

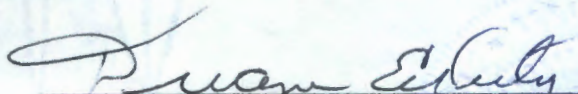
AN AMENDMENT TO THE ZONING ORDINANCE OF THE  
CITY OF URBANA, ILLINOIS

BE IT ORDAINED BY THE CITY COUNCIL OF URBANA, ILLINOIS, THAT  
the attached Article 36, Comprehensive Sign Regulations, be and is herewith adopted.

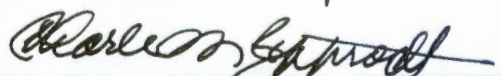
This Amendment shall be in full force and affect from and after its passage  
and publication in accordance with the terms of Section 1-2-4 of the Illinois Municipal Code.

This Ordinance is hereby passed by the affirmative vote, the "ayes" and  
"nays" being called, of a majority of the members of the Council of the City of Urbana,  
Illinois, at a regular meeting of said Council on the 6th day of December, A.D. 1971.

PASSED by the City Council this 6th day of December, 1971.

  
\_\_\_\_\_  
Duane Eckerty, City Clerk

APPROVED by the Mayor this 6th day of December, 1971.

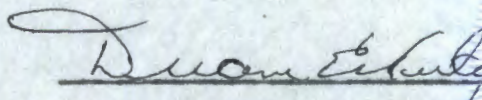
  
\_\_\_\_\_  
Charles M. Zipprodt, Mayor




STATE OF ILLINOIS     }  
COUNTY OF CHAMPAIGN } SS.

I, DUANE ECKERTY, City Clerk of the City of Urbana, Illinois, and keeper of the records, files and seal of said City, do hereby certify that the foregoing is a true and exact copy of an ordinance entitled, "Comprehensive Sign Regulations", adopted by the City Council of the City of Urbana, Illinois, on the 6th day of December, A.D. 1971, as appears in the records and files in my office remaining.

Given under my hand and seal of said City of Urbana, Illinois, this 31st day of August, 1972.

  
CITY CLERK



ORDINANCE NUMBER  
7172-69

ARTICLE XXVI  
COMPREHENSIVE SIGN REGULATIONS

PASSED by the City Council this 6th day of December, 1971.

APPROVED by the Mayor this 6th day of December, 1971.

PUBLISHED: January 7, 1972



entertainment sold, provided, or offered upon the premises where the sign is located.

2. Off-premise sign - a sign which directs attention to a use, business, commodity, service or activity not conducted, sold, or offered upon the premises where the sign is located.
3. Freestanding sign - a sign completely or principally self supported by posts or other supports independent of any building or other structure.
4. Wall or Wall mounted sign - a sign displayed on or visible through a wall of a building or structure so as to be seen primarily from the direction facing that wall of the building or structure. A wall sign attached to the exterior wall of a building or structure does not project more than 15 inches therefrom.
5. Roof sign - a sign erected, constructed, or maintained wholly upon or over the roof of a building or structure.
6. 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.
7. Portable Sign - a free-standing sign not permanently anchored or secured to either a building or the ground such as, but not limited to, "A-frame" or inverted "T"-shaped signs.

the sign is placed unless the supports or uprights constitute part of the display.

B. Measurement of Free-standing Sign Height.

Free-standing signs shall be measured from the point where the sign is placed in the ground to the upward-most extremity of the sign.

C. 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.

Sec. 34.110 General Sign Provisions for Signs Allowed in Specific Districts with a Permit.

A. Signs in Planned Unit Developments

Signs located within a Planned Unit Development shall be subject to the provisions applicable to the zoning district in which the Planned Unit Development is located.

B. On-Premise Signs

(See page following)



§ 34.110B 2. Wall Signs & Wall Mounted Signs

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height and Location of Signs
B1 Neighborhood Business	no limit	10% of Wall Area, not to exceed 150 sq. feet maximum (ii)	Signs shall not extend beyond the top or ends of the wall surface on which they are placed.
B2 Central Business		10% of wall area, not to exceed 175 sq. ft. maximum (ii)	
I1 Light Industrial & I2 Heavy Industrial		15% of Wall Area, not to exceed 200 sq. feet maximum. (ii)	

(ii) Maximum area of signs to include the sum of the area of all wall signs per frontage.

§ 34.110B 4. Roof Signs

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
B2 Central Business	One per premise except no on-premise roof sign is permitted if an on-premise free-standing or projecting sign exists on the same premise.	75 Sq. feet	9 feet as measured from that part of the roof immediately below the sign, but in no case shall the height exceed the maximum height authorized in that zoning district. (v)	Sign must be located wholly within the roof area of the structure.
11 Light Industrial & 12 Heavy Industrial		100 sq. feet	11 feet as measured from that part of the roof immediately below the sign, but in no case shall the height exceed the maximum height authorized in that zoning district. (v)	

(v) See Section 1602-4(b) of the National Building Code.

C. Signs in the AG, Agriculture District.

On premise 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.



Sec. 34.111 Regulations for Special Signs not Provided for in Section 34.110.

A. Signs Attached to Canopies and Entrance Structures.

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Height of Sign	Location of Sign
B1 Neighborhood Business	One sign per business frontage up to 100 feet. One additional sign for each 100 feet thereafter.	10 sq. feet	9' - 0" minimum clearance to ground	No sign may project more than 2 feet from any canopy, or other such structure.
B2 Central Business		15 sq. feet		
I1 Light Industrial & I2 Heavy Industrial		20 sq. feet		

B. Signs Allowed in all Districts without a Permit. Signs specified in this subsection are in addition to the signs permitted in the respective use districts, but are subject to the conditions and limitations set forth herein.

1. Public Signs. Signs of a public, non-commercial nature, to include safety signs, danger signs, trespassing signs, traffic signs, signs indicating scenic or historical points of interest, memorial plaques, and the like, and all signs erected by or on order of a public officer in the performance of a public duty.
2. Flags. Flags bearing the official design of a nation, state, municipality, or educational institution.
3. Identification Signs. Signs which identify the business, owner, manager, or resident and set forth the address of the premises where the sign is located, and which contain no other material. There may be two per premise, in accordance with Section 34.111 B15, and, if the sign is freestanding, the total height may not exceed 5 feet.
4. Integral Signs. Names of buildings, dates of construction, commemorative tablets and the like, when carved into stone, concrete,



person directly involved in the sale or rental of the property or announcing the purpose for which it is being offered.

- a. Signs may be freestanding or wall mounted only. Signs may not emit direct illumination and must be removed within 14 days after sale or rental of property.

10. Subdivision signs. Any sign announcing the names of architects, engineers, contractors, or other individuals or firms, involved with the subdivision of property (but not including any advertisement of any product) or announcing the character of the subdivision or the purpose for which it is intended.

a. These signs shall be confined to the site of the subdivision and shall be permitted for one year from the date of erection of the first of such signs. If development of the subdivision is not completed within one year after erection of the signs, the sign shall be permitted to exist an additional period not to exceed one year.

b. Standards

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
RS, Single Family Residence R1, Single & Two Family Residence	One sign per street bordering or entering the sub-division	50 sq. ft.	10 ft.	10 ft. minimum setback but wholly upon the premise
R2, RM, R3, R4, and R5, Multiple Family Residential		50 sq. ft.	10 ft. minimum setback but wholly upon the premise	
AG, Agriculture		50 sq. ft.	10 ft.	Signs shall conform to the setback requirements for structures in the applicable districts.
B1-Neighborhood Business		50 sq. ft.	10 ft.	
B-2 Central Business		75 sq. ft.	15 ft.	
I1 Light Industrial & I2, Heavy Industrial		100 sq. ft.	20 ft.	



**Sec. 34.112 Shopping Centers - Special Provision for Free-standing Signs.**

In lieu of the general sign provisions enumerated in Section 34.110, shopping centers may elect the sign regulations in this Section. Election to erect signs authorized under this Section 34.112 precludes the erection of any free standing signs authorized under Section 34.110 A.1.

Type of Sign	Districts Permitted	Maximum Number of Signs Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
On-premise freestanding signs -these signs may only identify the shopping center as a whole and not individual businesses therein.	B1 Neighborhood Business	Two signs per frontage	75 sq. ft. (ix)	30 ft. at the minimum setback line and one additional foot per 2 feet additional setback thereafter up to 40 ft. maximum	15 ft. minimum setback in all districts. No freestanding sign is permitted within 100 ft. of any residential district, school, park, hospital or nursing home.
	B2 Central Business, I1 Light Industrial & I2 Heavy Industrial		150 sq. ft. (ix)		

(ix) Combined area of both signs, or of one sign if only one sign is used.

Sec. 34.114 Non-Conforming Signs.

A. Signs which do not conform to the provision of this Article as of date of adoption or thereafter are nonconforming uses.

B. A non-conforming sign may not be:

1. Changed to another non-conforming sign;
2. Structurally altered so as to prolong the life of the sign;
3. Expanded;
4. Re-established after its removal for 90 days; or
5. Re-established after damage or destruction if the estimated expense of reconstruction exceeds 50% of appraised replacement cost at the time of the damage or destruction.
6. Routinely maintained where the costs of such repair or maintenance exceeds 5% of the current replacement costs for any period of 12 consecutive months. However, nothing in this Section shall be deemed to prevent the strengthening or restoring to a safe condition of any sign or part thereof declared to be unsafe by any official charged with protecting the public safety.

C. All non-conforming signs shall be removed or brought into conformity with this ordinance within the following time periods.

1. Any sign which exists in violation of Section 34.113(A) (1) through Section 34.113 (A) (5) of this article and any non-conforming portable sign: 30 days after the enactment of this Article.
2. For all other non-conforming signs: five years from the date of passage of this amendment for signs subject to the zoning jurisdiction of the city at that time, or five years from the date the sign becomes so subject; however, no sign controlled by this section need be removed sooner than ten years from the date the building permit authorizing the erection of the sign was issued.

Sec. 34.115 Permits and Fees.

A. Requirements.



5. Name of person, firm, corporation or association erecting sign.
6. Evidence of written consent of the owner of the building, structure or land to which or on which the sign is to be erected.
7. Such other information as the enforcement official shall require to show full compliance with this and all other laws and ordinances of the City.

C. Fees.

For each sign requiring a permit under this ordinance, a fee shall be paid prior to the issuance of a permit. The fee charged shall be \$2 per thousand dollars or fraction thereof of installed cost, with a minimum of \$5.00.

D. 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 enforcement official who shall inspect the condition of the sign with respect to its safety and location and if he finds that the same has been constructed in compliance with the ordinances of the City, he shall then issue such applicant a permit in writing, authorizing such applicant to operate and maintain the sign.

E. Nullification.

If the work authorized under a permit to build has not been substantially completed within six months after the date of issuance, the permit shall become void.

F. Revocation.

Permits granted under the terms of this ordinance are not transferable. The enforcement official is hereby authorized and empowered to revoke any permit issued by him if the holder of the permit fails to comply with any provision of this ordinance.

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 enforcement official or his duly authorized representative may enter at reasonable times any premises when necessary to perform any duty imposed upon him by this Article.

B. Whenever it shall appear to the enforcement official that any 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 is unsafe or in such condition as to be a menace to the safety of the public, the enforcement official shall issue a notice in writing to the owner or lessee of the sign or the owner of the premises upon which the sign is erected or maintained. Such notice shall inform such person of the violation and shall direct him to make such alteration, repair, or removal as is necessary to secure compliance with the ordinance, within a reasonable time limit which shall be not less than twenty days nor more than sixty days.

Upon failure of the sign owner to comply with the terms of the notice of violation, the enforcement official is authorized and empowered to remove, alter, or repair the sign in question so as to make it conform with this ordinance, and charge the expenses for such work to the person named in the notice.

Except as otherwise provided, the enforcement official may remove or cause to be removed a sign immediately and without notice if, in his opinion, the condition of the sign is such as to present an immediate threat to the safety of the public.



C. A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business which the sign advertises, no longer is conducted on the premises. If the owner or lessee fails to remove the sign, the enforcement official shall notify the owner or lessee in writing, and allow 15 days for removal. Upon failure of the owner or lessee to comply with the notice, the enforcement official may remove the sign at cost to the owner or lessee.

D. Signs may be inspected periodically by the enforcement official for compliance with this ordinance, and with other ordinances of the City. All signs and their component parts are to be kept in good repair, and in safe, sanitary condition.

E. Any person violating the provisions of this ordinance shall be guilty of a misdemeanor and upon conviction shall be fined in accordance with Article XX of this zoning ordinance.

G. Permit Exceptions.

The following operations shall not be considered as creating a sign and shall not require a sign permit:

1. The changing of the advertising copy or message on an approved painted or printed 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 or sign structure.

H. Issuance of Permit.

The permit shall be issued by the enforcement official within thirty days of application once all of the above requirements are met.

Sec. 34.116 Appeals

Any person aggrieved by any decision of the enforcement official relative to the provisions of this Article, may appeal such decision to the zoning board of appeals as provided in Article XIV § 4, of this Zoning Code.

Sec. 34.117 Variances.

Variances as described hereinafter may be permitted by the zoning board of appeals in appropriate cases, subject to the legislative intent specified in Section 34.106 of this Article, and the standards established by § 3 of Article XIV. In all cases the scope of authority which the zoning board of appeals shall have to grant sign variances from the provisions of this Article is limited to variances as to maximum height, maximum area, and minimum setbacks. In no case shall a variance exceed 15% of specified requirement.

Sec. 34.118 Enforcement and Penalties.

- A. The enforcement official is hereby authorized and directed to



It shall be unlawful for any person to install, construct, erect, alter, reconstruct, relocate, or cause to have these done within the jurisdictional area of the City of Urbana, any sign or signs, without obtaining a valid permit, in writing from the enforcement official and making payment of the fees required by Paragraph C of this Section, unless such signs are permitted without a permit by Section 34.111B.

Relocation or reconstruction of signs to conform with the requirements of this ordinance, when such signs existed at the time of enactment of this ordinance, is excepted from the requirement for a permit as described provided such signs conform to all requirements of this ordinance thereafter.

**B. Application for Permit.**

Application for a sign permit shall be filed by the owner of the sign or his agent with the enforcement official of the City of Urbana. The application shall contain the following information:

1. Name, address and telephone number of the owner of the sign, and agent, if any.
2. Location of building, structure or lot to which or upon which the sign is to be attached or erected.
3. Position of the sign in relation to nearby buildings or structures.
4. Two (2) 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 34.111A signs, 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 where such drawings are already on file with the enforcement official.

Sec. 34.113 Prohibited Signs.

A. the following signs are specifically prohibited by this ordinance:

1. Any sign which, by reason of its size, location, movement, content or 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 which contains or is an imitation of an official traffic sign or signal, except for private traffic direction signs specifically permitted in Section 34.111 B (6);
3. Any sign which moves or rotates in any way, provided, however, that a sign which revolves 360° but does not exceed 8 rpm and provided further that the sign is not located within 100 feet of any residential district, public street, park, hospital or nursing home, is permitted;
4. Any sign, other than a time or temperature device, which contains blinking, flashing, lights, unless such lights are permitted in Section 34.111;
5. Any sign which contains or consists of banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or similar devices, unless such signs are permitted in Section 34.111;
6. Any sign which for thirty consecutive days has directed attention to a product, place, activity, person, institution, or business which is no longer in operation or existence;
7. Any sign not in compliance with the requirements of Sections 34.110, 34.111 and 34.112 of this ordinance.

B. Removal of Prohibited Signs.

1. If a sign shall become prohibited under Section 34.113 A.6, notice shall be given to the land owner, sign owner, or lessee, under Section 34.118 B, and he shall have 30 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 34.114.



11. Construction 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 (but not including any advertisement of any product) or announcing the character of the building enterprise or the purpose for which the building is intended, or to indicate the presence of underground public utility structures to avoid damage to structures by excavation.
  - a. Such signs shall be confined to the site of the construction, alteration or repair and shall be removed within 21 days after completion of the work.
  - b. Standards: Signs shall conform with the standards provided for Individual, Property Sale or Rental Signs, above.
12. Street Clock/Temperature Signs. Any sign which displays the time or outdoor temperature, or both, and which displays no other matter.
13. Holiday Signs. Signs or displays either illuminated or unilluminated which contain or depict a message pertaining to a national, state, community, or religious holiday, and no other matter, and which are displayed for a period not to exceed 45 days.
14. Underground Public Utility Warning Signs. Standard types of warning signs marking the routes of underground public utility pipes, conduits, and cables.
15. House or Building Address. Any sign which sets forth the house or building address, provided that the individual characters of the signs do not exceed six inches in height.

b. Standards:

District Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Freestanding Sign (viii)	Location of Sign
RS, Single Family Residence R1, Single & Two Family Residence	1 per dwelling	3 sq. ft.	5 feet	10 ft. minimum setback from curb line but wholly upon the premises
R2, RM, R3, R4, R5, Multiple Family Residential	1 per apt. building	10 sq. ft.	10 feet	10 ft. minimum setback from curb line but wholly upon the premises
AG, Agriculture	1 per 660 ft. frontage	32 sq. feet	15 feet	Signs shall conform to the setback requirements for structures in the applicable districts.
B1, Neighborhood Business	1 per frontage	32 sq. feet	15 feet	
B2, Central Business	1 per frontage (vii)	50 sq. feet	25 feet	
I1, Light Industrial	1 per frontage (vii)	150 sq. feet	25 feet	
I2, Heavy Industrial	1 per frontage (vii)	300 sq. feet	25 feet	

(vii) 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.

(viii) Wall signs shall not extend beyond the top or ends of the wall surface on which they are placed.



or similar material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the building or structure.

5. Institutional Signs. Any sign or bulletin board setting forth or denoting the name of or simple announcement for any public, charitable, educational, or religious institution when located on the premises of such institution, provided such sign or bulletin board or both shall not exceed a total of 20 square feet in display surface.

If building mounted, these signs shall be flat wall signs and shall not project above the roof line or front facade of the building. If freestanding, the total height shall not exceed 6 feet.

6. Private Traffic Direction Signs and Related Signs. Signs directing traffic movement onto a premise or within a premise, when such signs are located on the premise, do not exceed 5 square feet in area for each sign and, if freestanding, do not exceed 5 feet in total height.

Such signs are considered to include parking directions, exit or entrance signs, drive-up window signs, rest-room signs, and the like.

Horizontal directional signs on and flush with paved areas are exempt from these standards.

7. Community Event Signs. Signs advertising a public entertainment or event of public interest, provided the placing of the signs shall be approved and the locations designated by the Enforcement Official. These signs shall remain in place for no more than 21 days before and 14 days after the event and may not exceed 10 square feet in area.

8. Political Campaign Signs. Signs or posters announcing the candidates seeking public political office and/or political issues, and data pertinent thereto, up to an area of 10 square feet.

These signs shall be confined to private property, and shall be removed within 14 days after the election for which they were erected.

9. Individual Property Sale or Rental Signs. Any on-premise sign announcing the name of the owner, manager, realtor or other

D. Off-Premise Free Standing Sign

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
I1 Light Industrial & I2 Heavy Industrial	One per business frontage up to 100 feet, and one additional sign may be placed each 200 feet of business frontage thereafter.	300 sq. feet (vi)	40 feet (vi)	Sign shall not extend over the public right-of-way, and shall conform to the setback requirements for structures in applicable district. No free standing signs permitted within 100 feet of any residential district, public school, park, hospital or nursing home.

(vi) If a sign is: 1) directed primarily toward users of an Interstate Highway, 2) within 2000 feet of the centerline of the highway and 3) more than 500 feet from any residential district, school, park, hospital or nursing home; then:

- a) A maximum area of 1200 sq. ft. is permitted, or
- b) The sign may be erected to such height 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 300 sq. ft.



§ 34.110B 3. Projecting Signs

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height and Projection of Sign	Location of Sign
B1 Neighborhood Business	One per business frontage, except that no on-premise projecting sign is permitted if an on-premise free standing or roof sign exists on the same frontage. (iii)	32 sq. feet	9 feet 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 five feet from the face of the building to which it is attached.	Not to extend over any public right of way, except that if a business located in a B2 district is within a building the face of which is less than 5 feet from the property line, the projecting sign may extend up to 3 feet over the public right of way. (iv)
B2 Central Business		50 sq. feet		
I1 Light Industrial & I2 Heavy Industrial		100 sq. feet		

(iii) Upper level businesses are not allowed projecting signs.

(iv) See section 1602.2 of the National Building Code.

§ 34.110B 1. Freestanding Signs

Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign
B1 Neighborhood Business	Each business is permitted one sign per business frontage up to 300 feet, and one additional sign for each 300 feet of business frontage thereafter; except that no on-premise free-standing sign is permitted if an on-premise projecting or roof sign exists on the same frontage.	32 sq. feet	15 feet at minimum setback line & 1 foot per 2 feet additional setback up to 25 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 free standing signs permitted within 100 feet of any residential district, public school, park, hospital or nursing home.
B2 Central Business		50 sq. feet	25 feet at minimum setback line & 1 foot per 2 feet additional setback up to 35 feet maximum.	
I1 Light Industrial		150 sq. feet	25 feet at minimum setback line & 1 foot of height per 2 feet additional setback up to maximum height of 40 feet (i)	
I2 Heavy Industrial		300 sq. feet		

- (i) If a sign is: 1) directed primarily toward the uses of an interstate highway, 2) within 2000 feet of the centerline of an Interstate Highway, and 3) more than 500 feet from any residential district, school, park, hospital or nursing home; it may rise only to such height to be visible from within one-half mile away along the highway, but not to exceed a height of 75 feet.



B. Canopies and Entrance Structures - a shelter or overhang projecting from a wall or doorway.

C. Shopping Center - a single unified complex of businesses, shops, or offices, developed or managed by a single person or management, sharing common parking facilities.

D. Enforcement Official - the official designated in Article XX, Section 34.88 to administer and enforce this Article.

Sec. 34.108 General Prohibition.

Any sign not expressly permitted by this ordinance is prohibited in the City of Urbana and the outlying area within its statutory zoning jurisdiction.

Sec. 34.109 Measurement Standards.

A. Measurement of Area of Sign - 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

## ARTICLE XXVI

### COMPREHENSIVE SIGN REGULATIONS

#### Sec. 34.106 Legislative Intent.

The purpose of this article is to promote and protect the general health, safety, comfort, and welfare by regulating outdoor signs of all types.

It is intended to promote the public health and safety by reducing the distractive characteristics of signs along public streets and highways, by prohibiting all signs which interfere with public traffic control devices, and by assuring adequate standards for the erection and maintenance of signs and/or sign structures.

It is intended to promote the public comfort and welfare by reducing the number of signs in the community and insuring adequate spacing of such signs so that confusion is reduced and so that businesses can more effectively communicate with the public. It is further intended to promote the public comfort and welfare by regulating the size, height, location and general characteristics of signs to protect and enhance the physical appearance of the community and the scenic value of the surrounding area, and by regulating signs located near to or visible from public property such as streets, highways, parks, schools and hospitals where such signs could jeopardize the public's investment in these facilities.

#### Sec. 34.107 Definitions Specially Applicable to this Article.

A. Sign - 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.

1. On-premise sign - a sign which relates solely to a use, business, or profession conducted or to a principal commodity, service, or