

**ORDINANCE NO. 21-10**

**TO AMEND CERTAIN PORTIONS OF THE  
UNIFIED ZONING ORDINANCE OF TIPPECANOE COUNTY, INDIANA,  
DESIGNATING THE TIME WHEN THE SAME SHALL TAKE EFFECT.**

**BE IT ORDAINED BY THE COMMON COUNCIL OF THE CITY OF WEST LAFAYETTE, INDIANA, THAT ORDINANCE NO. 32-97 IS HEREBY AMENDED AS FOLLOWS:**

**Section 1:** Change **UZO Section 1-10-2 Words and Terms Defined** by amending the definition of "INTEGRATED CENTER SIGN" to read as follows:

**INTEGRATED CENTER SIGN.** Any *freestanding* or *building sign* which provides the name of the *integrated center* and optionally, a list or display of the names of the center's occupants. The name of the *integrated center* shall comprise at least 25% of the total sign area of the *integrated center sign*. A *changeable copy sign* may be included in an *integrated center sign* in the GB and HB zones only, up to a maximum of 25% of the total sign area.

**Section 2:** Change "Footnote 3" in **UZO Section 4-8-4 Permitted signs by type and zone** to apply to *integrated center signs* only in NB, OR, MR, I1, I2 and I3;  
Add Footnote 12: In the GB and HB zones, a maximum of 25% of the total sign area of an *integrated center sign* may be changeable copy.

**Section 3:** Add clarification to **UZO Section 4-8-7(b) Signage for integrated centers** regarding the number of *integrated center signs* permitted on *sign-lots* with more than one *street frontage*, as follows:

- (b) The maximum total sign area for *integrated center signs* is calculated using the following table. It is determined for each public *street frontage* by multiplying the appropriate *zonal base rate* by the *integrated center ground floor area* factor and the *road* speed limit factor. An *integrated center's* maximum total *sign* area is then the calculated sum of the *sign* areas for all public *street frontages*. The total *sign* area of an *integrated center* may be applied to one sign at any location at the *integrated center*. (Amend 20) If the *integrated center* has more than one frontage, the total amount of *signage* may be divided between no more than two signs, provided the classification of at least one of the roads is a *collector street* abutting non-residential uses. *Freestanding integrated center signs* shall observe the maximum height and minimum *setback* standards in 4-8-6 above;

**Section 4:** Add the following subsections (c) and (d) to **UZO Section 4-8-7 Signage for integrated centers**, to read as follows:

- (c) The name of the **integrated center** shall comprise at least 25% of the total sign area of the **integrated center sign**;
- (d) In the GB and HB **zones**, up to of 25% of the total sign area of an **integrated center sign** may be changeable copy. The message portion of the **changeable copy sign** is limited to on-site tenant advertising only and is subject to the definition of **changeable copy signs**.

**Section 5:** Change **UZO Section 4-8-8 Permitted sign characteristic by zone** to read as follows:

Authorization to use animation, changeable copy, and various forms of illumination on **signs** permitted in 4-8-4 through 4-8-7 above is based on the following table. Except for externally illuminated **gateway signs** at residential developments, which may be illuminated at all times, **signs** shall only be animated and/or illuminated during hours when the **primary use** of the **sign-lot** is open to the public. **Changeable copy signs** as part of an **integrated center sign** that utilize LED and/or digital technology to display a message must be turned off from the hours of 11 p.m. until 6 a.m., regardless of whether a business in the **integrated center** is open to the public.

This ordinance shall be in full force and effect from and after its passage.

THE

# Area Plan Commission

of TIPPECANOE COUNTY

20 NORTH 3RD STREET  
LAFAYETTE, INDIANA 47901-1209

(765) 423-9242  
(765) 423-9154 [FAX]  
[www.tippecanoe.in.gov/apc](http://www.tippecanoe.in.gov/apc)

SALLIE DELL FAHEY  
EXECUTIVE DIRECTOR

July 22, 2010  
Ref. No.: 10-206

West Lafayette City Council  
609 W. Navajo Street  
West Lafayette IN 47906

## CERTIFICATION

**RE: UZO ORDINANCE AMENDMENT #67:**  
An amendment to allow changeable copy signs as a  
portion of integrated center signs.

Dear West Lafayette Council:

As Secretary to the Area Plan Commission of Tippecanoe County, I do hereby certify that at a public hearing held on July 21, 2010, the Area Plan Commission of Tippecanoe County voted 10 yes - 0 no on the motion to approve the enclosed amendment to the Unified Zoning Ordinance. Therefore, the Area Plan Commission of Tippecanoe County recommends to the West Lafayette Council that the proposed zoning ordinance amendment be approved.

Sincerely,

  
Sallie Dell Fahey  
Executive Director

SDF/lmu

Enclosure: Staff Report and Ordinance

**RECEIVED**

JUL 26 2010

**CLERK - TREASURER**

---

---

**UZO AMENDMENT #67  
CHANGEABLE COPY SIGNS PERMITTED AS  
PART OF INTEGRATED CENTER SIGNS**

**STAFF REPORT  
July 15, 2010**

---

---

---

**UZO AMENDMENT 67  
CHANGEABLE COPY SIGNS PERMITTED  
AS PART OF INTEGRATED CENTER SIGNS**

**Staff Report  
July 15, 2010**

---

**STAFF COMMENTS:**

The Unified Zoning Ordinance defines a changeable copy sign as “a sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face of the sign.” Changeable copy signs can be “reader board” style signs or LED electronic message signs—provided the message does not change more than once per minute. Changeable copy signs are permitted in both the General Business and Highway Business zones.

An integrated center is a building(s), under the same ownership on a single lot which share a parking lot and driveway, but each tenant has a separate outdoor entrance. Integrated centers, which have a name (like Jefferson Square, Lafayette Pavilions, Market Square, Eastway Plaza) are permitted one freestanding integrated center sign per street frontage, in addition to tenant fascia signage. Integrated center signs, by definition, may only contain the name of the development and, optionally, a list of tenants. Integrated center signage is meant as way-finding, directing customers to the development by its name; once in the development, fascia signage is used to locate individual tenants.

The UZO permits both integrated center signs and changeable copy signs in the GB and HB zones. However even though a portion of an integrated center sign in those zones may be changeable copy it can only, by definition, display the name(s) of the development and tenants.

Staff, Administrative Officers and Ordinance Committee agreed there was a discrepancy in the ordinance. Changeable copy signs are not *prohibited* as part of an integrated center sign in the GB and HB zones, but the limits imposed by the definition of an integrated center sign make them impractical.

This proposed ordinance amendment would permit a maximum of 25% of the total sign area of an integrated center sign as changeable copy. Other changes include requiring a minimum of 25% of an integrated center signage must be devoted to the development name, limiting advertising on the changeable copy portion of the sign to on-site tenant business only and clarifying how many signs an integrated center with multiple street frontages is permitted.

The last proposed change requires that the portion of an integrated center sign that is changeable copy must be turned off from the hours of 11 p.m. until 6 a.m. The version of the amendment that was presented to the Ordinance Committee on June 2, 2010

differs slightly from this version. In its original form, the amendment included the proposal that all LED changeable copy signs (either for a stand-alone business or as part of an integrated center sign) must be turned off from the hours of 11 p.m. until 6 a.m., regardless of whether the business is open to the public. At the Administrative Officer's meeting June 3, 2010, the amendment was reviewed and the A.O.s agreed that the provision was too restrictive and changed it to apply only to *a changeable copy portion of an integrated center sign*.

The Ordinance Committee voted to send the proposed amendment to the Area Plan Commission at its June 2, 2010 meeting.

**STAFF RECOMMENDATION:**

Approval