

Chapter 22.10. Sign Standards

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22.10.01. General Provisions

A. **Purpose.** The purpose of this Chapter is to preserve and protect the public health, safety, and welfare by regulating signs of all types. It is intended to:

1. Enhance the physical appearance of the City;
2. Create an attractive economic and business climate;
3. Reduce sign distractions which may increase traffic accidents;
4. Eliminate hazards caused by unsafe signs;
5. Relieve pedestrian and traffic congestion;
6. Maintain and enhance the historic character of the downtown district and provide continuous pedestrian connections between businesses, and
7. Avoid the "canceling out" effect of adjacent signs.

B. **Applicability.** The standards established in this Chapter shall apply as detailed in Table ####.

22.10.02. Allowed Sign Types By District

A. **Interpretation.** The following key is to be used in the interpretation of Table ####.

1. **Sign Types Requiring a Permit.** Sign types marked as “●” in the table shall be allowed subject to all applicable regulations of this Zoning Code and only after the issuance of a Sign Permit as detailed in Section ####.

Table #### Allowed Sign Types by District										
Sign Type	RN-1, RN-2	RN-3, RN-4	MU, DC	GC	CC	LM, GM	MM, OM	I	P	A
Permanent Building Signs										
Awning Sign [1]	●	●	●	●	●	●	●	●	●	●
Blade Sign		●	●	●	●	●	●	●	●	●
Bracket Mounted Sign		●	●	●	●	●	●	●	●	●
Canopy Sign		●	●	●	●	●	●	●	●	●
Wall Sign [1]	●	●	●	●	●	●	●	●	●	●
Window Sign, Permanent [1]	●	●	●	●	●	●	●	●		●
Marquee Sign			●							
Roof Sign										
Permanent Ground Signs										
Drive-Through Sign				●	●					
Monument Sign [1]	●	●		●	●	●	●			
Neighborhood Entry Sign [2]	●	●		●	●					
On-Site Circulation Safety Sign [1]	○	○	○	●	●	○	○	○	○	○
Post Sign, Permanent [1]	●	●	●	●	●					
Pylon Sign					●		●			
Temporary Attached Signs										
Athletic Field Fence Sign [3]	○	○	○	●	○	○	○	○	○	○
Light Pole Banner Sign		○	○	●	○	○	○	○	○	○
Wall Mounted Banner Sign [1]	●	●	●	●	●	●	●	●	●	
Window Sign, Temporary [1]	○	○	○	●	○	○	○	○	○	
Temporary Freestanding Signs										
A-Frame/Sandwich Board Sign			○	○	○	○	○	○	○	○
Feather Sign				○	○	○	○			
Ground Mounted Banner Sign [1] [4]	○	○	●	●	●	●	●	●	●	
Post and Panel Sign [1]	○	○	○	○	○	○	○	○	○	○
Post Sign, Temporary	○	○	○	○	○	○	○	○	○	

Table ##### Allowed Sign Types by District

Sign Type	RN-1, RN-2	RN-3, RN-4	MU, DC	GC	CC	LM, GM	MM, OM	I	P	A
Yard Sign [5]	o	o	o							
Notes										
[1] Sign shall be allowed for community living arrangement, foster family home, dwelling-multi-unit with four or more units, and nonresidential uses only.										
[2] Sign shall be allowed at the entrance of neighborhoods or subdivisions only.										
[3] Sign shall be allowed for public and institutional uses only.										
[4] Up to 25 square feet of noncommercial temporary signage shall be permitted without a sign permit.										
[5] Sign shall be allowed for dwelling, single-family detached, dwelling-rowhome, dwelling-triplex/quadplex, and dwelling-duplex uses only.										

- Sign Types Not Requiring a Permit.** Sign types marked as “o” in the tables shall be allowed subject to all applicable regulations of this Zoning Code and do not require a Sign Permit.
- Prohibited Sign Types.** A blank space in the table indicates that a sign type is prohibited in the respective district.
- Interpretation of Similar Sign Type.** If a proposed sign is not listed in the table, the Director shall determine if the sign is substantially similar to a sign listed in the table, per the criteria established in **Section #####**. If it is, the standards applied to the proposed sign shall be the standards applicable to the similar sign. If not, the sign shall be regarded as prohibited.

B. Permitted and Allowed Sign Types By Residential Districts.

22.10.03. Prohibited Signs and Content

- A. **Prohibited Signs.** All signs not specifically allowed by this **Chapter** are prohibited. The following types of signs are expressly prohibited:
- Balloon signs,
 - Off-premises signs,
 - Signs which have flashing, moving, or oscillating lights,
 - Signs containing moving or animated parts, or have the appearance of having any moving or animated parts,
 - Signs erected so as to impair access to a roof,
 - Signs located, erected, or maintained upon, over, or project into any public right-of-way or easement unless otherwise allowed by this **Chapter**,
 - Signs in conflict with traffic signals, vehicular or pedestrian travel, access to fire hydrants and fire lanes and exits, and other signs which reasonably impede or impair the public health, safety and welfare, and

8. Signs on vehicles, boats, or trailers parked for a period of more than 72 consecutive hours so as to be visible from a public right-of-way.

B. Prohibited Content.

1. The following content is prohibited without reference to the viewpoint of the individual speaker:
 - a. Text or graphics of an indecent or immoral nature and harmful to minors,
 - b. Text or graphics that advertise or promote unlawful activity,
 - c. Text or graphics that are obscene, include fighting words, defamation, incitement to imminent lawless action, or true threats, or
 - d. Text or graphics that present a clear and present danger due to their potential confusion with traffic control signs or signs that provide public safety information (for example, signs that use the words "Stop," "Yield," "Caution," or "Danger," or comparable words, phrases, symbols, or characters in such a manner as to imply a safety hazard that does not exist).
2. The narrow classifications of content that are prohibited by this subsection are either not protected by the United States or Wisconsin Constitutions, or are offered limited protection that is outweighed by the substantial governmental interests in protecting the public safety and welfare. It is the intent of the City Council that each paragraph of this Subsection be individually severable in the event that a court of competent jurisdiction were to hold one or more of them to be inconsistent with the United States or Wisconsin Constitutions.

22.10.04. General Sign Standards

A. Sign Measurement.

1. **Sign Height.**
 - a. Sign height shall be measured by the total distance between the highest point on the sign to the average elevation of the ground upon which the sign supports are placed, except when:
 - i. The sign supports rest upon a berm or other area elevated above the surrounding ground; or
 - ii. The sign supports rest upon a ditch or other area lower than the surrounding ground.
 - b. In the cases detailed in subsections ##### and ##### above, the elevation of the centerline of the adjacent roadway shall be considered as the ground level.

DIAGRAM TO BE INSERTED HERE LATER IN PROCESS

2. Sign Area.

- a. Unless otherwise defined, sign area is determined by the total area enclosed by a continuous perimeter along the edges of a sign, including any frame or border.
- b. The area of a sign composed of channel letters is determined by the total area of the smallest geometric shape enclosing the copy.
- c. A maximum of two geometric shapes may be utilized in sign area calculation.

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B. Location and Encroachment. All signs regulated by this Chapter shall be located:

1. Outside of any easements, except for sign easements,
2. Outside the public right-of-way, except where encroachments are specifically permitted by the provisions of this Chapter. In the DC and MU districts, flag signs and A-frame signs may be permitted within the public right-of-way without an encroachment agreement, subject to the standards of this Chapter ####. For all other sign types, an encroachment agreement with the City or WisDOT shall be required.
3. Outside required vision triangles,
4. Outside of required buffer and/or landscape areas (Section ####), with the exception of neighborhood entry signs and monument signs which may be located in a required street buffer,
5. So as to not obstruct building or site ingress, egress, or public safety features, such as fire hydrants and standpipes,
6. In a sign easement if the sign serves a common development site and is located on a property not owned by the homeowners/property owners association. The easement shall allow use and access for maintenance of the sign.

C. Illumination.

1. Location and Design of Light Source.

- a. Whenever an external artificial light source is used for a sign, such source shall be located, shielded, and directed so as not to be directly visible from any public right-of-way, residentially developed parcel, or residentially zoned parcel.
- b. No receptacle or device housing a permitted light source for a sign shall protrude more than 24 inches from the face of the sign or building to which it is attached except if such light source is ground-mounted, locked in place, and cannot be redirected.

2. Installation and Level of Illumination.

- a. Illumination of signs shall meet all applicable outdoor lighting standards (Section ####).

- b. All artificial illumination shall be designed, located, shielded, and directed as to prevent the casting of glare or direct light upon any public right-of-way, residentially developed parcel, or residentially zoned parcel.
- c. All artificial illumination shall be certified by the manufacturer as compliant with the standards of a. and b. above.

3. Prohibited Lighting.

- a. No flashing or intermittent illumination shall be permitted on any sign or structure.

D. Installation and Structural.

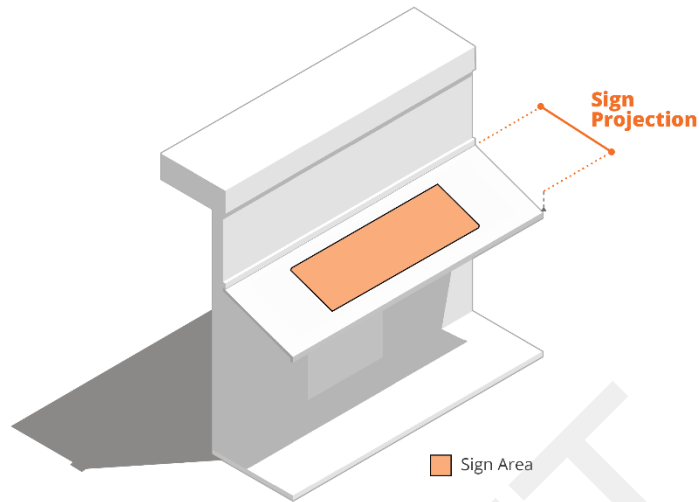
1. All attached and building signs and their support frames shall be mounted and attached:
 - a. In a secure manner, shall not include wire or turnbuckle guy, and shall be maintained in good repair for safety and appearance.
 - b. So as to not cover any architectural features, including but not be limited to, a pediment, cornice, belt course, pier, windows, pilaster, roof, decorative stone or inlay, kick plate/bulkhead, raised or colored brick pattern, and corbel of the building to which it is affixed.
2. The installation of backer panels with returns is permitted on permanent sign types only.
3. All permanent signs shall be able to resist normal loads from positive and negative wind pressure, snow, and other conditions as required by the Building Code.
4. The **Community Development Director or their designee** reserves the right to require sign load calculations and attachment design from a licensed structural engineer, and to require the same engineer to certify the sign installation in writing.

22.10.05. Permanent Building Sign Standards

A. Awning Sign.

1. **Maximum Area.** 50 percent of the awning to which the sign is affixed.
2. **Maximum Number of Signs.** One sign per awning structure.
3. **Illumination.** Prohibited.
4. **Location.** Awnings shall be located on the ground floor only.

5. **Other Provisions.** Shall not be displayed on the same façade as a blade sign or wall sign.



EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

B. Blade Sign.

1. **Maximum Area.**
 - a. **Building Mounted Blade Sign.** 25 square feet.
 - b. **Canopy Mounted Blade Sign.** Four square feet.
2. **Maximum Projection.** Four feet from the building or canopy to which it is attached.
3. **Minimum Vertical Clearance.** 10 feet above the established grade immediately below.
4. **Maximum Number of Signs.** One per single-tenant building or common entrance building and one per tenant in a multi-tenant building.
5. **Illumination.** Internal illumination is allowed in accordance with Section #####.
6. **Location.**
 - a. **Building Mounted Blade Sign.** Shall not extend above the roofline of the building to which it is affixed.
 - b. **Canopy Mounted Blade Sign.** Canopies shall be located on the ground floor only.
 - c. **Encroachment.** Encroachment over a public right-of-way is allowed with the approval of the City Engineer.

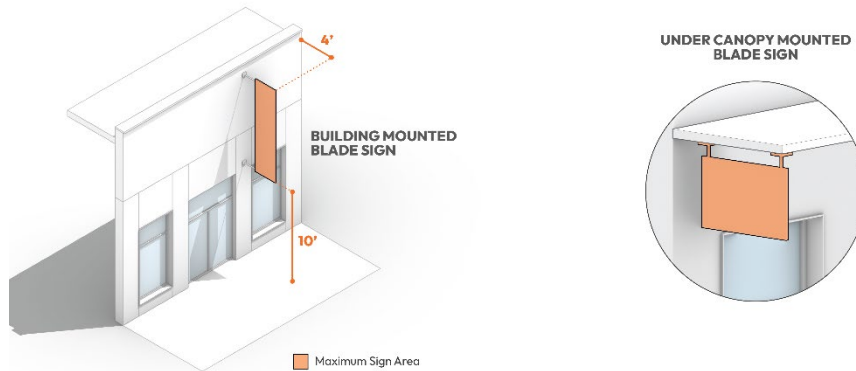
22.10

Sign Standards

Permanent Building Sign Standards

Staff review and revisions in progress

7. **Other Provisions.** Shall not be displayed on the same façade as an awning sign or wall sign.

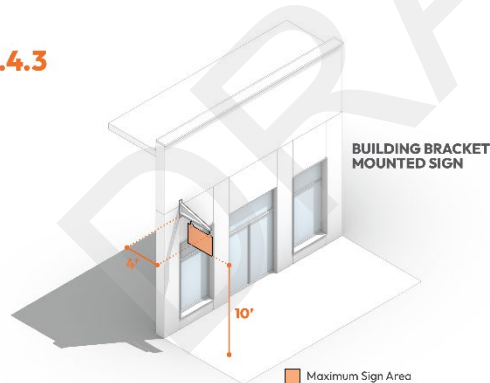


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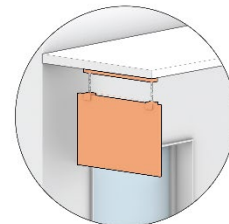
C. Bracket-Mounted Sign.

1. **Maximum Area.** Six square feet.
2. **Maximum Projection.** Four feet from the building or canopy to which it is attached.
3. **Minimum Vertical Clearance.** 10 feet above the established grade immediately below.
4. **Maximum Number of Signs.** One per single-tenant building or common entrance building and one per tenant in a multi-tenant building.
5. **Illumination.** Internal illumination is allowed in accordance with Section #####.
6. **Location.**
 - a. **Building Mounted Blade Sign.** Shall not extend above the ground floor of the building to which it is affixed.
 - b. **Canopy Mounted Blade Sign.** Canopies shall be located on the ground floor only.
7. **Setback from Building Edge.** Bracket-mounted signs shall be attached flush with the building or canopy edge and shall not extend beyond the corners of the structure.

13.4.3



UNDER CANOPY BRACKET MOUNTED SIGN



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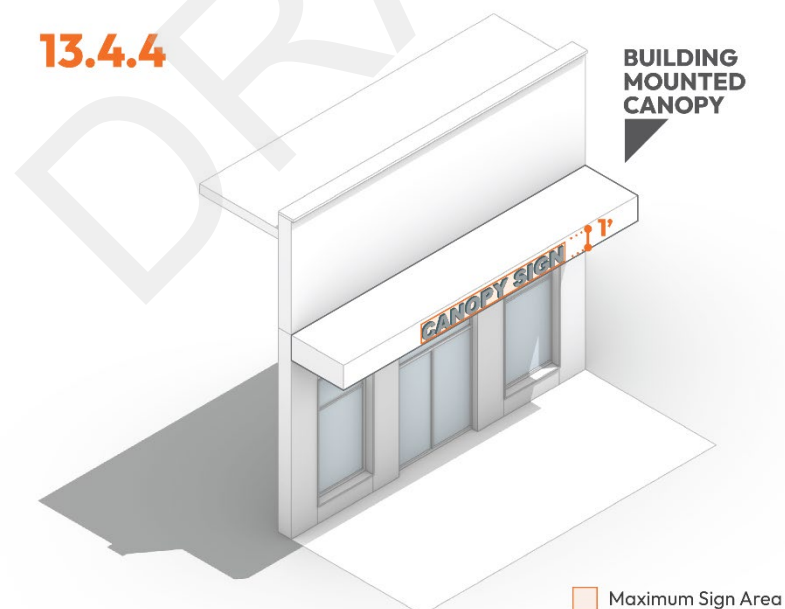
D. Canopy Sign.

1. **Maximum Area.** One square foot per linear foot of the length of the portion of the canopy to which the sign shall be affixed.
2. **Maximum Height of Sign Copy.** Two feet.
3. **Maximum Number of Signs.** One per canopy structure.
4. **Sign Copy.** Channel letters individually affixed to the canopy structure only.
5. **Illumination.** Internal or external illumination is allowed in accordance with Section ####.
6. **Location.**

- a. **Building Canopies.** Mounted on top of or to the front of a canopy structure located on the ground floor only.

EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

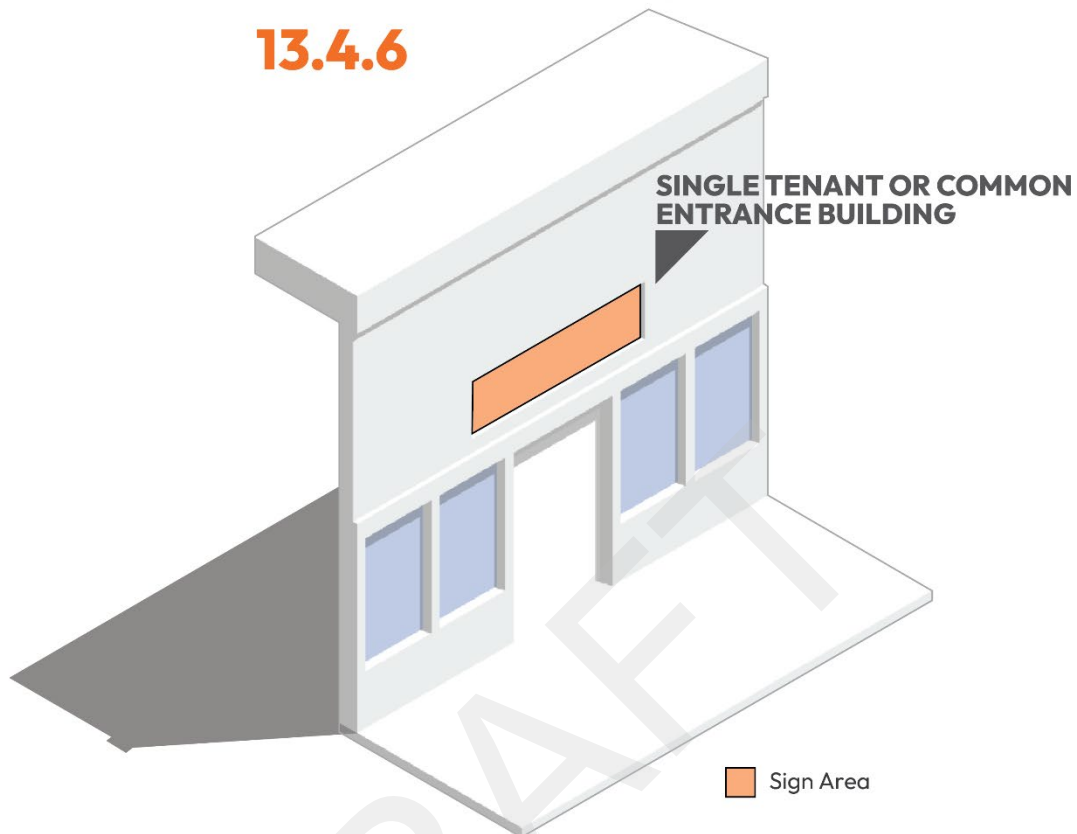
- b. **Freestanding Canopies.** Mounted on the front vertical face of the canopy structure and shall not extend above or below the canopy.



E. Wall Sign.

1. **Maximum Area.** 10 percent of the area of the wall to which the sign is affixed.
2. **Maximum Projection.**
 - a. 12 inches from the building to which it is affixed.
 - b. Not extending beyond the perimeters of the wall to which it is affixed.
3. **Maximum Number of Signs.**
 - a. One per single-tenant building or common entrance building façade facing a public right-of-way or parking lot.
 - b. One per multi-tenant building tenant entrance.
4. **Sign Copy.**
 - a. 100 percent may be channel letters on a raceway or individually affixed to the building, applied vinyl, or printed, etched, or otherwise incorporated directly on the sign's backing plate.
5. **Illumination.** Internal or external illumination is allowed in accordance with Section ####.
6. **Location.**
 - a. For buildings without a parapet wall, no part of a wall sign including its mounting equipment or backing plate shall extend above the roof deck.
 - b. For a building with a parapet wall, the sign may extend two feet above the roof deck, provided no portion of the sign or backing plate extends above the parapet.
 - c. For a building with a pitched roof, the sign shall not extend above the lower eave line of the building.
 - d. Shall not be affixed to HVAC screening, elevator overrun, or other structures protruding from the roof of the building.

13.4.6



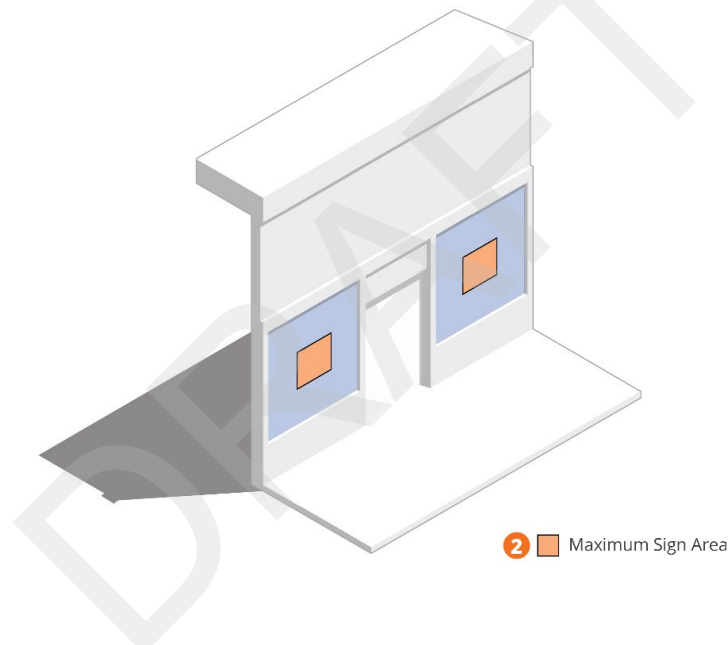
EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

F. Window Sign, Permanent.

1. **Maximum Area.** 25 percent of the area of the individual windowpane to which the sign is affixed.
2. **Sign Copy.** Applied vinyl, painted, or etched finish.
3. **Illumination.** Prohibited, except that one neon sign may be permitted per window.

G. Location.

1. Glazing located on the ground floor only.
2. Signs inside the window but not attached to the glass are prohibited unless set back at minimum four feet from the glazing.

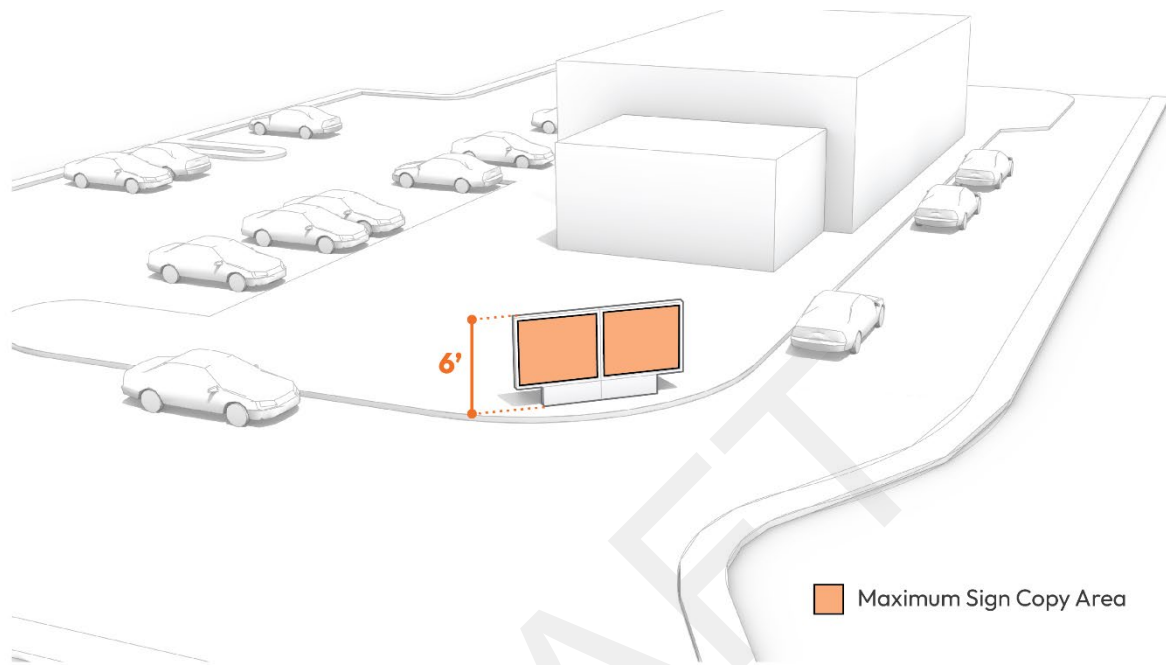


EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

22.10.06. Permanent Ground Sign Standards**A. Drive-Through Sign.**

1. **Maximum Area per Sign.** 40 square feet.
2. **Maximum Height.** Six feet.
3. **Maximum Number.** Two per drive-through lane.
4. **Illumination.** Internal illumination is allowed in accordance with Section ####, during business hours only.

5. **Location.** Within five feet of the drive-through lane(s) and meeting all other location standards established in **Section #####**.



EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

B. Monument Sign.

1. **Maximum Area.**

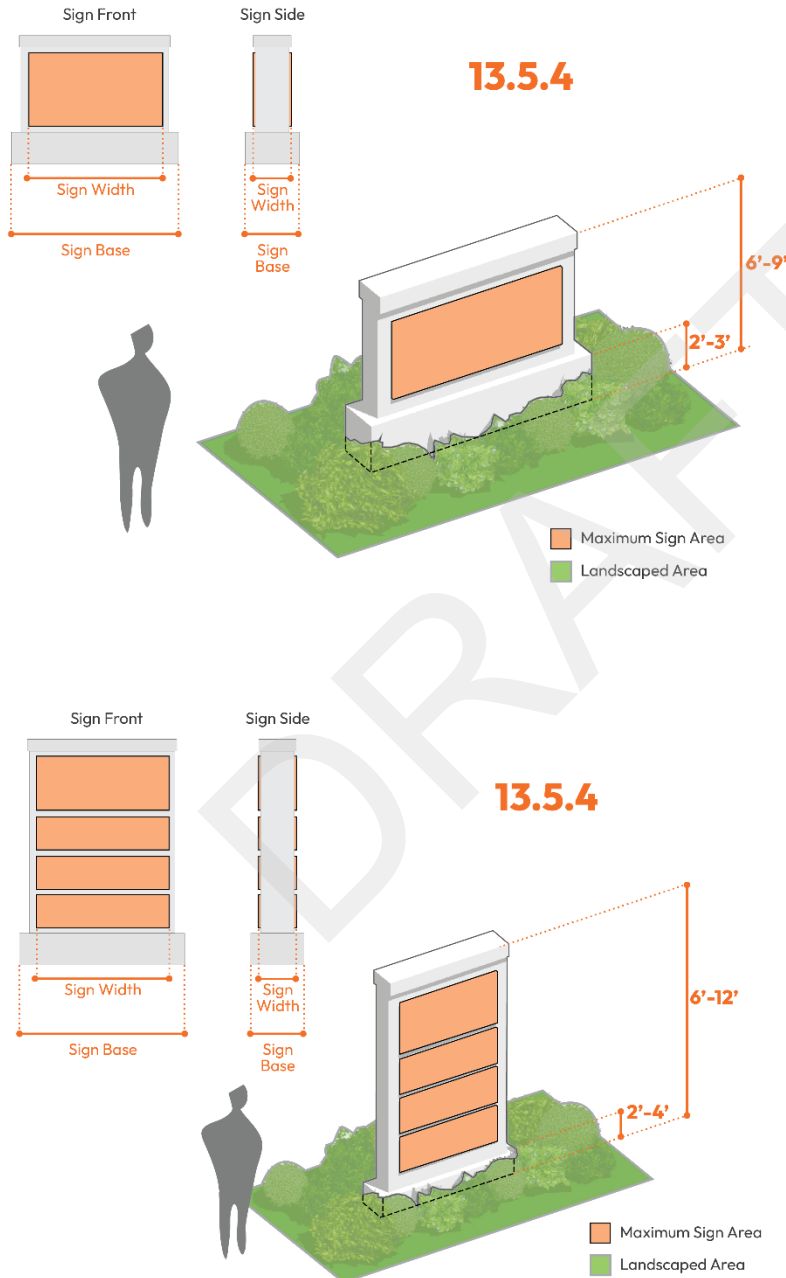
- Districts RN-1, RN-2, RN-3, and RN-4.** 50 square feet maximum.
- Districts GC, CC, LM, GM, I, P, and A.** 100 square feet maximum.
- Districts MM and OM.** 150 square feet maximum.
- DC and MU Districts.** 25 square feet maximum.

2. **Maximum Height.**

- Districts RN-1, RN-2, RN-3, and RN-4.**
 - All Buildings.** Eight feet, including minimum two-foot sign base.
- Districts GC, LM, GM, I, P, and A.**
 - Single-Tenant and Common Entrance Buildings.** Eight feet, including minimum two-foot sign base.
 - Multi-Tenant Buildings.** 14 feet, including minimum four-foot sign base.

- c. **Districts CC, MM, and OM.**
 - i. **Single-Tenant and Common Entrance Buildings.** Eight feet, including minimum two-foot sign base.
 - ii. **Multi-Tenant Buildings.** 20 feet, including minimum four-foot sign base.
- d. **DC District.** Six feet, including minimum two-foot sign base.
- 3. **Location.** Monument signs shall be set back a minimum of 10 feet from any property line and shall meet all standards established in Section #####.
- 4. **Maximum Number of Signs.**
 - a. **District RN-1, RN-2, RN-3, and RN-4.** One per development site frontage abutting a public right-of-way.
 - b. **Districts I, P, and A.**
 - i. One per street frontage.
 - c. **Districts DC, GC, CC, LM, GM, MM, and OM.**
 - i. One per development site frontage abutting a public right-of-way.
- 5. **Sign Base.**
 - a. The base of a single-tenant monument sign, including all structural components, shall extend horizontally from the sign face a minimum of 10 percent and a maximum of 25 percent of the width of the sign face.
 - b. The base of a multi-tenant monument sign, including all structural components, shall extend horizontally from the sign face a minimum of 15 percent and a maximum of 35 percent of the width of the sign face.
 - c. The base of any monument sign shall be constructed from a Tier I material allowed per the development type (Chapter #####) and consistent with the Tier I materials used in the development.
- 6. **Landscape.** Monument signs in RN-1, RN-2, RN-3, and RN-4 Districts shall meet the following landscape standards:
 - a. A landscape area at the sign base shall be required to be planted and maintained by the property owner, or by the homeowners association (HOA) if the sign is located within an easement, in perpetuity.
 - b. The minimum size of the landscape area shall be equal to half of the square footage of the sign area of the associated sign.
 - c. Landscape areas shall be planted with shrubs, native grasses, annuals, and/or perennials at a rate of one planting per three square feet of required landscape area.

7. **Illumination.** Internal or external illumination is allowed meeting all illumination standards established in Section #####.
8. **Location.** Meeting all location standards established in Section #####.
9. **Other Provisions.** Shall not be displayed on the same development site frontage as a permanent post sign or pylon sign.



EXAMPLE DIAGRAM ONLY - REFERENCES MAY NOT MATCH TEXT

C. Electronic Display Signs.

1. **Allowed Accessory To.** Electronic displays are allowed accessory to monument sign and drive-through signs only.
2. **Allowed Sign Area.**
 - a. **MU and DC Districts.** A maximum of 5 percent of the total sign area of a monument sign or 60 square feet (whichever is greater) may be an electronic display.
 - b. **All Other Districts.** A maximum of 50 percent of the total sign area of a monument sign may be an electronic display. The entirety of a drive-through sign may be an electronic display.
 - c. The area of the sign devoted to an electronic display shall be part of, not in addition to, the maximum sign area allowed.
3. **Display Standards.**
 - a. An electronic message board shall display a static message or image only and not have movement, or the appearance of movement, during the static display period.
 - b. The transition to change from one message or image to another shall be instant and not dissolve, fade, scroll, travel, or have similar transitions.
 - c. The message shall not change more frequently than once every 10 seconds.
 - d. Electronic displays must be equipped with a mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.
4. **Illumination.**
 - a. Electronic displays shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to light conditions.
 - b. Illumination of electronic displays shall meet all applicable outdoor lighting standards (Section #####).
5. **Location.** Electronic displays shall be located and directed so as not to be directly visible from any residentially developed parcel or residentially zoned parcel.

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D. Neighborhood Entry Sign.

1. **Maximum Area.** 25 square feet.
2. **Maximum Height.** Six feet, including minimum two-foot sign base.
3. **Maximum Number of Signs.** One per development site frontage with vehicular, pedestrian, and/or bicyclist access to a public right-of-way.
4. **Sign Copy.** Individually affixed to the sign backing, applied vinyl, or printed, etched, or otherwise incorporated directly on the sign's backing plate.
5. **Sign Base.**
 - a. Sign base, including all structural components, shall extend from the sign face on at least one side, a minimum of 10 percent and a maximum of 40 percent of the width of the sign face.
 - b. Sign face may extend a maximum of 40 percent off the sign base.
 - c. Sign base shall consist of a **Tier 1** material allowed in **Table ####**.
6. **Landscape.**
 - a. A landscape area at the sign base shall be required to be planted and maintained by the property owner, or by the homeowners association (HOA) if the sign is located within an easement.
 - b. The minimum size of the landscape area shall be equal to half of the square footage of the sign area of the associated sign.
 - c. Landscape areas shall be planted with shrubs, native grasses, annuals, and/or perennials at a rate of one planting per three square feet of required landscape area.
7. **Location.** At the entrance of neighborhoods or subdivisions only and shall be situated within a recorded easement or an outlot, while also meeting all location standards established in Section ####.

DIAGRAM TO BE INSERTED HERE LATER IN PROCESS

E. On-Site Circulation Safety Sign.

1. **Maximum Area.** Five square feet.
2. **Maximum Height.** Three feet, except for signs that include logos, for which no maximum height applies.
3. **Maximum Number of Signs.** Two per site entrance/exit and two per drive aisle, internal access drive, or drive-through lane intersection.
4. **Location.** Meeting all location standards established in Section #####.

F. Post Sign, Permanent.

1. **Maximum Area.** Six square feet.
2. **Maximum Height.** Six feet.
3. **Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.
4. **Sign Copy.** Shall be channel letters individually affixed to the sign backing or be printed, etched, or otherwise directly incorporated on the sign backing.
5. **Sign Base.** Shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material approved by the Community Development Director or their designee.
6. **Illumination.** Prohibited.
7. **Location.** Meeting all location standards established in Section #####.
8. **Other Provisions.** Shall not be displayed on the same development site frontage as a monument sign or pylon sign.

G. Pylon Sign.

1. **Maximum Area.** 50 square feet.
2. **Maximum Height.** 20 feet.
3. **Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.
4. **Illumination.** Internal illumination is allowed in accordance with Section #####.
5. **Location.** Meeting all location standards established in Section #####.
6. **Other Provisions.** Shall not be displayed on the same development site frontage as a monument sign or permanent post sign.

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22.10.07. Temporary Attached Sign Standards

A. Athletic Field Fence Sign.

1. **Maximum Area.** No maximum area.
2. **Maximum Number of Signs.** No maximum number.
3. **Maximum Projection.** Shall be affixed flat against the fence to which they are mounted.
4. **Sign Material.**
 - a. 18-oz vinyl or a similarly heavy-duty material purpose made for outdoor display.
 - b. If larger than 32 square feet, shall utilize wind resistant measures.
5. **Illumination.** Prohibited.
6. **Location.**
 - a. No portion may extend above or beyond the fence to which it is mounted.
 - b. Shall be oriented in a manner where sign copy is not visible from the right-of-way and/or adjacent property.
7. **Duration of Display.** Shall not be limited so long as all maintenance requirements (Section ####) are met.

B. Light Pole Banner Sign.

1. Light pole banner signs shall be permitted only for the purpose of advertising an on-site business, product, or service.
2. **Maximum Length.**
 - a. **Districts RN-1, RN-2, RN-3, RN-4, MU, and DC.** Four and one-half feet.
 - b. **Districts GR, CC, LM, GM, MM, OM, P, I and A.** Six feet.
3. **Maximum Width.** Two and one-half feet.
4. **Minimum Clearance.** 11 feet.
5. **Maximum Number of Signs.** One per light pole.
6. **Sign Material.**
 - a. PVC flex material, laminated for outdoor use.
 - b. Shall have wind flaps or utilize wind deflecting mounting brackets.

7. **Illumination.** Prohibited.
8. **Location.** Attached only to functioning, non-wooden private light poles located on private property.
9. **Duration of Display.** Shall not be limited so long as all maintenance requirements (Section ####) are met.

13.6.2



EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

C. Wall-Mounted Banner Sign.

1. **Maximum Area.** 32 square feet.
2. **Maximum Length.** Eight feet.
3. **Maximum Projection.** Affixed flat against the building to which the sign is mounted.
4. **Maximum Number of Signs.** One per front and street side yard facing building façade.
5. **Sign Material.** 18-oz vinyl or a similarly heavy-duty material purpose made for outdoor display.
6. **Illumination.** Prohibited.
7. **Location.**
 - a. For a building without a parapet wall, shall not extend above the roof deck.
 - b. For a building with a parapet wall, may extend two feet above the roof deck, provided no portion of the sign extends above the parapet.
 - c. For a building with a pitched roof, shall not extend above the lower eave line of the building.

22.10

Sign Standards

Temporary Attached Sign Standards

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- d. Shall not be affixed to HVAC screening, elevator overrun, or other structures protruding from the roof of the building.

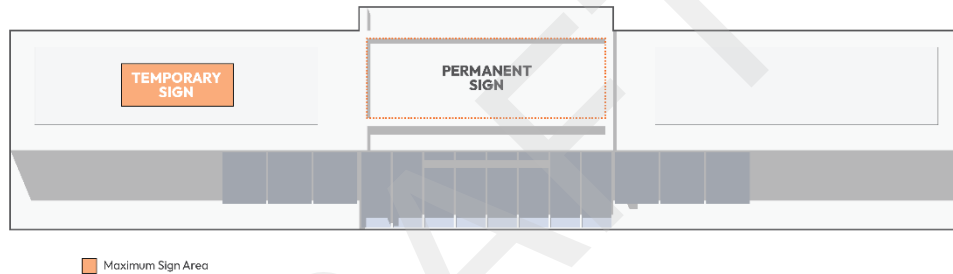
8. Duration of Display.

- a. **Display Period.** Maximum of 30 consecutive days.

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- b. **Number of Display Periods.** Three per year with a minimum of 30 days between display periods.

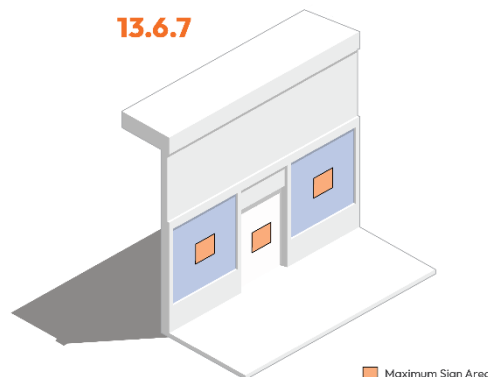
13.6.6



D. Window Sign, Temporary.

1. **Maximum Area.** 15 percent of the area of the individual windowpane to which the sign is affixed.
2. **Illumination.** One illuminated temporary window sign allowed per single tenant or common entrance building or tenant of a multi-tenant building.
3. **Location.** Glazing located on the ground floor only.

13.6.7



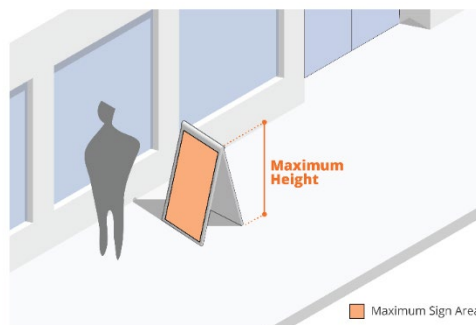
4. **Duration of Display.** Shall not be limited so long as all maintenance requirements (Section ####) are met.

22.10.08. Temporary Freestanding Sign Standards

A. A-Frame/Sandwich Board Sign.

1. **Sign Area.** The maximum area of an a-frame/sandwich board sign shall be six square feet.
2. **Sign Height.** The maximum height of an a-frame/sandwich board sign shall be four feet.
3. **Number of Signs.** One a-frame/sandwich board sign shall be permitted per single-tenant building or tenant space of a multi-tenant building.
4. **Sign Separation.** Each a-frame/sandwich board sign shall be separated from another a-frame/sandwich board sign by at least 25 feet.
5. **Location.**
 - a. **DC District.** A-frame/sandwich board signs may be located within the public right-of-way, provided a continuous sidewalk width of not less than five feet is maintained.
 - b. **All Other Districts.**
 - i. A-frame/sandwich board signs shall be located on private property, in front of the building or tenant space to which the sign is associated, and shall be set back a minimum of five feet from any property line or public right-of-way.
 - ii. No part of any A-frame/sandwich board sign shall obstruct points of ingress or egress.
6. **Illumination.** Prohibited.

Other Provisions. The display of a-frame/sandwich board signs shall only be allowed during the operating hours of the use to which the sign is associated.



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B. Feather Sign.

1. One feather sign shall be permitted per property.
2. The sign shall be maintained in good condition and shall be removed or brought indoors when the business is closed.

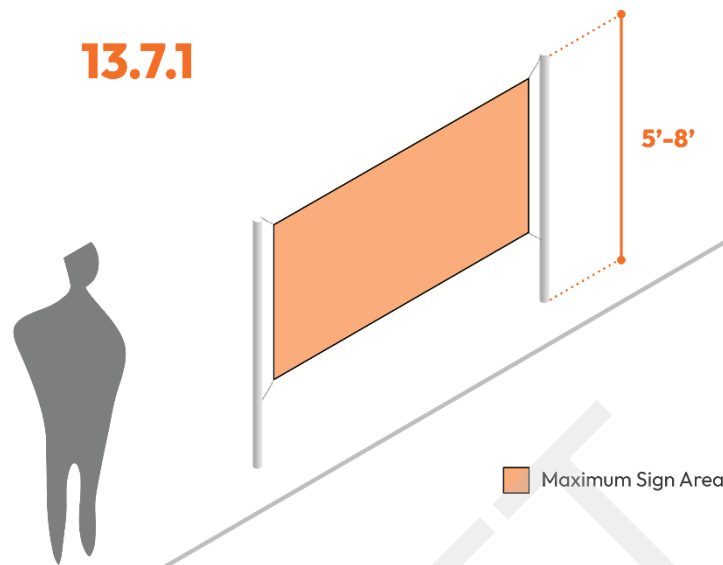
C. Ground-Mounted Banner Sign.**1. Maximum Area.**

- a. **Districts RN-1, RN2, RN-3, RN-4, MU, and DC.** 15 square feet.
- b. **Districts GC, CC, LM, GM, MM and OM.** 32 square feet.

2. Maximum Height. Five feet.**3. Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.**4. Sign Material.** 18-oz vinyl or a similarly heavy-duty material purpose made for outdoor display.**5. Sign Base.** Metal, PVC, wood, or a similarly durable material purpose made for outdoor display.**6. Illumination.** Prohibited.**7. Location.** Meeting all location standards established in **Section #####**.**8. Duration of Display.**

- a. **Display Period.** Maximum of 30 consecutive days.
- b. **Number of Display Periods.** Three per year with a minimum of 30 days between display periods.

9. **Other Provisions.** Shall not be displayed on the same development site frontage as a post and panel sign or temporary post sign.

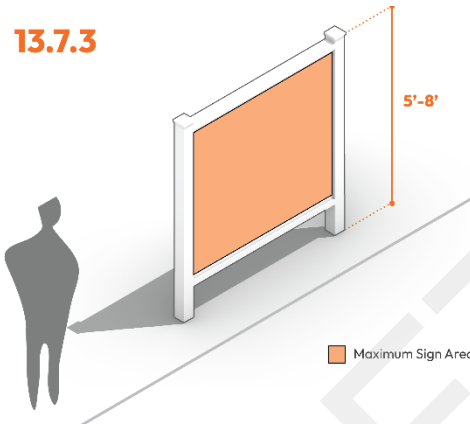


D. Post and Panel Sign.

1. **Maximum Area.** 32 square feet.
2. **Maximum Height.** Eight feet.
3. **Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.
4. **Sign Material.** 10 mm gauge engineered corrugated plastic, aluminum composite, finished wood, wood composite, or comparable material.
5. **Sign Base.** Minimum of two metal or finished wood posts.
6. **Illumination.** Prohibited.
7. **Location.** Meeting all location standards established in Section #####.
8. **Duration of Display.**
 - a. **Display Period.**
 - i. If displayed during construction activity, from the approval of a construction plan to the issuance of a certificate of occupancy for the final phase of construction, so long as all maintenance requirements (Section #####) are met.

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- ii. If displayed while property is actively marketed for sale or lease, until the property is no longer actively marketed for sale or lease, so long as all maintenance requirements (Section #####) are met.
- b. **Number of Display Periods.** One per year.
9. **Other Provisions.** Shall not be displayed on the same development site frontage as a ground-mounted banner sign or temporary post sign.



E. Post Sign, Temporary.

1. **Maximum Area.** Six square feet.
2. **Maximum Height.** Six feet.
3. **Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.
4. **Sign Copy.** Shall be channel letters individually affixed to the sign backing or be printed, etched, or otherwise directly incorporated on the sign backing.
5. **Sign Base.** Shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material approved by the Community Development Director or their Designee.
6. **Illumination.** Prohibited.
7. **Location.** Meeting all location standards established in Section #####.

EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

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Sign Standards

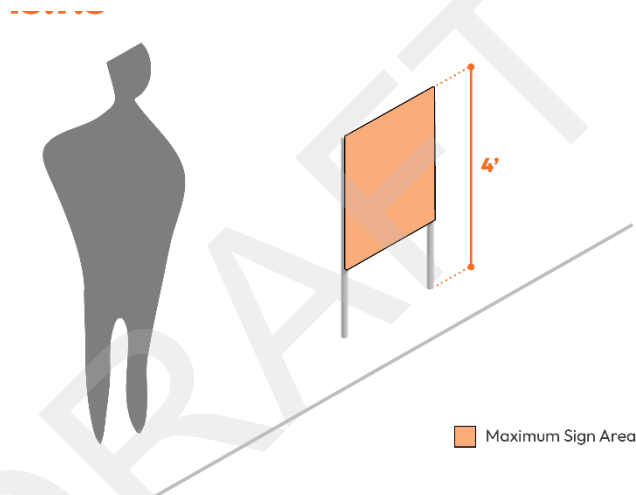
Temporary Freestanding Sign Standards

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8. **Other Provisions.** Shall not be displayed on the same development site frontage as a ground mounted banner sign or post and panel sign.

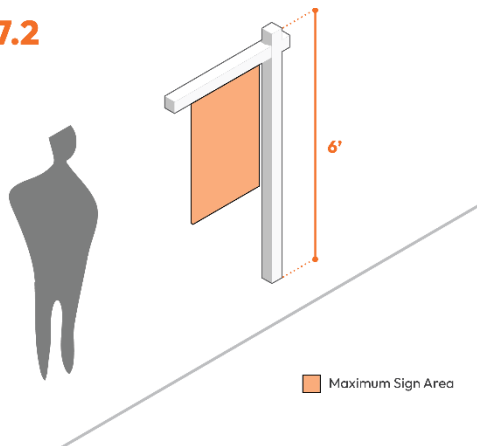
F. Yard Sign.

1. **Maximum Area.** 25 square feet.
2. **Maximum Height.** Two feet.
3. **Maximum Number of Signs.** There shall be no limit on the number of yard sign, provided the total sign Area does not exceed 25 square feet.
4. **Location.** Meeting all location standards established in **Section #####**.
5. **Duration of Display.** Shall not be limited so long as all maintenance requirements (**Section #####**) are met.



EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

13.7.2



EXAMPLE DIAGRAM ONLY – REFERENCES MAY NOT MATCH TEXT

22.10.09. Safety, Maintenance, Removal, and Abandonment

A. Safety and Maintenance.

1. All signs, including their supports, braces, guys, and anchors, shall be kept in good repair at all times. Any sign which is not maintained properly shall be subject to subsection ##### below.
2. Signs located at the entrance of subdivisions or neighborhoods shall comply with this Section #####.
3. If any sign is unmaintained, unsafe, or insecure; or is a menace to the public, the Community Development Director or their designee shall give written notice to the owner, agent, or person having the beneficial interest in the building or the premises on which such sign is located.
4. Correction of the condition which caused the Community Development Director or their designee to give the notice shall be completed within 30 days after receipt of the notice.
5. If the condition is not corrected after the conclusion of the 30-day period, the Community Development Director or their designee is authorized to cause the sign to be removed per subsection ##### below.

B. Abandonment.

1. Any sign, whether existing on or erected after the effective date of this Chapter, which is associated with a use no longer established on the premises on which the sign is located, the sign shall be removed or covered by a sock sign within 60 days.
2. If a sign which is associated with a use no longer established on the premises on which the sign is located has not been removed within 60 days, it shall be deemed abandoned and written notice shall be given to the owner, agent, or person having the beneficial interest in the building or the premises on which such sign is located.
3. Removal of the sign shall be completed within 30 days after receipt of the notice from the Community Development Director or their designee. If such sign is not removed after the conclusion of such 30-day period, the Community Development Director or their designee is hereby authorized to cause the sign to be removed per subsection ##### below.

C. Removal.

1. The Community Development Director or their designee may remove or cause to be removed any and all defective, unsafe, abandoned, unmaintained, or illegal non-conforming signs when the owner or agent has failed to comply with all orders issued by the City. Such removal shall be completed by the City or the City's agent, and such cost shall be billed to the owner of the premises.

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Sign Standards

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2. The **Community Development Director or their designee** is authorized to cause any sign to be removed summarily and without notice, at the expense of the owner, agent, or person having the beneficial interest in the building or premises on which such sign is located, whenever they determine that such sign is an immediate peril to persons or property.

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