



MEMO

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To: Mayor Campbell and Members of the Ames City Council

Cc: Shawn Bayouth

From: Sara Van Meeteren, Community Codes Liaison

Date: May 22, 2017

Subject: Proposed Ordinance to Allow Commercial Signage on Residentially Zoned Mixed-Use Developments

At the special meeting of the Ames City Council on Tuesday, May 16, 2017, City Council referred, in a 6-0 motion, an item directing staff to initiate a text amendment to Chapter 21 of the Municipal Code. This referral was the result of a letter (Attachment A) sent to the Mayor and Council on May 10, 2017 from Aspen Heights regarding the restrictions on signage at their property at 3306 Lincoln Way.

Section 21.121 of the Ames Municipal Code permits 11 different types of signs on residentially zoned properties. These types of signs are more directional or informative than they are promotional and are consistent with the types of use typically found in residential zones. Commercial signage is not listed as a permitted sign type due to the fact that commercial uses are not found in residential zones.

The concept of a mixed-use development, one which requires commercial tenant spaces along with residential housing, in a residential zone was not considered when Chapter 21 was first drafted. As a result, compliance with Chapter 21 would leave any commercial tenants without signage advertising their business, as indicated in the letter from Aspen Heights.

In an effort to promote economic development, staff is proposing to amend Chapter 21 to allow for signage on buildings with a commercial use located in a residential zone. The proposed amendment would treat the commercial area as if it were located in a commercial zone, but would not affect the residential area of the development. Without the amendment, the commercial tenants would be prohibited from having a sign for their business.

ORDINANCE NO.

AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY ENACTING A NEW SECTION 21.121(12) THEREOF, FOR THE PURPOSE OF COMMERCIAL SIGNAGE IN RESIDENTIAL ZONES; REPEALING ANY AND ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT TO THE EXTENT OF SUCH CONFLICT; PROVIDING A PENALTY; AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ENACTED, by the City Council for the City of Ames, Iowa, that:

Section One. The Municipal Code of the City of Ames, Iowa shall be and the same is hereby amended by enacting a new Section 21.121(12) as follows:

“21.121. ON PREMISES SIGNAGE.

...

(12) Commercial Signage for Mixed-Use Developments. The regulations described in this section apply to signs used to advertise commercial tenant spaces on residentially zoned properties.

- (a) Ground Signs:
 - i) The number of ground signs shall not exceed one, excluding any permitted residential subdivision entrance signs or multiple-family development entrance signs.
 - ii) The maximum height of a ground sign is twelve (12) feet, including the sign structure.
 - iii) The maximum square footage of a monument sign is 64 square feet, not including the sign structure.
- (b) Wall Signs:
 - i) The maximum square footage of a wall sign is thirty-two (32) square feet.
 - ii) The number of wall-mounted signs shall not exceed two (2) signs per tenant space, including lettering on awnings and windows.
 - iii) Wall signs are prohibited above the first floor of the building.
- (c) Prohibited signs include:
 - i) Off-premise signage; and
 - ii) Electronic message signs.
- (d) Signs may be illuminated internally or by reflected light subject to the following:
 - i) The light source shall not be directly visible and shall be arranged to reflect away from adjoining premises;
 - ii) The light source shall not be placed so as to cause confusion or hazard to traffic, or to conflict with traffic control signs or lights; and
 - iii) No illumination involving movement, by reason of the lighting arrangement, the lighting source, or other devices shall be permitted. This includes, but shall not be limited to, blinking, flashing, rotating, and message changing.”

Section Two. Violation of the provisions of this ordinance shall constitute a municipal infraction punishable as set out by law.

Section Three. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed to the extent of such conflict, if any.

Section Four. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Passed this _____ day of _____, _____.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor