

Section 21-07.03 Sign Regulations.

Intent – These *Sign* Regulations are intended to: encourage the effective use of *signs* as a means of communication; encourage *signs* which, by their design, are integrated with and harmonious to the *buildings* and sites which they occupy; eliminate excessive and confusing *sign* displays; maintain and improve the appearance of the City of South Bend as an attractive place in which to live and conduct business; safeguard and enhance property values by minimizing the possible adverse effects of signs on nearby public and private property; support and complement the land use objectives of the *Comprehensive Plan* and this Ordinance; protect public and private investment in *buildings* and *open spaces*; eliminate potential hazards to motorists and pedestrians resulting from *signs*; establish reasonable limits on the number, time and manner (including but not limited to the spacing, materials and size of signs) to avoid *sign* clutter; and, promote the public health, safety, morals and general welfare of the City of South Bend.

The regulations contained in this Section 21-07.03 – Sign Regulations shall apply to the location, erection and maintenance of *signs* in any *district* regulated by this Ordinance.