

4-15-93
6/29/93

55-0-93

AN ORDINANCE

Amending the Sign Ordinance
Title 4, Chapter 12 of the City Code
Regarding Vehicular Dealerships

WHEREAS, the nature of vehicular dealers is that they typically have more signage on the exterior of their premises than do other business; and

WHEREAS, vehicular dealerships tend to change ownership more frequently than other franchises, each change necessitating signage changes; and

WHEREAS, the essence of a vehicular dealership is the line(s) of vehicles it sells; and

WHEREAS, the addition or deletion of a vehicle product line necessitates a signage change; and

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EVANSTON, COOK COUNTY, ILLINOIS:

SECTION 1: That section 4-12-12(c)(1) of the sign regulations ordinance, Title 4, Chapter 12 of the Evanston City Code of 1979, as amended, is hereby further amended to read as follows:

4-12-12(C)(1): Sign altered: the sign is altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with requirements of the Chapter than it was before alteration, provided, however, in the case of vehicular dealerships, the face of a free-standing sign may be modified without causing the sign to be non-conforming.

14 TWP

SECTION 2: That Section 4-12-~~12~~(C)(2) is amended as follows:

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4-12-~~12~~(C)(2): Message changed: The sign message or graphic display is changed in any way, except for normal maintenance or repair that does not increase the non-conformity, provided, however, that in the case of vehicular dealerships, the change of a sign to reflect new ownership does not cause the sign to be non-conforming.

10 (K)

SECTION 3: That a new Section 4-12-~~8~~(J) is added, reading as follows:

(K) (J) VEHICULAR DEALERSHIPS:

1. Number:

a) Each dealership may have one free-standing sign. Each parcel may have no more than two free-standing signs. In the event a business entity consists of multiple dealerships, no more than two (2) dealership signs may appear on one free-standing pole.

b) One wall sign per business entity.

2. Area:

a) The maximum gross surface area for free-standing signs is one hundred forty square feet (140) per sign face.

b) For wall signs, the maximum gross surface area must not exceed twenty-five (25) percent of the square foot area of the facade to which the sign is attached.

3. Location:

a) Free-standing signs

1) Free-standing signs are permitted at the lot line.

2) Free-standing signs shall be separated by a minimum of fifty (50) feet.

b) Wall signs

1) Wall signs are not to extend above the roof line of the wall upon which the sign is attached.

- 4. Height: Free-standing signs erected after the effective date of this ordinance shall not exceed twenty-five feet (25'). Free-standing signs in existence prior to that time shall not exceed their pre-enactment height.
- 5. Uniform sign package: When a dealership changes ownership or acquires a new vehicle line, no new sign(s) may be erected and no modifications to existing signs may be made without the owner having filed a sign package with the City and receiving the City's approval therefor.
- 6. Flags
 - a) Flags may be used on used car lots only, provided that:
 - 1) They are of uniform color, and
 - 2) Worn flags are replaced so as to maintain a neat appearance.
- 7. Conflict with other provisions of this Chapter: In the event of a conflict between this Section 4-12-9(J) and the other provisions of this Chapter, this Section shall prevail.

SECTION 3: That ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 4: That this ordinance shall be in full force and effect from and after its passage, approval and publication in the manner provided by law.

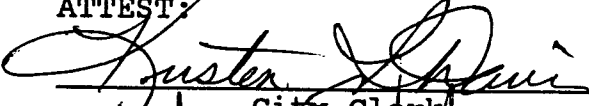
Introduced: July 12, 1993

Adopted: July 26, 1993

Approved: July 28, 1993

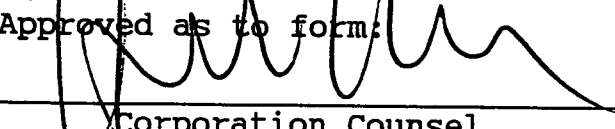
Lorraine A. Norton
Mayor

ATTEST:



City Clerk

Approved as to form:



Corporation Counsel