
UNIFIED ZONING ORDINANCE AMENDMENT 85

Outdoor Advertising Sign Restriction on Select Corridors

STAFF REPORT
September 10, 2015

Unified Zoning Ordinance Amendment 85

OUTDOOR ADVERTISING SIGN RESTRICTION ON SELECT CORRIDORS

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BACKGROUND

The Hoosier Heartland Corridor Steering Committee working on the Economic Development Plan and Land Use Plan for the TIF District recommended that billboards (known as outdoor advertising signs in the UZO) be restricted along the Hoosier Heartland Corridor. With County Commissioner support staff and legal counsel drafted a proposal to take to the Ordinance Committee that would accomplish that goal.

At the Ordinance Committee meeting on August 8, members asked if other corridors should be similarly protected. Staff recommended Relocated US 231 and the Wabash River Scenic Byway (primarily north and south River Road and Division Road). The Ordinance Committee agreed and this amendment was favorably forwarded to the plan commission.

PROPOSAL

Section 1 defines the three corridors – Hoosier Heartland, Relocated US 231 and the Wabash River Scenic Byway.

Section 2 creates Footnote 67 and adds it to the term “Outdoor advertising signs” in the Permitted Use Table. Footnote 67 prohibits outdoor advertising signs/billboards from being located within 2000’ of the right-of-way of these corridors.

Section 3 adds additional language to the intent portion of the sign section of Chapter 4.

Section 4 adds information to the table in Section 4-8-4 that guides users to Footnote 67.

Section 5 adds the same information to Section 4-8-10 guiding users to Footnote 67.

Section 6 adds Appendix J which contains illustrative maps of the corridor rights-of-way and the 2000’ protected area.

Only billboards are restricted by this amendment. It makes no change to sections regulating on-site signage for businesses and other uses. Regarding existing billboards in the restricted areas, they are permitted to remain and are subject to the non-conforming use sections of the UZO.

Staff briefed Mayors Dennis and Roswarski and the Purdue Research Foundation Real Estate and Physical Facilities leadership and received positive responses. We also sent the proposal to the Purdue-West Lafayette Joint Board for its review.

RECOMMENDATION:

Approval

ORDINANCE NO. _____

**AN ORDINANCE AMENDING
ORDINANCE NO. _____
BEING THE UNIFIED ZONING ORDINANCE
OF TIPPECANOE COUNTY.**

Be it ordained by the (County Commissioners of Tippecanoe County, Indiana; the Common Council of the City of Lafayette, Indiana; the Common Council of the City of West Lafayette, Indiana; the Town Council of the Town of Battle Ground, Indiana; the Town Council of the Town of Dayton, Indiana; and the Town Council of Clarks Hill, Indiana), that Ordinance No. _____, being the Unified Zoning Ordinance of Tippecanoe County is hereby amended as follows:

Section 1: Change **UZO Section 1-10-2 Words and Terms Defined** by adding the following:

HOOSIER HEARTLAND CORRIDOR. The portion of Indiana State Road 25 from Interstate Highway 65 north to the Tippecanoe County line.

RELOCATED US 231. The portion of U.S. Highway 231 from County Road 500 S north to its intersection with U.S. Highway 52.

WABASH RIVER SCENIC BYWAY. From the entrance to Ross Camp north on County Road 925 W, east on County Road 50 S, north on County Road 875 W, east on Division Road then continuing on South River Road and North River Road to its intersection with the northernmost ramp of Interstate Highway 65.

Section 2: Change **UZO Section 3-2 Permitted Use Table** by adding “footnote 67” to “Outdoor advertising signs” and by adding footnote 67 to read as follows:

67) Prohibited within 2000 feet of the right-of-way for the ***Hoosier Heartland Corridor, Relocated US 231*** and the ***Wabash River Scenic Byway***.

Section 3: Change **UZO Section 4-8-1 Signs Intent (b) (2) and (3)** to read as follows:

- (b) These ***sign*** regulations are intended to:
- 1) encourage the effective use of ***signs*** as a means of communication;
 - 2) maintain and enhance ***the aesthetic environment and*** the community's ability to attract sources of economic development and growth;
 - 3) improve pedestrian, ***bicycle*** and traffic safety;

Section 4: Change the table in **UZO Section 4-8-4 Permitted Signs by Type and Zone** by adding the following verbiage under the sign type category “**Outdoor Advertising**”:

“and subject to Footnote 67 in Section 3-2 Permitted Use Table”

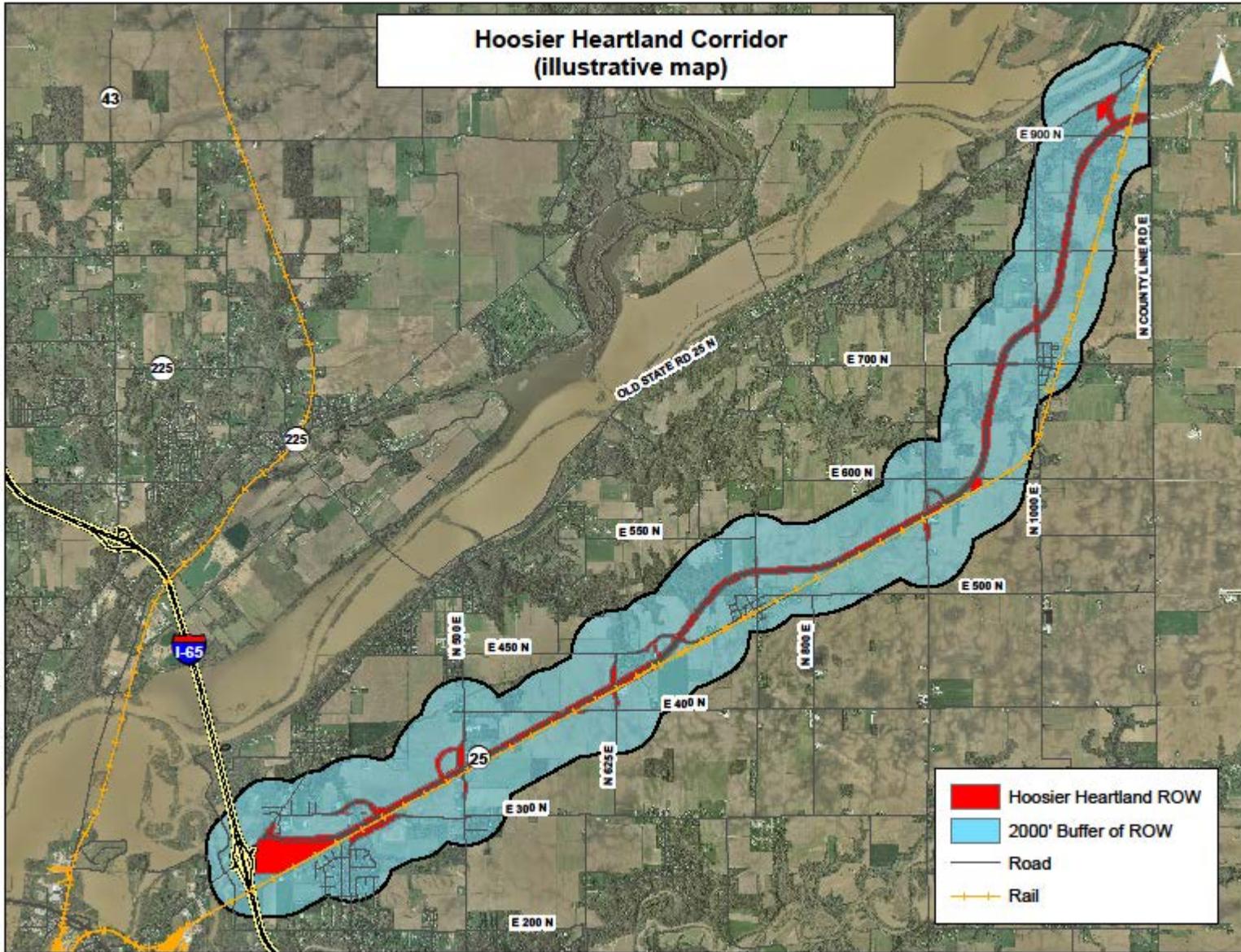
Section 5: Change **UZO Section 4-8-10 Outdoor Advertising Signs** to read as follows:

Outdoor advertising signs, often called billboards, are permitted in GB, I1, I2 and I3 **zones** (TIPPECANOE COUNTY, LAFAYETTE, BATTLE GROUND, CLARKS HILL, DAYTON) and I2 and I3 **zones** (WEST LAFAYETTE), as per 4-8-4 above **and subject to Footnote 67 in 3-2 Permitted Use Table**. (Amend 4) They are not subject to the requirements of 4-8-5 through 4-8-8. However, they are subject to the following regulations:

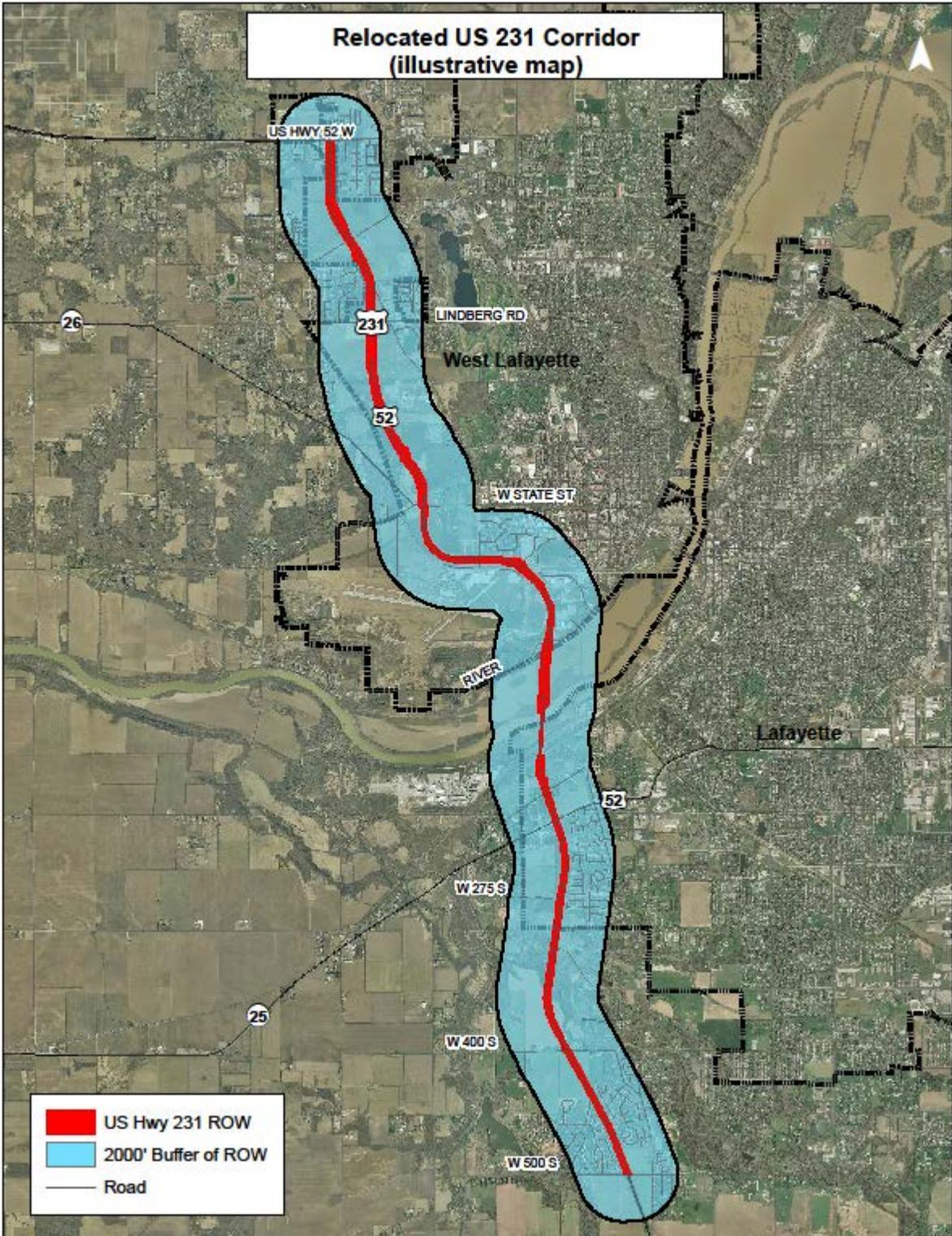
Section 6: Add **APPENDIX J:** Footnote 67 illustrative maps of the **Hoosier Heartland Corridor, Relocated US 231** and the **Wabash River Scenic Byway**.

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

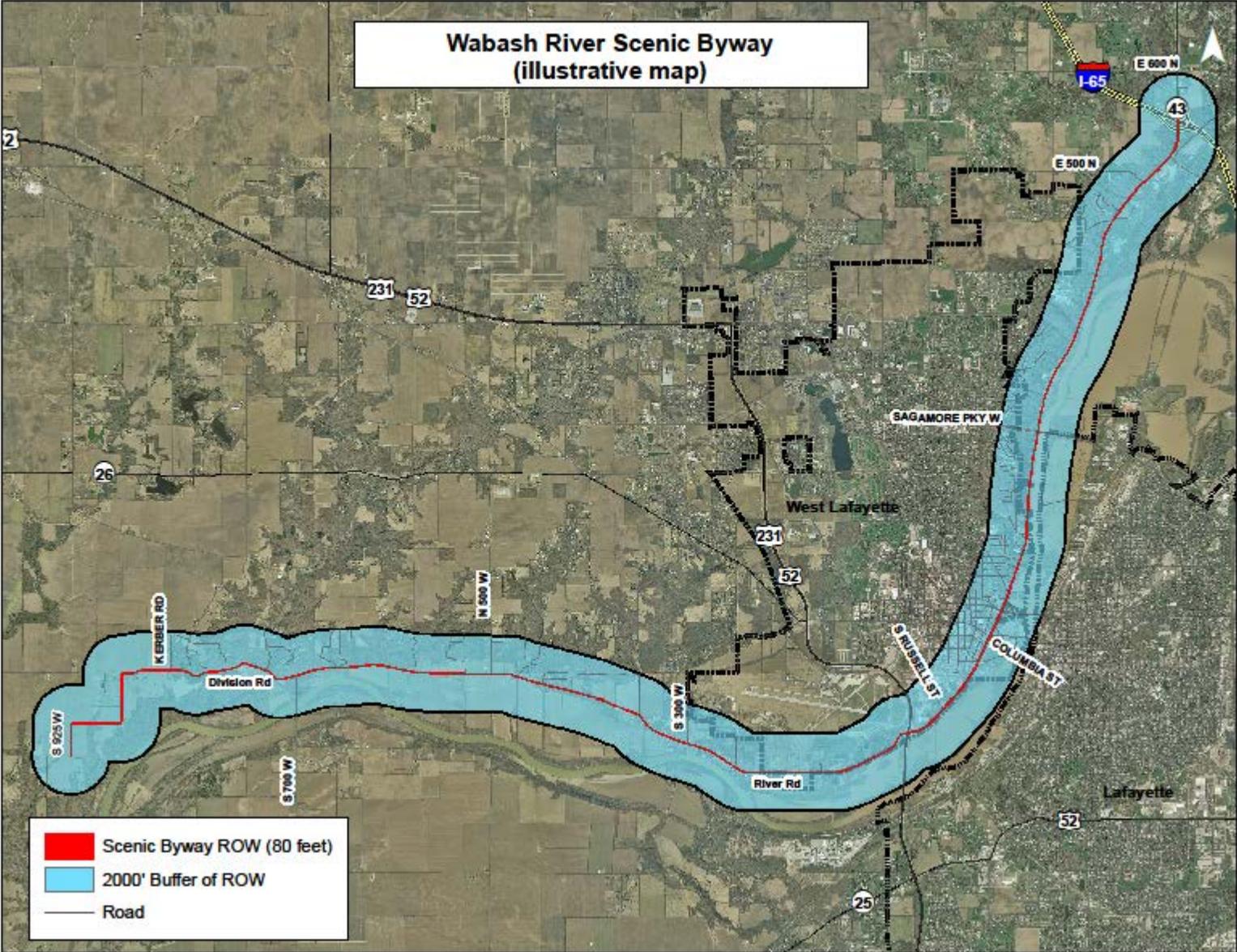
Hoosier Heartland Corridor (illustrative map)



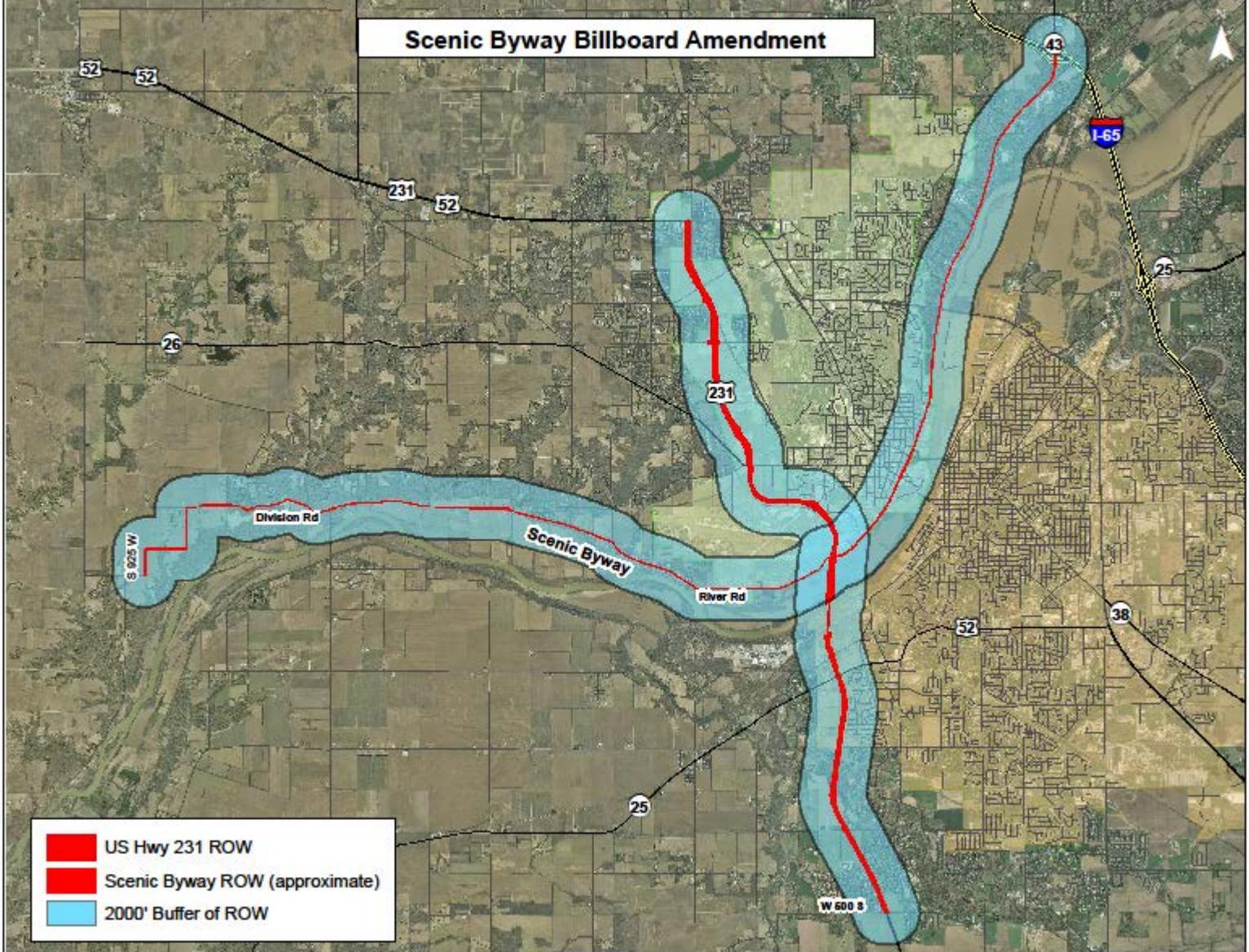
Relocated US 231 Corridor (illustrative map)



Wabash River Scenic Byway (illustrative map)



Scenic Byway Billboard Amendment



**Outdoor Advertising Sign Restricted Corridors
(illustrative map)**

