

**ARTICLE 7
SIGN REGULATIONS**

SECTION 7.1 INTENT AND PURPOSE

It is the intent and purpose of this Article to provide sign regulations that promotes the following objectives:

1. Effective visual communication without excessive proliferation or size of signage;
2. Protection of the public from unsafe signs by requiring proper location, installation and maintenance, and avoiding undue distractions to persons driving motor vehicles; and
3. Provision of a quality community image, thereby protecting and enhancing the economic vitality of the City by ensuring that the City remains a desirable place to live, visit and conduct business.

SECTION 7.2 APPLICABILITY

Except as otherwise provided for in **Article 4, Section 4.18-7, paragraph "4c"** of this ordinance, the provisions of this Article shall govern the installation, erection, painting or display of any outdoor sign or sign which is designed to be seen by the public from out of doors.

SECTION 7.3 DEFINITIONS

Unless expressly stated, the following words or terms shall, for purposes of this Article, have the meanings indicated in this section.

Billboard: (see *Sign, off-premises advertising*)

Nameplate: A non-electrical sign identifying only the name and occupation or profession of the occupant of the premises on which the sign is located.

Sign: Any display, name, identification, description, illustration, device, building or building treatment which is visible to the public and which directs attention to a product, place, activity, person, service, institution, profession, business or solicitation.

Sign, banner: A temporary sign made of cloth, fabric or other light weight temporary material with or without a structural frame.

Sign, changeable copy: A sign on which copy is changed manually thereon.

Sign, construction: A temporary on-premise sign used during construction of new buildings, substantial additions to buildings, or exterior remodeling, which denotes a project name and/or identifies the architects, engineers, developers, contractors and the like. See Article 2 for the definition of "*substantial addition*."

Sign, directional: A sign which is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property (except as otherwise provided for in this Article) to which or on which the public is directed.

Sign, flashing: A sign which contains an intermittent flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted intermittent light source; any sign in which any part of the light source varies in intensity and/or hue and flashes or appears to flash or turn on and off; or a sign in which a message constantly flashes or turns on and off, or alternates with other copy by means of rotating or otherwise moving portions of the sign.

Sign, freestanding (pole and monument signs): A *pole sign*, not attached to a building, and supported wholly by uprights, braces, or posts; or a *monument sign*, not attached to a building, whereby the majority or the entirety of the base of the sign is attached directly to the ground, or attached to a permanent base not exceeding three (3) feet in height.

Sign, marquee: A sign attached to, in any manner, or made part of a marquee.

Sign, obsolete: A sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor owner, product, or activity conducted or product available on the premises where such sign is displayed, but not including real estate signs.

Sign, open letter: A wall sign consisting of individual or connected lettering not mounted on any type of background other than a building or the surface of an integral architectural element which is a part of a building. The surface which forms the background for the letters shall not be illuminated from behind.

Sign, off-premise advertising: An outdoor sign, display, device, figure, painting, drawing, message, plaque, poster, billboard, or other thing designed, intended or used to advertise or inform the traveling public of an establishment, products, services, entertainment, or other information which is not sold, produced, or furnished upon the property in which the sign is located.

Sign, parking direction: A sign indicating the entrance or exit to a parking lot.

Sign, parking regulation: A sign stating the regulations for use of a parking lot or individual or groups of parking spaces therein.

Sign, portable: Any sign not permanently attached or intended to be permanently attached to the ground or to a building.

Sign, projecting: A sign which is attached directly to a wall or similar architectural element which is an integral part of a building, and which extends more than fifteen (15) inches from the face of the wall.

Sign, public service message: An electronic or electrically controlled public service message sign which conveys only information such as time, date, temperature, atmospheric conditions, or general news information where different alternating copy changes are shown on the same lamp bank matrix without giving the appearance of directional movement.

Sign, real estate: A sign pertaining to the sale or lease of real estate.

Sign, roof: A sign erected on or above a roof, parapet, or roof eave, when installed in a manner such that the sign or any portion thereof extends beyond the limits of the visible surface of the roof or wall when viewed from normal eye level from the adjacent public street right-of-way.

Sign, temporary: A sign which is not illuminated and is intended for a limited period of display, including decoration displays for holidays or civic purposes.

Sign, wall: A sign which is attached directly to a wall or similar architectural element which is an integral part of a building, and which extends not more than fifteen (15) inches from the face of the wall.

Sign, window: Any sign painted on, attached to or displayed in a window so as to direct attention of persons outside the building to a product or activity of the institution or business on the premises.

Temporary promotional display: A temporary sign or signs displayed so as to attract attention to the sale of merchandise or services, or a change in policy or in the status of a business.

SECTION 7.4 SIGN REGULATIONS; GENERAL

7.4-1 Permit Required

It shall be unlawful for any person to erect, alter, relocate, replace the face of any sign *within the City of Jacksonville or the Territorial District* without first obtaining a building permit from the Enforcement Officer, in accordance with the Jacksonville Building Code. This provision shall not apply to signs listed under **Section 7.5-2** of this Article.

7.4-2 Determination of Sign Area

1. The surface area of a sign shall be computed by including the entire area within a perimeter of not more than eight (8) straight lines, or a circle or an ellipse, enclosing the extreme limits of the writing, representation, emblem or other display, together with any material, framing or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.
2. The posts or other supporting structures associated with a pole sign shall not be included in computing the sign area. In computing the sign area for a monument sign, the entire area of the sign shall be considered, exclusive of its elevated landscape planter box or base structure.
3. For two-sided, multi-sided, or three-dimensional signs, the sign surface area shall be computed by including the total of all sides designed to attract attention or communicate information that can be seen at any one time by a person from one vantage point. Without otherwise limiting the generality of the foregoing:
 - a. Except for projecting signs, the sign surface area of a double-faced, back-to-back sign shall be calculated by using the area of only one side of such sign, so long as the distance between the backs of such signs does not exceed three feet. Both sides of a projecting sign shall be counted in determining size of such signs.
 - b. The sign surface area of a double-faced sign constructed in the form of a "V" shall be calculated by using the area of only one side of such sign (the larger side if there is a size difference), so long as the angle of the "V" does not exceed 30 degrees.
4. For open letter signs, only two-thirds (2/3) of the area, computed in accordance with paragraph 1 above, shall be counted as the area of the sign.
5. Signs Area on Walls of Circular Buildings and Other Buildings with Curved or Irregular Wall Surfaces:

1. The horizontal length of any single wall of a building that is characterized by multiple curved walls or irregular walls shall be measured as a straight line extending between both visible ends of the wall comprising of the multiple curves or irregular wall alignments.

7.4-3 Miscellaneous Regulations

1. Building Code Requirements:

All signs shall comply in every respect with the Building Code of the City of Jacksonville, including, but not limited to:

- a. No sign shall be erected, displayed, or maintained so as to obstruct any fire escape, any required exit way, window or door opening used as a means of egress, or to obstruct any other means of egress required by the Building Code of the City of Jacksonville; and
- b. No sign shall be erected, displayed, or maintained in a manner that interferes with any opening required for ventilation under the Building Code of the City of Jacksonville.

2. Projection into Right-of-Way:

No sign shall project beyond a right-of-way line, except for the following:

- a. Wall signs, provided that such signs extend over a public sidewalk and has a bottom clearance of not less than eight (8) feet.
- b. Projecting signs, provided that such signs extend over a public sidewalk; not extend more than three (3) feet into the right-of-way; and has a bottom clearance of not less than eight (8) feet.
- c. Signs mounted on or under a canopy, awning or marque which is permitted to project into a right-of-way, in accordance with **Article 5, Section 5.6-1, paragraph "2c"** of this ordinance, and where the bottom edge of the sign is not less than eight (8) feet above the sidewalk or pedestrian way.
- d. Banner signs, provided that the such signs shall not project into the right-of-way by more than two (2) feet and have a bottom clearance of not less than fourteen (14) feet. The structure to which the banner signs are attached (e.g., light standard) shall be able to withstand the additional wind load caused by such sign per the Jacksonville Building Code.

3. Sign Illumination:

Internal and external illumination of signs shall concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.

4. Miscellaneous Advertising Objects Prohibited:

No goods, wares, merchandise or other attention-getting object, other than a sign as defined herein shall be used as an advertising object. This provision shall not be construed so as to prohibit the display of motor vehicles for sale or other outdoor storage and display of merchandise permitted by this ordinance.

5. Signs Not to Constitute Traffic Hazard:

No sign shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop," "go," "look," "danger," "one-way," "yield" or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic. Sign placement shall be in accordance with the requirements contained in **Article 5, Section 5.12**, "Visibility at Intersections."

6. Electrical Hazards:

No freestanding sign shall be erected within eight (8) feet of any line conductors, service drops or power lines.

SECTION 7.5 SIGN REGULATIONS; ALL ZONING DISTRICTS**7.5-1 Prohibited Signs**

The following types of signs are prohibited in all zoning districts of Jacksonville:

1. Moving signs of which all or any part of the sign moves or which appears to move by any means, including fluttering or rotating.
2. Flashing signs, except illuminated signs which indicate the time, temperature, weather or other similar information shall not be considered flashing signs, provided that the total area of such sign is not greater than sixteen (16) square feet, the vertical dimension of any letter or number is not greater than twenty-four (24) inches, and the color or intensity of light is constant except for periodic changes in the information display, which occur not more frequently than once every thirty (30) seconds.
3. Signs on public land or public rights-of-way, except for those erected at the direction or with the permission of a public authority, real estate open house signs, and signs authorized to project into a right-of-way in accordance with this Article.
4. Portable signs placed on the premises of an individual business or a multi-tenant center in excess of the time limits for such signs as specified in **Section 7.7-6, paragraph 5** of this Article.
5. Signs attached to, painted on, or placed on any vehicle, including a trailer, that is parked in a location so as to serve as a sign. This provision is not to be construed so as to prohibit the identification of a business or its principal products on a vehicle operating during the normal course of business or parked after business hours, provided parking takes place as inconspicuously as possible and the duration of the parking does not exceed a period of sixteen (16) hours, except on weekends or holidays.
6. Window signs exceeding twenty-five (25) percent of surface area of all ground level windows for each building face.
7. Off-premise advertising signs, except as authorized in **Section 7.8** of this Article.
8. Real estate signs, displayed after seven (7) working days following the removal of the property from the market, or that do not comply with the provisions of **Section 7.5-2, paragraph 1** of this Article.

9. Obsolete signs remaining thirty (30) days after they become obsolete.
10. Signs installed, erected, enlarged or structurally altered in violation of the provisions of this Article.
11. Signs which have become deteriorated or damaged to an extent that the cost of the reconstruction or restoration of such signs is in excess of fifty (50) percent of its replacement value exclusive of foundations.
12. Other signs not expressly permitted by this Article.

7.5-2 Permit Exceptions

Except as otherwise limited in this Article, the following types of signs are permitted, without a permit, in all of the zoning districts of Jacksonville:

1. Real estate signs:
 - a. Consisting of temporary signs not exceeding four (4) square feet in gross area for each ten thousand (10,000) square feet of lot area or fraction thereof and not exceeding three (3) feet in height for each ten thousand (10,000) square feet of lot area or fraction thereof, provided the height limitations shall not apply to signs displayed in windows or attached directly to building walls. Height shall be measured from the ground at the base of the sign to the highest point of the sign or its support. Such signs shall be displayed only on the premises which are for sale or lease, with only one (1) such sign permitted for each street frontage; and such signs shall be removed within seven (7) days following the removal of the property from the market. In all dwelling districts, real estate signs shall not be greater than six (6) square feet in area.
 - b. Real estate open house signs and open house directional signs shall be permitted only during open house hours and when the owner or a representative of the owner is in attendance. Such directional signs may be located off- premises and within a street right-of-way, subject to the requirements of **Article 5, Section 5.12**, "Visibility at Intersection." Location of such signs in street rights-of-way not under the control of the City shall be subject to the permission of the applicable authority (e.g., Illinois Department of Transportation). The pursuit of such permission shall not be the responsibility of the City.
2. Construction signs, provided only one (1) such sign may be erected on each street frontage for the duration of such construction activities and provided that no sign shall not exceed fifty (50) square feet in area. Signs for exterior remodeling in any dwelling district shall not exceed six (6) square feet in area. Such sign(s) shall be located on the property upon which the construction activity is taking place.
3. Official public notices and notices posted by a public authority in accordance with public notice requirements as may be required by law, including City Codes.
4. Governmental signs for the control or direction of traffic and other public purposes, such as neighborhood watch program signs, historical markers and plaques, or temporary emergency signs.
5. Temporary non-illuminated signs in connection with political campaigns, other civic non-commercial campaigns, or other non-commercial messages subject to the conditions stated below:
 - a. *Number:* The number of signs, described in paragraph 5, shall be limited to one (1) sign per candidate, civic campaign issue, or other non-commercial message for each street frontage.

- b. *Height:* In any dwelling district, the signs described in paragraph 5 shall be limited to ground-mounted signs and shall not exceed a height of four (4) feet. In all other districts such signs shall not exceed a height of ten (10) feet.
 - c. *Area:* The gross area of the signs, described in paragraph 5, shall not exceed sixteen (16) square feet in area per sign for residentially zoned areas, and thirty-two (32) square feet in other such areas and shall be set back a minimum of fifteen (15) feet from all street right-of-way lines.
6. "No parking" or "no trespassing" signs which are no larger than one (1) square foot in gross sign area.
 7. Name plates attached to a structure and not exceeding one (1) square foot in gross sign area, when used to advertise professional services or home occupations permitted in the zoning district where the sign is located.
 8. Window signs painted, or applied in decal form, within business and industrial districts only, not exceeding two (2) square foot in gross sign area for each business located on the ground floor of the premises.
 9. Window signs, within business and industrial districts only, not exceeding twenty-five (25) percent of surface area of all ground level windows for each building face. Window signs shall be limited to the ground floor level.
 10. Show window signs, within business and industrial districts only, in a window display of merchandise, when incorporated and related in content to such display and not attached to the window, except as permitted in paragraph 9 above.
 11. Single identification signs, within business and industrial districts only, not exceeding four (4) square feet in gross sign area which are hung below a canopy or awning attached to a building in any business or industrial district.
 12. Barber poles, within business and industrial districts only, not exceeding six (6) inches in diameter or more than two (2) feet in height, that are attached to a building located in any business or industrial district.
 13. Flags of any governmental unit of the United States, State of Illinois, or other non-commercial organization.
 14. Gravestones.
 15. Temporary residential garage sale signs including, but not limited to, garage sale, patio sale, yard sale, porch sale, basement sale or any similarity thereto, that do not exceed five (5) square feet and located upon premises where the sale is taking place. These signs shall be removed within twenty-four (24) hours following the completion of the sale.
 16. Signs of less than ten (10) square feet in area indicating the name of a building, date of construction, monumental citation, commemorative citation, and similar signs when carved into stone, cast in concrete, or material made of bronze, aluminum, or other permanent type of fabrication and made an integral part of the structure.
 17. Signs warning of on-site hazards, such as height clearances, and provided that such signs shall be kept to the minimum size possible while effectively warning of such hazard.
 18. Address numbers.
 19. Special purpose signs identified under **Section 7.7-4** of this Article, but not including marquee signs.

7.5-3 Subdivision or Development Identification Signs

Up to two (2) permanent subdivision or development signs (one on each corner of the entry street) not exceeding fifty (50) square feet in size each, inclusive of any logo, shall be allowed for any planned development, subdivision, multiple-family (apartment) or condominium development with ten (10) or more lots or units, or for any commercial or industrial subdivision, or commercial/industrial planned development with five (5) or more lots. Where the subdivision or development has access on two (2) or more streets, or has more than one (1) entrance on one (1) street, identification signs shall be allowed at each entrance.

7.5-4 Places of Worship, Public and Semi-Public Facility Signs

Places of worship, hospitals, schools, parks and recreational facilities, libraries, auditoriums, clubs and lodges, and similar facilities shall be permitted one (1) freestanding or wall sign not to exceed twenty-four (24) square feet, exclusive of one (1) religious symbol without lettering. Such facilities having frontage on two (2) or more streets, shall be permitted one (1) freestanding or wall sign on each street frontage.

7.5-5 Sign Placement

No sign shall be placed in or project over a street right-of-way line, except as provided for herein, including signs on canopies, awnings or marquees that are permitted to project into a right-of-way under the provisions of **Article 5, Section 5.6-1**. No portion of a freestanding sign shall be located closer than five (5) feet to a property line or two (2) feet to a right-of-way line.

SECTION 7.6 SIGN REGULATIONS; DWELLING DISTRICTS

It shall be unlawful to erect, permit the erection of, display or permit the display of any sign in connection with a residential use or in a dwelling zoning district unless such sign is expressly permitted by this Article, subject to all of the limitations and provisions stated herein.

7.6-1 One-Family and Two-Family Dwellings

No signs, other than those permitted under the provisions of **Sections 7.5-2 and 7.5-3**, as applicable, shall be permitted in any of the one-family or two-family dwelling districts, or in connection with one-family and two-family dwellings in other zoning districts.

7.6-2 Multiple-Family Residential Uses

The following types of signs, subject to the limitations prescribed herein, shall be the only signs permitted in the R-5 district or in connection with multi-family residential developments in other districts:

1. Signs permitted under the provisions of **Sections 7.5-2 and 7.5-3**, as applicable.
2. One (1) parking direction sign not exceeding six (6) square feet in gross sign area and not exceeding a height of three (3) feet, for each driveway serving ten (10) or more dwelling units.

3. One (1) parking regulation sign not exceeding six (6) square feet in gross sign area for each ten (10) parking spaces or fraction thereof.
4. One (1) dormitory, fraternity, or sorority identification sign (non-illuminated) not exceeding nine (9) square feet in area nor five (5) feet in height shall be permitted on the premises of such dormitory, fraternity or sorority. Such signs shall be limited to a freestanding (monument type) or wall signs mounted no higher than eight (8) feet.

SECTION 7.7 SIGN REGULATIONS; ALL B, ORI, AND M DISTRICTS

7.7-1 Freestanding Signs

1. General Provisions:
 - a. Subject to the provisions of this Section, each building, regardless of the number of lots upon which it may be located, shall have no more than one (1) freestanding sign located along the street frontage that serves as the primary access for the lot(s) on which said building is located.
 - b. Where there are two (2) or more street frontages, one (1) additional freestanding sign may be located along the street frontage that serves as the secondary access for the lot(s) on which said building is located, if that street frontage is in excess of two-hundred (200) lineal feet.
 - c. For the purpose of the above provisions, an aggregation of two or more structures and/or businesses connected by a wall, fire wall, facade, or other structured element, except for a sidewalk, shall constitute a single building.
2. Specific Regulations and Exceptions:
 - a. Notwithstanding other limitations in this Section, no freestanding sign shall exceed two-hundred (200) square feet in area; nor fifteen (15) feet in width. Larger sign sizes may be permitted only under the provisions of **Article 4, Section 4.18-7, paragraph 4c, "Planned Development Regulations."**
 - b. Freestanding signs shall be permitted up to 30 square feet in the B-1 Neighborhood Business District.
 - c. No freestanding sign shall exceed thirty (30) feet in height, measured from the crown of the nearest roadway with access to the property.

7.7-2 Canopy, Projecting, and Wall Signs

1. General Provisions:
 - a. Subject to the provisions of this Section, each business establishment shall have no more than one (1) wall, canopy, or projecting sign on each of any two (2) walls that are exterior walls of the particular business. In addition to identifying a particular business, such signs may be used for the name and or logo of the building or development.
 - b. In buildings containing multiple tenants, the owner of such building may assign smaller or greater sign sizes for each tenant, provided that the sum of the area of each business sign does not exceed the sum of the allowable sign area for each business.

2 Specific Regulations and Exceptions:

- a. The area of a wall or canopy sign shall not exceed five (5) percent of the wall area, to which the sign is attached, of the building space occupied by the particular business. Countable wall area shall include the entire surface of the wall, including the vertical face of a mansard roof, whether real or artificial, which extends above the wall of the business on which the sign is attached. However, the countable area of mansard roofs shall be limited to the area not greater than six (6) feet above the eave line of the roof. The area of any one sign shall not exceed three-hundred (300) square feet.
- b. When a building facade is located more than three-hundred (300) feet from a street, the size of a wall sign may be increased one (1) square foot for each one (1) foot in excess of three-hundred (300) feet that the building facade is located from the street that the sign faces; provided, however, that the area of such sign shall not exceed ten (10) percent of the wall to which the sign is attached.
- c. Businesses in the B-1 Neighborhood Business District shall be limited to one (1) wall, canopy, or projecting sign oriented to the street providing principle access to the business. No such sign shall exceed twenty (20) square feet in size.
- d. Canopy or awning signs may be attached to or painted directly on a canopy or awning, provided such signs shall not extend beyond the bottom edge of such canopy or awning.

7.7-3 Roof Signs

1. Roof signs shall not project more than five (5) feet from the portion of the roof to which the sign is affixed.
2. Roof signs shall not exceed five (5) percent of the wall area which they most closely parallel and may be permitted in lieu of, but not in addition to, a wall, canopy, or projecting sign.
3. Roof signs shall not be permitted in the B1 Neighborhood Business district or the ORI Office, Research and Light Industrial district.

7.7-4 Special Purpose Signs

Signs authorized in this Section are not to be included in calculating the allowable sign area for a particular development.

1. Parking Direction Signs:

Freestanding parking direction signs shall be permitted for each driveway provided the sign does not exceed six (6) square feet in gross sign area, the sign height does not exceed three (3) feet, and no portion of the sign is located closer than twelve (12) feet from a street curb line. If the sign is located at a private driveway which is for the exclusive use of a single business or institution, the sign may contain the name or address of such business or institution. If the driveway is not for the exclusive use of a single business or institution, the parking directional sign shall be limited to directional information only and shall not contain any other information such as the name or address of a business or institution.

2. Directional and Traffic Control Signs:

Directional signs other than parking direction signs shall not exceed four (4) square feet in area or ten (10) feet in sign height and shall not be located within fifty (50) feet of a public or private right-of-way.

3. Parking Regulation Signs:

One (1) non-illuminated parking regulation sign, not exceeding four (4) square feet in gross sign area and not exceeding ten (10) feet in sign height, shall be permitted for each parking lot. Parking lots with more than twenty (20) parking spaces shall be permitted one (1) sign for each twenty (20) parking spaces or fraction thereof.

4. Marquee Signs:

Marquee signs for the theaters, cinemas, exhibition centers and similar public assembly uses shall be permitted only upon issuance of a Special Use Permit in accordance with Article 9 of this ordinance.

7.7-5 Changeable Copy Signs

Changeable copy signs shall be permitted in conjunction with an otherwise permitted sign so long as the combination of the changeable copy sign and the permitted sign shall not exceed the size limitation of the permitted sign.

7.7-6 Supplementary Regulations

1. Permitted special purpose signs may either be freestanding or a wall sign affixed to a building or affixed to a wall or fence. When affixed to a building, such signs shall not project above the lowest elevation of the roof.
2. A restaurant with a drive-through facility may have either one (1) freestanding or one (1) wall menu sign per lane not to exceed forty (40) square feet in area. No freestanding menu sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.
3. A financial institution with an outdoor automatic teller facility may have either one (1) freestanding or one (1) wall sign not to exceed sixteen (16) square feet in area. No freestanding sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.
4. One (1) public service message sign shall be permitted when integral to a freestanding or wall sign. The illuminated message area shall not exceed ten (10) square feet in area and shall be counted in determining allowable sign area.
5. Temporary promotional displays attached to building surface shall be permitted for a maximum of ten (10) consecutive calendar days on not more than four (4) separate occasions during a calendar year, with a gross sign area equal to the maximum gross sign area permitted for a wall sign for said use. Such temporary promotional displays may include window signs, banner signs, and portable signs. With respect to portable signs, the above time limitations shall be applicable to the development as a whole, whether it is an individual business enterprise, on its own lot, or a multi-tenant center.
6. Regulations for any signs may be made more or less restrictive in the conditions of the ordinance governing a particular Planned Development, in accordance with planned development procedures contained in **Article 4, Section 4.18** of this ordinance.

SECTION 7.8 OFF-PREMISES ADVERTISING SIGNS

Off-premises advertising signs shall be subject to the regulations set forth in the Illinois Highway Advertising Control Act of 1971 and the provisions of this Article. To the extent the regulations of this Article differ from the provisions of

Highway Advertising Control Act, such regulations of this Article shall apply. Notwithstanding other provisions of this Article which apply to off-premises advertising signs, the following regulations shall apply to any such off-premises advertising sign erected after the effective date of this ordinance.

7.8-1 Location of Signs

1. Off-premises advertising signs shall only be permitted within six-hundred and sixty (660) feet of the nearest edge of the right-of-way of Highways 67, 104, 78, 36-54.
2. No off-premises advertising sign shall be located adjacent to or within one thousand (1,000) feet of any interchange or any grade intersections of two or more state or federal highways. Said distance shall be measured from the beginning or ending of the pavement widening at the exit from or entrance to the main traveled way. For the purpose of this paragraph, two or more signs located on one structure shall constitute multiple signs (e.g., two signs vertically stacked on the supporting structure).
3. No off-premises advertising sign shall be located within one-thousand (1,000) feet of a dwelling district, unless it can be proven that any portion of such sign would not be visible from any property, and any dwelling unit thereon, located within such zoning districts.

7.8-2 Size of Signs

The maximum area for any one sign shall be eight-hundred (800) square feet, with a maximum sign height of thirty (30) feet and a maximum length of sixty (60) feet, and measured in accordance with the **Section 7.4-2** of this Article.

7.8-3 Height of Signs

The maximum height of any off-premises advertising sign shall be thirty (30) feet, as measured from the average ground elevation at the base of the structural support of the sign to the top of the sign.

7.8-4 Spacing of Signs

No off-premises advertising sign shall be erected within one thousand (1,000) feet of an existing off-premises sign on the same side of the highway, whether or not such existing sign is located within the City limits.

7.8-5 Permits

1. The Enforcement Officer shall not issue a permit, as required under **Section 7.4-1** of this Article, without a permit having first been issued by the Illinois Department of Transportation.
2. A one-time permit fee shall be charged, in accordance with the building permit fee schedule for other signs or similar structures, to assure compliance with the wind load and electrical requirements of the Jacksonville Building Code. There shall not be any subsequent permit or inspection fees for any such sign.

7.8-6 Exceptions from Regulations

Except as otherwise controlled under the Illinois Outdoor Advertising Control Act of 1971, the following off-premises advertising signs shall be exempt from the requirements of this Section but shall be subject to the permit requirements of **Section 7.4-1** of this Article.

1. Non-profit organization signs when used in conjunction with joint civic promotions, such as community entrance/welcome signs, and provided that such signs shall not be permitted in any dwelling district.
2. Directional signs, associated with institutional uses (e.g., hospitals, colleges, and similar institutions) and places of worship, not exceeding four (4) square feet in area.

SECTION 7.9 NON-CONFORMING SIGNS

7.9-1 Definition

A non-conforming sign is one which was lawfully erected or affixed prior to the effective date of this ordinance or any amendment thereto, and which no longer is permitted or fails to conform to one or more of the applicable regulations of this Article.

7.9-2 Continuance of Non-conforming Status

Except as provided for herein, all non-conforming signs may continue to exist, provided, however, that such signs shall not be enlarged, structurally altered, or altered in any other manner, other than normal maintenance, unless such sign is made to comply with the provisions of this Article.

7.9-3 Replacement of Components and Repairs

Replacement of components or repairs to a non-conforming sign is permitted, except that if such replacement of components or repairs exceeds fifty (50) percent or more of its total replacement value, exclusive of foundations and structural supports, then such sign shall be removed or made to conform to the applicable provisions of this Article.

7.9-4 Discontinuance

If a non-conforming sign does not serve its intended purpose (e.g., identification of a particular business establishment) for a period of six (6) consecutive months, then such sign shall be removed or made to conform to the applicable provisions of this Article.

THIS PAGE IS INTENTIONALLY BLANK