

To: Planning Board
From: Ordinance Review Committee/Mark Eyerman
Subject: Industrial Park Directory Sign
Date: December 30, 2021

The sign provisions for the PIC District include provisions for a project or subdivision sign at the entrance to a development. The ordinance currently limits the size and height of this type of sign to the maximum allowed in the district for the type of sign. So a ground mounted sign in the PIC like the current industrial park sign is limited to 60 square feet and a maximum of height of 8 feet. With the increase in the number of tenants in the industrial park, these standards limit the ability of the City to provide signs for each business in the park as part of the directory sign at the entrance.

The ORC has developed a draft amendment that increases the size of these types of directory signs. The draft amendment increases the overall maximum size of a directory sign but limits the size of the signs for individual occupants as a way to control the overall size of the directory sign. The following draft language revises the standards for nonresidential project or subdivision signs at the bottom of the sign provisions for the PIC District in section 10.24.6.5.13 Signs Allowed in the Planned Industrial/Commercial (PIC) District:

Project or Subdivision Signs Nonresidential

One project sign is permitted at each vehicle entrance to the development or subdivision from a street. The project sign may be a monument sign, ground mounted sign or pylon sign and shall conform to the requirements for the type of sign. The size of a ground mounted directory sign that lists the individual nonresidential occupants of a development or subdivision may be increased to a maximum of one hundred sixty (160) square feet with a maximum height of twelve (12) feet provided that the sign for any individual occupant shall not exceed eight (8) square feet. The project sign may incorporate an electronic message board with an area of not more than 24 square feet. The Maximum Total Sign Area for a lot located within a nonresidential subdivision or development that has a project or subdivision sign shall be reduced by 20%.