

CHAPTER 18

OUTDOOR ADVERTISERS

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3-18-1: DEFINITION: The term "outdoor advertisers" as used in this Chapter shall mean for the purpose of this Chapter, any person engaged in the business of placing, posting or painting any sign, advertisement, notice or display, in or on any place for the purpose of outdoor advertising so that the resultant display is visible from any street, alley, sidewalk or other public place. (M.C. 1949, Sec. 304)

3-18-2: LICENSE REQUIRED: It shall be unlawful for any outdoor advertiser to do business in a municipality without having first secured a license therefor as is herein required. Provided that no license issued under this Chapter shall be construed to permit the use of any structures, natural or artificial, which are located in any public street, sidewalk, alley or other public place for advertising purposes. (M.C. 1949, Sec. 305)

3-18-3: APPLICATIONS: Applications for such licenses shall be made to the Village Clerk and shall be accompanied by a list of all places, including billboards or natural structures to be used, on which it is intended to place signs or advertisements. This list shall be added to from time to time by the licensee as a right to post or place advertisements or signs on additional places is acquired. (M.C. 1949, Sec. 306)

3-18-4: FEE: The annual fee for such licenses shall be ten dollars (\$10.00). (M.C. 1949, Sec. 307)

3-18-5: USE OF POSTER PANELS: No person shall post or maintain an advertisement or sign on any poster panel, billboard or signboard, which does not fully comply with the provisions of this Village Code. (M.C. 1949, Sec. 308)

3-18-6: CONSENT OF OWNER: It shall be unlawful to post any advertisements on any premises in the Village without the consent of the owner of such premises. Such consents must be in writing, and must be filed with the Village Clerk. (M.C. 1949, Sec. 309)

- 3-18-7: REFUSE: It shall be unlawful for any person engaged in outdoor advertising to permit any refuse resulting from this work to accumulate anywhere in the Village excepting by placing it in properly established refuse receptacles. It shall be unlawful to permit any loose flapping combustible materials to hang from or be attached to any billboard or signboard or other place used for advertising or display purposes. All refuse resulting from the operation of this business must be carefully gathered up and properly disposed of. (M.C. 1949, Sec. 310)
- 3-18-8: WEEDS, MATERIAL AT BASE OF BILLBOARD: It shall be the duty of every outdoor advertiser to keep all grass and weeds, and other growths, except trees and ornamental shrubbery cut down so that the same shall not grow to a greater height than ten inches (10") within six feet (6') of any billboard or signboard used by him; provided, that this obligation shall extend only to property controlled by the advertiser. (M.C. 1949, Sec. 311)
- 3-18-9: UNLAWFUL ADVERTISING: It shall be unlawful for any person to post or display any advertisement of an obscene or immoral character, or any advertisement tending to promote or cause a riot, or breach of peace, or any advertisement for an unlawful gathering, or advertisements of unlawful sales. (M.C. 1949, Sec. 312)
- 3-18-10: DISFIGURING SIGNS: It shall be unlawful to mutilate or disfigure in any way any lawful signs or advertisements in the Village. (M.C. 1949, Sec. 313)
- 3-18-11: NAME OF ADVERTISER: It shall be unlawful for any outdoor advertiser to carry on his business unless the name of such advertiser is attached, displayed or printed, on all billboards or signboards used by him, or on any notice, placard or advertisement posted by him, in such lettering as to be visible from a distance of at least five feet (5') from the notice or advertisement. (M.C. 1949, Sec. 314)
- 3-18-12: EXEMPTIONS: The provisions of this Chapter shall not be construed to apply to the posting of signs or notices by order of any court or by any public officer in the performance of his duties. (M.C. 1949; Sec. 315)
- 3-18-13: PENALTY: Any person violating any provision of this Chapter shall be fined not less than ten dollars (\$10.00) nor more than five hundred dollars (\$500.00) for each offense; and a separate offense shall be deemed committed on each day during or on which a violation occurs or continues. (M.C. 1949, Sec. 316; amd. Ord. 338, 1-3-77)