**Section 522.190 Standards for On Premise Signs**

In addition to the standards set forth in Section 522.150, the following standards shall apply to on premise signs located along Interstate highways outside business areas.

a) *There may not be more than one such sign located more than* *50* *feet from* the advertised *activity designed to attract traffic proceeding in any one direction*. (Section 4.03(a) of the Act)

b) *No such sign visible to traffic and located more than* *50* *feet from* the advertised activity *which displays any trade name referring to or identifying any service rendered or product sold, used or otherwise handled, may be permitted unless the name of the advertised activity is displayed as conspicuously as such trade name. This restriction does not apply if the trade name identifies or characterizes places for lodging, eating, telephone facilities, vehicle service and repair, or identifies vehicle equipment, parts, accessories, fuels, oils or lubricants being offered for sale at such places*. (Section 4.03(b) of the Act)

c) *No such sign* which is located *more than* *50* *feet from the activities conducted upon the property where the sign is located* may exceed *20* *in length, width or height or* *150* *square feet in area, including border and trim, but excluding supports*. (Sections 4.03(b) and (c) of the Act)

d) No such sign shall be erected or maintained by a lessee on property that is not being leased for lessee's advertised activity.

e) Such signs may be erected and maintained by persons who operate the business which is advertised on property contiguous with the property where the advertised activity is located as long as the parcels of land where the sign and business are located are owned by the same entity or person.

f) No such sign will be considered part of or contiguous with the premises on which the advertised activity is conducted if its location, configuration, use or purpose indicates an attempt to circumvent the intent of the Act. Some examples of attempts to circumvent the intent of the Act include but are not limited to erecting signs on easements or narrow strips of land.

g) *No such sign may be erected or maintained which contains, includes, or is illuminated by any flashing, intermittent or moving light or lights except those which may be changed at reasonable intervals* (see Section 522.20, "Multiple Message Sign") *by electronic process or by remote control as long as these do not interfere with the effectiveness of an official traffic control device*. (Section 4.03(e) of the Act)

(Source: Amended at 30 Ill. Reg. 15792, effective October 1, 2006)