



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Planning and Economic Development Division

m e m o r a n d u m

TO: Bruce Walden, Chief Administrative Officer

FROM: Elizabeth Tyler, AICP, CD Director

DATE: January 17, 2002

SUBJECT: Plan Case No. 1810-T-01: Request by the Zoning Administrator to amend Article IX of the Zoning Ordinance as it relates to Outdoor Advertising Sign Structures (OASS's)

Introduction

The Zoning Administrator is requesting an amendment to the Zoning Ordinance to change the regulations for Outdoor Advertising Sign Structures (OASS), commonly known as "billboards". The proposed amendment includes revisions to Table IX-5, Standards For Future Outdoor Advertising Sign Structures, which would add a limitation of (4) new OASS permits per year. In addition, the proposed amendment would increase the minimum separation distance requirement between billboards, increase the required buffer from Residential Zoning Districts, protect certain "entryway corridors" from future billboards, and modify the allowable billboard locations from a FAP/FAI corridor standard to one based on zoning districts. On December 20, 2001 and January 10, 2002, the Urbana Plan Commission held public hearings regarding the proposed text amendment. Please refer to the minutes from these Plan Commission meetings and the December 13, 2001 and January 4, 2002 staff memoranda for more information regarding this case.

Background

At the June 4, 2001 City Council meeting, Council passed Resolution No. 2001-06-019R, which called for the development of an additional moratorium to study a possible "cap and replace" policy to limit the number of new billboards. A new OASS Task Force was created to study the issue of billboard placement within the city, including alternatives such as a revision of the spacing requirement between OASS's to mitigate the effects of billboard proliferation. The Task Force consisted of Community

Development and Legal Staff, representatives from the outdoor advertising industry, and a Council representative. The Task Force findings and recommendation are discussed later in this memorandum.

Current Interim Development Ordinance

A number of goals were identified in the Interim Development Ordinance (IDO) that set the scope for a comprehensive review of the current OASS regulations. The goals identified were:

1. To preserve and protect the health, safety, and welfare of the citizens of the City by preventing the erection of new OASS which conflict with the intent of the Zoning Ordinance.
2. Consider a possible “cap and replace” policy for billboards. In doing so, consider the following:
 - a. Review issues of vested rights and property rights in relation to billboard regulation.
 - b. Review relationship of billboard regulation with respect to First Amendment freedom of speech rights.
3. Although perhaps a minor concern, consider the ramifications of any moratorium and subsequent amendments on the C&U Poster settlement agreement.
4. Review alternatives, such as an increase in the spacing requirement between OASS’s, that may be appropriate in concert with a cap and replace limitation.
5. Prevent disproportionate increase in OASS permit requests which could occur as a result of new billboard regulations approved by City of Champaign.

Issues and Discussion

Issues Considered by Task Force

City Staff requested that Task Force members submit suggestions for issues to consider in conducting the review of OASS regulations. The Task Force considered the following alternatives as priorities to review.

- Keeping spacing requirement between billboards at 300 ft versus increasing to 500 ft, 750 ft, or 1000 ft
- Increasing buffer from residential from 50 feet to 300 feet, 125 feet
- No billboards in Downtown, residential, minor streets, campus
- “Cap and replace” limit on number of billboards

- Regulate billboards by corridor system, by zoning district, or by “part of town”
- Limit size of billboards to less than 300 square feet
- Concentration of billboards versus dispersal into a broader area
- Height not to exceed fifteen feet

Spacing Requirement

In making comparisons with other communities’ spacing requirements, the current Task Force felt the 300-foot spacing requirement between OASS’s was minimal in that it allows OASS’s to be located directly across from each other on opposite sides of the street, which seems to be contrary to the intent of such spacing requirement, and could allow considerable proliferation of OASS’s in the areas in which they are permitted.

In considering spacing in light of other factors, the Task Force determined that a 750-foot requirement would be most appropriate. In addition, the policy of measuring this requirement considering only one side of the street was proposed to be changed to one that considers both sides of the street in measuring the spacing distance. Therefore, new language directs that this measurement be made considering the OASS’s on either side of the subject street, to be calculated by drawing a perpendicular line from the right-of-way centerline.

Buffer from Residential Zoning Districts

Currently, OASS’s must be located at least 50 feet from AG (Agriculture), CRE (Conservation-Recreation-Education), and Residential Zoning Districts, to protect certain properties from the potential nuisance of living next to a property containing an OASS. To better protect the properties in these zones, the Task Force concluded that an increase to 125 feet from Residential would better protect these properties, but that the 50 foot spacing requirement from AG and CRE would continue to be adequate.

Entryway Corridors

Task Force members discussed the desire expressed to limit billboards within 2,500 feet of certain “entryway corridors”, including Lincoln Avenue, Cunningham Avenue, and South Philo Road. “Entryway corridor” is not a term that has been previously defined in the Zoning Ordinance. While a number of the City’s roadways could be considered entryways into the City, the reasoning behind the classification of certain roadways as “entryway corridors” seemed to be that certain corridors serve as a “front door” through which people are transported from rural areas into the City, and that people may not wish to view billboards upon first entering the City through these corridors. These corridors are also surrounded by significant commercial and industrial properties eligible for location of OASS’s and should be considered for the special protection of this portion of the proposed amendment.

The following areas are considered entryway corridors under the proposed amendment, and OASS's would therefore be restricted within 100 feet of their respective road centerlines:

- a. Lincoln Avenue between Interstate 74 and Beverly Drive.
- b. Cunningham Avenue between Interstate 74 and Perkins Road/Country Club Road.
- c. Philo Road between Windsor Road and Mumford Drive

“Cap and Replace”

A “cap and replace” requirement is a term used in the billboard industry to generally indicate that for a billboard to be installed, one would need to be taken down. Consistent with the Council Ordinance enacting the moratorium, the Task Force considered several options for placing a direct limitation on the number of OASS's. Possible alternatives discussed included a cap on new OASS permits, a cap which would allow billboards to be moved to another permitted area, a permit issued only if a billboard is taken down, or a maximum number of permits from and after a certain date.

As proposed, the increased spacing requirement between billboards, the increased required distance from Residential Zoning Districts, and the prohibition of new OASS permits in entryway corridors should serve as significant controls against billboard proliferation. The Task Force agreed that the overriding goal of the OASS moratorium to discourage sign proliferation would be generally accomplished through these other changes to the Ordinance proposed through the amendment, and has therefore proposed a modest requirement permitting a maximum of (4) new permits per year. The requirement would apply per year on a first-come-first-serve basis.

Placement and Maximum Number of Billboards

Under current regulations, billboards are permitted in the B-3, B-4E, and IN along the following corridors:

- I-74
- U.S. 45/ North Cunningham Avenue
- U.S. 150 - University Avenue from Wright Street to I-74
- Lincoln Avenue from Bradley Avenue to I-74
- Vine Street from University Avenue to Main Street (also permitted in B-4)

Zoning district limitations, spacing requirements, and other restrictions apply along these corridors. This approach has been in existence since the settlement agreement between the City and C & U Poster was reached in 1984. Essentially, this approach concentrates new billboards in Urbana's commercial and industrial corridors, and prohibits billboards in other commercial areas such as the core of the downtown, Urbana's portion of campustown commercial areas along Lincoln and Goodwin Avenues, East Main Street, East Washington Street, South Philo Road, Windsor Avenue, and High Cross Road/IL 130.

Using the assumption that billboards would be most likely to appear near significant roadways, Staff estimates that under the current ordinance, approximately 167 sites could be eligible locations for a billboard. The likelihood of all of these sites being utilized for OASS's is extremely remote. To construct an OASS, billboard companies must first negotiate a lease with the property owner of an eligible property, a task billboard companies report to be often difficult. It should be noted that City Staff are not in the business of locating billboard sites, and this data does not consider the likelihood of obtaining a lease for an OASS, the available space on a particular lot, or the economic incentive for constructing a billboard in a certain location to any great degree. Before receiving a permit for an OASS, the applicant must demonstrate how the City's substantial design criteria will be met. Approved in July of 2001, these design criteria include limitations on cantilevering OASS's and a prohibition on OASS's projecting over a roofline. Petitioners must demonstrate that landscaping or a geometric enclosure will be installed and maintained for a new OASS. These requirements will increase the difficulty of establishing a new OASS. With this in mind, the maximum numbers presented should be used only for comparison purposes under a "buildout scenario".

Under the proposed amendment, Staff estimates a maximum number of 64 available sites. These sites would be dispersed throughout eligible properties within the City, including sites along University/U.S. 150, East Main Street and East Washington Street, Philo Road in the Sunnycrest Mall area, and along Windsor Avenue between Philo and High Cross Road. A maximum of one location is available along North Cunningham south of Interstate 74 under the proposed amendment. The majority of the remaining sites are represented in the area north of I-74. Staff roughly estimates that one-fourth to one-third of the available sites could be realized as future billboard locations at any given time under current and proposed ordinances.

As mentioned previously, the proposed amendment represents a departure from the corridor-centered approach presently used in the City of Urbana, and will have the effect of opening commercial and industrial areas throughout the city to billboard placement, while restricting portions of the downtown periphery and it is being offered as a way to "balance" other restrictions being proposed through this amendment, in the light of the settlement agreement between the City of Urbana and C & U Poster.

Comparability with surrounding communities

As previously mentioned, a goal of the previous Interim Development Ordinances has been to prevent a disproportionate number of OASS permits being issued as a result of more restrictive billboard ordinances approved by the City of Champaign and other surrounding jurisdictions. A copy of the City of Champaign's OASS ordinance was obtained and has been evaluated for potential impacts. Staff does not believe the potential impacts on the City of Urbana of the City of Champaign's regulations would be significant at this time. Rather, the particular qualities of a commercial property in either community are more likely to affect whether an OASS permit is applied for.

Settlement Agreement

As a result of a settlement agreement reached in 1984 between the City and C & U Poster (rights transferred to Adams Outdoor Advertising), any amendment passed by the City triggers the right of C & U Poster/Adams to assert that such amendment is more restrictive as to "size, number, height, spacing, set-back, lighting, amortization, or definition of outdoor advertising sign structures". If such an amendment is more restrictive in such respect, then Adams can assert that the remaining attorney's fees are due. The value of the payment as of January 22, 2002 is estimated at \$31,552.46 and is in effect until January 1, 2004.

As Adams Outdoor were represented on the OASS Task Force, the issue of the settlement agreement was discussed in preparing a Task Force recommendation. Given that many of the changes proposed in this amendment would be considered more restrictive in the sense that they further restrict available locations for future OASS's, the provision to allow OASS's in commercial areas not presently allowed by the Zoning Ordinance is a way to make available alternate locations for OASS's and therefore "balance" other portions of the amendment.

Representatives from Adams indicate that the proposed amendment would not trigger the aforementioned payment clause of the settlement to be invoked. However, if the proposed amendment is modified in a manner that would cause it to be considered more restrictive than current OASS regulations, Adams may assert their right to collect the fees. This would include any limitation on the number of OASS permits passed independently of other proposed changes.

Plan Commission

At the January 10, 2002 Plan Commission meeting, the Plan Commission concluded discussion of the proposed text amendment. At the meeting, several Plan Commissioners recognized that in order to increase restrictions on OASS's, the balance of opening up additional areas to billboards was needed in order to adhere to the terms of the settlement agreement. However, the "tradeoff" of increasing restrictions versus allowing additional areas for billboard construction was seen as undesirable. The Plan Commission voted 7 to 0 to recommend denial of the proposed text amendment as presented herein based on the findings and discussion summarized above.

In a subsequent motion, the Plan Commission recommended 6 to 1 to further suggest that Council consider adopting the four permits per year limit. However, as previously mentioned, the proposed text amendment was created with the terms of the settlement agreement in mind, and modifying the text amendment may require payment by the City if Adams Outdoor Advertising sees the amendment as an increased restriction. Staff believes that a limitation of four OASS permits per year will likely require the City to fulfill its obligation under the settlement agreement and pay the balance for legal fees.

Summary of Findings

1. The proposed amendment is pursuant to the objectives of the Interim Development Ordinance (IDO), as set forth in the discussion above.
2. A Task Force was formed in order to develop guidelines for OASS's and the proposed amendments reflect the findings and recommendation of the Task Force.
3. The proposed amendment shifts the emphasis of Urbana's standards for OASS's from one that is centered upon commercial and industrial corridors to one that encourages greater separation distances between billboards and a greater buffer distance from residential areas.
4. The proposed amendment enhances protection against sign proliferation for certain areas, including the downtown periphery, while offering additional commercial and industrial areas as available spaces for OASS's if other criteria are met.
5. The proposed amendment protects certain "entryway corridors" from future billboard construction, which should preserve the first impression offered by these corridors to people entering the City from rural areas.
6. The proposed amendment would prevent sudden billboard proliferation through a limitation of a maximum of (4) new OASS's per year, from and after January 1, 2002.
7. The proposed amendment is consistent with the Legislative Intent and Findings portion of Article IX of the Zoning Ordinance, the purpose of which is to permit and regulate signs in such a manner as to support and complement the land use policies set forth in the City of Urbana Comprehensive Plan.
8. The proposed amendment is presented after consideration of the Settlement Agreement between the City and C & U Poster.
9. The proposed amendment was considered to be an undesirable set of OASS regulations by the Urbana Plan Commission, as it would allow proliferation of billboards into undesirable areas which are not allowed under the current corridor-centered approach.
10. The Plan Commission suggestion to consider four OASS permits per year limitation would likely prompt payment under the terms of the Settlement Agreement.

The City Council has the following options for action in Plan Case No. 1810-T-01:

- a. approve the proposed text amendment to the Zoning Ordinance, as presented herein.
- b. approve the proposed text amendment to the Zoning Ordinance, as modified by specific suggested changes.
- c. deny approval of the proposed text amendment to the Zoning Ordinance.

Recommendation

The Plan Commission voted 7 to 0 to recommend **DENIAL** of the proposed text amendment as presented herein based on the findings and discussion summarized above.

In a subsequent motion, the Plan Commission recommended 6 to 1 to further suggest that Council consider adopting the four permits per year limit. However, considering that such an action may require the City to fulfill its obligation under the settlement agreement and pay the \$31,552.46 balance for legal fees, Staff recommends that Council not approve this portion of the proposed amendment at this time. Rather, Staff recommends that Council consider reviewing the OASS regulations at a future date, possibly in conjunction with a thorough review of the Zoning Ordinance pursuant to completion of the Comprehensive Plan Update process.

Prepared by:

Tim Ross, Planner

- Attachments: Draft proposed Amendment
 Minutes of the December 20, 2001 and Draft Minutes of the January 10, 2002 Plan Commission meetings
 Letter from Rhonda Olson of Hardee’s
 Letter from Ata Durukan of First Federal Savings Bank of Champaign-Urbana
 Letter from Kate Dobrovolny of the University of Illinois
 Letter from L.E. Davis of the Pennsylvania Avenue Baptist Church
 Packet of Material from Scenic America

Cc: Kelly French-Strube
 Kip Pope
 David Fierke

Susan Stone
Michael Pollock

ORDINANCE NO.2002-01-003

AN ORDINANCE AMENDING THE ZONING ORDINANCE

(to amend Table IX-5. Standards for Future Outdoor Advertising Sign Structures - Plan Case 1810-T-01)

WHEREAS, the City Council of the City of Urbana, Illinois adopted Ordinance No. 9293-124 on June 21, 1993 consisting of a Comprehensive Amendment to the 1979 Zoning Ordinance of the City of Urbana, also known as the Urbana Zoning Ordinance; and

WHEREAS, Article IX of the Urbana Zoning Ordinance, Comprehensive Sign Regulations, includes as an intent of regulating signs, to establish reasonable standards for the use of signs in order to protect and enhance the physical appearance of the community and the scenic value of the surrounding area and to maintain and encourage business activity and development; and

WHEREAS, on June 4, 2001 the City Council adopted Ordinance No. 2001-05-004 which amended various portions of Section IX, Comprehensive Sign Regulations, of the Zoning Ordinance. The Ordinance increased architectural compatibility requirements for OASS's to protect and enhance the physical appearance of the community and the scenic value of the surrounding area, consistent with the intent of the Comprehensive Sign Regulations in the Zoning Ordinance; and

The proposed amendment would increase design compatibility requirements for OASS's, as further amended herein

WHEREAS, on July 16, 2001 the City Council passed Ordinance No. 2001-07-078 which added Section IX-10, Interim Development Ordinance, Moratorium on Outdoor Advertising Sign Structures, to the Zoning Ordinance. Under the moratorium staff was directed to investigate a "cap and replace" policy, which would place a limitation on the number of new billboards, and to review alternatives such as an increase in the OASS spacing requirement that may be appropriate in concert with a cap and replace limitation; and

WHEREAS, to consider such a policy the City of Urbana conducted a comprehensive review of OASS regulations through a Task Force that consisted of one Council member, representatives of the outdoor advertising industry, and appropriate City staff, and such review was conducted with consideration given to the settlement agreement between the City of Urbana and Adams Outdoor Advertising; and

WHEREAS, the Urbana Zoning Administrator has submitted a petition to amend Table IX-5, Standards for Future Outdoor Advertising Sign Structures, as presented herein; and

WHEREAS, said petition was presented to the Urbana Plan Commission as Plan Case No. 1810-T-01; and

WHEREAS, after due publication in accordance with Section XI-7 of the Urbana Zoning Ordinance and with Chapter 24, Section 11-13-14 of the Illinois Revised Statutes, the Urbana Plan Commission held public hearings to consider the proposed amendment on December 10, 2001 and January 10, 2002; and

WHEREAS, the Urbana Plan Commission voted 7 ayes and 0 nays to forward the proposed amendment set forth in Plan Case No. 1810-T-01 to the Urbana City Council with a recommendation for denial of the proposed amendment, with the primary reason being that the proposed amendment would allow proliferation of billboards into undesirable areas of the City; and

WHEREAS, the Urbana Plan Commission voted 6 to 1 to suggest that City Council consider adopting a limit of four permits on OASS's per year; and

WHEREAS, after due and proper consideration, the Urbana City Council has deemed it to be in the best interests of the City of Urbana to amend the text of the Urbana Zoning Ordinance as described herein.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. Table IX-5, Standards for Future Outdoor Advertising Sign Structures, is hereby amended to read as shown in the attachment.

Section 2. The City Clerk is directed to publish this Ordinance in pamphlet form by authority of the corporate authorities. This Ordinance shall be in full force and effect from and after its passage and publication in accordance with the terms of Chapter 65, Section 1-2-4 of the Illinois Compiled Statutes (65 ILCS 5/1-2-4).

This Ordinance is hereby passed by the affirmative vote, the "ayes" and "nays" being called of a majority of the members of the City Council of the City of Urbana, Illinois, at a regular meeting of said Council on the ____ day of _____, 2002.

PASSED by the City Council this _____ day of _____,
_____.

AYES:

NAYS:

ABSTAINS:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, _____.

Tod Satterthwaite, Mayor

CERTIFICATE OF PUBLICATION IN PAMPHLET FORM

I, Phyllis D. Clark, certify that I am the duly elected and acting Municipal Clerk of the City of Urbana, Champaign County, Illinois.

I certify that on the _____ day of _____, 2001, the corporate authorities of the City of Urbana passed and approved Ordinance No. _____, entitled "AN ORDINANCE AMENDING THE ZONING ORDINANCE (to amend Table IX-5, Standards for Future Outdoor Advertising Sign Structures - Case No. 1810-T-01)" which provided by its terms that it should be published in pamphlet form. The pamphlet form of Ordinance No. _____ was prepared, and a copy of such Ordinance was posted in the Urbana City Building commencing on the _____ day of _____, 2002, and continuing for at least ten (10) days thereafter. Copies of such Ordinance were also available for public inspection upon request at the Office of the City Clerk.

TABLE IX-5. STANDARDS FOR FUTURE OUTDOOR ADVERTISING SIGN STRUCTURES

Districts Permitted	Type	Maximum Number Permitted	Maximum Area of OASS	Maximum Height of OASS	Location of OASS and Separation	Design Criteria
Such new OASS's shall be allowed only along FAP or FAI routes, as designated by IDOT as of March 1, 1981, in areas zoned B-3 (General Business), B-4E (Central Business Expansion) and IN (Industrial) and within 660 feet of either side of such FAP/FAI routes; in B-3, and IN districts along Lincoln Avenue north of Bradley Avenue; and in B-3, B-4, B-4E and IN districts along Vine Street between Main Street and University Avenue ^{2,4,6} , except in areas zoned B-3 in the area bounded by Illinois St, California Avenue, Broadway Avenue, and Race St. ¹⁴	Wall	One per wall provided no other exterior wall signs are on display.	300 sq. ft.	Not to project above roofline or edges of wall upon which OASS is mounted.	OASS shall conform to the setback requirements for buildings in the IN, B-3 and B-4E zoning districts ² . No OASS shall be permitted within 60 125 feet of any Residential Zoning District <u>nor within 50 feet of any CRE or AG Zoning District, as measured from the parcel boundary.</u> Further, such OASS's shall not be located within 300 750 feet of any free-standing or wall mounted OASS. ³	See footnote 8, 9, 13
	Free-standing	2 per OASS	300 sq.ft. (back-to-back displays shall be deemed to be a single structure) ¹	IN - 40 feet ² B-3, B-4 35 feet, B-4E - 35 feet ¹¹	Same as wall OASS's.	See footnote 7, 8, 9, 10, 13

Notes: No outdoor advertising sign structures shall be erected on a roof or marquee. Further, these regulations must be interpreted consistent with the injunction issued in Champaign County Circuit Court 76-C-1060, C-U Poster versus Urbana.

- 1 "Back-to-back" shall mean faces erected at a parallel plane separated by no greater than three (3) feet, or faces erected at no greater than a forty-five (45) degree angle to each other.
- 2 If an OASS is: (1) directed primarily towards users of a highway in the National Interstate and Defense Highway System, (2) within two thousand (2,000) feet of the center line of such highway, and (3) more than five hundred (500) feet from any residential district, school, park, hospital, nursing home or other OASS, then the sign may be erected to such height as to be visible from a distance of one-half (1/2) mile on the highway or a maximum height of seventy-five (75) feet, whichever is less, and the sign may have an area not greater than three hundred (300) square feet. Said regulations apply only to OASS's facing Interstate Highway 74; they do not apply to OASS's facing Federal Aid-Primary Highways.
- 3 For purposes of determining separation measurements, the following shall apply:
 - a. ~~All distances between OASS's shall be measured along the right-of-way line from the point of its intersection with lines drawn from the OASS's perpendicular to the right-of-way. Separation measurements between OASS's, as specified in b. below, shall be measured along either same side of a street, as illustrated in Figure 2. Measurement of OASS spacing requirement.~~
 - b. Measurements from wall OASS's shall be made from the closest edge or projection of the OASS to the OASS from which it is being separated.
 - c. ~~Measurements from freestanding OASS's shall be made from the closest ground projection or support of the structure to the structure from which it is being separated.~~
- 4 Said FAI and FAP areas include Routes 45, 150 and 10 (University Avenue from Wright Street to I-74); all of Route 45 (Cunningham Avenue) north of University Avenue; and I-74. For purposes of future OASS erection, South Philo Road shall not be included as FAP, although it may be or may have been so designated by the Illinois Department of Transportation.
- 5 ~~OASS's along Vine Street between Main Street and University Avenue shall be located within one hundred (100) feet of the center line of Vine Street.~~
- 6 This table sets standards for future outdoor advertising structures. Except for those outdoor advertising sign structures which are to be removed pursuant to the Settlement Agreement arising out of the litigation in 76-C-1070, existing outdoor advertising sign structures in the City of Urbana are expressly permitted and in compliance with this Article.
- 7 Structural members of an OASS attached to the ground shall be encompassed by landscaping for a minimum horizontal radius of five feet from the center of the structural element. Landscaping must be planted and maintained according to the standards of Section VI-5.G.2.h,i,j,k,l, and n. OASS's may also be approved which contain, as a component of the OASS, a geometric shape enclosure around the supporting pole(s) with a vertical dimension twice that of its horizontal dimensions and an architectural 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. All supporting poles, such as I-beams, must be enclosed.
- 8 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, as determined by the Zoning Administrator based on the intent of the Comprehensive Sign Regulations.
- 9 OASS shall not include ladders as an element thereof, except those ladders that are contained entirely in the area behind the display area(s).
- 10 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).

- 11 No portion of a freestanding OASS shall encroach more than nine feet into the airspace created by the outline of a roofline projected upward. Any OASS encroaching into a roofline shall have a minimum clearance of three feet over the building above which it is located.
- 12 In the B-3 Zoning District, OASS may encroach five (5) feet into the ten (10) side yard setback if the property on which the OASS is proposed is adjacent to another property zoned B-3
- 13 OASS are limited to two (2) standardized structures, as indicated in the definition
 - a. The "30 sheet poster panel" or painted bulletin, whose outside dimensions, including trim, if any, but excluding the base, apron, supports and other structural members is approximately twelve (12) feet by twenty-five (25) feet, containing three hundred (300) square feet of total display area;
 - b. The "Junior panel" whose outside dimensions, including trim, if any, but excluding the base, apron, supports and other structural members is approximately six (6) feet by twelve (12) feet, containing seventy-two (72) square feet of total display area.
 - c. 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%.
14. For the purpose of considering OASS regulations, "entryway corridors" are those portions of the arterial streets described in a, b, and c below which are principally responsible for delivering vehicles from rural areas into the City from other arterial roads. Since these corridors provide a first impression to people entering the City from other areas, OASS's are therefore prohibited within 100 feet of the road centerline in the following areas:
 - a. Lincoln Avenue between Interstate 74 and Beverly Drive.
 - b. Cunningham Avenue between Interstate 74 and Perkins Road/Country Club Road.
 - c. Philo Road between Windsor Road and Mumford Drive

The applicant shall also consider Illinois Department of Transportation (IDOT) regulations in these areas. See 4 above.

15. In addition to the number of OASS display faces existing as of the effective date of this amendment, a maximum of four (4) permits for OASS's shall be issued per calendar year, from and after January 1, 2002, to be issued on a first-come-first-served basis.