
UZO Amendment #97
BUSINESS PARK/GATEWAY DIRECTORY SIGNS

Staff Report
July 9, 2020

Back in September 2019 before anyone had heard the term Covid-19, staff was contacted by the developers of Sagamore Commons asking what size “integrated center” signage could be erected at their new business development in West Lafayette. They were not pleased with staff’s response. Integrated center sign size is based on the square footage of the integrated center. This meant no integrated center sign could be installed until after solid plans were in place for the entire development; but the developers wanted to use this sign as both a “coming attractions” type sign for the public and especially as an enticement for possible businesses to locate there.

For months, staff worked on changing the definition of “integrated center” to make it fit Sagamore Commons and worked to amend the UZO standards for “integrated center signs”. We emailed and met with the developers as well as West Lafayette staff. Then everything stalled for a couple of months in the spring of 2020. Once staff was back in the office in May, we realized it was too difficult to mold our definition of integrated center to meet every different type of commercial development. In fact, Sagamore Commons was not an integrated center at all; integrated centers require connectivity like a strip center (think The Pavilions or Market Square). What was being planned for Sagamore Commons was something different: a business park with public streets and separate commercial lots.

So, staff threw out the proposed changes to integrated centers and integrated center signs and instead created two new definitions: business parks and gateway directory signs. (See the attached.)

While meeting with the developers and West Lafayette staff, everyone agreed that changes were also needed to the freestanding sign allowance. Currently, the ordinance allows freestanding signs on each road frontage. A corner lot gets two freestanding signs; a lot with three street frontages gets to have three freestanding signs no matter how short the frontages are. It also allows lots that have additional street frontages to possibly double or triple the amount of signage they are permitted. The developers reasoned that if a business had the choice to either locate where they could have much larger freestanding signs on every road frontage or move to developers’ business park and be limited to a single monument sign, some fascia signage and advertise on the gateway directory sign, business owners would choose not to locate at the business park.

So, the amendment was originally written to also limit freestanding signs to one sign permitted per 2000' of total lot frontage and to eliminate the additional sign area given because of a third or fourth road frontage. At the July Ordinance Committee meeting, these sections of the amendment were removed against staff's recommendation. Staff still believes that the portions deleted by the Ordinance Committee are an essential part of the amendment package. The goal of the amendment has always been to encourage business park signage. To do that we have to level the playing field between business park signage and stand-alone commercial lot signage. The only way to do that is to reduce the amount of freestanding signage allowed on a stand-alone lot by adding back in the portion of the amendment removed by the Ordinance Committee.

Attachment A (as revised by the Ordinance Committee) creates two new definitions of a type of commercial development and stipulates the signage this type of development is allowed to have. It is stricter by far compared to the signage allowed to a stand-alone business. But it does one thing the Sagamore Commons developers wanted. It allows a developer to install a gateway directory sign (like an integrated center sign) early since it is based on acreage instead of building size.

Attachment B (representing the amendment as originally proposed) is included should APC decide to add back the sections that create a more level playing field.

—Attachment A—

ORDINANCE NO. _____

AN ORDINANCE AMENDING ORDINANCE NO. _____ BEING THE UNIFIED ZONING ORDINANCE OF TIPPECANOE COUNTY.

Be it ordained by the (County Commissioners of Tippecanoe County, Indiana; the Common Council of the City of Lafayette, Indiana; the Common Council of the City of West Lafayette, Indiana; the Town Council of the Town of Battle Ground, Indiana; the Town Council of the Town of Dayton, Indiana; and the Town Council of Clarks Hill, Indiana), that Ordinance No. _____, being the Unified Zoning Ordinance of Tippecanoe County is hereby amended as follows:

Section 1. Add two new definitions to **UZO Section 1-10-2 WORDS AND TERMS DEFINED** as follows:

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to up to 50% of the business's total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

GATEWAY DIRECTORY SIGN. A sign located at the main entrance of a **business park** that advertises the businesses located within a commercial subdivision. A minimum of 25% of the sign's supporting structure shall be composed of brick, masonry, or stone. The name of the **business park** shall comprise at least 20% of the total sign area of the gateway directory sign. The size and height of a gateway directory sign is as described in Section 4-8 below. A gateway directory sign may only be erected within a sign easement.

Section 2. Change **UZO 4-8-5 Maximum Sign Area Per Sign-lot, By Zone** to read as follows:

The maximum total **sign** area for a **sign-lot** (except for **building marker signs, gateway signs, gateway directory signs, incidental signs, flags** and **event oriented signs** which are exempt from this section), is calculated using the following table. It is determined for **street frontages** along a private or public **road** by multiplying the appropriate **zonal base rate** by the **road** speed limit factor, the **building setback** factor, and the percent of permitted **freestanding sign** area used. A **sign-lot's** maximum total

sign area is then the calculated sum of the **sign** areas for all **street frontages**, unless that sum falls below the **sign area assurance** or above the **sign area cap** noted on the following page. Except as indicated in 4-8-6 below regarding **freestanding signs**, the total **sign** area may be applied at any location on a **sign-lot**. See 4-8-7 below for maximum **sign** area for **primary uses** within **integrated centers** and for **integrated center signs**. Notes follow on the next page. A worksheet can be found in Appendix D.

Section 3. Add two new charts as **UZO 4-8-8 (b) and (c)** to calculate the area and height of gateway directory signs as follows:

Gateway Directory Sign Area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Gateway Directory Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

This ordinance shall be in full force and effect from and after its passage.

—Attachment B—

ORDINANCE NO. _____

AN ORDINANCE AMENDING ORDINANCE NO. _____ BEING THE UNIFIED ZONING ORDINANCE OF TIPPECANOE COUNTY.

Be it ordained by the (County Commissioners of Tippecanoe County, Indiana; the Common Council of the City of Lafayette, Indiana; the Common Council of the City of West Lafayette, Indiana; the Town Council of the Town of Battle Ground, Indiana; the Town Council of the Town of Dayton, Indiana; and the Town Council of Clarks Hill, Indiana), that Ordinance No. _____, being the Unified Zoning Ordinance of Tippecanoe County is hereby amended as follows:

Section 1. Add two new definitions to **UZO Section 1-10-2 WORDS AND TERMS DEFINED** as follows:

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to up to 50% of the business's total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

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Section 2. Change **UZO 4-8-5 Maximum Sign Area Per Sign-lot, By Zone** to read as follows:

The maximum total **sign** area for a **sign-lot** (except for **building marker signs, gateway signs, gateway directory signs, incidental signs, flags** and **event oriented signs** which are exempt from this section), is calculated using the following table. It is determined for **up to two street frontages** along a private or public **road** by multiplying the appropriate **zonal base rate** by the **road** speed limit factor, the **building setback** factor, and the percent of permitted **freestanding sign** area used. A **sign-lot's**

maximum total **sign** area is then the calculated sum of the **sign** areas for all ~~up to two~~ **street frontages**, unless that sum falls below the **sign area assurance** or above the **sign area cap** noted on the following page. Except as indicated in 4-8-6 below regarding **freestanding signs**, the total **sign** area may be applied at any location on a **sign-lot**. See 4-8-7 below for maximum **sign** area for **primary uses** within **integrated centers** and for **integrated center signs**. Notes follow on the next page. A worksheet can be found in Appendix D.

Section 3. Change **UZO 4-8-6 Number of Freestanding Signs per Sign-Lot** as follows:

	Institutional Use: Res/Rural zone	MRU NBU NB OR MR GB HB CB	11, 12, 13
MAX. NUMBER OF FREESTANDING SIGNS	1 per each road frontage 2,000 total linear feet of all frontages		

Section 4. Add two new charts as **UZO 4-8-8 (b) and (c)** to calculate the area and height of gateway directory signs as follows:

Gateway Directory Sign Area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Gateway Directory Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

Section 5. Change the sign worksheet in **UZO Appendix D-2** as follows:

Step 1: Calculate A x B x C x D (for every frontage **not to exceed two**) = E

This ordinance shall be in full force and effect from and after its passage.