

**2018 Proposed Sign Ordinance Amendments to Alleviate  
Enforcement Issues of the 2017 Amendments**

**Article 7.2 Exemptions**

**J. Banner Signs**

1. Commercial and Industrial zoned property may display two (2) Banner Signs per tenant during a calendar year for a period of not more than thirty (30) consecutive days. Such signs shall not exceed 30 square feet each and may be displayed upon any building or fence on the property.
2. Multi-Family zoned property may be allowed two (2) Banner Signs during a calendar year for a period of not more than thirty (30) consecutive days. Such signs shall not exceed 30 square feet each and may be displayed upon any building or fence on the property

2017: Banner Signs are an expressly prohibited sign.

2000: Banners prohibited except those related to Town Special Events and Holidays.

2018: Would allow two banners per calendar year for 30 days

**K. Temporary Signs**

1. Type.  
The following types of *Temporary Signs* shall be permitted: *Ground Signs* or *Window Signs*.
2. Number.  
Two (2) *Temporary Signs* shall be permitted per *Lot* or *Out Lot*. However, no more than one (1) *Ground Sign* shall be permitted per Street Frontage of a *Lot* or *Out Lot*.
3. Maximum *Sign Surface Area*.
  - a. The maximum *Sign Surface Area of Temporary Ground Signs* in TC, MU, and all R zoned districts shall be six (6) square feet.

2017: Same surface area, removed from Exempt Sign, identified in each zoned district, permit is required.

2000: Same surface area but is Exempt Sign in all zoned districts, thus no permit required.

2018: Same surface area, relocated back to Exempt Sign status, no permit required.

- b. The maximum *Sign Surface Area of Temporary Ground Signs* in NR, OD, GC, I-1, I-2, I-3, I-4, and AG zoned districts may be sixteen (16) square feet on property less than five (5) acres; if on property more than five (5) acres the *Temporary Ground Sign* may be thirty-two (32) square feet .

2017: Surface area maximum 6 square feet regardless of acreage, removed from Exempt Sign, identified in each zoned district, permit is required.

2000: Surface area maximum 40 square feet regardless of acreage but is Exempt Sign in all commercial or industrial zoned districts, thus no permit required.

2018: Surface area based on acreage, relocated back to Exempt Sign status, no permit required.

- ~~e. The total *Sign Surface Area of Window Signs* in any zoned district shall not exceed the lesser of:~~
        - ~~i. twenty five (25) percent of the area of the window, provided, in the case of multi-pane windows the surface area of the window shall be the combined~~

~~surface area of the individual panes, or in the case of a glass curtain wall the surface area of the window shall be the combined surface area of the individual glass panels; or~~  
ii. ~~six (6) square feet in *Sign Surface Area*.~~

2017: This Section conflicts with Article 7.2 Exemptions C. Window Signs.

2000: Was to be “Noncommercial Opinion Sign and eliminated due to copy and content issue.

2018: Recommend striking this Section and utilize Article 7.2 C. Window Signs.

4. Minimum Setback.

For Temporary Ground Signs less than sixteen (16) square feet no setback is required; Temporary Ground Signs exceeding sixteen (16) square feet shall be setback a minimum of ten (10) feet.

~~There shall be no required Minimum Setback for Temporary Signs however, such-~~ Signs may not encroach into a *Public Right-of-Way* and may not interfere with a Vision Clearance Area as specified in Article 4.14.

2017: No setback requirement but the largest Temporary Sign is 6 square feet.

2000: No setback if 6 square feet, if larger a 10 foot setback was required.

2018: Setback of 10 feet for Temporary Sign larger than 16 square feet.

5. Maximum Height.

The maximum height for *Ground Signs* shall be ~~four (4)~~ six (6) feet in height above *Grade*.

2017: Height 4 feet.

2000: Height 6 feet.

2018: Height 6 feet.

6. Special Regulations .

No *Temporary Sign* shall be permitted on any *Lot* or *Out Lot* without the prior authorization of the owner of that *Lot* or *Out Lot*.

2017: Temporary Signs were moved to individual zoned districts with the same requirements for each. Removing them from Exempt Sign status will require permits to be issued.

2000: Temporary Signs were Exempt Signs with differing requirements based on copy and content. As Exempt Signs, no permits were required

2018 Relocate Temporary Signs to Exempt Signs, thus permits not required. Regulation is copy and content neutral, based on zoning district and size of property.

## Article 7.3 Signs: Prohibited

### 7.3 Prohibited Signs

C. *Signs* located on, in, or above the *Right-of-Way* of any *Street* or *Alley* (except for *Signs* listed in Article 7.2, A., 1-5. and *Projecting Signs* as permitted by Article 7.4.G ~~and J~~).

E. *Portable Signs*, including but not limited to the following types of *Signs*, without regard to their content: *A-Frame Signs* (except as permitted in ~~Article 7.5.K. 7.5.C~~); *T-Frame Signs* (except as permitted in ~~Article 7.5.K. 7.5.C~~); trailer frame *Signs*; menu and sandwich board *Signs* (except as

permitted under Article 7.4.G.); *Balloon Signs* (~~except as permitted by Article 7.2, L.~~); and *Signs* attached to or painted on a vehicle parked and visible from the *Public Right-of-Way*.

F. *Wind Signs*, ~~*Banner Signs*~~, pennants, and streamers (except those explicitly authorized in Article 7.2., H.).

G. *Signs or any portion thereof which contains intermittent light, flashing light, light of changing degrees of intensity, rotating beams, search lights, video or logo projection, laser show, or beacons* (~~except as explicitly authorized in Article 7.2, L.~~). Outline lighting of open sales areas and *Lot Lines* is also prohibited.

2018 Clerical cleanups only.

#### Article 7.4. On-Premise Signs: NR, OD, GC, I-1, I-2, I-3, and I-4 Districts

##### A. *Freestanding Identification Signs-Single Use Sites*

##### 3. Maximum *Sign Surface Area*.

The maximum *Sign Surface Area*, reflected in Table 7.4-A below, applies to each *Street Frontage* of a *Lot*. As a result, the maximum *Sign Surface Area* may be used by a single *Freestanding Identification Sign* on a *Street Frontage* or it may be divided ~~between among the total number of permitted *Freestanding Identification Signs* on a *Street Frontage* two (2) *Freestanding Signs*.~~

2017: Allows the all sign areas to be calculated and totaled into one sign along a frontage.

2000: Each sign area was based on single frontage.

2018: Allows total sign area to be divided by only two signs, regardless of number of frontages.

##### 4. Minimum Setback.

a. Minimum Front Setback – The Minimum Front Setback for *Freestanding Identification Signs* shall be:

- iii. Signs ~~cannot be located~~ within ~~drainage and/or utility easements~~ ~~must obtain an Easement Encroachment approval from the Town Council prior to permit issuance.~~

2017: Signs cannot be allowed in an easement. To do so would require a Development Standards Variance from the Board of Zoning Appeals.

2000: Signs were allowed in easements but administratively an Easement Encroachment from Town Council was necessary.

2018: Clarifies the type of easement that an Easement Encroachment from Town Council is required prior to permit issuance.

##### B. *Freestanding Identification Signs – Integrated Center*

##### 3. Maximum *Sign Surface Area*.

The maximum *Sign Surface Area*, reflected in Table 7.4-A below, applies to each *Street Frontage* of a *Lot*. As a result, the maximum *Sign Surface Area* may be used by a single *Freestanding Identification Sign* on a *Street Frontage* or it may be divided ~~between among the total number of permitted *Freestanding Identification Signs* on a *Street Frontage* two (2) *Freestanding Signs*.~~

2017: Allows the all sign areas to be calculated and totaled into one sign along a frontage.  
2000: Each sign area was based on single frontage.  
2018: Allows total sign area to be divided by only two signs, regardless of number of frontages

4. Minimum Setback.

a. Ground Signs and Pylon Signs:

- iii. Signs ~~cannot be located~~ within drainage and/or utility easements must obtain an Easement Encroachment approval from the Town Council prior to permit issuance.

2017: Signs cannot be allowed in an easement. To do so would require a Development Standards Variance from the Board of Zoning Appeals.

2000: Signs were allowed in easements but administratively an Easement Encroachment from Town Council was necessary.

2018: Clarifies the type of easement that an Easement Encroachment from Town Council is required prior to permit issuance.

b. Pole Signs:

- iii. Signs located within drainage and/or utility easements must obtain an Easement Encroachment approval from the Town Council prior to permit issuance.

2017: Signs cannot be allowed in an easement. To do so would require a Development Standards Variance from the Board of Zoning Appeals.

2000: Signs were allowed in easements but administratively an Easement Encroachment from Town Council was necessary.

2018: Clarifies the type of easement that an Easement Encroachment from Town Council is required prior to permit issuance.

C. *Freestanding Identification Signs-Out Lots of Integrated Centers.*

4. Minimum Setback.

a. Minimum Front Setback - The Minimum Front Setback for Freestanding Identification Signs shall be:

- iii. Signs ~~cannot be located~~ within drainage and/or utility easements must obtain an Easement Encroachment approval from the Town Council prior to permit issuance.

2017: Signs cannot be allowed in an easement. To do so would require a Development Standards Variance from the Board of Zoning Appeals.

2000: Signs were allowed in easements but administratively an Easement Encroachment from Town Council was necessary.

2018: Clarifies the type of easement that an Easement Encroachment from Town Council is required prior to permit issuance.

7. Special Regulations for Out Lots

b. Any combined Freestanding Identification Sign authorized by the Director under the special regulations of this Article 7.4, C., 7. shall comply with the following regulations:

iii. Minimum Setback.

Minimum Front Setback - The Minimum Front Setback for combined Freestanding Ground Identification Signs shall be:

c) Signs ~~cannot~~ be located within drainage and/or utility easements must obtain an Easement Encroachment approval from the Town Council prior to permit issuance.

2017: Signs cannot be allowed in an easement. To do so would require a Development Standards Variance from the Board of Zoning Appeals.

2000: Signs were allowed in easements but administratively an Easement Encroachment from Town Council was necessary.

2018: Clarifies the type of easement that an Easement Encroachment from Town Council is required prior to permit issuance.

#### F. Signs on Light Poles.

Signs on light poles which serve to illuminate an Off-Street Parking Area in the GC District shall be permitted provided that they comply with the following regulations:

##### 2. Number.

Each approved development may have one light pole with no more than 2 light pole signs. The light pole which supports these light pole signs may not be closer than forty-feet (40) feet to any building or property line.

~~Each light pole may contain two (2) Signs, provided, however, if the light poles are located at the perimeter edge of an Off-Street Parking Area, only one (1) Banner Sign, oriented toward the interior of the Off-Street Parking Area, shall be permitted.~~

##### 3. Maximum Sign Surface Area.

Signs on light poles shall not exceed the maximum dimensions of three and one-half feet in width by eight feet in height (3 ½ ft. X 8 ft.).

~~The total Sign Surface Area of all Signs on light poles on a Lot shall not exceed a ratio of one (1) square foot for each Off-Street Parking Space within the Off-Street Parking Area which is generally illuminated by the lights on the light poles which support the Signs.~~

##### ~~4. Location.~~

~~All individual Signs placed on light poles on a Lot shall be of the same dimensions and shall be placed at the same relative height and location on the light poles on the Lot.~~

~~Signs on light poles shall be evenly distributed within or along the edge of the Off-Street Parking Area used to determine the total Sign Surface Area permitted as set forth in Article 7.4, G., 3., above.~~

2017: All light poles within a development, regardless of property size, number of light poles, or location of light poles, would be allowed to have light pole sign(s). Based on copy and content neutrality anything may be exhibited upon the light pole signage.

2000: All light poles within a development, regardless of property size, number of light poles, or location of light poles, would be allowed to have two light pole sign(s). There was a Section 7 which stated "Content – Light pole Banner Signs may announce the names of the business, operation, product, items, or services available on the Lot." Obviously limiting copy and content and was removed.

2018: Places limitations on the light pole sign number to two light poles and the light poles used must be 40 feet from any building or right of way line.

#### G. Incidental Signs.

2. Number.

d. If a Lot is occupied by a use which includes a drive through facility, two (2) menu boards shall be permitted adjacent to the drive through facility as Incidental Signs ~~to announce the selection of services or products available at the drive through facility and the prices thereof.~~

6. Maximum Height.

The maximum height of a Ground Sign shall be four (4) feet in height above Grade except in all Industrial Districts where the maximum height of a Ground Sign ~~shall~~ may be seven (7) feet in height above Grade.

Maximum height of an *Incidental Sign* adjacent to the drive through facility may be seven (7) feet in height above grade.

2017: Omitted the height allowance of menu boards to 7 feet.

2000: Allowed menu boards to be treated differently than other incidental signs based on copy and content.

2018: Allows an Incidental Sign to be 7 feet in height based on location to drive-through, copy and content neutral.

2018: 7.4H; 7.5E; 7.6 F. Temporary Signs. Remove each section as they would be combined and relocated into Article 7.2 K Exemptions.

## 7.5 On-Premise Signs-TC and MU Districts

### C. Sidewalk Signs.

1. Type.

The following types of Sidewalk Signs shall be permitted: *A-Frame Signs* and *T-Frame Signs*.

2018: Clerical clean up.

## Article 7.6 Signs: On Premise Residential and Agricultural

### B. Multifamily Dwelling Uses.

2. Number

One (1) *Freestanding Identification Sign* shall be permitted ~~per Street Frontage of a Lot.~~

2017: Allows a multifamily dwelling project to have one Freestanding Identification sign for street frontage; there are no location requirements.

2000: Allowed a multifamily dwelling project one Freestanding Sign period, regardless of street frontages or entrances.

2018: As written takes this requirement for multifamily dwelling projects back to 2000 status.

### C. Recorded, Platted Residential *Major Subdivision* Uses.

2017: Removes restriction on copy and content on subdivision entrance signs.

2000: Allowed only the name of the subdivision on the sign.

2018: Would only allow a Major Subdivision an entrance sign, generally preserving its intended purpose.

**ARTICLE 7.7. SIGNS: OFF-PREMISES ADVERTISING PYLON AND POLE SIGNS IN GC GENERAL COMMERCIAL OR I-4 HEAVY MANUFACTURING THAT ARE NOT WITHIN 600' OF A GATEWAY CORRIDOR OR RESIDENTIAL DISTRICT**

**§ 7.7A DISTRICTS ALLOWED.**

—Off-premises advertising signs shall be permitted only in the GC—General Commercial and I-4 Heavy Manufacturing Districts, provided, however, that off-premises advertising signs shall not be permitted within 600 feet of the proposed right-of-way of any Gateway Corridor.

(Ord. 21-97, passed—1997)

**§ 7.7B TYPE OF SIGNS.**

—Off-premises advertising signs shall be pole or ground signs.

(Ord. 21-97, passed - -1997)

**§ 7.7A € MAXIMUM SIGN SURFACE AREA FOR OFF-PREMISES ADVERTISING SIGNS.**

(1) *Sign surface area.* An off-premises advertising sign shall not exceed 300 square feet in sign surface area.

(2) *Number of displays.* An off-premises advertising sign shall not contain more than two advertising signs per sign surface.

(23) *Extensions allowed.* Temporary extensions or embellishments integrally incorporated into the sign surface having: a vertical height of no more than four feet above the top of a sign; a maximum horizontal dimension of no more than one foot beyond the sides of the sign; and a maximum vertical dimension of one foot below the bottom of the sign, shall be allowed.

(Ord. 21-97, passed - -1997)

**§ 7.7B D SPACING BETWEEN OFF-PREMISES ADVERTISING SIGNS.**

The minimum distance between off-premises advertising signs shall be as specified below.

(1) *Linear spacing.* The minimum distance between off-premises advertising signs described by this Article 7.7 located along and oriented towards the same side of a public street shall be 2,500 linear feet subject to the following:

(a) The spacing requirement shall be applied equally to both sides of the street at the same time regardless of whether the off-premises signs described by this Article 7.7 are on the same side of the street;

(b) The spacing requirement shall be applied continuously along a street to all off-premises signs described by this Article 7.7 oriented towards that street in either direction whether the off-premises signs described by this Article 7.7 are in the same block or are in different blocks separated by an intersecting street;

(c) For purposes of applying the spacing requirement to off-premises advertising signs, pole or ground pylon signs described by this Article 7.7 shall be treated the same, whether double-faced or single-faced; and

(d) Off-premises advertising signs described by this Article 7.7 located at the same intersection are not in violation of the minimum spacing requirement specified herein, because of their nearness to one another if they are located so that their messages faces are directed towards traffic flowing in different directions.

(2) *Measurement of linear spacing.* The method of measurement of the spacing between off-premises advertising signs described by this Article 7.7 oriented towards the same street shall be along the centerline of the street to which the off-premises sign described by this Article 7.7 is

oriented from the point in the street's centerline closest to the leading edge of the off-premises sign described by this Article 7.7.

(3) *Radial spacing.* In no event shall an off-premises advertising sign described by this Article 7.7 be closer than 1,000 feet from any other off-premises advertising sign described by this Article 7.7 regardless of location or orientation.

(Ord. 21-97, passed - -1997)

**§ 7.7C E MINIMUM FRONT, SIDE AND REAR YARD SETBACK FOR OFF-PREMISES ADVERTISING SIGNS.**

(1) *Front yard setback.* The minimum front yard setback for an off-premises advertising sign shall be 60 feet from the proposed right-of-way.

(2) *Side and rear yard setback.* Off-premises advertising signs may have a maximum height of up to four feet above grade when located at the minimum required side or rear yard setback. The maximum height may be increased by one foot in height for each additional one foot of setback from the minimum required side or rear yard until the maximum height allowed for an off-premises advertising sign described by this Article 7.7 is reached.

(Ord. 21-97, passed - -1997)

**§ 7.7D F MAXIMUM HEIGHT OF OFF-PREMISES ADVERTISING SIGNS.**

(1) The maximum height of an off-premises advertising ground sign described by this Article 7.7 shall not exceed six feet in height above grade.

(2) The maximum height of an off-premises advertising pole sign described by this Article 7.7 shall not exceed 35 feet in height above grade.

(Ord. 21-97, passed - -1997)

**§ 7.7E G CONSTRUCTION OF OFF-PREMISES ADVERTISING SIGNS.**

The supports, uprights, bracing and framework of an off-premises advertising pole sign described by this Article 7.7 shall be of steel construction.

(Ord. 21-97, passed - -1997)

**§ 7.7F H SEPARATION FROM RESIDENTIAL DISTRICTS.**

No off-premises advertising sign described by this Article 7.7 shall be located within 600 feet of any residential district.

(Ord. 21-97, passed - -1997)

2017: Eliminated the term "Off-Premise Sign" by definition.

2000: Used Off-Premise signs to regulate Pole and Ground Signs (aka: Billboards).

2018: Clarifies the intent of 2017 and calls the sign structure(s), pylon and pole signs as they were discussed throughout initially in 2000 and 2017.

## 7.8 General Regulations

A.1.b. *On-Premise Freestanding Signs (with exception of Temporary Ground Signs) as Accessory Structures.*

2017: A Temporary Ground Sign would clearly be considered an On-Premise Freestanding Sign, permits required and not allowed on property without a principle structure.

2000: Temporary Ground Signs were exempt.

2018: Reestablishes Temporary Ground Signs as exempt, this would simply clarify they are not to be considered an Accessory Structure.