

**Section 145-010 Purpose**

The purpose of this section is to promote the public safety and welfare by providing standards to control the location, surface area, number, illumination, height, and overall design of signs. Benefits of such standards include assurance that emergency personnel may quickly locate an address; motorists are not hindered by an excess of signage or associated lighting when attempting to locate a specific business or address; motorist safety on roadways and when exiting and entering business parking lots is enhanced; signs are compatible with the size and type of businesses being identified and advertised; aesthetic values of the community are honored; and blight upon the business community is prevented.