



# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: Plan Commission  
From: Dave Kittel, Director of Planning and Community Development  
Date: 5/05/2025  
Re: Sign Ordinance Update: CCD

### Background information:

To follow up from a previous discussion staff has begun the process of updating and reorganizing the sign ordinance for the City. Attached is a draft to show the possible update to remove sign regulations from the definition section and create a separate part of the ordinance for signs specifically. This proposal would create 17.33 and also remove sign/billboard regulations from 17.32. With this format it will simplify/clarify where to go for sign regulation information.

In regard to the Commercial Core District (CCD) specifically Staff has simplified some language for clarity. In addition, staff would like to propose a change that would allow properties that meet the lot requirements of the Commercial Highway District to be able to follow the sign regulation of that district upon approval of the Plan Commission. This will allow the few larger lots in the CCD zoning to be able to have additional signage with some control by the Plan Commission to help ensure that it is still in line with the overall district. With a change of this nature, it would be simpler for enforcement and eliminate many of the current pre-existing nonconformities for signage in the CCD district, a list of the properties that may benefit from this will be provided to the Plan Commission during the meeting. See draft language for 17.20 below:

#### 6. Permitted Accessory Signs

##### Exterior Signs

Signs are allowed on walls fronting a street/public way. Name and logo must occupy at least 60% of the sign area. No advertising from manufacturers unless it's the business name (e.g., Domino's Pizza). No signs above the roofline or painted directly onto the building surface.

##### a. Flat Signs:

1. Area: Limited to 15% of the wall area fronting a street/public way.
2. Projection: May not project more than 18 inches beyond the building surface.
3. Lighting: Can be illuminated but no blinking/flashing lights. Electrical elements must be concealed.
4. Placement: Located in the signable area of the facade. The height between windows must not exceed two-thirds of the space.
5. Multiple Businesses: Signable area can include a business directory (max 7 sq ft) and be divided among occupants.

b. Projecting Signs

1. Quantity: One per street front.
2. Size: Max 16 sq ft.
3. Projection: No more than 5 feet from the building face. Minimum 3 feet from side property line. Minimum 9 feet above ground.
4. Shape: Simple geometric or symbolic shapes. Both sides must be finished.

c. Awnings

1. Material: Flameproofed fabric.
2. Information: Only name, logo, and street number. Combined area over 15 sq ft counts towards total exterior sign area.

d. Window Signs

1. Area: Max 30% of window area.
2. Content: Name, logo, address, phone number, product/service description. Not included in overall signage computation.

e. Detached Signs

1. Quantity: One per 100 feet of lot frontage.
2. Size: Max 50 sq ft per side (total 100 sq ft), max 25 feet in height. Building must be set back at least 35 feet from the street curb.

f. Nonpermanent Signs

1. Usage: Limited to special promotions/events. Max 14 consecutive days, up to 4 times per year with 30 days between uses. Max size 20 sq ft per face. Permit required.

g. Roof Street Signs

1. Area: Max 40% of signable area. If enclosed, total area including background counts. If individual letters, only letter area counts.
2. Multiple Occupancies: Signable area can be divided among occupants.

Properties that the lot dimensions meet the requirements of 17.22 may follow the sign requirements of that district by Plan Commission approval of the sign type, size and location for each requested sign not to exceed 300sqft in size per sign.

This language is not finalized, and this is primarily coming forth to the Plan Commission for general review and direction on size requirements and allowing certain properties to follow the regulations from another zoning district.

**Strategic Plan:**

Reviewing and updating ordinance is a procedural item and not directly tied to the Strategic Plan.

**Budget:** Not applicable

**Recommendation:**

Review the draft language and provide direction.

