

CITY OF URBANA ZONING ORDINANCE

Article IX-4. Sign and OASS Regulations - General Sign Allowances

I. Temporary Signs

Temporary signs shall be allowed in the following districts:

B-1, B-2, B-3, B-3U, B-4, B-4E, CCD, IN-1, IN-2; and
For non-residential uses in residential districts

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 one-week banner displays per business frontage per calendar year. Banner displays may be consecutive or concurrent, but shall not exceed four weeks per calendar year for one banner, or one week for four banners. Banners must be securely fastened at both ends to a building or other structure, or securely fastened along both sides if displayed as a banner secured to the ground, or a blade banner mounted into the ground or on a portable 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.
 - a) The area of each banner shall be restricted to 100 square feet for wall banners or wall-mounted banners, 50 square feet for freestanding banners, and 25 square feet for blade banners.
 - b) A temporary wall-mounted, freestanding, or blade banner shall be set back at least ten feet from the front property line, or shall be displayed so that the bottom edge of the banner 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.⁶

⁶ (Ord. No. 9495-81, 3-6-95; Ord. No. 9697-154, 6-16-97)

Table IX-11. Standards for Temporary Signs

Type of Temporary Sign	Zoning Districts Permitted	Maximum Number Permitted	Maximum Area of Sign	Maximum Height	Location of Signs	Length of Time Allowed
Banner, wall-mounted	B-1, Neighborhood Business	One per business and per frontage	100 sq. ft.	None	Minimum 10-foot setback from public rights-of-way	Per calendar year, total number of display days = 28 / (# of signs) ¹
Banner, free-standing	B-2, Neighborhood Business - Arterial B-3U, General Business – University	One per business and per frontage	50 sq. ft.		Minimum 10-foot setback from public rights-of-way	
Banner, blade	B-3, General Business	One per business and per frontage ²	25 sq. ft.		Minimum 10-foot setback from public rights-of-way	
Balloon or air-activated inflatable sign ³	B-4, Central Business B-4E, Central Business Expansion IN-1 & IN-2, Industrial Districts	One per premise	Not Applicable	25 feet	Minimum setback is equal to the height, plus five feet ⁴	No more than 30 consecutive days, and no more the 6 months after the business opens
Grand Opening sign ⁵	Non-residential uses in residential areas	One per frontage	None	None	Secured to the business' building face	No more than 30 consecutive days, and no more the 6 months after the business opens

1 One-week periods may be consecutive or concurrent, but shall not exceed four weeks per calendar year. For example, no more than four one-week displays per year or one week for four banners.

2 Businesses with street frontage may have multiple blade banners, but must be spaced 50 feet apart.

3 Must be installed by a commercial sign installer. Permit will not be issued without proof of liability insurance of a minimum of one million dollars.

4 Must maintain at least 25 feet from all electrical wires.

5 Grand Opening signs require the temporary sign permit but there is no fee to this sign.