

## 17.28.010 Purpose

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The purpose of this Chapter is to establish a framework for a comprehensive system of sign controls governing the display, design, construction, installation and maintenance of signs that will:

- A. Balance the rights of individuals to identify their businesses and convey their messages, and the rights of the public to be protected against the unrestricted proliferation of signs.
- B. Protect the public health, safety, comfort, convenience and general welfare.
- C. Reduce traffic hazards.
- D. Enhance the attractiveness of the City.
- E. Protect property values.
- F. Promote economic development.
- G. Further the objectives of the Comprehensive Plan.
- H. Preserve the right of free speech exercised through the use of signs containing noncommercial messages.