

The Nora-Northside Community Council, Inc.

SIGN POLICY

SECTION 1: Statement of General Policy

The Nora-Northside Community Council, Inc. (“NCC”) recognizes that signs can serve an important function for the community. Therefore, NCC supports the placement of signs for direction, public information, public safety, building identification, and business identification. Sign placement should be reasonable and adequate for the sign’s intended purpose.

By establishing this Policy (herein the “NCC Sign Policy” or “Policy”), NCC desires to promote and encourage the following goals:

1. Elimination of potential hazards to motorists and pedestrians;
2. Elimination of excessive and confusing sign displays;
3. Placement of signs which by their good design are integrated with and harmonious to the buildings and sites which they occupy;
4. Retention of current residents and attraction of new residents to Nora;
5. Preservation and improvement of the appearance of Nora;
6. Safeguarding and improvement of Nora property values.

NCC believes that the placement of signs should be within the guidelines formulated under the version of the Marion County Sign Regulations attached hereto (as in effect on _____) (herein the “Ordinance”). Subsequent amendments to the Ordinance by Marion County Officials shall be reviewed by NCC as it deems appropriate. However, NCC believes that in certain respects, the Ordinance is not restrictive enough or too vague to adequately control the placement of signs that may in fact conflict with the overall goals of the NCC Sign Policy as stated above. Although NCC realizes that it cannot prevent signs meeting the requirements of the Ordinance from being placed, NCC shall attempt to express its Policy to business owners and developers in order to encourage compliance with the NCC Sign Policy.

SECTION 2: Policy Regarding Exempt and Prohibited Signs

NCC hereby accepts and incorporates by reference Article II of the Ordinance (General Regulations) as it relates to exempt signs and prohibited signs with the following exceptions and additions (capitalized terms used

throughout this Policy shall have the meaning as defined in the Ordinance):

(A) Prohibition of Permanent Banners: NCC does not accept Sec 734-202(g)(3) of The Ordinance which allows Banners that are attached securely to the wall of a building to be excepted from the general prohibition of Banners under the Ordinance. NCC believes that all Banners should be prohibited except as permitted under Section 734-201(u) of the Ordinance (i.e. temporary banners for grand openings and special events) and except for banners placed by Churches and Schools for a period of time not to exceed thirty (30) days. NCC believes that Banners of a permanent nature are not good design, nor are they harmonious to the buildings on which they are placed. Such banners detract from the appearance of Nora and should not be used as cheap substitutes for Wall Signs which are governed by the Ordinance.

(B) Prohibition of Outdoor Advertising Signs: NCC hereby adds Outdoor Advertising Signs to the list of prohibited signs identified in the Ordinance (the Ordinance does not prohibit Outdoor Advertising Signs). NCC believes that such signs, when visible while driving, are intrusive by nature in that the driver is forced to see the message on the sign whether he wants to or not. Outdoor Advertising Signs are hazardous in that the messages presented can distract a driver from the task at hand (driving). Outdoor Advertising Signs, in the opinion of NCC, detract from property values of surrounding residential areas, detract from the overall appearance of Nora, do not serve to retain Nora residents, and ultimately discourage new residents from residing here.

(C) Prohibition of Flashing or Animated Signs: NCC hereby adds Flashing or Animated Signs to the list of prohibited signs identified in the Ordinance (the Ordinance does not prohibit such signs). NCC believes that such signs when visible to the driver, may distract the driver from his responsibility and present potential hazards.

(D) Prohibition of Roof Signs: NCC hereby adds Roof Signs to the list of prohibited signs identified in the Ordinance. The Ordinance does not prohibit Roof Signs per se, but such signs are designated “NP” (not permitted) in every table identifying which signs are allowed in various districts (Article V of the Ordinance).

(E) Prohibition of Rotating Signs: NCC hereby adds Rotating Signs to the list of prohibited signs identified in the Ordinance (the Ordinance does not prohibit such signs). NCC believes that such signs when visible to

the driver, may distract the driver from his responsibility and present potential hazards.

(F) Prohibition of EVM Signs: NCC hereby adds Electronic Variable Message Signs to the list of prohibited signs identified in the Ordinance (the Ordinance does not prohibit such signs). NCC believes that such signs when visible to the driver, may distract the driver from his responsibility and present potential hazards.

(G) Magazine Distribution Boxes in the Public Right of Way: NCC considers Magazine distribution boxes to be a form of off-premises advertising and hereby adds such boxes in the public right of way to the list of prohibited signs identified in the Ordinance (the Ordinance does not prohibit such boxes). NCC believes that such boxes are hazards to pedestrian traffic in the right of way and detract from the appearance of the community.

It shall be NCC's policy to request a commitment to prohibit the placement of Banners other than as allowed under Sec 734-201(u) of the Ordinance, Outdoor Advertising Signs, Flashing or Animated Signs, Roof Signs, Rotating Signs, and Electronic Variable Message Signs from all owners and developers seeking NCC's advice or opinion relating to any land use issues.

SECTION 3: Policy Regarding On-Premises Signs

NCC hereby accepts and incorporates by reference Article III of the Ordinance, Sections 734-300 (*Basic Design Elements for all On-Premises signs*), 734-301 (*On-Premises signs; Dwelling Districts*) and 734-304 (*On-premises Signs; Special Zoning Districts*) without exception or addition but only to the extent that such provisions so accepted do not conflict with the NCC policies relating to Section 734-303 as identified in this section below and with the exception that home occupation signs must be limited to one square foot in size and may be placed only on the wall of the building where the home occupation takes place or attached to a street side mailbox of the owner of the home occupation.

NCC hereby accepts Section 734-303 (On-Premises signs; Commercial and Industrial Districts) of the Ordinance with the following exceptions and additions in order to more closely achieve the overall goals of NCC's Sign Policy as stated in Section 1 above:

(A) Height for Pole Sign and Pylon Signs: To preserve and improve the appearance of Nora, NCC objects

to the placement of Pole Signs and Pylon Signs that exceed 20' in height or 15' in width regardless of the district where placed (with the exception of Pole Signs and Pylon Signs for Integrated Centers which shall not exceed 25' in height). This is consistent with height requirements in the Central Business District and such height is "reasonable and adequate" for the intended purpose of such sign. Sec 734-303(a)(1) of the Ordinance allows such signs to be as high as 40'. The Ordinance has no stated limitation on width.

(B) Elimination of Redundant Signs: To encourage the elimination of excessive and confusing sign displays, NCC objects to the placement of any single use Freestanding Identification Sign (other than a Ground Sign) on a lot where there exists one or more Building Identification Signs readily visible from the adjacent street. The Ordinance allows a business to place a Pole Sign or Pylon Sign in addition to a Wall Sign.

(C) Sign Illumination: In order to preserve and improve the appearance of Nora and to eliminate potential hazards to motorists, as a general policy, NCC objects to the illumination of signs. However, NCC believes that all Wall Signs and Ground Signs, if illuminated, should be back lit as opposed to internally illuminated. NCC believes that all other Free Standing Identification Signs, if illuminated internally, should be illuminated so that only the name of the building or business identified can be seen and not the background of the sign. NCC further believes that such signs should be illuminated only during business hours and further limited to such business hours that precede dawn or extend past dusk. This policy does not extend to building street address signs which may be required by law to be illuminated in a certain fashion.

(D) Surface Area of Signs: In order to avoid excessive sign displays NCC believes that the length of lot frontage is not an appropriate benchmark to calculate the size or surface area of a Freestanding Identification Sign (as indicated in Sec 734-303(a)(5) of the Ordinance) and would therefore place a maximum limit of 150 square feet on the surface area of a single use Freestanding Identification Sign, regardless of the linear frontage of the lot on which it is placed and a maximum limit of 225 square feet on the surface area of a Freestanding Identification Sign for an Integrated Center, regardless of the linear frontage of the Integrated Center on which it is placed. Such surface area for sign display is "reasonable and adequate" for the intended purpose of the sign. Notwithstanding the above, the maximum width of a Ground Sign should be 10'.

(E) Number of Signs per Lot or Business: In order to avoid excessive and confusing sign displays and to preserve and improve the appearance of Nora, NCC objects to the placement of more than one single use

Freestanding Identification Sign on a given lot. Sec 734-303(a)(6) of the Ordinance allows a sign for each 300 feet of street frontage. NCC objects to the placement of more than one single use Freestanding Identification Sign identifying the same business or building if such business or building exists on more than one adjacent lot.

(F) Number of Signs per Integrated Center: In order to avoid excessive and confusing sign displays and to preserve and approve the appearance of Nora, NCC objects to the placement of more than one Freestanding Identification Sign per Integrated Center regardless of the linear street frontage of the center or the number of separately identifiable lots comprising the center. Sec 734-303(a)(5)(b)(2) of the Ordinance allows a second sign if the street frontage is in excess of 500' or more than one sign if the center is comprised of more than one lot.

(G) Number of Wall Signs per Facade: In order to avoid excessive and confusing sign displays and to preserve and improve the appearance of Nora, NCC objects to the placement of more than two Wall Signs on any facade, except if such placement is made in lieu of a Pole Sign or Pylon Sign and a commitment by the owner is made in writing to refrain from placing a Pole Sign or Pylon Sign on the lot. Sec 734-303(b)(2)(b) of the Ordinance allows an unlimited number of Wall Signs on a facade provided that the maximum surface area requirements are met (20% of the front facade and 15% of the side facade).

(H) Content of Signs: In order to avoid excessive and confusing sign displays and to preserve and improve the appearance of Nora, NCC believes that the content of any sign should contain no more information than necessary to identify the name of the business, its logo, the product or service provided, or the name of the building, its logo, and address.

(I) Sign Design: In order to preserve and improve the appearance of Nora, NCC believes that the design of a sign should strive to be harmonious in size, color, and type with other signs in the immediate vicinity.

To the extent that the specific policies regarding On-Premises Signs as stated above conflict with the regulations stated in Article III of the Ordinance, such NCC policies shall be identified to a business owner or developer seeking NCC's approval or advice relating to any land use issues and NCC shall strive to obtain commitments to prohibit the placement of On-Premises Signs that fail to meet the policies as stated above.

SECTION 4: Policy Regarding Off-Premises Signs

Section 734-306 of the Ordinance uses the term “Off-Premises Sign” and “Outdoor Advertising Sign” interchangeably. NCC does not adopt and incorporate Section 734-306 of the Ordinance. For the reasons stated in Section 2 above, the NCC Sign Policy prohibits the placement of Outdoor Advertising Signs, whether they be Freestanding signs or Building signs, in all districts even though the Ordinance would allow such signs in the following districts: C-3, 3C, C-4, C-5, C-6, C-7, and all Industrial Districts.

SECTION 5: Policy Regarding Specific Signs Identified in Article IV of the Ordinance

Section 734-400 of Article IV of the Ordinance regulates Awning and Canopy Signs. NCC believes that awning or canopy signs that are illuminated from underneath so that the entire awning or canopy is illuminated should be treated as Wall Signs and that the entire area of the illuminated canopy or awning should not exceed the maximum square footage requirements for Wall Signs in combination with any other Wall Signs that may exist on the facade. Otherwise, NCC hereby adopts and incorporates Article IV of the Ordinance as it applies to Awning Signs, Canopy Signs, Marquee Signs, Gasoline Service Station Signs, signs on Freeways and Expressways, Rotating Signs, Electronic Variable Message Signs, and Time and Temperature Signs except to the extent that such specific regulations in the Ordinance conflict with the Nora Sign Policy as otherwise stated herein.

To the extent that the Nora Sign Policy conflicts with the regulations stated in Article IV of the Ordinance, such conflicting NCC policies shall be identified to a business owner or developer seeking NCC’s approval or advice relating to any land use issues and NCC shall strive to obtain commitments to prohibit the placement of the specific signs identified in the preceding paragraph that fail to meet the policies as stated herein.

SECTION 6: Summary

In order to achieve its overall goals as stated in Section 1 above, NCC shall utilize this Sign Policy on a consistent basis when determining whether or not to approve the proposed placement of a sign. Only upon significant justification shall NCC vary from its Policy and such variance shall be limited to the sign in question. The reasons for such variance shall be explained in writing and memorialized in the minutes of the meeting where such variance was allowed in order to avoid establishing an inappropriate precedent.

In addition, situations arise where NCC is asked its opinion on land use issues that may not specifically involve

sign placement. Where appropriate, and as described herein, NCC shall explain its Policy and request commitments that would prohibit the placement of signs in violation of the NCC Sign Policy.

CERTIFICATION

The undersigned Secretary of the Nora-Northside Community Council, Inc. hereby certifies that the above and foregoing Sign Policy of the Nora-Northside Community Council, Inc. was duly adopted by the unanimous vote of its Directors with one abstention this 2nd day of June, 2005.

Certified by:

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Peter A. Fisher, Acting Secretary

