

PLAN COMMISSION
of the City of Platteville



AGENDA

MONDAY, MAY 6, 2024 – 7:00 P.M.

COUNCIL CHAMBERS IN CITY HALL – 75 N. BONSON STREET, PLATTEVILLE WI

1. ROLL CALL

2. APPROVE MINUTES – April 1, 2024

3. BIKE AND PEDESTRIAN PLAN

Consider the proposed City of Platteville Bike and Pedestrian Plan and make a recommendation to the Council.

4. CODE AMENDMENT – Chapter 22 Zoning

Review proposed amendments related to home occupations and definitions.

5. CODE AMENDMENT DISCUSSION – Digital Signage

Discuss and provide feedback related to potential amendments to the regulations concerning digital billboards and digital business signs.

6. ADJOURN

If you have concerns or comments related to an item on this agenda, but are unable to attend the meeting, please send the comments to carrollj@platteville.org or call 608-348-9741 x 2235.

PLAN COMMISSION
Monday, April 1, 2024

The regular meeting of the Plan Commission of the City of Platteville was called to order by Plan Commission Chair Barbara Daus at 7:00 PM in the Common Council Chambers of the Municipal Building.

ROLL CALL:

Present: Bill Kloster, Kory Wein, Tad Leonard, Ciara Miller, Barbara Daus, Robert Vosberg.
Excused: Joie Schoonover, Todd Kasper

APPROVE MINUTES – March 4, 2024

Motion by Wein, second by Leonard to approve the March 4, 2024, minutes as presented. Motion carried on a roll call vote.

BIKE & PEDESTRIAN PLAN –Assistant Planner Alyssa Shaeffer from Southwestern Wisconsin Regional Planning gave an update to the plan, summarized the modifications that have been made since the last meeting, and restated the purpose of the plan. She answered questions from the Commission and addressed some inconsistencies with the page numbering on the summary and the draft plan. Kloster commented that he would like to see maintenance items related to the existing trail and crosswalks addressed before adding more trails and walks, and to emphasize that pedestrian crossing safety items need to be considered. The Commission was reluctant to make a recommendation until all the amendments have been included in the document and they had a chance to view the final plan.

Motion by Kloster, second by Vosberg to table this item until they can review the plan with all the revisions included. Motion approved on a voice vote.

UPDATE TO CODE AMENDMENT – Chapter 5 Health and Property Maintenance – Community Development Director Carroll and Public Works Director Crofoot provided an update on the actions that Staff is taking related to the potential amendments. The current effort is focused on a community survey that is underway to obtain input from residents related to “No Mow May” or similar programs. Additional research is also being done on what other communities are doing, and some potential code amendments. This will be a future agenda item to consider actual recommendations.

ADJOURN:

Motion by Kloster, second by Wein to adjourn. Motion carried on a roll call vote. The meeting was adjourned at 7:40 PM.

Respectfully submitted,

Joe Carroll, Community Development Director

STAFF REPORT
Community Planning &
Development Department



Meeting Date: May 6, 2024

Re: Bike and Pedestrian Plan

Applicant: Staff submitted

The Community Safe Routes Committee was formed with the purpose of creating a plan that includes safe routes for bicyclists and pedestrians to access our schools and churches, parks and recreation areas, and retail shopping areas. The Committee seeks to formulate a well-organized and interconnected community wide bike and pedestrian trail system.

The City of Platteville was awarded the Wisconsin Department of Transportation (WisDOT) 2022-2023 Transportation Alternatives Program grant which allowed for the completion of a bike and pedestrian plan. This plan is intended to serve as a guide for the City of Platteville's future investment in active transportation infrastructure to help ensure that all residents have safe and accessible routes for walking, running, and biking. More specifically, the purpose of the plan is to:

1. Identify the city's long-range bicycle and pedestrian vision.
2. Update the 2009 Safe Routes to School Plan.
3. Map crash data, sidewalk and crosswalk locations, and the student population (under 18 and UWP).
4. Identify gaps and risk areas.
5. Identify community interests and concerns.
6. Identify potential routes and recommendations for future pedestrian and bicycle infrastructure.
7. Explore options for developing a bike and pedestrian loop around the city's perimeter.

The Plan Commission is being asked to provide a recommendation to the Council regarding the plan adoption.

STAFF REPORT
Community Development Department



Date: May 6, 2024
From: Joe Carroll, Community Development Director
Re: Chapter 22 - Zoning Ordinance Amendments
Applicant: Staff submitted

Attached is a proposed ordinance that would make amendments to Sections 22.06 and 22.15 of the zoning ordinance. These are primarily corrective amendments to implement changes that were previously discussed but not included in prior zoning amendments. Back in 2020 the Plan Commission and Council reviewed changes related to Conditional Use Permits and Home Occupations, and a few other areas of the ordinance. The changes were reviewed with a redline copy of the ordinance showing new language and removed language. However, when Staff transferred the changes to the actual ordinance for Council approval, some of the proposed amendments were not included, so the changes were not officially approved. This proposal would correct those errors.

22.06 SPECIFIC STANDARDS.

(A) SPECIFIC STANDARDS.

- (1) In order to insure that the intent of this Ordinance is met and that certain uses are developed in a manner which is consistent with the purpose of this Chapter, the following Specific Standards are adopted for the uses listed in this section.
- (2) Whenever any use listed in this section is requested to be established as a specified use or a conditional use, the applicant requesting such use shall provide to the Zoning Administrator information adequate to show that the specific standards for that use are met, such as a site plan and/or other documentation. These materials shall be in addition to any required documentation as specified in Section 22.13.

(B) HOME OCCUPATIONS. Home occupations are an accessory use in all residential districts and are subject to the requirements of the district in which the use is located. Because the City recognizes that certain home occupations have greater land use impacts than others, this section is designed to establish three (3) tiers of home occupations. Home occupations are classified as either Type 1, Type 2 or Type 3 depending on the characteristics of the proposed occupation. It shall be the applicant's responsibility to clearly explain the scope of the business to ensure the proper regulations are administered. The following regulations apply to home occupations:

- (1) **General Home Occupation Standards.** All home occupations shall conform to the following standards:
 - (a) The use of the property for the home occupation shall be clearly incidental and subordinate to its use for residential purposes.
 - (b) The occupation shall not be harmful or detrimental to the health, welfare and safety of the neighborhood, nor shall it interfere with the comfortable enjoyment of life, property and recreation by residents of the area.
 - (c) No mechanical or electrical equipment shall be employed on the premises other than that which is customarily found in a home environment, and that which is customarily associated with a hobby or avocation which is conducted solely for pleasure and not for profit or financial gain.
 - (d) No use shall create smoke, odor, glare, noise, dust, vibration, fire hazard, electrical interference, excess trash, or any nuisance not normally associated with the usual residential use in the district.

- (e) Violation of any of the standards or conditions of approval could result in revocation of the Type 2 or 3 home occupation approval and/or prosecution for Zoning Ordinance violations.
- (2) Type 1 Home Occupation. Qualifying Type 1 home occupations are home based businesses that have no outward appearance of business activity, excluding business identification signage, and do not typically require clients or customers to come to the property. Home occupations that meet the following standards are a specified use in all residential districts.
- (a) Home occupations shall be conducted only within the enclosed area of the dwelling unit or the garage. No more than 25 percent of a principal building or 75 percent of an accessory building may be dedicated to a home occupation. No accessory building may be built, altered, or used primarily for use in the home occupation.
 - (b) Customer and client contact shall be conducted by electronic means, telephone, by mail, or off-site and not on the premises of the home occupation.
 - (c) Sales shall be limited to mail order and telephone sales, with off-site delivery. No on-site retail sales are permitted. Services to patrons shall be provided off site.
 - (d) There shall be no exterior alterations which change the character of the dwelling and there shall be no exterior evidence of a home occupation other than a sign as permitted below.
 - (e) No storage or display of materials, goods, supplies, or equipment related to the operation of a home occupation shall be visible outside any structure located on the premises.
 - (f) Only one wall sign of four (4) square feet or less shall be permitted. No sign identifying a home occupation shall be illuminated. Any such sign shall be affixed to the principal structure in the same plane as the wall to which it is attached.
 - (g) Stock in trade, including that which is provided on the premises, shall not require receipt or delivery of merchandise, goods, and supplies other than by United States Mail, similar parcel delivery service, or by private vehicle similar in size and weight to the U.S. Mail/other parcel delivery service vehicles.
 - (h) No other person other than members of the family occupying the residence may be employed in the home occupation.

- (3) Type 2 Home Occupation. Qualifying Type 2 home occupations are home based businesses that involve customers and clients routinely coming to the property, but no business activities are conducted outside of the buildings. Home occupations that meet the following standards are a conditional use in all residential districts and are subject to the standards and approval process set forth in Section 22.13. Any grant of approval for a home occupation shall be deemed a privilege and requires the continual compliance with all rules, regulations and conditions applied to the approval:
- (a) Home occupations shall be conducted only within the enclosed area of the dwelling unit or the garage. No more than 25 percent of a principal building or 75 percent of an accessory building may be dedicated to a home occupation. No accessory building may be built, altered, or used primarily for use in the home occupation.
 - (b) Customer and client contact activities are allowed on the property, but only within the buildings.
 - (c) The home occupation activities that involve customer contact shall be limited to the hours between 7:00 a.m. and 10:00 p.m. unless altered by the Council.
 - (d) The sale of products shall be limited to those which are crafted, assembled or substantially altered on the premises, to catalog items ordered off the premises by customers, and to items which are accessory and incidental to a service which is provided on the premises.
 - (e) There shall be no exterior alterations which change the character of the dwelling and there shall be no exterior evidence of a home occupation other than a sign as permitted below.
 - (f) No storage or display of materials, goods, supplies, or equipment related to the operation of a home occupation, other than an automobile or light truck, shall be visible outside any structure located on the premises.
 - (g) Only one sign (building or free-standing) of six (6) square feet or less shall be permitted. No sign identifying a home occupation shall be illuminated.
 - (h) Stock in trade, including that which is provided on the premises, shall not require receipt or delivery of merchandise, goods, and supplies other than by United States Mail, similar parcel delivery service, or by

private vehicle similar in size and weight to the U.S. Mail/other parcel delivery service vehicles.

- (i) Only one (1) other person other than members of the family occupying the residence may be employed in the home occupation.
 - (j) Parking shall be restricted to existing parking spaces on the premises and on-street parking spaces adjacent to the premises.
 - (k) No vehicular traffic shall be generated by such home occupation in greater volumes than would normally be expected in a residential neighborhood. The applicant shall state on the application the expected number of vehicles per day accessing the property related to the business.
- (4) Type 3 Home Occupation. Type 3 home occupations are home based businesses that may involve customers and clients routinely coming to the property, and may exhibit visible signs of business activity, including some exterior activities. Due to potential increased traffic, noise, and nuisances associated with the use, Type 3 home occupations need to be reevaluated every two (2) years. Home occupations that meet the following standards are a conditional use in all residential districts and are subject to the standards and approval process set forth in Section 22.13. Any grant of approval for a home occupation shall be deemed a privilege and requires the continual compliance with all rules, regulations and conditions applied to the approval:
- (a) Home occupations shall occupy no more than 45 percent of a principal building or 75 percent of an accessory building and may also have an outdoor component as approved.
 - (b) Customer and client contact activities are allowed on the property.
 - (c) The home occupation activities that involve customer contact shall be limited to the hours between 7:00 a.m. and 10:00 p.m., and home occupation activities conducted outdoors shall be limited to the hours between 8:00 a.m. and 8:00 p.m., unless altered by the Council.
 - (d) The sale of products shall be limited to those which are crafted, assembled or substantially altered on the premises, to catalog items ordered off the premises by customers and to items which are accessory and incidental to a service which is provided on the premises.
 - (e) Stock in trade, including that which is provided on the premises, shall not require receipt or delivery of merchandise, goods, and supplies

other than by United States Mail, similar parcel delivery service, or by private vehicle similar in size and weight to the U.S. Mail/other parcel delivery service vehicles.

- (f) No vehicular traffic shall be generated by such home occupation in greater volumes than would normally be expected in a residential neighborhood. The applicant shall state on the application the expected number of vehicles per day accessing the property related to the business.
- (g) Only one sign (building or free-standing) of six (6) square feet or less shall be permitted. No sign identifying a home occupation shall be illuminated.
- (h) No traffic shall be generated by the home occupation in greater volumes than would normally be expected in a residential area. Any need for parking generated by the home occupation shall be met off the street and shall not be located in the required front yard unless specifically approved.
- (i) Not more than two (2) people who do not reside on the premises may work on the premises where the home occupation is operated at any time. The home occupation may have other employees who do not regularly work on the premises. These outside employees shall not be on the premises more than two (2) hours per week and no more than five (5) outside employees may be on the premises at any time.
- (j) If people who do not reside on the premises work in the home occupation, off-street parking must be provided for the maximum number of nonresident workers expected to be on the premises at any time excluding outside employees who are not regularly on the premises. If additional parking spaces are provided to serve the home occupation, they shall be screened from abutting residential properties by a landscaped buffer at least ten (10) feet in width and/or a solid fence at least four (4) feet high.
- (k) No business-related equipment or materials, other than an automobile or light truck, shall be visible from the road or from adjoining properties and shall be stored inside either the vehicle, inside the home, or screened from view of a public street and adjoining properties. Parking for commercial-rated vehicles shall be identified on the application and shall be specifically approved.
- (l) No outdoor lighting, intended for security or other reasons, shall be permitted to produce glare onto adjacent residential properties, or light onto adjacent residential properties. For the purpose of this

provision, glare is defined as the viewing of a light source to include the bulb and any associated reflector as part of a light fixture, or the reflected viewing of a light source from an object not associated with the light source.

- (5) Additional Conditions. The Common Council may impose conditions upon the approval of a Type 2 or Type 3 home occupation to ensure the requirements of this chapter are complied with. These conditions may include, but are not limited to, the following:
- (a) Further limiting the hours, days, place and manner of operation;
 - (b) Requiring site and building design features which minimize environmental impacts such as noise, vibration, air pollution, light, glare, odor and dust;
 - (c) Requiring additional building setbacks, and increased lot area, depth or width;
 - (d) Further limiting the building area and outdoor storage used by the home occupation and restricting the location of the use on the site in relationship to adjoining uses;
 - (e) Designating the size, number, location and design of vehicle access points;
 - (f) Requiring street right-of-way to be free at all times of vehicles associated with the home occupation;
 - (g) Requiring landscaping, buffering and/or screening of the home occupation from adjoining uses and establishing standards for the continued maintenance of these improvements;
 - (h) Requiring storm drainage improvement, and surfacing of parking and loading areas;
 - (i) Limiting the extent and type of interior or exterior building remodeling necessary to accommodate the home occupation;
 - (j) Limiting or setting standards for the location and intensity of outdoor lighting;
 - (k) Requiring and designating the size, height, location of fences and materials used for their construction;

- (l) Requiring the protection and preservation of existing trees and other vegetation, watercourses, slopes, wildlife habitat areas and drainage areas;
- (m) Limiting the type and number of vehicles or equipment to be parked or stored on the site; and
- (n) Any other limitations which the Common Council considers to be necessary or desirable to make the use comply with the purpose and intent of this chapter.

~~(C) INTENSIVE HOME OCCUPATIONS. Intensive home occupations are a conditional use in all residential districts. They are subject to all of the requirements for a Home Occupation, except as modified by and in addition to the requirements below:~~

- ~~(1) Only one other person other than members of the family occupying the residence may be employed in the home occupation.~~
- ~~(2) Only one wall sign of four (4) square feet or less shall be permitted. No sign identifying a home occupation shall be illuminated. Any such sign shall be affixed to the principal structure in the same plane as the wall to which it is attached. A larger building sign or freestanding sign may be approved as part of the Conditional Use approval.~~
- ~~(3) Parking shall be restricted to existing parking spaces on the premises and on-street parking spaces adjacent to the premises.~~
- ~~(4) The applicant shall state on the application the expected number of vehicles per day accessing the property related to the business. The Plan Commission and Common Council may limit the number of vehicles per day accessing the business.~~
- ~~(5) The applicant shall state on the application the hours of operation of the business. The Plan Commission and Common Council may limit the hours of operation in order to maintain the residential character of the neighborhood.~~
- ~~(6) Retail sales of goods created or fabricated by the family residing on the premises (other than produce grown on the property) is permitted only as an Intensive Home Occupation, subject to all other requirements of the Conditional Use Permit.~~

~~(D) PROFESSIONAL OFFICES (R-3 DISTRICTS). Professional offices are a conditional use in the R-3 residential district and are subject to the requirements of~~

~~that district in which the use is located. In addition the following regulations apply to all professional offices in the R-3 District.~~

- ~~(1) Not more than one-half of the overall floor area of the building, excluding porches, patios and garages may be occupied by the office. The remaining floor space shall be used as for residential purposes and need not be the residence of the person maintaining the office.~~
 - ~~(2) No more than one separate and distinct business operation shall be allowed in any building in a residential district.~~
 - ~~(3) The number of employees permitted and parking requirements shall be determined by the Plan Commission, with approval of the Common Council.~~
 - ~~(4) No sign identifying a professional office in a residential zoning district shall be illuminated. Only one non-illuminated wall sign of 4 square feet or less shall be permitted. A larger building sign or freestanding sign may be approved as a part of the Conditional Use approval.~~
- ~~(E) HOME BASED PROFESSIONAL OFFICES. Home-based professional offices are a Conditional Use in the R-2 and R-3 districts, and are subject to the following regulations:~~
- ~~(1) A home-based professional office may only be located within the residence of a doctor of medicine, dentist, clergy person, architect, landscape architect, professional engineer, registered land surveyor, lawyer, artist, teacher, author, musician, or other recognized professional.~~
 - ~~(2) The home-based professional office may not exceed one-half (1/2) of the area of only one floor within the residence.~~
 - ~~(3) No more than one (1) non-resident person may be employed.~~
 - ~~(4) The home-based professional office must be operated so that utilization of available on and off street parking spaces does not cause congestion or traffic visibility problems.~~

22.15 DEFINITIONS

~~HOME-BASED PROFESSIONAL OFFICES — Residences of doctors of medicine, dentists, clergymen, architects, landscape architects, professional engineers, registered land surveyors, lawyers, artists, teachers, authors, musicians, and other recognized professions used to conduct their professions, subject to the requirements of Section 22.06.~~

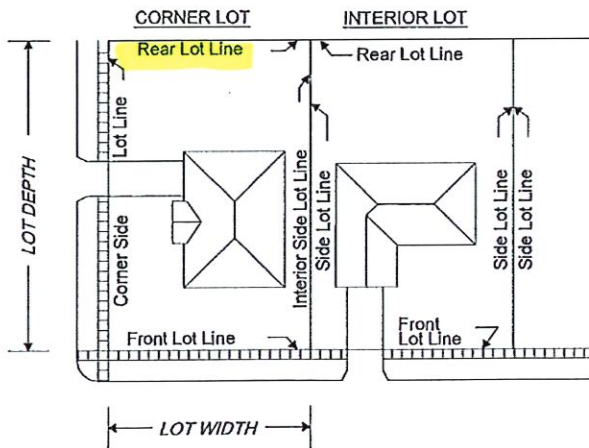
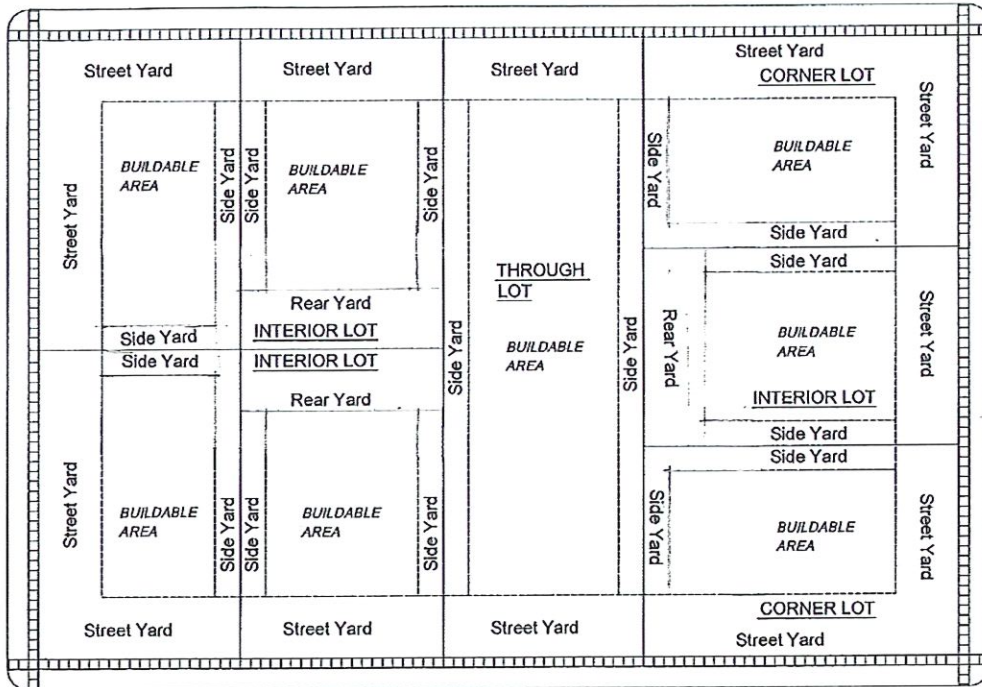
HOME OCCUPATION – A business use located on a residential property that is accessory to the residential use of the property and that is operated by a resident of the property. Home occupations are subject to the specific standards in Section 22.06.

~~HOME OCCUPATION, CUSTOMARY — A business, profession, trade or employment conducted in a person's dwelling which may involve that person's immediate family or household and which does not generally require patrons or customers to come to the dwelling on a regular or semi-regular basis. Examples of home occupations include, but are not limited to, the following: home offices, "telecommuting", wholesaling by phone or by mail, Internet publishing and web page design, medical transcription, etc. Home occupations do not include any business involving explosives, fireworks, or repair of motor vehicles. Home occupations are subject to the specific standards in Section 22.06. See also HOME OCCUPATION, INTENSIVE.~~

~~HOME OCCUPATION, INTENSIVE — A business, profession, trade or employment conducted in a person's dwelling which may involve that person's immediate family or household and a maximum of one other person, and which by nature requires patrons or customers to come to the dwelling on a regular or semi-regular basis. Examples of intensive home occupations include, but are not limited to, the following: Hair, nail, or beauty salons, photography studios, tailoring and alterations, etc. Intensive home occupations do not include any business involving explosives, fireworks, or repair of motor vehicles. Intensive home occupations are subject to the specific standards in Section 22.06. See also HOME OCCUPATION, CUSTOMARY.~~

~~PROFESSIONAL OFFICE — The office of a doctor, dentist, minister, architect, landscape architect, professional engineer, lawyer, author, musician or other recognized profession.~~

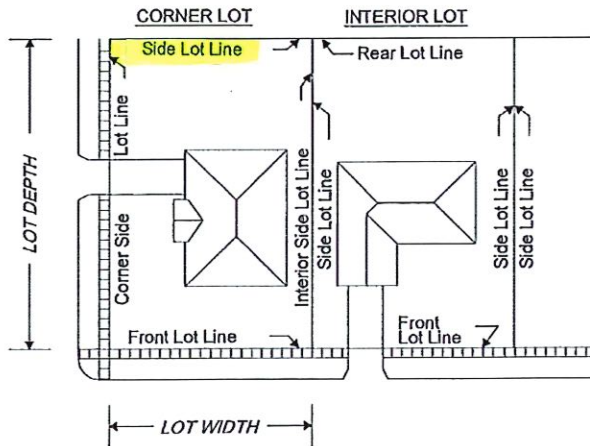
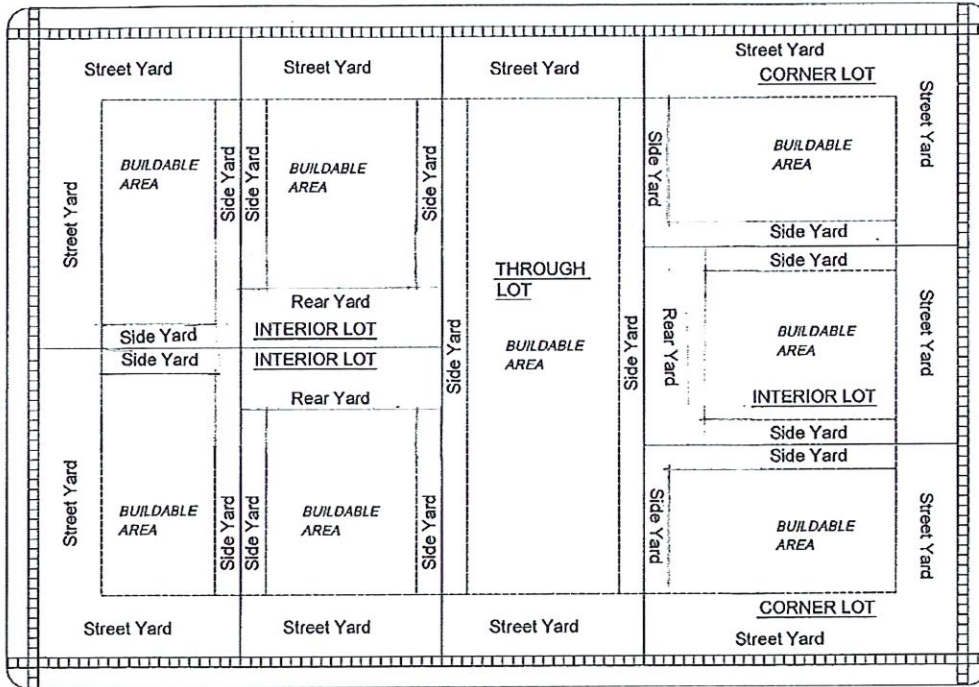
EXISTING



LOT TYPES,
LOT LINES,
AND YARDS

Plate 3

PROPOSED



LOT TYPES,
LOT LINES,
AND YARDS

Plate 3

ORDINANCE NO. 24 - xx

AN ORDINANCE REPEALING AND RECREATING
THE FOLLOWING SECTIONS OF CHAPTER 22 ZONING -
22.06 SPECIFIC STANDARDS AND 22.15 DEFINITIONS

The Common Council of the City of Platteville do ordain as follows:

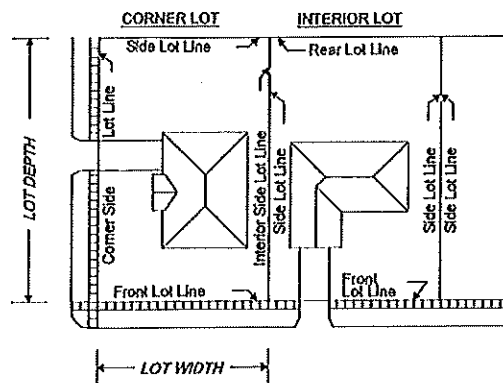
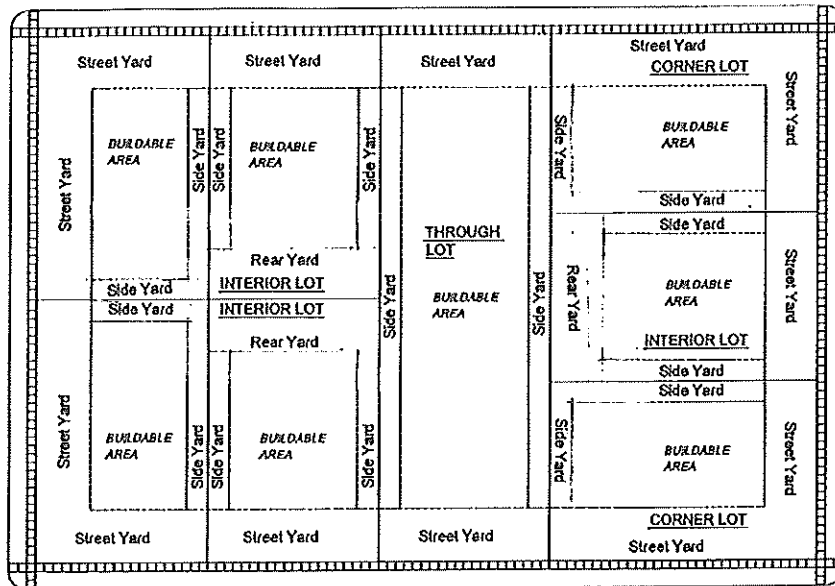
Section 1. Section 22.06(C) is hereby deleted.

Section 2. Section 22.06(D) is hereby deleted.

Section 3. Section 22.06(E) is hereby deleted.

Section 4. Section 22.15 is hereby amended to add, delete, or modify certain definitions as follows:

Plate 3



LOT TYPES,
LOT LINES,
AND YARDS

HOME BASED PROFESSIONAL OFFICES (this definition is deleted)

HOME OCCUPATION, CUSTOMARY (this definition is deleted)

HOME OCCUPATION, INTENSIVE (this definition is deleted)

PROFESSIONAL OFFICE (this definition is deleted)

HOME OCCUPATION – A business use located on a residential property that is accessory to the residential use of the property and that is operated by a resident of the property. Home occupations are subject to the specific standards in Section 22.06.

Section 5. All other provisions of Chapter 22 shall be renumbered as needed but shall remain in full force and effect unless specifically modified herein.

Section 6. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Approved and adopted by the Common Council of the City of Platteville, on a vote of _____ to _____ this _____ day of _____, 2024.

CITY OF PLATTEVILLE,

By: Barbara Daus, Council President

Attest:

By: Colette Steffen, City Clerk

STAFF REPORT
Community Development Department



Date: May 6, 2024
From: Joe Carroll, Community Development Director
Re: Chapter 22 – Potential Signage Regulation Amendments
Applicant: Staff submitted

Staff has received an enquiry from a company that is interested in installing a digital billboard in Platteville along Business Highway 151. Electronic billboards are not allowed under the zoning regulations. Staff also occasionally receives enquiries from businesses regarding allowing larger digital signage for their buildings and properties. Some of these businesses have received variances to allow larger signage, while others have proceeded with installing smaller signage as allowed.

The billboard company could proceed with submitting an application for a variance to request a digital billboard, but Staff wanted to discuss with the Plan Commission if there is any interest in reviewing the ordinance concerning digital/electronic signage and consider making amendments to the ordinance.

Below for reference purposes are some excerpts from the zoning ordinance.

Billboard. A sign that advertises goods, products or facilities, or services not on the premises where the sign is located or is intended to direct persons to a different location from where the sign is located. Also known as an off-premise advertising sign.

Electronic Message Unit Sign. Any sign on which the message may be changed by an electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic and charitable events or the advertising of products or services available on the premises. This also includes traveling or segmented message displays.

B-3 District.

- (a) Types Allowed. The following types of permanent signs are permitted in the B-3 Highway Business District, subject to the requirements herein. Allowable temporary signs are described in Section (H).
 - 1. Billboard signs.
 - a. Maximum Area: 400 square feet per side.
 - b. Maximum Height: 30 feet.
 - c. Minimum Setback: 15 feet.
 - d. Maximum Number per Lot: For highways with speed limit <65 mph, one (1) per lot with a minimum spacing between signs of 500 feet of highway frontage. For highways with speed limit 65 mph, one (1) per lot with a minimum spacing between signs of 1500 feet of highway frontage.
 - a. Location: Billboards are only allowed on lots that have frontage on a State or Federal highway, or a highway business route. No billboards may be installed adjacent to or within 300 feet of an interchange, intersection at grade, off-ramp, safety rest area, or wayside. Said 300 feet shall be

measured along the highway from the beginning or ending of the pavement widening at the exit from or entrance to the main-traveled way of the primary highway.

- b. Residential Setback: Billboards shall be setback a minimum of four hundred feet (400') from a property zoned residential, or from a structure used as a residence which is located on lands not zoned residential.

2. Building signs:

- a. Maximum Cumulative Area: Two and a half (2.5) square feet per each linear foot of building frontage or, in the case of a multi-tenant building, two and a half (2.5) square feet per each linear foot of occupant frontage.
- b. Maximum Number per Building: Multiple building signs are permitted, but the total area of all signs may not exceed the maximum area stated above.

3. Electronic Message Unit signs.

- a. The maximum area dedicated to an electronic message unit shall be 50 percent of the sign area or 35 square feet (whichever is larger) per sign face and shall be inclusive of the maximum area permitted for the sign structure.

4. Institutional signs. Shall meet the applicable requirements for Building Signs and/or Freestanding Signs in this Section.

5. Freestanding signs.

- a. Maximum Area: Two and a half (2.5) square feet for each linear foot of street frontage, up to a maximum of 200 square feet.
- b. Number Per Lot: One (1) per street frontage; however, for lots where a street frontage is 200 feet or more, one (1) additional sign is permitted along that frontage; however, the aggregate area of all signs may not exceed the maximum area noted above.
- c. Maximum Height: Thirty (30) feet.
- d. Minimum Setback: Five (5) feet.

- (b) Illumination. All signs in the B-3 District may be illuminated. Flashing elements are permitted; however, flashing elements that may create a hazard as determined by the Zoning Administrator are prohibited.