

2021 SIGN CODE UPDATE – KEY CHANGES

Current Sign Code	Proposed Sign Code
Chapter 5: Business Licenses, Taxes & Regulations, Section 5.64	Chapter 17: Zoning, Section 17.05
Sign types based on content (e.g. real estate, garage sales, directional, menu boards, on- and off-premises)	Content neutral sign types with time, place and manner restrictions only. New sign types created to include signs previously referenced by content (i.e., incidental & temporary sign types).
Limited references to specific zoning districts	Regulates sign characteristics by area based on zoning districts: Agricultural (AG) Residential Low Intensity (RLI) Residential High Intensity (RHI) Commercial (C) Urban Commercial (UC) Industrial (I)
Electronic Message Centers only allowed where changeable copy signs are permitted (e.g. menu boards and gas prices signs)	Only allowed as part of a monument sign; Sign Area up to 50 SF for non-residential users in AG, RLI, RHI areas, and 33% of 50 SF or 25 SF in C and I areas. Not permitted in UC areas.
Electronic Message Centers – no specific design regulations	Brightness, message timing and transition, and automatic shut-off requirements created
Wall Signs only permitted when facing a street frontage or adjacent to 40 feet in width of parking and/or drive aisles	Wall Signs permitted when facing a street frontage or where a public entrance faces a parking area or driveway with no width requirement
Freestanding canopy signs allowed in lieu of a building wall sign on the same street frontage	Freestanding canopy signs allowed in addition to a building wall sign on the same street frontage
Multi-tenant centers not permitted more than one monument sign per frontage	Multi-tenant centers over 100,000 SF can have up to three smaller monument signs in lieu of a larger monument sign for the center
Subdivision signs – no restrictions except consistency with architectural design	Allowed in AG, RLI, RHI, and UC up to 7 ft tall and up to 50 SF; 2 per entrance
Painted wall signs allowed in TSQ zoning district; sign permit required	Painted wall signs allowed in UC areas; can be applied to entire wall area; Planning Commission approval required on primary façade and Permit approval required when on secondary façade
Murals - no regulations with no explicit review process	Murals allowed in UC areas; can be applied to entire wall area; Planning Commission approval required on primary façade and Permit approval required when on secondary façade
Content based temporary signs categories	Consolidation of all temporary signs into one category
Varying temporary sign display lengths	One temporary sign allowed year-round in addition to a 90-days per year allowance
Varying temporary sign sizes based on sign type	Temporary sign size restrictions based on sign placement on parcel