

SB3669



96TH GENERAL ASSEMBLY

State of Illinois

2009 and 2010

SB3669

Introduced 2/11/2010, by Sen. Dale E. Risinger

SYNOPSIS AS INTRODUCED:

225 ILCS 440/4.03

from Ch. 121, par. 504.03

Amends the Highway Advertising Control Act of 1971. Defines an "on-premise sign" as a sign that (i) advertises any activity that is conducted on the private property on which the sign is located or (ii) advertises any off-site activity directly related to any activity conducted on-site. Sets forth conditions for certain specific types of signs to be considered on-premise signs. Effective immediately.

LRB096 17716 ASK 33081 b

A BILL FOR

1 AN ACT concerning regulation.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Highway Advertising Control Act of 1971 is
5 amended by changing Section 4.03 as follows:

6 (225 ILCS 440/4.03) (from Ch. 121, par. 504.03)

7 Sec. 4.03. Signs advertising activities conducted on the
8 property on which they are located; which, if along Interstate
9 highways outside a "business area" comply with the following
10 requirements:

11 (a) There may not be more than one such sign located more
12 than 50 feet from such activity designed to attract traffic on
13 the Interstate highway proceeding in any one direction;

14 (b) No such sign visible to traffic on an Interstate
15 highway and located more than 50 feet from such activity, which
16 displays any trade name referring to or identifying any service
17 rendered or any product sold, used or otherwise handled, may be
18 permitted unless the name of the advertised activity is
19 displayed as conspicuously as such trade name. This restriction
20 does not apply if the trade name identifies or characterizes
21 places for lodging, eating, telephone facilities, vehicle
22 service and repair, or identifies vehicle equipment, parts,
23 accessories, fuels, oils or lubricants being offered for sale

1 at such places;

2 (c) No such sign in excess of 20 feet in length, width or
3 height, or 150 square feet in area, including border and trim,
4 but excluding supports, may be erected or maintained more than
5 50 feet from the activities conducted upon the property where
6 the sign is located;

7 (d) The sign must comply with subparagraphs (c), (d), (f)
8 and (g) of Section 4.02;

9 (e) No such sign may be erected or maintained which
10 contains, includes, or is illuminated by any flashing,
11 intermittent or moving light or lights except those which may
12 be changed at reasonable intervals by electronic process or by
13 remote control as long as these do not interfere with the
14 effectiveness of an official traffic control device.

15 (f) For the purposes of this Section, an "on-premise sign"
16 means a sign that (i) advertises any activity that is conducted
17 on the private property on which the sign is located or (ii)
18 advertises any off-site activity directly related to any
19 activity conducted on-site. A variety seed sign, fertilizer
20 sign, or other agricultural product sign shall not be
21 considered an on-premise sign unless at least 50% of the sign's
22 face is devoted to identification of the farm owner or operator
23 and the sign otherwise meets the definition provided by this
24 subsection (f). A sale or lease sign is not an on-premise sign
25 if it advertises any product or service that (i) is not located
26 upon the land on which the sign is located and (ii) is

1 unrelated to the business of selling or leasing the land on
2 which the sign is located.

3 (Source: P.A. 81-550.)

4 Section 99. Effective date. This Act takes effect upon
5 becoming law.