

**ORDINANCE NO. 669**

**AN ORDINANCE TO AMEND CITY OF CARTER LAKE  
UNIFIED LAND DEVELOPMENT ORDINANCES  
ADOPTED AUGUST 28, 2006  
BY AMENDING SECTION 27  
“SIGN REGULATIONS”**

**BE IT ORDAINED  
BY THE CITY COUNCIL  
OF THE  
CITY OF CARTER LAKE, IOWA**

**SECTION 2703 Types of Permitted Signs shall be amended to add:**

**4. TOURIST-ORIENTED DIRECTIONAL SIGNING**

This provision applies to official signing that is located within the public right-of-way that identifies and gives directions to activities or sites of significant interest to the public, subject to the exclusive regulations of the City. Applications for these types of signs are made available at City Hall and the Mayor’s office shall be responsible for approving all such signs. The Mayor may reasonably limit the place, time and manner of the use of such signs as a part of the City’s regulations.

Further:

- a. Such signage shall be installed only when sufficient space is available.
- b. Such signage may only be installed where advance notification of an activity or site would reduce conflicts and improve traffic safety.
- c. Such signage is owned and controlled by the City of Carter Lake with the intent for building tourism, and are limited to a descriptive name, directional arrow, and travel distance to the activity or site.
- d. Signs shall have the following color schemes:
  - a. Green signs for direction;
  - b. Blue signs for services for travelers; and
  - c. Brown signs for recreational and cultural points of interest

PASSED and APPROVED: November 18, 2019.