



City of Carlisle  
PO Box 430  
100 N. 1st St  
Carlisle, IA 50047

Ph: (515) 989-3224  
Fax: (515) 989-4395

## SIGN PERMIT APPLICATION

Business/Owner Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Sign Contractor: \_\_\_\_\_

Contractor Phone: \_\_\_\_\_

Location of Sign: \_\_\_\_\_

Zoning of Parcel: \_\_\_\_\_

Distance From Property Lines: \_\_\_\_\_ (Make sure to clearly label on site plan)

Sign Dimensions: \_\_\_\_\_ X \_\_\_\_\_ X \_\_\_\_\_ Square Footage of Sign  
Height Width Depth

If on wall, dimensions of wall: \_\_\_\_\_ X \_\_\_\_\_ Feet  
Height Width

Please include a drawing and site plan showing distance from property lines and other nearby structures.

I (We) have read the sign code for the City of Carlisle and agree that the attached drawing and site plan for the sign is correct as planned.

**All items are required for the application to be considered complete.**

**Incomplete applications will not be moved to review until complete.**

\_\_\_\_\_  
Signature of Owner      Date

\_\_\_\_\_  
Signature of Sign Contractor

For Internal Use Only

Approval of City of Carlisle:

Fee Amount:

Receipt Number:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**166.14 SIGNS AND BILLBOARDS.** The purpose of this section is to permit such signs as will not, by reason of their size, location, construction, or manner of display, endanger life and limb, confuse or mislead traffic, obstruct vision necessary for traffic safety, or otherwise endanger the public morals, health or safety; and further, to regulate such permitted signs in such a way as to create land use patterns compatible with other major land use objectives and to prevent such signs from causing annoyance or disturbance to the citizens and residents of the City.

1. Definitions. The following words and terms as used in this section shall be deemed to mean and be construed as follows, unless the context specifically indicates otherwise.

A. "Awning" means any structure made of cloth or metal with a metal frame attached to a building and projecting over a public or private thoroughfare or public easement, when the same is so erected as to permit its being raised to position flat against the building when not in use.

B. "Billboard" means any structure, regardless of the base materials used in construction of the same, that is erected, maintained or used for public display of posters, painted signs, wall signs (whether the structure is placed on the wall or painted on the wall itself), pictures, or other pictorial reading matter that advertises a business or attraction that is not carried on or manufactured in or upon the premises upon which said billboard is located.

C. "Canopy" means any structure, other than an awning, made of cloth or metal with metal frames attached to a building and projecting over a public or private thoroughfare or public easement, and carried by a frame supported by the ground or sidewalk.

D. "Marquee" means any hood or awning of permanent construction projecting from the wall of a building and extending over a public or private thoroughfare or public easement.

E. "Off-premises," as used in this section, means the purpose is to advertise, identify, and/or direct attention to a profession, business, service, activity, product, campaign, or attraction that is not carried on, sold, offered, or manufactured in or upon the premises.

F. "On-premises," as used in this section, means the primary purpose is to advertise, identify, and/or direct attention to a profession, business, service, activity, product, campaign, or attraction that is carried on, sold, offered, or manufactured in or upon the premises.

G. "Sign" means and includes every sign, billboard, free-standing sign, wall sign, or roof sign, as well as other signs of every description and character as defined herein and includes any announcement, declaration, demonstration, display, illustration, or insignia used to advertise or promote the interests of any person or firm when the same is placed out of doors in view of the general public.

H. "Sign area" means that area of a sign's exposed facing, determined by the Building Inspector using actual dimensions where practical, or approximate dimensions when irregularity of a sign shape warrants. Such area shall be measured from the extreme points or edges of the sign, painted background, or the peripheral encasement or structural trim which forms part

of the sign proper or the display; provided however, the area of a sign composed of characters or words attached directly to a building's wall surface shall be the smallest rectangle that encloses the whole group of characters or words.

I. "Sign, bulletin board" means a sign containing a surface area upon which is displayed the name of a religious institution, charitable organization, school, library, community center, or similar institution and the announcement of its services or activities.

J. "Sign, directional" means a sign for the purpose of control of all modes of traffic located on private property.

K. "Sign, directory" means an identification sign containing the name of a building, complex, or center, and the names and addresses of two or more businesses are part of the same sign structure.

L. "Sign, free standing" means any sign that is supported by one or more uprights or braces in or upon the ground and not attached to any building or wall, and includes pole and ground signs, as regulated by this chapter.

M. "Sign, ground" means an on-premises statue, memorial, or work of art or an on-premises, free standing sign (other than a pole sign) which is supported in or upon the ground and not attached to any building or wall.

N. "Sign, identification" means an on-premises sign that displays no more than the name, address, crest or insignia, occupation or profession of an occupant of the premises, name of any building on the premises, or the trademark of the occupant.

O. "Sign, pole" means an on-premises, free standing sign that is supported by one or more uprights not greater than 12-inch diameter and not attached to, or braced by, any other structure. Pole signs shall have a clear open space of not less than 10 feet between the base line of said sign and the ground level. No pole sign shall exceed a thickness of 12 inches.

P. "Sign, portable" means a free standing sign not permanently anchored or secured to the ground or any building or wall.

Q. "Sign, projecting" means a sign, other than a wall sign, which projects from and is supported by a wall of a building or structure.

R. "Sign, public" means a sign of a non-commercial nature and in the public interest, erected by or upon the order of a public officer in the performance of his or her public duty, such as safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest, and all other similar signs, including signs designating hospitals, libraries, schools, airports, and other institutions or places of public interest or concern.

S. "Sign, real estate" means a sign advertising the sale, rental or lease of the premises or part of the premises on which the sign is displayed.

T. "Sign, roof" means a sign erected upon or above a roof or parapet of a building.

U. "Sign, service" means a sign identifying rest rooms, public telephone facilities, first aid stations, fallout shelters, and other similar public service facilities.

- V. "Sign, wall" means any sign attached to, or erected against the wall or painted on the surface of the wall of a building, with the exposed face of the sign in a plane parallel to the plane of said wall, and includes fascia signs.
2. Permit Required. It is unlawful for any person to erect, alter, or relocate within the City any sign or other advertising structure as defined in this chapter without first obtaining a permit from the Zoning Administrator.
3. Application for Permit. Applications for permits shall be made upon forms provided by the Zoning Administrator, and shall contain or have attached thereto the following information:
- A. Applicant Information. Name, address, and telephone number of the applicant.
  - B. Plans and Specifications. One drawing of the plans and specifications and method of construction and attachment to the building or in the ground. Such drawing shall show location of sign or signs and shall certify the distance from each other and from signs or adjacent property.
  - C. Erector. Name of the person, firm, corporation or association erecting the structure.
  - D. Consent. Written consent of the owner or lessee of the building, structure, or land to which or on which the structure is to be erected.
  - E. Valuation. Valuation of sign.
  - F. Insurance. Insurance policy or bond as required.
  - G. Other. Such other information as the building inspector shall require to show full compliance with this and all other laws and ordinances of the City.
4. Permit Issued. It shall be the duty of the Zoning Administrator, upon the filing of an application for a permit to examine such plans and specifications and other data, and the premises upon which it is proposed to erect the sign or other advertising structure, and if it appears that the proposed structure is in compliance with all the requirements of this chapter, approved site plans, and all other requirements and laws of the City, the Zoning Administrator shall then issue a permit. If the work authorized under an erection permit has not been completed within six months after date of issuance, the said permit shall become null and void and refund of the fee will not be allowed.
5. Permit Fees. Every applicant, before being granted a permit hereunder, shall pay to the City Clerk a permit fee for each such sign or other advertising structure regulated by this section and as prescribed in this subsection. The fee shall be as follows:
- A. Signs 16 square feet or less – \$10.00.
  - B. Signs over 16 square feet and not more than 100 square feet – \$25.00.
  - C. Signs over 100 square feet – \$50.00, plus \$.20 per square foot over 100 square feet.

In computing the area of a sign, only one face of a double face sign shall be taken as the area of the sign.

6. Inspection. The Zoning Administrator may inspect, from time to time as deemed necessary, each sign or other advertising structure regulated by this section for the purpose of ascertaining whether the same is in compliance with this section.

7. Compliance. If the Zoning Administrator finds that any sign or advertising structure regulated herein is being maintained in violation of the provisions of this section, the Zoning Administrator shall promptly give written notice to the permittee thereof or to the owner of the premises on which the sign is located. The notice shall state in writing the reason or reasons why such sign – and the keeping, owning, maintenance, construction, and display or operation thereof – is unlawful under the terms of this chapter. The notification shall provide that unless such violation is corrected within 30 days, said sign shall be removed at the owner's expense.

8. Signs Not to Constitute Traffic Hazard. No sign or other advertising structure on private property as regulated by this section shall be erected:

A. At or near the intersection of any streets or near a private access to a public street in such a manner as to obstruct free and clear vision; or

B. At any location where, by reason of the position, shape, or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device;

C. Which makes use of the words "STOP," "LOOK," "DRIVE-IN," "DANGER," or any other word, phrase, symbol, or character in such manner as to interfere with, mislead or confuse the motoring public.

9. Signs Extending Over City Property. It is unlawful for any person to erect or maintain any sign or other advertising structure that extends over public property or a public easement. An exception may be granted by the Council for a marquee, canopy, awning, or projection of a wall sign, if existing building setback does not provide sufficient space to accommodate same.

10. Insurance. Every sign or other advertising structure covered by this section shall be registered with the Zoning Administrator by the person maintaining or owning the same, and said person shall furnish to the City a certificate of liability insurance with a municipality endorsement included, either as a single policy or as a rider to a blanket policy showing the City as additional named insured in the amount of \$100,000.00 – \$300,000.00 bodily injury and \$50,000.00 property damage, or single limit liability of \$300,000.00. In addition, the City shall receive at least 30 days' prior written notice of any cancellation or change in any of the required insurance policies under this provision. Said certificate of insurance shall be so conditioned as to defend, indemnify, protect and save harmless the City and its employees from and against any and all liability, claims, losses of whatsoever kind or nature, arising out of or by reason of the erection, hanging, repair or maintenance of such sign or signs. No certificate of insurance shall be required on:

A. Any sign whose location and distance from public property is equal or greater than the height of the sign plus 10 feet; or

B. Other advertising structure that is not located on or does not project over a public thoroughfare or easement.

11. Exemptions. The provisions and regulations of this section do not apply to the following signs:

- A. Real Estate Signs. Real estate signs, not exceeding 12 square feet in area, which advertise the sale, rental or lease of the premises upon which said sign is located only. Such real estate signs shall not be located on public property and shall be limited to one sign for each parcel listed.
  - B. Name Plates. Name plates identifying a resident address or appurtenant home occupation or permitted uses, not exceeding one square foot in area.
  - C. Within Building. Signs located within the interior of a building.
  - D. Bulletin Boards. Bulletin boards, not over eight square feet in area, for public, charitable or religious institutions when the same are located on the premises of said institution.
  - E. Memorial Signs. Memorial signs; provided, when said sign is constructed into the wall of a building, it is not greater in area than five percent of the total square footage of each wall facing a street frontage.
  - F. Political Signs. Political signs, not exceeding six square feet, when located on private property.
  - G. Public Signs. Public signs of a non-commercial nature and in the public interest, erected by or upon the order of a public officer in the performance of his or her public duty.
  - H. Service Signs. Service signs identifying restrooms, public telephone facilities, first aid stations, fall-out shelters and other similar public service facilities.
12. Municipal Signs Exempt. Traffic control or other municipal signs, legal notices, railroad crossing signs, danger, and such temporary emergency or non-advertising signs as may be approved by the City Council or authorized public official shall be exempt of the provisions and regulations of this section.
13. On-Premises Signs. See following Tables.

**Table 166-1 – On-Premises Signs in R-1a, R-1, R-2 and R-3 Districts**

Number of Signs	Size	Height	Setback (ROW)
1 temporary real estate sign per street frontage	2 square feet	10 feet	10 feet
1 name plate identifying a resident address	1 square foot	4 feet	5 feet
Churches, schools, government buildings and other permitted uses: 1 free standing identification sign or 1 bulletin board per street frontage	30 square feet	10 feet	15 feet
Residential subdivision, PUD, or apartments: 1 identifying wall sign or 1 identifying ground sign per apartment complex:			
Ground sign	15- to 25-foot circumference (note 1)	5- to 15-foot (note 2)	10 feet
Wall sign	15 square feet (max) (note 3)	---	---
Combined wall signs	not in excess of 30 square feet per apartment complex		
Home occupations	2 square feet	10 feet	no more than 5 feet from principal structure
<p>Note 1: Sign area may be increased one foot in circumference for each additional one foot of setback, to a maximum of 25 feet in circumference, provided the height is maintained at 5 feet or less.</p> <p>Note 2: The height may increase one foot for each additional one-foot setback, to a maximum height of 15 feet.</p> <p>Note 3: The area shall be determined by the smallest rectangle that encloses the words or characters of a sign.</p>			



**Table 166-2 – On-Premises Signs in C-1, C-2, C-3 and C-4 Districts**

Number of Signs	Size	Height	Setback (ROW)
1 temporary real estate sign per street frontage	12 square feet	10 feet	10 feet
1 name plate identifying a resident address	1 square foot	4 feet	5 feet
Churches, schools, government buildings and other permitted uses: 1 free standing identification sign or 1 bulletin board per street frontage	30 square feet	10 feet	10 feet
1 free standing identification or directory sign per street frontage:			
1 ground sign	15- to 25-foot circumference maximum (note 1)	5- to 15-foot maximum (note 2)	10-foot minimum setback
or 1 pole sign	40 square feet to 100 square feet maximum (note 3)	20 feet to 30 feet maximum (note 4)	5 feet to 45 feet or more
Combined wall signs	not in excess of 5 percent of total square footage of each wall on street frontage; however, wall signs shall not exceed 30 square feet per apartment complex		
Home occupations	2 square feet	10 feet	no more than 5 feet from principal structure
Upon application by a merchants' association, permission may be granted by the Council to erect and maintain ground signs or wall signs of a directional, orientational, or identifying nature, when the same are developed in a unified theme for the entire district. The Council may provide conditions under which the association shall be required to maintain said signs.	12 square feet	6.5 feet	none required (note 5)
<p>Note 1: Sign area may increase one foot in circumference for each additional one foot of setback, to a maximum size of 25 feet in circumference.</p> <p>Note 2: Sign height may be increased by one foot for each additional five feet of setback, to a maximum height of 15 feet.</p> <p>Note 3: Sign area may increase two square feet for each additional foot of setback, to a maximum area of 100 square feet.</p> <p>Note 4: Sign height may be increased by one foot for each additional four feet of setback, to a maximum height of 30 feet.</p> <p>Note 5: May be located in public right-of-way, at Council's discretion.</p>			

**Table 166-3 – On-Premises Signs in M-1 and M-2 Districts**

Number of Signs	Size	Height	Setback (ROW)
1 temporary real estate sign per street frontage	32 square feet	10 feet	10 feet
1 name plate identifying a resident address or appurtenant to a home occupation or a permitted use	1 square foot	4 feet	5 feet
Churches, schools, government buildings and other special permitted uses: 1 free standing identification sign or 1 bulletin board	30 square feet	10 feet	15 feet
1 free standing identification or directory sign per street frontage:			
1 ground sign	15- to 25-foot circumference maximum (note 1)	5- to 15-foot maximum (note 2)	10-foot minimum setback
or 1 pole sign	40 square feet to 100 square feet maximum (note 3)	20 feet to 30 feet maximum (note 4)	5 feet to 45 feet
Combined wall signs	not in excess of 5 percent of total square footage of each wall on street frontage		
Note 1: Sign area may increase one foot in circumference for each additional one foot of setback, to a maximum size of 25 feet in circumference.			
Note 2: Sign height may be increased by one foot for each additional five feet of setback, to a maximum height of 15 feet.			
Note 3: Sign area may increase two square feet for each additional foot of setback, to a maximum area of 100 square feet.			
Note 4: Sign height may be increased by one foot for each additional four feet of setback, to a maximum height of 30 feet.			

**Table 166-4 – On-Premises Signs in the A-1 District**

Number of Signs	Size	Height	Setback (ROW)
1 temporary real estate sign per street frontage	32 square feet	10 feet	10 feet
1 name plate identifying a resident address or appurtenant to a home occupation or a permitted use	1 square foot	4 feet	5 feet
Churches, schools, government buildings and other special permitted uses: 1 free standing identification sign or 1 bulletin board	30 square feet	10 feet	15 feet
1 free standing sign per street frontage, designating sale of produce, crops or livestock	30 square feet	10 feet	20 feet

14. Access Identification. Two free standing directional signs intended to identify an access into or out of a lot shall be permitted per access; provided however, said sign shall be no greater than 10 square feet in area and two and one-half feet in height.
15. Marquees, Awnings and Canopies.
  - A. General Provision. The term “sign” in this section does not apply to a marquee, awning, or canopy unaccompanied by lettering when projecting from the wall of a building above an entrance and extending over a public right-of-way or public easement.
  - B. Locations. No marquee, awning, or canopy shall be permitted to extend over City property unless approval is granted by the Council.
  - C. Height Regulation. No part of any marquee, awning, or canopy shall be less than eight feet above ground level.
16. Statues, Monuments and Religious Symbols.
  - A. Definition. Statues, monuments or religious symbols unaccompanied by lettering, when applied to the cornice, tower, spire, or yard of a place of worship or private property.
  - B. Regulation. All statues, monuments and religious symbols greater than five feet in height if placed in the front yard shall require Council approval prior to erection. The Council reserves the right to accept or reject the application.
17. Political Campaign Signs. Political campaign signs shall not be erected earlier than 45 days prior to the date balloting takes place for the candidate or issue indicated on the sign and shall be removed no later than seven days after said balloting date.
18. Projecting Signs.
  - A. Thickness Limitation. The thickness measured between the principal faces of any projecting sign shall not exceed 12 inches.
  - B. Height. No part of any projecting sign shall be less than 10 feet above ground level, except as provided for under specific zoning districts.
  - C. Location. Every projecting sign shall be at least 10 feet above any sidewalk area over which it is erected, and a distance not greater than two feet from the wall to which it is attached, measuring from the point of the sign nearest thereto. Every projecting sign to be erected over public or private driveways or thoroughfares shall be placed not less than 15 feet above the level of same.
  - D. Projecting Over Public Property. It is unlawful for any projecting sign to be located over public property or a public easement unless approval is granted by the Council.
19. Temporary Signs.
  - A. Definition. Temporary signs include any construction, real estate, political, portable or other sign, banner, pennant, valance and advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or

other materials, with or without frames, intended to be displayed for a short period of time only.

B. Special Permission. Banners and stringers may be used for special occasions with Council approval. There shall be no more than two such occasions per year; such occasions shall not exceed 10 days. Community festivals or other similar events may be exempted from the provisions of this section with the approval of the Council.

20. Free Standing Signs.

A. Letters to Be Secured. All letters, figures, characters, or representations in cut-out or irregular form maintained in conjunction with, attached to, or superimposed on a free standing sign shall be safely and securely built or attached to the sign structure.

B. Height Limitation. The measurement of the height of a sign shall be taken vertically from the average finished grade nearest the supporting base or columns to the highest point of said sign; however, no mounding of earth may be permitted to achieve a greater sign height.

C. Setback Line. The setback of a sign shall be measured to that portion of the sign nearest the street or property bounds, which shall include the air space above same.

D. Space Between Sign and Ground and Other Signs and Structures. Pole signs shall have a clear open space of not less than 10 feet between the base line of said sign and the ground level. Except for directional signs of a traffic control nature, no free standing sign shall be closer than 50 feet to another separate sign structure.

E. Size of Sign. The total area of a sign shall be actual square footage of one sign face. Double face signs may be permitted with the maximum square footage permitted on each side. Multi-faced signs shall not exceed two times the area of single face signs. Where the circumference is used to measure a ground sign the external boundary or perimeter of the sign shall be measured per plan view at the widest point.

21. Off-Premises Signs.

A. General Provision. No off-premises sign or billboard shall be permitted within 100 feet of any dwelling unit, public parkway, public park or property line of public or parochial school site, church site, hospital site, cemetery, similar institution or zoning district not permitting billboards or off-premises signs. Furthermore, no billboards or off-premises sign shall be permitted to face and be located within 300 feet of an R District.

B. Permitted Zones. Off-premises signs and billboards that conform with the provisions of this section shall be permitted in the following zoning districts:

M-1 Light Industrial District  
M-2 Heavy Industrial District  
A-1 Agricultural District

C. Setback, Size and Height Requirements.

(1) No off-premises sign or billboard shall be established closer to the street right-of-way than the minimum building setback line for that zoning district.

(2) The following size and height standards shall apply to all off-premises signs and billboards regardless of zoning district:

	Size*	Max. Height
Single	350 square feet	35 feet
Double	675 square feet	35 feet
*Plus an additional 300 square feet for extensions.		

Furthermore there shall be a minimum distance of 10 feet between ground level at the base of the supporting uprights and the bottom of the sign face.

D. Spacing of Off-Premises Advertising Signs.

(1) On Federal and State highways, Federal and State regulations for spacing and setbacks shall apply; provided, however, if the regulations of this chapter are found more restrictive, the more restrictive requirement shall apply.

(2) No off-premises advertising sign or billboard shall be established within 300 feet of any other off-premises advertising sign facing the same direction.

22. Billboards Prohibited. All billboards, as defined in paragraph 1(B) of this section, are hereby prohibited in all zoning districts.

October 2017

**NOTIFICATION to Iowa Cities and Counties**

**SUBJECT: Permit Process for Advertising Signs**

The purpose of this letter is to inform you of the Department's responsibility to control the erection and maintenance of advertising signs along interstate and primary highways.

We have found that some local authorities have been unaware of state regulations that must be met in addition to local ordinances with respect to advertising signs on private property, (no signs, other than those authorized by the Manual on Traffic Control Devices are allowed in the right of way), along interstate and primary highways.

Signs advertising a product, which is not available, or an activity that does not take place at the sign's location are considered off-premise signs and outdoor advertising permits are required from the Department. A sign must meet established size, lighting, spacing, and zoning requirements before a permit can be issued.

We ask that in your dealings with sign owners that you alert them to the possibility that a state permit might be necessary. This will eliminate any unnecessary expense that could occur if they erect a sign that conforms to the local ordinance but must be removed later because it does not comply with state law.

We appreciate your cooperation in this matter. If you are not the person who oversees the signing ordinances for your jurisdiction, we would ask that you pass this letter on to the appropriate individual.

We do, as a matter of practice, require that the local zoning authority sign off on all outdoor advertising permit applications. This gives you the opportunity to share with the sign owner any regulations and requirements that you might have in addition to those contained in state law. This does not prohibit the local authority from establishing standards, which are more restrictive than state law. It is, however, the responsibility of the local jurisdiction to enforce their own ordinances.

If you have any questions regarding this matter feel free to contact our office at the telephone number listed above or visit our website at [www.iowadot.gov/iowaroadsigns](http://www.iowadot.gov/iowaroadsigns).

Sincerely,

Brent Christian  
Right of Way Agent  
[brent.christian@iowadot.us](mailto:brent.christian@iowadot.us)

BC:sa

