

CHAPTER 1

PURPOSE

SECTION:

12-1-1 PURPOSE

The following purposes are hereby adopted:

- A. It is necessary for the promotion and preservation of the public health, safety and welfare of the Village that the design, erection, construction, location and maintenance of all signs be regulated and controlled.
- B. To balance the optimum conditions for meeting sign user's needs, with the legitimate public purpose of protecting the property and aesthetic values and physical appearance of the Village.
- C. To establish aesthetics and property values as explicit components of the health, safety and welfare sought to be protected by the enforcement of the regulations contained in this ordinance.
- D. To enhance the economy of the Village by promoting the reasonable, orderly and effective display of signs.
- E. To address the need for adequate site identification and to encourage better communication with the public.
- F. To assure the design, construction, installation and maintenance of signs such that they do not endanger pedestrians or vehicular traffic safety.
- G. To assure the compatibility of exterior signs with surrounding land uses.
- H. To protect the property values and economic well-being of the Village.