



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Planning Division*

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

**TO:** Laurel Lunt Prussing, Mayor

**FROM:** Elizabeth H. Tyler, FAICP, Director, Community Development Director

**DATE:** May 28, 2009

**SUBJECT:** Update on Sign Ordinance amendments

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**Update**

At the May 18, 2009 City Council meeting, City staff presented draft amendments to the Sign Ordinance (Article IX of the Zoning Ordinance) recommended by the Plan Commission. At that meeting, City Council asked staff to research several specific questions. This memorandum is intended to provide answers to these questions. Please find attached (Exhibit A) the proposed ordinance incorporating further amendments suggested at the May 18<sup>th</sup> meeting.

*Institutional signs facing residential zoning districts.* Councilmember Bowersox asked City staff to consider whether allowing larger institutional signs in nonresidential zoning districts might impose on residences across the street from institutions. Limiting sign encroachment on residential areas is a common aspect of municipal sign ordinances. Large signage of all types has traditionally been viewed as potentially imposing on residential areas. The proposed Sign Ordinance includes the following tiered requirements. Under this arrangement, larger signs (shopping center signs and billboards) require setbacks from residential zoning districts while smaller signs do not.

Residential zoning districts: institutions such as churches are limited to 25 square feet total signage. No required setbacks from residences.

Freestanding signs in lower commercial zoning districts: Max. 32 sq. ft. No required setback from residences.

Freestanding signs in higher commercial zoning districts: Max. 50 sq. ft. No required setback from residences.

Shopping center signs: Max. 150 sq. ft. plus 50 ft. directory. *Minimum required setback of 50 feet from any residential zoning district where the nearest lot contains a dwelling unit, public school, park, hospital, or nursing home.*

Billboards: Max. *No billboard allowed within 300 feet from the boundary of any R-1, R-2, R-3, or CRE zoning district within the City corporate limits.*

These required setbacks address signs *next* to residences, but not *across the street* from residences. In the latter case, the right-of-way width, which will almost always be 50 feet or more, provides a minimum distance to prevent signs from being erected immediately adjacent to houses.

Regarding wall signs, City staff has not encountered issues with commercial wall signs imposing upon residential zoning districts across the street. In part this is because commercial and industrial wall signs invariably face higher traffic streets which are mostly zoned commercial/industrial. Consequently, few commercial-sized wall signs face residential zoning districts. If institutional signs in nonresidential zoning districts were allowed to conform to the same standards as other signs, their impact should be no different than other signs in the district.

City staff recommends maintaining the tiered system currently proposed, including minimum setbacks for shopping center signs and billboards from residential zoning districts.

*Maximum wall sign size depending on setback.* Councilmember Bowersox asked whether the maximum size of wall signs should only be allowed for buildings set back from the street. The idea is to provide better visibility and legibility when buildings are set farther back, but that buildings set closer to the street probably would not need an increased maximum.

Regarding the maximum size of wall signs, City staff recommends the following additional amendment to Table IX-2, Standards for Wall Signs, for signs in B-3, B-4, B-4E, MIC, and IN districts.

*10% of wall area, except no larger than 350 sq. ft. for signs closer than 60 feet to the front property line, nor larger than 500 sq. ft. for signs more distant than 60 feet to the front property line.*

*Businesses input.* Councilmember Marlin asked about business input on the proposed Ordinance amendments. City staff works with sign companies and their clients essentially on a daily basis. This provides an opportunity for frequent feedback about how the Sign Ordinance standards and procedures are working. A number of the proposed Ordinance changes in fact reflect business concerns communicated in these interactions, albeit with the public interest always kept in mind.

City staff additionally provided the proposed Sign Ordinance to the five sign companies performing much of the sign work in Urbana: American Dowell, Bodine Signs, Fastsigns, Prairie Signs, and Watchfire. Bodine Signs and American Dowell commented. Bodine Signs responded that some of the changes were positive, but otherwise that the rules for electronic signs are too stringent – for instance that in commercial areas electronic messages should be able to change once every second. (See attached response from Bodine Signs.) That opinion differs substantially from Urbana’s established norm of one image change per three minutes. American Dowell responded that most of the proposed Sign Ordinance changes were positive, and that although lowering the maximum height of freestanding signs was a concern, doing so would be an acceptable change.

Regarding business input, City staff recommends no further changes to the proposed Sign Ordinance. Staff will present Sign Ordinance changes to an upcoming Developers Roundtable Luncheon for education.

*Landscaping requirements for larger signs.* Councilmember Smyth commented that landscaping the base of freestanding signs should improve the aesthetic setting for freestanding signs. Equal treatment by municipal sign ordinances of billboards and large freestanding signs is in fact recommended by legal counsel as a best practice. Consequently, City staff recommends that new freestanding shopping center signs conform to the landscape requirements for billboards (Section IX-6.D.13 of the Zoning Ordinance). These requirements are as follows:

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:

- a) 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.
- b) 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.

The particular area of 75 square feet is used here as originally proposed by C & U Poster Company and agreed to by its successor, Adams Outdoor Advertising. For the sake of parity between large freestanding signs and billboards, and to accommodate sometimes tight infill development, City staff sees 75 square feet as an appropriate area for landscaping.

City staff considered requiring landscaping for smaller freestanding signs but is not recommending any ordinance changes in this regard. Smaller signs are often located on smaller, tighter development sites where meeting other development standards, such as parking lot landscaping, are often already tight. Larger signs, such as shopping center signs, are located on larger parcels with more room. Additionally, while for larger signs, structural elements such as poles are usually larger and more obtrusive, the opposite typically holds for smaller signs.

Regarding landscaping for signs, City staff recommends adding the following requirement to Table IX-9. Freestanding Shopping Center Signs.

*<sup>4</sup>Freestanding shopping center signs shall comply with the landscape requirements for Outdoor Advertising Sign Structures as required by Section IX-6.D.13 of the Zoning Ordinance.*

*Signs for underground buildings.* Councilmember Lewis asked if the Sign Ordinance is equipped to deal with situations such as where businesses are located below grade. In applying the Sign Ordinance, City staff deals with unusual circumstances periodically and is able to accommodate the needs of businesses. In this case City staff would count the underground portion of the business as business frontage. In situations where a hardship exists, a variance may be sought from the Zoning Board of Appeals. When sign problems become repetitious, City staff will often recommend amendments to the Sign Ordinance.

Regarding signs for underground buildings, City staff recommends no further changes to the proposed Sign Ordinance.

*Lighting for institutional signs.* Councilmember Roberts asked about lighting from institutional signs imposing on residences. Following review, City staff has not encountered problems with lighting from institutional signs. Problems have been noted with apartment rental signs in residential zoning districts being illuminated too brightly. This was addressed in the 2006 update of Sign Ordinance. Multi-family residential rental signs may now only be externally lit. The recently approved lighting ordinance can address nuisance lighting anywhere in the City, including for signs. Additionally, City staff plans to submit a separate draft ordinance to the Plan Commission and City Council addressing lighting limits for electronic signs.

Regarding lighting, City staff recommends no changes to the attached ordinance, but plans to introduce as a separate amendment lighting limits for electronic signs.

## **Options**

The Urbana City Council has the following options in reviewing Plan Case No. 2104-T-09, an amendment to Article IX (Sign Regulations) of the Urbana Zoning Ordinance:

1. Approve the application as submitted;
2. Approve the application with specific changes; or
3. Deny the application.

## **Recommendation**

Following a public hearing, the Urbana Plan Commission at their May 7, 2009 meeting voted 7-yes and 0-no to recommend approval of the application with changes incorporated in the attached ordinance. Additionally, the Urbana City Council at its May 18, 2009 meeting requested further minor changes which are likewise incorporated within the attached ordinance. City staff recommends approval of the ordinance as attached.

City staff plans to return to the Plan Commission and City Council with proposed lighting limits for electronic signage.

Robert Myers, AICP  
Planning Manager

Attachments:

Exhibit A: Proposed Ordinance

Exhibit B: Recommended sign ordinance changes, Bodine Signs

**AN ORDINANCE APPROVING A TEXT AMENDMENT TO THE ZONING ORDINANCE  
OF THE CITY OF URBANA, ILLINOIS**

(Amending Article IX, Comprehensive Sign Regulations --

Plan Case No. 2104-T-09)

WHEREAS, 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, and in conformance with the Illinois Municipal Code; and

WHEREAS, the Urbana Zoning Administrator has submitted a petition to amend the Urbana Zoning Ordinance regarding the standards and procedures for signs;

WHEREAS, the proposed amendments will further the City of Urbana's goals, policies, and implementation strategies concerning signs as expressed through the City's Comprehensive Plan, Zoning Ordinance, and other pertinent documents; and

WHEREAS, the proposed amendment is intended to insure that the standards comply with current Federal and State laws, regulations, and case law; and

WHEREAS, after due publication in accordance with Section XI-7 of the Urbana Zoning Ordinance and with Chapter 65, Section 11-13-14 of the Illinois

Compiled Statutes (65 ILCS 5/11-13-14), the Urbana Plan Commission held a public hearing on the petition on May 7, 2009; and

WHEREAS, the Urbana Plan Commission voted 7 ayes and 0 nays on May 7, 2009 to forward Plan Case #2104-T-09 to the Urbana City Council with a recommendation for approval of the proposed amendment; and

WHEREAS, after due and proper consideration, the Urbana City Council has determined that the amendments described herein conform to the goals, objectives and policies of the 2005 Urbana Comprehensive Plan as amended from time to time; and,

WHEREAS, after due and proper consideration, the Urbana City Council has deemed it to be in the best interest of the City of Urbana to amend the standards concerning signs.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, that the Zoning Ordinance of the City of Urbana, Illinois shall be amended as follows:

Section 1. The title of Article IX of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows: "Sign and OASS Regulations".

Section 2. Section IX-1 of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows:  
Section IX-1. Purpose and Severability

A. *Purpose.* The purpose of this Article is to create the legal framework for a comprehensive and balanced system of signs and outdoor advertising sign structures (OASS) that will implement the City of Urbana's Comprehensive Plan; preserve the right of free speech and expression; provide effective communication between people and their environment; and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance. With these purposes in mind, it is the intent of this ordinance to authorize the use of signs and OASS that are:

1. Compatible with their surroundings;
2. Appropriate to the activity that displays them;
3. Expressive of the identity of individual activities and the community as a whole; and
4. Legible in the circumstances in which they are seen.

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)

B. *Severability*. Should any court of competent jurisdiction declare any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word to be invalid, such invalidity shall not affect the validity or enforceability of the remaining portions.

Section 3. Section IX-2 of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows:

Section IX-2. Sign and OASS Definitions

A. *Animation or Animated*. The movement or optical illusion of movement of a sign or its sign structure, design, or illumination, caused by any method other than physically removing and replacing the sign or its components. For the purposes of this Article, animation shall include mechanical, electrical, electronic, or other means, or the appearance of movement, including but not limited to full-motion video, flashing, scrolling, oscillating, blinking, twinkling, or changing color or light intensity in a way simulating change; provided that signs employing static electronic displays, changing instantaneously without swipes or transitions, and with a frequency of change no more than once every three minutes, shall not be defined as animated signs.

- B. *Banner*: A sign made of paper, plastic or fabric of any kind and which can be easily folded or rolled.
- C. *Commercial sign*: A sign directing attention to or indicating any business or involving any goods or services.
- D. *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 or charitable 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)
- E. *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.
- F. *Electronic Display*: Visual representation of text, graphics, and/or images through electronic means, either analog or digital, and whether by cathode ray tube, light emitting diode (LED), liquid crystal display (LCD), plasma, or any other electronic means.

G. *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.

H. *Freestanding Sign and Freestanding Outdoor Advertising Sign Structure*: Any permanent sign or outdoor advertising sign structure completely or principally self-supported, such as by a monument base, uprights, braces, columns, or poles, and independent of any building or other structures.

I. *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)

J. *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.

K. *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.

L. *Internally Illuminated or Internal Illumination*: Having a light source that is concealed or contained within a sign and becomes visible in darkness through a translucent surface.

- M. *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.
- N. *Message Board*: A sign, or any portion of a sign, designed and constructed to allow changeable messages through manual, mechanical, or electronic means.
- O. *Monument Sign*: A type of freestanding sign permanently affixed to the ground at its base, supported entirely by a base structure and not mounted on a pole.
- P. *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.
- Q. *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.
- R. *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.

- S. *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.
- T. *Permanent Sign*: A sign that is permanently affixed or anchored to the ground, building, or other structure.
- U. *Portable Sign*: A freestanding sign not permanently anchored or secured to either a building or structure.
- V. *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. Per Code of Federal Regulations Title 23, Part 655.603, internal traffic control signs shall conform to the Manual on Uniform Traffic Control Devices.
- W. *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.
- X. *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.

Y. *Sandwich Board Sign*: A temporary freestanding sign that is oriented in its display primarily towards pedestrian traffic.

Z. *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.

AA. *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.

BB. *Subdivision Sign*: Any sign displayed by a residential, commercial, office or industrial subdivision or neighborhood.

CC. *Temporary Sign*: A sign which is readily movable, not permanently anchored, and intended to be displayed for a limited period of time.

DD. *Utility Warning Signs*: Signs displayed in connection with utility pipes, conduits, and cables.

EE. *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 4. Section IX-3.A, paragraphs 1 and 2 of the Zoning Ordinance of the City of Urbana, Illinois, Measurement Standards, is hereby amended to read as follows:

Section IX-3. Measurement Standards

A. *Area Measurement of Signs and OASS.* The area of signs and OASS shall be computed as:

1. *Flat Signs:* The area of the smallest convex geometric figure encompassing the sign; or
2. *Three-dimensional Signs:* 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.

Section 5. Section IX-4 of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows:

Section IX-4. General Sign Allowances

A. *General Sign Provisions.*

1. Signs specified in this Section and in Tables IX-1 through Table IX-10 of this Article shall be allowed subject to the conditions and limitations set forth herein.
2. Any sign not expressly permitted by or in compliance with this Article is prohibited in the City of Urbana.
3. Any sign or OASS authorized by this Article may display a noncommercial message.

B. *Institutional Signs.* In all residential zoning districts, institutions may display either one monument sign or one wall sign per street frontage with a maximum combined sign size of 25 square feet total. Such monument signs shall have a maximum height of eight feet. Wall signs shall not project above the roofline or front building façade. Institutional signs in other zoning districts shall conform to the design standards for signs in that zoning district.

C. *Electronic Display.* Freestanding signs and wall signs authorized by this Article in the B-3, General Business Zoning District, may include an element of electronic display when designed and operated to meet the following requirements:

1. The maximum area of electronic display shall not exceed 50 percent of any sign area.



2. Electronic displays shall not be animated as defined by this Article, including a minimum display change frequency of no more than once every three minutes.

3. The sign, including electronic display, shall meet all other design standards in this Article.

*D. Community Event Signs on City Property.*

1. 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.

*2. Zoning Districts Allowed:*

B-4, Central Business

B-4E, Central Business-Expansion

*3. Numbers and Sizes of Signs:*

a) 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.

- b) Community event signs shall be no larger than 50 square feet in display area.

4. *Length of Time of Display:*

- a) Community event signs shall be displayed for not more than a consecutive 30-day period.
- b) 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.

5. *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:

- a) The sign shall not be located within 450 feet of another community event electronic display sign.
- b) The sign shall not be located within 100 feet of a residential district or use.
- c) 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.
- d) Illumination from the sign will not cause a nuisance to any nearby residential district or use; and

E. *Signs in Planned Unit Developments.* Signs and 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.

F. *Agricultural Districts.* 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 non-agricultural zoning district within which the use is permitted by right.

G. *Shopping Center Signs.* 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.

H. *Sign safety.* Signs and 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.

I. *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)

J. *Signs Authorized Without a Permit.* The following signs shall be allowed in all zoning districts without a sign permit and with the following limitations.

1. *Flags:* No more than two flags for each premise.

2. *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.

3. *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 shall not be internally illuminated, 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.

4. *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.
5. *Subdivision Sign:* Subdivision signs subject to the standards specified in Table IX-8.
6. *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.
7. *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.
8. *House or Building Sign:* Any sign on a residence or building that does not exceed six inches in height.

K. *Exempt Signs*. The following signs are exempt from the regulations contained in this Article:

1. Official signs or signs required by law.
2. Integral signs.
3. Utility warning signs.
4. Signs carried by a person.
5. Signs integrated with vending machines, fuel pumps, and bus shelters.

Section 6. Section IX-5 of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows:

Section IX-5. Sign Permits

A. *Permit Requirements*. With the exception of exempt signs authorized by Section IX-4, it shall be unlawful for any person to display, install, construct, erect, alter, reconstruct, or relocate any sign or OASS without first obtaining a valid permit, in writing, from the Zoning Administrator, and making payment of the fees required by this ordinance.

B. *Permit Exceptions*. Notwithstanding the requirements of Section IX-5.A, the following modifications to signs and OASS shall not be considered as "installing, constructing, erecting, altering, reconstructing, relocating," or creating a sign and shall not require a permit:

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.

C. *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. *Denial of Permit.* 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. *Appeal*. 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 7. Section IX-7 of the Zoning Ordinance of the City of Urbana, Illinois is hereby amended to read as follows:

Section IX-7. Prohibited Signs and OASS

A. The following are specifically prohibited by this Article:

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. Animated signs and OASS;
  4. Any sign or OASS which contains or consists of banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or similar devices, except for Temporary Signs explicitly authorized by Section IX-4;
  5. 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;
  6. Any sign or OASS not in compliance with the requirements of this ordinance; or
  7. 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.

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 8. Section IX-5 of the Zoning Ordinance of the City of Urbana, Illinois, Signs Allowed Without a Permit Subject to Certain Regulations, is hereby repealed.

Section 9. In place of Section IX-5 of the Zoning Ordinance herein repealed, a new Section IX-5, Signs Allowed Without a Permit, is hereby enacted to read as follows:

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.
- B. *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.

*D. 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.

*E. 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.

*F. 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.

*G. Subdivision Sign:* Subdivision signs subject to the standards specified in Table IX-8.

*H. 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 10. Tables IX-1, IX-2, IX-3, IX-4, IX-5, IX-6, IX-7, IX-8, and IX-9, IX-10 of the Zoning Ordinance of the City of Urbana, Illinois, as attached, are incorporated as part of this ordinance and hereby amended to read as follows:

Section 11. 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 \_\_\_\_\_, 2009.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

AYES:

NAYS:

ABSTAINED:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
Laurel Lunt Prussing, 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 \_\_\_\_\_, 2009, the Corporate Authorities of the City of Urbana passed and approved "AN ORDINANCE APPROVING A TEXT AMENDMENT TO THE ZONING ORDINANCE OF THE CITY OF URBANA, ILLINOIS (Amending Article IX, Comprehensive Sign Regulations -- Plan Case No. 2104-T-09)" 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 \_\_\_\_\_, 2009, 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.

DATED at Urbana, Illinois, this \_\_\_\_\_ day of \_\_\_\_\_, 2009.



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

Zoning Districts Permitted	Maximum Number Permitted	Maximum Area Of Sign	Maximum Height Of Sign <sup>2</sup>	Location of Sign
B-1, Neighborhood Business CRE, Conservation, Recreation and Education District	One sign per business, except that no 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 <del>provided the cumulative square footage of both does not exceed 32 square feet in area.</del>	32 square feet, or 50 square feet when signs from two or more frontages are combined or monument	12 feet tall if beyond 15 feet from a public right-of-way, or 6 feet tall if located 8 to 15 feet from a public right-of-way	Minimum setback of eight feet from public rights-of-way.
B-2, Neighborhood Business Arterial	One sign per business frontage, except that no sign shall be permitted on any frontage which has a projecting or roof sign. One additional sign is allowed on the property if any frontage exceeds 600 feet in length.			
MOR, Mixed Office Residential CCD, Campus Commercial District B-3U, General Business –University	One sign per business frontage, except that no sign is permitted if a projecting or roof sign exists on the same frontage.	32 square feet	8 feet tall	
B-3, General Business B-4, Central Business B-4E, Central Business Expansion MIC, Medical Institutional Campus IN, Industrial	One sign per business frontage. One additional sign is allowed on the property if any frontage exceeds 600 feet in length. Provided that no sign is permitted on any frontage which has a projecting or roof sign.	50 square feet <sup>2</sup> 75 square feet if combined or monument <sup>2,3</sup>	16 feet tall if beyond 15 feet from a public right-of-way, or 8 feet tall if located 8 to 15 feet from a public right-of-way	

1. For buildings with multiple businesses, refer to Table IX-9, Freestanding Shopping Center Signs.

2. If a freestanding sign in the B-3, General Business, or IN, Industrial, zone is: (1) directed toward the users of an interstate highway; (2) within 2,000 feet of the center line of an interstate highway; and (3) more than 75 feet from the boundary of any residential zoning district; then the sign's height may be increased to 75 feet, and its maximum size may be increased to 150 square feet.

3. Combined and Monument Signs: 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 signs (as defined in Section IX-2.O) may be constructed with a larger maximum area as defined in Table IX-1.

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

Zoning Districts Permitted	Maximum Number Permitted	Total Maximum Area Of Wall Signs per Building Face	Maximum Height and Location of Signs
R-6B, Restricted Business B-1, Neighborhood Business B-2, Neighborhood Business-Arterial B-3U, General Business – University CCD, Campus Commercial District CRE, Conservation, Recreation and Education District	No Limit	8% of wall area, not to exceed 300 sq. ft. maximum	Signs shall not project above or beyond the top or ends of the wall surface to which they are mounted  In the B-1, Neighborhood Business Zoning District, no wall signs are permitted on walls immediately facing a residential use or zoning district <u>when</u> <del>and is</del> not separated by a right-of-way.
B-3, General Business B-4, Central Business B-4E, Central Business Expansion MIC, Medical Institutional Campus IN, Industrial		<u>10% of wall area, except no larger than 350 sq. ft. for signs closer than 60 feet to the front property line, nor larger than 500 sq. ft. for signs more distant than 60 feet to the front property line.</u>	
MOR, Mixed Office Residential		8% of wall area, not to exceed 150 sq. ft. maximum	

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

Zoning Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height and Projection of Sign	Location of Sign
B-1, Neighborhood Business B-2, Neighborhood Business - Arterial B-3U, General Business - University B-3, General Business B-4E, Central Business Expansion MIC, Medical Institutional Campus CCD, Campus Commercial MOR, Mixed Office Residential CRE, Conservation, Recreation and Education District	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. Projecting signs are not allowed above the first story.	32 square feet	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.	Shall not extend over any public right-of-way.
B-4, Central Business	See Note 1 regarding spacing requirements for projecting signs extending over the right-of-way in the B-4 District.	32 square feet: 12 square feet if any portion extends over public right-of-way		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 distance is less. <sup>1</sup>

1. Projecting signs extending over the right-of-way shall not be internally illuminated; 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**

<b>Zoning District Permitted</b>	<b>Maximum Number Permitted</b>	<b>Maximum Area of Sign</b>	<b>Maximum Height of Sign</b>	<b>Location of Sign</b>
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 MIC, Medical Institutional Campus		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**

Zoning Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Height of Sign
R-6B, High Density Multiple-Family Residential -- Restricted Business B-1, Neighborhood Business B-2, Neighborhood Business -- Arterial B-3U, General Business -- University CCD, Campus Commercial District MOR, Mixed Office Residential CRE, Conservation, Recreation and Education District	One per business frontage up to 100 feet. One additional sign for each 100 feet thereafter.	40 square feet	9 foot minimum clearance to ground
B-3, General Business B-4, Central Business B-4E, Central Business Expansion MIC, Medical Institutional Campus			
IN, Industrial			

**TABLE IX-7. STANDARDS FOR PROPERTY SALE AND RENTAL SIGNS**

<b>Zoning Districts Permitted</b>	<b>Maximum Number Permitted</b>	<b>Maximum Area of Sign</b>	<b>Maximum Height of Free-standing Sign<sup>2</sup></b>	<b>Location of Sign</b>
R-1 and R-2 Single-Family Residential R-3, Single and 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 (See Note 1)	10 square feet	10 feet	
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 CCD, Campus Commercial District MOR, Mixed Office Residential	One per frontage (See Note 1)			
B-3, General Business B-4, Central Business B-4E, Central Business Expansion MIC, Medical Institutional Campus  IN, Industrial	One per frontage (See Note 1)	80 square feet	25 feet	

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**

Zoning 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 CCD , Campus Commercial District MOR, Mixed Office Residential		25 square feet	15 feet	Signs shall conform to the setback requirements for structures in applicable district.
B-4, Central Business B-4E, Central Business Expansion MIC , Medical Institutional Campus IN, Industrial				



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

<b>Class of Shopping Center</b>	<b>Zoning 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  In addition, 50 square feet may be permitted for use as a directory	16 feet tall if located beyond 15 feet from a public right-of-way, or 8 feet tall if located 8 to 15 feet from a public right-of-way	Minimum sign setback of 8 feet from public rights-of-way. No 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.

<sup>4</sup>Freestanding shopping center signs shall comply with the landscape requirements for Outdoor Advertising Sign Structures as required by Section IX-6.D.13 of the Zoning Ordinance.

**TABLE IX-10. STANDARDS FOR MULTI-FAMILY RESIDENTIAL RENTAL SIGNS**

Zoning Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height of Sign	Location of Sign	Illumination
R-4, R-5, & R-6 Multiple Family Residential  R-6B, Restricted Business  MOR, Mixed Office Residential	One per property	12 square feet	5 feet	Minimum 10-foot setback from public rights-of-way	External only.
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			

**Exhibit B**  
**Recommended revisions by Bodine Signs**

**Urbana, IL (Option 1)**

**Definitions**

**Section IX-2, Sign and OASS Definitions should be revised by amending the following terms:**

- A. Animation or Animated: The use of movement or some element thereof, to depict action or create a special effect or scene.
  
- F. Electronic Display: A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

**The following terms should be inserted into Section IX-2, Signs and OASS Definitions, in their respective alphabetical order:**

Flashing: A pattern of changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated for the purpose of drawing attention to the sign.

Frame Effect: A visual effect on an electronic display sign applied to a single frame to transition from one message to the next.

**Prohibited Signs**

**Section IX-7.A.3., prohibiting animated signs, should be amended to read as follows:**

- 3. Flashing signs.

**Electronic Message Center Provisions**

**Section IX-4.C., Electronic Display, should be amended to read as follows:**

- C. *Electronic Display.* Freestanding signs and wall signs authorized by this Article may include an element of electronic display when designed and operated to meet the following requirements:
  - 1. In INSERT HEAVY COMMERCIAL AND INDUSTRIAL zoning districts such signs may utilize animation and frame effects, so long as the use of flashing is prohibited.
  - 2. In INSERT LIGHT COMMERCIAL zoning districts such signs shall include a minimum display change frequency of no more than once every second. The use of frame effects is permitted for transition from one static image to the next, so long as the use of animation and flashing are prohibited.
  - 3. In INSERT RESIDENTIAL AND PROTECTED zoning districts such signs shall included a minimum display change frequency of no more than once every three seconds before instantaneously transitioning to another static display.
  - 4. Such signs shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.
  - 5. The sign, including electronic display, shall meet all other design standards in this Article.

**Exhibit B**  
**Recommended revisions by Bodine Signs**

## **Urbana, Illinois (Option 2)**

### **Definitions**

**Section IX-2, Sign and OASS Definitions should be revised by amending the following terms:**

- A. Animation or Animated: The use of movement or some element thereof, to depict action or create a special effect or scene.
  
- F. Electronic Display: A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.
  
- M. Institutional Signs: Any sign displayed by any public, charitable, educational, religious or other institution, when located on the premises of such institution.

**The following terms should be inserted into Section IX-2, Signs and OASS Definitions, in their respective alphabetical order:**

Flashing: A pattern of changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated for the purpose of drawing attention to the sign.

### **Electronic Message Center Provisions**

**Section IX-4.B., and C. which line out provisions for Institutional Signs and Electronic Displays, should be amended to read as follows:**

- B. *Institutional Signs.* In all residential zoning districts, institutions may display either one monument sign or one wall sign per street frontage with a maximum combined sign size of 25 square feet total. Such monument signs shall have a maximum height of eight feet. Wall signs shall not project above the roofline or front building façade. Institutional signs in other zoning districts shall conform to the design standards for signs in that zoning district. Such signs may incorporate an electronic display or message board so long as the electronic display portion contains a minimum display change frequency of six seconds. If within a residential zoning district such electronic displays shall be turned off between the hours of 10 p.m. and 6 a.m.
  
- C. *Electronic Display.* Freestanding signs and wall signs authorized by this Article may include an element of electronic display when designed and operated to meet the following requirements:
  - 1. In nonresidential zones such signs shall a minimum display change frequency of no more than once every three seconds. The use of animation and/or flashing is prohibited.
  - 2. In residential zoning districts such signs are prohibited except for use as Institutional Signs and Community Event Signs, as defined in Section IX-2.M.
  - 3. The maximum area of electronic display shall not exceed 50 percent of any sign area.
  - 4. Such signs shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.
  - 5. The sign, including electronic display, shall meet all other design standards in this Article.