



Planning & Development
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MEMORANDUM

TO: Plan Commission
FROM: Christopher Mathias, AICP
SUBJECT: Sign Code Change Public Hearing
DATE: February 19th, 2021

SIGN CODE AMENDMENTS:

At the February 24th meeting we will hold a public hearing to discuss changes to the Sign Code (Chapter 3 of the Moline Code of Ordinances). Below you will find my red-lined changes to the Ordinance. Throughout this process of reviewing the Code over the last year, and in light of the comments you made at our February 10th meeting, I've realized that the main issue is enforcement of the existing Code. You also pointed out at our last meeting that there are reasons to keep the sign permit requirement for banners. The Plan Commission suggested that keeping the sign permit requirement could help with enforcement. The permit would document the timeline of how long the banner has been in place. Staff had acknowledged that a sign permit request for a banner is very rare. Generally, Staff agrees with the Plan Commission's thoughts and is suggesting to keep the sign permit requirement for banners as proposed in the table below.

Also, Staff proposed some tweaks to the temporary sign regulations. With the proposed changes one temporary sign per frontage would continue to be allowed without a permit and could be a max of 12 SF in residential districts and 32 SF in non-residential districts.

Table 3-2105.1

(CONTINUE TO NEXT PAGE)

Sign Type ^a	All RS	R-6	R-7	INS	B-1 NC	B-2 B-3	B-4	O-1	I-1 ORT	I-2
Freestanding										
Banner ^g	NO	SP	SP	SP	SP	SP	SP	SP	SP	SP
Residential ^b	NP	NP	NP	NO	NO	NO	NO	NO	NO	NO
Other	NO	SP	SP	SP	SP	SP	SP	SP	SP	SP
Incidental	NO	NP	NP	NP	NP	NP	NP	NP	NP	NP
Temporary ^f	NP	NP	NP	NP	NP	NP	NP	NP	NP	NP
Building										
Banner ^g	NO	SP	SP	SP	SP	SP	SP	SP	SP	SP
Building Marker	NP	NP	NP	NP	NP	NP	NP	NP	NP	NP
Canopy	NO	NO	NO	NO	SP	SP	SP	SP	SP	SP
Identification	NP	NP	NP	NP	NP	NP	NP	NP	NP	NP
Incidental	NO	NP	NP	NP	NP	NP	NP	NP	NP	NP
Marquee ^c	NO	NO	NO	NO	NO	SP	SP	NO	NO	NO
Projecting ^c	NO	NO	NO	NO	SP	SP	SP	SP	SP	SP
Residential	NP	NP	NP	NO	NO	NO	NO	NO	NO	NO
Roof	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Roof, Integral	NO	NO	NO	NO	NO	SP	SP	N O	SP	NO
Suspended ^c	NO	NO	NO	NP	NO	NO	NO	NO	NO	NO
Temporary ^d	NP NO	NP	NP	NP	SP NP	SP NP	SP NP	SP NP	SP NP	SP NP
Wall	NO	NO	NO	NP	SP	SP	SP	SP	SP	SP
Window, Temporary	NP	NP	NP	NP	SP	SP	SP	SP	SP	NO
Miscellaneous										
Flag	NP	NP	NP	NP	NP	NP	NP	NP	NP	NP
Characteristics										
Changeable Copy	NO	NO	NO	SP	SP	SP	SP	SP	SP	SP
Dynamic Display	NO	NO	NO	SP	SP	SP	SP	SP	SP	SP
Illumination, Internal ^e	NO	NO	NO	SP	SP	SP	SP	SP	SP	SP
Illumination, External ^e	NO	SP	SP	SP	SP	SP	SP	SP	SP	SP
Illumination, Exposed Bulbs or Neon	NO	NO	NO	NO	NO	SP	SP	SP	SP	NO

NP=Allowed without sign permit SP = Allowed only with sign permit NO = Not allowed

a. See Section [3-2102](#) for complete definition of each sign type.

b. Includes Temporary Signs.

c. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned upon the sign owner obtaining and maintaining a valid license agreement from the City Council.

d. Temporary signs on private property shall be limited to those that are directly associated with a temporary use as authorized in Zoning Ordinance of the City of Moline. Such signage shall be allowed only in accordance with signage standards for the authorized temporary use as identified in the zoning ordinance and this ordinance

e. No direct light or significant glare from the sign shall be cast onto any adjacent lot of record that is zoned and used for residential purposes.

f. Each ~~non-residentially zoned~~ lot of record is permitted one (1) temporary sign per street frontage. Said sign shall not exceed twelve (12) sq. ft ~~in residentially zoned districts and shall not exceed thirty-two (32) sq. ft in non-residentially zoned districts.~~, shall have a minimum setback of two (2) feet, and shall not be displayed for more than one hundred eighty (180) days. Temporary signs shall not require a sign permit and shall not count towards a ~~non-residentially zoned~~ lot of record's total signage allotment.



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****Exception – video gaming:** temporary signs for video gaming shall not be allowed pursuant to the restrictions on video gaming advertising set forth in Sec. [5-1105](#) of the Code.

g. Banners shall not be displayed for more than sixty (60) days. **Exception – video gaming:** banners for video gaming shall not be allowed pursuant to the restrictions on video gaming advertising set forth in Sec. [5-1105](#) of the Code.

Staff recommends that these minor changes be made to the Sign Code.