

165.10 SIGN REGULATIONS

165.10.01. Purpose. It is the purpose of this Section to promote the public health, safety, and general welfare through reasonable, consistent, and non-discriminatory sign standards. The sign regulations in this Section are not intended to censor speech or to regulate viewpoints, but instead are intended to regulate the adverse secondary effects of signs. The sign regulations are especially intended to address the secondary effects that may adversely impact aesthetics and traffic and pedestrian safety. The sign regulations are designed to serve substantial governmental interests and, in some cases, compelling governmental interests such as traffic safety and warning signs of threats to bodily injury or death. This Section is not intended to extend its regulatory regime to objects that are not traditionally considered signs for purpose of government regulation. This Section establishes sign regulations, including provisions to control the type, design, size, location, and maintenance of signs, to achieve the following purposes:

- A. To enable the public to locate goods, services, and facilities without difficulty or confusion;
- B. To protect property values, public investment, and overall neighborhood character by preventing conditions that have undesirable impacts on surrounding properties;
- C. To promote the development of attractive and harmonious residential districts, viable retail and commercial districts, and appropriately identify industrial uses;
- D. To ensure signs are designed and located to reduce distraction and confusion that may be contributing factors to traffic congestion or accidents and maintain a safe and orderly pedestrian and vehicular environment; and
- E. To enable the fair and consistent enforcement of these sign regulations and to provide standards regarding the non-communicative aspects of signs.

165.10.02. Application. Signs shall be designed, erected, altered, moved, displayed, and maintained in accordance with the regulations set forth in this Section.

- A. The provisions in this Section shall not amend or in any way interfere with other codes, rules, or regulations governing traffic signs within the City.
- B. The regulations contained in this Section shall apply to signs outside of the public right-of-way, except when specifically stated otherwise.
- C. The owner of any sign, which is otherwise permitted by this Section, may substitute noncommercial copy or message in lieu of any other commercial or noncommercial sign copy of message.

165.10.03. Conflicts. This Section is not meant to repeal or interfere with enforcement of other sections of the City of Dyersville Code of Ordinances. In cases of conflicts between local, state, or federal regulations, the more restrictive regulations shall apply.

165.10.04. Exceptions. The following are not regulated by this Zoning Ordinance, so long as they meet the applicable standards described below:

- A. Building Identification Signs. Building identification signs not exceeding one (1) square foot in area for residential buildings and two (2) square feet in area for nonresidential buildings.
- B. Business Name and Address on an Entry Door. Name of a business, address information, and/or contact information displayed on an entry door, not exceeding two (2) square feet in area.
- C. Signs Posted on a Community Bulletin Board. Signs posted on a community bulletin board shall not exceed 11 x 17 inches.
- D. Signs located on residential property under four (4) square feet in size, not including portable signs.
- E. Historic and Architectural Features. Historical plaques erected and maintained by non-profit organizations, building cornerstones, and date-constructed stones not exceeding four (4) square feet in area.
- F. Signs Not Readable from the Public Right-of-Way.
 - i. Signs or displays located entirely inside of a building and not visible from the building's exterior;
 - ii. Signs intended to be readable from within a parking area but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
 - iii. Signs located on or within City park and recreation facilities.
- G. Governmental Signs. Any sign, posting, notice, or similar signs placed, installed or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:
 - i. Emergency and warning signs necessary for public safety or civil defense;
 - ii. Traffic signs erected and maintained by an authorized public agency;
 - iii. Signs required to be displayed by law;
 - iv. Signs directing the public to points of interest; and
 - v. Signs showing the location of public facilities.

165.10.05. Prohibited Signs and Elements. The following sign types and elements are not allowed anywhere in the City because of their potential to create distractions to the traveling public and create visual clutter that impacts the natural and architectural aesthetics of the City:

- A. Abandoned signs.

- B. Animated signs.
- C. Balloon signs.
- D. Blinking or flashing signs. No flashing, blinking, or rotation lights shall be permitted for either permanent or temporary signs.
- E. Inflatable signs.
- F. Intermittent signs.
- G. Moving signs. No sign shall be permitted any part of which moves by any mechanical means.
- H. Signs emitting sound, smoke, or odors.
- I. Signs attached or painted on trees, rocks, fences, or natural features
- J. Signs in the right-of-way except for those placed by a public entity, approved banners on utility or light poles, projecting signs as allowed in this Section, or other signs approved by the City.
- K. Signs or sign support structures that obstruct means of egress, including any fire escape, window, door opening, stairway, opening, exit, walkway, utility access or Fire Department connection.
- L. Signs that interfere with any required opening for ventilation.
- M. Signs or sign structures which resemble, imitate, simulate, or conflict with traffic control signs or devices included in the Manual of Uniform Traffic Control Devices, which otherwise mislead or confuse persons traveling on public streets, which create a traffic hazard.
- N. Signs displayed on motor vehicles and portable storage units, unless:
 - i. The vehicle or storage units are functional and used for their primary purpose.
 - ii. The display is incidental to the use.
 - iii. The motor vehicle is parked in a designated parking or loading space, and the storage unit is located in a location that complies with all standards of this Zoning Ordinance.
- O. Signs not expressly allowed by this Section.

165.10.06. Measurements and Illustrations. For regulating signs as described in this chapter the following shall apply:

- A. **Sign Area.** Computation of sign area shall include the combination of the writing, emblem, illustrations or other display, together with any background material or color forming an integral part of the display, but not including the supporting framework. On a multi-face sign the area is computed only from one face. Where the frame or cabinet is not in the shape of a rectangle, square, triangle

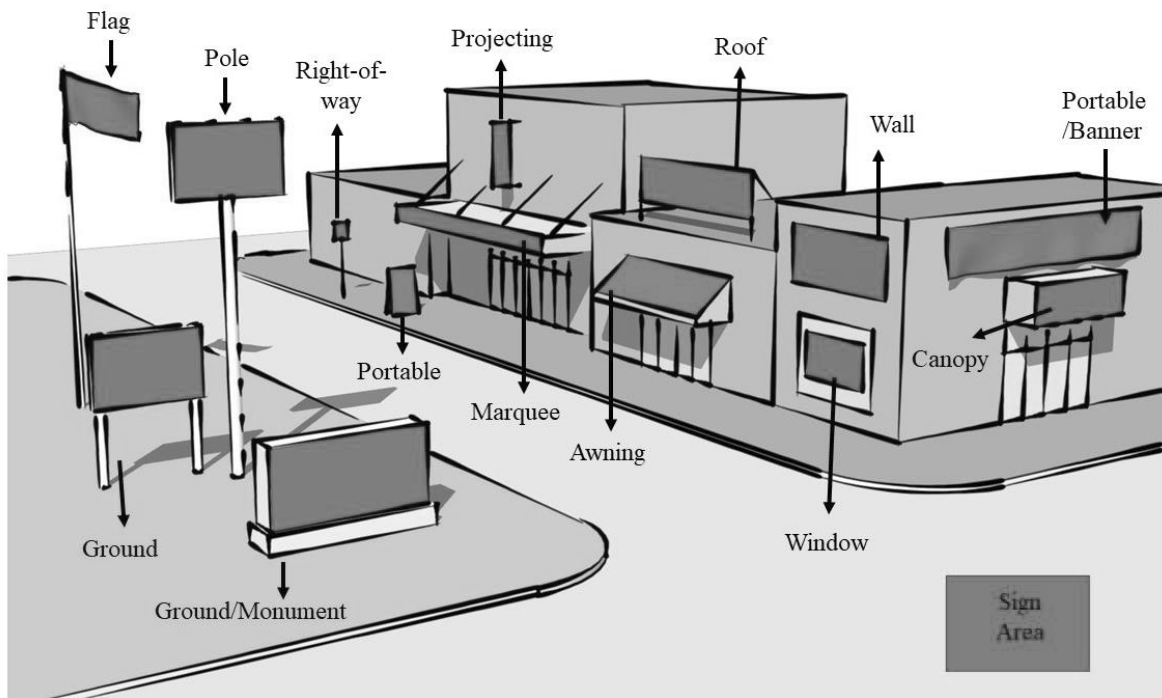
or circle, the sign face area shall be determined by calculating the area of an imaginary rectangle drawn around the frame or cabinet.

B. **Height.** Height shall be measured from average ground level exclusive of any filling, berming, mounding, or excavating solely for locating the sign, to the highest point of the sign or support structure, whichever is taller.

C. **Projection.** Any building sign extending more than six (6) inches from the wall to which it is attached shall allow a minimum of ten (10) feet of clearance from the average ground level, as measured in Subsubsection B of this Subsection.

D. **Setback.** The setback of a sign is measured from the property line to the line projected to the ground plane of the nearest portion of the sign.

165.10.06.01 Sign Type and Area Illustrative Examples



165.10.07. General Sign Regulations.

A. **Design Standards.** The guidelines set out in this Subsection address issues related to sign compatibility, legibility, placement, color, and illumination. They are intended to complement the standards of this Section and to guide quality visual environments.

- i. **Illumination of signs.** Lighted signs facing and on property adjacent to or across a street or alley from a residential district shall not be backlit and shall be no closer than twenty (20) feet from the nearest residential district boundary.

- ii. **Sign Electrical Raceways and Conduits.** Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall sign design.
- iii. **Wall Signs.**
 - a. A wall sign shall not extend more than 18 inches from the wall to which it is attached.
 - b. A wall sign may not extend beyond the corner of the wall to which it is attached, except where attached to another wall sign, it may extend to provide for the attachment.
 - c. A wall sign may not extend beyond its building's roof line.
 - d. A wall sign in the C-3 District attached to a building on its front property line may encroach upon public right-of-way by no more than 18 inches. Such a wall sign shall provide minimum clearance of 8.5 feet.
- iv. **Projecting Signs.**
 - a. Within the C-3 District, a projecting sign may come within five (5) feet from the vertical plane of the inside curb line.
 - b. Projecting signs must minimize visible support structure, including guy wires, cables, turnbuckles, angle iron, or other similar external support structure.
- v. **Pole Signs.**
 - a. Permitted pole signs may revolve at a rate not to exceed six (6) revolutions per minute to not be classified as a moving sign which is prohibited in this Zoning Ordinance.
 - b. No electronic information sign shall be programmed in a way that suggests or resembles a traffic control device, such as a traffic signal.
- vi. **Banner and Flag Signs.** Banner and flag signs count against the attached wall sign area permitted on premise.
- vii. **Detached Signs.**
 - a. The area around the base of the sign shall be maintained by the sign owner or property owner in clean condition. A radius of five (5) feet around the base of the sign shall be landscaped with natural materials in accordance with the provisions of Subsection *165.08.03, General Requirements*, applying the treatment described in Subsection *165.08.04, Planting Standards*.

viii. **Business and Industrial Centers.** In addition to its total permitted sign area in Subsection *165.10.09, Permitted Sign Design Regulations*, each premises identified by the City as a business or industrial park may have one additional detached sign located at the entrance to the park, subject to the following conditions:

- a. The maximum area for the sign shall be 100 square feet;
- b. No sign shall be within 150 feet of any other detached sign on the same or adjacent premises; and
- c. Each sign shall be subject to all other regulations for detached signs or graphics set forth in this Section.

ix. **Driveway Signs.** Driveway signs are in the P-1, C-2, I-1, I-2, and I-3 districts in addition to the total permitted sign area in *165.10.09.02* and *165.10.09.04 Detached Sign Regulations* to direct internal traffic, identify parking areas, or supply other information, given that driveway signs are:

- a. No larger than three (3) square feet per face;
- b. If building mounted, no higher than eight (8) feet from grade;
- c. If freestanding, no higher than three (3) feet from grade; and
- d. A maximum of one (1) at each driveway or drive through lane.

x. **Additional Signs at Entrances.** In addition to its total permitted sign area in *165.10.09.02* and *165.10.09.04, Detached Sign Regulations*, each property in the P-1, C-2, I-1, I-2, and I-3 district may have one (1) non-illuminated sign with a maximum size of twelve (12) square feet within twenty (20) feet of a public right-of-way that provides access to the property. Such sign shall be a monument or ground sign with a maximum height of four (4) feet.

165.10.08. Permitted Sign Types by District. Table *165.10.08.01, Permitted Signs* below indicates the permitted sign types by each zoning district. Additional design standards and restrictions apply as may be indicated in this Section. The letters indicate the following:

- A. “P” means that the sign type is permitted for all uses in the district.
- B. “P(L)” means that the sign type is permitted but limited to principal non-residential and multi-family uses, listed in Subsection *165.05.14, Use Matrix*.
- C. “N” means that the sign type is not permitted in the district.

165.10.08.01 Permitted Signs

Sign Types	A-1	A-2	R-1	R-2	R-3	C-1	C-2	C-3	I-1	I-2	I-3	P-1	PC
Detached Signs													
Residential	P	P	P	P	P	P	P	P	P	P	P	P	P
Ground	P	P	P(L)	P(L)	P(L)	P	P	P	P	P	P	P	P
Pole	N	N	N	N	N	N	P	P	P	P	P	P	P
Attached Signs													
Awning	N	N	N	N	N	P	P	P	P	P	P	P	P
Banner	N	N	N	N	N	P	P	P	P	P	P	P	P
Canopy	N	N	N	N	N	P	P	P	P	P	P	P	P
Marquee	N	N	N	N	N	P	P	P	P	P	P	P	P
Projecting	N	N	N	N	N	P	P	P	P	P	P	P	P
Roof	N	N	N	N	N	N	P	N	P	P	P	N	N
Wall	P	P	P	P	P	P	P	P	P	P	P	P	P
Window	P	P	P	P	P	P	P	P	P	P	P	P	P
Miscellaneous													
Off-Premise Sign	N	N	N	N	N	N	P	N	P	P	P	P	P
Portable	P	P	P	P	P	P	P	P	P	P	P	P	P
Flag Sign	N	N	N	N	N	N	P	P	P	P	P	P	P

165.10.09. Permitted Sign Design Regulations.

165.10.09.01 Off-Premise Signs

Sign Types	A-1	A-2	R-1	R-2	R-3	C-1	C-2	C-3	I-1	I-2	I-3	P-1	PC
Permitted Area ¹							Only within 250 feet of U.S. Hwy 20.		Only within 250 feet of U.S. Hwy 20.				
Total size allocation on premise	N/A	N/A	N/A	N/A	N/A	N/A	500 s.f.	N/A	500 s.f.	500 s.f.	500 s.f.	N/A	N/A
Height							60 ft		60 ft	60 ft	60 ft		
Maximum number of signs							1		1	1	1		

Notes:

1. Separated by 1,000 feet from any other off-premise sign and 300 feet from any other detached sign or residential district

165.10.09.02 Detached Sign Regulations, Agricultural, Residential, and Public Districts

Detached Signs	A-1	A-2	R-1, R-2, R-3	P-1	PC
Total size allocation on premise	100 square feet for non-residential uses	50 square feet for non-residential and multi-family uses	50 square feet for non-residential and multi-family uses	One square foot per linear foot of street frontage; maximum 250 sf.	Same as A-1
	6 square feet for residential uses	6 square feet for residential uses	6 square feet for residential uses	6 square feet for residential uses; 50 square feet for multi-family uses	Same as A-1
Maximum number of signs	2	1	1	1 per 200 feet of street frontage, maximum of 2 per frontage ¹	
Residential	Subject to maximum number	1	1	1	1
Ground	Subject to maximum number	0	0	1 per frontage	1
Pole	Subject to maximum number	0	0	1 per frontage	0
Maximum area per sign	100 square feet	NA	NA	200 square feet	100 square feet
Illumination	Not Permitted	Indirect and internal permitted for non-residential and multi-family principal uses			
Electronic Message	Not Permitted	Not Permitted	Not Permitted	Permitted	Permitted
Maximum height of signs²					
Residential	6 feet	6 feet	6 feet	6 feet	6 feet
Ground	10 feet	10 feet	10 feet	10 feet	10 feet
Pole	NA	NA	NA	14 feet	NA
Setback from Property Line					
Front and Street Side Yard	25 feet	5 feet	5 feet	5 feet	5 feet
Side Yard	10 feet	5 feet	5 feet	5 feet	5 feet

Notes:

1. Frontage applies to sides of the lot line that face a public street where each frontage is treated independently of other frontages; however, that no sign shall be located closer than 50 feet to another sign measured in a straight line distance.
2. Signs shall not project above the roofline greater than 3 feet.

165.10.09.03 Attached Sign Regulations, Agricultural, Residential, and Public Districts

Attached Signs¹	A-1	A-2	R-1, R-2, R-3	P-1	PC
Total size allocation on premise	32 square feet	32 square feet for non-residential and multi-family uses	32 square feet for non-residential and multi-family uses	2 square feet per linear foot of building frontage up to 500 square feet	32 square feet for non-residential and multi-family uses
	3 square feet for residential uses	3 square feet for residential uses	3 square feet for residential uses	3 square feet for residential uses	3 square feet for residential uses
Maximum number of signs	1 per building façade	1 per building façade	1 per building façade	No limit within size allocation	No limit within size allocation
Maximum area per sign for wall and window signs²	32 square feet	32 square feet	32 square feet	20% of wall surface; 40% of window area	15% of wall surface; 40% of window area subject to total allowed size allocation
Illumination	No	No	No	Yes; internal or indirect	Yes; Internal or indirect
Electronic Message	Not Permitted	Not Permitted	Not Permitted	Permitted	Permitted

Notes:

1. Signs shall not project above the roofline greater than 3 feet.
2. A wall sign shall not extend more than 18 inches from the wall to which it is attached

165.10.09.04 Detached Sign Regulations, Commercial and Industrial Districts

Detached Signs	C-1	C-2	C-3	I-1	I-2	I-3
Total size allocation on premise	One (1) sq. ft. of signage per one (1) ft. of frontage; maximum of 150 square feet	One (1.5) sq. ft. of signage per one (1) ft. of frontage; maximum of 500 square feet	One (1.5) sq. ft. of signage per one (1) ft. of frontage; maximum of 150 square feet	One (1.5) sq. ft. of signage per one (1) ft. of frontage; maximum of 500 square feet	One (1.5) sq. ft. of signage per one (1) ft. of frontage; maximum of 500 square feet	One (1.5) sq. ft. of signage per one (1) ft. of frontage; maximum of 500 square feet
Maximum number of detached signs	1 per 300 feet of street frontage, maximum of 2 per frontage ¹	1 per 200 feet of street frontage, maximum of 2 per frontage ¹	1	1 per 300 feet of street frontage, maximum of 2 per frontage ¹		
Residential	1	1	Subject to maximum number	1	1	1
Ground	1 per frontage	2 per frontage	Subject to maximum number	2 per frontage	2 per frontage	2 per frontage
Pole	1 per frontage	1 per frontage	Subject to maximum number	1 per frontage	1 per frontage	1 per frontage
Maximum area per sign	64 square feet	250 square feet	150 square feet	250 square feet	250 square feet	250 square feet
Illumination	Indirect and internal permitted for non-residential and multi-family principal uses					
Electronic Message	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Maximum height of signs²						
Residential	6 feet	6 feet	6 feet	6 feet	6 feet	6 feet
Ground	15 feet	20 feet	15 feet	20 feet	20 feet	20 feet
Pole	25 feet	60 feet	10 feet	35 feet	60 feet	60 feet
Setback from Property Line						
Front and Street Side Yard	5 feet	5 feet	0 feet	5 feet	5 feet	5 feet
Side Yard	5 feet	5 feet	0 feet	5 feet	5 feet	5 feet

Notes:

1. Frontage applies to sides of the lot line that face a public street where each frontage is treated independently of other frontages; however, that no sign shall be located closer than 50 feet to another.
2. Signs shall not project above the roofline greater than 3 feet.

165.10.09.05 Attached Sign Regulations, Commercial and Industrial Districts

Attached Signs ¹	C-1	C-2	C-3	I-1	I-2	I-3
Total size allocation on premise	300 square feet	500 square feet	250 square feet	300 square feet	300 square feet	500 square feet
	3 square feet for residential uses					
Maximum number of signs	No limit within size allocation					
Maximum area per sign for wall and window signs³	20% of wall surface and 40% of window area up to 150 square feet per sign	20% of wall surface and 40% of window area up to 300 square feet per sign	15% of wall surface; 40% of window area ³	15% of wall surface and 40% of window area up to 300 square feet per sign	15% of wall surface and 40% of window area up to 300 square feet per sign	15% of wall surface and 40% of window area up to 300 square feet per sign
Illumination	Indirect and internal permitted for non-residential and multi-family principal uses	Indirect and internal permitted for non-residential and multi-family principal uses	Wall: Indirect and internal permitted for non-residential and multi-family principal uses. Window: None	Indirect and internal permitted for non-residential and multi-family principal uses	Indirect and internal permitted for non-residential and multi-family principal uses	Indirect and internal permitted for non-residential and multi-family principal uses
Electronic Message	Yes	Yes	Yes	Yes	Yes	Yes
Projection²	Yes, but shall not extend outward from the building more than 4 feet					

Notes:

1. Signs shall not project above the roofline greater than 3 feet.
2. Shall provide clearance of 8 feet above pedestrian walkways and 15 feet above driveways.
3. A wall sign shall not extend more than 18 inches from the wall to which it is attached.

165.10.10. Portable (Temporary) Signs. The purpose of these regulations is to ensure that portable signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by portable signs.

- A. **Sign Types.** The following signs types are classified as portable signs:
- i. A-Frame or upright signs.
 - ii. Vertical banners. Only permitted in non-residential districts and not permitted in the C-3 district.
 - iii. Yard Signs.
 - iv. Wall banner. Only permitted in non-residential districts and may only be displayed for thirty (30) days per calendar year and not used as permanent signage.
 - v. Window Sign. Only permitted in non-residential districts and not used as permanent signage. The total area combined with permanent window signs shall not exceed forty percent (40%) of the area of the window.
 - vi. Other. Other portable sign types may be allowed, such as fuel pump toppers and wraps around waste receptacles, provided the max area limitation for all portable signs is not exceeded.

B. **General Regulations.** Portable signs are subject to all location and design regulations described in Subsection *165.10.09, Permitted Sign Design Regulations*.

C. **Aggregate Size.** The total amount of portable signage permitted on any premise shall be the smaller of five percent (5%) of the area of all street facades or 100 square feet, whichever is less.

D. **Individual Size.** The maximum size of an individual portable sign shall be thirty (30) square feet in area in non-residential districts and 16 square feet in area in residential districts.

E. **Location.** Portable signs shall not be attached to any sign pole or light pole on public or private property, or public utility poles or trees on either public or private property.

F. **Durability.** Portable signs shall be constructed of sufficient weight and durability to withstand wind gusts, storms, and other natural elements.

165.10.11. Sign Maintenance. All signs shall be kept in good repair and free from peeling paint, rust, damaged, or rotted supports, framework or other material, broken or missing faces or missing letters. Any signs not maintained may be ordered to be removed. For maintenance of non-conforming signs, the following shall apply:

A. **Activities considered normal maintenance and repair.** Normal maintenance and repair shall include activities such as replacement, restoration, or improvement. Following damage or destruction, replacement of a nonconformity shall mean that the sign face or sign structure and site, if reinstated with a nonconformity as allowed under the terms of this chapter, shall be reconstructed to match the conditions of the sign face or sign structure that preceded damage or destruction.

Reasonable conditions may be imposed by the Administrator to mitigate any newly created impact on adjacent property. Nonconformities that are completely or substantially reconstructed that include changes to building placement or design shall be subject to the findings and procedures for expansion or alteration of nonconforming uses and structures as specified in Section *165.11, Nonconforming Development*.

B. Items not considered normal maintenance and repair. Changes made to the location, size, height, or bulk of the sign or addition of illumination are not considered normal maintenance and repair and shall require that a nonconforming sign be brought into conformance with all requirements of this chapter.

165.10.12. Sign Permit. All signs requiring a permit shall be reviewed by the Administrator, subject to the procedures and criteria in Subsubsection *165.03.04.O, Sign Permit*.

A. Applicability. A sign permit is not required for:

- i. A sign on property used exclusively for a single-family residence or duplex.
- ii. Repainting without changing permanent wording, composition, or colors; or nonstructural repairs.
- iii. Normal repair and maintenance or conforming or legal non-conforming signs.

165.10.13. Sign Master Plan. For projects with an overall site area more than six (6) acres, an applicant may submit a Sign Master Plan, detailing the size, location, and design of all signs on the site. The Sign Master Plan may adjust the strict application of these standards but must clarify the exact nature of the adjustments. Such a Sign Master Plan shall be approved by the City Council after review and recommendation by the Commission. This review follows the same process as review of a PUD District in Subsection *165.06.16, Planned Unit Development*.

165.10.14. Nonconforming Signs. Except as may be hereinafter specified, no sign shall be erected, placed, maintained, converted, enlarged, reconstructed, or structurally altered which does not comply with all of the regulations established by this Section.

A. Maintenance. Signs erected prior to the effective date of this Zoning Ordinance may be maintained and repaired subject to the requirements of Subsection *165.10.11, Sign Maintenance*.

B. Continuing Nonconformance. Where a sign exists at the effective date or adoption or amendment of this Zoning Ordinance that could not be built under the terms of this title by reason of restrictions on area, use, height, setback, or other characteristics of the sign or its location on the lot, such sign may be continued so long as it remains otherwise lawful, subject to the following provisions:

- i. No such sign may be enlarged or altered in a way which increases its nonconformity.
- ii. Should such a sign be destroyed by any means to an extent of sixty percent (60%) or more of its replacement cost at time of destruction, it shall not be reconstructed except in conformity with the provisions of this Section.

C. **Removal.** The Administrator shall have the authority to revoke any permit which has been granted when the Administrator has determined that the sign authorized by the permit has been constructed or maintained in violation of the permit. Written notice shall be given to the owner of the illegal sign or the owner of the property on which the sign is located. The notice shall state the reasons and grounds for removal, specifying the deficiencies or defects in such sign, and the violations charged; such notice shall specify what repairs, if any, will make the sign conform to the requirements of this Section, and specify that the sign be removed or made to conform with the requirements of this Section within the notice period provided below:

- D. The notice period for a permanent sign is thirty (30) days.
- E. The notice period for a portable sign is five (5) days.

165.10.15. **Liability for Damages.** Provisions of this Section shall not be construed to relieve or eliminate in any way the responsibility or liability any person who erects or owns any sign, for personal injury or property damage caused by the sign; nor shall the provisions of this section be construed to impose upon the City or the Administrator, the City's officials or its employees any responsibility or liability by reason of the approval of any signs under the provisions of this Section.