person proposing to erect or display a permanent or temporary sign shall file an application for a permit with the Zoning Administrator of the City of Urbana or designee. Sign permit applications shall contain the following:
  - a) The name address and telephone number of the owner of the sign and agent, if any;
  - b) The location of buildings, structures, or lots to which or upon which the sign is to be attached or erected;
  - c) A site plan drawn to scale specifying the location of permanent, free-standing signs and their relationship to the site and surrounding properties, including: property lines, rights-of-way, existing structures, required zoning setbacks, pertinent utilities and easements, vehicle parking and circulation, any traffic control measures, and relevant sight visibility triangles;
  - d) Two prints or ink drawings of the plans and specifications indicating the method of construction and attachment to the buildings or in the ground. No such prints or ink drawings shall be required for Section IX-5 signs, unless such signs otherwise require a permit; for temporary signs permitted in Section IX-4; or for signs the fair market value of which is less than \$500 and which are to be erected in compliance with a standard method;
  - e) The name of person, firm, corporation, or association that will erect the sign;
  - f) Evidence of written consent of the owner of the building, structure, or land to which or on which the sign is to be erected; and
  - g) Such other information as the Zoning Administrator shall require to show full compliance with this and all other laws and ordinances of the City.
2. *Issuance of Permit.* The Zoning Administrator shall issue the permit within 30 days after he or she finds that the permit application is complete and complies with all of the requirements in Section IX-4.F.1, and that the sign to be erected complies with all of the requirements of this ordinance. The Zoning Administrator may return the application to the applicant if the Zoning Administrator finds it incomplete.

3. The Zoning Administrator shall notify the applicant in writing of any denial of a sign permit, specifying the facts relied upon in making the decision, explaining how the decision is based on the relevant regulations, and shall state that the applicant may resubmit the application within 30 days with such modifications as are necessary to show compliance with relevant codes and ordinances.
4. An appeal of a decision of the Zoning Administrator may be taken by any person aggrieved thereby to the Zoning Board of Appeals in accordance with the procedures and time limits of Section XI-3.D of the Urbana Zoning Ordinance.
5. *Inspection upon Completion.* The applicant who has been issued a permit for construction, installation, erection, relocation, or alteration of a sign shall, upon completion of the work, notify the Zoning Administrator, who shall inspect the sign as constructed for compliance with City requirements, and, if he/she finds that the same has been constructed in compliance with the ordinances of the City, he/she shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the sign as permitted.
6. *Nullification.* If the work authorized under a permit to build has not been substantially completed within six months after the date of its issuance, the permit shall become void.

### **Section IX-5. Signs Allowed Without a Permit**

The following signs shall be allowed in all zoning districts and do not require a sign permit unless a permit is otherwise required by this ordinance, subject to the conditions and limitations set forth in this section.

- A. Official signs or signs required by law.
- A. *Flag:* No more than two flags for each premise.
- C. *Integral Signs:* Any architectural feature carved into stone, concrete, or similar material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the building or structure.
- B. *Private Traffic Direction Signs and Related Signs:* Signs displayed at the entrance or exit of a premise. The total area shall not exceed five square feet, and the total height shall not exceed five feet.
- C. *Property Sale, Rental, or Exchange Signs:* Any sign displayed on premises for sale, rent or exchange. Such signs may be freestanding or wall-mounted only. Signs may not emit direct illumination, and must be removed within 14 days after the sale, rental, or exchange of the property. Property sale, rental or exchange signs shall not be placed in the public right-of-way. Property sale, rental, or exchange signs shall be subject to the standards and provisions specified in Table IX-7.
- D. *Home Occupation Signs:* Home occupation signs that are wall-mounted, not internally illuminated and do not exceed one square foot in area. There shall be only one such sign per building or structure for a home occupation permitted under Section V-13.B.
- E. *Subdivision Sign:* Subdivision signs subject to the standards specified in Table IX-8.
- F. *Development Signs:* Development signs confined to the site of the construction, alteration, or repair. Development signs shall be removed within 21 days after completion of the work, and shall conform to the standards provided in Table IX-7.
- I. Underground utility warning signs.

- J. *Sandwich Boards*: Such signs shall not be located in the traveled roadway or block pedestrian traffic, and shall be moved indoors at the end of business hours. Such signs shall be permitted in the B-1, B-2, B-3U, B-4, B-4E, or MOR Zoning Districts, and shall not exceed eight square feet in area and four feet in height.
- K. *House or Building Sign*: Any sign on a residence or building that does not exceed six inches in height.

## **Section IX-6. Outdoor Advertising Sign Structures (OASS)**

- A. Outdoor Advertising Sign Structures (OASS) as specified in this Section shall be allowed subject to the conditions, limitations, and permit requirements set forth herein. Any OASS not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana.
- B. Any Outdoor Advertising Sign Structure authorized by this ordinance may display a noncommercial message.
- C. *OASS Permits and Review Procedures.*
  - 1. A person proposing to erect an outdoor advertising sign structure shall file an application for a permit with the Zoning Administrator of the City of Urbana or designee, on forms provided by the City, and shall be accompanied by the following submittals:
    - a) The names, addresses and telephone numbers of the sign owner and the person or firm erecting the outdoor advertising sign structure;
    - b) Evidence of written consent of the owner of the building, structure, or land to which or on which the outdoor advertising sign structure is to be erected;
    - c) A copy of any necessary permits from the Illinois Department of Transportation. Where both City and State permits are required for any OASS, the City shall not issue a permit for an OASS before issuance of the State permit;
    - d) A site plan drawn to scale specifying the location of the OASS and its relationships to the site and surrounding properties, including: property lines, rights-of-way, existing structures, required zoning setbacks, pertinent utilities and easements, vehicle parking and circulation, any traffic control measures, and relevant sight visibility triangles;
    - e) Two copies of construction drawings with plans and specifications indicating the method of construction and attachment to a building or in the ground, sealed by a State licensed structural engineer certifying the structure meets all City building safety requirements;
    - f) An elevation drawing showing the proposed OASS with appertunances, drawn to scale, including height of structure and vertical clearance, both front and back;
    - g) A photographic simulation or illustrative drawing showing the appearance of the OASS in its context, demonstrating that the OASS will not block the view of other business signs from streets, and providing a true representation of design and colors;
    - h) Lighting plans and specifications, showing effective shielding from roadways and any nearby residential uses; and
    - i) A landscape plan showing plant types, quantity, and placement, and any special installation or maintenance requirements.

2. OASS permit applications shall be reviewed and approved in the chronological order of receipt of complete applications. Applications lacking any necessary permits issued by the Illinois Department of Transportation shall be deemed incomplete and returned.
  3. *Utility company review and comment.* Copies of the OASS permit application shall be transmitted to utility companies and provided ten calendar days from the mailing of the application to review and comment on any utilities or easements. Comments should be provided to the Zoning Administrator or designee. It shall be assumed that if a reviewer fails to submit comments in the time specified, the reviewer had no negative comment.
  4. Within thirty days following acceptance of a complete application, including required supporting documentation and fees, the Zoning Administrator shall either approve, approve with conditions, or deny the application.
  5. The Zoning Administrator shall notify the applicant in writing of any denial of a permit, specifying the facts relied upon in making the decision, explaining how the decision is based on the relevant regulations, and shall state that the applicant may resubmit the application within 30 days with such modifications as are necessary to show compliance with relevant codes and ordinances.
  6. An appeal of a decision of the Zoning Administrator may be taken by any person aggrieved thereby to the Zoning Board of Appeals in accordance with the procedures and time limits of Section XI-3.D of the Urbana Zoning Ordinance.
- D. *OASS Review Criteria.* Applications for OASS shall demonstrate compliance with the following criteria:
1. *Permitted OASS Locations.* OASS shall only be permitted within 660 feet of the public right-of-way of:
    - Interstate 74;
    - University Avenue;
    - Cunningham Avenue north of University Avenue;
    - U.S. Route 150; and
    - Lincoln Avenue north of Bradley Avenue;Where such location is zoned:
    - B-3, General Business District;
    - B-4E, Central Business Expansion District; or
    - IN, Industrial zoning districts;Except:
    - a) Within 300 feet of the boundary of any R-1, R-2, R-3, R-4, R-5, R-6, R-6B, R-7, AG, or CRE zoning district, including those of other governmental jurisdiction;
    - b) Within 300 feet of any historic landmark or historic district as designated by the City of Urbana; and
    - c) On any property designated as a Redevelopment Project in any Tax Increment Finance District Plan adopted pursuant to Illinois' Tax Increment Allocation Act, for which a Redevelopment Agreement with the City of Urbana has been approved or pending before the City Council, unless such agreement explicitly allows for OASS placement.
  2. *Spacing.* No OASS shall be spaced closer than 1,500 feet from any other OASS, as measured using the standards provided in Section IX-3.C.

3. *Number of Sign Faces.* The maximum number of sign faces for wall-mounted OASS shall be one per wall provided no other exterior wall signs are displayed on the same wall. The maximum number of sign faces for free-standing OASS shall be two faces per OASS. "Back-to-back" displays shall be deemed a single structure. "Back-to-back" shall mean faces erected at a parallel plane separated by no greater than three feet, or faces erected at no greater than a 45 degree angle to each other.
4. Free-standing OASS shall conform to the setback requirements for buildings within its zoning district.
5. OASS shall be designed, sited, and constructed to allow safe vehicular movement onto and within the property, including on driveways and parking lots. Traffic control measures, such as curbing, may be required to be installed and maintained for safety reasons at the discretion of the City Engineer or designee.
6. No OASS shall project over any public or private street right-of-way or over any building.
7. New OASS shall not block the view of existing freestanding and wall mounted signs from streets.
8. OASS shall not be cantilevered, other than through use of a "flag" design. That is, the structure shall not use an offset beam to support the display area(s).
9. *Wall and roof mounted OASS.* Wall mounted OASS shall not project above the roofline or edges of wall upon which the OASS is mounted. Roof Mounted OASS are prohibited.
10. *Height limitations for freestanding OASS.* The maximum height limit shall be 35 feet in B-3 and B-4E zoning districts and 40 feet in IN zoning districts. The minimum height clearance for sign faces shall be 14 feet, as measured in Section IX-3.B.
11. Lights shall be effectively shielded from roadways and any nearby residential uses.
12. OASS shall not include ladders, except those ladders that are contained entirely in the area behind the display area(s).
13. *Landscaping for OASS.* A landscaped area of at least 75 square feet in area shall be installed around the base of new freestanding OASS, a plan for which shall be submitted by the applicant and approved by the Zoning Administrator in consultation with the City Arborist. Trees and shrubs planted shall utilize species listed in Table VI-1 and VI-2 of the Zoning Ordinance, except that alternative species may be approved by the Zoning Administrator in consultation with the City Arborist. All plant materials shall be maintained as living vegetation and shall be promptly replaced within a reasonable period of time, based on seasonal conditions, following notice that such vegetation needs to be replaced. Upon recommendation of the City Arborist, the Zoning Administrator shall provide such notice in writing to the property owner.

When the area of an OASS base requiring landscaping is already paved with concrete or asphalt, the applicant may choose to either remove the pavement and install a landscaped area or alternatively substitute one or both of the following:

- (1) Installation of an architectural-grade cladding or enclosure around support poles. Cladding shall have a vertical dimension twice that of its horizontal dimensions and a design consistent with the intent of the Comprehensive Sign Regulations, or another design feature consistent with these regulations, as defined in Section IX-1, Legislative Intent and Findings, as approved by the Zoning Administrator.

- (2) Relocation of required OASS landscaping along a street frontage on the same zoning lot, in which case this landscaping shall be in addition to any other landscaping required by the Zoning Ordinance.
- E. *Inspection upon Completion.* The applicant who has been issued a permit for construction, installation, erection, relocation, or alteration of an outdoor advertising sign structure shall, upon completion of the work, notify the Zoning Administrator, who shall inspect the outdoor advertising sign structure as constructed for compliance with City requirements, and, if the Zoning Administrator finds that the same has been constructed in compliance with the ordinances of the City, he/she shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the outdoor advertising sign structure as permitted.
- F. *Nullification.* If the work authorized under a permit to build has not been substantially completed within six months after the date of its issuance, the permit shall become void.

### **Section IX-7. Prohibited Signs and Outdoor Advertising Sign Structure (OASS)**

- A. The following are specifically prohibited by this Ordinance:
  1. Any sign or OASS which, by reason of its size, location, movement, content, coloring, or manner of illumination, constitutes an obvious traffic hazard or a detriment to traffic safety by obstructing or detracting from the visibility of any official traffic control device;
  2. Any sign or OASS which contains or is an imitation of an official sign, other than private traffic directional or instructional signs;
  3. Any sign or OASS which moves or rotates in any way provided, however, that a sign which revolves 360° degrees but does not exceed eight revolutions per minute is permitted, except within 50 feet of any public street or where the nearest lot contains a residential dwelling unit, public school, park, hospital, or nursing home;
  4. Any sign or OASS which contains blinking or flashing lights, unless such lights are part of an official sign;
  5. Any sign or OASS which contains or consists of banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or similar devices, unless such signs are permitted in Section IX-4.E, Temporary Signs;
  6. Any sign which for 30 consecutive days has directed attention to a product, place, activity, person, institution, or business which was formerly but is no longer in operation or existence on the premises;
  7. Any sign or OASS not in compliance with the requirements of this ordinance; or
  8. Any portable sign, except sandwich boards as defined in Section IX-2.
- B. *Removal of Prohibited Signs:*
  1. For any on-premise sign which for 30 consecutive days has directed attention to a product, place, activity, person, institution, or business which was formerly but is no longer in operation or existence on the premises, the Zoning Administrator shall give notice under the procedures of Section IX-9 of the Zoning Ordinance to remedy or remove the sign.

2. All other signs prohibited by this section shall be brought into conformity as provided for in Section X-9. (Ord. No. 9697-154, 6-16-97)

## **Section IX-8. [reserved]**

## **Section IX-9. Enforcement and Penalties**

- A. The Zoning Administrator is hereby authorized and directed to administer and enforce all the provisions of this Article. Whenever necessary, the officials of other departments of the City shall give such assistance as is consistent with the usual duties of their respective departments. Upon presentation of proper credentials, the Zoning Administrator or his/her duly authorized representative may enter at reasonable times any premises when necessary to perform any duty imposed upon him/her by this Article.
- B. Whenever it shall appear to the Zoning Administrator that any permanent sign has been constructed or erected, or is being maintained in violation of any of the terms of this Ordinance, or after a permit for a sign has been revoked or become void, or that a sign or outdoor advertising sign structure is unsafe or in such condition as to be a menace to the safety of the public, the Zoning Administrator shall issue a notice in writing to the owner or lessee of the sign or outdoor advertising sign structure or the owner of the premises upon which the sign or outdoor advertising sign structure is erected or maintained. Such notice shall inform such person of the violation and shall direct him/her to make such alteration, repair, or removal as is necessary to secure compliance with this Ordinance within a reasonable time limit, which shall not be less than 20 days nor more than 60 days.

If a temporary sign is displayed in violation of this Ordinance, the Zoning Administrator or his/her duly authorized representative shall issue a written warning to any person reasonably believed to be an employee of the business at the location of the illegal sign display if the individual or business that is responsible for said sign has not violated the regulations pertaining to temporary sign displays within the preceding 365 days. The warning shall require that either the offending sign be removed or that a permit for said sign be obtained within 24 hours or receipt of the warning. If the offending temporary sign is not removed or a permit for said sign is not obtained within that 24 hour period, or if the business or individual responsible for said sign has violated the regulations pertaining to temporary sign displays within the preceding 365 days, then that individual or business shall be subject to fines pursuant to Section XI-9 of the Ordinance.

Upon failure of the sign or outdoor advertising sign structure owner or the person or business responsible for the temporary sign display to comply with the terms of the notice of violation, the Zoning Administrator or his/her authorized representative is authorized and empowered to remove, alter, or repair the sign in question so as to make it conform with this Ordinance, or to remove, alter, or repair an outdoor advertising sign structure which is unsafe or a menace to the public safety, and charge the expenses for such work to the person named in the notice.

Except as otherwise provided, the Zoning Administrator or his/her authorized representative may remove or cause to be removed, altered, or repaired a sign or outdoor advertising sign structure immediately and without notice, if, in his/her opinion, the condition of the sign is such as to present an immediate threat to the safety of the public.

- C. The owner of the sign shall remove it if a product, place, activity, person, institution, or business no longer exists at that location that was present when the sign was erected. If the owner or lessee fails to remove the sign, the Zoning Administrator shall notify the owner or lessee, in writing, and allow fifteen days for removal. Upon failure of the owner or lessee to comply with the notice, the Zoning Administrator may remove the sign at cost to the owner or lessee.



- D. Signs and outdoor advertising sign structures may be inspected periodically by the Zoning Administrator for compliance with this Ordinance and with other ordinances of the City. All signs, sign structures, and outdoor advertising sign structures and their component parts are to be kept in good repair and in safe, sanitary condition.



**TABLE IX-1. STANDARDS FOR FREESTANDING SIGNS<sup>1</sup>**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign <sup>2 and 3</sup>	Maximum Height Of Sign <sup>2</sup>	Location of Sign
B-1 Neighborhood Business	One per business except that no freestanding sign is permitted if a projecting or roof sign exists on the lot. If a lot has two frontages, one sign per frontage is permitted provided the cumulative square footage of both does not exceed 32 square feet in area.	32 square feet	15 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 25 maximum.	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-2 Neighborhood Business Arterial	One per business frontage up to 300 feet, and one additional sign for each additional 300 feet of business frontage thereafter; except that no free-standing sign is permitted if a projecting or roof sign exists on the same frontage.	32 square feet	15 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 25 maximum.	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-3 General Business		50 square feet if combined or monument	25 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 35 feet maximum	
B-4 Central Business		75 square feet if combined or monument		
IN Industrial		100 square feet	25 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 40 feet maximum	
B-4E Central Business Expansion	One per business frontage up to 300 feet, and one additional sign for each additional 300 feet of frontage thereafter; except that no freestanding sign is permitted if a projecting or roof sign exists on the same frontage.	50 square feet	5 feet within front setback; 19 feet at minimum setback line and 1 foot per 2 feet additional setback up to a maximum of 30 feet.	Signs shall not extend over the public right-of-way. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-3U General Business - University	One per business frontage, except that no free-standing sign is permitted if a projecting sign exists on the same frontage.	32 square feet	8 feet	Signs shall not extend within 5 feet of any property line.
MOR Mixed Office Residential			5 feet	Signs shall not extend within one foot of any property line nor constitute a traffic hazard as determined by the Development Review Board or any city ordinance.

1. For buildings with multiple businesses, refer to Table IX-1. Freestanding Shopping Center Signs.

2. If a sign in the B-3, General Business, or IN, Industrial, zone is: (1) directed primarily toward the users of an interstate highway; (2) within 2,000 feet of the center line of an interstate highway; and (3) more than 500 feet from the boundary of any residential zoning district, school, park, hospital, or nursing home, it may rise only to such a height as to be visible from within one-half mile away along the highway, but not to exceed a height of 75 feet and an area of 150 square feet.

3. Combined Sign: If a property has two business frontages, a single sign may be constructed with a larger maximum area as defined in Table IX-1. Monument Sign: If a monument sign (as defined in Article II) is proposed, said sign may be constructed with a larger maximum area as defined in Table IX-1.

**TABLE IX-2. STANDARDS FOR WALL SIGNS AND WALL-MOUNTED SIGNS**

District Permitted	Maximum Number Permitted	Total Maximum Area Of Wall Signs per Frontage	Maximum Height and Location of Signs
R-6B Restricted Business  B-1 Neighborhood Business  B-2 Neighborhood Business-Arterial  B-3U General Business – University	No Limit	8% of wall area, not to exceed 300 sq. ft. maximum	Signs shall not project beyond the top or ends of the wall surface on which they are placed.  In the B-1, Neighborhood Business Zoning District, no wall signs are permitted when the wall immediately faces a residential use or zoning district and is not separated by a right-of-way. (Ord. No. 2004-03-029, 04-30-04)
B-3 General Business  B-4 Central Business  B-4E Central Business Expansion		10% of wall area, not to exceed 350 sq. ft. maximum	
IN Industrial		10% of wall area, not to exceed 400 sq. ft. maximum	
MOR Mixed Office Residential		8% of wall area, not to exceed 150 sq. ft. maximum	

**TABLE IX-3. STANDARDS FOR PROJECTING SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height and Projection of Sign	Location of Sign
<p>B-1 Neighborhood Business</p> <p>B-2 Neighborhood Business - Arterial</p> <p>B-3U General Business - University</p> <p>B-3 General Business</p> <p>B-4E Central Business Expansion</p> <p>CCD Campus Commercial</p> <p>MOR Mixed Office Residential</p>	<p>One per business frontage, except that no projecting sign is permitted if a free-standing sign, roof sign, or canopy sign exists on the same frontage. Projected signs are not allowed above the first story.</p>	<p>32 square feet</p>	<p>8-foot minimum clearance above ground. No sign shall extend above that portion of the roof immediately adjacent to the sign. No sign shall project more than 5 feet from the face of the building to which it is attached.</p>	<p>Not to extend over any public right-of-way.</p>
<p>B-4 Central Business</p>	<p>See Note 1 regarding spacing requirements for projecting signs extending over the right-of-way in the B-4 District.</p>	<p>32 square feet: 12 square feet if any portion extends over public right-of-way</p>		<p>In the B-4 District, projecting signs with a maximum area of 12 square feet may project a maximum of 5 feet from the face of the building to which it is attached, or to within two feet from the curb face, whichever dimension is smaller.<sup>1</sup></p>

Note 1: Projecting signs extending over the right-of-way shall not be lit internally; the dimension between the two principal faces (i.e., the thickness or depth) shall not be greater than six inches; and a minimum separation of 20 feet must be maintained between such signs; however in no case should more than one such sign per business frontage be permitted. (Ord. No.2002-09-111, 06-17-02)

**TABLE IX-4. STANDARDS FOR ROOF SIGNS**

District Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
B-3 General Business	One per premise, except no roof sign is permitted if a freestanding sign or projecting sign exists on the same frontage.	50 square feet	9 feet as measured from that part of roof immediately below sign, but in no case shall the height exceed maximum height authorized in zoning district.	Sign must be located wholly within the roof area of structure.
B-4 Central Business  B-4E Central Business Expansion		50 square feet		
IN Industrial		75 square feet	11 feet as measured from that part of roof immediately below sign, but in no case shall height exceed maximum height authorized in zoning district.	

**TABLE IX-5. [RESERVED]**

**TABLE IX-6. STANDARDS FOR SIGNS ATTACHED TO CANOPIES AND ENTRANCE STRUCTURES**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Height of Sign
R-6B Restricted Business  B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3U General Business University  MOR Mixed Office Residential	One per business frontage up to 100 feet. One additional sign for each 100 feet thereafter.	15 square feet	9 foot minimum clearance to ground
B-3 General Business  B-4 Central Business  B-4E Central Business Expansion		25 square feet	
IN Industrial		25 square feet	



**TABLE IX-7. STANDARDS FOR PROPERTY SALE, RENTAL AND EXCHANGE SIGNS AND CONSTRUCTION AND DEVELOPMENT SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Free-standing Sign (See Note 2)	Location of Sign
R-1 and R-2 Single-Family & R-3 Single & Two-Family Residential	One per dwelling	3 square feet	5 feet	10-foot minimum setback from curb line but wholly upon the premises.
R-4, R-5, & R-6 Multiple Family Residential R-6B, Restricted Business R-7, University Residential	One per apartment building or dwelling	10 square feet	10 feet	10-foot minimum setback from curb line but wholly upon the premises.
AG, Agriculture	One per 660 foot frontage	32 square feet	15 feet	Signs shall conform to the setback requirements for structures in the applicable districts.
B-1, Neighborhood Business B-2, Neighborhood Business Arterial B-3U, General Business - University MOR, Mixed Office Residential	One per frontage			
B-3, General Business B-4, Central Business B-4E, Central Business Expansion	One per frontage (See Note 1)	50 square feet	25 feet	
IN, Industrial		100 square feet		

Notes:

1. An apartment complex, shopping center, highway plaza, or industrial complex is permitted one sign per frontage, up to 200 feet, and one additional sign for each 300 feet thereafter.
2. Wall signs shall not extend beyond the top or ends of the wall surface on which they are placed.

**TABLE IX-8. STANDARDS FOR SUBDIVISION SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
R-1 & R-2 Single-Family & R-3 Single- & Two-Family Residential	One sign per major road providing direct access to the subdivision	25 square feet	6 feet	10-foot minimum setback wholly upon the premises.
R-4, R-5, R-6 Multiple Family Residential R-6B, Restricted Business & R-7, University Residential				Signs shall conform to the setback requirements for structures in applicable district.
AG Agriculture  B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3 General Business  B-3U General Business University				
MOR Mixed Office Residential				
B-4 Central Business  B-4E Central Business Expansion		25 square feet	15 feet	
IN Industrial		25 square feet	15 feet	

**TABLE IX-9. FREESTANDING SHOPPING CENTER SIGNS**

<b>Class of Shopping Center</b>	<b>Districts Permitted</b>	<b>Maximum Number Permitted</b>	<b>Maximum Area<sup>1</sup></b>	<b>Maximum Height</b>	<b>Location</b>	<b>Individual<sup>3</sup> Business May List</b>
Shopping Center – General  (minimum four acres and 50,000 square feet of building area)	R-6B B-2 B-3 B-3U B-4 B-4E IN	Two signs per frontage	150 square feet, for shopping center located on lots greater than five acres  In addition, 50 square feet may be permitted for use as a directory	30 feet at minimum setback line plus one additional foot per 2 feet additional setback thereafter up to 40 feet maximum	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.	Yes
Shopping Center - Convenience  (between one and four acres and 12,000 – 50,000 square feet of building area)	R-6B B-1 B-2 B-3 B-3U B-4 B-4E IN		100 square feet <sup>2</sup>			

Notes:

1. Maximum area refers to combined area of both signs, or of one sign if there is only one.
2. Size of sign may be increased to 150 square feet under special use procedures.
3. Individual businesses may list, but an individual listing may not exceed 50% of the area of any face of the sign.

**TABLE IX-10. STANDARDS FOR MULTIPLE-FAMILY RESIDENTIAL RENTAL PROPERTY IDENTIFICATION SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Freestanding Sign	Location of Sign
R-4, R-5, & R-6 Multiple-Family Residential  R-6B Restricted Business  MOR Mixed Office Residential	One per property	12 square feet  Internal sign illumination shall be prohibited	5 feet	10-foot minimum setback wholly upon the premises.
B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3 General Business  B-3U General Business University  CCD Campus Commercial District  B-4 Central Business  B-4E Central Business Expansion	One per frontage	20 square feet	5 feet	10-foot minimum setback wholly upon the premises.

## Section X-9. Nonconforming Signs and OASS

- A. Signs that do not conform to the provisions of Article IX as of January 6, 1980, or thereafter, are nonconforming uses.
- B. Unless otherwise authorized by the Zoning Board of Appeals, a nonconforming sign or outdoor advertising sign structure may not be:
  - 1. Changed to another nonconforming sign;
  - 2. Structurally altered so as to prolong the life of the sign, except that outdoor advertising sign structures may be so structurally altered;
  - 3. Expanded;
  - 4. Re-established after the sign or OASS has been removed from the site for 90 days;
  - 5. Re-established after damage or destruction, if the estimated expense of reconstruction exceeds 50% of the appraised replacement cost at the time of the damage or destruction, except that in light of State and Federal laws and regulations, outdoor advertising sign structures may be so re-established, but only when an OASS permit to re-establish is applied for within 180 days. Permit applications to reestablish completely destroyed nonconforming OASS are required to meet the review criteria for new OASS in Section IX-6.D only to the extent that it was previously nonconforming; or
  - 6. Relocated unless such relocation brings the sign or outdoor advertising sign structure into conformance with all the requirements of this Ordinance, except that where a nonconforming sign is located within a right-of-way taken or acquired by a public body for street improvement purposes, then the relocation of such a sign is permitted, provided that the relocation of such a nonconforming sign shall not extend the requirements for removal as set forth in Section X-9.C.1 and Section X-9.C.2.
- C. All nonconforming signs and OASS shall be removed or brought into conformity with this Ordinance within the following time periods:
  - 1. For all nonconforming signs: five years from the effective date of annexation or five years from the effective date of an ordinance redistricting a parcel or lot through a zoning map change or five years from the effective date of an ordinance amending the Zoning Ordinance text; however, no sign subject to this Article need be removed sooner than ten years from the date the sign permit authorizing the erection of the sign was issued.
  - 2. For all signs existing prior to January 7, 1980, and rendered nonconforming as a result of the 1979 Comprehensive Amendment to this Ordinance No. 7980-68; upon voluntary removal or sudden damage or sudden destruction or other Act of God where the cost of damage exceeds 60% of the replacement cost of the sign. Further, where any on-premise, freestanding sign has been made nonconforming due to increased yard requirements as a result of Ordinance No. 7980-68, and where on the same property a building was constructed under prior development regulations which required no front yard, at such time said building or structure is damaged and the same is reconstructed or is voluntarily reconstructed to comply with the yard requirements of this Ordinance, such nonconforming on-premise freestanding sign shall also either be removed or brought into conformity with this Ordinance.
  - 3. In light of State and Federal laws and regulations, outdoor advertising sign structures are not subject to amortization or removal under this section.

## **~~Section VII-11. Special Use Requirements for Outdoor Advertising Signs Structures (OASS)~~**

~~In meeting the Special Use Permit procedural requirements of Article VII of the Zoning Ordinance, in addition to the OASS standards provided in Article IX, Comprehensive Sign Regulations applications for Outdoor Advertising Sign Structures (OASS) shall be reviewed by the Plan Commission and City Council using the following criteria:~~

- ~~A. The proposed OASS shall be designed and maintained so as to be aesthetically compatible with and sensitive to its context, both in terms of the specific site and district in which it is located;~~
- ~~B. The proposed OASS shall not interfere with existing businesses or development or redevelopment of the site and district in which it is located; and~~
- ~~C. The proposed OASS will not interfere with traffic or vehicular circulation in terms of roadways, driveways, parking areas, or loading docks.~~

~~No Special Use Permit application for Outdoor Advertising Sign Structures shall be approved should the City Council find that the application fails to comply with all of the criteria provided in this Section.~~

## **ARTICLE IX. COMPREHENSIVE SIGN AND OUTDOOR ADVERTISING SIGN STRUCTURE (OASS) REGULATIONS**

- Section IX-1. Legislative Intent and Findings**
- Section IX-2. Sign and OASS Definitions ~~General Prohibition and Definitions~~**
- Section IX-3. Measurement Standards**
- Section IX-4. General Sign Permit Requirements ~~Provisions~~**
- Section IX-5. Signs Allowed Without a Permit ~~Subject to Certain Regulations~~**
- Section IX-6. Outdoor Advertising Sign Structures (OASS) ~~Use of Noncommercial Signs  
in Business and Industrial Zoning Districts~~**
- Section IX-7. Prohibited Signs and Outdoor Advertising Sign Structures**
- Section IX-8. [reserved] Permits for Signs**
- Section IX-9. Enforcement and Penalties**

### **Section IX-1. Legislative Intent and Findings**

The purposes of this Article are to establish regulations and controls which promote the goals, objectives, and policies of the City of Urbana Comprehensive Plan; and to permit and regulate signs and outdoor advertising sign structures (OASS) so as to support and complement the land use policies set forth in Article I, Section I-1 of this Ordinance. To these ends, this Article regulates the size, number, and spacing of signs and OASS in order to: aid in traffic safety by avoiding uncontrolled proliferation of signs and OASS which distract and endanger safety and traffic flow; reduce congestion of land, air, and space; preserve and protect property values; establish reasonable standards for the use of signs and OASS in order to maintain and encourage business activity and development; protect and enhance the physical appearance of the community and the scenic value of the surrounding area; and regulate signs located near to or visible from public property such as streets, highways, parks, and schools where such signs could jeopardize the public's investment in these facilities.

These sign regulations expressly distinguish between "signs" and "outdoor advertising sign structures (OASS)" based on the specific finding that outdoor advertising sign structures represent a separate and unique communication medium available to the general public for the periodic display of both commercial and noncommercial information, utilizing nationally standardized sign panels designed to allow relatively frequent changes in message. At the same time, these regulations recognize that limiting the size, number, and spacing of such structures is consistent with and will further the purposes and policies expressed herein.

Recognizing that OASS and other signage can be constructed to varying degrees of compatibility or incompatibility with their surroundings, these regulations require that certain design standards be implemented when constructing OASS. Further recognizing that the zoning districts in and routes along which OASS may be erected are mainly commercial, rather than industrial, these provisions are intended to result in a minimum baseline of architectural features, and are intended to result in OASS that have an acceptable commercial, as opposed to industrial, appearance. (Ord. No. 2001-05-044, 06-04-01) These sign regulations recognize the basic guaranteed right of freedom of speech and therefore are not intended to control the content of any message displayed nor discriminate between on-premise and off-premise messages.

### **Section IX-2. Sign and OASS Definitions ~~General Prohibition and Definitions~~**

~~A. Any sign or outdoor advertising sign structure not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana. (Ord. No. 8458-73, 4-15-85) [moved to Section IX-4]~~

~~B. *Sign Definitions:* Signs are generally defined as any name, identification, description, display, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land in view of the general public and which directs attention to a product, place, activity, person, institution, or business. The following are types of signs: [moved to definition below]~~

- ~~1. *Commercial Sign:* A sign which directs attention to or identifies a commodity, service, or entertainment to be sold or offered for sale. Any sign displaying the name of a business enterprise shall be conclusively presumed to be a commercial sign. [deleted not moved]~~

A. *Banner.* A sign made of paper, plastic or fabric of any kind and which can be easily folded or rolled.

B. *Community Event Sign:* A sign displayed ~~for advertising or announcing a special community event by or on behalf of~~ or activity conducted by or sponsored by or on behalf of a unit of local government, institution of an educational, philanthropic, or eleemosynary nature, a charitable organization, or a not-for-profit corporation conducting a special community event or activity. A special community event or activity is one which occurs not more than twice in any twelve-month period and which seeks to attract donations, participants, customers, or an audience from throughout the community. (Ord. No. 8283-43, § 2, 1-17-83; Ord. No. 8485-73, § 1, 4-15-85)

C. *Development Sign:* Any sign ~~displayed on a construction site by announcing the names of architects, engineers, contractors, or other individuals or firms involved with the construction, alteration, or repair of a building or subdivision of property (but not including any product) or announcing the character of the building enterprise or the purpose for which the building is intended.~~ [moved from Section IX-5 and modified]

D. *Electronic Message Board (LED) Sign:* A sign with a fixed or changing message composed of a series of lights that may be changed through electronic means. ~~A time and/or temperature sign shall not be considered a LED sign.~~

E. *Flag.* A square or rectangular sign made of paper, plastic or fabric of any kind and intended to be hung from a flagpole by being tethered along one side.

F. *Freestanding Sign and Freestanding Outdoor Advertising Sign Structure:* Any sign or outdoor advertising sign structure completely or principally self-supported by posts or other supports independent of any building or other structures.

G. *Grand Opening Sign:* A temporary sign displayed at the time of ~~used to announce~~ the opening of a new business or the change of ownership of a business. (Ord. No. 9495-81, 3-6-95)

H. *Home Occupation Sign.* A sign displayed on a property where any occupation or profession for gain or support is carried on as an accessory use in a dwelling unit by a member or members of the immediate family residing on the premises.

I. *Institutional Signs:* Any sign and/or message board displayed by ~~setting forth and denoting the name and/or simple announcement for~~ any public, charitable, educational, or religious or other institution, when located on the premises of such institution.

J. *Message Board:* A sign, or any portion of a sign, designed and constructed to allow changeable messages through manual, mechanical, or electronic means.

K. *Monument Sign:* A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or other solid structural features other than support poles.

L. *Multi-Family Residential Identification Signs:* Signs displayed by ~~which identify the owner, manager, address and/or phone number of~~ a multi-family residential building or complex, boarding or rooming



house, or dormitory, in accordance with Table V-1. Such signs shall be subject to the standards specified in Table IX-10.

- M. ~~Noncommercial Sign: Any sign not defined as a commercial sign.~~
- M. Official Sign: Signs displayed in the public right-of-way with approval of the Public Works Director or designee. Examples include safety signs, danger signs, traffic signs, memorial plaques, or signs indicating points of scenic or historical interest.
- N. Outdoor Advertising Sign Company: A commercial enterprise which owns, maintains, erects, and manages outdoor advertising sign structures which are designed, intended, and customarily used to mount periodically changing commercial or noncommercial messages, such standardized signs and sign space to be made generally available to the general public.
- O. ~~Outdoor Advertising Sign Structure (OASS): A standardized outdoor advertising display, including the permanent framework, structural members, support or supports, foundation, scaffolding and illumination, facing or panels, and message, which is intended and whose customary use is to mount periodically changing commercial or noncommercial displays and which is made generally available for display to the public by an outdoor advertising sign company on a short term basis.~~
- P. *Permanent Sign:* A sign that is permanently affixed or anchored to the ground, building, or other structure.
- Q. *Portable Sign:* A freestanding sign not permanently anchored or secured to either a building or structure.
- R. Private Traffic Directional and Instructional Signs: Any on premise sign designed to direct and instruct motorists to access and circulate onsite in an orderly and safe manner.
- S. *Projecting Sign:* A sign, other than a wall sign, which projects from and is supported by, or attached to, a wall of a building or structure.
- T. *Roof Sign:* A sign erected, constructed, or maintained upon or over a roof, and more than half of whose height is above the building height. A sign mounted on a roof, which does not qualify as a roof sign, shall be considered a wall sign.
- U. Sandwich Board Sign: Any temporary freestanding sign that is oriented in its display primarily towards pedestrian traffic.
- V. *Shopping Center/Commercial PUD Sign:* A sign designed for the purpose of being displayed by advertising an entire shopping center. ~~Individual businesses may list but an individual~~ No single listing may not exceed 50% of the area of any face of the sign.
- W. Sign: Signs are generally defined as any name, Any identification, description, display, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land in view of the general public and which directs attention to a product, place, activity, person, institution, or business. An Outdoor Advertising Sign Structure (OASS) shall not be considered a sign under the regulations contained in this ordinance. The following are types of signs: [moved from beginning of this section]
- X. *Subdivision Sign:* Any sign displayed by announcing the name of a residential, commercial, office or industrial subdivision or neighborhood. [moved from Section IX-5 and modified]
- Y. *Temporary Sign:* A sign intended for a limited or intermittent period of display which is readily movable and is not permanently anchored to the ground, building or other structure. Such sign is not a portable sign. See Section IX-4.E ~~IX-4.F~~ for regulations for temporary signs.

Z. Underground Utility Warning Signs: Signs displayed in connection with underground utility pipes, conduits, and cables.

AA. Wall Sign, or Wall-Mounted Sign, or and Wall-Mounted Outdoor Advertising Sign Structure: A sign displayed on or visible through a wall of a building or structure so as to be seen primarily from the direction facing the wall. A wall sign or outdoor advertising sign structure attached to the exterior wall of a building or structure, which (in a plane parallel to the plane of said wall) does not extend or project more than 18 inches.

### Section IX-3. Measurement Standards

A. Area Measurement of Area of Signs and OASS. The area of a sign shall be computed as:

1. Flat Sign: The area of the smallest convex geometric figure encompassing the sign; or
2. Volumetric Sign: The area of the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the sign, including any frame, structural trim, or other material forming an integral part of the display as used to differentiate such sign from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display.
3. Outdoor Advertising Sign Structures (OASS) measurements:

Display Area:-The surface area of a sign or surface display area of an outdoor advertising sign structure shall be the area of the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the surface display area of writing, representation, emblem, advertising embellishment, or other figure of similar character or potential display area of an outdoor advertising sign structure, together with any material forming an integral part of the display or used to differentiate such sign or outdoor advertising sign structure from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display because of the predominant overall concept of the sign, and shall exclude the apron, if any, which itself covers structural members, supports or uprights. The lowest projection of the display area shall not be more than six inches above the lowest portion of any horizontal structural element of the OASS. (Ord. No. 2001-05-044, 06-04-01)  
[moved from paragraph below]

This Article limits OASS to standard “30 sheet poster panels” or “junior panels” and which shall be measured as follows:

- a) 30 sheet poster panels or painted bulletins are approximately 12 feet by 25 feet and contain no more than 300 square feet of total display area;
- b) Junior panels are approximately six feet by 12 feet and contain no more than 72 square feet of total display area;
- c) Height and width measures for 30 sheet poster panels and junior panels shall include outside dimensions, including any trim, but excluding the base, apron, supports, and other structural members; and

- d) For the purpose of defining the height and width of an OASS, The term “approximately” shall permit the approval of an OASS containing lineal dimensions which deviate from the standardized dimension by no more than 20%.

B. *Height Measurement*

The maximum allowable height of freestanding signs and OASS shall be measured as the distance from the top of the highest portion of the sign or structure to:

1. The grade at the foundation of the sign or outdoor advertising sign structure; or
2. The average grade of the lot, whichever is less.

The minimum required height of OASS shall be measured as the distance from the bottom of the lowest portion of the sign or sign structure to:

1. The grade at the foundation of the sign or outdoor advertising sign structure; or
2. The average grade of the lot, whichever is less.

C. ~~Other~~ OASS Separation Distance Measurements.

1. ~~Display Area:~~ The surface area of a sign or surface display area of an outdoor advertising sign structure shall be the area of the smallest convex geometric figure encompassing the maximum projected area of the volume on a flat plane which completely encloses the extreme limits of the surface display area of writing, representation, emblem, advertising embellishment, or other figure of similar character or potential display area of an outdoor advertising sign structure, together with any material forming an integral part of the display or used to differentiate such sign or outdoor advertising sign structure from the background against which it is placed. Such measurement shall exclude the necessary supports or uprights on which the sign is placed, unless the supports or uprights constitute part of the display because of the predominant overall concept of the sign, and shall exclude the apron, if any, which itself covers structural members, supports or uprights. The lowest projection of the display area shall not be more than six inches above the lowest portion of any horizontal structural element of the OASS. (Ord. No. 2001-05-044, 06-04-01)  
[moved to first paragraph]

2. ~~Distance:~~ The separation distance between OASS shall be measured as follows:

- a) Separation distances between OASS shall be measured horizontally along the centerlines of the roadway(s) to which OASS faces are directed, and between points on said centerlines closest to each OASS.
- b) For free-standing OASS, the closest point on the roadway centerline shall be measured from the closest point of ground support for the structure.
- c) For wall-mounted OASS, the closest point on the roadway centerline shall be measured from the nearest edge or projection of the OASS.

- D. *Measurement of Business Frontage.* Business frontage is the lineal footage of a lot, facing the public right-of-way, owned or rented by a person, business, or enterprise, and intended for business usage. (Ord. No. 8458-73, § 2, 4-15-85)

- E. *Measurement of Gas Station Canopy Display Area:* The area of a gas station canopy structure shall be computed as the product of the height and length of a canopy structure's vertical face. The vertical supports of the canopy structure shall not be considered a display area.

## Section IX-4. General Sign Permit Requirements Provisions

A. ~~Signs specified in this Section and in Tables IX-1 through Table IX-10 of this Ordinance shall be allowed subject to the conditions and limitations set forth herein. Any sign or outdoor advertising sign structure not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana. (Ord. No. 8458-73, 4-15-85) [moved from Section IX-2 and modified]~~

B. Permit Requirements. [moved from Section IX-8.A and modified] It shall be unlawful for any person to display, install, construct, erect, alter, reconstruct, or relocate any sign ~~or outdoor advertising sign structure~~ without first obtaining a valid permit, in writing, from the Zoning Administrator, and making payment of the fees required by this Article Section XI-8 of this Ordinance, unless such signs ~~or outdoor advertising sign structures~~ are permitted without a permit by Section IX-5 IX-5.B.

~~Relocation or reconstruction of signs to conform with the requirements of this Ordinance, when such signs existed on April 15, 1985, is excepted from the requirement for a permit as described, provided such signs and outdoor advertising sign structures conform to all requirements of this Ordinance thereafter. A permit is required for relocation of nonconforming signs and outdoor advertising sign structures as provided in Section X-9-B.6 of this Ordinance.~~

C. Permit Exceptions. [moved from Section IX-8.E] The following operations shall not be considered as "installing, constructing, erecting, altering, reconstructing, relocating," or creating a sign ~~or outdoor advertising sign structure~~ and shall not require a permit, notwithstanding the ~~foregoing~~ requirements of Section IX-4.B IX-8.A:

1. The changing of the advertising copy, face panel or panels, ~~or message~~ on an outdoor advertising sign structure; on a painted, printed, or electronic sign; or on changeable letter panels or bulletin boards specifically designed for the use of replaceable copy.
2. Painting, repainting, cleaning and other normal maintenance and repair of a sign, sign structure, or outdoor advertising sign structure.

D. General sign provisions.

~~B. Signs shall be subject to the provisions and standards specified in Tables IX-1 through IX-4 and IX-6. OASS shall be subject to the standards specified in Table IX-5 and shall only be allowed through approval of a Special Use Permit by the City Council. [moved to Sections IX-4.A and IX-6 and modified]~~

1. Any sign authorized by this ordinance may display a noncommercial message.

2. F.H. Institutional Signs. ~~Institutional~~ Such signs and/or message boards shall not exceed a total of 25 square feet in display area. If building mounted, these signs shall be flat wall signs, and shall not project above the roofline or front façade of the building. If freestanding, the total height shall not exceed five feet. There may be one sign per frontage.

3. Electronic Message Board (LED) Signs. In the B-3, General Business Zoning District, an electronic message board sign shall be allowed as either a freestanding or wall-mounted sign. Such signs shall be allowed by permit subject to the following conditions:

- a) The electronic LED display shall not be animated, flashing, multi-colored, or scrolling.
- b) The frequency of message change shall be restricted to no more than once every 3 minutes.

- c) The maximum area of an electronic message board shall not exceed 30 percent of the total sign allowance for the property.
- d) The maximum height of an electronic message board shall conform to the standards of Table IX-1.

4. Community Event Signs on City Property. [moved from Section IX-6.C and modified]

a) The Zoning Administrator may issue a permit for community event signs to be erected or maintained on or over any property owned or controlled by the City, including public rights-of-way, which conform to the requirements and restrictions of this subsection of this Article. Prior to issuance of a permit, the Zoning Administrator shall require submission of evidence as to general liability insurance or its equivalent which names the City as an additional insured in amounts of no less than combined property damage and personal injury limits of \$200,000.

A. ~~Permanent noncommercial signs shall be permitted in all commercial and industrial zoning districts in accordance with the established sign standards by district and by sign type specified in Table IX-1 through Table IX-4 and Table IX-6 and shall require a sign permit. However, with the exception of time and temperature signs up to 26 square feet in area, the erection of such signs authorized by this section waives the right to erect any permitted commercial signs of the same type authorized by this Article. [Now covered by Section IX-4.D.1]~~

B. ~~Temporary noncommercial signs may be erected without a permit and without affecting the right to erect any permitted commercial sign or permanent noncommercial sign. Such temporary noncommercial sign shall be limited to six square feet in area. [Now covered by Section IX-4.D.1]~~

C. ~~Community Event Signs Requiring a Permit:~~

~~No community event sign shall be erected or maintained on or over any property owned or controlled by the City or public right-of-way by any person without first obtaining a permit issued by the Zoning Administrator, who shall observe the requirements and restrictions of this subsection of this Article in approving or disapproving the method of display, location, number and sizes of signs. The Zoning Administrator shall require submission of evidence as to general liability insurance or its equivalent which names the City as an additional insured in amounts of no less than combined property damage and personal injury limits of \$200,000 prior to issuance of a permit.~~

b) Zoning Districts Allowed:

- (1) B-4, Central Business
- (2) B-4E, Central Business-Expansion

c) Numbers and Sizes of Signs:

- (1) The Zoning Administrator shall grant permits ~~Permits shall be granted~~ for no more than ten community event signs to be displayed on any one day. ~~When~~ ~~Where~~ approved applications are received ~~for~~ ~~from~~ more than one event sign organization for such signs to be displayed on the same day, and the total number exceeds the maximum provided in this section, each event organization shall receive a permit for a pro rata ~~rate~~ number of such signs so that the maximum number of signs is not exceeded for that day.
- (2) Community event signs shall be no larger than 50 square feet in display area.

d) Length of Time of Display:

- (1) Community event signs shall be displayed for not more than a consecutive 30 day period.
- (2) No more than two days following the community event for which a sign permit is granted pursuant to this section, such special event signs shall be removed, and the area where such signs have been displayed shall be cleaned and restored to its condition prior to display of such signs.

e) Electronic Display of Community Events. ~~The Zoning Administrator may approve permanent signs with an electronic display to be located at the site of community events which operate on a regular basis on City-owned or controlled property. Permanent signs providing notice of community events on a continuous basis by means of electronic display may be permitted with Zoning Administrator approval, subject to the placement and size limitations contained within this subsection.~~ The Zoning Administrator shall consider the following criteria in reviewing a permit application for electronic display signs:

- ~~(1) The sign must display a preponderance of community event messages in volume, number, and frequency;~~
- (2) The sign shall not be located within 450 feet of another community event electronic display sign.
- (3) The sign shall not be located within 100 feet of a residential district or use. (Ord. No. 2002-02-011, 02-04-02)
- (4) The maximum area of an electronic message board a led display shall not exceed 25 square feet. This counts against the total sign allowance for a business frontage.
- (5) Illumination from the sign will not cause a nuisance to any nearby residential district or use;
- (6) The sign will not blink, flash, or otherwise display electronic messages in a manner that may cause a traffic or safety hazard; and

~~5.A.~~ Signs located within a Residential Planned Unit Development, or signs and/or outdoor advertising sign structures located within a Planned Unit Development, shall be subject to the provisions applicable to the zoning district in which the PUD is located.

~~6.C.~~ Sign standards for permitted and conditional uses in the AG, Agriculture District, shall be identical to the standards for the same use in the most restrictive district within which the use is permitted by right.

~~7.D.~~ In lieu of Section ~~IX-4.D.5~~ ~~IX-4.B~~, Shopping Centers/Commercial PUD signs may alternatively comply with the standards set forth in Table IX-9. The erection of signs authorized under Table IX-9 precludes the erection of any freestanding signs authorized under Table IX-1.

~~8.E.~~ Signs in the MIC District shall be subject to the provisions and standards specified for the B-4E District. Signs in the CCD District shall be subject to the provisions and standards specified for the B-3U District.

9. Sign safety. Freestanding and projecting signs shall be designed, sited, and constructed to allow safe vehicular movement onto and within the property, including on driveways and parking lots. Traffic control measures, such as curbing, may be required to be installed and maintained for safety reasons at the discretion of the City Engineer or designee.

EE. *Temporary Signs.* In the B-3, B-3U, B-4, B-4E, and IN Districts, in addition to the signs permitted as specified in Table IX-1 through Table IX-4, Table IX-6 and Table IX-9, temporary ~~commercial~~ signs shall be allowed by permit as provided in this Section in the following instances. Temporary Signs for non-residential uses in residential districts (as allowed in Table V-1) shall also be allowed by permit permitted as provided in this Section. in the following instances:

1. *Grand Opening Signs.* Each business (or other entity) shall be allowed to display one grand opening sign for each ~~per~~ business frontage, in the form of a banner securely fastened at both ends to a building or other structure, for a period not to exceed 30 consecutive days. ~~The Said~~ display must occur within the first six months after either the opening of the said business at that site, or after there has been a change in ownership of the business.
2. *Inflatable Signs and Balloons.* Within the first 30 days of the operation of a new on-site business, in addition to the banner signs as permitted in this section ~~Section IX-4.F.4,~~ a business having at least 50 feet of frontage may ~~shall be permitted to~~ display additional grand opening signage in the form of inflatable signs and balloons for a period of no more than ten days.

An inflatable sign or balloon may not *itself* exceed 25 feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five feet, and shall maintain a minimum 25 foot clearance in all directions from all electrical wires. No more than one such inflatable device shall be allowed on any premises. Any such sign or balloon must be securely fastened as required by ~~to~~ manufacturers specifications and secured to minimize wind movement. The inflatable sign, if lighted, must be installed to a grounded outlet. Such inflatable signs must be installed by a commercial sign installer. A permit for an inflatable sign may not be issued unless proof ~~Proof~~ of liability insurance in a minimum amount of one million dollars is ~~must be~~ shown. ~~before a permit for an inflatable sign may be issued.~~ Such Signs inflated with helium are strictly prohibited.

3. *Banners.* In addition to any permitted grand opening signs, each business shall be allowed up to four separate banner displays of a ~~temporary commercial sign~~ per business frontage per calendar year, ~~also in the form of a banner~~ securely fastened at both ends to a building or other structure. ~~If That means that~~ if more than one business is located on a particular lot, then each business on that lot shall be allowed up to four separate temporary sign displays per calendar year for each portion of the lot that abuts a public street or alley. The total length of time for those four displays on a particular business frontage shall not exceed four weeks per calendar year.
  - a. The area of temporary banner signs shall be restricted to 100 square feet for wall banner signs or wall-mounted banner signs, and 50 square feet for freestanding banner signs.
  - b. A temporary banner sign shall be set back at least ten feet from the front property line, or shall be displayed so that the bottom edge of the sign is at least ten feet above grade level at all points.
- ~~4~~ 6. A permit for a temporary sign shall specify the location of the sign and the period of time during which said sign may be displayed.
- ~~5~~ 7. No fee shall be charged for a grand opening temporary sign. This exemption ~~fee language~~ shall supersede the requirements of Chapter XIV of the City of Urbana Code of Ordinances governing fees for sign permits. The fees for other temporary commercial signs shall be as set forth in Chapter XIV for sign permits. (Ord. No. 9495-81, 3-6-95; Ord. No. 9697-154, 6-16-97)

F. *Sign Permit Applications.* [moved from Section IX-8 and modified]

1. A person proposing to erect or display a permanent or temporary sign shall file an application for a permit with the Zoning Administrator of the City of Urbana or designee. Sign permit applications shall contain the following: ~~Application for a sign permit shall be filed by the owner of the sign or an outdoor advertising sign structure, or by his/her agent, with the Zoning Administrator of the City of Urbana. The application shall contain the following information:~~
  - a) The name ~~Name~~, address and telephone number of the owner of the sign ~~or outdoor advertising sign structure~~ and agent, if any;
  - b) The location ~~Location~~ of buildings, structures, or lots to which or upon which the sign ~~or outdoor advertising sign structure~~ is to be attached or erected;
  - c) A site plan drawn to scale specifying the location of permanent, free-standing signs and their relationship to the site and surrounding properties, including: property lines, rights-of-way, existing structures, required zoning setbacks, pertinent utilities and easements, vehicle parking and circulation, any traffic control measures, and relevant sight visibility triangles; Position of the sign or outdoor advertising sign structure in relation to nearby buildings or structures;
  - d) Two prints or ink drawings of the plans and specifications indicating the method of construction and attachment to the buildings or in the ground. No such prints or ink drawings shall be required for Section IX-5 signs, unless such signs ~~otherwise~~ require a permit; for temporary signs permitted in Section IX-4; ~~or for signs the fair market value of which is less than \$500 and which are to be erected in compliance with a standard method; the plans for which are now with the City; or for signs or outdoor advertising sign structures where drawings are already on file with the Zoning Administrator;~~
  - e) The name ~~Name~~ of person, firm, corporation, or association that will erect ~~erecting~~ the sign ~~or outdoor advertising sign structure~~;
  - f) Evidence of written consent of the owner of the building, structure, or land to which or on which the sign ~~or outdoor advertising sign structure~~ is to be erected; and
  - g) ~~A copy of any necessary permits from the Illinois Department of Transportation, including permits to construct OASS along Federal and State highways. Where both City and State permits are required for any OASS, the City shall issue no permit for said OASS before issuance of the State permit. [moved]~~
  - h) ~~In the case of applications for OASS, a completed Special Use Permit application form with exhibits required to show compliance with the standards in Table IX-5 and other applicable zoning standards. [moved]~~
  - g) Such other information as the Zoning Administrator shall require to show full compliance with this and all other laws and ordinances of the City.
2. Issuance of Permit. The permit shall be issued by the Zoning Administrator within 30 days of application once all of the above requirements are met. [moved from Section IX-8.F and replaced as follows] The Zoning Administrator shall issue the permit within 30 days after he or she finds that the permit application is complete and complies with all of the requirements in Section IX-4.F.1, and that the sign to be erected complies with all of the requirements of this ordinance. The Zoning Administrator may return the application to the applicant if the Zoning Administrator finds it incomplete.
3. The Zoning Administrator shall notify the applicant in writing of any denial of a sign permit, specifying the facts relied upon in making the decision, explaining how the decision is based on the relevant regulations, and shall state that the applicant may resubmit the application within 30



days with such modifications as are necessary to show compliance with relevant codes and ordinances. [added to be consistent with OASS procedures]

4. An appeal of a decision of the Zoning Administrator may be taken by any person aggrieved thereby to the Zoning Board of Appeals in accordance with the procedures and time limits of Section XI-3.D of the Urbana Zoning Ordinance. [added to be consistent with OASS procedures]
5. *Inspection upon Completion.* [moved from Section IX-8] The applicant who has been issued a permit for construction, installation, erection, relocation, or alteration of a sign ~~or outdoor advertising sign structure~~ shall, upon completion of the work, notify the Zoning Administrator, who shall inspect the sign ~~or outdoor advertising sign structure~~ as constructed for compliance with City requirements, and, if he/she finds that the same has been constructed in compliance with the ordinances of the City, he/she shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the sign ~~or outdoor advertising sign structure~~ as permitted.
6. *Nullification.* [moved from Section IX-8] If the work authorized under a permit to build has not been substantially completed within six months after the date of its issuance, the permit shall become void.

## **Section IX-5. Signs Allowed Without a Permit Subject to Certain Regulations**

The following signs shall be allowed in all zoning districts and do not require a sign permit unless a permit is otherwise required by this ordinance, subject to the conditions and limitations set forth in this section.

- A. ~~*Signs Allowed in Certain Districts Subject to Regulation.* The signs specified in the following subsections are allowed in all zoning districts, unless specified, without a sign permit but are subject to the conditions and limitations set forth herein.~~ [moved above and modified]
- A. Official signs or signs required by law. *Official Signs:* Signs of a public, noncommercial nature erected by or on order of a public officer in the performance of a public duty. Such signs shall include but not be limited to safety signs, danger signs, traffic signs, memorial plaques, or signs indicating a scenic or historical point of interest.
- B. ~~*Flag, Decorative:* Flags that do not contain any commercial language. There may be no No more than two such flags for each per premise.~~
- C. ~~*Flag, Public:* Flags bearing the official design of a nation, state, municipality, or noncommercial organization or institution.~~
- C.D. Integral Signs: Any architectural feature ~~The name of a building, dates of construction, commemorative tablet, and the like, when~~ carved into stone, concrete, or similar material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the building or structure.
- D. ~~*Private Traffic Direction Signs and Related Signs:* Signs displayed at the entrance or exit of a premise. Signs directing traffic movement onto a premise or within a premise. The total area shall not exceed five square feet, and the total height shall not exceed five feet. The area of such signs shall consist of not less than 50% words and/or symbols that indicate the desired traffic movement instruction. Such signs are considered to include parking directions, exit or entrance signs, drive-up window signs, restroom signs, and the like. Horizontal directional signs flush with paved areas are exempt from these standards.~~
- E. *Property Sale, or Rental, or Exchange Signs:* Any sign displayed on premises for sale, rent or exchange. Any sign announcing the name of the owner, manager, realtor, or other person directly involved in the sale or rental of the property, or announcing the purpose for which it is being offered.

Such signs may be freestanding or wall-mounted only. Signs may not emit direct illumination, and must be removed within 14 days after the sale, ~~or rental, or exchange~~ of the property. Property sale, ~~or rental or exchange~~ signs shall not be placed in the public right-of-way. Property sale, ~~or rental, or exchange~~ signs shall be subject to the standards and provisions specified in Table IX-7.

- F. *Home Occupation Signs:* Home occupation signs ~~that are~~ shall be wall-mounted, not internally illuminated and do not exceed one square foot in area. There shall be only one such sign per building or structure for a home occupation permitted under Section V-13.B.
- G. *Subdivision Sign:* ~~Any sign announcing the name of a residential, commercial, office or industrial subdivision or neighborhood. [moved to definitions and modified]~~ Subdivision Such signs shall be subject to the standards specified in Table IX-8.
- H. *Development Signs:* ~~Any sign announcing the names of architects, engineers, contractors, or other individuals or firms involved with the construction, alteration, or repair of a building or subdivision of property (but not including any product) or announcing the character of the building enterprise or the purpose for which the building is intended. [moved to definitions section and modified]~~ Development Such signs shall be confined to the site of the construction, alteration, or repair, ~~and~~ Development signs shall be removed within 21 days after completion of the work, and ~~Signs~~ shall conform to the standards provided in Table IX-7.
- I. Underground public utility warning signs ~~:- Standard types of warning signs marking the routes of underground public utility pipes, conduits, and cables.~~
- J. *Sandwich Boards:* ~~Any portable sign primarily oriented towards pedestrian traffic. [moved to definition section]~~ Such signs shall not be located in the traveled roadway or block pedestrian traffic, and shall be moved indoors at the end of business hours. Such signs shall be permitted in the B-1, B-2, B-3U, B-4, B-4E, or MOR Zoning Districts, and shall not exceed eight square feet in area and four feet in height.
- K. *House or Building Sign Address:* Any sign on a residence or building that does ~~Any sign that sets forth the house or building address, provided that the individual characters of the signs do not exceed six inches in height.~~

## **Section IX-6. Outdoor Advertising Sign Structures (OASS) Use of Noncommercial Signs in Business and Industrial Zoning Districts**

- A. Outdoor Advertising Sign Structures (OASS) as specified in this Section shall be allowed subject to the conditions, limitations, and permit requirements set forth herein. Any OASS not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana. [consistent with language for permanent and temporary signs]
- B. Any Outdoor Advertising Sign Structure authorized by this ordinance may display a noncommercial message.
- C. OASS Permits and Review Procedures.
  - 1. A person proposing to erect an outdoor advertising sign structure shall file an application for a permit with the Zoning Administrator of the City of Urbana or designee, on forms provided by the City, and shall be accompanied by the following submittals:
    - a) The names, addresses and telephone numbers of the sign owner and the person or firm erecting the outdoor advertising sign structure;

- b) Evidence of written consent of the owner of the building, structure, or land to which or on which the outdoor advertising sign structure is to be erected;
  - c) A copy of any necessary permits from the Illinois Department of Transportation. Where both City and State permits are required for any OASS, the City shall not issue a permit for an OASS before issuance of the State permit;
  - d) A site plan drawn to scale specifying the location of the OASS and its relationships to the site and surrounding properties, including: property lines, rights-of-way, existing structures, required zoning setbacks, pertinent utilities and easements, vehicle parking and circulation, any traffic control measures, and relevant sight visibility triangles;
  - e) Two copies of construction drawings with plans and specifications indicating the method of construction and attachment to a building or in the ground, sealed by a State licensed structural engineer certifying the structure meets all City building safety requirements;
  - f) An elevation drawing showing the proposed OASS with appertunances, drawn to scale, including height of structure and vertical clearance, both front and back;
  - g) A photographic simulation or illustrative drawing showing the appearance of the OASS in its context, demonstrating that the OASS will not block the view of other business signs from streets, and providing a true representation of design and colors;
  - h) Lighting plans and specifications, showing effective shielding from roadways and any nearby residential uses; and
  - i) A landscape plan showing plant types, quantity, and placement, and any special installation or maintenance requirements.
2. OASS permit applications shall be reviewed and approved in the chronological order of receipt of complete applications. Applications lacking any necessary permits issued by the Illinois Department of Transportation shall be deemed incomplete and returned.
  3. *Utility company review and comment.* Copies of the OASS permit application shall be transmitted to utility companies and provided ten calendar days from the mailing of the application to review and comment on any utilities or easements. Comments should be provided to the Zoning Administrator or designee. It shall be assumed that if a reviewer fails to submit comments in the time specified, the reviewer had no negative comment.
  4. Within thirty days following acceptance of a complete application, including required supporting documentation and fees, the Zoning Administrator shall either approve, approve with conditions, or deny the application.
  5. The Zoning Administrator shall notify the applicant in writing of any denial of a permit, specifying the facts relied upon in making the decision, explaining how the decision is based on the relevant regulations, and shall state that the applicant may resubmit the application within 30 days with such modifications as are necessary to show compliance with relevant codes and ordinances.
  6. An appeal of a decision of the Zoning Administrator may be taken by any person aggrieved thereby to the Zoning Board of Appeals in accordance with the procedures and time limits of Section XI-3.D of the Urbana Zoning Ordinance.
- D. OASS Review Criteria. Applications for OASS shall demonstrate compliance with the following criteria:

1. *Permitted OASS Locations.* OASS shall only be permitted within 660 feet of the public right-of-way of: [moved from Table IX-5]

Interstate 74;  
University Avenue;  
Cunningham Avenue north of University Avenue;  
U.S. Route 150; and  
Lincoln Avenue north of Bradley Avenue;

Where such location is zoned: [moved from table]

B-3, General Business District;  
B-4E, Central Business Expansion District; or  
IN, Industrial zoning districts;

Except that otherwise permitted OASS shall be prohibited:

- a) Within 300 feet of the boundary of any R-1, R-2, R-3, R-4, R-5, R-6, R-6B, R-7, Residential, AG, or CRE zoning district, including those of other governmental jurisdiction; [moved from table]
  - b) Within 300 feet of any historic landmark or historic district as designated by the City of Urbana; and [moved from table]
  - c) On any property designated as a Redevelopment Project in any Tax Increment Finance District Plan adopted pursuant to Illinois' Tax Increment Allocation Act, for which a Redevelopment Agreement with the City of Urbana has been approved or pending before the City Council, unless such Agreement explicitly allows for OASS placement.
2. *Spacing.* No OASS shall be spaced closer than 1,500 feet from any other OASS, as measured using the standards provided in Section IX-3.C. [moved from table]
  3. *Number of Sign Faces.* The maximum number of sign faces for wall-mounted OASS shall be one per wall provided no other exterior wall signs are displayed on the same wall. The maximum number of sign faces for free-standing OASS shall be two faces per OASS. "Back-to-back" displays shall be deemed a single structure. "Back-to-back" shall mean faces erected at a parallel plane separated by no greater than three feet, or faces erected at no greater than a 45 degree angle to each other. [moved from table]
  4. Free-standing OASS shall conform to the setback requirements for buildings within its zoning district.
  5. OASS shall be designed, sited, and constructed to allow safe vehicular movement onto and within the property, including on driveways and parking lots. Traffic control measures, such as curbing, may be required to be installed and maintained for safety reasons at the discretion of the City Engineer or designee.
  6. No OASS billboard shall project over any public or private street right-of-way or over any building.
  7. New OASS shall not block the view of existing freestanding and wall mounted signs from streets.
  8. OASS shall not be cantilevered, other than through use of a "flag" design. That is, the structure shall not use an offset beam to support the display area(s).
  9. Wall and roof mounted OASS. Wall mounted OASS shall not project above the roofline or edges of wall upon which the OASS is mounted. Roof Mounted OASS are prohibited.

10. Height limitations for freestanding OASS. The maximum height limit shall be 35 feet in B-3 and B-4E zoning districts and 40 feet in IN zoning districts. The minimum height clearance for sign faces shall be 14 feet, as measured in Section IX-3.B. [moved from table]
11. Lights shall be effectively shielded from roadways and any nearby residential uses.
12. OASS shall not include ladders, except those ladders that are contained entirely in the area behind the display area(s).
13. Landscaping for OASS. A landscaped area of at least 75 square feet in area shall be installed around the base of new freestanding OASS, a plan for which shall be submitted by the applicant and approved by the Zoning Administrator in consultation with the City Arborist. Trees and shrubs planted shall utilize species listed in Table VI-1 and VI-2 of the Zoning Ordinance, except that alternative species may be approved by the Zoning Administrator in consultation with the City Arborist. All plant materials shall be maintained as living vegetation and shall be promptly replaced within a reasonable period of time, based on seasonal conditions, following notice that such vegetation needs to be replaced. Upon recommendation of the City Arborist, the Zoning Administrator shall provide such notice in writing to the property owner.

When the area of an OASS base requiring landscaping is already paved with concrete or asphalt, the applicant may choose to either remove the pavement and install a landscaped area or alternatively substitute one or both of the following:

- (1) Installation of an architectural-grade cladding or enclosure around support poles. Cladding shall have a vertical dimension twice that of its horizontal dimensions and a design consistent with the intent of the Comprehensive Sign Regulations, or another design feature consistent with these regulations, as defined in Section IX-1, Legislative Intent and Findings, as approved by the Zoning Administrator. [architectural treatment for poles reintroduced from previous sign ordinance for billboards]
  - (2) Relocation of required OASS landscaping along a street frontage on the same zoning lot, in which case this landscaping shall be in addition to any other landscaping required by the Zoning Ordinance.
- E. *Inspection upon Completion.* [moved from Section IX-8] The applicant who has been issued a permit for construction, installation, erection, relocation, or alteration of ~~an sign or~~ outdoor advertising sign structure shall, upon completion of the work, notify the Zoning Administrator, who shall inspect the ~~sign or~~ outdoor advertising sign structure as constructed for compliance with City requirements, and, if he/she finds that the same has been constructed in compliance with the ordinances of the City, he/she shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the ~~sign or~~ outdoor advertising sign structure as permitted.
- F. *Nullification.* [moved from Section IX-8] If the work authorized under a permit to build has not been substantially completed within six months after the date of its issuance, the permit shall become void.

[the following community event sign requirements have been moved]

- D. ~~Permanent noncommercial signs shall be permitted in all commercial and industrial zoning districts in accordance with the established sign standards by district and by sign type specified in Table IX-1 through Table IX-4 and Table IX-6 and shall require a sign permit. However, with the exception of time and temperature signs up to 26 square feet in area, the erection of such signs authorized by this section waives the right to erect any permitted commercial signs of the same type authorized by this Article. [Now covered by Section IX-4.B]~~

~~E. Temporary noncommercial signs may be erected without a permit and without affecting the right to erect any permitted commercial sign or permanent noncommercial sign. Such temporary noncommercial sign shall be limited to six square feet in area. [Now covered by Section IX-4.B]~~

~~F. *Community Event Signs Requiring a Permit:*~~

~~A. The Zoning Administrator may issue a permit for community event signs to be erected or maintained on or over any property owned or controlled by the City, including public rights-of-way, which conform to the requirements and restrictions of this subsection of this Article. Prior to issuance of a permit, the Zoning Administrator shall require submission of evidence as to general liability insurance or its equivalent which names the City as an additional insured in amounts of no less than combined property damage and personal injury limits of \$200,000.~~

No community event sign shall be erected or maintained on or over any property owned or controlled by the City or public right-of-way by any person without first obtaining a permit issued by the Zoning Administrator, who shall observe the requirements and restrictions of this subsection of this Article in approving or disapproving the method of display, location, number and sizes of signs. The Zoning Administrator shall require submission of evidence as to general liability insurance or its equivalent which names the City as an additional insured in amounts of no less than combined property damage and personal injury limits of \$200,000 prior to issuance of a permit.

~~B. *Zoning Districts Allowed:*~~

- ~~1. B-4, Central Business~~
- ~~2. B-4E, Central Business-Expansion~~

~~C. *Numbers and Sizes of Signs:*~~

- ~~1. Permits shall be granted for no more than ten community event signs to be displayed on any day. Where approved applications are received from more than one organization for such signs to be displayed on the same day, and the total number exceeds the maximum provided in this section, each organization shall receive a permit for a pro rata rate number of such signs.~~
- ~~2. Community event signs shall be no larger than 50 square feet in display area.~~

~~D. *Length of Time of Display:*~~

- ~~1. Community event signs shall be displayed for not more than a consecutive 30 day period.~~
- ~~2. No more than two days following the community event for which a sign permit is granted pursuant to this section, such special event signs shall be removed, and the area where such signs have been displayed shall be cleaned and restored to its condition prior to display of such signs.~~

~~E. *Electronic Display of Community Events.* The Zoning Administrator may approve permanent signs with an electronic display to be located at the site of community events which operate on a regular basis on City-owned or controlled property. Permanent signs providing notice of community events on a continuous basis by means of electronic display may be permitted with Zoning Administrator approval, subject to the placement and size limitations contained within this subsection. The Zoning Administrator shall consider the following criteria in reviewing a permit application for electronic display signs:~~

- ~~1. The sign must display a preponderance of community event messages in volume, number, and frequency;~~

- ~~2. The sign shall not be located within 450 feet of another community event electronic display sign.~~
- ~~3. The sign shall not be located within 100 feet of a residential district or use. (Ord. No. 2002-02-011, 02-04-02)~~
- ~~4. The maximum area of an electronic message board a led display shall not exceed 25 square feet. This counts against the total sign allowance for a business frontage.~~
- ~~5. Illumination from the sign will not cause a nuisance to any nearby residential district or use;~~
- ~~6. The sign will not blink, flash, or otherwise display electronic messages in a manner that may cause a traffic or safety hazard; and~~

### **Section IX-7. Prohibited Signs and Outdoor Advertising Sign Structure (OASS)**

A. The following signs are specifically prohibited by this Ordinance:

1. Any sign or OASS which, by reason of its size, location, movement, content, coloring, or manner of illumination, constitutes an obvious traffic hazard or a detriment to traffic safety by obstructing or detracting from the visibility of any official traffic control device;
2. Any sign or OASS which contains or is an imitation of an official sign, other than private traffic directional or instructional signs; ~~for private traffic directional and instructional signs an official traffic sign or signal, except for private traffic direction signs specifically permitted in Section IX-5.A.6;~~
3. Any sign or OASS which moves or rotates in any way provided, however, that a sign which revolves 360° degrees but does not exceed eight revolutions per minute is permitted, except within 50 feet of any public street or where the nearest lot contains a residential dwelling unit, public school, park, hospital, or nursing home;
4. Any sign or OASS which contains blinking or flashing lights, unless such lights are part of official sign; ~~permitted in Section IX-4.G, Section IX-5, or Section IX-6; (Ord. No. 2002-02-011, 02-04-02)~~
5. Any sign or OASS which contains or consists of banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or similar devices, unless such signs are permitted in Section IX-4, Temporary Signs ~~through Section IX-6;~~
6. Any sign which for 30 consecutive days has directed attention to a product, place, activity, person, institution, or business which was formerly but is no longer in operation or existence on the premises;
7. Any sign or OASS not in compliance with the requirements of Section IX-4 through Section IX-6.
8. Any portable sign, except sandwich boards as defined in Section IX-5.

B. *Removal of Prohibited Signs:*

1. For any on-premise sign which for 30 consecutive days has directed attention to a product, place, activity, person, institution, or business which was formerly but is no longer in operation or existence on the premises, the Zoning Administrator shall give notice under the procedures of Section IX-9 of the Zoning Ordinance to remedy or remove the sign. If a permanent sign shall become prohibited under Section IX-7.A.6, notice shall be given to the land owner, and business

~~owner, under Section IX-9.C, and he/she shall have 15 days from the date of notice in which to remedy or remove the sign.~~

2. All other signs prohibited by this section shall be brought into conformity as provided for in Section X-9. (Ord. No. 9697-154, 6-16-97)

## **Section IX-8. [reserved] Permits for Signs**

**[Due to overlap of these requirements, the provisions of Section IX-8 have been combined for clarification and correctly specified procedures]**

4. ~~*Requirements.* It shall be unlawful for any person to install, construct, erect, alter, reconstruct, or relocate any sign or outdoor advertising sign structure without first obtaining a valid permit, in writing, from the Zoning Administrator, and making payment of the fees required by Section XI-8 of this Ordinance, unless such signs or outdoor advertising sign structures are permitted without a permit by Section IX-5.B.~~

~~Relocation or reconstruction of signs to conform with the requirements of this Ordinance, when such signs existed on April 15, 1985, is excepted from the requirement for a permit as described, provided such signs and outdoor advertising sign structures conform to all requirements of this Ordinance thereafter. A permit is required for relocation of nonconforming signs and outdoor advertising sign structures as provided in Section X-9-B.6 of this Ordinance.~~

5. ~~*Application for a Permit.* Application for a sign permit shall be filed by the owner of the sign or an outdoor advertising sign structure, or by his/her agent, with the Zoning Administrator of the City of Urbana. The application shall contain the following information:~~
  1. ~~Name, address and telephone number of the owner of the sign or outdoor advertising sign structure and agent, if any;~~
  2. ~~Location of building, structures, or lot to which or upon which the sign or outdoor advertising sign structure is to be attached or erected;~~
  3. ~~Position of the sign or outdoor advertising sign structure in relation to nearby buildings or structures;~~
  4. ~~Two prints or ink drawings of the plans and specifications indicating the method of construction and attachment to the buildings or in the ground. No such prints or ink drawings shall be required for Section IX-5 signs, unless such signs require a permit, for temporary signs permitted in Section IX-4, for signs the fair market value of which is less than \$500 and which are erected in compliance with a standard method, the plans for which are now with the City, or for signs or outdoor advertising sign structures where drawings are already on file with the Zoning Administrator;~~
  5. ~~Name of person, firm, corporation, or association erecting sign or outdoor advertising sign structure;~~
- F. ~~Evidence of written consent of the owner of the building, structure, or land to which or on which the sign or outdoor advertising sign structure is to be erected; and~~
- G. ~~A copy of any necessary permits from the Illinois Department of Transportation, including permits to construct OASS along Federal and State highways. Where both City and State permits are required for any OASS, the City shall issue no permit for said OASS before issuance of the State permit.~~



- H. ~~In the case of applications for OASS, a completed Special Use Permit application form with exhibits required to show compliance with the standards in Table IX-5 and other applicable zoning standards.~~
- I. ~~Such other information as the Zoning Administrator shall require to show full compliance with this and all other laws and ordinances of the City.~~
- 6. ~~*Inspection upon Completion.* The applicant who has been issued a permit for construction, installation, erection, relocation, or alteration of a sign or outdoor advertising sign structure shall, upon completion of the work, notify the Zoning Administrator, who shall inspect the sign or outdoor advertising sign structure as constructed for compliance with City requirements, and, if he/she finds that the same has been constructed in compliance with the ordinances of the City, he/she shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the sign or outdoor advertising sign structure as permitted.~~
- 7. ~~*Nullification.* If the work authorized under a permit to build has not been substantially completed within six months after the date of its issuance, the permit shall become void.~~
- 8. ~~*Permit Exceptions.* The following operations shall not be considered as "installing, constructing, erecting, altering, reconstructing, relocating," or creating a sign or outdoor advertising sign structure and shall not require a permit, notwithstanding the foregoing requirements of Section IX-8.A:~~
  - 3. ~~The changing of the advertising copy, face panel or panels, or message on an outdoor advertising sign structure, painted, printed, or electronic sign or on changeable letter panels or bulletin boards specifically designed for the use of replaceable copy.~~
  - 4. ~~Painting, repainting, cleaning and other normal maintenance and repair of a sign, sign structure, or outdoor advertising sign structure.~~
- F. ~~*Issuance of Permit.* The permit shall be issued by the Zoning Administrator within 30 days of application once all of the above requirements are met.~~
- G. ~~*OASS Permit Priority.* OASS permit applications shall be reviewed and approval granted in the chronological order of receipt of complete applications. OASS Special Use Permit applications lacking any necessary permits issued by the Illinois Department of Transportation shall be deemed incomplete.~~

## Section IX-9. Enforcement and Penalties

- A. The Zoning Administrator is hereby authorized and directed to administer and enforce all the provisions of this Article. Whenever necessary, the officials of other departments of the City shall give such assistance as is consistent with the usual duties of their respective departments. Upon presentation of proper credentials, the Zoning Administrator or his/her duly authorized representative may enter at reasonable times any premises when necessary to perform any duty imposed upon him/her by this Article.
- B. Whenever it shall appear to the Zoning Administrator that any permanent sign ~~or outdoor advertising sign structure~~ has been constructed or erected, or is being maintained in violation of any of the terms of this Ordinance, or after a permit for a sign ~~or outdoor advertising sign structure~~ has been revoked or become void, or that a sign or Outdoor Advertising Sign Structure is unsafe or in such condition as to be a menace to the safety of the public, the Zoning Administrator shall issue a notice in writing to the owner or lessee of the sign or outdoor advertising sign structure or the owner of the premises upon which the sign or outdoor advertising sign structure is erected or maintained. Such notice shall inform such person of the violation and shall direct him/her to make such alteration, repair, or removal

as is necessary to secure compliance with this Ordinance within a reasonable time limit, which shall not be less than 20 days nor more than 60 days.

If a temporary sign is displayed in violation of this Ordinance, the Zoning Administrator or his/her duly authorized representative shall issue a written warning to any person reasonably believed to be an employee of the business at the location of the illegal sign display if the individual or business that is responsible for said sign has not violated the regulations pertaining to temporary sign displays within the preceding 365 days. The warning shall require that either the offending sign be removed or that a permit for said sign be obtained within 24 hours or receipt of the warning. If the offending temporary sign is not removed or a permit for said sign is not obtained within that 24 hour period, or if the business or individual responsible for said sign has violated the regulations pertaining to temporary sign displays within the preceding 365 days, then that individual or business shall be subject to fines pursuant to Section XI-9 of the Ordinance.

Upon failure of the sign or outdoor advertising sign structure owner or the person or business responsible for the temporary sign display to comply with the terms of the notice of violation, the Zoning Administrator or his/her authorized representative is authorized and empowered to remove, alter, or repair the sign ~~or outdoor advertising sign structure~~ in question so as to make it conform with this Ordinance, or to remove, alter, or repair an outdoor advertising sign structure which is unsafe or a menace to the public safety, and charge the expenses for such work to the person named in the notice.

Except as otherwise provided, the Zoning Administrator or his/her authorized representative may remove or cause to be removed, altered, or repaired a sign or outdoor advertising sign structure immediately and without notice, if, in his/her opinion, the condition of the sign is such as to present an immediate threat to the safety of the public. (~~Ord. No. 9495-81, 3-6-95~~)

- C. The owner of the sign shall remove it if ~~such a sign identifies the location of~~ a product, place, activity, person, institution, or business ~~that no longer exists at that location~~ that was present when the sign was erected. If the owner or lessee fails to remove the sign, the Zoning Administrator shall notify the owner or lessee, in writing, and allow fifteen days for removal. Upon failure of the owner or lessee to comply with the notice, the Zoning Administrator may remove the sign at cost to the owner or lessee.
- D. Signs and outdoor advertising sign structures may be inspected periodically by the Zoning Administrator for compliance with this Ordinance and with other ordinances of the City. All signs, sign structures, and outdoor advertising sign structures and their component parts are to be kept in good repair and in safe, sanitary condition.



**TABLE IX-1. STANDARDS FOR FREESTANDING SIGNS<sup>1</sup>**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign <sup>2 and 3</sup>	Maximum Height Of Sign <sup>2</sup>	Location of Sign
B-1 Neighborhood Business	One per business except that no freestanding sign is permitted if a projecting or roof sign exists on the lot. If a lot has two frontages, one sign per frontage is permitted provided the cumulative square footage of both does not exceed 32 square feet in area.	32 square feet	15 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 25 maximum.	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-2 Neighborhood Business Arterial	One per business frontage up to 300 feet, and one additional sign for each additional 300 feet of business frontage thereafter; except that no free-standing sign is permitted if a projecting or roof sign exists on the same frontage.	32 square feet	15 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 25 maximum.	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-3 General Business		50 square feet if combined or monument	25 feet at minimum setback line and 1 foot per 2 feet additional setback, up to <del>35</del> 25 feet maximum [typo error]	
B-4 Central Business		75 square feet if combined or monument		
IN Industrial		100 square feet	25 feet at minimum setback line and 1 foot per 2 feet additional setback, up to 40 feet maximum	
B-4E Central Business Expansion	One per business frontage up to 300 feet, and one additional sign for each additional 300 feet of frontage thereafter; except that no freestanding sign is permitted if a projecting or roof sign exists on the same frontage.	50 square feet	5 feet within front setback; 19 feet at minimum setback line and 1 foot per 2 feet additional setback up to a maximum of 30 feet.	Signs shall not extend over the public right-of-way. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.
B-3U General Business - University	One per business frontage, except that no free-standing sign is permitted if a projecting sign exists on the same frontage.	32 square feet	8 feet	Signs shall not extend within 5 feet of any property line.
MOR Mixed Office Residential			5 feet	Signs shall not extend within one foot of any property line nor constitute a traffic hazard as determined by the Development Review Board or any city ordinance.

1. For buildings with multiple businesses, refer to Table IX-1. Freestanding Shopping Center Signs.

2. If a sign in the B-3, General Business, or IN, Industrial, zone is: (1) directed primarily toward the users of an interstate highway; (2) within 2,000 feet of the center line of an interstate highway; and (3) more than 500 feet from the boundary of any residential zoning district, school, park, hospital, or nursing home, it may rise only to such a height as to be visible from within one-half mile away along the highway, but not to exceed a height of 75 feet and an area of 150 square feet.

3. Combined Sign: If a property has two business frontages, a single sign may be constructed with a larger maximum area as defined in Table IX-1. Monument Sign: If a monument sign (as defined in Article II) is proposed, said sign may be constructed with a larger maximum area as defined in Table IX-1.

**TABLE IX-2. STANDARDS FOR WALL SIGNS AND WALL-MOUNTED SIGNS**

District Permitted	Maximum Number Permitted	Total Maximum Area Of Wall Signs per Frontage	Maximum Height and Location of Signs
R-6B Restricted Business  B-1 Neighborhood Business  B-2 Neighborhood Business-Arterial  B-3U General Business – University	No Limit	8% of wall area, not to exceed 300 sq. ft. maximum	Signs shall not project beyond the top or ends of the wall surface on which they are placed.  In the B-1, Neighborhood Business Zoning District, no wall signs are permitted when the wall immediately faces a residential use or <u>zoning district zone</u> and is not separated by a right-of-way. (Ord. No. 2004-03-029, 04-30-04)
B-3 General Business  B-4 Central Business  B-4E Central Business Expansion		10% of wall area, not to exceed 350 sq. ft. maximum	
IN Industrial		10% of wall area, not to exceed 400 sq. ft. maximum	
MOR Mixed Office Residential		8% of wall area, not to exceed 150 sq. ft. maximum	

**TABLE IX-3. STANDARDS FOR PROJECTING SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height and Projection of Sign	Location of Sign
<p>B-1 Neighborhood Business</p> <p>B-2 Neighborhood Business - Arterial</p> <p>B-3U General Business - University</p> <p>B-3 General Business</p> <p>B-4E Central Business Expansion</p> <p>CCD Campus Commercial</p> <p>MOR Mixed Office Residential</p>	<p>One per business frontage, except that no projecting sign is permitted if a free-standing sign, roof sign, or canopy sign exists on the same frontage. Projected signs are not allowed above the first story.</p>	<p>32 square feet</p>	<p>8-foot minimum clearance above ground. No sign shall extend above that portion of the roof immediately adjacent to the sign. No sign shall project more than 5 feet from the face of the building to which it is attached.</p>	<p>Not to extend over any public right-of-way.</p>
<p>B-4 Central Business</p>	<p>See Note 1 regarding spacing requirements for projecting signs extending over the right-of-way in the B-4 District.</p>	<p>32 square feet: 12 square feet if any portion extends over public right-of-way</p>		<p>In the B-4 District, projecting signs with a maximum area of 12 square feet may project a maximum of 5 feet from the face of the building to which it is attached, or to within two feet from the curb face, whichever dimension is smaller.<sup>1</sup></p>

Note 1: Projecting signs extending over the right-of-way shall not be lit internally; the dimension between the two principal faces (i.e., the thickness or depth) shall not be greater than six inches; and a minimum separation of 20 feet must be maintained between such signs; however in no case should more than one such sign per business frontage be permitted. (Ord. No.2002-09-111, 06-17-02)

**TABLE IX-4. STANDARDS FOR ROOF SIGNS**

District Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
B-3 General Business	One per premise, except no roof sign is permitted if a freestanding sign or projecting sign exists on the same frontage.	50 square feet	9 feet as measured from that part of roof immediately below sign, but in no case shall the height exceed maximum height authorized in zoning district.	Sign must be located wholly within the roof area of structure.
B-4 Central Business  B-4E Central Business Expansion		50 square feet		
IN Industrial		75 square feet	11 feet as measured from that part of roof immediately below sign, but in no case shall height exceed maximum height authorized in zoning district.	

**TABLE IX-5. [RESERVED]  
STANDARDS FOR OUTDOOR ADVERTISING SIGN STRUCTURES**

OASS Type	Zoning Districts Permitted	Maximum Number of Sign Faces Permitted	Maximum Area of OASS per Sign Face	Height Requirements for OASS	Location and Separation of OASS	Special Use Permit Requirements
Wall mounted	B-3 General Business  B-4E Central Business Expansion  IN Industrial	One per wall provided no other exterior wall signs are displayed on the same wall.	300 sq. ft.	Shall not project above the roofline or edges of wall upon which the OASS is mounted.	OASS shall be permitted 660 feet of the right-of-way of any of the following roadways: Interstate 74; University Avenue; Cunningham Avenue north of University Avenue; U.S. Route 150; and Lincoln Avenue north of Bradley Avenue.  Separation. The location of each OASS shall comply with the following minimum separation requirements:  1. No less than 1,500 feet from any other billboard, as measured using the standards provided in Section IX-3.C;  2. No less than 300 feet from any Residential, AG, or CRE zoning district, including those of other governmental jurisdictions; and  3. No less than 300 feet to any historic landmark or historic district as designated by the City of Urbana.	-Approval of OASS shall be allowed by approval of a Special Use Permit by the City Council. Special Use Permits may be revoked by the City Council if not erected or maintained in accordance with the terms of the SUP or this Zoning Ordinance. Applications shall demonstrate compliance with the following standards:  All visible structural elements (excluding the changeable portion of the display) shall be compatible with the surrounding area in terms of architectural design and/or color, based on the Comprehensive Sign Regulations.  Billboard lighting shall be effectively shielded so as to prevent light from being directed at roadways.  No billboard shall overhang a public or private right-of-way.
Roof or marquee mounted	Expressly prohibited in all zoning districts	Not applicable	Not applicable	Not applicable	Not applicable	Not applicable
Free-standing	B-3 General Business  B-4E Central Business Expansion  IN Industrial	2 faces per OASS  ("back-to-back" displays shall be deemed to be a single structure) <sup>1</sup>	300 sq. ft.	Maximum height by zoning district:  B-3—35 feet, B-4E—35 feet IN—40 feet  Minimum height: 14 feet as measured in	Same as for wall-mounted OASS.	Approval of OASS shall only be allowed through approval of a Special Use Permit by the City Council, applications for which shall demonstrate compliance with the following minimum standards:  OASS shall conform to the setback requirements for buildings within its zoning district.  All visible structural elements (excluding the changeable portion of the display) shall be compatible with the surrounding area in terms of



				<p>Section IX-3.B.</p>		<p>architectural design and/or color, based on the Comprehensive Sign Regulations.</p> <p>OASS shall not include ladders as an element thereof, except those ladders that are contained entirely in the area behind the display area(s).</p> <p>OASS shall not be cantilevered, other than the "flag" design. That is, the structure shall not use an offset beam to support the display area(s).</p> <p>No portion of a freestanding OASS shall encroach into the airspace created by the outline of a roofline projected upward.</p> <p>A landscaped area shall be provided at the base of each freestanding OASS with a minimum size of half a square foot of planting area per one square foot of aggregate sign face area. At least one shrub shall be planted per each 15 square feet of landscape area, or fraction thereof, as provided in Table VI-3 of this Zoning Ordinance, and maintained at a minimum height of 48 inches. One evergreen, planted and maintained with minimum height of six feet, may be substituted per two shrubs listed in Table VI-3.</p> <p>Billboard lighting shall be effectively shielded so as to prevent light from being directed at roadways.</p> <p>No billboard shall overhang a public or private right-of-way.</p>
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Notes:

1. "Back to back" shall mean faces erected at a parallel plane separated by no greater than three feet, or faces erected at no greater than a 45 degree angle to each other.

**TABLE IX-6. STANDARDS FOR SIGNS ATTACHED TO CANOPIES AND ENTRANCE STRUCTURES<sup>1</sup>**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Height of Sign
<p>R-6B Restricted Business</p> <p>B-1 Neighborhood Business</p> <p>B-2 Neighborhood Business Arterial</p> <p>B-3U General Business University</p> <p>MOR Mixed Office Residential</p>	<p>One per business frontage up to 100 feet. One additional sign for each 100 feet thereafter.</p>	<p>15 square feet</p>	<p>9 foot minimum clearance to ground</p>
<p>B-3 General Business</p> <p>B-4 Central Business</p> <p>B-4E Central Business Expansion</p>		<p>25 square feet</p>	
<p>IN Industrial</p>		<p>25 square feet</p>	

**TABLE IX-7. STANDARDS FOR PROPERTY SALE, ~~AND RENTAL AND EXCHANGE~~ SIGNS AND CONSTRUCTION AND DEVELOPMENT SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Free-standing Sign (See Note 2)	Location of Sign
R-1 and R-2 Single-Family & R-3 Single & Two-Family Residential	One per dwelling	3 square feet	5 feet	10-foot minimum setback from curb line but wholly upon the premises.
R-4, R-5, & R-6 Multiple Family Residential  R-6B Restricted Business  R-7 University Residential	One per apartment building or dwelling	10 square feet	10 feet	10-foot minimum setback from curb line but wholly upon the premises.
AG Agriculture	One per 660 foot frontage	32 square feet	15 feet	Signs shall conform to the setback requirements for structures in the applicable districts.
B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3U General Business University  MOR Mixed Office Residential	One per frontage			
B-3 General Business  B-4 Central Business  B-4E Central Business Expansion	One per frontage (See Note 1)	50 square feet	25 feet	
IN Industrial		100 square feet		

Notes: 1. An apartment complex, shopping center, highway plaza, or industrial complex is permitted one sign per frontage, up to 200 feet, and one additional sign for each 300 feet thereafter. 2. Wall signs shall not extend beyond the top or ends of the wall surface on which they are placed.

**TABLE IX-8. STANDARDS FOR SUBDIVISION SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
R-1 & R-2 Single-Family & R-3 Single- & Two-Family Residential	One sign per major road providing direct access to the subdivision	25 square feet	6 feet	10-foot minimum setback wholly upon the premises.
R-4, R-5, R-6 Multiple Family Residential R-6B, Restricted Business & R-7, University Residential				
AG Agriculture  B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3 General Business  B-3U General Business University				Signs shall conform to the setback requirements for structures in applicable district.
MOR Mixed Office Residential				
B-4 Central Business  B-4E Central Business Expansion		25 square feet	15 feet	
IN Industrial		25 square feet	15 feet	

**TABLE IX-9. FREESTANDING SHOPPING CENTER SIGNS**

<b>Class of Shopping Center</b>	<b>Districts Permitted</b>	<b>Maximum Number Permitted</b>	<b>Maximum Area<sup>1</sup></b>	<b>Maximum Height</b>	<b>Location</b>	<b>Individual<sup>3</sup> Business May List</b>
Shopping Center – General  (minimum four acres and 50,000 square feet of building area)	R-6B B-2 B-3 B-3U B-4 B-4E IN	Two signs per frontage	150 square feet, for shopping center located on lots greater than five acres  In addition, 50 square feet may be permitted for use as a directory	30 feet at minimum setback line plus one additional foot per 2 feet additional setback thereafter up to 40 feet maximum	Signs shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in the applicable district. No freestanding signs permitted within 50 feet of any residential district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.	Yes
Shopping Center - Convenience  (between one and four acres and 12,000 – 50,000 square feet of building area)	R-6B B-1 B-2 B-3 B-3U B-4 B-4E IN		100 square feet <sup>2</sup>			

Notes:

<sup>1</sup>Maximum area refers to combined area of both signs, or of one sign if there is only one.

<sup>2</sup>Size of sign may be increased to 150 square feet under special use procedures.

<sup>3</sup>Individual businesses may list, but an individual listing may not exceed 50% of the area of any face of the sign.

**TABLE IX-10. STANDARDS FOR MULTIPLE FAMILY RESIDENTIAL RENTAL PROPERTY IDENTIFICATION SIGNS**

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Freestanding Sign	Location of Sign
R-4, R-5, & R-6 Multiple Family Residential  R-6B Restricted Business  MOR Mixed Office Residential	One per property	12 square feet  Internal sign illumination shall be prohibited	5 feet	10-foot minimum setback wholly upon the premises.
B-1 Neighborhood Business  B-2 Neighborhood Business Arterial  B-3 General Business  B-3U General Business University  CCD Campus Commercial District  B-4 Central Business  B-4E Central Business Expansion	One per frontage	20 square feet	5 feet	10-foot minimum setback wholly upon the premises.



## Section X-9. Nonconforming Signs and OASS

- A. Signs that do not conform to the provisions of Article IX as of January 6, 1980, or thereafter, are nonconforming uses.
- B. Unless otherwise authorized by the Zoning Board of Appeals, a nonconforming sign or outdoor advertising sign structure may not be:
1. Changed to another nonconforming sign;
  2. Structurally altered so as to prolong the life of the sign, except that outdoor advertising sign structures may be so structurally altered;
  3. Expanded;
  4. Re-established after the sign or OASS has been removed from the site for 90 days;
  5. Re-established after damage or destruction, if the estimated expense of reconstruction exceeds 50% of the appraised replacement cost at the time of the damage or destruction, except that in light of State and Federal laws and regulations, outdoor advertising sign structures may be so re-established, but only when an OASS permit to re-establish is applied for within 180 days. Permit applications to reestablish completely destroyed nonconforming OASS are required to meet the review criteria for new OASS in Section IX-6.D only to the extent that it was previously nonconforming.; or
  6. Relocated unless such relocation brings the sign or outdoor advertising sign structure into conformance with all the requirements of this Ordinance, except that where a nonconforming sign is located within a right-of-way taken or acquired by a public body for street improvement purposes, then the relocation of such a sign is permitted, provided that the relocation of such a nonconforming sign shall not extend the requirements for removal as set forth in Section X-9.C.1 and Section X-9.C.2.
- C. All nonconforming signs and OASS shall be removed or brought into conformity with this Ordinance within the following time periods:
1. For all nonconforming signs: five years from the effective date of annexation or five years from the effective date of an ordinance redistricting a parcel or lot through a zoning map change or five years from the effective date of an ordinance amending the Zoning Ordinance text; however, no sign subject to ~~controlled by~~ this Article need be removed sooner than ten years from the date the sign permit authorizing the erection of the sign was issued.
  2. For all signs existing prior to January 7, 1980, and rendered nonconforming as a result of the 1979 Comprehensive Amendment to this Ordinance No. 7980-68; upon voluntary removal or sudden damage or sudden destruction or other Act of God where the cost of damage exceeds 60% of the replacement cost of the sign. Further, where any on-premise, freestanding sign has been made nonconforming due to increased yard requirements as a result of Ordinance No. 7980-68, and where on the same property a building was constructed under prior development regulations which required no front yard, at such time said building or structure is damaged and the same is reconstructed or is voluntarily reconstructed to comply with the yard requirements of this Ordinance, such nonconforming on-premise freestanding sign shall also either be removed or brought into conformity with this Ordinance.
  3. In light of State and Federal laws and regulations, In light of the final Judgement Order rendered by Circuit Court of the Sixth Judicial Circuit, Champaign County, Illinois, in the suit entitled "C & U Poster Advertising Co., Inc., et al vs. City of Urbana, et al", No. 76-C-1070, and in light of the



~~Settlement Agreement entered into between the parties, which requires the removal of certain (otherwise nonconforming) outdoor advertising sign structures,~~ outdoor advertising sign structures are not subject to amortization or removal under this section.