

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

(Am. #17-11)(Am. #1-19)

- (1) **Permit Required.** All Permanent Signs shall comply with the requirements of this section. No Permanent Sign may be erected, altered, or placed until sign permit has first been issued by the Department. Where Signs are illuminated electrically, a separate electrical permit shall be obtained as required by the electrical code.
- (2) **Allowable Permanent Sign Types by Zoning District.** Permanent Signs, except Detached Signs, are allowed in specific zoning districts only as follows:
  - (a) **RD and RS Districts.** Permanent Signs are not allowed.
  - (b) **RM Districts.** Wall Signs complying with §27.03(9) are allowed with a permit. All other Permanent Signs are not allowed.
  - (c) **I-1, A-1, and P-1 Districts.** Wall Signs complying with §27.03(9), Projecting Signs complying with §27.03(11), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
  - (d) **M-1, M-2, and M-3 Districts.** Wall Signs complying with §27.03(9), Roof Signs complying with §27.03(10), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(a), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
  - (e) **B-2 District.** Wall Signs complying with §27.03(9), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(b), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
  - (f) **B-1 and B-4 Districts.** Wall Signs complying with §27.03(9), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), and Menu Board Signs complying with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.
  - (g) **B-3, B-5, and MM-1 Districts.** Wall Signs complying with §27.03(9), Roof Signs complying with §27.03(10), Window Signs complying with §27.03(12), Projecting Signs complying with §27.03(11), Reader Board Signs complying with §27.03(14)(a), and Menu Board Signs complying

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

with §27.03(13) are allowed with a permit. All other Permanent Signs are not allowed.

- (3) **Maximum Allowable Gross Sign Area.** Gross Sign Area shall not exceed the following limits for the specified zoning districts:
- (a) **RM Districts.** The greater of 1.0 square foot per foot of Building Width or 0.6 square foot per foot of Lot Width.
  - (b) **I-1, A-1, and P-1 Districts.** The greater of 1.5 square foot per foot of Building Width or 0.6 square foot per foot of Lot Width.
  - (c) **M-1, M-2, and M-3 Districts.** The greater of 2.0 square foot per foot of Building Width (or Premises width in multi-tenant buildings), or 0.8 square foot per foot of Lot Width.
  - (d) **B-1, B-2, B-3, and B-4 Districts.** The greater of 1.5 square foot per foot of Building Width (or Premises width in multi-tenant buildings), or 0.6 square foot per foot of Lot Width.
  - (e) **B-5 and MM-1 Districts.** The greater of 2.0 square foot per foot of Building Width (or Premises width in multi-tenant buildings), or 0.8 square foot per foot of Lot Width.
- (4) **Application for Permit.**
- (a) All applications for a Permanent Sign permit shall be made on a form furnished by the Department. One application form is required per Sign. Application for permit shall include (i) a scale drawing of the sign showing materials, message, colors, and construction; (ii) a scale drawing or photo of the building façade with the sign location, if building-mounted; (iii) a scale plot plan showing Detached Sign locations and relevant site features including the location of all buildings on the Premises and any other Signs located or proposed to be located on the Premises; (iv) and an inventory of all existing Signs on the Premises with dimensions and areas.
  - (b) Permit applications for all Permanent Signs shall be accompanied by a non-refundable fee as shown in a fee schedule published by the Department and amended from time to time.
  - (c) The permit shall be granted unless the application is incomplete, the application is not accompanied by the appropriate fee, or the application shows that the proposed Permanent Sign would not comply with the provisions of this Chapter.

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

- (d) Approval or denial of the application shall be noted on a copy of the application and forwarded to the applicant.
- (5) **New Developments.** For new developments that require site plan and architectural review pursuant to Municipal Code §22.15(1), an overall sign plan must be submitted to the Plan Commission as part of the complete application. The sign plan shall indicate the locations of any Detached Signs and specifications of exterior Wall Signs for the development. Such specifications should include, where possible, the type, size, and location of Signs. Signs that have been approved as part of a sign plan must still receive a Sign permit from the Department, and the City Planner may require additional Plan Commission approval for Signs that are substantially different in size, type, or location from those in the plan.
- (6) **Standards for All Permanent Signs.** All Permanent Signs must meet the following requirements:
- (a) **Architectural Compatibility.** No Sign may cover doors, windows or other major architectural detail or ornamentation. Signs shall be designed to be as compatible as possible with the design of the building to which it relates and to the surroundings.
- (b) **Unnecessary Repetition.** All Signs on any premises in aggregate shall avoid unnecessary repetition of information.
- (c) **Consolidation of Signs.** To the greatest extent possible and consistent with design objectives, Signs on any Premises shall be consolidated in common signs or support structures.
- (d) **Distracting Signs Prohibited.** Signs may not include (a) flashing or alternating illumination; (b) moving parts; (c) moving or alternating message displays or search lights; (d) similarity to traffic signs. Regardless of the foregoing, on-Premises Reader Board signs are permitted, provided they comply with the requirements set forth in §27.03(14).
- (e) **Illumination from Signs.** Illumination from lighted Signs, including Reader Board Signs, shall not exceed the standard in Municipal Code §22.59(10)(c).
- (f) **Signs Facing a Residential District or Property.** Signs that face any lot in a residential district or a property in any zoning district whose primary use is residential shall:
- (i) Be located not less than 50 feet from the lot line.

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

- (ii) Have all illumination, electric or otherwise, turned off between the hours of 11 p.m. and 6 a.m.
  - (g) **Construction and Stability.** Signs shall be constructed to withstand a wind loading of at least 30 pounds per square foot of surface and shall be structurally safe and securely anchored so they are not a menace to persons or property. Electrified Signs shall be wired to conform to the National Electric Code as adopted in Municipal Code §18.04 and rigidly mounted so as not to swing. Building-mounted Signs shall be adequately grounded where exposed to lightning. Flat-mounted Wall Signs shall not project more than 12 inches from the Wall surface and may exceed 24 square feet in Area only if made of non-combustible materials or plastic materials that burn at a rate no faster than 2.5 inches per minute when tested in accordance with ASTM Standard D635. Wooden supporting members shall be treated and rated for ground contact.
  - (h) **Maintenance.** All Signs and the premises surrounding them shall be maintained in good condition and kept free of noxious weeds and rubbish.
  - (i) **Vision Obstruction.** Signs may not obstruct visibility at street and driveway intersections.
- (7) **Lot Widths of Corner Lots and Multiple Frontages.**
- (a) Except for Premises in the B-2 district, where a Premises is located on a corner, Sign regulations that are determined by Lot Width shall be determined by the longest Lot Width.
  - (b) In the B-2 district, where a Premises is located on a corner, Sign regulations determined by Lot Width shall be applied independently to each frontage by the Lot Width of each frontage.
  - (c) Where Premises have frontage on two or more streets that do not intersect adjacent to the Premises, Sign regulations determined by Lot Width shall be applied independently to each frontage by the Lot Width of each frontage.
- (8) **Awning Signs.** Only that portion of Awning Signs containing text or graphics shall be counted toward that total Sign Area. Awning Signs shall comply with all standards elsewhere in the Municipal Code that are applicable to awnings.
- (9) **Wall Signs.** Wall signs shall be placed within the building's Sign Band, if one is present. If a Sign Band is not present, or if it already contains a Sign, a Wall Sign may be placed elsewhere on the façade but shall not cover any window, including transom windows. Wall Signs may not project more than 12 inches from the Wall surface.

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

- (10) **Roof Signs.** In districts where permitted, Roof Signs may be located only on a roof of one story in height. Individually mounted letters no greater than 30 inches in height are permitted on Roof Signs, provided the letters are mounted directly at and not extending below the Eaves.
- (11) **Projecting Signs.**
- (a) There shall be a clearance of at least 10 feet between any projecting part or span of a Projecting Sign and any ground surface intended for or likely to be used for pedestrian or vehicular movement except:
    - (i) In the B-2 District the clearance shall be at least 8 feet.
    - (ii) If a raised planter at least 27 inches in height is maintained beneath the projection or span.
  - (b) The maximum allowed Sign Area for Projecting Signs is 25 square feet.
  - (c) No more than one Projecting Sign shall be allowed per Premises.
  - (d) No Projecting Sign shall extend vertically above the Eaves.
- (12) **Window Signs.** Window Signs shall not cover more than 40% of the window they are affixed to and shall not exceed the gross square footage permitted for the property. Only one neon Sign per window is permitted.
- (13) **Menu Board Signs.** The changeable text area of Menu Board Signs shall not be counted against the total Sign Area but shall be subject to the following restrictions:
- (a) A maximum of one Menu Board Sign is allowed per Premises.
  - (b) Menu Board Signs shall not exceed 30 square feet in total area, or 10 square feet in the B-2 district.
- (14) **Reader Board Signs.**
- (a) Reader Boards are permitted on properties in the B-3, B-5, M-1, M-2, M-3, and MM-1 districts, subject to the following provisions.
    - (i) Reader Boards may change messages not more than once every 2 minutes and the change must be made in one-half second or less and not flash, scroll, alternate, move, or show video.
    - (ii) The electronic display portion of the Reader Board may not exceed 500 nits in luminance from sunset to sunrise and 3000 nits in

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

luminance from sunrise to sunset, but in no case may illumination exceed the standard in Municipal Code §22.59(1)(c).

- (iii) All permitted Reader Boards shall be equipped with a sensor or other device that automatically determines the ambient light and dims the display according to ambient light conditions, or that can be adjusted to comply with brightness limits.
- (iv) Reader Boards shall not face residential properties.
- (b) Reader Board signs are permitted within the B-2 Central Business District only in compliance with the following provisions:

  - (i) Reader Boards may only be mounted on the exterior of theater buildings. For purposes of this subsection, “theater building” means a building which contains a stage, permanent seating facing the stage, and installed equipment for theatrical sound, lighting and projection, and having as its primary purpose the presentation and viewing of theatrical shows and motion pictures.
  - (ii) The total area of the electronic display portion of the Reader Board sign may not exceed 60 square feet.
  - (iii) Reader Board signs shall not change messages more than once every ten minutes.
  - (iv) Reader Board messages shall be static and shall not flash, scroll, move, alternate, be animated, or show video.
  - (v) Reader Boards shall be designed and operated to resemble overall a traditional theater marquee in appearance as much as reasonably possible.
  - (vi) The electronic display portion of the Reader Board may not exceed 500 nits in luminance from sunset to sunrise and 3000 nits in luminance from sunrise to sunset, but in no case may illumination exceed the standard in Municipal Code §22.59(1)(c).
- (c) Reader Boards are not permitted on properties other than those identified in subsections (14)(a) and (14)(b), above.

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

- (15) Downtown Shopping Area.** The following additional regulations apply to all signs in the Downtown Shopping Area, defined in §27.02(13).
- (a) Prohibited Signs.**
    - (i)** Internally-illuminated Projecting Signs or channel letters are prohibited in the Downtown Shopping Area, except for Reader Boards complying with subsection (14)(b), above.
    - (ii)** Cabinet Signs are prohibited in the Downtown Shopping Area.
  - (b) Sign Placement.**
    - (i)** All signs shall be scaled appropriately to the building and to the area where they will be placed.
    - (ii)** No Sign shall cover any architectural features or ornamentation on a building.
  - (c) Sign Illumination in the Downtown Shopping District.**
    - (i)** Wall or Projecting Signs may be illuminated by wall mounted decorative lights such as gooseneck or wall sconce light fixtures located near the sign.
    - (ii)** Individually-mounted channel letters and logos may be illuminated using halo backlighting.
- (16) Detached Signs.** Detached signs are subject to the terms of the table below and the following subsections.

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

	Permitted Detached Sign Types	Maximum Height	Maximum Sign Area	Setback	Maximum Number of Signs
<b>RD and RS Districts</b>	None				
<b>RM Districts</b>	Monument	8'	0.6 sf per foot of Lot Width up to 50 sf.	15'	One per Premises
<b>I-1, A-1, and P-1 Districts</b>	Dual-Post and Monument	Dual-Post 8' Monument 14'	0.6 sf per foot of Lot Width up to 100 sf.	15', except for signs 6' Height or less, setback is 10'.	One per street frontage of a Premises. Additional signs on intersecting streets must be at least 500' from any other detached sign.
<b>B-2 Districts</b>	None				
<b>M-1, M-2, and M-3 Districts</b>	Dual-Post, Monument, and Pylon	Dual-Post 8' Monument 20'	0.8 sf per foot of Lot Width up to 150 sf.	20', except for signs between 6' and 14' Height setback is 15', signs up to 6' Height setback is 10'.	One per Premises. Additional detached signs are allowed with a maximum area of 5 sf each.
<b>B-1, B-3, and B-4 Districts</b>	Dual-Post and Monument	Dual-Post 8' Monument 14'	0.6 sf per foot of Lot Width up to 100 sf.	15', except for signs 6' Height or less, setback is 10'.	One per Premises.



**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.03 Permanent Signs (Am. #1-19)**

<p><b>B-5 and MM-1 Districts</b></p>	<p>Dual-Post, Monument, and Pylon</p>	<p>Dual-Post 8' Monument 20'</p>	<p>0.8 sf per foot of Lot Width up to 150 sf.</p>	<p>20', except for signs between 6' and 14' Height setback is 15', signs up to 6' Height setback is 10'.</p>	<p>One per Premises. Additional detached signs are allowed with a maximum area of 5 sf each.</p>
--------------------------------------	---------------------------------------	----------------------------------	---	--	--

- (a) Poles and support structures for Detached Signs must be covered with decorative sleeves or masonry.
- (b) No Detached Signs are permitted for businesses located on outlots of shopping centers.
- (c) No Detached Signs are permitted for properties on which there is a building located within 25 feet of the property line.
- (d) Multiple businesses adjacent to each other on the same parcel may co-locate Detached Signs onto one Detached Sign and the resulting sign shall not be considered a Billboard.
- (e) Landscaping must be provided for an area around the base of any Detached Sign equal to twice the Sign Area.
- (f) Pylon Signs must mounted at least 36 inches above grade.
- (g) At least 60% of the Sign Area of Dual-Post Signs must be located between the outermost posts.
- (h) The bottom edge of a Dual-Post Sign shall be no higher than 36 inches from grade.