

7.1. Intent and Application

Articles 7.1 through 7.8 of this Ordinance shall hereinafter be known and cited as the “*Sign Regulations*.” The *Sign Regulations* are intended to:

- A. Ensure that *Signs* may be used to exercise the constitutional right to free speech;
- B. Encourage *Signs* that are integrated with and harmonious with their environment;
- C. Eliminate *Signs* that are excessive, cluttered, and confusing;
- D. Eliminate *Signs* that are hazardous to motorists and pedestrians;
- E. Support land use objectives of the Town of Plainfield;
- F. Preserve and improve the aesthetic appearance of, property values within, and public and private economic investment in the Town of Plainfield; and
- G. Otherwise protect and promote the public health, safety, morals, and general welfare of the visitors and residents of the Town of Plainfield.

The *Sign Regulations* apply to the location, erection and maintenance of *Signs* in any zoning *District* regulated by this Ordinance.