

## TITLE VI PHYSICAL ENVIRONMENT

### CHAPTER 16 SIGN REGULATIONS

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#### Section 6-16-1 GENERAL

**6-16-1 GENERAL.** The purpose of this Section is to provide minimum standards to safeguard life, health, property, and public welfare by regulating and controlling the design, quality of materials, construction, location, electrification and maintenance of all signs and sign structures not located within a building. The sign regulations in this Section are not intended to censor speech or to regulate viewpoints, but instead are intended to address the secondary effects that may adversely impact aesthetics and traffic and pedestrian safety. The sign regulations are designed to serve substantial government interest and, in some cases, compelling government interests such as traffic safety and warning signs of threats to bodily injury or death. This Section is intended to create content-neutral sign regulations which balance the legitimate needs of individuals, entities, and organizations to convey messages with the legitimate objectives of the city to promote public safety, enhance community character and enhance private property values. This Section is not intended to extend its regulatory regime to objects that are not traditionally considered signs for purpose of government regulation. This Section establishes sign regulations, including provisions to control the type, design, size, location, and maintenance of signs, to achieve the following purposes:

- A. To enable the public to locate goods, services, and facilities without difficulty or confusion;
- B. To protect property values, public investment, and overall neighborhood character by preventing conditions that have undesirable impacts on surrounding properties;

- C. To promote the development of attractive and harmonious residential districts, and viable retail and commercial districts;
- D. To ensure signs are designed and located to reduce distraction and confusion that may be contributing factors to traffic congestion or accidents and maintain a safe and orderly pedestrian and vehicular environment; and
- E. To enable the fair and consistent enforcement of these sign regulations and to provide standards regarding the non-communicative aspects of signs.

**6-16-1.02 APPLICATION.** Signs shall be designed, erected, altered, moved, displayed, and maintained in accordance with the regulations set forth in this Section.

- A. The provisions in this Section shall not amend or in any way interfere with other codes, rules, or regulations governing traffic signs within the City.
- B. The regulations contained in this Section shall apply to signs outside of the public right-of-way, except when specifically stated otherwise.
- C. The owner of any sign, which is otherwise permitted by this Section, may substitute noncommercial copy or message in lieu of any other commercial or noncommercial sign copy of message.

**6-16-1.03. CONFLICTS.** This Section is not meant to repeal or interfere with the enforcement of other Chapters or sections of the City of Peosta Code of Ordinances. In cases of conflicts between local, state, or federal regulations, the more restrictive regulations shall apply.

## **6-16-2. DEFINITIONS.**

**Sign** – any device (including but not limited to letters, words, numerals, figures, emblems, pictures, or any part or combination) used for visual communication intended to attract the attention of the public and visible to the public right-of-way or other properties. The term “sign” shall not include any governmental unit.

**Sign, Abandoned** – a sign, including the sign face and supporting structure, which refers to a discontinued business, profession, commodity, service, or other activity or use formerly occupying the site; or which contains no sign copy on all sign faces for a continuous period of six (6) months.

**Sign, A-Frame** – an advertising or business ground sign constructed to form an “A” or tent-like shape, that may be hinged or not hinged at the top.

**Sign, Animation** – a sign with a sign face that moves in whole or in part and includes a flashing or a rotating sign, but does not include a clock, a time, date or temperature display or an electronic message display.

**Sign Area** – the area of the surface of a sign, bounded by the top, bottom and sides.

**Sign, Attached** – a sign that is structurally connected to a building or depends on that building for support.

**Sign, Awning** – a sign printed on such temporary or movable shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for supporting framework.

**Sign, Banner** – a temporary sign made of flexible material with a printed message or graphic secured or mounted from a structure in such a way as to allow wind movement.

**Sign, Billboard** – a sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

**Sign, Building Identification** – a sign identifying a specific business, service, activity, or profession, including but not limited to logo, trademark, name, address, and contact information, located on the premises.

**Sign, Canopy** – a sign that is attached or made an integral part of a canopy.

**Sign, Development** – a sign which, by means of symbol and/or name, identifies a development of residential, office, and/or commercial development.

**Sign, Detached** – a sign anchored directly to the ground or supported by one (1) or more posts, columns, or other vertical structures or supports, and not attached to or dependent for support from any building.

**Sign, Driveway** – a sign that includes information in directing the flow of pedestrian or vehicular traffic, such as enter, exit, parking, etc.

**Sign, Double-Faced** – a sign consisting of no more than two (2) parallel or near parallel faces supported by a single structure.

**Sign, Electronic Message** – a sign which uses an array of electronic illuminated lights, generally controlled by a computer or other electronic programming device to display information or supporting graphics.

**Sign, Feather** -- an advertising or business ground sign constructed to form a feather-like shape.

**Sign, Flag** – a sign that is emblazoned on a flag and is intended to be displayed in a free-flowing manner.

**Sign, Fuel Island** – a sign affixed to or mounted on a fuel island.

**Sign, Ground** – a detached on-premises sign built on a freestanding frame, mast, or pole(s) with a clearance no greater than three feet (3'). This includes monument signs.

**Sign, Government** -- a sign, posting, notice, or similar elements placed, installed, or required by law by a city, county, state, or federal governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, or for civic or recreational purposes.

**Sign, Hazardous** – any sign or sign structure which is structurally unsafe, is not kept in good repair, or can cause electrical shock to persons likely to come into contact.

**Sign, H-Frame** -- an advertising or business ground sign constructed to form an “H” shape.

**Sign, Illuminated** – a sign with an artificial light source incorporated internally or externally (directly or indirectly) for the purpose of illuminating the sign.

**Sign, L-Frame** -- an advertising or business ground sign constructed to form an “L” shape.

**Sign, Monument** – an on-premises freestanding sign with the appearance of a solid base; see Ground Sign.

**Sign, Moving** – a sign that conveys its message through rotating, changing, or animated elements by mechanical means or by action of wind currents.

**Sign, Nonconforming** – a sign that was legally erected prior to the adoption of this Chapter but which now violates the regulations of this Chapter.

**Sign, Off-Premise** – a sign identifying or advertising a business, profession, activity, service, or product that is not located, sold, or produced on the same premises as the sign.

**Sign, On-Premise** – a sign identifying or advertising a business, profession, activity, service, or product that is located, sold, or produced on the same premises as the sign.

**Sign, Pole** – an on-premise sign built on a freestanding frame, mast, or pole(s) with a clearance greater than three feet (3').

**Sign, Portable** – a sign supported by frames or posts rigidly attached to bases not permanently attached to the ground or a building and capable of being moved from place to place, and constructed of paper, cloth, canvas, light fabric, cardboard, plywood, light plastic, or other similar materials.

**Sign, Projecting** – a sign other than a wall sign that is attached to and projects from a building face.

**Sign, Residential** – a small detached or attached sign located on a residential premise, conveying a message communicated by the owner or resident of the property.

**Sign, Roof** – a sign or part of sign erected upon, against, or directly above a roof or on top of or above the parapet or cornice of a building.

**Sign, Temporary** – a sign designed or fabricated of materials that advertise or communicate messages that change frequently or that become outdated, are made of materials of relatively low durability, or are intended to be removed or replaced within a period of six (6) months or less. Also known as a portable sign.

**Sign, Wall** – a sign attached to and parallel with the side of a building that does not project more than two (2) feet from the building wall.

**Sign, Window** – a sign painted on or installed inside a window for the purpose of viewing from outside the premises.

**Sign, Yard** – a temporary portable sign that is supported by a frame, pole or other structure placed directly in or upon the ground, wall, or window.

**6-16-3 EXEMPT SIGNS.** The following signs are exempt from the requirements of this Chapter:

- A. Building Identification Signs. Not exceeding one (1) square foot in area for residential buildings and two (2) square feet in area for nonresidential buildings; includes such signs displayed on an entry door.
- B. Commemorative signs.
- C. Governmental Signs. Any sign, posting, notice, or similar signs, including, but not limited to, the following:
  - 1. Emergency and warning signs necessary for public safety or civil defense;
  - 2. Traffic signs erected and maintained by an authorized public agency;
  - 3. Signs required to be displayed by law;

4. Signs directing the public to points of interest;
5. Signs showing the location of public facilities; and
6. Signs located on or within City civic, park, and recreation facilities.

D. Historic and Architectural Features. Historical plaques erected and maintained by non-profit organizations, building cornerstones, and date-constructed stones not exceeding four (4) square feet in area.

E. Holiday or special event signs.

F. Residential Sign. Under four (4) square feet in size not including portable signs.

G. Signs Posted on a Community Bulletin Board. Not exceeding eleven by seventeen inches (11" x 17").

H. Signs Not Readable from the Public Right-of-Way, including but not limited to:

1. Signs or displays located entirely inside of a building and not visible from the building's exterior; and
2. Signs intended to be readable from within a parking lot or loading area but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way.

I. Non-illuminated window signs.

J. Official flags of nations, states, or political subdivisions thereof.

**6-16-4. PROHIBITED SIGNS AND ELEMENTS.** The following sign types and elements are not allowed on a temporary or permanent basis anywhere in the City because of their potential to create distractions to the traveling public and create visual clutter that impacts the natural and architectural aesthetics of the City:

- A. Abandoned signs.
- B. Animated signs.
- C. Balloon signs.
- D. Blinking or flashing signs.
- E. Flag signs.

- F. Inflatable signs.
- F. Intermittent signs.
- G. Hazardous signs.
- H. Moving signs.
- I. Off-premise signs, including billboards.
- J. Roof signs.
- K. Signs emitting sound, smoke, or odors.
- L. Signs attached to or painted on trees, rocks, fences, or natural features.
- M. Signs in the right-of-way except those placed by a public entity, approved banners on utility or light poles, projecting signs as allowed in this Section, or other signs approved by the City.
- N. Signs or sign support structures that obstruct means of egress, including any fire escape, window, door, opening, stairway, exit, walkway, utility access or Fire Department connection.
- O. Signs that interfere with any required opening for ventilation.
- P. Sign or sign structures which resemble, imitate, simulate, or conflict with traffic control signs, or devices included in the federal Manual of Uniform Traffic Control Devices (MUTCD), which otherwise mislead or confuse persons traveling on public streets, or which create a traffic hazard.
- Q. Signs displayed on motor vehicles and portable storage units, unless:
  - 1. The vehicle or storage units are functional and used for their primary purpose.
  - 2. The display is incidental to the use.
  - 3. The motor vehicle is parked in a designated parking or loading space, and the storage unit is in a location that complies with all standards of this Zoning Ordinance.
- R. Signs not expressly allowed by this Section.
- S. Signs unlawfully placed, installed, erected, or maintained in violation of this Chapter.

T. Spotlights and strobe lights, whether stationary or moving, intended to draw attention to a location and not primarily intended to accent the signage or building form, except as permitted by the City Council.

U. Video message boards.

**6-16-5. MEASUREMENTS AND ILLUSTRATIONS.** For regulating signs as described in this chapter the following shall apply:

A. Sign Area. Computation of sign area shall include the combination of the writing, emblem, illustrations, or other display, together with any background material or color forming an integral part of the display, but not including the supporting framework. On a multi-face sign the area is computed only from one face. Where the frame or cabinet is not in the shape of a rectangle, square, triangle or circle, the sign face area shall be determined by calculating the area of an imaginary rectangle drawn around the frame or cabinet.

B. Height. Height shall be measured from the average ground level exclusive of any filling, berming, mounding, or excavating solely for locating the sign, to the highest point of the sign, or support structure, whichever is taller.

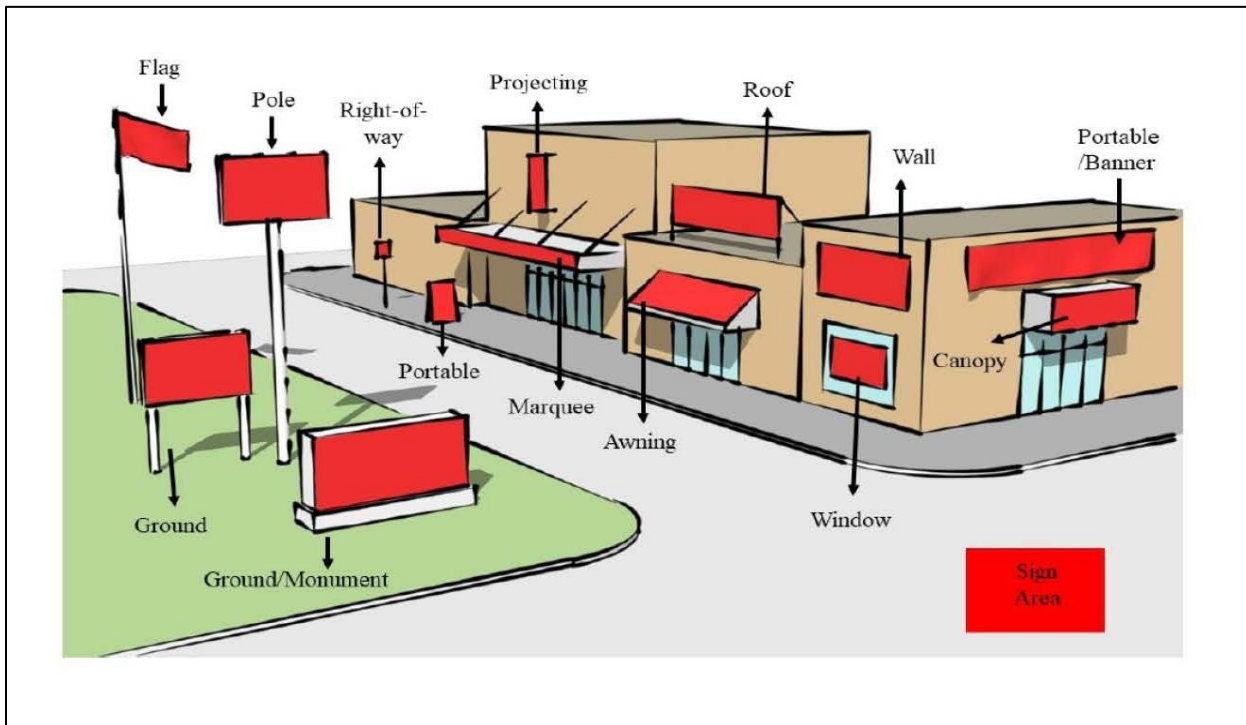
C. Projection. Any building sign extending more than six inches (6") from the wall to which it is attached shall allow a minimum of ten feet (10') of clearance from the average ground level, as measured in Subsection B of this Subsection.

D. Setback. The setback of a sign is measured from the property line to the line projected to the ground plane of the nearest portion of the sign.

E. Number of Faces. No sign shall have more than two (2) faces. Sign faces shall be parallel, unless determined by the City to be consistent with the architectural character of the building.



## 6-16-5.01 SIGN TYPE AND AREA ILLUSTRATIVE EXAMPLES



## 6-16-5.02 IMAGE GALLERY OF SIGN TYPES



Abandoned Sign;  
Prohibited Sign

Driveway Sign  
(provides directions)



Billboard Sign; Off-Premise Sign;  
Prohibited Sign



Roof Sign; Prohibited Sign



**Awning Sign**



**Attached Wall Sign; On-Premise Sign**



**Canopy Sign and Fuel Island Signs**



**Double-Faced  
Illuminated  
Pole Sign**



**Pole Sign with Electronic Message Sign**



**Ground or Monument Sign**





**Banner Signs;  
Temporary Signs**



**Internally Illuminated Sign**

**Externally Illuminated Sign  
from above**

**Building Identification Sign;  
Wall Sign**



**Externally Illuminated Sign from below**



**Temporary Freestanding  
Development Sign**



**Permanent Freestanding Development Sign**

## Examples of Other Portable and Temporary Signs



Balloon Sign; Prohibited Sign



Feather Sign



Yard Sign



A-Frame Sign



H-Frame Sign



L-Frame Sign

## Exempt Signs: Traffic Control and other Government Signs





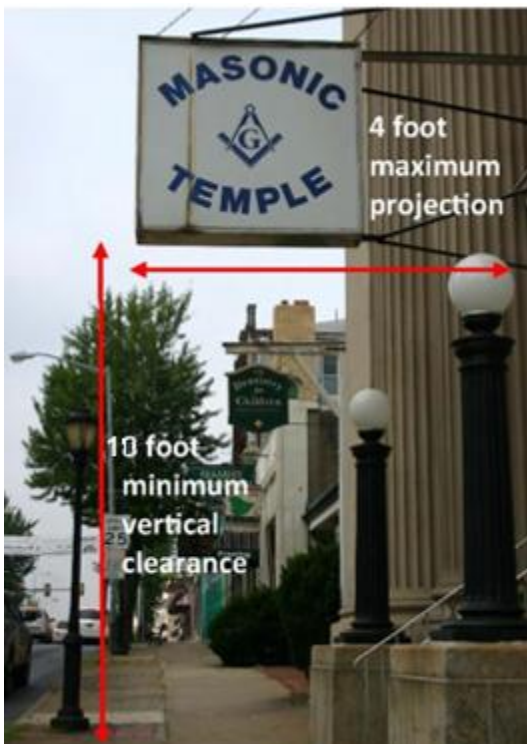


Electronic Message Sign:

- Conditional use in R-1, R-2, and R-3 Residential Districts, but limited to principal non-residential and multi-family uses.
- Permitted use in C-1, and C-2 Commercial Districts.



Sign Height and Sign Area Calculations



Exempt -- Inside Window Signs: Examples include signs for hours of operation, goods and services, or credit cards accepted.

#### Projecting Sign

- Maximum 4-foot projection from wall
- Minimum 10-foot clearance above walkways
- Minimum 15-foot clearance above driveways

## **6-16-6 GENERAL SIGN REGULATIONS.**

**6-16-6 GENERAL SIGN REGULATIONS.** The guidelines set out in this Subsection address issues related to sign compatibility, legibility, placement, color, and illumination. They are intended to complement the standards of this Section and to guide quality visual environments.

A. Illumination of signs. Lighted signs facing and on property adjacent to or across a street from a residential district shall not be backlit and shall be no closer than twenty feet (20') from the nearest residential district boundary. All signs shall not exceed 0.3-foot candles over ambient light conditions.

### **B. Electric Signs.**

1. All electric signs shall be manufactured to meet UL specifications and be approved by the Building Official in accordance with the City of Peosta Electrical Code. An equivalent alternative may be accepted as approved by the Building Official.
2. Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall sign design.
3. Electric signs shall be watertight, with service holes to provide access to each component fitted with waterproof covers.
4. Any electrical equipment or apparatus of a sign which causes interference with radio and television reception shall not be allowed.

### **C. Wall Signs.**

1. A wall sign shall not extend more than eighteen inches (18") from the wall to which it is attached.
2. A wall sign may not extend beyond the corner of the wall to which it is attached, except where it is attached to another wall sign, it may extend to provide for the attachment.
3. A wall sign shall not extend beyond its building's roof line.

### **D. Projecting Signs.**

1. Projecting signs must minimize visible support structure, including guy wires, cables, turnbuckles, angle iron, or other similar external support structure.
  2. A projecting sign may not extend more than four feet (4') from the wall to which it is attached and shall provide clearance of at least eight feet (10') above pedestrian walkways and at least fifteen feet (15') above driveways.
- E. Pole Signs. Permitted pole signs may revolve at a rate not to exceed six (6) revolutions per minute to not be classified as a moving sign which is prohibited in this Chapter.
- F. Driveway Signs. Driveway signs for directional use are only allowed in Office and Commercial Zoning Districts. Detached Signs Regulations to direct internal traffic, identify parking areas, or supply other information, given that the driveway signs are:
1. No larger than three (3) square feet per face;
  2. If building mounted, no higher than eight feet (8') from grade;
  3. If free standing, no higher than three feet (3') from grade;
  4. A maximum of one (1) at each driveway or drive through lane.
- G. Fuel Island Signs.
1. Sign Area. No more than fifteen (15) square feet of fuel island sign area shall be permitted per pump located within the fuel island. For example, a fuel island with six (6) pumps would be allowed ninety (90) square feet of sign area within the fuel island.
  2. Total Sign Area. The total sign area shall be the actual square footage of one (1) sign face. Sign area installed in excess of fifteen (15) square feet per pump shall be counted toward the total allowed sign area for building mounted or ground mounted signs based on the installation type.
  3. Location. Fuel island signs shall be located internal to the site and oriented toward a fuel island.
  4. Height. Fuel island signs shall be installed to a height not exceeding eight feet (8').
- H. Clearance from Electric Lines. A clearance of not less than ten feet (10') horizontally and vertically shall be maintained between any sign and any overhead electrical transmission line.



I. Electronic Message Signs.

1. Enclosure. Electronic message signs are permitted as part of a sign if they are enclosed on all sides with a finish of brick, stone, stucco, powder-coated metal, or anodized aluminum.
2. Size and Proportions. Square footage of electronic message signs shall not exceed the maximum sign area permitted for that sign type within the zoning district where the proposed sign is to be located. The balance of the sign area shall utilize permanent letters or symbols.
3. Locational Restrictions. Electronic message signs shall be:
  - a. Located no closer than one hundred feet (100') to a residential dwelling unit;
  - b. Prohibited in the A-1 Agricultural and Rural Residential Districts;
  - c. Permitted in the R-1, R-2, and R-3 Residential Districts for a non-residential use with a conditional use permit with approval by the Zoning Board of Adjustment subject to the standards in this Chapter;
  - d. Permitted in the Office and Commercial Districts; and
  - e. Limited to one (1) such sign per lot.
4. Electronic message signs shall not:
  - a. Blink, rotate, move, chase, flash, glare, strobe, scintillate, or in any fashion be distracting to the traveling public or the public in general;
  - b. Include audio, pyrotechnic, or bluecasting (Bluetooth advertising) components;
  - c. Be programmed in a way that suggests or resembles a traffic control device, such as a traffic signal;
  - d. Be included on or used as a portable or temporary sign.
5. Electronic message centers shall:
  - a. Not be limited by color;
  - b. Contain a default design that will freeze the sign in one position with no more illumination than 0.3-foot candles above ambient light if a malfunction occurs; and

- c. Include an automatic dimmer that dims the sign at dusk or during low-light conditions.

J. Sign Bases and Surround.

1. All sign bases and surrounds shall be designed and constructed of materials that are like those used on the principal building.
2. Sign bases and surrounds shall be dominated with materials of permanency and strength such as brick stone, block, other masonry or concrete materials, or architectural paneling and shall be compatible with other structures and signs in the development.
3. No exposed sign cabinetry shall be visible from either side of the sign.
4. Metal skirting around a supporting pole shall not be considered an acceptable sign base and surround material.
5. All sign bases shall be at least twelve inches (12") in height, while all sign surrounds shall be at least six inches (6") in thickness.
6. Signs without a continuous surround may be approved by the City when incorporating architectural elements or substantial materials meeting the intent of high-quality sign design on all sides, bottom and top to frame the sign area.
7. The area around the base of the sign shall be maintained in clean condition by the sign owner or property owner. A radius of five feet (5') around the base of the sign shall be landscaped with natural materials acceptable to the Zoning Administrator.

**6-16-7 PERMITTED SIGN TYPES BY DISTRICT.** Permitted Signs below indicates the permitted sign types by each zoning district. Other sign types may be allowed by the Zoning Administrator subject to the regulations of this Section unless listed as a prohibited sign. The letter indicates the following:

- A. "P" means the sign type is permitted for all uses in the district.
- B. "P(L)" means that the sign type is permitted but limited to the principal non-residential and multi-family uses, listed in.
- C. "PC(L)" means that the sign type may be allowed as a conditional use but is limited to the principal non-residential and multi-family uses.
- D. "N" means that the sign type is not permitted in the district.

## 6-16-7.01 Permitted Signs.

Sign Types	A-1	R-1, R-2, R-3	C-1-C-2	I-1	M-1-M-2	*PUD
<b>Detached</b>						
Residential Sign	P	P	P	P	P	
Ground Sign	P	P(L)	P	P	P	
Pole Sign	N	N	P	P	P	
<b>Attached</b>						
Awning Sign	N	N	P	P	P	
Banner Sign	N	N	P	P	P	
Canopy Sign	N	N	P	P	P	
Marquee Sign	N	N	P	P	P	
Projecting Sign	N	N	P	P	P	
Wall Sign	P	P	P	P	P	
Window Sign	P	P	P	P	P	
<b>Miscellaneous</b>						
Electronic Message Sign	N	PC(L)	P	P	P	
Portable and Temporary Signs	P	P	P	P	P	

\*PUD, see Zoning requirements set forth in Peosta's Zoning Ordinance

## 6-16-8 PERMANENT PERMITTED SIGNS: DESIGN REGULATIONS.

A. This section sets forth the required design regulations for permanent signs in each zoning district.

Design regulations are described separately for detached and attached sign types.

### B. Detached Sign Regulations -- Agricultural and Residential Districts.

Detached Signs	A-1	R-1, R-2, R-3
<b>Total Size Allocation On Premises</b>	32 square feet for non-residential uses	32 square feet for non-residential and multi-family uses
	6 square feet for residential uses	6 square feet for residential uses
<b>Maximum Number</b>		
<b>Residential Sign</b>	2	1
<b>Ground Sign</b>	2	1 per frontage <sup>1</sup>
<b>Pole Sign</b>	2	1 per frontage
<b>Maximum Area Per Sign</b>	32 square feet for non-residential uses	32 square feet for non-residential and multi-family uses

	6 square feet for residential uses	6 square feet for residential uses
<b>Illumination</b>	Ambient only	Indirect and internal permitted for non-residential and multi-family principal uses
<b>Electronic Message Sign</b>	Not Permitted	Permitted as a conditional use for non-residential and multi-family uses
<b>Maximum Height<sup>2</sup></b>		
<b>Residential Sign</b>	6 feet	4 feet
<b>Ground Sign</b>	10 feet	10 feet
<b>Pole Sign</b>	25 feet	25 feet
<b>Flag Pole</b>	25 feet	25 feet
<b>Minimum Setback</b>		
<b>Front And Street Side Yards</b>	25 feet	25 feet
<b>Side And Rear Yards</b>	10 feet	5 feet

### C. Attached Sign Regulations -- Agricultural and Residential Districts

Attached Signs <sup>1</sup>	A-1	R-1, R-2, R-3
Total Size Allocation On Premises	32 square feet for non-residential and multi-family uses	32 square feet for non-residential and multi-family uses
	6 square feet for residential uses	6 square feet for residential uses
Maximum Number	1 per building façade	1 per building façade
Maximum Area Per Sign For Wall And Window Signs <sup>2</sup>	32 square feet for non-residential and multi-family uses	32 square feet for non-residential and multi-family uses
	6 square feet for residential uses	6 square feet for residential uses.
Illumination	Ambient only	Indirect and internal permitted for non-residential and multi-family principal uses
Electronic Message Sign	Not Permitted	Permitted as a conditional use for non-residential and multi-family uses

### D. Detached Sign Regulations -- Commercial Districts

Detached Signs	C-1, C-2
Total Size Allocation On Premise	1 square foot of signage per 1 foot of frontage; maximum 150 square feet
Maximum Number	1 per 300 feet of frontage, maximum 2
Residential Sign	1 per premise
Ground Sign	1 per frontage
Pole Sign	1 per frontage
Maximum Area Per Sign	64 square feet
Illumination	Indirect and internal permitted for non-residential

	and multi-family principal uses
<b>Electronic Message Sign</b>	Permitted
<b>Maximum Height Of Signs<sup>2</sup></b>	
<b>Residential Sign</b>	6 feet
<b>Ground Sign</b>	15 feet
<b>Pole Sign</b>	25 feet
<b>Flag Pole</b>	25 feet
<b>Minimum Setback</b>	
<b>Front And Street Side Yard</b>	5 feet
<b>Side And Rear Yard</b>	5 feet
<b>Attached Signs<sup>1</sup></b>	<b>C-1, C-2</b>
<b>Total Size Allocation On Premise</b>	300 square feet
<b>Maximum Number</b>	No limit
<b>Maximum Area Per Sign For Wall And Window Signs<sup>2</sup></b>	20% of wall surface and 40% of window area up to 150 square feet per sign
<b>Illumination</b>	Indirect and internal permitted for non-residential and multi-family principal uses
<b>Electronic Message Sign</b>	Permitted
<b>Projecting Sign<sup>3</sup></b>	Permitted

**6-16-9 PORTABLE AND TEMPORARY SIGNS.** The purpose of these regulations is to ensure that portable signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by portable and temporary signs.

A. General Requirements. The signs described in this Section may be installed or modified without a sign permit and not counted in the total square footage of permanent signage allowed on any particular property or site, provided that following requirements shall be met:

1. The signs shall be regulated by the base zoning district and by number, size, height, location, duration of signs placed on a property on a temporary basis;

2. The signs shall be constructed of sufficient weight and durability to withstand wind gusts, storms, and other natural elements and shall be well-maintained.
3. Lighting for signs shall only be from ambient, external illumination;
4. The signs shall not be attached to any sign pole, light pole, public utility pole, or tree on public or private property;
5. The party posting the sign is solely responsible for obtaining the permission of the property owner before posting their sign;
6. The Zoning Administrator has the authority to remove any sign that does not meet all the requirements of this Section; and
7. The signs shall comply with all applicable regulations of the City of Peosta Code of Ordinances.

B. Permitted Sign Types. The following sign types are permitted as portable and temporary signs:

1. A-Frame, H-Frame, and L-Frame signs.
2. Banner Sign. Only permitted in non-residential districts and may only displayed for thirty (30) days per calendar year and not used as permanent signage.
3. Feather Sign.
4. Freestanding Development Sign, but only if the development does not have a permanent freestanding development sign.
5. Window Sign.
6. Yard Sign.
7. Other. Other portable or temporary sign types may be allowed, such as fuel pump toppers and wraps around waste receptacles, provided the sign type is not prohibited and the maximum area limitation for all portable and temporary signs is not exceeded.

C. Aggregate Size. The total aggregate amount of portable and temporary signage permitted on any premise shall be the smaller of five percent (5%) of the area of all street facades or one hundred (100) square feet, whichever is less.

D. Duration. Portable signs shall be removed no later than ten (10) days after the date of the event to which they pertain.

E. Design Regulations. Portable and Temporary Permitted Signs: Design Regulations set forth the design regulations for the portable and temporary signs permitted by this Section.

#### 6-16-9.01 PORTABLE AND TEMPORARY PERMITTED SIGNS: DESIGN REGULATIONS.

Sign Types	A-Frame, H-Frame, L-Frame Signs	Banner Sign	Feather Sign	Freestanding Development Sign	Window Sign <sup>3</sup>	Yard Sign
Maximum Number	1 per frontage <sup>1</sup>	1 per business subject to separation requirements	1 per 50 feet of frontage; maximum 3 per frontage	1 per lot in Agricultural or Residential Districts	None	None in Agricultural or Residential Districts
				2 per frontage in C-1, and C-2 Districts		1 every 30 feet of frontage; maximum 5
Maximum Area	6 square feet	32 square feet in Agricultural or Residential Districts	24 square feet	32 square feet	See note <sup>4</sup>	6 square feet per sign
		64 square feet in C-1, and C-2 Districts				
Maximum Height	4 feet	Attached: Below eave or parapet wall; Ground Mounted: 5 feet	8 feet	8 feet	Not applicable	4 feet
Illumination	Ambient	Ambient	Ambient	Ambient	Ambient	Ambient



<b>Minimum Separation</b>	None	25 feet from other signs	None	5 feet from other signs	None	None
<b>Minimum Setback</b>	6 feet; 20 feet from an intersection	None	None	10 feet	None	None
<b>Maximum Days (Cycle)</b>	180 days	30 days	30 days	See note <sup>2</sup>	30 days	30 days
<b>Maximum Cycles Per Calendar Year</b>	2	3	4	Not applicable	12	None

Notes:

<sup>1</sup>Frontage applies to sides of the lot line that face a public street where each frontage is treated independently of other frontages.

<sup>2</sup>Sign shall be removed upon project completion, issuance of a Certificate of Occupancy, transfer of ownership of subdivided lots, or after six (6) months of inactivity on a project or development.

<sup>3</sup>Temporary window signs only permitted in non-residential districts and not used as permanent signage.

<sup>4</sup> The total area combined with permanent window signs shall not exceed forty percent (40%) of the area of the window.

**6-16-10 SIGN MAINTENANCE AND REPAIR.** All signs shall be kept in good repair and free from peeling paint, rust, damaged, or rotted supports, framework, or other material, broken or missing faces, or missing letters. If the sign is to be repaired, a corrective action plan shall be provided to the Zoning Administrator, within 10 calendar days of notification that sign is not in compliance. Any signs not maintained may be ordered to be removed.

**6-16-11 SIGN PERMIT.** All signs requiring a permit shall be reviewed by the Zoning Administrator, A sign permit is not required for:

- A. A sign on property used exclusively for a single-family or duplex dwelling.
- B. Repainting without changing permanent wording, composition, or colors.
- C. Nonstructural repairs.
- D. Normal repair and maintenance for conforming or legal non-conforming signs.

**6-16-12 SIGN MASTER PLAN.** For projects with an overall size area more than six (6) acres, an applicant may submit a Sign Master Plan, detailing the size, location, and design of all signs on the site. The Sign Master Plan may adjust the strict application of these standards but must clarify the exact nature of the adjustments. Such a Sign Master Plan shall be approved by the City Council after review and recommendation by the Planning and Zoning Commission. This review follows the same process as review of a PUD District.

**6-16-13 NONCONFORMING SIGNS.** Except as may be hereinafter specified, no sign shall be erected, placed, maintained, converted, enlarged, reconstructed, or structurally altered which does not comply with all the regulations established by this Section.

- A. Maintenance and Repair. Signs erected prior to the effective date of this Zoning Ordinance may be maintained and repaired.
- B. Items not considered normal maintenance and repair. Changes made to the location, size, height, or bulk of the sign or addition of illumination are not considered normal maintenance and repair and shall require that a nonconforming sign be brought into conformance with all requirements of this chapter.
- C. Continuing Nonconformance. Where a sign exists at the effective date or adoption or amendment of this Zoning Ordinance that could not be built under the terms of this title by reason of restrictions on area, use, height, setback, or other characteristics of the sign or its location on the lot, such sign may be continued so long as it remains otherwise lawful, subject to the following provisions:
  - 1. No such sign may be enlarged or altered in a way which increases its nonconformity.
  - 2. Should such a sign be destroyed by any means to an extent of sixty percent (60%) or more of its replacement cost at the time of destruction, it shall not be reconstructed except in conformity with the provisions of this Section.
- D. Removal. The Zoning Administrator shall have the authority to revoke any permit which has been granted when the Zoning Administrator has determined that the sign authorized by the permit has been constructed or maintained in violation of the permit. Written notice shall be given to the owner of the illegal sign and/or the owner of the property on which the sign is located. The notice shall state the reasons and grounds for removal, specifying the deficiencies or defects in such sign, and the violations charged; such notice shall specify what repairs, if any, will make the sign conform to the requirements of this Section, and specify that the sign

be removed or made to conform with the requirements of this section with the notice period provided below:

1. The notice period for a permanent sign is thirty (30) days.
2. The notice period for a portable sign is five (5) days.

**6-16-14 LIABILITY FOR DAMAGES.** Provisions of this Section shall not be construed to relieve or eliminate in any way the responsibility or liability of any person who erects or owns any sign, for personal injury or property damage caused by the sign; nor shall the provisions of this Section be construed to impose upon the City or the Zoning Administrator, the City's officials, or its employees any responsibility or liability by reason of the approval of any signs under the provisions of this Section.