

## MEMORANDUM

TO: APC Ordinance Committee  
FROM: Kathy Lind, Senior Planner  
SUBJECT: Business Park Signage  
DATE: June 25, 2020

---

Attached are the proposed changes to the UZO discussed at the June meeting in Ordinance Amendment format. The only change made was in the definition of “Business Park” where it specified how big a business’s permitted monument sign can be. Previously, our proposal stated, “...businesses within a business park may have no more than one **monument sign** equal to 25% of the business’s total allotment of signage located on its **sign-lot**.”

The attached amendment changed that to the more generous, “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**.” This gives businesses more choices as to how much of their percentage of signage they want to allocate for their monument sign or their fascia signage. Otherwise, the amendment is as discussed at the June Ordinance Committee meeting.

**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 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	I1, I2, I3
MAX. NUMBER OF FREESTANDING SIGNS	1 per <del>each road frontage</del> 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.