
UZO Amendment #97
BUSINESS PARK/GATEWAY DIRECTORY SIGNS

Revised Staff Report
August 13, 2020

This amendment would create a definition for a new type of development called a “business park” with limits placed on the amount and type of signage the businesses within the development could have. The amendment also creates a new type of sign called a “gateway directory sign” which is similar to an integrated center sign. Erecting a gateway directory sign near the entrance to a commercial development means the development is a business park and the signage requirements found in the definition of a business park would dictate the type and size of signs permitted for each business. The amendment also made changes to the UZO’s existing signage regulations.

At last month’s APC meeting, staff presented two different proposals regarding existing signage regulations: one recommended by staff and the Administrative Officers, that reduced the total amount of signage a business could have (as well as limiting a business’s number of freestanding signs), and a second proposal recommended by the Ordinance Committee that did not change the current sign regulations. (Both proposals created a new type of sign called a “gateway directory sign” and created sign restrictions in a development defined as a “business park.”) Instead of choosing a proposal, the Area Plan Commission voted to send the amendment back to Ordinance Committee for further discussion.

At the Ordinance Committee meeting in July a compromise amendment was discussed and approved. No changes were made to the originally proposed “gateway directory sign” or the “business park” definitions. The changes made were only to the existing signage regulations that apply to stand-alone businesses. Currently the UZO allows one freestanding sign per road frontage. A corner lot gets two freestanding signs; a business with three road frontages gets 3 freestanding signs and so on. Luckily, most business owners have not been taking advantage of this law. Instead of limiting freestanding signs to one per 2000’ of road frontage (staff’s original proposal); the proposal is now to allow up to two freestanding signs as long as the business has two street frontages and the signs are separated by a minimum of 500 linear feet of road frontage.

The other change would slightly lessen the amount of signage a business would be permitted. Currently, the UZO gives a bonus for businesses that have multiple street frontages. Every street the business touches gives the business additional signage. Staff attempted to change that so that only two street frontages could be counted when determining the allotment of signage allowed. The compromise position reached by Ordinance Committee and staff was to limit this to counting no more than 3 street frontages in the sign allotment calculations.

The unfortunate result of a compromise is...instead of one group being unhappy and another group being happy, no one is exactly happy and getting everything they desired. However, this proposal is fairer and is a small step towards limiting a too liberal UZO freestanding sign section. This compromise amendment has the approvals of both Lafayette and West Lafayette City Engineer's Offices as well as Ordinance Committee and APC staff.

RECOMMENDATION:

approval

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 **up to three 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 three 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 street frontage, up to a maximum of 2 signs which shall be separated by at least 500' of total street frontage		

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 three**) = E

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