
Proposed Chapter 155.065 Signs Greenfield Code of Ordinances



**Zoning Text Amendments as approved by the
Greenfield Plan Commission January 14, 2013
Docket # PC2012-10**

Chapter 155.065

**Sign Ordinance Revisions 2013
Blackline**

155.065 SIGN ORDINANCE TABLE OF CONTENTS

A. Purpose and intent

B. Definitions

C. General limitations

1. Applicable provisions
2. Signs kept in repair
3. Removal of unsafe sign
4. Monument Signs
5. Commercial sign plans
6. Name as dominant message
7. Logos-Trademarks allowed
8. Billboard limitations
9. Signs prohibited in ROW
10. Signs prohibited in Intersection Visibility Triangle
11. Sign Area & Height Calculations

D. Signs allowed without a permit in all districts or zones

1. Barber poles
2. Government signs
3. Non commercial opinion signs
4. Real estate signs for property < 1 acre
5. Garage Sale Signs
6. Name or address sign
7. Help wanted sign
8. Holiday decorations
9. Temporary window signs
10. Incidental window sign
11. Construction announcement sign
12. Temporary signs for birthdays
13. Community Activity signs
14. Sponsorship Emblems
15. Memorial Plaques
16. Historical Identification sign
17. Athletic Field Booster Banners

E. Signs allowed by permit in all zones

1. Institutional signs
2. Real estate signs for property > 1 acre
3. Replaced damaged signs

F. Signs allowed by permit in all residential zones

1. Residential identification signs
2. Subdivision model home signs

G. Signs allowed by permit in business and industrial zones

1. Illuminated signs
2. Changeable copy signs
 - a. Manual reader board
 - b. Electronic variable message sign
3. Billboards
4. Free standing business center identification signs
5. Free standing individual business identification signs
6. Wall signs
7. Temporary signs
 - a. Temporary business signs (vinyl sleeves, etc.)
 - b. Temporary promotional signs (banners)
8. Business directory signs
9. Incidental directional signs
10. Pre-order menu boards
11. Projecting signs
12. Canopy signs
13. Awning signs
14. Gasoline service station signs
15. Interstate Corridor signs

H. Signs allowed by permit in the Historic District (HD)

1. Certificate of Appropriateness
2. Design Guidelines
3. On-building signs
 - a. Definition
 1. Wall sign
 2. Projecting sign
 3. Awning sign
 - b. Sign development standard exceptions
 - c. Name plate and directory signs
4. Free Standing Signs
 - Sidewalk signs
5. Prohibited signs

I. Signs allowed by permit in the Traditional Neighborhood (TN) District

1. Sign development standard exceptions
2. Sign Types
 - a. Monument signs
 - b. Wall signs
 - c. Window signs
 - d. Nameplate and directory signs

3. Prohibited signs

J. Signs prohibited in all zones

1. Freestanding individual business signs or sign structures with a height of over six (6) feet (excluding base).
2. Bench signs, except sponsorship emblems
3. Signs on utility poles
4. Flashing signs
5. Moving or rotating signs
6. Inflatable signs
7. Portable signs
8. Roof signs
9. Traffic safety interfering signs
10. Vehicle signs
11. Unused signs
12. Damaged signs
13. Immoral signs
14. Off- premise signs

K. Legally Established Non Conforming Signs

1. Authority to continue
 - a. Conditions of lawful status
 - b. Safety and normal maintenance
2. Repairs pursuant to public order
3. Loss of lawful status
 - a. Termination of sign
 - Discontinued for over 90 days
 - Increase of non-conforming aspect
 - Relocated, replaced, moved, damaged over 50%
 - b. Compliance or removal

L. Permit Procedures

1. Criteria for permit approval
2. Application procedure
3. Approval and fees
4. Duration
5. Installation time limit
6. Conformance

M. Revocation of Permit

N. Determination by Zoning Administrator

Appendix A

C.9	Visibility Triangle
C.10 a-d	Area Calculations
C.10 e	Height Calculations
F.1 b c	Residential Community ID
G.2 d g h	EVMS brightness measurement
G.3 c d	Billboard
G.3 g h i	Billboard2
G.3 g k	Billboard3
G.4 a	Free Standing Signs Business Center
G.4 b	Free Standing Signs Business Center
G.4 c d e	Free Standing Signs Business Center
G.5 a	Free Standing Individual Bus
G.5 b c d e	Free Standing Individual Bus2
G.6 a b c d 1 & 2	Wall Signs Area Measurement
G.7 a b c	Temporary Signs
G.8 a b c d	Business Directory
G.11 a b e	Projecting
G.12 a b	Canopy
G.14 a b	Gas Station
H.3 b c	Historic District
H.4 a b c	Sidewalk
I.2 a b c d	TN dist

155.065 SIGNS

A. Purpose and intent

In accordance with the provisions of I.C. 36-7-4-601, this Section contains requirements which are intended to further the goals of the Comprehensive Plan. Specifically, the purposes of these sign regulations are to implement the following City policies:

- 1.. To provide minimum standards to safeguard life, health, property, and public welfare, and to promote traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures.
2. To enhance local economic development and growth and to protect public and private investment.
3. To avoid the excessive proliferation of signs that may impede the flow of information from safety and traffic signs and signals to pedestrians and motorists; and may actually impede the flow of information from businesses to consumers;
4. To preserve and enhance the character and visual appearance of the City;
5. To encourage signs to be compatible with the design of buildings and with the surrounding area;
6. To encourage simplicity and readability of signs;
7. To encourage employment of the principles of good design; and

Further, it is the intent of this Section to encourage signs which are all of the following:

1. Safe, legible and effective for communication in the circumstances in which they are seen;
2. Appropriate to the activity that displays them;
3. Expressive of both the individual activity and the community as a whole; and
4. A balance of the community's objectives and regulatory requirements with the reasonable advertising and way finding needs of businesses.

B. Definitions

The following definitions are to be used in conjunction with the sign ordinance, in addition to the previous definitions.

ABOVE ROOF SIGN A sign displayed above the peak or parapet of a roof.

ATHLETIC FIELD BOOSTER BANNERS Banners and signs displayed on athletic fields by organizations sponsoring the sport.

ANIMATED SIGN Any sign that uses movement or change of lighting to depict action or create a special effect or scene, where the copy or images change at intervals.

AWNING A cloth, plastic or other nonstructural covering that either is permanently attached to a building or can be raised or retracted to a position against the building when not in use.

AWNING SIGN A sign painted, stamped, perforated, or stitched, or otherwise applied to an awning.

BANNERS Any sign of lightweight fabric or similar material that is mounted to a pole or a building by a frame at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

BACKLIT AWNING SIGN An enclosed illuminated structure that is attached to the wall of the building with the face of the sign approximately parallel to the wall and with the message integrated into its face.

BARBER POLES Rotating or stationary cylindrical pole of the traditional red, white and blue spiral striped design, identifying the premises as a barber shop.

BALLOON An inflated object no larger than 18" in diameter displayed at a height which is not above the roof ridge line of the principal building or is not higher than 15 feet. An inflatable sign is not a balloon.

BILLBOARD A sign that identifies or communicates a commercial or non-commercial message related to an activity conducted, a service rendered, or a commodity sold at a location other than the lot where the sign is located.

BUILDING FRONTAGE: The length of a building wall or tenant occupancy width that fronts along any public street (not an alley) which is used to calculate the allowed square footage of wall signs placed on the entire tenant space or building.

BUSINESS CENTER A development of not less than three permitted business or retail establishments, planned, platted, organized or managed to function as a unified whole, and having features in common, which may include, but are not limited to driveways, entries, parking areas, common areas, signage plans and landscape plans.

BUSINESS DIRECTORY SIGNS A sign or set of similarly designed individual signs, placed or displayed in sequence, to list all or part of the tenants within a building or business center.

CANOPY SIGNS Signs suspended no lower than eight feet above the public right-of-way or above a walkway that is used by the public, or under a canopy or awning of a building, which identifies a building, profession or industry conducted on the premises

CHANGEABLE COPY SIGNS A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged either electronically or manually.

CHANGE OF COPY Changing of the face or letters on a sign. Change of a copy shall not constitute a change of use.

COMMERCIAL MESSAGE Any sign, wording, logo, or other representation that, directly or indirectly, names, advertises or calls attention to a business, industry, product, service, or activity.

COMMUNITY ACTIVITIES SIGNS Signs associated with a religious, charitable, cultural, civic or educational organization.

CONSTRUCTION ANNOUNCEMENT SIGNS Signs placed on a property upon which construction is to take place, or is taking place, which contain information regarding the individuals and firm directly connected with the construction project, including the name of the contractor, the sub-contractors, the architects, the lender, the real estate licensee, the utilities, and the possible future tenants.

DAMAGED SIGN A sign whose sign structure is no longer capable of displaying its sign face as designed due to damage caused by fire, weather or other accidental means beyond control of the applicant.

DIRECTIONAL SIGN A sign providing information for the convenience of the public, such as the location of exits, entrances, parking and public restrooms.

DOUBLE-FACED SIGNS A sign which is constructed to have the perimeter of both faces coincide and are parallel and not more than 24 inches apart. The interior angle created by two faces shall not exceed 60 degrees.

ELECTRONIC VARIABLE MESSAGE SIGN (EVMS) An advertising sign where the message copy includes characters, letters, or illustrations that can be changed or rearranged electronically without touching or physically altering the primary surface of the sign. Message copy may be changed in the field or from a remote location.

FREESTANDING SIGN Any sign attached to a self-supporting sign structure standing on the ground, which is essentially unattached to any other structure. Signs mounted on architecturally integrated extensions of building are not considered free standing.

FREESTANDING BUSINESS CENTER IDENTIFICATION SIGNS Freestanding signs which identify a business center of not less than three (3) businesses and which may be a combination of business center identification sign as well as business directory signs.

FOOT CANDLE A measure of illumination on a surface that is one foot from a uniform source of light of one candle and equal to one lumen per square foot.

GARAGE SALE SIGN Signs which advertise the sale of miscellaneous household items for the purpose of a residential garage or yard sale.

GASOLINE DISPENSER CANOPY A roof like structure that covers individual gasoline pump dispensers, serves as a second tier canopy, is a lighting source for the dispensing area, serves to identify the gasoline pumps by numerical designation, and may display signs.

GASOLINE PRICE SIGNS On premises signs identifying the brand and/or type and price of gasoline sold.

GASOLINE PUMP ISLAND CANOPY A roof like structure that covers a series of gasoline pump dispensers, is a lighting source for the dispensing area, and may display signs.

GOVERNMENTAL OR OTHER SIGNS REQUIRED BY LAW Signs placed in any area of the city by a governmental entity or private individual or business as required by federal, state or local law.

HEIGHT OF FREESTANDING SIGNS The distance measured from the average surface grade at the edge of the pavement of the adjacent street to which the sign is oriented , to the top of the highest element of the sign.

IDENTIFICATION SIGNS A monument or sign identifying a multi-family dwelling complex, a single family subdivision or a mobile home park by name and/or address.

ILLUMINATED SIGNS Signs or individual letters in which an artificial source of light, such as fluorescent, neon or LED, is used in order to make the message readable. This definition shall include internally and externally lighted signs, and reflectorized, glowing, or radiating signs.

INCIDENTAL SIGN A nameplate, temporary sign, or sign relating to the lot or use thereof and designating accessory uses, direction, identification, information, or real estate for sale, rent, or lease.

INCIDENTAL WINDOW SIGN A sign or text affixed to the window or door of an occupant which the primary intent is to display information that is intended for pedestrian traffic, and is not intended to be viewed from public rights-of-way or parking lots.

INFLATABLE SIGN An inflated object tethered or otherwise attached to the ground, structure or other object, but excluding hot air balloons that are temporarily tethered in connection with their imminent flight. This definition includes, but is not limited to inflated representations of blimps, products, cartoon characters, animals and the like.

INSTITUTIONAL SIGNS Signs identifying the premises of, or announcing the activities conducted by a church, school, hospital, rest home, or similar institutional facility.

INTERSECTION VISIBILITY TRIANGLE An area of unobstructed vision at street intersections and driveway entrances/exits, permitting a vehicle driver to see approaching vehicles to the right or left. Nothing shall be erected, placed, planted or allowed to grow in such a manner as to impede vision clearance between the heights of 3 and 10 feet above the centerline grades of intersecting streets and/or drives.

INTERSTATE CORRIDOR SIGNS A sign oriented to the interstate and located within 660 feet of the

right of way of I-70.

INTERSTATE HIGHWAY LOGO SIGN An official government sign that contains only a logo located within a designated interchange area, whose purpose it is to identify restaurants, lodging, and service stations available in the vicinity of that interchange.

LEGAL NON-CONFORMING SIGN OR SIGN STRUCTURE Any continuous lawful sign or sign structure having commenced: (a) prior to the time of adoption, revision or amendment requiring the sign or sign structure to conform to the present requirements of Chapter 155.065, or (b) pursuant to a granted variance.

LOGO A unique image or type style or a close combination of the two as commonly used by an activity.

MAINTAIN To repair, service, or refurbish a sign or sign structure or any part thereof, in an identical manner or change any identical component of the sign, all making the sign fully functional.

MANAGER OR OFFICE OF MANAGER SIGNS Signs which identify the location of the manager or the office of the manager of property.

MODEL HOME SIGNS Signs identifying a model home in a subdivision or land development project.

MONUMENT SIGN A free-standing sign no more than six (6) feet in height which is placed on a solid base directly on the ground or is supported by a posts or a pylon not more than eighteen (18) inches in height.

MURAL A picture on an exterior surface of a structure. A mural is a sign only if it is related by language or logo, to the advertisement of any product or service or the identification of any business.

NON-COMMERCIAL OPINION SIGNS A sign which does not advertise products, goods, businesses, or services and which expresses an opinion or point of view, such as a student achievement announcement, a political, religious, or other ideological sentiment, or support or opposition to a candidate or proposition for a public election.

OFF-PREMISE SIGNS A sign that identifies or communicates a commercial or non-commercial message related to an activity conducted, a service rendered, or a commodity sold at a location other than the lot where the sign is located.

OFF SITE DIRECTIONAL SIGNS A sign containing information limited to the name of the business, the nature of the business, the business logo, if any, and the distance and direction to the use being advertised.

PENNANTS Any lightweight plastic, fabric or other material, whether or not containing a message, suspended from a rope, wire or string, usually in series, designed to move in the wind.

PERMANENT SIGN A sign that is attached to the ground or to a building in such a manner that it is not intended to be frequently removed or replaced and is not a portable or temporary sign as defined herein.

PLACED OR DISPLAYED Erected, constructed, posted, painted, printed, tacked, glued, carved or otherwise fastened, affixed or made visible in any manner whatsoever.

PORTABLE SIGN Any sign that is not permanently affixed to a building, structure, or the ground, inclusive of signs on movable objects, except signs on vehicles which are moving or parked only temporarily, incidental to their principal use for transportation; a portable sign is designed to be moved from place to place.

PROJECTING SIGN Any sign affixed to a building or wall in such a manner that its leading edge extends more than twelve (12) inches beyond the surface of such building or wall and the sign face is at an angle and/or perpendicular to the face of the wall.

PYLON SIGN A freestanding sign supported by one or more structural elements designed as an integrated architectural unit with the sign.

REAL ESTATE SIGNS Signs offering developed or undeveloped real property for sale, lease or rent.

REPLACEMENT PERMIT A permit issued for the exact replacement of a damaged sign as it originally existed, in order to verify that no material change is being made to the size or location.

ROOF RIDGE LINE A horizontal plane projected parallel to the primary plane of a building floor and touching the primary roof plane on the building.

ROOF SIGN A sign that is displayed above the eaves and under the peak of a roof.

SIGN Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or marks or combinations thereof, by which anything is made known, such as the designation of an individual, a firm, an association, a profession, a business, a commodity, product, or idea.

SIGN AREA The surface area of sign face is the entire area measured within a single continuous perimeter enclosing all elements of the sign which form an integral part of the sign and which are organized, related, and composed to form a single unit. Where matter is displayed in a random manner without organized relationship of elements, or where there is reasonable doubt about the relationship of elements, each element shall be considered to be a single sign. The calculation for a double-faced sign, when the faces are parallel and not more than 24 inches apart, so that only one face may be seen at any one time, shall be computed by the measurement of a single face.

SIGN FACE The surface of the sign on, against, or through which the message of the sign is exhibited.

SIGN PROGRAM A coordinated design plan of one or more signs for an individual business establishment or a business center.

SIGN STRUCTURE The supports, uprights, bracing, and framework for the sign. In the case of a sign structure consisting of two or more sides where the angle formed between any of the sides (or the projection thereof) exceeds 15 degrees, each side shall be considered a separate sign structure.

SPONSORSHIP EMBLEMS Signs designating a donor or sponsor to a community activity or structure that is generally associated with a religious, charitable, cultural, civic, or educational event, place, or structure.

TEMPORARY SIGN Any sign that is used only temporarily and is not permanently mounted.

TIME AND TEMPERATURE SIGN. An electronic or mechanical device which shows time and/or temperature, but contains no business identification or advertising. The surface area of the time/temperature display shall be included in the total aggregate sign area of the business.

UNUSED OR ABANDONED SIGN, SIGN FACE OR SIGN STRUCTURE A sign, sign structure, or any portion thereof that has not been used for its immediately preceding purpose for a period exceeding 90 days.

WALL SIGNS Signs painted on, or attached to the wall of a building, and erected parallel to the face of a building.

WINDOW SIGNS Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

C. General limitations

Provisions of this Section regulating the location, placement, maintenance, gross surface area, projection, height limitation, construction, removal and number of signs shall be subject to further restrictions by the applicable provisions of this Code.

1. All signs and sign structures shall be kept in good repair, and safe, neat, clean condition. Signs and sign structures may be inspected periodically by the Zoning Administrator and/or his/her agent for compliance with this and other codes of the City.
2. Removal of sign. The Zoning Administrator may order the removal of any sign or sign structure erected or maintained in violation of this code. He shall give a minimum of fourteen (1) days notice in writing to the owner of a permanent sign, or place a notice of such violation on the building, structure, property or sign in violation, to remove the sign or sign structure or to bring it into compliance. He shall give a minimum of three (3) days written notice for temporary or portable signs. The Zoning Administrator or his agent may remove a sign or sign structure immediately, and without notice if, in his opinion, the condition is such as to present an immediate threat to the safety of the public.
3. Monument signs are encouraged.
4. Commercial centers, business and industrial parks and PUD developments are encouraged to have an overall sign program.

5. The name of the business shall be the dominant message on the sign.
6. Registered or copyrighted logos or trademarks shall be allowed.
7. The various limitations on billboards are set forth in Section (G) (3).
8. Signs and sign structures are prohibited in public right of way.
9. No sign or sign structure shall be permitted in the intersection visibility triangle as defined in Chapter 155.037. This shall not apply to traffic control signs.

See Appendix A Reference C.9. Intersection Visibility

10. Sign Area & Height Calculations:

- a. The surface area of a sign face is the entire area measured within a single continuous perimeters enclosing all elements of the sign which form an integral part of the sign and which are organized, related, and composed to form a single unit. For wall signs containing individual letters, figures, or elements, the area and dimensions of the sign shall encompass a rectangular geometric shape. Multiple geometric shapes may be utilized to encompass the related elements of a sign. Where matter is displayed in a random manner without organized relationship of elements, or where there is reasonable doubt about the relationship of elements, each element shall be considered to be a single sign.
- b. The calculation for double-faced sign, when the faces are parallel and not more than 24 inches apart, so that only one face may be seen at any one time, shall be computed by the measurement of a single face.
- c. The supports, uprights, bracing, and framework for the sign shall not be included in the area calculations, except as they contribute to the height of the sign.
- d. In the case of a sign structure consisting of two or more sides where the angle formed between any of the sides (or the projection thereof) exceeds 15 degrees, each side shall be considered a separate sign structure.

See Appendix A Reference C.10. a-d. Sign Area Calculations

- e. The height of a free standing sign even with the street grade at the edge of pavement shall be measured from the base of the sign, or supportive structure, or at its point of attachment to the ground, to the highest point of the sign. When below the edge of pavement, the height shall be measured from the grade of the nearest street to which the sign is oriented.

See Appendix A Reference C.10. e. Sign Height Calculations

D. Signs allowed without a permit in all districts or zones

The following signs may be placed in all districts or zones of the City without a permit, subject to the restrictions and limitations contained in this Section and as contained in Section (C) herein.

1. Barber poles. Rotating or stationary cylindrical poles of the traditional red, white, and blue spiral striped design, identifying the premises as a barber shop.
 - a. Size: Shall not exceed 2-1/2 feet in length.
 - b. Height: Top of sign shall not extend above the roof ridge line of the barber shop being identified.
 - c. Location: Attached by brackets to the barber shop being identified
 - d. Other restrictions: Such signs may move or rotate, notwithstanding the general prohibition of moving or rotating signs in Section (J).
2. Governmental or other signs required by law
 - a. Size: As required by law.
 - b. Height: As required by law and not to exceed the height of freestanding sign allowance.
 - c. Location: As required by law.
 - d. Other restrictions: Shall be non-illuminated unless required by law.
3. Non- Commercial Opinion Signs. Temporary free standing non-commercial opinion signs intended only for single family and two family residential year round use. Not more than two (2) opinion signs shall be permitted per residential dwelling lot throughout the calendar year.

Notwithstanding the above, for any use, district, and zone;, during a period forty-five (45) days prior to, and five (5) days following a primary or general election (including special elections), the maximum number of non-commercial opinion signs permitted shall be equal to the number of offices and issues on the local ballot.

- a. Size: Sign face area shall not exceed thirty-two (32) square feet.
- b. Height: Shall not exceed six (6) feet in height.
- c. Location: Not less than five (5) feet inside the property line. Prohibited on public property.
- d. Other restrictions: Shall be non-illuminated. No temporary freestanding non commercial opinion sign shall be left erected for a period exceeding six (6)

months, or else shall be considered a permanent sign and subject to the regulations thereof.

4. Real estate signs for property of less than one acre. Signs offering developed or undeveloped real property of less than one acre for sale, lease, or rent. Real Estate signs are prohibited in the right of way.
 - a. Size: Shall not exceed thirty-two (32) square feet in sign area in nonresidential areas. In the event that the sign refers to a single family home, then the size of the sign shall not exceed six (6) square feet in area.
 - b. Height: Shall not exceed ten (10) feet in height if freestanding, except that on a residentially zoned lot, the height shall not exceed six (6) feet.
 - c. Location: Not less than five (5) feet inside the property line.
 - d. Other restrictions: Shall be non-illuminated. Only one such sign may be displayed on each street frontage of the property to which it refers.
5. Garage Sale Signs. Signs advertising the sale of miscellaneous household items for the purpose of a residential "garage" or "yard" sale.
 - a. Size: Shall not exceed six (6) square feet in sign area.
 - b. Height: Shall not exceed six (6) feet in height.
 - c. Location: Not less than five (5) feet inside the property line.
 - d. Other restrictions: Shall be non-illuminated. Such signs may be erected on the premises one week in advance of the sale and shall be removed within forty-eight hours after the sale. Only one such sign may be displayed on each street frontage of the property to which it refers. Shall not be placed on any public utility or light pole, fence or post. Shall not be placed within round-about islands or in any public right of way or property.
6. Name and/or address sign. One sign identifying only the owner or occupant of a building. The maximum aggregate sign area shall be one square foot.
7. Help-wanted signs not exceeding eight (8) square feet on non-residential property.
8. Holiday decorations.
9. Temporary window signs with less than 25% coverage. Signs may be placed or displayed on a window or window frame, covering less than 25% of the window area announcing special sales, change of management, or similar information, and designed to be viewed from adjacent streets, sidewalks, public rights-of-way, or parking lots for a maximum of

thirty (30) days per sign. Where not temporary, then permanent window signs shall be counted as part of the total allowable sign area and total allowable number of signs, and permanent and temporary window signs combined shall not exceed fifty percent (50%) of the window area.

10. Incidental window sign. Window signs that are intended to portray information pertaining to the operation of the occupancy, and that are not intended to be viewed from adjacent streets, sidewalks, public rights-of-way or parking lots.
11. Construction announcement signs. Signs placed on real property upon which construction is or will be taking place, which contain information regarding the individuals and firm directly connected with the construction project, including, but not limited to, the name of the contractor, the real estate licensee, and the future tenant(s).
 - a. Size: Shall not exceed thirty-two (32) square feet in sign area.
 - b. Height: Shall not exceed eight (8) feet on a parcel of land less than one (1) acre. Shall not exceed twelve (12) feet on a parcel of land of one (1) acre or more.
 - c. Location: Not less than five (5) feet inside the property line.
 - d. Other restrictions: Shall be non-illuminated. Signs shall be removed when work is completed. Only one such sign may be displayed on each street frontage of the property to which it refers.
12. Temporary celebration and announcement signs for birthdays, anniversaries, and the like. Announcements may be displayed on a residential lot for a period not to exceed one week.
 - a. Size: Shall not exceed thirty two (32) square feet in sign area.
 - b. Height: Shall not exceed six (6) feet in height.
 - c. Location: Not less than five (5) feet inside the property line.
 - d. Other restrictions: Shall be non-illuminated." Such signs may be erected on the premises one week in advance of the event and shall be removed within forty-eight hours after the event. Only one such sign may be displayed.
13. Community activity signs are generally associated with religious, charitable, cultural, civic, or educational organizations. In no event shall signs for commercial operations be considered a community activity sign.
 - a. Size: Shall not exceed thirty-two (32) square feet.
 - b. Location: Not less than five (5) feet inside the property line.

- c. Height: Shall not exceed six (6) feet in height.
 - d. Other restrictions: Shall be non-illuminated signs and shall identify the organization and shall be at a level consistent with adequate identification and readability without creating a nuisance for neighboring property owners. Such signs are allowed for a period of fifteen (15) days prior to the event and shall be removed within five (5) days after the event. One such sign is allowed per property. No more than six (6) such signs shall be placed within city limits without a permit.
14. Sponsorship Emblems. Signs designating a donor or sponsor to a community activity that is generally associated with a religious, charitable, cultural, civic, or educational event, place or structure.
- a. Size: Sponsorship Emblems shall not exceed two (2) square feet.
 - b. Height: Shall not extend above the height of the structure upon which the sign is displayed.
 - c. Location: Shall not be located in the right-of-way.
 - d. Other restrictions: Shall not be internally illuminated.
15. Memorial plaques and remembrances of persons or events that are non-commercial in nature and do not exceed two (2) square feet.
16. Historical Identification Signs. Signs for property designated by a Federal, State, or Local government as a historical location, site or landmark, provided such sign does not exceed twelve (12) square feet in area.
17. Athletic field booster banners. Banners or signs displayed by sports sponsoring organizations on the interior side of perimeter fencing or structures of athletic fields to be viewed by sports spectators and participants. The face of such banners and signs shall be oriented internally towards the field of play.
- a. Size: Banners shall not exceed thirty-two (32) square feet.
 - b. Height: Shall not extend above the height of the structure upon which the sign is displayed
 - c. Location: Shall not be located in the right-of-way. Shall not be oriented towards the right-of-way.
 - d. Other restrictions: Permanent structures may not be erected for the purpose of supporting athletic field booster banners. Banners shall be non-illuminated and

shall be secured on all four corners. Banners must be neat clean and professional and maintained throughout the season.

E. Signs allowed by permit in all zones

The following signs may be placed in all zones by permit, subject to the restrictions and limitations specified in this Section and Sections (C) and (J), or the standards created during Development Plan or Conditional Use approval:

1. Institutional signs. Signs identifying the premises or announcing the activities conducted by a church, school, hospital, nursing home, parks or similar institutional facility.

Signs shall meet the standards and provision of Section 155.065 G.
3. Real estate signs offering real property of one acre or more for sale, lease, or rent.
 - a. Size: Shall not exceed thirty-two (32) square feet in sign area. In the event the sign does not exceed six (6) square feet in sign area, a sign permit shall not be required, and the provisions of Section 155.065(D) (4) shall be applicable.
 - b. Height: Shall not exceed twelve (12) feet.
 - c. Location: Not less than ten (10) feet inside the property line in residential zones, commercial and industrial zones.
 - d. Other restrictions: May be illuminated signs, but the light shall be directed so it does not interfere with on-coming traffic. Only one such sign may be displayed per street frontage of the property to which it refers. Sign shall be removed within seven (7) days of the sale, rental, or lease of the property.
4. Replaced damaged sign. A sign or sign structure erected under a legally obtained permit, which is damaged or destroyed by wind, weather, or other accidental means beyond the control of the applicant, may be replaced or restored to its original size, shape and location, (as prior to the accident) upon the issuance of a replacement permit. Replacement of a legally established non-conforming sign must meet the conditions of Section 155.065(K) (3). Replacement of a damaged or destroyed sign with a new sign of a different size, shape or location from the original sign shall require a new permit. Any unsafe sign or sign structure or shall be rendered safe immediately, otherwise a damaged sign shall be repaired within ninety (90) days, or shall be deemed abandoned and removed.

F. Signs allowed by permit in all residential zones

The following signs may be placed in all residential zones by permit, subject to the restrictions and limitations specified in this Section and Sections (C) and (J):

1. Residential community identification signs. Signs identifying a single-family subdivision, an apartment or multi-family building, or an apartment or multi-family complex, by name and/or address.
 - a. Size: Shall not exceed thirty two (32) square feet in sign area.
 - b. Height: Shall not be more than six (6) feet in height. If the sign is located on a wall or structure, the height of the structure shall not exceed six (6) feet in height. (This does not apply to wall columns which may be eight (8) feet in height as long as the column does not depict or become an integral part of the sign face).
 - c. Location: Not less than five (5) feet inside the property line. Shall not be located within the visibility triangle of the right-of-way.
 - d. Other restrictions: Only one such sign may be displayed in each quadrant of an intersection.

See Appendix A Reference F. 1 .b. & c. Residential Community Identification Sign

2. Subdivision model home signs; signs identifying a model home.
 - a. Size: Shall not exceed sixteen (16) square feet in sign area.
 - b. Height: Shall not exceed three (3) feet in height.
 - c. Location: Not less than five (5) feet inside the property line. May be displayed only on the premises of the model home which it identifies.
 - d. Other restrictions: Only one such sign may be displayed per model home. Sign shall be removed once 95% of the lots in the subdivision have been sold.

G. Signs allowed by permit in business and industrial zones

The following signs may be placed in business and industrial zones by permit, subject to the restrictions and limitations specified in this and Sections (C) and (J).

1. Illuminated Signs.
 - a. All illuminated signs must meet the standards as specified in the National Electrical Code.
 - b. No sign shall have blinking, flashing, or fluttering lights, nor shall any device be utilized which has a changing light intensity, brightness or color or gives such illusion.
 - c. The full number of illuminating elements thereof shall be kept in satisfactory working condition or immediately repaired or replaced. Signs that are only

partially illuminated shall meet all electrical requirements for that portion directly illuminated. All electrical wiring shall be in conduit and not exposed to the elements or external stress in any way. All electrical signs shall have a disconnecting switch located in a readily accessible place.

- d. Neither the direct nor reflected light from a primary light source shall create a traffic hazard to operators of motor vehicles on public and/or private roadways.
- e. The light from any illuminated sign in any zoning district shall be so shaded, shielded, or directed that the light intensity or brightness shall not exceed three-tenths (0.3) foot-candle at the property line upon any adjoining property located in a residentially zoned district.
- f. See additional limitations set forth for illuminated changeable copy signs under Section (G) (2).

2. Changeable copy signs (permanent).

- a. Types: Changeable copy signs consist of two distinct types of signs: manual signs and electronic variable message signs (EVMS). Exterior manual signs or sections that are fixed in place, and designated to be used with removable graphics to allow changing of copy, shall be computed as part of the total sign area allowed. Size, height, location, and other restrictions are applicable under the appropriate subsection, depending upon the type of sign utilized. Changeable electronic variable message signs (EVMS) shall comply with the requirements of this Section in addition to all other provisions of this Ordinance.
- b. Districts: Manual signs are allowed in all Districts. EVMS shall be permitted in commercial and industrial zoning districts. EVMS shall also be permitted for schools and churches in residential, commercial or industrial zones subject to the regulations established in this Ordinance. EVMS shall be prohibited in the Traditional Neighborhood or Historic District.
- c. EVMS shall be permitted as a component of one permanent sign for individual uses or business centers per each allowable street frontage, or building frontage.
- d. Amount of a sign that can contain an EVMS. The portion of a sign dedicated for an EVMS shall not exceed forty (40) percent of the sign size.
- e. Duration: Changeable copy must have a minimum duration of one (1) minute and must be a static display. No portion of the image may flash, scroll, twirl, change color, or in any manner imitate movement, except that time and temperature signs may adjust according to the time of day and the current temperature.
- f. Transition: In all districts where a sign changes by EVMS, the change sequence

must be accomplished instantaneously and without special effects such as spinning, scrolling or traveling, and must be completed in no less than one (1) second but no more than two (2) seconds.

- g. **Brightness and Ambient Dimmer Control:** Electronic graphic display signs must have an automatic dimmer control (or photo electric cell) that maintains the minimum amount of light intensity necessary for clear and adequate visibility based on the surrounding ambient light at all times. For residential areas, the illumination must not exceed a maximum brightness of three-tenths (0.3) foot-candles above the ambient light. For commercial and industrial areas, the illumination must not exceed a maximum brightness of eight-tenths (0.8) foot-candles above the ambient light.
- h. **Brightness:** Illumination shall be measured from the nearest edge of the nearest street pavement at a height of four (4) to five (5) feet above grade. The brightness of an EVMS sign located perpendicular to the street shall be measured at a forty-five (45) degree angle. The brightness of an EVMS sign located parallel to the street shall be measured at a ninety (90) degree angle.

See Appendix A Reference G. 2. d., g. & h. Brightness Measurement

- i. **Static Display: Fluctuating or Flashing Illumination** shall be prohibited. No portion of any sign may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or in any manner that creates the illusion of movement. No portion of any sign may change its message or background in a manner or by a method of display characterized by motion or pictorial imagery, or depict action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns or bands of light or expanding or contracting shapes, etc.
- j. **Color Display:** Electronic message boards shall exhibit a static color background consistent with the one minute duration of the changeable copy. .
- k. **Malfunction:** In the event of a malfunction, the EVMS shall freeze in one position or shall be shut down.
- l. **Off-premise use prohibited:** Commercial messages displayed on a changeable copy module shall not direct attention to a business or product conducted, sold or offered off the premise that is not also conducted, sold or offered on the premise on which the sign is located.
- m. **Public service announcements:** EVMS may be used to display public emergency service announcements such as weather alerts, national and local security events, or Amber alerts and the like. In the event of a public emergency only, announcements may scroll continuously, until the message is no longer

necessary.

- n. Previously approved, non-conforming: All previously approved existing electronic message signs that contain an electronic changeable copy module which does not comply with the provisions of this shall be allowed to be operated in conformance with the brightness and duration of copy provisions upon the effective date of the ordinance approving such provisions.
- o. Portable: Temporary or portable EVMS shall be prohibited.

3. Billboards.

- a. It is the intent of this Section to establish reasonable and uniform limitations, safeguards, and controls for the operation and use of billboard signs. Billboard sign requirements are deemed necessary in the public interest to protect the use and value of adjoining properties, as well as the best interests of the community.
- b. For purposes of this division, billboards shall be constructed in accordance with the definitions and subject to the provisions of this Section.
- c. One billboard may be permitted on any lot of at least three hundred (300) feet of frontage on a street designated as a secondary arterial or primary arterial in the "PB" and "GB" Districts, and one additional sign shall be permitted for each three hundred (300) feet of additional frontage, provided that such signs shall be separated a distance of at least five hundred (500) feet from any existing or proposed billboard even if located on the opposite side of a street.
- d. Minimum setback lines shall be provided in accordance with the requirements of the applicable district, or fifty (50) feet, whichever is greater.

See Appendix A Reference G. 3. c., & d. Billboard Signs

- e. No billboard shall be permitted within fourteen hundred (1,400) feet of a residential zone district.
- f. The number of traffic access points shall not exceed one for each such sign frontage.
- g. The face of a billboard shall not be greater than eighteen (18) feet in vertical dimension nor greater than fifty-five (55) feet in horizontal dimension, except as provided in (h.) below, and shall not contain more than two (2) advertising signs per face.
- h. The vertical dimension of the sign face may be increased to twenty two (22) feet provided the required viewing distance in Section (G) (1) (k) below is increased to five hundred (500) feet and the facing contains only one sign, and the sign is perpendicular or within fifteen (15) degrees of being perpendicular to the

frontage street.

- i. The maximum height of the billboard erected on the ground shall not exceed forty (40) feet above the street elevation to which the sign is oriented.
- j. The billboard is considered a principal use, and there shall be no other uses on the same lot that the sign is located.

See Appendix A Reference G. 3. g., h. & i. Billboard Signs

- k. The full face of the sign shall be viewed along the line of travel to which it is exposed for a distance of at least two hundred fifty (250) feet in each direction along the center line of the frontage street measured from a point opposite the center of the sign and perpendicular to the street's center line. However:
 - 1. In the case of a sign parallel (or within twenty (20) degrees of parallel) to a one-way street, the required viewing distance shall be at least four hundred (400) feet;
 - 2. In the case of a sign which is from three (3) to twenty (20) degrees of parallel to a two-way street, the required viewing distance shall be at least four hundred (400) feet;
 - 3. In the case of a sign parallel (or within three (3)degrees of parallel) to a two-way street, the required viewing distance shall be at least two hundred fifty (250) feet in each direction.
 - 4. In the case of a sign so placed that it can be viewed from more than one street, the above viewing distance requirements shall be applicable to only one street.

See Appendix A Reference G.3. k. 1-4 Billboard Signs

- 4. Freestanding business center identification signs: Freestanding signs which identify a business center of two (2) or more businesses. Business centers may utilize a tall monument or pylon sign if the center contains at least five (5) or more businesses. At least 10% of the sign shall be used to identify the business center. The sign may be a combination of business center identification sign and business directory signs. Each business within the center may be identified on the freestanding business center sign.
 - a. Size: Maximum sign square footage shall be applied individually to each street frontage as follows:
 - 1. For frontages of at least fifty (50) lineal feet but less than three hundred (300) lineal feet the freestanding monument sign area shall not exceed one hundred (100) square feet, and the freestanding tall monument or pylon sign area shall not exceed two hundred forty (240) square feet per

frontage.

2. For frontages of three hundred (300) lineal feet or more the freestanding monument sign area shall not exceed two hundred (200) square feet and the freestanding tall monument or pylon sign area shall not exceed two hundred forty square feet per frontage.

See Appendix A Reference G. 4. a. Free Standing Business Center Signs

b. Height:

1. Monument Sign: Height shall be limited to not more than six (6) feet in height which can be placed on a solid base or pylons not more than 18 inches in height.
2. Tall Monument or Pylon Sign: Height shall be limited to not more than twenty (20) feet in height which may be placed on a solid base or pylons not more than 36 inches in height.
3. The free standing sign height shall be measured from the grade of the nearest street to which the sign is oriented.

See Appendix A Reference G. 4. b. Free Standing Business Center Signs

- c. Location: Monument signs shall be not less than five (5) feet inside the property line. Tall monument or pylon signs shall be not less than ten (10) feet inside the property line. No free standing sign shall be located within fifty (50) feet of a residential district.
- d. Other restrictions: No more than one such freestanding sign may be displayed on any single business center frontage. In the event that a parcel on which the business center is located has two or more street frontages, each of which has two hundred (200) feet or more, an additional freestanding sign shall be allowed for one additional frontage, provided there is a distance of at least three hundred (300) lineal frontage feet between signs. In no instance shall a business center be allowed more than two (2) freestanding signs. The maximum sign square footage shall be applied individually to each street frontage.
- e. Landscaping and materials: Freestanding signs shall be maintained in a landscaped area surrounding the base of the sign not less than three (3) feet in minimum width and landscaped with a combination of evergreen and deciduous shrubs, perennials, annuals, and mulch. In the event it is not possible or feasible to provide the minimum landscaped area, as determined by staff, then a pylon sign may be used without a structural base. When a structural base is provided it shall be limited to wood, masonry, stucco over wood or steel frame, and pre-cast concrete. The design, color, and materials shall be similar to the structure or structures being identified.

See Appendix A Reference G. 4. c., d., & e. Free Standing Business Center Signs

5. Freestanding individual business signs.

Freestanding signs which identify a building, business, profession or industry located individually on a lot.

- a. Size: Maximum sign square footage shall be applied individually to each street frontage as follows:
 1. For frontages of at least fifty (50) lineal feet but less than five hundred (500) lineal feet the freestanding sign area shall not exceed sixty (60) square feet.
 2. For frontages over five hundred (500) lineal feet the freestanding sign area shall not exceed one hundred (100) square feet.

See Appendix A Reference G. 5. a. Free Standing Individual Business Sign

- b. Height: Height shall be limited to not more than six (6) feet which can be placed on a solid base or pylons not more than eighteen (18) inches in height. The free standing sign height shall be measured from the grade of the nearest street to which the sign is oriented.
- c. Location: Not less than five (5) feet inside the property line. No free standing sign shall be located within fifty (50) feet of a residential district.
- d. Other restrictions: No more than one such freestanding sign may be displayed on any single frontage. In the event that a parcel on which the business is located has two or more street frontages, each of which has 200 feet or more, an additional freestanding sign shall be allowed for one additional frontage, provided there is a distance of at least 300 lineal frontage feet between signs. The maximum square footage shall be applied individually to each street frontage. In no instance shall a business be allowed more than two (2) freestanding signs.
- e. Landscaping and materials: Freestanding signs shall be maintained in a landscaped area surrounding the base of the sign not less than three (3) feet in minimum width and landscaped with a combination of evergreen and deciduous shrubs, perennials, annuals, and mulch. In the event it is not possible or feasible to provide the minimum landscaped area, as determined by staff, then pylons may be used without a structural base. When a structural base is provided it shall be limited to wood, masonry, stucco over wood or steel frame, and pre-cast concrete. The design, color, and materials shall be similar to the structure or structures being identified.

See Appendix A Reference G. 5. b., c., d., & e. Free Standing Individual Business Signs

6. Wall signs: Permanent signs erected parallel to the face of a building which identify a building and/or which identify one or more businesses, professions, or industries conducted on the premises.
 - a. Size: The maximum sign surface area of all wall signs located on a particular tenant space or building shall not exceed two (2) square feet of sign area for each lineal foot of tenant occupancy width or building frontage width. The linear measurement of a wall sign shall not exceed eighty (80) percent of the linear width of the elevation of the structure or tenant space on which the sign is located. In no instance shall more than four hundred (400) square feet of wall sign be allowed per individual business.
 - b. Height: Shall not exceed above the roof ridge line of the same building upon which the sign is placed or displayed.
 - c. Location: In no event shall such signs face onto a residential area.
 - d. Other restrictions:
 1. The area of any wall sign may be increased by twenty-five (25%) percent when the building is setback at least two hundred (200) feet from the public right-of-way on which it fronts and may be further increased an additional twenty five (25%) percent for each additional two-hundred (200) feet of setback, or fraction thereof, up to a maximum size of increase of one hundred (100%) percent.
 2. The area of a wall sign may be increased by 10% for each additional building floor. The sign must be placed at the height for which the bonus has been granted.

See Appendix A Reference G. 6. a., b., c., & d. 1. & 2. Wall Sign area measurements

7. Temporary signs. The Zoning Administrator may issue a temporary permit, not to exceed 30 days for provisions of temporary signs that include:

Temporary business signs: Professional commercial wall signs, vinyl sleeves or banners which may be placed over existing freestanding signs as an interim sign while a permanent sign is being fabricated.

Temporary promotional signs: Professional commercial banners, free standing signs, flags and pennants generally made of flexible material, and displayed for business promotion purposes, shall be allowed on a temporary basis. . Only one such sign may be displayed per establishment at any one time. Off-premise signage is not permitted.

Temporary portable signs on wheels or trailers are prohibited.

- a. Size: Banners are not to exceed thirty-two (32) square feet. Temporary free standing signs shall not exceed thirty-two (32) square feet.
 - b. Height: Not to extend above the roof of the building. Temporary free standing signs shall not exceed six (6) feet in height except that flags and blade signs may be eight (8) feet in height.
 - c. Location: On building, banners shall be secured on all four corners. Pennants shall be secured at both ends and in frequent intervals. Temporary free standing signs shall be not less than five (5) feet inside the property line and shall be secured to the ground and provided with sufficient weight to ensure wind stability in inclement weather conditions. Temporary signs are subject to permit revocation if the Zoning Administrator determines that a sign is unsafe. Temporary signs shall not be attached to trees, shrubbery, utility poles, or traffic control signs or devices. They shall not obstruct or obscure primary signs on adjacent premises. Temporary signs shall not be located in the right-of-way. Off-premise signage is not permitted.
 - d. The City of Greenfield may allow banners or similar signs to be suspended across right of ways, providing the necessary permits are received from the Indiana Department of Transportation and the Greenfield Power and Light Department.
 - e. Other restrictions: Shall be non-illuminated signs. Not more than 4 permits for signs pursuant to this division shall be issued to any one business entity in any one calendar year. Maximum thirty (30) days at a time. Temporary signs shall be kept neat, clean and in good repair. Signs which are faded, torn, damaged, in a state of disrepair, or otherwise unsightly, shall be immediately repaired or removed.
8. Business directory signs: A sign, or set of similarly designed individual signs, placed or displayed in sequence, to list all or part of the businesses within a building or business complex. Business directory signs may be a part of a freestanding sign or may be placed separately on a building, and may be used in combination with business center identification signs, but shall be counted as part of the allowable sign area.
- a. Size: When placed on a building, signs shall not exceed six (6) square feet in sign area for any one business so identified. This Section refers only to those signs that are to be placed upon an exterior wall or facade of the building. The total area of business directory signs shall be limited to 10% of the facade of the building and shall not exceed forty (40) square feet in area.
 - b. Height: When mounted on a building, shall not extend above the roof ridge line of the building on which the sign display is placed. Free standing signs shall be a maximum of six (6) feet in height, unless the sign is a business center sign as

allowed in Section G (2).

- c. Location: Not less than five feet (5) foot inside the property line.
- d. Other restrictions: For conditions regarding free-standing signs see Section (G) (5).

See Appendix A Reference G. 8. a., b., c., & d. Business Directory Signs

- 9. Incidental directional signs: Informative signs placed or displayed on real property, such as in parking lots, to supply information to people using such lots, including such information in respect to liability, entry, exit, and directional information, as necessary to facilitate the safe movement of vehicles served by the parking area. Such signs are not intended to be advertising signs, and shall not contain advertising or business identification information.
 - a. Size: Shall not exceed four (4) square feet in area.
 - b. Height: Shall not exceed three (3) feet.
 - c. Location: Not less than five (5) feet inside the property line.
- 10. Pre-order menu boards for vehicular drive through facilities are an exception to incidental directional signs which shall be regulated by the following:
 - a. Size: Shall not exceed forty-eight (48) square feet in sign area.
 - b. Height: Shall not exceed eight (8) feet if freestanding.
 - c. Location: Adjacent to the drive through facility and not less than five (5) feet inside the property line. Menu boards shall be oriented towards the drive through lane and shall not be oriented toward a street frontage. Menu boards shall be located in side or rear yard unless site constraints do not allow this configuration.
- 11. Projecting signs: A sign characterized by its attachment at an angle which is typically ninety (90) degrees to the primary face of the building as opposed to being mounted flat on the surface of a building.
 - a. Size: The area of such signs shall be in accordance with Section (G) (6). Such signs shall be counted as part of the total wall sign allowance on a particular site but in no instance shall the total sign area exceed sixty (60) square feet.
 - b. Height: Shall not exceed the height of the roof overhang.
 - c. Location: On building.
 - d. Other Restrictions: Notwithstanding any other provisions of this Section, a

permit for a projecting sign shall not be issued unless such sign has been approved by the Zoning Administrator and is in conformance with the Building Code.

- e. Minimum clearance: Eight (8) feet minimum clearance from ground surface to bottom of projecting sign.

See Appendix A Reference G. 11. a. b. & e. Projecting Signs

12. Canopy signs: Signs suspended no lower than eight (8) feet above a walkway, under a canopy of a building, which identifies a business, profession, or industry conducted on the premises. The area shall be computed as part of the total allowable sign area.

- a. Size: Shall not exceed four (4) square feet in sign area per face.
- b. Height: Such sign shall extend no lower than eight (8) feet above the area over which it is suspended.
- c. Location: Under canopy that is located on a building.
- d. Other restrictions: Such signs shall identify only a building, business, profession, or industry. Only one such sign shall be displayed per entrance.

See Appendix A Reference G. 12. a. & b. Canopy Signs

13. Awning Signs

- a. Size: Shall be calculated as part of the allowable wall sign square footage, but in no instance shall exceed 50% of the awning face square footage. Sign messages should be limited to the front face or the front drop flap of the awning.
- b. Location: On-building.
- c. Other restrictions: Such signs shall identify only a building, business, profession, or industry. Only one such sign shall be displayed per awning.

14. Gasoline service station signs: Any freestanding business identification sign allowed per Section G (5) may contain gasoline pricing information. Wall signs are as permitted in Section G (6). In addition, the following shall also apply for gasoline service areas and shall be included in the total area of signs permitted.

- a. Gasoline Island Canopy signs
 - 1. A gasoline station business identification sign, no more than three and one half (3.5) feet in height, may be located on three (3) sides of a gasoline island canopy provided that the sign area does not exceed fifteen (15) feet in

width.

2. Gasoline price signs, no more than three and one half (3.5) feet in height, may be located side by side on two (2) sides of a gasoline island canopy provided that the combined sign area of the price signs does not exceed fifteen (15) feet in width.
3. In no instance shall a canopy sign extend beyond the dimensions of the canopy.
4. Temporary banners or secondary signs depicting any message other than the gas station business identification, or gasoline price shall not be displayed on a gasoline island canopy.

b. Gasoline Pump Dispensers and Canopies

Business identification signs may be located on either a gasoline pump dispenser or a gasoline pump dispenser canopy, (but not both), provided that such signs do not exceed fifty (50) percent of the dispenser or canopy upon which the sign is located.

c. Miscellaneous freestanding signs shall be prohibited.

See Appendix A Reference G. 14. a. & b. Gasoline Service Station & Canopy Signs

15. Interstate Corridor Signs: Tall monument or pylon signs, visible from the interstate, shall be permitted as a Conditional Use along the I-70 Interstate Corridor upon approval by the Board of Zoning Appeals in accordance with Section 155.060.

H. Signs allowed by permit and certificate of appropriateness in the Historic District.

All provisions regarding signage within this Chapter are incorporated by reference herein and in addition thereto, for any sign requested within the Historic District (HD), these additional requirements shall apply. Generally, signs may be permitted by the Historic Board in those parts of the Historic District which are classified as business or industrial, except for home occupation uses or certain special exceptions. To the extent that any of the additional requirements set forth below are in conflict with any other provision of this Chapter, the additional requirements below shall control.

1. Certificate of Appropriateness. As in the case of structural alteration, new construction, and demolition, all new signage or alterations to signage shall be required to receive a Certificate of Appropriateness from the Historic Board of Review. The resulting high quality in both sign design and construction will strengthen the integrity of the historic district. To afford control, the Historic Board of Review will review and approve all proposed signs and changes to signs as to their appropriateness within the historic district, prior to receiving a permit.

2. Design Guidelines. Please review the “Design Guide for the Historic District of Greenfield Indiana”. Each sign application shall be reviewed as a unique case by the Historic Board of Review, subject to the following criteria which shall include but not be limited to the following.

- (a) Materials: Materials such as wood, wrought iron, steel, metal, grill-work, and so forth, or replicas thereof, are encouraged. Various new synthetic products are acceptable, but should mimic the desired look of handcrafted traditional signs. Materials such as extruded aluminum and plastics, while not prohibited, may not be appropriate. Simplicity and restraint in material selection, its method of application, or its detail construction, should be consistent with the other criteria. Materials shall be complimentary to the particular historic character of the building.
- (b) Method of attachment: The signs attachment should respect the architectural integrity of the structure and relate to or become an extension of the architecture. For example, a sign utilizing an archway should reflect the archway in its configuration.
- (c) Illumination: Signs may appear without illumination or may be illuminated. Lighting source, design, and placement must be as unobtrusive as possible, and the proposed method of lighting is also subject to review by the Historic Board. Generally, signs which flash, blink, revolve, or are otherwise in motion, vary in intensity, or appear to be in motion, will not be permitted within the Historic District. Electronic variable message signs shall not be allowed. Certain types of illumination, or methods, or movements may be accepted by the Historic Board if they are deemed appropriate in a particular circumstance. For example, the traditional rotating barber pole would be acceptable.

3. On-building signs

- a. On-building signs definition. On-building signs in the Historic District shall include:
 - 1. Wall signs: These signs always exist parallel to the building facade. They shall not be painted directly on the building surface, but shall be painted on a separate background material and applied to the facade as a unit. Murals that have received a Certificate of Appropriateness from the Historic Board of Review may be painted directly onto a building surface.
 - 2. Projecting signs: Projecting signs, except those on a corner, are those which exist 90 degrees to the building surface. In many instances, the sign shape could be the most effective way to express a particular service or activity. For example, the familiar shoe shape may be used to denote a shoe repair business. These signs need not be thought of as strictly flat, but may have dimension. A creative approach to the hanging hardware for

such signs is also encouraged, but it must be designed for maximum strength. Signs must connect to sturdy wall bracket units with an adequate gauge of steel or iron strap or chain.

3. Awning signs. Awnings can act as an effective and decorative way to display a sign. Sign messages should be limited to the front face or the front drop flat of the awning, and might be achieved as sewn appliqué or inset, or by painting or silk-screening. In no instance shall the sign square footage exceed 50% of the square footage of the awning face. Awning fabrics must be carefully chosen to coordinate well with the character of the building, and with adjoining buildings and awnings. The bottom of any awning shall be at least seven (7) feet above the sidewalk.

b. On-building signs development standard exceptions

1. Size: The total maximum sign surface area of all wall signs located on a particular tenant space or building shall not exceed two square feet of sign area for each lineal foot of tenant occupancy width or building frontage width. In no instance shall more than one hundred (100) square feet of wall sign be allowed per establishment.

Projecting signs shall be no larger than nine (9) square feet and shall not protrude more than fifty-four (54) inches from the building. Dimensional wall signs shall not protrude more than twelve (12) inches from the building.

2. Location: Signs may face onto a residential area. No signs should occur above the second-story window; however, an exception may be made by allowing window signs for those professionals occupying the third story of a building. Projecting signs may not extend below a point eight (8) feet from the sidewalk or grade surface.

c. Additional on-building signs include name plate and business directory signs

1. Size: When placed on a building individual name plate signs not exceeding one (1) square foot in sign area for any one business so identified shall not require a permit. When combined with other business nameplates to form a directory sign, the total area of combined business directory sign shall be limited to ten (10) square feet in area, shall not require a permit, and shall not count towards the allowed square footage. Name plates and business directory signs larger than those outlined herein shall require a

permit and shall count towards the allowed square footage of each establishment.

2. Location: Nameplate and business directory signs shall be located in close proximity to the entry door or the location shall be approved by the Historic Board of Review.

See Appendix A Reference H. 3. b. & c. Historic District Signs

4. Free standing signs

In the instances where free standing signs can be located in a front yard in the Historic District these signs shall meet the requirements of Section G.5 except that they may be located not less than 1 foot inside the property line.

Sidewalk signs: These signs are moveable signs which are intended to convey information to pedestrian traffic, such as an A-frame sign or sandwich board containing menus or specials.

- a. Size: Signs shall be no more than two and one quarter (2.25) feet in width, and two and one half (2.5) feet in depth (depth is measured perpendicular to the face of the sign and parallel with the curb).
- b. Height: Shall be a minimum height of two (2) feet and a maximum height of four and one half (4.5) feet.
- c. Location: The use of portable free standing signs shall be restricted to one per front door to be used during business hours. A minimum separation between signs on the same street shall be ten (10) feet. Signs shall be located in front of the establishment and within four (4) feet of the curb. Placement of the signs shall not restrict pedestrian traffic. Signs shall not be located in a handicap ramp. A five (5) foot clear lineal pedestrian path shall be maintained on the sidewalk measured from the building façade toward the curb. A request for any path less than five (5) feet must be brought to the Zoning Administrator for review. In no event shall the clear lineal pedestrian path be less than the forty-one (41) inch clear zone adopted by the American Disabilities Act.
- d. Other restrictions: One sidewalk sign shall be allowed per establishment. Sidewalk signs shall be inspected for sufficient weight to ensure wind stability in inclement weather conditions and are subject to permit revocation if the Zoning Administrator determines that a sign is unsafe. Sidewalk signs shall be removed after business hours.
- e. Annual permit required: Sidewalk signs shall be renewed annually and must be accompanied by a scaled drawing of the sign and the sidewalk, indicating any entrances into the building, the location of the sign and the width of the sidewalk from the building to the curb. In addition the application must be accompanied by a notarized consent from the building owner and proof of insurance for

general liability that states the City of Greenfield, Indiana is an additional co-insured.

See Appendix A Reference H. 4. a., b. & c. Historic District Sidewalk Signs

5. Sign types prohibited in the Historic District (refer to Section J for signs prohibited in all districts)

- a. Free standing signs which intrude on public property except sidewalk signs during business hours and community way finding signs.
- b. electronic variable message signs.

I. Signs allowed by permit in the Traditional Neighborhood (TN) District

All provisions regarding signage within this Chapter are incorporated by reference herein and in addition thereto, for any sign requested within the Traditional Neighborhood District, these additional requirements shall apply. To the extent that any of the additional requirements set forth below are in conflict with any other provision of this Chapter, the additional requirements below shall control.

1. General development standard exceptions
 - a. Not more than three signs per establishment, excluding directional signs, provided that the combined total sign area for all allowable signs shall not exceed two square feet for each lineal foot of street frontage. In no case shall the allowable combined total sign area exceed one hundred (100) square feet.
 - b. Sign colors and shapes shall be subdued and compatible with the structure and the residential nature of the area. Applicant shall supply sign colors and materials at the time of applying for a permit or, if required, TN District development plan approval.
 - c. Illumination: Unless otherwise expressly prohibited by this ordinance or other ordinances of the City, any sign may be illuminated provided that any light directed toward the sign is shielded so as to illuminate only the face of the sign. Lighting source, design, and placement must be as unobtrusive as possible. Generally, signs which flash, blink, revolve, or are otherwise in motion, vary in intensity, or appear to be in motion, will not be permitted within the Traditional Neighborhood district.
2. Sign types allowed within the TN District
 - a. Monument signs
 1. Size: Shall not exceed thirty two (32) sq. ft. in sign area.

2. Other restrictions: Only one (1) monument sign shall be displayed per building.

b. Wall signs

1. Size: Shall not exceed thirty two (32) square feet in sign area.
2. Height: Shall not extend above the building eaves.
3. Other requirements: Only one wall sign shall be displayed per side of a building. No more than three (3) such signs are permitted per building.

c. Window signs: Window signs shall be limited to signs that state the hours of operation or whether the business is open or closed. Otherwise, shall be permanent signs and shall be considered to be part of the total allowable sign area.

d. Nameplate and business directory signs

1. Size: When placed on a building, individual name plate signs not exceeding one (1) square feet in sign area for any one business so identified shall not require a permit. When combined with other business nameplates to form a directory sign, the total area of combined business directory sign shall be limited to ten (10) square feet in area, shall not require a permit, and shall not count towards the allowed square footage. Name plates and business directory signs larger than those outlined herein shall require a permit and shall count towards the allowed square footage of each establishment.
2. Location: Wall sign nameplate and business directory signs shall be located in close proximity to the entry.

See Reference I. 2. a., b., c. & d. Traditional Neighborhood District Signs

3. Sign types prohibited in the TN District (refer to Section J for signs prohibited in all districts).

a. Electronic variable message signs

b. Billboards

J. Signs prohibited in all zones

1. Freestanding individual business signs or sign structures with a height, measured from the allowed base or grade, of more than six (6) feet.
2. Bench signs: Signs, except for sponsorship emblems located on benches or on other similar structures.
3. Signs located on trees, utility poles, or any other form of public property or within any public right-of-way unless explicitly permitted by these regulations.
4. Flashing Signs: Signs containing lights which fluctuate, flash, blink, or which give the appearance of movement, except as allowed by Section (G).
5. Moving or rotating signs: Signs or sign structures designed to move or rotate in whole or in part are prohibited, except for barber poles as allowed in Section 155.065 (D) (1).
6. Inflatable signs
7. Roof signs: Signs which project above the roof ridge line of the building are prohibited.
8. Signs interfering with traffic safety: Signs or sign structures adversely affecting vehicular traffic and pedestrian safety are prohibited.
9. Vehicle signs: Signs placed or displayed on vehicles or trailers parked primarily for the purpose of displaying the sign.
10. Unused signs: Signs and sign structures, that comply with the provisions of this code that convey no message whatsoever, or that have not been used for their immediately preceding purpose for a period exceeding ninety (90) days. Legally conforming, unused signs shall have the sign face replaced with an opaque mono-color panel within 90 days of becoming unused, or shall be deemed abandoned and removed. Owners of wall signs that are removed shall return the wall upon which the signs were affixed to its approximate original condition.
11. Damaged signs or sign structures that have not been returned to original condition within 90 days.
12. Signs that bear or contain words or pictures of an obscene or immoral character, or is offensive to public morals and decency.
13. Off premise signs except as otherwise specifically provided for in this ordinance.

K. Legally Established Non Conforming Signs:

1. Authority to continue: Any lawful sign located within the city at effective date of this ordinance which does not conform to the provisions of this Section, may continue provided:
 - a. Conditions of Lawful Status: Legal nonconforming status shall be conferred only on signs authorized by a sign permit or variance of a preceding Ordinance, title, code, or law: or if no sign permit was required under the applicable preceding Ordinance, code or law. And;
 - b. Nothing in this Section shall relieve the owner or beneficial user of a legal nonconforming sign, sign structure or the owner of the property on which the legal nonconforming sign is located, from the provisions of the Section regarding safety, maintenance, and repair. Normal maintenance, including repainting, cleaning, or routine repair of a legal nonconforming sign or sign structure shall not be deemed to be a condition which triggers a loss of legal status, unless such maintenance increases, in fact, the nonconforming aspects of the sign.
2. Repairs pursuant to Public Order. Nothing in this Section shall be deemed to prevent the strengthening or restoration to a safe condition of a legal nonconforming sign, or sign structure as ordered by any public official charged with protecting public safety, and who declares such sign to be unsafe, and orders its restoration to a safe condition, provided such restoration is not otherwise in violation of the various provisions of this Section prohibiting the repair or restoration of partially damaged or destroyed signs.
3. Loss of Lawful Status
 - a. Legal nonconforming status of signs and/or sign structures may terminate under the following conditions:
 1. if the use of a sign is discontinued for a period of ninety (90) days or the business which the sign identifies closes it shall be deemed abandoned and shall not thereafter be reestablished, unless an extension is granted by the Zoning Administrator; or,
 2. if a sign is structurally altered such that it's nonconforming aspects increase; or,
 3. if a sign is relocated, replaced, or moved in any way; or the sign is damaged and the cost of repair is fifty percent (50%) of its replacement value. For the purposes of this Section, the changing of copy shall not be considered the replacement of an existing legal nonconforming sign.
 - b. Upon the occurrence of any of the aforementioned events, the property owner

shall immediately bring the sign into compliance with this Section in conjunction with a new sign permit or the sign shall be removed.

L. Permit Procedures

All signs identified by this chapter as requiring the issuance of a permit, shall be governed by the criteria for permit applications established by the Plan Commission.

1. Criteria for all signs requiring a permit. A permit application for a sign otherwise in compliance with this Section shall be approved if said sign complies with the following criteria:
 - a. The sign should serve primarily to identify the business, the establishment, or the type of activity conducted on the same premises, of the project, service or interest being offered for sale, lease or rent thereon, except as otherwise specifically provided above.
 - b. Illumination of signs, where not specifically prohibited by this chapter should be at a level consistent with adequate identification and readability.
 - c. Signs proposed to be located in the Historic District require a certificate of appropriateness.
 - d. Signs requiring approval of the Board of Zoning Appeals for conditional use in Section 155.060 or temporary use in Section 155.062 shall first receive the Board's approval.
 - e. Appropriate fees have been paid.
2. Permit application procedure
 - a. Applicants are required to apply for permits prior to undertaking any construction.
 - b. Only one sign permit shall be required for each sign plan. Applicants shall provide a sign plan as opposed to obtaining single permits for commercial centers, groups of businesses, professional offices, or industrial complexes.
 - c. Application shall be made on an application form provided by the Zoning Administrator. Applicant shall provide clear and legible drawings with descriptions and location of the sign and all other signs whose construction requires permits or counts towards the allowable sign area of signs on the premises. Drawings shall show dimensions of all signs, wall elevations, and street frontages, supports, sizes, wiring components, materials, method of attachment, and character of structural members to which attachment is made.
3. Sign permit approval and fees. Before a sign permit application is approved, the

applicant shall submit information to the Zoning Administrator, as specified in the permit procedures required under Section (I) (1) and (2) and post required fees as determined by the Board of Public Works and Safety.

4. All permits are good in perpetuity unless the sign is abandoned or left unused for more than ninety (90) days or the sign is legal non-conforming and it loses its lawful status. For those signs which are expressly specified as temporary signs pursuant to this Section are temporary permits.
5. A sign permit shall become null and void if the sign or sign program for which the permit was issued has not been installed within 12 months of issuance of said permit.
6. For any sign permit issued, the sign and sign structure must conform to the requirements of this code, unless the sign and/or sign structure is legally established non-conforming as defined in Section 155.065(K).

M. Revocation of Permit

After notice and public hearing, any sign permit granted in accordance with the provisions of this Section may be revoked upon a finding by the Board of Zoning Appeals, that the sign, or sign program, for which the permit was granted advertises the availability or sale of goods, property, or services no longer available, or is constructed, installed, or maintained in a manner that is not in accordance with the approved application.

O. Determination by Zoning Administrator

The Zoning Administrator may determine that a substantial change has been made to an existing sign or sign structure, except as otherwise provided for "Changeable Copy Signs," herein. Such substantial change shall be considered a violation of this Section, if a new permit is not obtained.

(Am. Ord. 2001-5, passed 3-22-01; Am. Ord. 2002-32, passed 1-23-03; Am. Ord. 2003-12, passed 9-11-03; Am. Ord. 2008-21, passed 7-9-08)