

5.66 SI-01: General Sign Standards

This Sign Standards (SI) section applies to the following zoning districts:

PR AG RE R1 R2 R3 TR M1 M2 M3 MP IS NC UC C1 C2 HC EC I1 I2 MS HI

The following standards apply:

A. Cross Reference:

1. *Home Businesses:* Signs associated with a home business shall be exempt from the Sign Standards section, but shall comply with the *Home Businesses Standards (HB)*.
2. *Lighting Standards:* When illumination of signs is permitted by this Sign Standards section, all illumination and lighting associated with signs shall meet the glare, light trespass, and any other applicable *Lighting Standards (LT)*.
3. *Special Event Signs:* Signs associated with special events as permitted in *Section 5.88: Nonresidential Temporary Use and Structure Standards* shall be exempt from the Sign Standards section, but shall comply with that section's limitations.

B. Freedom of Speech: Any permanent sign or standard temporary sign permitted by the Sign Standards may be used for freedom of speech (i.e. the expression of opinions not including commercial messages) for any length of time.

C. Permits:

1. *Improvement Location Permit:* An Improvement Location Permit shall be required for all signs located, erected, constructed, reconstructed, enlarged, moved, or altered, except as follows:
 - a. Signs undergoing periodic or routine maintenance, including painting, repainting, cleaning and changing burnt-out light elements. Maintenance does not include changing the intensity or brightness of internal or external lighting.
 - b. Changing of the sign's message (i.e. content) assuming the sign area, projection, dimension, materials (e.g. changing a wood sign to a LED sign), and other "time, place, and manner" standards are not changed.
 - c. Standard Temporary Signs as may be permitted in each zoning district, but shall still comply with all applicable standards.
 - d. Permitted and legally complying temporary signs that are replaced due to storms, mowing, or site maintenance; and when intentionally removed and replaced at a later time (e.g. at the end of business hours and replaced at the beginning of business hours).
 - e. Permanent and legally complying signs damaged by accident or mother nature, when replaced with an effectively identical sign.
2. *State Permit:* All signs proposed to be located along a State-owned interstate or highway shall obtain the proper State sign permit or written authorization from the Indiana Department of Transportation prior to seeking an Improvement Location Permit from the Town of Brownsburg.

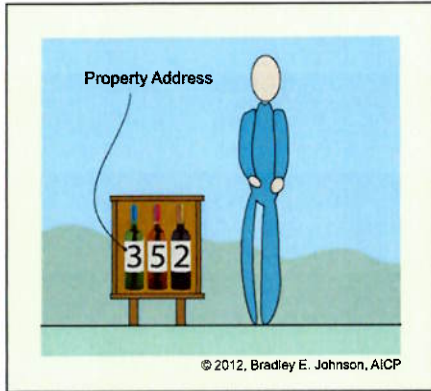
D. Interim Sign:

1. *Qualification:* Any new businesses may install an interim sign if their permanent sign is not able to be installed on or before the official occupancy date; or any business that has lost a pre-existing, legally established permanent sign due to fire, automobile accident, or act of mother nature may install an interim sign while a permanent sign is being fabricated to replace the lost sign. Under all circumstances, the following conditions shall be met:
 - a. *Proposal for Interim Sign:* The property owner shall make a request for an interim sign, including the material, location, anchoring method, proposed installation date, and other information that may be requested by the Zoning Administrator.

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- b. **Approval of Permanent Signs:** A sign permit for one (1) or more permanent signs shall be fully approved prior to any interim signs being installed. If the permanent sign was pre-existing, evidence that the sign was legally established shall be confirmed before installing the interim sign.
 - c. **Proof of Purchase:** Proof shall be provided to the Zoning Administrator that the approved permanent sign has been officially commissioned or purchased from a sign manufacturer.
 - d. **Size and Height:** An interim sign shall not be larger in sign area or mounted higher than the corresponding approved permanent sign.
 - e. **Location:** The interim sign shall generally be in the same location as the approved permanent sign.
 - f. **Quantity:** No more than one (1) interim sign per approved (or lost) permanent sign shall be installed, with a maximum of two (2) interim signs in total.
 - g. **Time Limitation:** An interim sign may be in place for up to ninety (90) days. If evidence that unforeseen circumstances has prevented the permanent sign from being installed, the Zoning Administrator can grant a one-time thirty (30) day extension.
 - h. **Building Inspector:** An inspection of the interim sign is not required. However, if the building inspector becomes aware of any safety concerns, those concerns shall be addressed to his/her satisfaction within a time-frame consistent with the safety concern.
 - i. **Maintenance:** The interim sign shall be kept in good repair.
 - j. **Removal:** The interim sign shall be removed upon delivery and installation of the permanent sign(s).
- E. **Exempt:** The following devices, as described, are not considered commercial messages and shall be exempt from the Sign Standards. However, the below described exemptions shall still meet all Vision Clearance Standards (VC) and other non-sign standards. Items that do not meet the description and that are used as part of, or fully as, a commercial message shall be regulated as a sign.
1. **Flags:** A flag or insignia of any nation, state, municipality, or other political unit is exempt. However, when a flag or insignia of any nation, state, municipality, or other political unit is used as an integral component of a commercial message, it shall comply with the sign standards for the applicable zoning district. For example, an American Flag integrated into a corporation's brand or logo.
 2. **Political Signs:** Political campaign signs shall be exempt.
 3. **Public Safety Message:** Posting of a public safety or privacy message by a private property owner shall be exempt, provided that no individual posting exceeds the maximum area permitted for a standard temporary sign in the applicable zoning district. Examples include "Beware of Dog," "Private Property," "No Trespassing," "Weight Limit," "Video Surveillance," and "No Turnaround."
 4. **Operational Limitations or Information:** Posting of operational limitations and information shall be exempt, provided the letters are not greater than twelve (12) inches in height. Examples include hours of operation, admittance requirements, "Employees Only," "Men," "Women," "Visitor Parking," and "No deliveries."
 5. **Indoor Commercial Messages:** Commercial messages displayed inside a building that cannot be viewed legibly by pedestrians or drivers outside the building shall be exempt. Examples include a commercial message on a scoreboard inside a gymnasium, a wall clock inside a restaurant with a branded logo, or product signs hanging or mounted on the wall of a retail store.
 6. **Miniscule Commercial Messages:** Miniscule commercial messages displayed on or near a primary entrance shall be exempt, provided that the area of each miniscule commercial message does not exceed thirty (30) square inches and the cumulative area of all miniscule commercial messages does not exceed two (2) square feet per primary entrance. Examples include "Visa," "Master Card," "Diner's Club," "ATM Inside," and corporate logos of products sold inside.
 7. **Price Tags:** A price tag in conjunction with outdoor merchandise shall not be considered a sign if less than eighty (80) square inches.

8. *Addresses*: Posting of a street address on a mailbox, building, or other prominent location to provide adequate property identification shall be exempt. However, when a street address is more than four times (4X) the minimum required address size required by the 2006 International Fire Code, or integrates graphics that convey a commercial message, then it shall be regulated as a sign. For example, an address posted on a sign illustrated with bottles of wine for a wine shop would not be exempt.



9. *Residential Nameplate*: Posting of the occupant's name in a single-family residential districts when the text is not greater than nine (9) inches in height is exempt (e.g. "Smith Family" or "Jones Place").
10. *Property Name*: A name given to a property and posted by the owners, and that does not exceed five (5) square feet in sign area is exempt. For example "Dream Cottage" or "Wild Wind Farm." However, if the sign is related to the property's use for a commercial purpose (e.g. a home business, bed and breakfast, vacation rental, or has agricultural tourism) the property name sign shall not be exempt.
11. *Required Postings*: Messages required by a State agency, State law, federal agency, or federal law shall be exempt, provided the area of the message and height of posting are consistent with the minimum requirement by the agency or law.
12. *Religious Symbols*: Religious symbols (e.g. Cross, Star of David, or Star and Crescent) incorporated into the architecture or site at places of worship occupied by the religious organizations shall be exempt. Logos, brands, or slogans used by religious organizations shall not be considered religious symbols.
13. *Murals*: A mural shall be exempt, provided it conveys no commercial message. Murals with a commercial message shall be regulated as a wall sign.
14. *Commercial Messages on a Permanent Display Board*: A commercial message attached to and contained within the sign area of a legally established permanent display board sign shall be exempt.
15. *Outdoor Sports Fields*: Any advertising or sponsor signs mounted on an outdoor scoreboard, dugout, press box, fence, bleachers, concession stand, restroom, or similar structures used in conjunction with a legally-established sport field shall be exempt if designed to be predominantly seen by the players and audience. However, if the advertising is visible from a public street and contains a commercial message intended for the non-attending public, it shall comply with the sign standards for the applicable zoning district.
16. *Directional Devices*: Directional devices used to mark the entrance or exit of an establishment for vehicle safety and information purposes that does not exceed the following limitations shall be exempt:
- Applicable Zoning Districts: The commercial, M2, M3, institutional, parks and recreation, or industrial zoning districts may utilize directional devices.
 - Device Area: Directional devices shall not exceed four (4) square feet in area per face.
 - Device Height: Directional devices shall not exceed three (3) feet in height.
 - Quantity: Two (2) directional devices may be installed per street frontage in which the property has legally established curb cuts; with an absolute maximum of four (4).
 - Location: Directional devices shall be subject to *Section 5.66(G): Prohibited Locations*.
 - Message: Directional devices shall either contain the words "In," "Enter," "Entrance," "Out," "Exit," "Do Not Enter," or similar; and/or have directional arrows indicating desired traffic movement. Further, directional devices may include corporate colors or a corporate logo as long as the corporate logo does not exceed fifty percent (50%) of the device area.

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17. *Wayfinding System Signs*: Wayfinding systems may be permitted for large developments that encompass multiple lots or multiple buildings, provided the following conditions are met.
 - a. Wayfinding systems shall be used to direct vehicular and pedestrian traffic to specific neighborhood, amenity, or other major destinations.
 - b. Wayfinding systems shall be required to have signs of consistent size, scale, and appearance.
 - c. Wayfinding signs shall not exceed six (6) feet in height and two (2) square feet in sign area.
 - d. Proposals for wayfinding systems shall be reviewed and approved at the discretion of the Zoning Administrator. The Zoning Administrator may take into account the need for the wayfinding system, the size and complexity of the development, quantity and location of signs, number of entrances and exits, and the appearance of signs.
- F. **Prohibited Signs**: The following type of signs shall be prohibited.
 1. *Animated*: Signs that gain attention through animation shall not be permitted, including any of the following.
 - a. Signs that utilize any motion picture or animation from an LED display, LED projector, film projector, video projector, or the like.
 - b. Signs that emit audible sound, odor, or visible matter.
 - c. Signs that have blinking, flashing, scrolling, or fluttering lights; or changing light intensity, brightness, or color; or that give such illusion.
 - d. Signs that “shoot” laser light, “cast” intense or visible light beams, or cast laser or projector-created light images onto the ground, sidewalk, wall or other visible surface.
 2. *Vehicle Signs*: Vehicles with signs greater than eight (8) square feet in cumulative area shall not be permitted to be parked for the primary purpose of displaying the sign. Prohibited vehicle signs shall not be construed to include vehicles with signs on them that:
 - a. Are lawfully parked overnight or during non-business hours in a discreet location.
 - b. Are making deliveries, sales calls, transporting persons or property, or conducting customary practices relating to operating the business.
 - c. Are used in conjunction with customary construction operations on a construction site.
 3. *Lights*: Strobe lights, search lights, beacons, or any light that rapidly flashes, projects light in visible beams skyward, or projects light horizontally shall not be permitted regardless if the light is part of or independent of a sign.
 4. *Signs with Moving or Movable Parts*: Signs or devices with visibly moving parts, including humans holding or acting as signs, shall not be permitted; except as may be permitted as a Special Temporary Sign.
 5. *Obscene Content*: Signs that contain obscene content, indecent content, “fighting words,” or profane words not allowable on broadcast television or radio during daytime hours according to the rules of the FCC; or content that would result in an NC-17 rating by the Motion Picture Association of America, shall not be permitted.
 6. *Driver Hazard*: Signs that emulate emergency service vehicles or common traffic signs or signals shall not be permitted. For example, a sign that uses “Stop,” “Slow,” “Caution,” “Danger,” “Warning,” or similar words mounted on a sign using similar shape, scale, color, and location resulting in driver confusion or otherwise creating an unsafe condition.
 7. *Streamers*: Pennants, streamers, strings of flags, and the like with a commercial message shall be prohibited.
 8. *Non-Permitted*: Any sign type not specifically permitted or that isn’t clearly meeting the intent of the Sign Standards shall be prohibited.

- G. **Prohibited Locations:** Signs regardless of type, shall not be permitted in any of the following locations, except as may be expressly permitted elsewhere in this Unified Development Ordinance:
1. *Vision Clearance:* Signs shall not be permitted in areas prohibited by *Vision Clearance Standards (VC)*.
 2. *Right-of-way:* Signs shall not be permitted in any right-of-way unless authorized by the Town Council, except as allowed in *Section 5.73: Urban Commercial Sign Standards*.
 3. *Poles:* Signs shall not be permitted on any traffic control device, street sign, construction sign, or utility pole.
 4. *Fences:* Signs shall not be permitted on any fence.
 5. *Trees:* Signs shall not be permitted to be attached to any tree, shrub, or other natural object.
 6. *Benches:* Signs shall not be permitted to be attached to or integrated into any bench.
 7. *Towers:* Signs shall not be permitted to be attached to or integrated into any telecommunication antennae, telecommunication tower, television antennae, or similar towers.
 8. *Roofs:* Signs shall not be permitted to be placed on, set upon, attached to, or be perceived to be attached to the roof of a structure. This provision includes signs integrated into the roofing material.
 9. *Fire Safety Devices:* Signs shall not be permitted on a fire escape or in a manner that substantially blocks view from the right-of-way to a fire door.
 10. *Obstructs Circulation:* Signs that obstruct or interfere with safe internal or external movement of vehicular or pedestrian traffic shall not be permitted.
 11. *Artificial Elevation:* Signs shall not be permitted to be installed on a berm, mound, or otherwise raised portion of the site unless the sign height is measured from the elevation at the base of the berm, mound, or raised portion of the site.
 12. *Wall Signs over Windows:* No permanent wall sign shall be installed such that it covers windows in the building.
- H. **Maintenance:** All signs and sign components shall be kept in good repair, in safe condition, and working condition. If landscaping is required around the base of a sign, it shall be maintained in living condition, consistent in character with the approval, and not overgrown. Landscaping shall be designed and maintained to be in compliance with the visibility restrictions for signs.

5.69 SI-04: Single-family and Two-family Residential Sign Standards

This Sign Standards (SI) section applies to the following zoning districts:

RE R1 R2 R3 TR M1

The following standards apply:

- A. **Temporary Signs:** Temporary signs on individual lots shall be permitted as follows:
1. *Location:* Temporary signs shall be located outside the Vision Clearance Triangle and a minimum of ten (10) feet from any right-of-way, or edge of pavement associated with a street or driveway.
 2. *Illumination:* Temporary signs shall not be illuminated.
 3. *Standard Temporary Signs:* Standard temporary signs shall be permitted as follows.
 - a. *Type:* A standard temporary sign shall be a yard sign. Examples of standard temporary signs include sale of property, garage sale, and supporting school events.
 - b. *Quantity:* One (1) standard temporary sign shall be permitted per lot frontage, plus one (1) additional sign for each 300 feet of street frontage. For corner lots, no two (2) standard temporary signs on separate frontages shall be closer than 150 feet, measured using the shortest tangent.
 - c. *Sign Area:* The sign area for a standard temporary sign shall not exceed ten (10) square feet per side.
 - d. *Height Above Ground:* The sign copy of a standard temporary sign shall be no more than six (6) feet above the ground. The sign structure shall not be greater than 120% taller than the sign copy.
 - e. *Duration:* A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to seven (7) days prior to the temporary event. All standard temporary signs shall be taken down within five (5) days after the standard temporary sign's purpose no longer exists.