

Sign Standards (SI)

5.58 SI-01: General Sign Standards

This Sign Standards (SI) section applies to the following zoning districts:



The following standards apply:

- A. **Purpose:** The purpose of this ordinance is to create the legal framework for a comprehensive and balanced system of sign regulations that will preserve the right of free speech and expression, provide an easy and pleasant communication between people and their environment, and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community-wide appearance. With these purposes in mind, it is the intent of this ordinance to authorize the use of signs that are:
 1. Compatible with their surroundings;
 2. Appropriate to the activity that displays them;
 3. Expressive of the identity of individual activities and the community as a whole;
 4. Legible in the circumstances in which they are seen; and
 5. To promote the use of signs that are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community’s express desire for quality development; as well as
 6. To preserve and protect the public health, safety, and welfare of the citizens of the City of Shelbyville.
- B. **Freedom of Expression:** As permissible by law, the following applies to noncommercial messages:
 1. Notwithstanding any other provision of this article, commercial copy may be substituted with non-commercial copy on any sign that is permissible under this article.
- C. **Traffic Hazard Signs:** A sign shall not constitute a traffic hazards as described below:
 1. **Public Right-of-Way:** No sign shall encroach into a public right-of-way, except for the following:
 - a. Projecting Signs that are allowed in the BC District (see *Section 5.65*).
 - b. Governmental and Public Signs.
 - c. Outdoor sandwich board signs that are allowed in the BC District (see *Section 5.65*).
 - d. Residential subdivision identification signs.
 - e. Non-Commercial Off-Premise Signs, as defined and regulated in *Section 5.58(S)*
 2. **Intersection:** No sign or other advertising structure, as regulated by this section, shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, or at any location where, by reason of the intensity, position, shape, or color, it may interfere with, obstruct the view, or be confused with any traffic sign, signal or device.
 3. **Obstructs Circulation:** No sign or sign structure shall be permitted which attempts or appears to attempt to direct the movement of traffic or which interferes with or obstructs the view of, or can be confused with, imitates, or resembles any official traffic sign, signal, or device.
 4. **Misleading:** No sign, as regulated by this section, shall be erected which makes use of the words “Stop,” “Look,” “Danger,” or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic.
 5. **Vision Clearance:** All signs shall meet the standards in *Section 5.77: Vision Clearance*.
- D. **Sign copy:**
 1. The sign copy face can be changed to a new copy as long as the frame and original size of the sign remains the same, in this case a sign permit is not needed. For legal nonconforming signs please see *Section 8.04*.
- E. **Abandoned Signs:** Signs that are either (1) associated with a commercial property which has become vacant or (2) associated with a business, project, or service which is no longer operating; otherwise known as an “abandoned sign.” When a sign is “abandoned,” then the sign shall lose any legal-nonconforming status and all associated development standards variances will become null-and-void if not utilized within 180 days. If removal of the sign is required due to the loss of legal-nonconforming status, the structural support of the sign, such as the pole and framework upon which the sign is placed, shall also be removed. In addition, a “Sign Blank” should be placed in any abandoned sign to replace the sign copy associated with the former business, project, service, or use within twenty-one (21) days of the sign becoming abandoned.
- F. **Signs in Easements:** Any sign that is placed in an easement that is not included in the public right-of-way shall be approved by the easement holder in addition to obtaining local approval.

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- G. Signs Required By Law: Signs required by law to be a specific size, composition, or location may be permitted by the Zoning Administrator. If permit is required for this type of sign elsewhere in this section, the owner shall first receive permit before placement.
- H. Sign Maintenance:
1. Signs and supporting hardware, including temporary signs, shall be structurally safe, clean, free of visible defects, and functioning properly at all times.
 2. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.
- I. Sign Materials: Painted signs shall be permitted in addition to signs made of brick, metal, or wood. All painted signs shall conform to all other requirements of the sign code for wall signs, including, but not limited to size location, illumination, lettering, style, and color. This does not include art work or murals that are not used for commercial purposes.
1. *Temporary Sign*: A sign or advertising display constructed of cloth, canvas, fabric, plastic, or other comparable materials that are designed or intended to be displayed for a short period of time as determined by the Zoning Administrator. Temporary signs are portable signs that are not permanently attached to the ground or other permanent structures, or a sign designed to be transported. Temporary signs include, but are not limited to: sandwich boards, wall and ground banners, yard cards, advertisement flags, signs on balloons and umbrellas, and reader boards (on wheels).
 2. *Permanent sign*: A sign attached to a building, structure, or the ground, and which is made of durable materials, intended for long term use. Permanent sign faces shall be made up of plastic, vinyl, metal, or other durable materials determined to be comparable by the Zoning Administrator.
- J. Limitations: No sign or sign structure shall be placed on private or public property without the express written consent of the owner or the owner's representative.
- K. Prohibited Signs: Except as otherwise specifically provided in the city code, the following signs types are strictly prohibited in all zoning districts:
1. Signs which contain obscene statements, works, or pictures.
 2. Signs which may obstruct visibility for the purpose of public safety in any direction at all intersections of streets, alleys, sidewalks, and/or driveways.
 3. Signs which advertise activities that are illegal under federal, state, city or county laws.
 4. Signs painted upon retaining walls, rocks, natural features or vegetation, unless otherwise permitted in this ordinance.
 5. Off-premise commercial signs as defined by this ordinance. This does not apply to billboards as defined herein.
 6. Signs that are not permanently attached to the ground, building, or structures are prohibited, except for when temporary signs are allowed.
 7. Signs located in the right-of-way that have not received formal approval by the City of Shelbyville Board of Public Works and Safety as described in Section 5.58 (S) of this ordinance.
 8. Signs which rotate, swing, inflate, or move as a result of wind (natural or man-made), i.e. banners, posters, pennants, ribbons, streamers, spinners, or similar devices, unless they are specifically permitted by other sections of this ordinance.
 9. Signs mounted on the roof of any structure. If a roof is considered a part of an architectural style such as a mansard style roof, signs will be reviewed on an individual basis by the Plan Commission Staff for determination of compliance with the intent of this section.
 10. Wall signs that exceed the height of the wall or facade on which they are mounted.
 11. Signs that are blocking or are placed in front of any door, window, fire escape, or opening required for ventilation in any structure.
 12. Any sign, including temporary signs, that are posted-on or attached-to any public utility pole, fence post, fence, light pole, tree, or any other publicly owned structures such as a street or stop sign.
 13. Stationary motor vehicles, trailers, and similar vehicles whose sole purpose is for advertising.

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- L. Exempt Signs: The following signs are permitted in any zoning district. The general provision noted in the above section shall still apply to all signs. The requirement of a sign permit shall not apply to certain signs specifically referenced in this section.
1. Flag, emblems, or insignia of any nation, state, political subdivision, school, or other non-commercial entity shall be permitted, provided the setback requirements for signs in the applicable district are met.
 2. House numbers and name plates.
 3. Interior signs.
 4. Memorial signs or tablets.
 5. Murals and works of art.
 6. Official signs authorized by a government or governmental subdivision which give traffic, directional, or warning information, and signs of public service companies' indication of danger and aids to service or safety that are erected by, or on the order of, a public officer in the performance of their public duty.
 7. Public notices.
 8. Public information signs.
- M. Measurement of Signs:
1. *Sign Area*:
 - a. "Areas" refers to the total area of the sign which would customarily be used for presenting information or attracting attention, including any border.
 - i. The area of regular geometric shapes, such as cabinet signs, shall be calculated using standard formulas (see figure).
 - ii. Where channel letters or awning signs are used, the area shall be measured as the area of the smallest polygon which will completely enclose all figures, letters, designs and tubing which are part of such sign.
 - iii. Each side of an awning or canopy shall be considered a separate face, except that the continuous signs on all sides of an awning shall be considered a single sign.
 - iv. The area of a spherical, cylindrical, and other three-dimensional sign shall be measured by calculating the area of an elevation drawing of the sign.
 - v. Double-faced (back-to-back) signs shall be regarded as a single structure if the distance between each sign face does not exceed two (2) feet at any one (1) point. Only one (1) face of a double-faced sign shall be measured when determining maximum allowable area except for off-site billboards.
 - vi. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
 2. *Sign Height*:
 - a. The height of a sign shall be measured as the vertical distance from the uppermost point used in measuring the sign to the average grade immediately below and adjoining the sign.
 - b. The average grade shall be construed to be the lower of either (1) existing grade prior to construction; or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavation solely for the purpose of location of the sign.
 - i. Earth mounding, inconsistent with the ground level of the land surrounding the sign structure, which increases the elevation of the sign, shall be included in the measurement of the sign height.
 - c. In cases where the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of the street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.
 - d. The linear measurement of the sign shall not exceed eighty percent (80%) of the linear frontage of the facade of the structure or tenant space.

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- e. Any combination of wall signs may be utilized, as long as the total surface area of all the signs on the facade does not exceed the percentage allowed. Facades in multiple tenant buildings per tenant space is measured by the heights of the building floors and the width of the space that is occupied by the tenant.
- 3. *Ground Signs*
 - a. The sign area of a ground sign includes the entire sign structure, such as base and decorative features. Planter boxes are not considered sign structure.
 - b. The base of sign shall be a minimum of one (1) foot in height and two (2) feet in width or fifty percent (50%) of the length of the cabinet sign, whichever is greater.
 - c. When noted, ground sign face shall only measure text and graphics of sign with the method noted above; the ground sign base feature will include the entire sign structure.
- N. Landscape Standards: When landscaping is required around signs defined in this ordinance, the following standards shall apply:
 - 1. A landscape area located around the base of the ground sign shall equal .75 square feet for each square foot of ground sign area.
 - 2. The landscape area shall contain living landscape material consisting of shrubs, perennial ground cover plants, or a combination of both, placed throughout the required landscape area, having a spacing of not greater than three (3) feet on center.
 - 3. Where appropriate, the planting of required deciduous or evergreen trees, installed in a manner that frames or accents the ground sign structure is encourage.
- O. Illuminations of Signs:
 - 1. All lighting of signs from illumination shall not be of an intensity or brightness that will create a negative impact on adjoining properties in direct line of sight to the sign.
 - 2. Signs shall not have blinking, flashing, or fluttering lights.
 - 3. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
 - 4. Reflective type bulbs and incandescent lamps that exceed fifteen (15) watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is exposed to a public right-of-way or adjacent property.
 - 5. The following are explanations and standards on different types of sign illumination. The limits on the types allowed for each sign will be expressed in the section under each type of sign.
 - a. Non-illuminated– Signs that are not illuminated by any types of artificial light source.
 - b. Externally illuminated – illumination of a sign that is affected by an artificial source of light not contained within the sign itself.
 - i. Light source should be effectively shielded so it eliminates negative impacts on surrounding rights-of-way and properties.
 - ii. Light source should be directed and shielded to limit direct illumination of any object other than the sign.
 - c. Internally illuminated – an artificial light source that is concealed or contained with the sign and becomes visible in darkness through a translucent surface, (commonly known as *Cabinet Signs*.)
 - d. Limited Internal Illumination– an internal light sign or an EMC cannot be installed along property lines that adjoin a zoning district of R1 or R2. Light direction should not be seen from these zoning districts.
 - e. Electronic Message Center (EMC) - a sign that utilizes a computer-generated message or some other electronic means of changing the sign copy. These signs include displays using incandescent lamps, LEDs, LCDs or a Ripper Matrix. *Section 5.58(P) will list EMC Standards.*
- P. Electronic Message Centers (EMCs):
 - 1. *Zoning Districts*: Electronic Message Centers, EMC, shall only be permitted via special exception by the Shelbyville Board of Zoning Appeals in the following zoning districts: IS, BC, BG, and BH.
 - 2. *Decision Criteria*: See Section 9.07 Special Exception Use, for Decision Criteria
 - 3. *Development Standards*: If a special exception is granted, the following development standards will apply:
 - a. *Quantity*: Only one (1) EMC shall be permitted per property regardless of number of tenants and buildings. The EMC can be either a wall sign, window sign, or detached sign as allowed per zoning district.
 - b. *Size*: The EMC size is included in the overall size allotment of each type of sign, stated later in each

zoning district, but the EMC shall not exceed size as follows:

- c. *Single Tenant Signs*: EMC signs shall not exceed thirty-two (32) square feet in size.
- d. *Multiple Tenant Signs*: EMCs signs shall not exceed sixty-four (64) square feet in size, (OR 50% of the total sign area permitted on this site in article, whichever is the smallest size permitted).

4. *Message Copy*:

- a. All electronic message copy shall be a static image.
- b. The message copy shall not change more than once every twelve (12) seconds.
- c. Frame effects (transitional elements) Allowed: Fade in, fade out, dissolve, entire frame change. Message copy shall not scroll.
- d. As mentioned in 98.04, All electronic message copy cannot advertise for goods, products, services, or facilities that are not at the location where the sign is installed.

5. *Illumination*:

- a. EMC Illumination Measurement Criteria: The luminance of an EMC shall be measured with a luminance meter set to measure foot-candles accurate to at least two decimals. Luminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color capable EMC, or a solid message for a single-color EMC. All measurements shall be taken perpendicular to the face of the EMC at the distance determined by the total square footage of the EMC as set forth in the accompanying Sign Area Versus Measurement Distance table.
- b. EMC Illumination Limits: The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 foot-candles.
- c. Dimming Capabilities: All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 foot-candle measurements.
- d. Inspections and Testing: All EMCs will be tested for illumination standards after installation of the sign by a third party inspection agency, and a report will be provided to the Zoning Administrator. Inspection should be done at least one (1) hour after sunset. The Plan Commission shall reserve the right to inspect illumination standards thereafter to ensure compliance.

6. *Default*: The "default" setting for all EMC's will be a black screen in the event of a malfunction.

7. *Contact Information*: The owner of an EMC shall provide current contact information to the Zoning Administrator so that contact can be made as needed in the event of a malfunctioning sign.

Q. *Pole and Pylon Signs*:

1. *Zoning Districts*: Pole and Pylon Signs shall only be permitted via special exception by the Shelbyville Board of Zoning Appeals in the BH - Business Highway zoning district.

2. *Decision Criteria*: See Section 9.07 Special Exception Use, for Decision Criteria

3. *Development Standards*: If a special-exception is granted, the following development standards will apply:

a. *Quantity*: Only one (1) Pole or Pylon sign shall be permitted per property, regardless the number of tenants and buildings. This sign is included in the overall number of ground signs permitted on the property as stated later in this ordinance for each zoning district.

b. *Height*:

Signs Located Outside of the Interstate Corridor: Pole and Pylon Signs shall not exceed thirty-five (35) feet in height.

Signs Located within the Interstate Corridor: Pole and Pylon Signs shall not exceed one-hundred (100) feet in height.

c. *Area*:

Signs Located Outside of the Interstate Corridor: Pole and Pylon Signs shall not exceed one-hundred (100) square feet in area.

Signs Located within the Interstate Corridor: Pole and Pylon Signs shall not exceed two-hundred (200) square feet in area.

R. *Signs During an Election Season*:

1. *Cross-reference*: Indiana Code 36-1-3-11

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- S. Signs located in the Right-of-Way: After receiving approval from the Board of Public Works and Safety, non-commercial off-premise signs may be located within the City of Shelbyville's right-of-way. Signs located in the right-of-way must comply with the following Development Standards:
1. *Application*: An application to petition the Board of Public Works and Safety is available in the Plan Commission office, and should be submitted back to the Plan Commission once completed.
 2. *Non-commercial Message*: Signs located in the right-of-way should be non-commercial in nature.
 3. *Quantity*: Up to four (4) signs located in the right-of-way of the same message at the same time shall be permitted.
 4. *Size*: Each face shall not exceed thirty-two (32) square feet in area and may have a message on both sides.
 5. *Height*: Each sign shall not exceed eight (8) feet in height.
 6. *Location*: No sign should be located within a sight-visibility triangle as defined by this ordinance.
 7. *Duration*: No signs located in the right-of-way shall be placed more than two (2) weeks prior to the event.
 8. *Removal*: All signs located in the right-of-way shall be removed within three (3) days after the event's completion. Failure to remove the signs will be a violation of this ordinance.
 9. *Maintenance*: Signs located in the right-of-way shall be maintained in good condition throughout their placement. If a sign blows away, gets bent over, or is moved to an unapproved location (e.g. a mowing crew), the organization that placed it shall be responsible for retrieving, straightening, or relocating the unit. Failure to do so shall be a violation of this ordinance.
 10. *Cause for Denial*: Because signs located in the right-of-way are a discretionary permit, past violations may result in denial of future applications for placement.
- T. "Place-Holder" Signs:
1. After a Permanent Sign Permit has been reviewed and issued, a temporary sign of equal or lesser size may be placed in the general area of the approved permanent sign while the permanent sign is being fabricated and delivered. This specific temporary sign will not require a permit, but must be removed and replaced with the approved permanent sign within 60 days.

Permitted Signs

Sign Type	Sign Permit Required	PK - Park and Open Space	AG - Agriculture	AR - Agriculture/Rural Residential	R1 - Single-family Residential	R2 - Two-family Residential	RM - Multi-family Residential	MP - Manufactured Home Park	IS - Institutional	BN - Business Neighborhood	BC - Business Central	BG - Business General	BH - Business Highway	IL - Light Industrial	IG - General Industrial	HI - High Impact
Incidental Wall Sign	No	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Incidental Freestanding Sign	No	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Window Sign	No								P	P	P	P	P	P	P	P
Under Canopy Sign	No								P	P	P	P	P	P	P	P
Ancillary Sign	No								P	P	P	P	P			
Monument/Detached/ Ground Sign	Yes	P	P			P	P	P		P	P	P	P	P	P	P
Wall Sign	Yes	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Awning	Yes								L	L	L	L	L			
Projection	Yes								L	L	L	L	L			
Billboards	Yes												SE	SE	SE	
Small Temporary Sign	No	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Large Temporary Sign	Yes	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Electronic Message Centers(EMCs)	Yes										SE	SE	SE			
Pole and Pylon Signs	Yes												SE			
NOTE: P = Permitted L = In lieu of a wall sign SE = Special Exception Approval Required by The Shelbyville Board of Zoning Appeals																

Sign Standards (SI)

5.62 SI-09: Commercial Business, Institutional, and Parks & Recreational Sign Standards

This Sign Standards (SI) section applies to the following zoning districts:



The following standards apply:

A. Cross Reference:

1. *Measurement*: See *Section 5.58(M): Measurement of Signs* for directions on how to calculate size and height of signs.
2. *Landscaping*: See *Section 5.58(N): Landscape Standards* for landscape requirements of signs.
3. *Illumination*: See *Section 5.58(O): Illumination Standards* for illumination requirements of signs.

Window Sign

Sign Regulation

Permit	Not required
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Sign Area	20% of the window area
Location	Shall be applied directly to the window
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated

Under Canopy Sign

Sign Regulation

Permit	Not required
Minimum Clearance	8 feet minimum from the ground to the bottom of the sign
Location	Under canopy, it cannot be projected past canopies ledge. Only allowed on a ground floor canopy
Illumination	Non-illuminated, externally illuminated, or internally illuminated

Ancillary Sign

Sign Regulations

NOTE: For illustrative purposes only, examples may include a sign identifying menu items or a list of tenants.	
Permit	Not required
Type	Permanent, Free-Standing, On-Premise
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Quantity	One (1) per acre of subject lot size
Maximum Sign Area	64 square feet
Maximum Height	6 feet
Location	<ul style="list-style-type: none"> • Minimum setback of 30 feet from the right-of-way along arterial roads • Minimum setback of 15 feet from the right-of-way along collector and local roads
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limiter internally illuminated

Wall Sign

Sign Regulations	
Permit	Required
Type	Permanent, wall sign, on-premise, facade, Awning, and Projecting
Materials	See <i>Section 5.58(l): Sign Materials</i>
Maximum Quantity	Limited by percent of front and or side facade as shown in Maximum Sign Area below
Maximum Sign Area	<ul style="list-style-type: none"> • Front Facade: 15% percent of the front facade occupied by tenant. At least 12 square feet should be granted to each tenant space. • Side Facade: 10% percent of the side facade occupied by the tenant. Tenants that do not have an outside side facade shall not be granted side facade signs. • Wall signs shall not be permitted on rear facades. • Any combination wall signs may be utilized, so long as the total surface area of the signs on the facade does not exceed the percentage noted above. This means there is no limit on number of wall signs. • Tenants with no road frontage are allowed signs on the front facade of the building as long as the signs does not exceed size allotment noted above.
Location	Signs shall be placed so that it does not cover any significant feature
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated
Additional Standards for Projection Sign	
Materials	See <i>Section 5.58(l): Sign Materials</i>
Maximum Quantity	1 per street frontage
Maximum Sign Area	Included in overall allotment of size as stated in Maximum Sign Area above
Minimum Clearance	8 feet minimum from the ground to the bottom of the sign
Maximum Projection	6 feet from the building facade
Additional Standards for Awning Sign	
Maximum Sign Area	Included in overall allotment of size as stated in Maximum Sign Area above
Minimum Clearance	8 feet minimum from the ground to the bottom of the sign
Maximum Projection	6 feet from the building facade

Monument Sign

Sign Regulations	
Single Tenant Monument Sign	
Permit	Required
Type	Permanent, Monument, on-premise
Materials	<ul style="list-style-type: none"> • Sign Base: The same materials as the primary structure to which the sign is associated. • See <i>Section 5.58(l): Sign Materials</i>.
Maximum Quantity	<ul style="list-style-type: none"> • Lots with 1 road frontage: 1 monument sign • Lots with more than 1 road frontage: 1 monument sign per road frontage (1 per street frontage with a minimum of 150 feet between each monument sign).
Maximum Sign Area	64 square feet
Maximum Height	8 feet
Location	10 feet from existing or proposed right-of-way and property lines
Landscaping	Required
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated
Integrated Center Monument Sign	
NOTE: Integrated Center Monument Signs are only permitted for facilities that have two (2) or more individual, unrelated, and separately operating tenants.	
Permit	Required
Type	Permanent, Monument, on-premise
Materials	<ul style="list-style-type: none"> • Sign Base: The same materials as the primary structure to which the sign is associated. • See <i>Section 5.58(l): Sign Materials</i>.
Maximum Quantity	<ul style="list-style-type: none"> • All permitted signs listed above may be substituted with an "Integrated Center Monument Sign" (See: <i>Single Tenant Monument Sign: Maximum Quantity</i>)
Maximum Sign Area	125 square feet
Maximum Height	10 feet
Location	10 feet from existing or proposed right-of-way and property lines
Landscaping	Required
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated
Tall Monument Sign	
NOTE: Tall Monument Signs are only permitted for facilities that have a combined building area of 50,000 square feet or larger (Retail Type 3 Facilities).	
Permit	Required
Type	Permanent, Monument, on-premise
Materials	<ul style="list-style-type: none"> • Sign Base: Similar materials as the primary structure to which the sign is associated. • See <i>Section 5.58(l): Sign Materials</i>.
Maximum Quantity	<ul style="list-style-type: none"> • One (1) of the above-mentioned monument signs may be substituted with a "Tall Monument Sign"
Maximum Sign Area	350 square feet
Maximum Height	30 feet
Location	10 feet from existing or proposed right-of-way and property lines
Landscaping	Required
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated

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Incidental Freestanding Signs

Sign Regulations	
NOTE: For illustrative purposes only, examples may include a sign identifying direction, entrances and exits, or loading areas.	
Permit	Not required
Type	Permanent, Ground Signs/Free standing, On-Premise
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Quantity	Three (3) per acre of subject lot size (Any non-whole number, shall be rounded to the next highest whole number.)
Maximum Sign Area	6 square feet
Maximum Height	3 feet
Location	Shall be located on or within five (5) feet of specific areas of the site including pedestrian entrances and exits, parking areas, loading areas, service areas, drive-through service areas, natural landscaping areas, rain gardens, bioswales and storm water management features, hazardous materials areas, and other similar areas as determined by the Zoning Administrator
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated

Incidental Wall Sign

Sign Regulation	
Permit	Not required
Type	Permanent, Wall Sign, On-Premise
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Sign Area	3 square feet
Location	Shall be located on or within five (5) feet of specific areas of the site including pedestrian entrances and exits, parking areas, loading areas, service areas, drive-through service areas, natural landscaping areas, rain gardens, bioswales and storm water management features, hazardous materials areas, and other similar areas as determined by the Zoning Administrator
Illumination	Non-illuminated, externally illuminated, internally illuminated, or limited internally illuminated

Small Temporary Sign

Sign Regulations	
Permit	Not required
Type	Temporary, Sandwich boards (A frame signs), on-premise
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Quantity	<ul style="list-style-type: none"> • One (1) per property • One (1) additional small temporary sign will be permitted for each active permit issued for the property by either the Shelbyville Building Commission or the Shelbyville City Engineer's Office, and these signs should be removed within seven (7) days of the permits being finalized.
Maximum Sign Area	12 square feet
Maximum Height	4 feet
Location	On property and adjacent to tenant space.
Illumination	Shall not be illuminated
Time Limit	<ul style="list-style-type: none"> • 14 days with 1 week between placement; maximum of 6 times a year, and; • The additional small temporary sign shall be removed within seven (7) days of the permit being finalized with the City.

Large Temporary Sign

Sign Regulations	
Permit	Required
Type	Temporary, Banner, free standing or on facade, on-premise
Materials	See <i>Section 5.58(l): Sign Materials</i>
Maximum Quantity	<ul style="list-style-type: none"> • One (1) per property; and, • One (1) additional large temporary sign will be permitted during the sale or letting of a non-residential property, and shall be removed within ten (10) days after the completion of the sale or letting.
Maximum Sign Area	Buildings with a square footage of: <ul style="list-style-type: none"> • Less than 10,000 are permitted a sign up to 64 square feet • Between 10,000 and 50,000 are permitted a sign up to 126 square feet • Over 50,000 are permitted a sign up to 252 square feet
Maximum Height	<ul style="list-style-type: none"> • 8 feet for free standing signs • No limit for banner signs
Location	<ul style="list-style-type: none"> • On property • Signs shall be placed so that it does not cover any significant feature
Illumination	Shall not be illuminated
Time Limit	<ul style="list-style-type: none"> • 14 days with 1 week between placement; maximum of 6 times a year, and; • The additional small temporary sign shall be removed upon completion of the project, sale, or letting of the property within ten (10) days, and;

Signs at Gasoline Service Stations

Sign Regulations

NOTE: These standards shall apply to gasoline service stations and those convenience markets selling gasoline.

Service Area Canopy Sign

Permit	Required
Type	Permanent, wall sign, on-canopy
Materials	See <i>Section 5.58(I): Sign Materials</i>
Maximum Quantity	Limited by percent of canopy face as shown in Maximum Sign Area below
Maximum Sign Area	<ul style="list-style-type: none"> • 25% of the canopy face (This calculation shall not include the open area beneath the face of the service area canopy) • Maximum of two (2) faces per canopy may have signage
Location	On the canopy face
Illumination	Non-illuminated, externally illuminated, internally illuminated, limited internally illuminated, or EMC

Electronic Message Centers at Gasoline Service Areas

NOTE: Properties that sell gasoline, diesel, and/or other vehicle fuels are exempt from the requirement of receiving Special Exception approval from the Board of Zoning Appeals, as described in *Section 5.58(P)*, but must still meet the development standards listed below.

Permit	Required
Type	Permanent, On-Canopy/Monument, Monochromatic EMC
Message Copy	<ul style="list-style-type: none"> • All electronic message copy shall be static • All electronic message centers installed under this provision must be monochromatic displays • The message copy shall not change more than once every thirty (30) minutes
Maximum Quantity	Limited by percent of canopy face as shown in Maximum Sign Area below
Maximum Sign Area	<ul style="list-style-type: none"> • A maximum of 50% of sign area on a canopy face, or on a monument sign may be EMC's • Each individual EMC panel may be a maximum of 32 square feet
Location	On the canopy face, or located on the monument sign
Illumination	See <i>Section 5.58(P)(5): Illumination</i>

Pump Island Signs/Under Canopy Signs

Signs placed on canopy structures, pumps, or pump islands shall be designed for people using the services under the canopy. They shall not be designed to be readable from outside of the canopy area. Any signs that are placed outside the service canopy are subject to regulation noted previously in this section.

Sign Standards (SI)

5.64 SI-11: Off-premise Advertising Billboards

This Sign Standards (SI) section applies to the following zoning districts:



The following standards apply:

- A. **Approval Requirements:** All Off-premise Advertising Billboards must receive Special Exception approval from the Board of Zoning Appeals.
- B. **Location:** Off-premise signs shall be allowed in the Interstate Corridor areas with zoning classifications of BH, IL, and IG.
- C. **Maximum Area:** The maximum size per face of an off-premise sign shall be 500 square feet, excluding structural supports and trim.
- D. **Shape:** The faces of the sign constructed in the form of a “V” shall not exceed forty-five degrees (45°).
- E. **Maximum Height:** The maximum height of an off-site sign shall be limited to the allowable maximum height of the principle structure for the zoning district in which the sign is located.
- F. **Clear Space:** The sign shall have a minimum clear space of ten (10) feet.
- G. **Separation Requirement:** Off-premise advertising billboards shall be separated by a distance of 5,280 feet (1 mile) on the same side of the road/street and shall have a 2,640 feet (1/2 mile) radius from any other off-premise sign on the opposite side of the street.
- H. **Setback:**
 1. *Street:* The setback from the street right-of-way shall be equal to the height of the off-premise sign.
 2. *Property Lines:* The setback from all other property lines shall be a minimum of ten (10) feet.
 3. *Residential Areas:* When a sign is adjacent to a residential area, the sign shall be set back equal to the height of the sign.
- I. **Illumination:** Billboards can be either non illuminate or externally illuminated.
 1. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of a street or roadway and which are of such intensity or brilliance as to cause glare and to impair the vision of the driver of any motor vehicle are prohibited.
 2. No sign shall be so illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device or signal.
- J. **Materials:** The structural support of the off-premise sign shall be constructed on a steel pole(s).
- K. **Maintenance:** All off-premise signs shall be maintained in a state of good repair.
- L. **Permit:** Before erecting any off-premise sign, a sign permit, location improvement permit, and a building permit shall be obtained through the proper offices.
- M. **Violation:** Whenever it shall appear that any sign has been constructed or is being maintained in violation of this section, such display shall be made to conform with all regulations herein or shall be removed at the expense of the owner within 30 days after written notification by the Zoning Administrator or Building Inspector.