

URBANA CORRIDOR DEVELOPMENT STANDARDS

D. SIGNS

AS AMENDED: 2016

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PURPOSE AND SCOPE

These standards shall apply to signs within the Urbana Corridor Overlay.

The **purpose** of this Section is to:

1. Recognize the commercial requirements of all sectors of the business community within the Overlay; and,
2. Minimize the possible adverse effect of signs on nearby public and private property; and,
3. Promote harmony by coordinating the color, construction materials, type, number, location, physical dimensions, height, and illumination of signs within the Overlay; and,
4. Encourage the effective use of signs as a means of communication within the Overlay; and,
5. Encourage the innovative use of design within the Overlay; and,
6. Maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth within the Overlay; and,
7. Promote both renovation and proper maintenance within the Overlay; and,
8. Provide minimum standards to safeguard life, health, property, and the general welfare within the Overlay; and,
9. Improve pedestrian and traffic safety within the Overlay; and
10. Allow for special circumstances within the Overlay; and
11. Guarantee equal treatment under the law through accurate record keeping and consistent enforcement within the Overlay.

The **scope** of these Standards is the regulation of signs of a commercial nature viewed from any vehicular public right-of-way. The scope of this chapter shall not regulate:

1. Signs not intended to be viewed from a public right-of-way; and,
2. Product dispensers and point of purchase displays; and,
3. Official traffic or governmental signs; and,
4. The copy and message of signs; and,
5. Window displays; and,
6. Scoreboards on athletic fields; and,
7. Flags of any nation, government, or noncommercial organizations; and,
8. Government organizations; and,
9. Gravestones; and,
10. Religious symbols; and,
11. Commemorative plaques; and,
12. Display of street numbers; and,
13. Any display or construction not defined herein as a sign; and,
14. Signs for home sales as regulated and described by Chapter 737.

Thus, the **primary intent** of these Standards shall be to regulate signs of a commercial nature viewed from any vehicular public right-of-way.

PERMITTED SIGNS

1. Buildings permitted. (Signs attached to buildings.)
 - a. Primary building signs
 - i. Wall signs.
 - ii. Blade signs.
 - b. Secondary building signs
 - i. Projecting signs.
 - ii. Awning signs.
 - iii. Identification signs.
 - iv. Window signs.
2. Freestanding signs permitted. (Signs not attached to buildings.)
 - a. Primary freestanding signs
 - i. Monument signs.
 - ii. Pole signs. (Not permitted in all areas.)
 - b. Secondary freestanding signs
 - i. Directional signs.
 - c. Temporary signs
 - i. Temporary signs.

PROHIBITED SIGNS

1. Searchlights.
2. Banners.
3. Pennants, festoons, streamers, spinners.
4. Snipe signs.
5. Signs located off-premise.
6. Billboards.
7. Abandoned signs.
8. Internally illuminated sign boxes.
9. Roof signs. Specifically, those signs erected and constructed on and/or over the roofline of a building and supported by the roof structure.
10. Signs which are inflated in any way by air; such as, figures or balloons.
11. Signs obstructive to other businesses.
12. Signs blocking and/or covering entire windows.
13. Signs that cover architectural features or roof shapes.
14. Signs which are erected in a manner that a portion of the sign surface or supports interfere with the use of fire escapes, standpipes, or emergency exits from a structure or site.
15. Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign.
16. Signs that imitate or resemble official traffic warning devices or signs.
17. Signs which are of a color, location, content, or lighting that may confuse or disorient vehicular or pedestrian traffic.
18. Signs which are animated, move, flash, blink, use intermittent light, fluctuate, reflect, and/or revolve.

19. Signs, visible from any right-of-way, which emit audible sounds, smoke, fumes, odors, and/or other visible matter, except menu board and/or order board signs may emit sounds, but only as part of their primary function.
20. Signs which are affixed to a tree.
21. Signs on public benches.
22. Signs which are affixed to a utility pole, telephone pole, and/or streetlight.
23. Signs placed on any public property or right-of-way.

MINIMUM AND MAXIMUM SQUARE FEET ALLOWED

Each business is permitted a certain amount of total sign area on the lot it resides. For the sake of clarity, the definition of sign and how to calculate the area of a sign is referenced.

1. **Sign:** “Sign” means an outdoor advertising structure, device, or visual communication designed or intended to convey information to the public in written or pictorial form.
2. **Area of a Sign:** The area of a sign shall be calculated as follows:
 - a. **Single Cabinets or Modules:** Where a sign is composed of a single cabinet or module, the area around and enclosing the perimeter of the cabinet or module shall be calculated to determine total area. The perimeter of measurable area shall not include embellishments such as pole covers, framing, decorative roofing, etc., provided they do not bear advertising copy.
 - b. **Two or More Sign Cabinets or Modules:** Where a sign is composed of two or more sign cabinets or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single, continuous, convex geometric shape shall be the area of the sign. The perimeter of measurable area shall not include embellishments such as pole covers, framing, decorative roofing, etc., provided they do not bear advertising copy.
 - c. **Double or Multi-Faced Signs:** Any double or multi-faced signs shall be calculated by counting only one face, the largest, when calculating its area.
3. **Total Area of All Signs:** Each business on a lot or property is allowed two (2) square feet of signage for every one (1) foot of principal building frontage along public streets that the business occupies.
 - a. **Minimum:** Each business is allowed minimums of total signage, regardless of principal building frontage along public streets:
 - i. A minimum of twenty-five (25) square feet of all building signs is allowed per occupant. Refer to “Permitted Signs” for a list of permitted building signs.
 - ii. A minimum of sixteen (16) square feet of all freestanding signs is allowed per occupant. This minimum may be less in instances where a building is divided for multiple tenants due to additional restrictions. Refer to “Permitted Signs” for a list of permitted freestanding signs.

PERMITS AND PROFESSIONAL PRODUCTION REQUIRED

1. Permits Required: All signs require written Zoning and Building permit approval prior to any construction.
2. Professionally Produced: All signs shall be produced by a professional. All contractors shall be registered with the Champaign County Building Regulations Department.

PERMITTED MATERIALS AND COLORS

1. Materials: All signs shall be constructed of quality, low-maintenance materials to avoid fading and damaging caused by exposure to sunlight or degradation due to other elements.
 - a. Examples of quality, low-maintenance materials: metal, concrete, natural stone, brick, and acrylics.
 - b. Examples of materials to avoid: sheet metal, plastic panels, and vinyl.
2. Materials: All sign materials shall coordinate and complement the building occupied by the business to which the sign relates.
3. Colors: All sign colors shall coordinate and complement the building occupied by the business to which the sign colors relate.
4. Colors: Maximum number of colors per area of sign is three (3), excluding logos.
5. Colors: All signs should rely on a format of light text graphics and letters on a dark background. Avoid dark text on light backgrounds, except logos.

MONUMENT SIGNS

1. Freestanding Sign:
 - a. “Freestanding Sign” means a sign supported upon the ground by poles or braces and not attached to any building. (Chapter 1102).
2. Monument Sign:
 - a. “Monument Sign” means a freestanding sign that meets the specific requirements provided for herein.
3. Number:
 - a. The number of primary freestanding signs is restricted.
 - i. Each lot is allowed one (1) primary freestanding sign. Thus, both one (1) monument sign and one (1) pole sign is prohibited.
 1. Where a lot is both located in Subarea C and the principal building fronts two (2) primary corridor streets, a second primary freestanding sign is permitted. However, both streets must be primary corridor streets as defined by the Corridor Overlay and the signs cannot be located along the same primary corridor street.
4. Location:
 - a. Monument signs shall be located outside of all right-of-way. Monument signs shall not create a pedestrian or vehicle visibility hazard at any intersection as described in 1129.06 (b).
 - b. Monument signs shall be perpendicular to the street.

5. Face of Sign:
 - a. The maximum dimension of any monument sign face shall be seven (7) feet in any direction.
 - b. The maximum sign face of a monument sign shall be thirty-six (36) square feet for a single occupant principal building.
 - i. BR1 Districts: The maximum sign face of a monument sign shall be twelve (12) square feet. The sign shall complement the architectural features of the surrounding neighborhood and property.
 - c. The maximum sign face of a monument sign shall be forty-nine (49) square feet for principal buildings or complexes that include multiple tenants. The monument sign shall be divided amongst the occupants in a manner where sign faces are uniform size, color, and style. No single occupant shall have a sign face of more than twenty-five (25) square feet, regardless of the numbers of occupants existing or intended.
 - d. The maximum height of any letter or number shall be twenty-six (26) inches.
6. Sign Base:
 - a. Monument signs shall have a base. The area of the sign base shall not exceed the area of the sign face.
 - b. The base of the monument sign must be at least eighteen (18) inches in height and be constructed of a material that matches the building. Any EIFS base shall include a masonry base eighteen (18) inches in height to protect stucco or drivet.
 - c. Monument signs shall be landscaped on all four (4) sides.
 - d. Monument signs shall have no pole or brace exposed/visible.
7. Height of a Monument Sign: The height of a sign is the vertical distance measured from the highest point of a sign, excluding decorative embellishments, to the grade of the adjacent street or surface grade beneath the sign, whichever is less. The maximum height of any monument sign from is ten (10) feet. (See Chapter 1102.)
 - i. BR-1 Districts: The maximum height of any monument sign shall be six (6) feet. The sign shall complement the architectural features of the surrounding neighborhood and property.
8. Illumination: Monument signs may be illuminated from exterior or interior sources if the following conditions are met:
 - a. Utility services shall be underground.
 - b. The light source for the sign shall be cut-off so as to only illuminate the sign face.
 - c. No lamp or light shall be exposed. Ground-mounted light sources must be screened with landscaping. Interior light sources must be screened by a sunscreen or comparable diffusion sign face.
 - d. Sign faces should rely on format of light text graphics and letters on a dark background. Where dark text graphics and letters are on a light background, the light background shall be totally opaque.
 - e. BR-1 Districts: No monument sign shall be illuminated.

9. Changeable Copy: “Changeable Copy” means a sign on which the copy changes automatically or manually. Changeable copy may be incorporated, but shall be considered part of the sign face to which it is attached. The minimum area of a changeable copy space is six (6) square feet and the maximum area of a changeable copy space is twenty-five percent (25%) of the area of the sign face to which it is attached. This area is for discretionary use and shall not include name, logo, or address. This area may be electronic, LED, or manual.
10. Sign Package Required:
 - a. Any sign proposed for a multiple tenant building must include a plan for the other signs intended for the site.
 - b. In buildings proposed, constructed, or intended for multiple tenants, a consistent sign package theme shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

POLE SIGNS

1. Freestanding Sign:
 - a. “Freestanding Sign” means a sign supported upon the ground by poles or braces and not attached to any building. (Chapter 1102).
2. Pole/Pylon/Post Sign:
 - a. “Pole/Pylon/Post Sign” means any elevated sign that is supported by one or more poles or pylons placed in, or anchored in the ground independent of any other structure and meet the specific requirements provided for herein.
3. Number:
 - a. The number of primary freestanding signs is restricted.
 - i. Each lot is limited to one (1) primary freestanding sign. Thus, both one (1) monument sign and one (1) pole sign is prohibited.
 1. Subarea C: Principal buildings that front two (2) primary corridor streets, may install a second primary freestanding sign along each of the primary Corridor streets.
4. Location:
 - a. Pole/Pylon/Post signs shall only be allowed in:
 - i. Subarea A of the Overlay where five lanes of vehicular traffic are present.
 - ii. Subarea C of the Overlay where lots have frontage on both State Route 29 and US Highway 36.
 - iii. Any location within the Corridor Overlay where the City Engineer, Zoning Inspector, and Community Development Manager jointly agree that a monument sign presents a hazard to the public health, safety, or welfare.
 - b. Pole/Pylon/Post signs shall be located outside of all right-of-way.
 - c. Pole/Pylon/Post signs shall not create a pedestrian or vehicle visibility hazard at any intersection as described in 1129.06 (b).
 - d. Pole/Pylon/Post signs shall be perpendicular to the street.

5. Face of Sign:
 - a. The maximum dimension of any pole/pylon/post sign face shall be seven (7) feet in any direction.
 - i. Subarea C: If the principal building fronts two (2) primary corridor streets, the maximum dimension of any pole/pylon/post sign face shall be nine (9) feet in any direction.
 - b. The maximum total sign face area in a pole/pylon/post sign shall be thirty-six (36) square feet for a single occupant principal building.
 - i. BR-1 Districts: The maximum total sign face area in a pole/pylon/post sign shall be twelve (12) square feet. The sign shall complement the architectural features of the surrounding neighborhood and property.
 - ii. Subarea C: If the principal building fronts two (2) primary corridor streets, the maximum total sign face area in a pole/pylon/post sign shall be eighty-one (81) square feet for a single occupant principal building.
 - c. The maximum total sign face area in a pole/pylon/post sign shall be forty-nine (49) square feet for principal buildings or complexes that include multiple tenants. The area shall be divided amongst the occupants in a manner where signs are uniform size, color, and style. No one occupant shall have a sign face of more than twenty-five (25) square feet, regardless of the number of occupants.
 - i. Subarea C: If the principal building fronts two (2) primary corridor streets, the maximum total sign face area in a pole/pylon/post sign shall be eighty-one (81) square feet for principal buildings or complexes that include multiple tenants. The area shall be divided amongst the occupants in a manner where signs are uniform size, color, and style. No one occupant shall have a sign face of more than twenty-five (25) square feet, regardless of the number of occupants.
 - d. The maximum height of any letter or number shall be twenty-six (26) inches.
6. Sign Base: Pole/Pylon/Post signs shall be landscaped on all four (4) sides.
7. Height of a Pole/Pylon/Post Sign: The height of a sign is the vertical distance measured from the highest point of a sign, excluding decorative embellishments, to the grade of the adjacent street or surface grade beneath the sign, whichever is less. The maximum height of any pole/pylon/post sign is fifteen (15) feet. (See Chapter 1102.)
 - iv. BR-1 Districts: The maximum height of any monument sign is six (6) feet. The sign shall complement the architectural features of the surrounding neighborhood and property.
 - v. Subarea C: If the principal building fronts two (2) primary corridor streets, the maximum height of any pole/pylon/post sign is twenty-one (21) feet. However, both streets must be primary corridor streets as defined by the Overlay and the signs cannot be located along the same primary corridor street. Such sign may be increased

in height by one (1) foot incrementally for every one (1) foot setback from the right-of-way. The maximum height is twenty-nine (29) feet.

8. **illumination:** Pole/Pylon/Post signs may be illuminated from exterior or interior sources if the following conditions are met:
 - a. Utility services shall be underground.
 - b. The light source for the sign shall be cut-off so as to only illuminate the sign face.
 - c. No lamp or light shall be exposed. Ground-mounted light sources must be screened with landscaping. Interior light sources must be screened by a sunscreen or comparable diffusion sign face.
 - d. Sign faces should rely on format of light text graphics and letters on a dark background. Where dark text graphics and letters are on a light background, the light background shall be totally opaque.
 - e. BR-1 Districts: No pole/pylon/post sign shall be illuminated.
9. **Changeable Copy:** “Changeable Copy” means a sign on which the copy changes automatically or manually. Changeable copy may be incorporated, but shall be considered part of the sign face to which it is attached. The minimum area of a changeable copy space is six (6) square feet and the maximum area of a changeable copy space is 25% of the area of the sign face area to which it is attached. This area is for discretionary use and shall not include name, logo, or address. This area may be electronic, LED, or manual.
10. **Sign Package Required:**
 - a. Any sign proposed for a multiple tenant building must include a plan for the other signs intended for the site.
 - b. In buildings proposed, constructed, or intended for multiple tenants, a consistent sign package theme shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

WALL SIGNS

1. **Wall Sign:** “Wall Sign” means a sign attached parallel to and extending not more than fifteen (15) inches from the wall of a building. This also includes any painted, individual letter and cabinet signs, and signs on a mansard.
2. **Number:** The number of primary building signs is restricted.
 - a. Each occupant is limited to one (1) primary building sign per storefront fronting a public street. Meaning, each tenant is limited to one (1) wall sign or one (1) blade sign. Thus, one (1) wall sign and one (1) blade sign is prohibited.
 - i. Buildings fronting onto two (2) public streets are permitted an additional primary building sign; so, a primary building sign is permitted on each side fronting onto a public street. This may be either a wall sign or a blade sign.
 - ii. A wall sign is permitted above the rear entrances to the occupant’s space.

- iii. A wall sign is permitted above any drive-thru window. The maximum size of any such sign is twelve (12) square feet.
 - b. Subarea C: Large format retail establishments are permitted secondary wall signs. These signs are intended to help identify the purpose of the business and should not contain any corporate names or graphics associated with the primary business. Examples: (Bakery, Pharmacy, Automobile Service). The letters for these signs are permitted a maximum of twenty (20) inches. The total maximum additional square feet of additional secondary signage permitted is one hundred (100) square feet. This is in addition to the total site signage. There is no limit to the number of secondary wall signs. Such signs cannot be mounted any higher than fifteen (15) feet from the ground to the top of the signs. These signs are not allowed to be illuminated internally in any way, but may be illuminated externally by canned lighting where the bulbs are not visible from the street.
- 3. Location:
 - i. Wall signs shall be incorporated into the architecture of the building and shall not dominate building facades.
 - ii. Wall signs shall be located to indicate building entrances.
 - iii. No sign may extend over any building frontage not occupied by the occupant to which the sign refers.
- 4. Face of Sign:
 - a. The minimum area of any wall sign shall be twenty-five (25) square feet.
 - b. The maximum area of any wall sign shall be seventy-five (75) square feet.
 - c. The maximum height of any letter or number shall be twenty-six (26) inches.
- 5. Illumination:
 - a. Internally illuminated sign boxes shall not be permitted.
 - b. Signs may be lighted from exterior or interior sources, provided the light source is cut-off so as to only illuminate the sign face. Any exterior lighting shall be canned so that the lights are not visible from any public street. Wall-mounted light sources should be architecturally appropriate for the building.
 - c. Signs should be externally illuminated by shielded fixtures. If signs are to be internally illuminated, only individual letters shall be lit.
- 6. Changeable Copy Signs:
 - a. No more than one (1) wall-mounted changeable copy sign is allowed to advertise products, services, and prices in conjunction with a retail business. The maximum sign face area allowed is twenty (20) square feet and counts toward total site signage. These signs may be electronic, LED, or manual. The messages must be for on-site advertising, public information messages, and/or time and temperature. No sign shall be programmed to flash, move, or animate.
- 7. Sign Package Required:
 - a. Any sign proposed for a multiple tenant building must include a plan for the other signs intended for the site.

- b. In buildings proposed, constructed, or intended for multiple tenants, a consistent sign package theme shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

BLADE SIGNS

1. **Blade Sign**: “Blade Sign” means a building sign that meets the specific requirements provided for herein.
2. **Number**:
 - a. Each occupant is limited to one (1) primary building sign per storefront fronting a public street. Meaning, each tenant is limited to one (1) wall sign or one (1) blade sign. Thus, one (1) wall sign and (1) blade sign is prohibited.
 - b. Buildings fronting two (2) public streets are permitted an additional primary building sign; so, a primary building sign is permitted on each side fronting a public street. This may be either a wall sign or a blade sign.
3. **Location**:
 - a. Blade signs shall be incorporated into the architecture of the building. Blade signs are most suited for buildings with multiple stories. The size, length, and width of the sign should take cues from the architectural details of the building. Blade signs may be mounted on the corner of a building on the diagonal of the building if it is located on an intersection.
 - b. No sign may extend over any building frontage not occupied by a tenant.
4. **Outside Edges**:
 - a. The maximum distance of the inside edge of any blade sign is no more than twelve (12) inches from the building to which they are attached. The maximum distance of the outside edge of any blade sign is four (4) feet from the building to which it is attached.
5. **Height**:
 - a. The maximum height of a blade sign is the height of two (2) floors.
 - b. At least fifteen (15) feet of clearance shall be maintained between the bottom of the sign and the ground and/or sidewalk.
 - c. No sign may extend over any building frontage not occupied by a tenant.
6. **Sign Face**:
 - a. The maximum permitted sign face for a blade sign is fifty (50) square feet.
7. **Illumination**:
 - a. Blade signs are not permitted as internally illuminated sign boxes. Blade signs internally illuminated may only illuminate individual characters. The background shall be totally opaque.
 - b. Signs may be lighted from exterior or interior sources, provided the light source is cut-off so as to only illuminate the sign face. Any exterior lighting shall be canned so that the lights are not visible from any public street. Wall-mounted light sources should be architecturally appropriate for the building.

PROJECTING SIGNS

1. Projecting Sign: “Projecting Sign” means a sign, other than a wall sign, which is attached to and projects from a building wall or other structure not specifically designed to support the sign.
2. Number:
 - a. Only one (1) projecting sign shall be permitted per storefront.
 - b. Projecting signs are considered a secondary business sign. In order for a projecting sign to be allowed, the business must be identified by a wall sign, blade sign, monument sign, or pole sign.
3. Location:
 - a. Projecting signs shall not dominate the building facade.
 - b. Projecting signs shall be incorporated into the architecture of the building and located to indicate building entries.
 - c. No sign may extend over any building frontage not occupied by a tenant.
 - d. The maximum height of any projecting sign from the ground to the top of any bracket or portion of the sign shall be fourteen (14) feet above the ground and/or sidewalk level.
 - e. The minimum height of any projecting sign from the ground to the bottom of any bracket or portion of the sign shall be seven (7) feet from the ground and/or sidewalk level.
4. Face of Sign:
 - a. The maximum area of any projecting sign shall be sixteen (16) square feet.
5. Illumination:
 - a. Signs may be lighted from exterior or interior sources, provided the light source is cut-off so as to only illuminate the sign face. Any exterior lighting shall be canned so that the lights are not visible from any public street. Wall-mounted light sources should be architecturally appropriate for the building.

AWNING/CANOPY SIGNS

1. Awning/Canopy Signs:
 - a. “Awning/Canopy Signs” are those signs painted on, printed on, or attached flat against the surface of an awning or canopy.
2. Sign Face:
 - a. Maximum sign size is twelve (12) square feet or twenty-five percent (25%) of the surface area of the canopy, whichever is less.
 - b. Characters and lettering can be flush mounted on the canopy fascia or top mounted on the canopy edge.
3. Location:
 - a. No awning/canopy sign shall extend over any building frontage not occupied by the occupant to which the sign refers.
 - b. The style, size, and shape of awnings or canopies should complement the building’s architecture.

4. Awning Style:
 - a. All awning or canopy material shall be durable and resist fading from the sun.
 - b. Any awnings shall be designed to fit the opening that it is intended to cover.
 - c. Fixed or operable awnings are acceptable.
5. Sign Package Required:
 - a. Any sign proposed for a multiple tenant building must include a plan for the other signs intended for the site
 - b. In buildings proposed, constructed, or intended for multiple tenants, a consistent sign package theme shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.

WINDOW SIGNS

1. Window Sign:
 - a. “Window Sign” means a window sign installed inside a window and intended to be viewed from the outside.
2. Location:
 - a. Window signs shall be allowed only on first floor windows and displayed from the interior of buildings.
 - b. No sign shall extend over any building frontage not occupied by the occupant to which the sign refers.
3. Sign Face:
 - a. Window signs shall not exceed twenty-five percent (25%) of the window area.
4. Style:
 - a. Neon window signs that advertise products sold by a business shall be prohibited.
5. Sign Package Required:
 - a. Any sign proposed for a multiple tenant building must include a plan for the other signs intended for the site.
 - b. In buildings proposed, constructed, or intended for multiple tenants, a consistent sign plan shall be created for the entire building so that signs of similar size, proportion, and materials are used for each store.
6. Permit:
 - a. Permits are not required for window signs, but window signs shall comply with these standards.

DIRECTIONAL SIGNS

1. Directional Sign:
 - a. “Directional Sign” means an on premise sign giving directions, instructions, or facility information and which may contain the name or

logo of an establishment but shall not contain advertising copy. Example: parking or entrance and exit signs.

2. Sign Face:
 - b. All directional and traffic signage shall be limited to a maximum of four (4) square feet in area.
 - c. Directional signage shall be rectangular in shape.
 - d. Advertising shall not be located on directional and traffic signage, except for the name/logo of the facility which may not take-up more than twenty percent (20%) of the sign face.
3. Height:
 - e. The height of a sign is the vertical distance measured from the highest point of a sign, excluding decorative embellishments, to the grade of the adjacent street or surface grade beneath the sign, whichever is less. The maximum height of any directional sign is three (3) feet.
4. Location:
 - f. Directional signs shall be located outside of all right-of-way. Directional signs shall not interfere with safe vehicular or pedestrian traffic circulation or obstruct the view of drivers entering and/or exiting thoroughfares. Directional signs shall not create a pedestrian or vehicle visibility hazard at any intersection as described in 1129.06 (b).
 - g. Direction and traffic signage shall only indicate points of entry or exit for a facility.
 - h. Direction and traffic signage must be located on the property to which they refer and may not be placed within the right-of-way.
5. Illumination:
 - i. Signs may be lighted from exterior or interior sources, provided the light source is cut-off so as to only illuminate the sign face. Any exterior lighting shall be canned so that the lights are not visible from any public street. Wall-mounted light sources should be architecturally appropriate for the building.

IDENTIFICATION SIGNS

1. Identification Signs:
 1. "Identification sign" means a sign whose copy is limited to the name and address of a building, institution, or person and/or the activity or occupation being identified. This includes building markers.
2. Sign Face:
 1. The maximum size of an identification sign is four (4) square feet.
 2. Only the name of the incidental use and address is permitted on this type of sign. Example: ATM.
 3. Building markers may include only the building address or construction date as part of the building material, etched or cut into the masonry, bronze, similar material.

TEMPORARY SIGNS

1. Temporary Sign:
 - a. “Temporary Sign” means a sign not constructed or intended for long-term use.
2. Number:
 - a. One (1) temporary sign is permitted per street frontage.
 - b. Temporary signs may be permitted by the Administrator or his designee twice a year for a maximum of thirty (30) day intervals—two (2) times per calendar year.
 - c. Future tenant signs are permitted per street frontage and shall be removed upon occupancy. The signs shall not be illuminated. The maximum area permitted is thirty-two (32) square feet for parcels with less than one (1) acre and forty-eight (48) square feet for parcels larger than one (1) acre. The maximum height is eight (8) feet from the ground to the top of the sign.
3. Sign Face:
 - a. The sign face may be a maximum of thirty two (32) square feet.

MAINTENANCE & NONCONFORMITIES

Signs shall be maintained in good condition. Any non-conforming signs shall follow procedures established by 1117.06.

ABANDONED SIGNS AND SIGNS IN VIOLATION

Abandoned signs and signs in violation of these standards shall follow the procedures established by 1137.21 and 1137.99.

Temporary signs in violation of these standards shall be subject to a fine of up to one hundred (\$100) dollars for each day the violation continues.

VARIANCES & APPEALS

In obtaining a permit, the applicant may apply to the Administrator or his designee for a variance from the requirements of the Urbana Corridor Development Standards D. Signs. A variance may be granted by the Building and Zoning Board of Appeals where a literal application of this section would create a hardship for the sign user and the following criteria are met:

1. A literal application of this chapter would not allow the property to be used at its highest and best use as zoned.
2. The granting of the requested variance would not be materially detrimental to the property owners in the vicinity.
3. Hardship caused the sign user under a literal interpretation of these standards is due to conditions unique to the property and does not apply generally to the City.
4. The granting of a variance would not be contrary to the objective of these standards.

In granting a variance, the Administrator or the Building and Zoning Board of Appeals may attach additional requirements necessary to carry-out the spirit and purpose of this chapter in the public interest.