

PROPOSED CODE AMENDMENT REDLINES: WMC§11-11 SIGN REGULATIONS
March 31, 2025

Note: These changes will collectively be brought forth as the **04th Amendment to the Sign Code.**

SUMMARY OF CODE CHANGES:

- Provide clarity for the proper placement of Post Signs
- Provide clarity for the proper placement of Subdivision Entry Signs
- Create allowance for use of digital screens in signs used in drive through lanes
- Remove quantity restrictions for signs erected in large (30-acre+) non-residential developments

SUMMARY OF AFFECTED CODE SECTIONS:

- W.M.C. §11-11-9(B) *Post Signs*
- W.M.C. §11-11-9(D) *Subdivision Entry Signs*
- W.M.C. §11-11-11(B) *Incidental and Temporary Signs*
- W.M.C. §11-11-14(C) *Master Sign Plans, Criteria Section*

SPECIFIC CODE CHANGES:

W.M.C. §11-11-9(B) Post Signs:

(Amendment (addition) to Rules of Interpretation for Table 11-11-9-2)

(1) Post signs must be within twenty (20) feet of the main pedestrian path connecting the adjacent right-of-way to the building entry.

W.M.C. §11-11-11(D) Subdivision Entry Signs:

(Amendment to Definition)

Definition: A "subdivision entry sign" is a monument sign located ~~along the~~ directly adjacent to a vehicular entry to a subdivision from a collector or arterial street and provides wayfinding for motorists.

(Amendment (addition) to Rules of Interpretation for Table 11-11-9-4)

(1) Subdivision entry signs may be located only at vehicular entries into the subdivision.

W.M.C. §11-11-11(B) Incidental and Temporary Signs:

(Amendment (addition) to Rules of Interpretation for Table 11-11-11-2)

(2) Incidental signs adjacent to, facing, and oriented toward vehicles in a drive through lane may use or incorporate digital screens. Up to 100% of the permitted sign face area may be digital. A drive through lane is a vehicular travel lane that allows motorists to remain in their vehicles while ordering and receiving the goods and services of a business.

W.M.C. §11-11-14(C) Master Sign Plans:

(Amendment (addition) to Criteria Section)

(5) Master Sign Plans for non-residential developments that, in aggregate, reach or exceed thirty (30) acres in total area may include free-standing, attached, and incidental and miscellaneous signs in excess of sign quantity allowances set forth in this Chapter, subject to approval on an Official Development Plan. All other standards (e.g., materials, sign area, setbacks, design requirements, permitted sign types, etc.) must still be maintained in conformity with this Chapter.