

AN ORDINANCE AMENDING APPENDIX A THE UNIFIED DEVELOPMENT CODE OF THE CITY OF PEORIA RELATING TO SIGNS

WHEREAS, the City of Peoria is a home rule municipality pursuant to Article VII, Section 6, of the Illinois Constitution of 1970; and

WHEREAS, as a home rule municipality, the City may exercise any power and perform any function pertaining to its government and affairs including zoning regulations and uses; and

WHEREAS, the City of Peoria desires to amend Appendix A, the Unified Development Code;

NOW, AND THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PEORIA, ILLINOIS AS FOLLOWS:

Section 1: Appendix A of the Peoria City Code, being Ordinance No. 17,403 as adopted on October 11, 2016, is hereby amended by deleting Section 8.3 in its entirety and replacing it with the following Attachment A as Section 8.3 of the Unified Development Code.

Section 2: Appendix A of the Peoria City Code, being Ordinance No. 17,403 as adopted on October 11, 2016, is hereby further amended by deleting the following stricken words and adding the following underlined words:

10.0. DEFINITIONS

10.3. Defined Terms

Menu Board: Any wall or ground sign that displays the products or services available to the customer of a drive-through business.

Sign, A-Framed or T-Framed: A temporary sign ordinarily in the shape of the letter "A" or inverted "T" or some variation thereof, which is displayed on the ground, not permanently attached to the ground, and usually two-sided, and designed to stand on its own.

Sign, Temporary: A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

Sign, Temporary Commercial: A sign located on the property, related to a temporary activity commercial in nature, taking place on the property. Examples: Transaction-related signs such as: "For Sale/Lease," "Help Wanted," garage sales, contractor signs, signs advertising temporary or special sales (i.e. "Monday Hotdog Special," "\$1 beers").

Sign, Temporary Non-Commercial: A sign located on the property that are not intended to produce any commercial benefit or does not tend to encourage a commercial transaction or activity (i.e. Park District, school or church events, political signs, holiday decorations.

Section 3. This Ordinance shall be in full force immediately and upon passage and approval according to law.

PASSED BY THE CITY COUNCIL OF THE CITY OF PEORIA, ILLINOIS THIS
14th DAY APRIL, 2026.

APPROVED:
/s/ RITA ALI

Mayor

ATTEST:
/s/ STEFANIE TARR

City Clerk

EXAMINED AND APPROVED:
/s/ PATRICK HAYES

Corporation Counsel

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ATTACHMENT A

8.3 SIGNS

8.3.1 Purpose

This chapter is intended to regulate the design and placement of signs from the date of adoption of this ordinance, in the following circumstances:

- A. Where a newly constructed facility includes signs;
- B. Where a sign is replaced because of a change of occupancy or ownership;
- C. Where a new sign is added to a property or an existing building; and
- D. In the case of a granting of a special use or expansion of a facility which includes signs.

The sign regulations, controls, and provisions set forth in this section are made in accordance with an overall plan and program for the public safety, orderly development, preservation of property values, and the general welfare of the City of Peoria and are intended to: aid in traffic control and traffic safety; preserve and protect property values; lessen congestion of land and air space; provide against undue concentrations of signs which distract and endanger traffic safety and traffic flow; establish reasonable standards for commercial and other advertising through the use of signs, in order to maintain and encourage business and area development; avoid uncontrolled proliferation of signs; recognize the rights of the public on roads, streets, and highways; preserve the wholesome and attractive character of the City; and to recognize that the general welfare includes a community plan that provides for a community that shall be beautiful as well as healthful, spacious as well as clean, and well balanced in its growth and development. Also, the purpose of the sign ordinance is to provide for the gradual elimination of nonconforming signs and to provide for new signs which conform to the provisions of this ordinance in order to accomplish its objectives.

8.3.2 Legislative Findings and Objectives

Regulation of the location, size, height, placement, physical dimensions, and design of signs is necessary to enable the public to locate goods, services and facilities in Peoria without difficulty or confusion and to encourage the attractiveness of the community and to protect property values throughout the City. Accordingly, it is the intention of this ordinance to establish regulations which will:

- A. Restrict signs and lights which overload the public's capacity to receive information or which increase the probability of accidents by distracting attention or obstructing vision;
- B. Reduce conflict among signs and light and between public and private environmental information systems;
- C. Promote signs which are compatible with their surroundings, are appropriate to the type of business to which they pertain and are expressive of the identity of proprietors and other persons displaying signs; and
- D. Increase opportunities for local groups to collectively determine policies for private signing and lighting in their areas.

8.3.3 Rules of Construction and Definitions.

This language set forth in the text of this Chapter shall be interpreted in accordance with the following rules of construction, in addition to the Rules of Construction in Section 10.1 of the Unified Development Code:

- A. Unless otherwise defined herein, all terms shall have the definitions and meanings set forth in Section 10.3 of the Unified Development Code.
- B. Notwithstanding the regulations set forth in this Chapter 8, all signs must comply with the setback requirements as set forth in Section 3.5.6 of the Unified Development Code.

8.3.4 Basis on Which Signs are Regulated

The display of signs in the City is regulated on the basis of the following factors:

- A. The district in which the sign is displayed.
- B. The following design features:
 - 1. The type of sign (wall, ground, etc.);
 - 2. The size of the sign;
 - 3. The height of the sign from the ground;
 - 4. The location of the sign;
 - 5. The type of illumination.
- C. The use type in residential districts.

In addition, certain signs are regulated on the basis of additional factors, as set forth in this ordinance.

- D. The classification of the sign as an off-premises or on-premises sign.

8.3.5 Establishment of Sign Districts

For the purposes of this ordinance and excluding the Form Districts, the City is divided into certain sign districts as provided below. For signs in Form Districts, see Chapter 6. Form Districts of this Development Code.

<u>Single-Family Residential Sign District ("RSD – 1")</u>	<u>Multi-Family Residential Sign District ("RSD – 2")</u>	<u>Commercial Sign District</u>	<u>Office Sign District</u>	<u>Industrial Sign District</u>	<u>Central Business Sign District</u>
<u>A1, RE, R1, R2, R3, R4</u>	<u>R5, R6, R7, R8</u>	<u>CG, C1, C2</u>	<u>CN, O1, O2</u>	<u>I1, I2, I3</u>	<u>B1</u>

8.3.6 Computations

The computation of Sign Area of individual signs and multi-faced signs, and Sign Height shall be as defined by Chapter 10 of the Unified Development Code.

The use of Automatic Changing or Electronic Message Sign or Centers shall not cause a face to be counted as more than one face or additional square footage beyond the physical dimensions of the face itself. All computations of area for multi-faced signs shall exclude existing off-premises sign extensions.

8.3.7 Sign Permits Required

Zoning review shall accompany all building permit applications for signs. In instances where no building permit is required, properties must comply with zoning requirements, which will be reviewed on a complaint basis through the enforcement process, as set forth in Section 2.15 of the Unified Development Code.

8.3.8 Design, Construction and Maintenance

- A. All signs shall be designed, constructed and maintained in accordance with the following standards:
 - 1. Except for permitted flags, temporary signs, and window signs conforming in all respects with the requirements of the Code of the City of Peoria, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
 - 2. All signs shall be maintained in good structural condition, in compliance with all Codes of the City of Peoria, at all times.
 - 3. All signs, canopies and awnings shall be kept and maintained in a safe, neat and orderly condition and appearance, and shall be repainted or otherwise maintained periodically by the owner to prevent

corrosion or deterioration caused by weather, age or any other conditions, and to keep the same in a safe, neat and orderly condition and appearance.

4. All off-premises freestanding signs are required to have a single support structure, commonly known as "Uni-Pole" construction.
5. Signs shall not obstruct visibility from a driveway to an abutting street or vice versa.
6. Signs shall be maintained per Chapter 5, Section 5-301 and Chapter 13, Section 13-13 of the City Code.

8.3.9 Illumination of Signs.

A. Visibility

1. Whenever external illumination is used for a sign, the source of light shall be located, shielded and directed in such a manner that the light is not directly visible from any surrounding public street or private residence. The light source shall be shielded so as to prevent glare and overspill.

B. Brightness Limitations

1. In no case shall the lighting intensity of any sign, whether resulting from internal illumination or external illumination exceed 75 foot candles when measured with a standard light meter perpendicular to the face of the sign at a distance equal to the narrowest dimension of the sign.
2. The lighting intensity of all signs is further subject to the provisions regarding glare as set forth in the Unified Development Code of the City.

8.3.10 Prohibited and Exempt Signs

A. Prohibited Signs

The following signs are prohibited in all districts:

1. Signs which move, or give the appearance of moving with the exception of those temporary signs permitted in 8.3.11 or exempted in 8.3.10.B. of this development code. This category includes pennants, streamers, string pennants, "garrison" size flags (other than the official national flag of the United States of America), "feather" and "tear drop" shaped signs, and all other signs which flutter, undulate, swing, rotate, oscillate or otherwise move by natural or artificial means.
2. Signs containing any flashing or running lights or lights creating an illusion of movement except for signs in the Central Business Sign District. Also exempt from this category are Automatic Changing or Electronic Message Sign or Center subject to the requirements of 8.3.15 of this development code.
3. Signs which imitate, may be confused with, or construed as official traffic signs or traffic control devices, or which hide from view any traffic or street sign or signal. Signs which use the words "stop," "look," "danger," "go slow," "caution," or "warning," are deemed to be within this category except where such words are part of the name of the business. This category (3) does not include signs which are accessory to parking lots, driveways or roads.
4. Portable or wheeled signs, which are signs designed to be moved from place to place or not securely attached to the ground or to any structure. A-Framed or T-Framed signs, are exempt from this category.
5. Signs placed on or attached to a parked vehicle or trailer, whether on private or public property, except for signs meeting the following conditions:
 - A. The primary purpose of such a vehicle or trailer is not the display of signs.
 - B. The signs are magnetic, decals, or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
 - C. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used or available for use in the daily function of the business to which such signs relate.

6. A sign in any Residential Sign District, exceeding a height of three and one-half feet above the street grade within 12 feet of the intersecting street lines bordering a corner lot.
7. A sign in any Commercial Sign District, Office Sign District, Industrial Sign District, or Central Business Sign District within eight feet of the intersecting street lines bordering a corner lot, provided that this regulation shall not apply to that part of a building above the first floor.
8. Signs in required transitional buffer yards (TBY).
9. Wall, roof, projecting or stacked off-premises signs.
10. Murals on structures with solely a single-family or multi-family residential use/structure and associated accessory structures in residential districts.
11. Vehicles and trailers used primarily as static displays, advertising a product or service.
12. Except as provided for elsewhere in this code, signs encroaching upon or overhanging public right-of-way or otherwise creating an encumbrance in the public-right-of way, as prohibited in Section 26-11 of the Peoria City Code, including signs attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
13. Traffic Hazard: Any sign which is determined by the director to constitute a traffic hazard by reason of size, location, design or type of illumination.
14. LED "rope lights," or any other similar type of stringed lights or illuminating device, whether pulsating, blinking, flashing, or otherwise changing in light intensity, brightness, or color or in a steady, constant, non-fluctuating or non-undulating manner, whether attached to or suspended from any building or structure, or portion thereof, whether outside the building or structure or inside the building or structure and visible from the outside, or attached to any sign as an element of that sign or attached to the sign structure.

B. Exempt Signs

The following are hereby designated as "exempt signs" and, as such are subject only to the regulations contained in this section 8.3.10.B. of this development code. Exempt signs shall not exceed six square feet in area unless otherwise specified below:

1. House numbers and house nameplates, provided that nameplates shall not exceed one square foot in area, subject to any additional requirements of Chapter 26 of the Peoria City Code.
2. Public Information, Noncommercial, Permanent: Signs required or specifically authorized by law or necessitated by public health, safety or welfare, in all Sign Districts, provided the sign does not exceed two (2) square feet in area.

Examples: Addresses, restroom identification, historical designation markers on a building.

3. Signs erected or required by governmental bodies, or authorized for a public purpose by any law, statute or ordinance. Such public signs may be of any type, number, area, height, location, or illumination as authorized by law, statute, or ordinance, and not prohibited by this code.
4. Flags bearing the officially adopted design of a nation, state, or political subdivision of a state. Flags shall not exceed 30 square feet in size, except that United States of America garrison size flags are allowed.
5. Business flags displaying the name of the business and the corporation symbol or logo. Each nonresidential zoning lot shall be permitted one flag not to exceed 30 square feet.
6. Murals in non-residential districts and on structures with legal non-residential uses/structures in residential zoning districts.
7. Informational signs posted by private entities on private property, not to exceed six (6) square feet in area.

Example: Commercial businesses providing directional signs, signs informing pedestrians they are on camera, warning signs indicating a private entity may tow a vehicle from a private parking area.

8.3.11 Temporary Signs

A. Display

1. Temporary signs displayed for a legal zoning use in nonresidential districts or a special use in residential districts may not advertise goods, products, services or facilities, or direct persons to a location different from where the sign is installed. All temporary signs must be properly anchored; and maintained in good repair, with no fading, tears or other wear, including at the seams and attachments. Permanent display of temporary signs is prohibited. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the grounds, are considered Temporary Signs.
2. Except as otherwise specifically provided for in the Unified Development Code, where temporary signs refer to a particular event or activity, temporary signs shall be located only upon the property upon which the temporary activity (if any) referenced is taking place. Such signs may be located in any required yard, but shall not extend over any lot line or within fifteen (15') feet of any point of vehicular access from a zoning lot to a public roadway as measured from the nearest end of the sign.
3. Except as otherwise specifically provided for in the Unified Development Code, temporary signs shall be removed within seven (7) days after the sign no longer meets its intended purpose.

B. Temporary Sign regulations shall be applied per Section 8.3.5 of this development code and as outlined in the table below:

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SIGN TYPE	NUMBER ALLOWED	MAXIMUM SIZE	HEIGHT	MINIMUM REQUIRED SETBACK	LENGTH OF DISPLAY	SIGN DISTRICT	PERMIT REQUIRED	ADDITIONAL REQUIREMENTS	
TEMPORARY COMMERCIAL SIGN									
Banner	Wall/fence	1 per frontage	Banner plus other wall signs cannot exceed 20% of façade	NA	NA	NA	Commercial; Office; Industrial; and Central Business	No	=
	Pole mounted	1 per frontage	8 sq. ft. in any Residential District 32 sq. ft. in Non-residential Districts	5 feet	None for Residential Districts but may not obstruct visibility between driveway and street. 1/2 required yard or 1/2 minimum build-to line in Non-residential Districts.	No more than 30 days prior to temporary commercial activity and removed within 7 days of activity conclusion.	All	No	
	Light Standard	1 per pole	18 sq. ft.	Minimum clearance of 8 feet above grade	NA	NA	Commercial; Office; Industrial; and Central Business	No	Rigid framework on a minimum of two sides.
	A-Frame or T-Frame	1 per frontage	8 sq ft	4 feet	1/2 required yard or 1/2 minimum build-to line	Sign shall remain indoors outside of business hours.	Commercial; Office; Industrial; and Central Business	No	Shall not obstruct pedestrian access or vehicle route.
	String Pennants & Streamers	NA	NA	NA	1/2 required yard or 1/2 minimum build-to line	14 days per grand opening	Commercial; Office; Industrial; and Central Business	No	Permitted only for grand openings for new businesses in addition to other permitted temporary signs.

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<u>Grand Opening</u>	<u>Inflatables</u>	<u>1</u>	<u>25 feet in height, 30 feet in width or diameter</u>	<u>Maximum 25 feet</u>	<u>20 feet from property line and 10 feet from the building</u>	<u>Maximum consecutive 30 days</u>	<u>Commercial; Office; Industrial; and Central Business</u>	<u>No</u>	<u>Display, at location of new business, allowed no more than 30 days before and 30 days after a grand opening event. Lighted signs are prohibited. Allowed with light standard signs, string pennants, and streamers. Inflatable sign not permitted</u>
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									<u>with a temporary banner.</u>
<u>Special Sales Banner</u>	<u>Wall, fence, or pole mounted</u>	<u>Unlimited</u>	<u>32 sq. ft.</u>	<u>Not applicable for wall banners. Maximum 5 feet for pole mounted banners.</u>	<u>1/2 required yard or 1/2 minimum build-to line for pole mounted banners. Not applicable for wall banners.</u>	<u>Maximum consecutive 30 days</u>	<u>Commercial</u>	<u>No</u>	<u>Banners must be spaced at least 150 feet apart. See Section 5.5 of Unified Development Code for additional regulations.</u>

TEMPORARY NON-COMMERCIAL SIGN

<u>Banner</u>	<u>Wall, fence or pole mounted</u>	<u>Unlimited</u>	<u>8 sq. ft. in any Residential Districts</u> <u>32 sq. ft in any Non-Residential Districts</u>	<u>Not applicable for wall banners. Maximum 5 feet for pole mounted banners.</u>	<u>NA</u>	<u>Residential Districts = unlimited. Non-residential Districts = removed within 7 days after conclusion of non-commercial activity ends</u>	<u>All</u>	<u>No</u>	
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8.3.12 Permanent Signs

- A. Permanent Sign regulations shall be applied per Section 8.3.5 of this development code and as outlined in the table below:

SIGN TYPE		NUMBER ALLOWED	MAXIMUM SIZE	HEIGHT	MINIMUM REQUIRED SETBACK		SIGN DISTRICT	PERMIT REQUIRED	ADDITIONAL REQUIREMENTS
Freestanding	On-premises	More than 1 if lineal frontage separation between signs is at least 250 feet	70 sq. ft. but not to exceed 1 sq. ft. per lineal foot of street frontage	15 ft. in Commercial & Industrial Districts. 5 ft. in Office Districts	1/2 the required yard or 1/2 minimum build-to line		Commercial; Office; Industrial; and Central Business	Yes	See Section 8.3.12.B
	Off-premises	See Section 8.3.12.C	See Section 8.3.12.C	See Section 8.3.12.C	1/2 the required yard or 1/2 minimum build-to line		Commercial, Industrial, and Central Business	Yes	See Section 8.3.12.C
	Residential District Special Use	2	20 sq. ft. maximum area for ground sign; 5% of the facade for wall sign	5 feet for ground sign	1/2 the required yard or 1/2 minimum build-to line		Residential	Yes	See Section 8.3.12.D
	Subdivision and Multi-family Development Identification	Not to exceed 2 per entrance	20 sq. ft.	5 feet	Support structure is exempt pursuant to Development Review Board review and approval		All	Yes	Solely for the purpose of identifying and displaying the name of a subdivision or specific neighborhood.
	Menu Board	Two per drive-thru lane	40 sq. ft.	7 feet	Prohibited in the primary front yard. 1/2 required yard or 1/2 minimum build-to line for secondary front or corner side yard. No setback for side and rear yard.		Commercial; Office; Industrial; and Central Business	Yes	=
	Scoreboards	=	=	=	=		=	=	See Section 8.3.12.E
Building	Canopies	Total number cannot exceed 25% of facade	Not more than 25% of canopy surface may display business name, logo or purpose of business	Minimum 7 ft above sidewalk.	NA		Commercial; Office; Industrial; and Central Business	Yes	No portion of canopy may extend beyond a point 2 feet inside the curb line. Must complement fenestration pattern of the building facade.

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	<u>Awnings</u>	<u>Total number cannot exceed 25% of facade</u>	<u>Not more than 25% of awning surface may display business</u>	<u>Minimum 7 ft above sidewalk</u>	<u>NA</u>		<u>Commercial; Office; Industrial; and Central Business</u>	<u>Yes</u>	<u>No portion of awning may extend beyond a point 2 feet inside the curb line. Must complement</u>
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			<u>name, logo or purpose of business</u>						<u>fenestration pattern of the building facade.</u>
	<u>Above Canopy</u>	<u>Total number cannot exceed 20% of building facade plus other wall signs</u>	<u>Not more than 20% of building facade plus other wall signs</u>	<u>Minimum 7ft above sidewalk. Maximum height not to exceed the roof line.</u>	<u>NA</u>		<u>Commercial; Office; Industrial; and Central Business District</u>	<u>Yes</u>	<u>Must complement fenestration pattern of the building facade.</u>
	<u>Under Canopy</u>	<u>NA</u>	<u>18 inches in depth, length not to exceed 75% of depth of canopy, ceiling, roof or marquee to which sign is attached.</u>	<u>Lower edge of canopy sign must be a minimum 7 feet above the ground</u>	<u>NA</u>		<u>Commercial; Office; Industrial; and Central Business District</u>	<u>Yes</u>	<u>Must complement fenestration pattern of the building facade.</u>
	<u>Marquee</u>	<u>1 per street frontage</u>	<u>20% of facade excluding the door and window area</u>	<u>Minimum 7 ft above sidewalk. Maximum 5 feet above marquee roof line</u>	<u>NA</u>		<u>Permitted in Central Business only, Special permit required in Commercial, Office, and Industrial.</u>	<u>Yes</u>	<u>Must complement fenestration pattern of the building facade.</u>
	<u>Projecting</u>	<u>Projecting sign along with other buildings signs cannot exceed 20% of facade</u>	<u>20% of facade</u>	<u>Minimum 7 feet above ground</u>	<u>NA</u>		<u>Commercial; Office; Industrial; and Central Business District</u>	<u>Yes</u>	<u>May extend over public right-of-way 2/3 of width of sidewalk. Inner edge of sign cannot be farther than 2 feet from building wall. Cannot extend beyond roof line. Must complement fenestration pattern of the building facade.</u>
	<u>Rooftop</u>	<u>1</u>	<u>Subject to Special Use process</u>	<u>Subject to Special Use process</u>	<u>NA</u>		<u>Permitted in Central Business only, Special permit required in Commercial, Office, and Industrial.</u>	<u>Yes</u>	<u>See Section 8.3.13 for applicable regulations in B1. Allowable information on a rooftop sign shall be restricted to the name of the business and/or its official logo only.</u>

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	<u>Wall</u>	Total number including temporary banners	20% of façade	NA	NA		Commercial: Office: Industrial:	Yes	
		cannot exceed 20% of façade					and Central Business		
	<u>Window</u>	1 per window	20% for windows 8 sq. ft. or larger, 50% for windows less than 8 sq. ft.	NA	NA		Commercial: Office: Industrial, and Central Business	Yes	Windows separated only by mullions shall be considered as one continuous window pane in the computation of window surface area. The view into a commercial use shall not be permanently obstructed by screens, shades, shutter, or opaque films applied to the glazing.
<u>Directional</u>	<u>On-Premises</u>	NA	4 sq. ft.	4.5 feet	None, but may not obstruct visibility between driveway and street		All, except RSD-1	Yes	See Section 8.3.12.G
	<u>Off-Premises</u>	NA	8 sq. ft.	4.5 feet	None, but may not obstruct visibility between driveway and street		Central Business	Yes	May be displayed as either a building or freestanding sign.

B. Permanent On-Premises Freestanding Signs

1. Limitations

- a. Zoning lots, including corner lots, fronting on two or more streets may be allowed to place freestanding signs on each frontage, however, the total sign area that is oriented toward a particular street may not exceed the portion of the lot frontage on that street and spacing requirements of 250 lineal feet as per 8.3.12.B.1.b. of this development code.
- b. More than one on-premises freestanding sign may be permitted on a zoning lot provided that the lineal frontage separation between any other on-premises freestanding sign located on the same zoning lot shall be a minimum of 250 feet.
- c. An on-premises freestanding sign shall be spaced a minimum of 50 lineal feet from any off-premises freestanding sign located on the same street frontage.

C. Permanent Off-Premises Freestanding Signs

1. Applicable Districts and Limitations for Area and Sign Height.

- a. Off-premises freestanding signs that have a maximum area limitation of 300 square feet and maximum height limitation of 30 feet above the centerline of the road from which the sign is viewed, excluding off-premises sign extensions in either instance, are permitted uses in the Commercial and Industrial sign districts.

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- b. Off-premises freestanding signs that are greater than 300 square feet in sign area and have a maximum area limitation of 700 square feet and maximum sign height of 40 feet above the centerline of the road from which the sign is viewed, excluding off-premises sign extensions in either instance, are permitted uses in the Class C2 zoning district and Industrial sign district.
2. Spacing, as measured by continuous frontage, for off-premises freestanding sign less than or equal to 300 square feet shall be a minimum of:
 - a. 50 lineal feet from the base of the sign to any on-premises freestanding sign; and
 - b. 1,000 lineal feet from the base of the sign to any off-premises freestanding sign.
3. Spacing, as measured by continuous frontage, for off-premises sign greater than 300 square feet shall be a minimum of:
 - a. 50 lineal feet from the base of the sign to any on-premises freestanding sign; and
 - b. 2,000 lineal feet from the base of the sign to any off-premises freestanding sign.
4. Spacing from residentially zoned parcels:
 - a. For signs 300 square feet or less, 150 lineal feet, measured in a radius from the base of the sign from any property line of residential zoned property.
 - b. For signs greater than 300 square feet, 250 lineal feet, measured in a radius from the base of the sign from any property line of residential zoned property.
5. In no instance shall more than two (2) off-premises signs be within 500 feet from the center point of an intersection as measured by continuous frontage.
6. Landscaping

All off-premises freestanding signs, which exceed eight square feet in size are required to have 0.25 landscaping points per 1 square foot of sign area. The amount of landscaped area and design are subject to DRB review and approval.
7. Frontage Requirement

The minimum frontage requirement for an off-premises sign is 100 lineal feet. The presence of an off-premises sign on a zoning lot shall reduce the lineal street frontage (for the purpose of on-premises free-standing sign size) by 100 lineal feet.
8. Thoroughfare Location

Off-premises signs shall only be permitted on streets designated as a principal arterial on the official thoroughfare map of the City of Peoria except as provided below.

Up to eight (8) off-premises signs may be permitted on access controlled freeways and expressways as indicated on the thoroughfare map of the city subject to meeting all of the requirements of this ordinance. No sign may be placed between mile marker 89 and 93 on Interstate 74.
9. Limitation on New Off-Premises Signs Greater Than Eight Square Feet
 - a. As of January 1, 2025, the number of off-premises signs greater than 8 square feet shall not exceed the city-wide maximum cap of eighty-three (83).
 - b. From and after the effective date of this ordinance, all applications for new off-premises signs which exceed the city-wide maximum cap must, in addition to all other requirements of this ordinance, specify the off-premises sign or signs being replaced ("replaced sign"). All applications for new off-premises signs, which do not exceed the city-wide maximum cap must, in addition to all other requirements of this ordinance, report the location and specifications of the signs to the Community Development Department in order to be added to the inventory.

- c. Waivers of off-premises sign regulations are subject to a major variance pursuant to Section 2.6 of the Unified Development Code. In no case shall a variance from the city-wide maximum cap be issued.
 - d. Notwithstanding any other provision herein, the cap shall be amended by the addition of any off-premises sign located, existing and permitted on the date of annexation of territory that is annexed to the City of Peoria after the effective date of this ordinance provided such off-premises sign meets the requirements of 8.3.12.C of this development code.
10. A sign extension, as an embellishment added to an off-premises sign to enhance a specific advertising message, may increase the area of a sign face by no more than 20%, may extend no more than five feet above the topmost edge of the sign face and three feet from any side, and shall remain installed only for the duration of the advertising message in question. Although extensions may incorporate lighting incidental to the advertising message, all lighting upon any sign face must still adhere to the total allowable illumination of 75 foot candles.

D. Residential District Special Use Sign

A special use in a residential district may display one ground and/or one wall on-premises sign. An existing residential district special use may display one ground and/or one wall on-premises sign(s) with administrative approval provided the sign(s) meet the area and height requirements and the standards for approving a special use per 2.9.10 of this development code. A freestanding sign has a maximum area limitation 20 sq. ft., and a maximum sign height limitation of five feet. A wall sign has a maximum area limitation of 5% of the building façade. Special uses in residential districts may also display temporary signage pursuant to 8.3.11.B of this development code unless otherwise prohibited by a condition of the special use.

E. Scoreboards Accessory to Arenas, Stadiums, and Sports Fields

Special uses allowing arenas, stadiums, and sports fields may display a freestanding or wall on-premises scoreboard pursuant to the following conditions:

- 1. A wall or freestanding on-premises scoreboard shall face the arena, stadium, or sports field.
- 2. Sign content may be placed on the front of a wall, or front and rear of a freestanding on-premises scoreboard accessory to an arena, stadium, or sports field.
- 3. A donor plaque or sign placed on the freestanding on-premises scoreboard shall not exceed 20 percent of the scoreboard size and shall only designate the donor name and shall not include the following: franchise reading matter, letters, numerals, pictorial representations, emblems, trademarks, flags, banners, streamers, pennants, inscriptions, copyrighted logos and patterns.
- 4. Freestanding and wall on-premises scoreboards that do not adhere to the above-mentioned conditions must obtain a special use pursuant to 2.9 of this development code.
- 5. Existing special uses allowing arenas, stadiums, and sports fields may display a wall or freestanding on-premises scoreboard pursuant to conditions 1, 2, and 3 above with administrative approval.

F. Building Signs

Building signs are on-premises signs attached to a building and are subject to any size, number, location or other requirements noted in the table above. In addition, the sum of the area of all individual building signs, including permitted temporary banners, on a building facade shall not exceed 20 percent of the facade upon which the signs are displayed. Permitted building signs include:

1. **Window Displays**

No restrictions are placed on window displays. However, no window display may be maintained which has the effect of circumventing the intent of this 8.3. If material purporting to be a window display has such effect, it shall be deemed to be a window sign and not a window display.

G. Directional Signs

On-premises directional signs are permitted in all districts and may be displayed as either a building or freestanding sign. Off-premises directional signs are permitted in the Central Business District and may be displayed as either a building or freestanding sign.

1. On-premises directional or instructional signs accessory to parking and driveway areas, subject to the following regulations:
 - a. Such signs shall not be permitted in RSD-1.
 - b. One single or double-faced sign may be erected to designate each entrance to or exit from a parking or driveway area, provided that the surface area of such sign shall not exceed four (4) square feet.
 - c. Signs designating the conditions of use of off-street parking spaces furnished by a business may be placed in parking lots or alleys. Such signs shall include the name of the business furnishing the parking spaces but shall not include any advertising.
 - d. On-premises directional signs may not exceed four and one-half feet in height and do not have to observe a setback; however, in no case shall the sign obstruct visibility from a driveway to an abutting street or vice versa.
2. Off-premises directional or instructional signs are subject to the following regulations:
 - a. Such signs shall only be permitted in the Central Business District.
 - b. One single or double-faced sign may be erected to indicate the location or direction of parking or the location of a use not provided or conducted on the site of the off-premises directional sign, provided that the surface area of such sign shall not exceed eight square feet.
 - c. Off-premises directional signs may not exceed four and one-half feet in height and do not have to observe a setback; however, in no case shall the sign obstruct visibility from a driveway to an abutting street or vice versa.

8.3.13 Permitted Signage in the Central Business Sign District.

- A. Permitted signage in the Central Business district is as follows:
 1. Temporary Commercial Signs located on the property, related to a temporary activity commercial in nature, taking place on the property. Examples: Transaction-related signs such as: "For Sale/Lease," "Help Wanted," garage sales, contractor signs). Such sign shall not exceed thirty-two (32) sq. ft. in area.
 2. One sign or bulletin board not exceeding twenty (20) square feet in area is permitted in connection with public buildings, projects, subdivisions, schools, hospitals or similar uses and shall be located twelve (12) feet back of the property line or one-half of the front yard depth, whichever is less. Such sign shall be solely for the purposes of displaying the name of the building or institution and its activity or service. It may be illuminated but not flashing.
 3. One on-premises sign per frontage, either projecting or freestanding, Regulations governing projecting and freestanding signs are: (1) The background area (size) of freestanding and projecting signs shall not exceed one square foot for each lineal foot of principal street frontage; (2) They may extend over the public way a distance of two-thirds of the width of the sidewalk; (3) The lower edge of the projecting sign shall be a minimum of ten (10) feet above the surface of the public way; (4) The inner edge of the projecting sign cannot be farther than two (2) feet from the building; (5) A projecting sign cannot extend above the parapet wall; (6) Freestanding signs may be erected to a maximum height of twice the height of the building served but not to exceed forty (40) feet.
 5. On-premises Wall Signs not to exceed forty (40) percent of the building facade and not extending more than fifteen (15) inches from the wall. A sign is also permitted if made of individual letters, not to exceed sixteen (16) per cent of the facade area. The first forty (40) feet only of vertical height of any building may be used in determining the building facade in calculating sign areas.

6. Off-premises freestanding signs shall be permitted pursuant to the regulations in 8.3.12.C of this development code for Class C2 zoning district off-premises freestanding signs.
7. On-premises roof signs may not exceed forty (40) per cent of the building facade and letters may not exceed sixteen (16) per cent of the building facade and may not be more than thirty (30) feet in height above the roof line nor exceed the maximum allowable building height. Each facade may contain one (1) roof sign.
8. Flashing signs shall be permitted in this district.
9. Marquee signs are permitted on the fascia, front, over or under the canopy, but not to exceed five (5) feet above the marquee roof line.
10. Temporary signage is permitted pursuant to 8.3.11 of this development code. In the Central Business District, only the first forty (40) feet of vertical height of any building facade may be used in calculating the signage area.
11. Canopy and awning signs are permitted pursuant to 8.3.12.A of this development code.

8.3.14 Shopping Centers.

Signage for shopping centers shall be determined pursuant to the special use and local sign regulation procedures.

8.3.15 Special Regulations for Automatic Changing or Electronic Message Signs or Center

A. Purpose

These regulations offer specific construction and operation regulations for the safe and appropriate use of Automatic Changing or Electronic Message Signs or Centers. Electronic multiple message signs may be but are not limited to: electronic message/reader boards, and electronic billboard displays. These regulations shall apply to signs in all Sign Districts unless otherwise specified.

B. Sign Area

The area of an electronic multiple message sign shall be included in any sign area calculation.

C. Regulations

1. Table of Definitions, Locations Allowed, Dwell and Transition Times.

	<u>How Defined</u>	<u>Where Allowed</u>	<u>Dwell Time and Transitions</u>
<u>Static Images Only</u>	<u>Sign content/messages contain no video, and do not move, blink, animate, flash, or behave in any other way which constitutes or implies motion.</u>	<u>City-wide</u>	<u>May change their message no more than once per every ten seconds. No animation, traveling, scrolling, fades, or dissolves are permitted between displayed messages. Transitions between content/messages shall be instantaneous.</u>
<u>Moving Transitions and Borders</u>	<u>Non-static transitions that may fade, dissolve; or have borders that appear to scroll or travel.</u>	<u>Not permitted on signs exceeding 70 square feet. Permitted on property that:</u> <u>1. Is located in a</u>	<u>Borders and backgrounds:</u> <u>1. Fades, dissolves; and borders that appear to scroll or travel are permitted.</u> <u>2. Border scrolls and travel must be one-directional.</u> <u>3. Video is prohibited.</u> <u>Text:</u> <u>1. Ten second dwell time.</u> <u>2. Static transitions only.</u>

		Commercial Sign District or CN Zoning District; and 2. Has frontage on a principal arterial or higher, as designed in the adopted Thoroughfare Map	3. No animation. Restrictions: <u>No strobe-lighting (or fast flashing tantamount to strobes) is permitted.</u>
<u>Video</u>	<u>Continuous movement, but no flashing or strobe.</u>	<u>Central Business Sign District only</u>	<u>No restrictions except for that stated under prohibited signs, including no flashing or strobe.</u>

D. Automatic Dimming

Electronic multiple message signs shall be equipped with light sensing devices or a scheduled dimming timer which automatically dim the intensity of the light emitted by the sign during ambient low-light and nighttime (dusk to dawn) conditions. The signs shall not exceed 500 nits of intensity as measured at the sign surface during nighttime and low-light conditions and 5,000 nits during daytime hours.

E. Maintenance

Automatic Changing or Electronic Message Signs or Centers shall be properly maintained. Bulbs, LEDs, pixels and the like shall be in working, properly illuminating condition at all times.

8.3.16 Signs Allowed Only by Special Permit.

Certain types of signs shall only be allowed by special permit granted by the City Council, pursuant to the special use process set forth in Section 2.9 of this development code, after a public hearing by the Planning and Zoning Commission. Such special permits are required because these categories of signs are of such a nature that their construction and operation may give rise to unique problems with respect to their impact upon neighboring properties.

A. Types of Signs Allowed by Special Permit

The following types of signs will be allowed by special permit only:

1. Historic signs;
2. Inflatable signs, balloons, or other air or gas filled signs or fixtures for purposes other than a business grand opening or for properties located in residential districts;
3. Signs governed by "local sign regulations"; and
4. Marquee and rooftop signs in nonresidential districts other than Central Business Sign District.

B. Standards

The following standards shall be the criteria by which the Planning and Zoning Commission recommends and the City Council evaluates the suitability of proposed signs to be granted by special permit:

1. That the proposed location does not block the view of other signs in the area;

2. That the size does not unduly infringe upon the health, safety or welfare of persons occupying or moving through the surrounding area; and
3. That the sign is materially consistent with the objectives of this ordinance;
4. That the proposed sign is compatible in scale to the surroundings.

C. Administration of Special Permit

Regulations for procedure and for hearings shall be the same as that outlined for special uses, as set forth in Section 2.9 of this development code.

8.3.17 Local Sign Regulations

A. Submission of Regulations

A shopping center or any association of merchants doing business within a specific area within the City, a university or hospital having a multi-building campus, or an industrial/business park or office park may establish regulations for such shopping center, campus, office or industrial park area. Such regulations (hereinafter called "local sign regulations") shall be submitted to the Development Review Board for review and forwarded to the Planning and Zoning Commission for a Public Hearing and recommendation to the City Council. If, and to the extent that, local sign regulations are approved by the City Council, such local sign regulations shall be observed by the persons affected in lieu of compliance with this ordinance.

B. Conditions for Approval

No local sign regulations will be approved unless the regulations are binding upon all persons in the university campus, shopping center, office or industrial/business park, of the specific area within the City to which the regulations are intended to apply.

C. Approval Procedure

Persons desiring to obtain approval of local sign regulations pursuant to this section shall submit the regulations to the Zoning Administrator, together with any additional material requested by the Zoning Administrator. The Zoning Administrator shall review the regulations and transmit them to the Development Review Board for recommendation to the Planning and Zoning Commission. The Planning and Zoning Commission will then conduct a public hearing and submit their comments to the City Council for final action.

D. Private Signage Agreements

Nothing in this section 8.3 or elsewhere in this ordinance shall prevent any building owner or association of merchants from establishing by lease or other form of agreement sign regulations which are more stringent than those set forth in this ordinance.

Ordinance No. 18,362 was adopted by roll call vote of 11 Yeas; 0 Nays.