



## COMMUNITY DEVELOPMENT

City Hall Annex ● 4403 Devils Glen Road, Bettendorf, Iowa 52722 ● (319) 344-4100

July 21, 2010

**STAFF REPORT  
CASE 10-036  
PLANNING AND ZONING COMMISSION  
SECTION 18.7 - ZONING ORDINANCE AMENDMENT**

**Background Information and Facts:**

The City of Bettendorf is proposing an amending to Section 18.7 - Signs of the Zoning Ordinance.

There has been an increase of concern made by citizens regarding signage throughout the city over the last few years. As a result, staff has conducted a review of the entire sign ordinance and is recommending several changes/amendments to address these complaints and to address other inequities within the ordinance.

A copy of the entire section of the ordinance is attached with the recommended changes shown in red print. The following is a summary for each of the suggested changes:

“18.74.7 No lighting shall be used...” Many of the concerns have focused on the brightness and distraction caused by some signs especially since LED signs became allowable throughout the city. This section addresses those issues on two fronts: first, by setting maximum potential illumination/brightness as measured with a calibrated light meter; and second, by allowing the Zoning Administrator the option of reducing a sign’s brightness when the sign has been determined to be too distracting. The maximum illumination levels mirror those adopted by the City of Des Moines, and the section regarding distracting signs mirrors the Iowa Department of Transportation’s administrative rules related to signs throughout the state of Iowa under their jurisdiction.

“18.74.8 Sign capable of electronically...” This section limits the flashing or movement allowed by signs to reduce the distraction to the surrounding neighborhood and to motor vehicle traffic for obvious safety reasons.

“18.75.4 Alterations” This suggested amendment is to encourage conformity to the new ordinance provisions as older signs need replacement or repair beyond 50% of their original cost. Currently, non-conforming signs are allowed to be repaired multiple times with no conformity to current standards required.

"18.77.3 Illumination..." The most recently approved sign amendment addressed the new (at that time) LED technology by adding a section for "EXP Exposed Lighting Source". Sign technology is emerging and evolving at a rapid rate. New technology may soon include plasma signs, DLP (digital light processing) signs, and many other potential new types of signs. All of these sign types, regardless of the technology used, are programmed electronically. Rather than addressing each new technology with a new ordinance amendment, the suggested wording in this code section simply identifies all of these potential technologies as "EPS or Electronic Programmable Signs".

"18.77 Table of Sign Types, Definitions and Restrictions - SIZE". Currently any business is allowed up to 300 square feet of on-premises signage regardless of the building or lot size. A business that has only 20 feet of lot frontage is allowed the same amount of signage as Home Depot which has over 570 feet of lot frontage. This section amendment uses a formula to determine the allowable signage using the business's lot frontage as part of the equation. Staff has applied the formula to existing signage throughout the city, and it appears to be allowing an appropriate balance. The amendment also sets a minimum and maximum sign square footage regardless of the amount of lot frontage.

"18.77 Table of Sign Types, 017 and 018 Off-Premises Advertising". This section of the code allows very large signs typically referred to as "billboards". Staff feels that the intent of this portion of the code is to allow signs large enough to be legible when traveling on designated highways at speeds faster than is normal throughout other areas of the city. Therefore, staff feels that it is appropriate to limit these types of signs to property adjacent to or within 500 feet of Interstate Highways, U.S. Highways, and State Highways.

"18.77 Table of Sign Types, 020 On-Premises Identification Signs". This section amendment mandates that when three or more businesses are located in a single development they are to use a combined "shopping center sign" rather than having multiple individual On-Premises Identification signs. This section is intended to help eliminate sign clutter.

The above summarizes the major changes staff is proposing to the Bettendorf Sign Ordinance

**Staff Recommendation:**

Staff recommends approval of this request.

Respectfully submitted,

John Soenksen  
City Planner

## 18.7. SIGNS:

18.71. Intent And Purpose: This section is intended to control and regulate the development of signs within the City of Bettendorf. There is a significant relationship between the manner in which signs are displayed, the public health, safety and welfare, and the value, compatibility and economic stability of adjoining property, its land use and the city. The reasonable display of signs is necessary as a service to the people in the conduct of competitive commercial and industrial activity and to promote freedom of expression. The regulations in this section establish standards for the display of signs in direct relationship to the above stated purposes and directives. (Ord. 8-85, 5-7-1985)

18.72. Reserved:

18.73. Permits Required: Permits required when the regulations of this section require a permit, said permit shall be obtained from the zoning administrator. Where sections of the Code of Bettendorf as applied to structures, particularly the uniform sign ordinances as adopted by the city, are applicable, said permits must also be approved by the Bettendorf Building Department. (Ord. 8-85, 5-7-1985)

18.74. General Requirements: All signs must comply with the following conditions:

1. No sign shall be placed so as to obstruct vision at street intersections and driveway intersections for oncoming vehicles.
2. When a permit is required on any particular sign, said sign shall display the name of the owner and erector.
3. No sign shall block any required accessway or window.
4. No sign shall be attached to a tree or utility pole.
5. All signs not authorized by this section are prohibited.
6. No signs other than public service and safety signs shall be permitted on public property unless authorized by the governmental agency having control thereof. (Ord. 8-85, 5-7-1985; Ord. 31-87, Section 1, 4-7-1987)

**7. No lighting shall be used in any way in connection with any sign unless it is of such low intensity or brilliance as to not cause glare or to impair the vision of the driver of any motor vehicle, or to otherwise interfere with any driver's operation of a motor vehicle. In no case shall any sign exceed a maximum illumination of 5,000 candelas per square meter during daylight hours and a maximum of 500 candelas per square meter between dusk to dawn as measured from the sign's face at maximum brightness.**

**The above illumination maximum levels are not a guaranteed allowable level of brightness, only a maximum potential level of brightness. When a citizen complaint of a violation of this section has been confirmed by the Zoning Administrator, said**

**sign shall have its' illumination permanently reduced to satisfy compliance with this section as directed by the Zoning Administrator regardless of the above stated maximum allowable levels. An appeal of the Zoning Administrator's decision regarding this section may be presented to the Bettendorf Board of Adjustment in accordance with Section 23.2 of Appendix B of the Municipal Code.**

**8. Signs capable of electronically changing copy, display graphics, or images shall not permit same to change at a rate faster than once every six (6) seconds. Flashing is prohibited. Video is prohibited. Alpha-numeric scrolling messages are allowed.**

18.75. Removal And Conformance Requirements: It is the intent of this section to recognize that the eventual elimination, as expeditiously as it is reasonable, of existing signs that are not in conformity with the provisions of this section is as much a subject of the health, safety and welfare of the public as is the prohibition of new signs that would violate the provisions of this section. It is also the intent of this section that any elimination of nonconforming, signs shall be effected so as to avoid any unreasonable invasion of established private property rights. The zoning administrator shall cause removal of a sign or sign structure if the property owner fails to comply with the standards of this section within ten (10) days after being issued a written notification from the zoning administrator. Any expense incurred by the city in removing or repairing the sign or sign structure shall be paid by the owner of the property to which the sign is attached.

1. Obsolete signs. Any nonconforming off-premises sign which does not advertise a bona fide business, product or organization or becomes obsolete because the business or organization has relocated shall be removed by the owner within one hundred twenty (120) days of the termination or relocation of the business, product or organization being advertised. Removal of obsolete signs shall include the supporting structure, exclusive of any building, if all signs on the structure are obsolete.

Any nonconforming off-premises sign which is severely damaged and requires over fifty (50) percent of the cost of replacement for repair shall be removed within one hundred twenty (120) days after the date of the damage. Removal of damaged signs shall include the supporting structure exclusive of any building, if all signs on the structure are nonconforming.

2. Any obsolete sign which does not advertise a bona fide business conducted, or a product sold, shall be taken down and removed by the owner, agent or person having the beneficial use of the structure upon which such sign may be found within ten (10) days after written notification from the zoning administrator. Upon failure to comply with such notice within the time specified in such order, the zoning administrator may cause removal of such sign, and any expense incident thereto shall be paid by the owner of the property to which such a sign is attached.

3. Unsafe and unlawful signs. If the zoning administrator shall find that any sign is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this section, he shall give written notice to the person to whom the zoning certificate had been issued. If he fails to remove or alter the sign so as to comply with the standards herein set forth within ten (10) days after such notice, such

sign may be removed or altered to comply by the zoning administrator at the expense of the zoning certificate issuee or owner of the property upon which it is located. The zoning administrator shall refuse to issue a zoning certificate to any such party or owner who refuses to pay costs so assessed. The zoning administrator may cause any sign which is an immediate peril to persons or property to be removed summarily and without notice.

4. Alterations. No display sign or outdoor advertising device shall be altered, rebuilt, enlarged, extended, or relocated except in conformity with the provisions of this ordinance. **Minor** repainting, changing of parts and preventative maintenance of signs shall not be deemed to be alterations. **Repainting, changing of parts, and preventative maintenance of signs consisting of more than 50% of the original cost of said sign, as shown on the original building permit, shall be considered an alteration.**

5. Maintenance. The owner of any sign requiring a permit shall be required to maintain an exterior which is properly painted, galvanized or otherwise treated to prevent rust and deterioration of all parts and supports. (Ord. 8-85, 5-7-1985)

18.76. Permitted Sign Within Zoning Districts: This section sets forth which types of signs are permitted in the various zoning districts of the city. It is divided into four (4) categories for ease of locating the zoning district involved. To the right of each type of sign is set forth the zoning districts in which it is permitted, listed by abbreviations. The notation "NP" indicates that "no permit" is required for that sign. The notation "P" indicates that a permit is required for that sign.

1. The following signs are permitted in the agricultural districts indicated below. Detailed regulations for each number are listed in section 18.77 of this appendix.

Agricultural:

006 Church bulletins. A-1, A-2, P

008 For sale or for lease. A-1, A-2, NP

009 Flags. A-1, A-2, NP

011 House number. A-1, A-2, NP

016 Nameplates. A-1, A-2, NP

017 Off-premises advertising. A-1, P

022 Parking lot instructional. A-1, A-2, NP

023 Parking entrance/exit. A-1, A-2, NP

026 Tee marker with off premises advertising. A-1, A-2, P

028 Subdivision temporary. A-2, P

029 Political signs. A-1, A-2, NP

030 School bulletin. A-1, A-2, P

2. The following signs are permitted in the residential districts as indicated below. In any planned overlay residential district, the regulations of the residential zone being overlaid shall apply unless more restrictive agreements pertain. Detailed regulations for each number are listed in section 18.77 of this appendix.

Residential:

006 Church bulletins. R-1, R-2, R-3, R-4, R-5, P

008 For sale or for lease. R-1, R-2, R-3, R-4, R-5, NP

009 Flags. R-1, R-2, R-3, R-4, R-5, NP

011 House number. R-1, R-2, R-3, R-4, R-5, NP

016 Nameplates. R-1, R-2, R-3, R-4, R-5, NP

022 Parking lot instructional. R-3, R-4, R-5, NP

023 Parking entrance/exit. R-4, R-5, NP

026 Tee marker with off premises advertising. R-1, R-2, R-3, R-4, R-5, P

028 Subdivision temporary. R-1, R-2, R-3, R4, R-5, P

029 Political signs. R-1, R-2, R-3, R-4, R-5, NP

030 School bulletin. R-1, R-2, R-3, R-4, R-5, P

3. The following signs are permitted in the commercial districts as indicated below. Detailed regulations for each number are listed in section 18.77 of this appendix.

Commercial:

001 Awning sign. C-1, C-2, C-3, C-4, C-7, NP

002 Automobile gas station sign oil can rack. C-1, C-2, C-3, C-4, NP

003 Automobile gas station sign tire rack. C-1, C-2, C-3, C-4, NP

004 Automobile gas station sign door. C-1, C-2, C-3, C-4, NP

006 Church bulletins. C-1, C-2, C-3, C-4, C-5, P

008 For sale and for lease. C-1, C-2, C-3, C-4, C-5, C-6, C-7, P  
009 Flags. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
011 House number. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
014 Changeable type or marquee sign. C-1, C-2, C-3, C-4, C-5, C-7, P  
016 Nameplate. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
018 Off-premises advertising. C-1, C-2, C-3, C-4, C-5, C-6, C-7, P  
020 On-premises identification. C-1, C-2, C-3, C-4, C-5, C-6, C-7, P  
022 Parking lot instructional. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
023 Parking lot entrance/exit. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
025 Temporary mobile. C-1, C-2, C-3, C-4, C-5, C-6, C-7, P  
027 Shopping center. C-2, C-3, C-5, C-7, P  
028 Subdivision temporary. C-1, C-2, C-3, C-4, C-5, C-6, C-7, P  
029 Political signs. C-1, C-2, C-3, C-4, C-5, C-6, C-7, NP  
030 School bulletin. C-1, C-2, C-3, C-4, C-5, P

4. The following signs are permitted in the industrial districts as indicated below. Detailed regulations for each number are listed in section 18.77 of this appendix.

Industrial:

002 Automobile gas station sign oil can rack. I-2, I-3, P  
003 Automobile gas station sign tire rack. I-2, I-3, P  
004 Automobile gas station sign door. I-2, I-3, P  
008 For sale and for lease. I-1, I-3, NP  
009 Flags. I-1, I-2, I-3, NP  
011 House number. I-1, I-2, I-3, NP  
014 Changeable type or marquee sign. I-1, I-2, I-3, P

016 Nameplate. I-1, I-2, I-3, NP

019 Off premises advertising. I-2, I-3, P

020 On premises identification. I-1, I-2, I-3, P

022 Parking lot instructional. I-1, I-2, I-3, NP

025 Temporary mobile. I-1, I-2, I-3, P

029 Political signs. I-1, I-2, I-3, NP

(Ord. 8-85, 5-7-1985; Ord. 31-87, Section 1, 5-7-985; Ord. 33-04, 9-21-2004)

18.77. Specific Sign Regulations: All signs which are listed in section 18.76 of this appendix are listed below. The following regulations govern the use of specific types of signs which are allowed within the applicable zoning districts. Subsections 1 through 8 of this section explain the standards, phrases, and abbreviations subsequently used for each type of sign.

1.Type: Each sign has a "Type str." item which shows the permitted type of sign structure which is permitted as shown in the applicable table.

1 face A sign structure with not more than one sign surface.

2 face A sign with one sign surface or not more than two (2) sign surfaces where the two (2) sign surfaces back to each other and face opposite or nearly opposite directions.

Bldg Signs attached to a building.

Mon A ground mounted monument sign.

Pole A sign mounted upon a pole or poles raised up seven (7) feet above ground level.

Types of signs not listed below are not permitted for that sign.

2. Size: Any sign shall not exceed the maximum number of square feet listed for that sign on any one side or surface as shown in the applicable table.

3. Illumination: Signs may be illuminated when indicated in the applicable table by one of the following general methods shown as "Ill."

Back

An illumination permitted by producing a sign translucent in total or in part and placing light behind and within the structure of such sign.

**Exp**

**An exposed lighting source that is not obscured by any part of the sign structure.**



### **EPS - Electronic Programmable Sign**

**A sign that is electronically programmable to change copy, display graphics, or images. Electronic Programmable Signs shall not permit same to change at a rate faster than once every six (6) seconds. Flashing is prohibited. Video is prohibited. Alpha-numeric scrolling messages are allowed.**

#### Flood

An illumination permitted by a light shining upon the sign located apart from the sign structure and directed toward the sign.

#### None

No illumination permitted at all.

#### Sil

An illumination permitted by producing a sign with opaque characteristics and placing a light behind the characteristics so as to outline the characteristic with the glow from the lighting source creating a silhouette.

4. Height: Any sign shall not exceed the maximum height in feet above average ground level listed for that sign as shown in the applicable table. The bottom of any pole sign shall not be lower than seven (7) feet above average ground level.

NTE Not to exceed.

5. Location: Signs (not attached to buildings) are permitted on that portion of each parcel indicated for that sign as shown on the applicable table.

NCT A sign must be located "not closer than" the designated distance from the property line.

None No restriction as to location on the parcel other than those written in section 18.74 of this appendix.

6. Number: No category of sign shall be displayed in greater number than listed in the applicable table except the phrase "1 per interior lot" shall also mean two (2) per corner lot with one sign oriented to each of the streets forming the corner.

7. Special conditions: Each sign may have a "special conditions" item which may indicate other condition or restriction not previously listed.

8. Projection: Sign may project from a building into the setback by not more than the applicable number shown in the table below.

### TABLE OF SIGN TYPES, DEFINITIONS AND RESTRICTIONS

Listed below are the types of signs permitted followed by a definition of each sign type and a table of the standards governing the characteristics of each.

001 Awning sign. A sign which is designed into the material composing the awning which may serve as an on premises identification and advertising sign.

Type str: On awning, 1 face

Size: **Square footage of all signage shall be calculated as follows:**

**Terms:**

**LWP = Lineal Width of involved Parcel in feet**

**SPL = building Setback from involved Property Line in feet**

**Equation:**

**$(LWP + SPL) / 2 = \text{Total allowable signage square footage (a 60 square feet minimum regardless of formula and no business may exceed three hundred square feet, regardless of formula)}$**

III: Flood

Height: Same as awning NTE 30 feet

Location: Same as awning

Number: Same as awning up to 4

Projection: 4 feet

002 Automobile gas station sign oil can rack. A sign on an oil rack at a service station.

Type str: Attached to rack, 1 face

Size: Area of oil rack

III: None

Height: 6 feet

Location: On gasoline pump island or within 15 feet of building

Number: 2

Special conditions: Signs only permitted at gasoline service stations

Projection: None

003 Automobile gas station sign tire rack. A sign on a tire rack at a service station.

Type str: Attached to rack, 1 face

Size: Area of tire rack

Ill: None

Height: 10 feet

Location: On tire rack within 15 feet of building

Number: 2

Special conditions: Signs only permitted at gasoline service stations

Projection: None

004 Automobile gas station sign door. A sign painted or otherwise attached to the door on a service station.

Type str: Attached to door of building, 1 face

Size: Same as doors

Ill: None

Height: Same as doors

Location: Buildable area on overhead door

Number: Same as doors

Special conditions: Signs only permitted at gasoline service stations

Projection: None

005 Clocks. A commercial size clock capable of being read beyond the property on which it is located.

Type str: Mon, Pole, Bldg, 2 face

Size: **Square footage of all signage shall be calculated as follows:**

**Terms:**

**LWP = Lineal Width of involved Parcel in feet**

**SPL = building Setback from involved Property Line in feet**

**Equation:**

**(LWP + SPL) / 2 = Total allowable signage square footage (a 60 square feet minimum regardless of formula and no business may exceed three hundred square feet, regardless of formula)**

III: Back, Flood, **Exp, EPS (a 50 square feet maximum allowed for Exp or EPS)**

Height: 30 feet

Location: Buildable area only

Number: 1 per interior lot

Projection: 4 feet

006 Church bulletins. A sign which may contain the name of the church or other religious organization involved, located on the immediate church grounds, which has moveable type or other manner of changing copy and shows the names of officials of the church and gives times and other information of coming church activities.

Type str: Mon, Pole, Bldg, 2 face

Size: 32 square feet

III: Back, Flood, Sil, **Exp, EPS**

Height: 10 feet

Location: NCT 10 feet to front property line and other buildable areas

Number: 1 per interior lot

Special conditions: All message centers in the residentially zoned districts must remain blank from 10:00 p.m. to 7:00 a.m. All light emanating from the sign must be contained on the parcel where the sign is located. The sign may not have any moving parts. For performance standards all activities shall conform with the performance standards established for the industrial districts.

Projection: 4 feet

008 For sale and for lease. A sign which is temporary and is intended to indicate that the immediate perimeter or land is available for sale or for lease and contains the corporate and/or private name and phone and/or address of the agent who may be contacted for inquiries concerning the property.

Type str: Mon, Pole, Bldg, 2 face

Size: 32 square feet

III: None

Height: 15 feet

Location: No restriction

Number: 1 per interior lot

Projection: None

009 Flags. A flag of the United States, the state of Iowa or the city of Bettendorf. Insignia of United States, state of Iowa or city of Bettendorf.

Type str: Pole, Bldg, 2 face

Size: No limit

III: Flood

Height: 50 feet

Location: No restriction

Number: No limit

Projection: 30 feet from pole

011 House numbers. Also known as street address numbers, is a small sign with the numerals or written number which has been assigned as the progressive number which indicates the relative location along a street or place of the premises concerned.

Type str: Bldg, 1 face

Size: 2 square feet

III: Back, Flood, Sil

Height: 10 feet in res.

Location: Buildable area on building

Number: 1 for each wall of each building

Projection: 2 feet from structure

014 Changeable type or marquee sign. A fixed sign either mounted on the ground, on a pole, or on a building, which has letters which can be changed so as to make new messages. This sign may also have programmable type.

Type str: Pole, Bldg, Mon, 2 face

Size: 300 square feet. 60 square feet if erected within a required yard. 50 square feet maximum allowed for the **Exp or EPS** message center

Ill: Back, Flood, **Exp, EPS**

Height: 30 feet if erected at or behind the required yard line, 20 feet if erected in the required yard

Location: Minimum of 15 feet from the property line or 1/2 the distance of the required yard whichever is greater or within the buildable area

Number: 1 per interior lot

Special conditions: The sign may not have any moving parts. For performance standards all activities shall conform with the performance standards established for the industrial districts. All light emanating from the sign must be contained on the parcel where the sign is located.

Projection: 4 feet

015 Memorial signs. Grave markers made as a permanent identification of remains.

Type str: Mon, 2 face

Size: No limit

Ill: Flood

Height: No limit

Location: No restrictions

Number: No limit

Projection: None

016 Nameplates. A small sign which contains the name of one individual or a married couple or a family surname or company name, as an identification for a specific doorway or building.

Type str: Bldg, Mon, 2 face

Size: 1 square foot

Ill: Flood, Back

Height: 15 feet

Location: No restrictions

Number: 1 per dwelling

Projection: 2 feet

017 Off-premises advertising. A sign which advertises a business, service, product, or activity at a location other than where the business, service, product, or activity is located and is located in an agricultural zoning district. Often referred to as billboards.

Type str: Pole, Mon, Bldg, except front, 2 face

Size: 672 square feet, but within 800 feet of an interstate highway right of way a sign oriented toward interstate traffic may be as large as 784 square feet

Ill: Back, Flood

Height: 30 feet for a separate structure, or when attached to a building, 4 feet above roof parapet line, whichever is lower.

Location: Buildable area except building front **on property adjacent to or within 500 feet of an Interstate Highway, U.S. Highway, or State Highway.**

Number: 2 (2 face signs) on 1 structure not to exceed 672 square feet or 784 square feet total per orientation. No other limit except as noted under special conditions.

Special conditions: The minimum distance between any 2 such structures facing the same direction on the same street shall not be less than 1,500 feet. No sign permitted within 500 feet of a residential district or public park of 5 acres or more. The gross area in square feet of all signs on a zoning lot shall not exceed 6 times the linear feet of frontage of such zoning lot, or the general signage restriction of this section, whichever is smaller.

018 Off-premises advertising. A sign which advertises a business, service, product, or activity at a location other than where the business, service, product, or activity is located and is located in a commercial zoning district.

Type str: Pole, Mon, Bldg, except front, 2 face

Size: 672 square feet

Ill: Back, Flood

Height: 30 feet for a separate structure, or when attached to a building, 4 feet above roof parapet line whichever is lower.

Location: Buildable area except building front signs shall be shielded whenever necessary so as to avoid casting bright light upon any property in a residential district. **Only allowed on**

**property adjacent to or within 500 feet of an Interstate Highway, U.S. Highway, or State Highway.**

Number: 2 (2 face signs) on 1 structure not to exceed a total of 672 square feet per orientation. No other limit except as noted under special conditions.

Special conditions: All such structures shall not be closer than 1,500 feet to other such structures as measured along the same street.

019 Off premises advertising. A sign which advertises a business, service, product, or activity at a location other than where the business, service, product, or activity is located and is located in an industrial zoning district.

Type str: Pole, Mon, Bldg, except front, 2 face

Size: 672 square feet

Ill: Back, Flood

Height: 30 feet for a separate structure, or when attached to a building 4 feet above roof parapet line not to exceed 30 feet whichever is lower.

Location: Buildable area, except front of building **on property adjacent to or within 500 feet of an Interstate Highway, U.S. Highway, or State Highway.**

Number: 2 (2 face signs) on 1 structure not to exceed a total of 672 square feet per orientation. No other limit except as noted under special conditions.

Special Conditions: No sign permitted within 500 feet of a residential district or public park of 5 acres or more. All such structures shall not be closer than 1,500 feet to other such structures as measured along the same street. The gross area in square feet of all signs on a zoning lot shall not exceed 6 times the linear feet of frontage of such zoning lot, or the general signage restriction of this section, whichever is greater.

020 On-premises identification and advertising sign. A sign which displays the name and/or products and/or service which can be purchased on the premises where the sign is located.

Type str: Pole, Mon, Bldg, 2 face

Size: **Square footage of all signage shall be calculated as follows:**

**Terms:**

**LWP = Lineal Width of involved Parcel in feet**

**SPL = building Setback from involved Property Line in feet**

**Equation:**

**$(LWP + SPL) / 2 = \text{Total signage square footage (a 60 square feet minimum regardless of formula) (when three or more businesses are located on a}$**



**single lot, each business may not exceed three hundred square feet, regardless of formula)**

III: Back, Flood, Sil, **Exp, EPS (a 50 square feet maximum allowed for Exp or EPS)**

Height: 30 feet if erected at or behind the required yard line. 20 feet if erected within the required yard.

Location: Minimum of 15 feet from the property line or half the distance of the required yard whichever is greater or within the buildable area.

Number: 1 business, street frontage

Projection: 4 feet

**Number: 1  
Three (3) or more businesses located on a single development must co-locate on a single pole sign or monument sign (refer to Shopping Center Sign).**

**Projection: none**

022 Parking instructional signs. A sign located adjacent to driveway and parking areas which instructs the users as to restriction and regulations controlling the parking area such as, but not limited to, private parking areas, hours of parking, one-way entrances, no parking area, towing policy.

Type str: Bldg, Pole, Mon, 2 face

Size: 9 square feet

III: Back, Flood, Sil

Height: 7 feet

Location: Buildable area

Number: 1 per interior lot

Projection: 4 feet

023 Parking entrance/exit. A sign located along a driveway entrance or exit to some type of parking area which indicates the use of the driveway as an entrance and/or exit.

Type str: Bldg, Pole, Mon, 2 face

Size: 2 square feet

III: Back, Flood, Sil

Height: 7 feet

Location: No restriction

Number: 1 per entrance

Projection: 4 feet

024 Public service and safety. A sign authorized by a governmental agency with highway directions, parking restrictions, information of government regulations for traffic control, street names or other public purposes.

Type str: Pole, Bldg, Mon, 2 face

Size: No limit

Ill: Back, Flood, **Exp, EPS**

Height: No limit

Location: On public property

Number: No limit

Projection: No limit

025 Temporary mobile sign. Signs which are temporary and can easily be moved to another location and which have movable type. This sign may also have programmable type.

Type str: Mon, 2 face

Size: 32 square feet

Ill: Back, Flood, **Exp, EPS**

Height: 10 feet

Location: Owner's property

Number: 1

Special conditions: No sign shall be permitted for more than 60 days. No additional reapplication shall be considered sooner than 60 days after termination of the last such permit. A permit may be requested for 30 or 60 days. The sign may not have any moving parts. For performance standards, all activities shall conform with the performance standards established for the industrial districts. All light emanating from the sign must be contained on the parcel where the sign is located.

Projection: None

026 Tee marker with off-premises advertising. A sign located on a tee on a golf course containing a graphic representation of the current hole on the front and off premises advertising on the opposite side.

Type str: Mon, 2 face, wood with an etched surface

Size: 9 square feet

Ill: None

Height: 7 feet maximum

Location: Within 20 feet of the area designated for the tee

Number: 1 per tee

Special conditions: No sign shall be located so that any advertising is visible from any adjoining roadway or property outside of the golf course. The front side may contain, in addition to the graphic representation of the current hole, the name or logo only of the advertiser on the opposite side. Said name or logo shall cover no more than 20 percent of the sign face.

Projection: None

027 Shopping center. A sign which identifies a complex of retail or office establishments which are serviced by common parking and driveway facilities and are in a complex of at least 3 commercial establishments on the same property or adjacent properties. Such a sign is allowed in lieu of on premises identification pole signs for each individual business.

Type str: Pole, 2 face

Size: 500 square feet **(a 50 square feet maximum allowed for Exp or EPS)**

Ill: Back, Flood, Sil, **EPS**

Height: Minimum 8 feet, maximum 30 feet

Location: **Within buildable area**

Number: 1 per interior lot

Projection: 4 feet

028 Subdivision temporary. A sign located at a new development which is intended to identify the development until the project is complete, where there are multiple lots.

Type str: Pole, Mon, 2 face

Size: 100 square feet

III: None

Height: 35 feet

Location: Buildable area

Number: 1 per entrance to area

Special conditions: 180 day can be renewed until project is 90 percent completed on 10 renewals.

Projection: None

029 Political signs. Political signs are permitted in all districts, subject to the following conditions:

1. Location And Size. No such signs shall be placed on public property. Such signs may be located in a required yard in any district, except none shall be within thirty (30) feet of a corner street lot line intersection. No such sign shall exceed thirty-two (32) square feet in surface area nor eight (8) feet in horizontal length.
2. Height. Such signs shall not exceed five (5) feet in height.
3. Time Limit. Such signs shall not be erected more than forty-five (45) days prior to the election to which they pertain. Such signs shall be removed or caused to be removed by the person or organization responsible for the erection or distribution of such signs, or by the owner of the property upon which they are located, or by such owner's agent no later than seven (7) days after the election to which such signs pertain unless a primary or special election sign continues to be pertinent to a general election to be held within forty-five (45) days after said primary or special election, in which case such signs may remain for a period not to exceed seven (7) days after such general election.
4. Permit. No additional permits shall be required.
5. Penalty. Any person who violates these conditions will be given forty-eight (48) hours from the time the violation is discovered and the offender notified to come into compliance herewith. Thereafter the offense may be prosecuted as a municipal infraction.

030 School bulletin. Sign displaying changeable type messages situated on a parcel with a land use designation of institutional or commercial and with school listed under uses permitted in the zoning district governing the parcel. A sign which may contain the name of the school involved, located on the immediate school grounds, which has moveable type or other manner of changing copy and gives times and other information of upcoming school activities.

Type str: Mon, Pole, Bldg, 2 face

Size: 50 square feet total, 50 square feet if erected within a required yard. 50 square feet maximum allowed for **Exp or EPS** message center.

Ill: Back, Flood, Sil, **Exp, EPS**

Height: 10 feet

Location: Minimum of 15 feet from the property line or 1/2 the distance of the required yard whichever is greater or within the buildable area. All signs must face perpendicular to the street.

Number: 1 per interior lot

Special conditions: The sign will require a special use permit in any residential zoned location or bordering any residentially zoned location. The sign may not have any moving parts. For performance standards all activities shall conform with the performance standards established for the industrial districts. All message centers in the residentially zoned districts must remain blank from 10:00 p.m. to 7:00 a.m. All light emanating from the sign must be contained on the parcel where the sign is located.

Projection: 4 feet (Ord. 8-85, 5-7-1985; Ord. 31-87, Section 1, 4-7-1987; Ord. 46-87, Section 1, 8-18-1987; Ord. 22-88, Section 1, 5-19-1988; Ord. 18-92, Section 3, 5-19-1992; Ord. 32-92, Section 2, 7-21-1992; Ord. 22-99, 7-20-1999; Ord. 27-04, 8-17-2004; Ord. 33-04, 9-21-2004)