

ORDINANCE NO. 13,889

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, and amended by Ordinance No. 13,832, passed June 19, 2000, and amended by Ordinance No. 13,839, passed July 10, 2000, by repealing paragraph (p) to Section 134-1276 thereof and enacting a new paragraph (p) to Section 134-1276, and adding a definition to Section 134-3, to create an Entertainment Sign Overlay District wherein the regulation of signs would be reduced to allow a greater variety of signage.

Be It Ordained by the City Council of the  
City of Des Moines, Iowa:

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, 13,839, passed July 10, 2000, by repealing paragraph (p) to Section 134-1276 thereof and enacting a new paragraph (p) to Section 134-1276, and adding the definition of "sandwich board sign" to Section 134-3, to create an Entertainment Sign Overlay District wherein the regulation of signs would be reduced to allow a greater variety of signage, as follows:

**Sec. 134-3. Definitions.**

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

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*Sign, sandwich board* means a sign with two faces that are adjoined at the top and displayed at an angle, which is not permanently anchored or secured.

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**Sec. 134-1276. General regulations.**

(p) *Sign exceptions.* The regulations applicable to signage in this chapter, including the district regulations, shall be subject to the following exceptions:

1) *Interior signs.* This chapter shall not apply to any sign that is visible only from the premises upon which it is erected, such as on the walls of courts or malls in shopping centers.

2) *Entertainment sign overlay district.* The intent of the entertainment sign overlay district is to encourage signs that reflect the urban and entertainment character of the downtown entertainment area. It is not intended that this district be mapped outside the downtown area.

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b) Within the  
entertainment  
sign overlay  
district, all  
identification  
and on-  
premises  
advertising  
sign types  
except  
freestanding  
pole signs and  
portable signs  
are permitted.  
Within the  
entertainment  
sign overlay

district,  
sandwich board  
signs are also  
permitted for  
identification  
and on-  
premises  
advertising.  
Any number and  
size of  
identification  
and on-  
premises  
advertising  
signs are  
permitted,  
provided  
placement does  
not endanger  
public safety  
and the  
installation  
conforms with  
building  
codes. Off-  
premises  
advertising  
signs are  
allowed within  
the  
entertainment  
sign overlay  
district only  
as described  
as in  
subparagraph  
d), below.

c) Within the  
entertainment  
sign overlay  
district, all  
building or  
wall signs  
shall project  
no more than  
seven (7) feet

from the building, unless such projection is over the street right-of-way, in which case such sign shall project no more than thirty-six (36) inches. Such projecting signs shall be not less than ten (10) feet from the ground in areas in which there is only pedestrian traffic and not less than twelve (12) feet from the ground in areas in which there is vehicular traffic. Signs shall be not more than twelve (12) square feet in area per occupant and shall not extend more than four (4) feet above the roof line. Projecting signs may be anchored to the roof or







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Sec. 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

FORM APPROVED:

Roger K. Brown, Assistant City Attorney

Preston Daniels, Mayor

Attest:

I, Donna Boetel-Baker, City Clerk of the City of Des Moines, Iowa, hereby certify that the above and foregoing is a true copy of an ordinance (Roll Call No. 00-4389), passed by the City Council of said City at a meeting held November 20, 2000, signed by the Mayor on November 20, 2000, and published as provided by law in the Business Record on December 4, 2000. Authorized by Publication Order No. 1484.

Donna Boetel-Baker, CMC/AAE, City Clerk