

Section 22.09. Sign Standards

- 22.09.01. General Provisions
- 22.09.02. Allowed Sign Types By District
- 22.09.03. Prohibited Signs and Content
- 22.09.04. General Sign Standards
- 22.09.05. Permanent Building Sign Standards
- 22.09.06. Permanent Ground Sign Standards
- 22.09.07. Temporary Attached Sign Standards
- 22.09.08. Safety, Removal, and Maintenance

22.09.01. General Provisions

- A. **Purpose.** The purpose of this Section 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 DC 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 Section shall apply as detailed below:
1. **New Development and Major Redevelopment.** All standards in this Section shall apply to all signs on a site in the case of new development or major redevelopment.
 2. **New or Altered Sign.** All standards in this Section shall apply to signs that are newly installed or altered, regardless of redevelopment type.
 3. **Change of Use.** For a change of use, only the following Subsections shall apply:
 - a. **Prohibited Signs and Content** (Subsection 22.09.03),
 - b. **Illumination** (Subsection 22.09.04(C)),
 - c. **Temporary Signs** (Subsections 22.09.07 and 22.09.08), and
 - d. **Safety, Removal, and Maintenance.** (Subsection 22.09.09).
 4. **Exempt Signs.**
 - a. Public Signs,
 - b. Address Signs,
 - c. Traffic Signs, and
 - d. Signs within the confines of athletic facilities, civic halls, or parks with sporting events.
- C. **Exceptions.** The Plan Commission may authorize a modification, waiver, or reduction of the requirements of this Section should it find that the nature of a proposed use, development, or redevelopment, or the shape or size of a property makes strict compliance impractical, unjust, unfair, or unreasonable. Such exceptions shall be to the least extent necessary to address their cause. Approval of exceptions shall be consistent with all applicable Review Criteria in Subsection 22.11.04 (Plan Commission SPAR).

22.09.02. Allowed Sign Types By District

- A. **Interpretation.** The following key is to be used in the interpretation of Table 22.09.02.
1. **Sign Types Requiring a Permit.** Sign types marked as “●” in the table shall be allowed subject to all applicable regulations of this Chapter and only after the issuance of a Sign as detailed in Subsection 22.11.04(B).
 2. **Sign Types Not Requiring a Permit.** Sign types marked as “○” in the tables shall be allowed subject to all applicable regulations of this Chapter and do not require a Sign Permit.
 3. **Prohibited Sign Types.** A blank space in the table indicates that a sign type is prohibited in the respective district.

Table 22.09.02 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 [2]			•	•	•					
Billboard Sign					•	•	•			
Monument Sign [1]		•	•	•	•	•	•	•	•	•
Electronic Display Sign				•	•	•	•	•	•	
Neighborhood Entry Sign [3]	•	•		•	•					
On-Site Circulation Safety Sign [1]	○	○	○	○	○	○	○	○	○	○
Post Sign, Permanent [1]	•	•	•	•	•					
Pylon Sign					•	•	•			
Temporary Attached Signs										
Athletic Field Fence Sign [4]	○	○	○	•	○	○	○	○	○	○
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]	○	○	•	•	•	•	•	•	•	
Post and Panel Sign [1]	○	○	○	○	○	○	○	○	○	○

Table 22.09.02 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
Post Sign, Temporary	○	○	○	○	○	○	○	○	○	
Yard Sign [5]	○	○	○							

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] Drive-through signs are permitted in MU and DC districts only for uses where a drive-through is allowed.
- [3] Sign shall be allowed at the entrance of neighborhoods or subdivisions only.
- [4] Sign shall be allowed for public and institutional uses only.
- [5] Sign shall be allowed for dwelling, single-family detached; dwelling, rowhome; dwelling, triplex/quadplex; and dwelling, duplex uses only.

22.09.03. Prohibited Signs and Content

A. **Prohibited Signs.** All signs not specifically allowed by this Section are prohibited. The following types of signs are expressly prohibited:

1. Balloon signs,
2. Off-premises signs, except for billboards,
3. Signs which have flashing, moving, or oscillating lights,
4. Signs containing moving or animated parts, or have the appearance of having any moving or animated parts,
5. Signs erected so as to impair access to a roof,
6. Signs located, erected, or maintained upon, over, or project into any public right-of-way or easement unless otherwise allowed by this Section,
7. 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 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 displaying or describing actual or stimulated Specified Sexual Activities or Specified Anatomical Areas as defined in Section 8.195 of this Municipal Code,
 - b. Text or graphics that advertise or incite unlawful activity, or
 - c. Signs or graphics similar to traffic signs, in such a location where they could be confused with official traffic signs.
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 Common 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.

22.09.04. 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 (A)(1)(a)(i) and (A)(1)(a)(ii), sign height shall be measured from the average elevation of the centerline of the street to which the property is addressed.

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, but excluding structural elements.
- b. Maximum sign area for all signs, including detached or ground signs, is measured to include sign copy only.
- c. The area of a sign composed of channel letters is determined by the total area of the smallest geometric shape enclosing the copy.
- d. A maximum of two geometric shapes may be utilized in sign area calculation. Where a sign has two faces that are back-to-back or separated by an angle of 45 degrees or less, only one face shall be included in the sign area calculation.

B. Location and Encroachment. All signs regulated by this Section 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 Section. In the DC and MU districts, A-frame signs may be permitted within the public right-of-way without an encroachment agreement, subject to the standards of Section 22.06. For all other sign types, an encroachment agreement with the City or the Wisconsin Department of Transportation (WisDOT) shall be required.
3. Outside required vision triangles.
4. So as to not obstruct building or site ingress, egress, or public safety features, such as fire hydrants and standpipes.
5. 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 (Subsection 22.04.05).
- b. All artificial illumination shall be designed, located, shielded, and directed as to prevent the casting of glare or direct light upon public right-of-way or residential property.
- c. All artificial illumination shall be certified by the manufacturer as compliant with the standards of a. and b. above.

3. Prohibited Lighting.

- a. Flashing, blinking, or strobing illumination shall not 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 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.

22.09.05. 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.

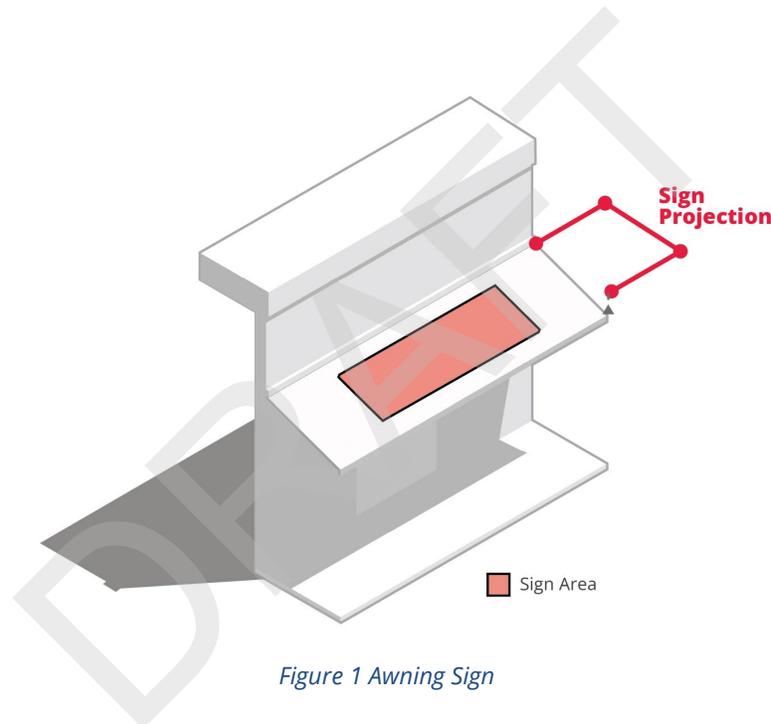


Figure 1 Awning Sign

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 Subsection 22.09.04(C).
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.
7. **Encroachment.**
 - a. Encroachment over a public right-of-way is allowed with the approval of the City Engineer.
 - b. Encroachments shall be located so as not to impede the flow of traffic or create a safety hazard.
8. **Other Provisions.** Shall not be displayed on the same façade as an awning sign or wall sign.

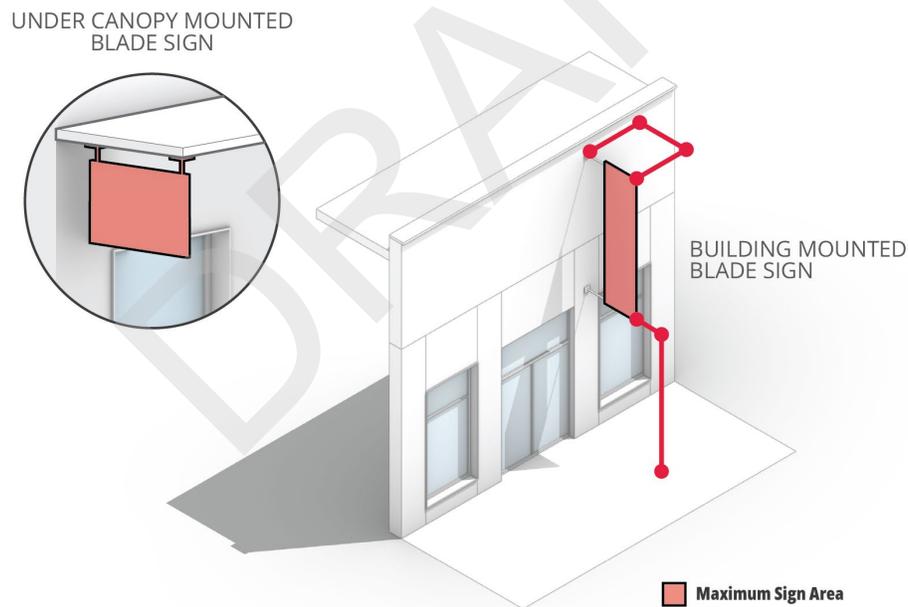


Figure 2 Blade Sign

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 per building with a common entrance, and one per commercial tenant in a multi-tenant building.
5. **Illumination.** Internal illumination is allowed in accordance with Subsection 22.09.04(C).
6. **Location.**
 - a. **Building Mounted Bracket Sign.** Shall not extend above the ground floor of the building to which it is affixed.
 - b. **Canopy Mounted Bracket Sign.** Canopies shall be located on the ground floor only.
7. **Setback from Building Edge.** Bracket-mounted signs shall be mounted perpendicular to the wall to which they are attached.

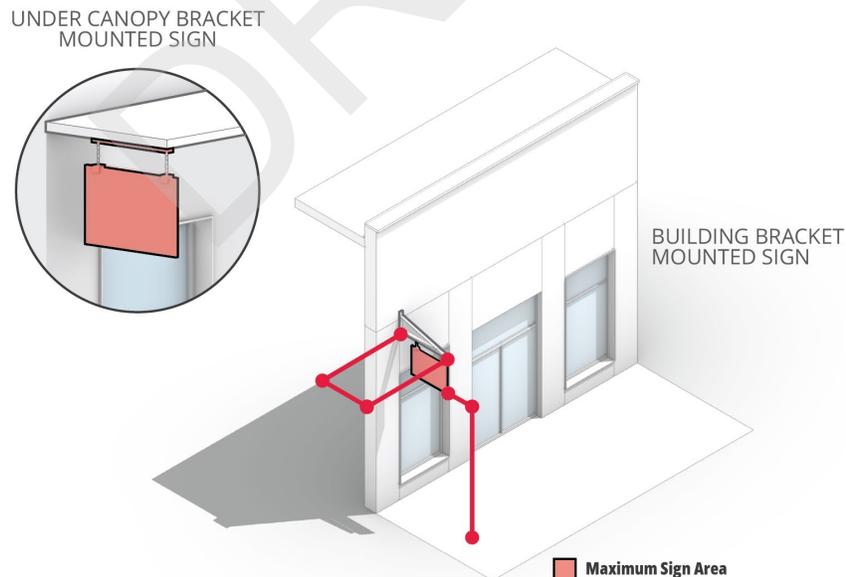


Figure 3 Bracket-Mounted Sign

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 Subsection 22.09.04(C).
6. **Location.**
 - a. **Building Canopies.** Mounted on top of or to the front of a canopy structure located on the ground floor only.
 - b. **Detached Canopies.** Mounted on the front vertical face of the canopy structure and shall not extend above or below the canopy.

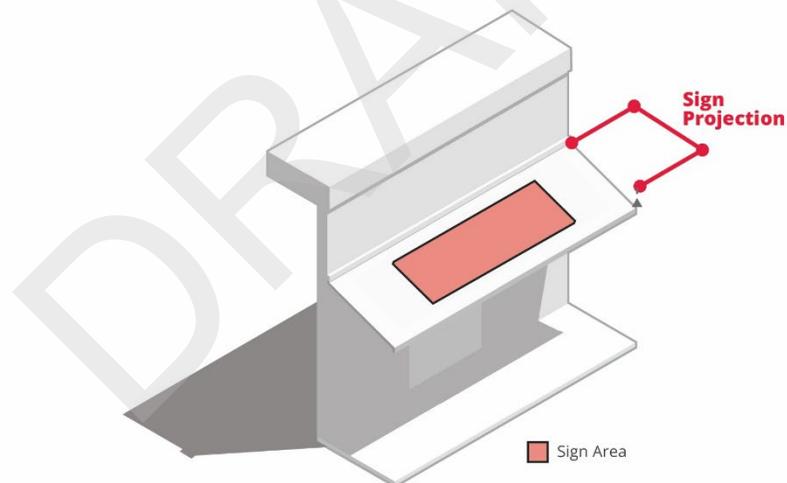


Figure 4 Canopy Sign, Permanent

E. **Wall Sign.**

1. **Maximum Area.** 10 percent of the area of the face of the building 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. Sign copy 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 Subsection 22.09.04(C).
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.

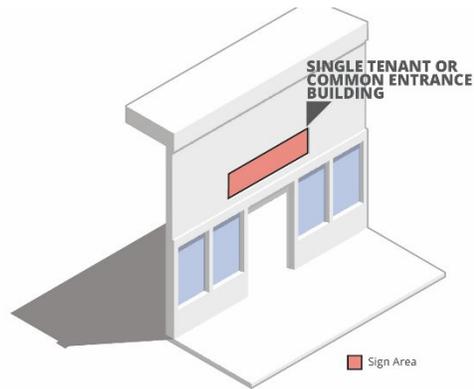


Figure 5 Single-Tenant Wall Sign



Figure 6 Multi-Tenant Wall Sign

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.
4. **Location.**
 - a. Glazing located on the ground floor only.

- b. Signs inside the window but not attached to the glass are prohibited unless set back at minimum four feet from the glazing.

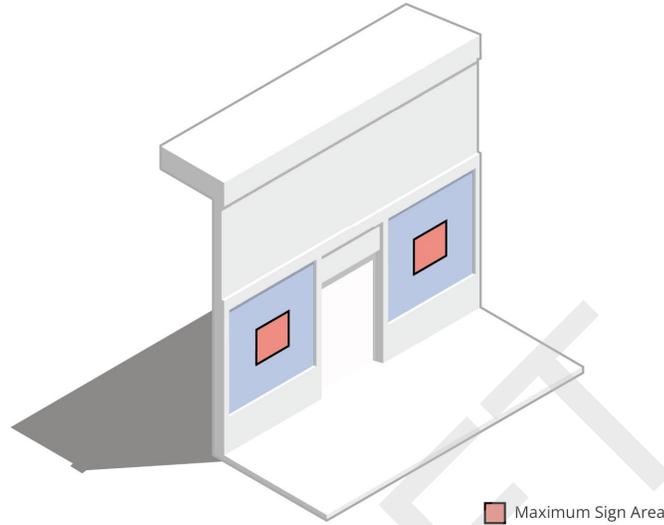


Figure 7 Window Sign, Permanent

G. Marquee Sign.

1. **Maximum Area per Sign.** 200 square feet.
2. **Maximum Projection.** Nine feet from the building façade.
3. **Minimum Ground Clearance.** Eight feet.
4. **Maximum Number of Signs.** One per property.
5. **Illumination.** Permitted on theater marquees in accordance with Subsection 22.09.04(C).

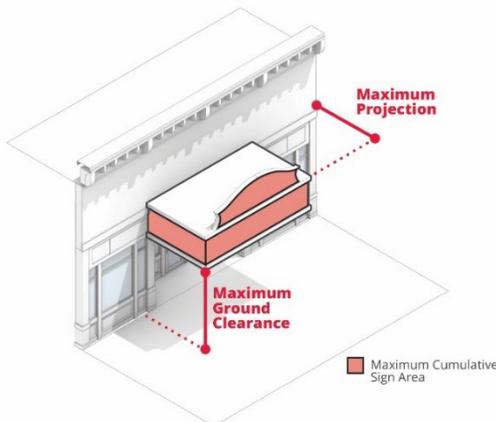


Figure 8 Marquee Sign

H. Roof Sign.

1. **Location.** Permitted only on the roof of a one-story building.
2. **Design Standards.** Shall consist of individually mounted letters not exceeding 30 inches in height and mounted at the eaves without extending below the eaves.

DIAGRAM TO BE INSERTED HERE LATER IN PROCESS

DRAFT

22.09.06. 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 Subsection 22.09.04(C), during business hours only.
5. **Location.** Within five feet of the drive-through lane(s) and meeting all other location standards established in Subsection 22.09.04(B).

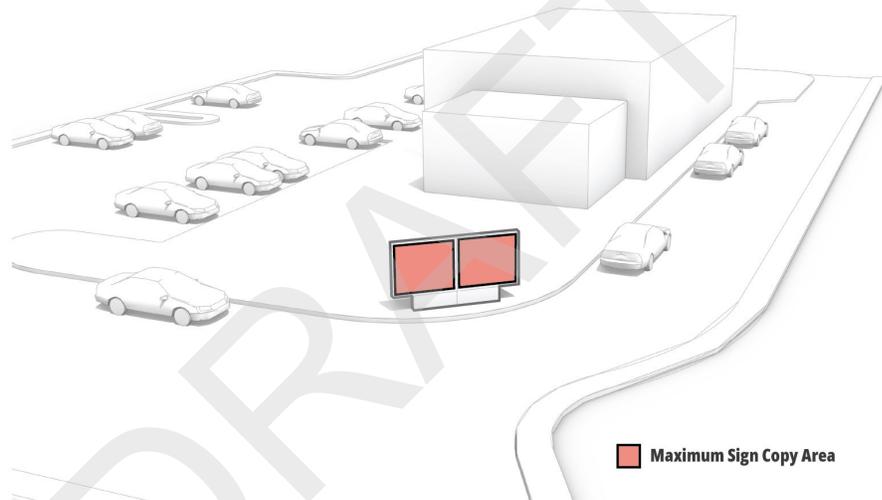


Figure 9 Drive-Through Sign

B. Billboard Sign.

1. **Interstate Highway 94 Exception.** Billboard signs located on properties adjacent to Interstate Highway 94 are regulated by the Wisconsin Department of Transportation (WisDOT) and are not subject to any provisions of this Section. All other billboards located within the City are subject to the standards of this Subsection.
2. **Maximum Area per Sign.** Billboard signs shall be exempt from the maximum sign area limitations applicable to the premises on which the sign is located.
3. **Maximum Height.** 24 feet.
4. **Maximum Number.** At no time shall the total number of billboard signs located within the City exceed 10.
5. **Street and Intersection Restrictions.**
 - a. Billboard signs shall not be located on a street with a posted speed limit of less than 45 miles per hour.
 - b. Electronically illuminated billboard signs shall not be located within 500 feet of an intersection.
 - c. All other billboard signs shall not be located within 400 feet of an intersection.
6. **Minimum Spacing.** No billboard sign shall be located within 800 feet of another billboard sign on the same side of the same street.
7. **Minimum Setback.** Billboard signs shall not be located within 25 feet of a property line.
8. **Electrical Permits.** Where billboard signs are illuminated, a separate electrical permit shall be required in accordance with the Electrical Code.
9. **Electronic Display Standards.**
 - a. Electronically illuminated billboard signs shall not use flashing, moving images or letters, or alternating images.
 - b. Messages or images shall not change more frequently than once every eight seconds, and any change shall occur in one-half second or less.
 - c. The electronic display portion of a billboard sign shall not exceed:
 - i. 500 nits in design luminance at night; or
 - ii. 3000 nits in design luminance during daylight hours;
 - iii. In no case shall illumination from a billboard sign exceed the standards of Subsection 22.09.04(C)

- d. Residential Proximity Restrictions.
 - i. Electronically illuminated billboard signs shall not be located within 500 feet of the boundary of any residential lot.
 - ii. Billboard signs shall not be located within 400 feet of the boundary of any residential lot.

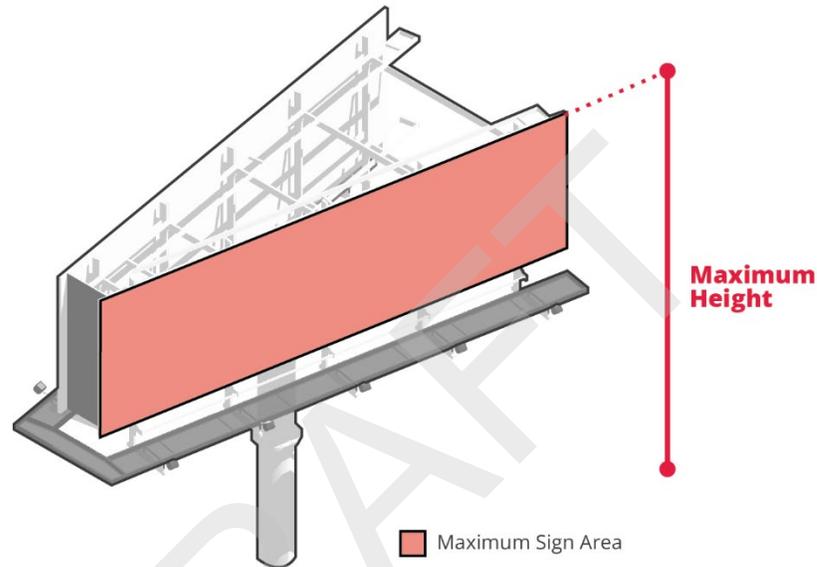


Figure 10 Billboard Sign

C. Monument Sign.

1. Maximum Area.

- i. **Districts RN-3, and RN-4.** 50 square feet.
- ii. **Districts GC, MM, LM, GM.** 100 square feet.
- iii. **Districts CC and OM.** 150 square feet.

2. Maximum Height.

a. **Districts RN-3, and RN-4.**

- i. **All Buildings.** Eight feet, including the minimum two-foot sign base.

- b. **Districts GC, LM, GM, I, P, and A.**
 - i. **Single-Tenant and Common Entrance Buildings.** Eight feet, including the minimum two-foot sign base.
 - ii. **Multi-Tenant Buildings.** 14 feet, including the minimum four-foot sign base.
 - c. **Districts CC, MM, and OM.**
 - i. **Single-Tenant and Common Entrance Buildings.** Eight feet, including the minimum two-foot sign base.
 - ii. **Multi-Tenant Buildings.** 20 feet, including the minimum four-foot sign base.
 - d. **District DC and MU.** Six feet, including the 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 Subsection 22.09.04(B).
4. **Maximum Number of Signs.**
- a. **District RN-3, and RN-4.** One per development site frontage abutting a public right-of-way.
 - b. **Districts I, P, and A.** One per street frontage.
 - c. **Districts DC, MU, GC, CC, LM, GM, MM, and OM.** 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 (Section 22.05) and consistent with the Tier I materials used in the development.
6. **Landscape.** Monument signs in 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.**

- a. Signs located in residential districts, or on properties adjacent to and facing residential districts, shall not be illuminated unless otherwise expressly permitted elsewhere in this Section.
- b. Internal or external illumination is allowed in all other districts, except where restricted by Subsection (a), provided all standards in Subsection 22.09.04(C) are met.

8. **Other Provisions.** Only one monument sign shall be permitted per development site.

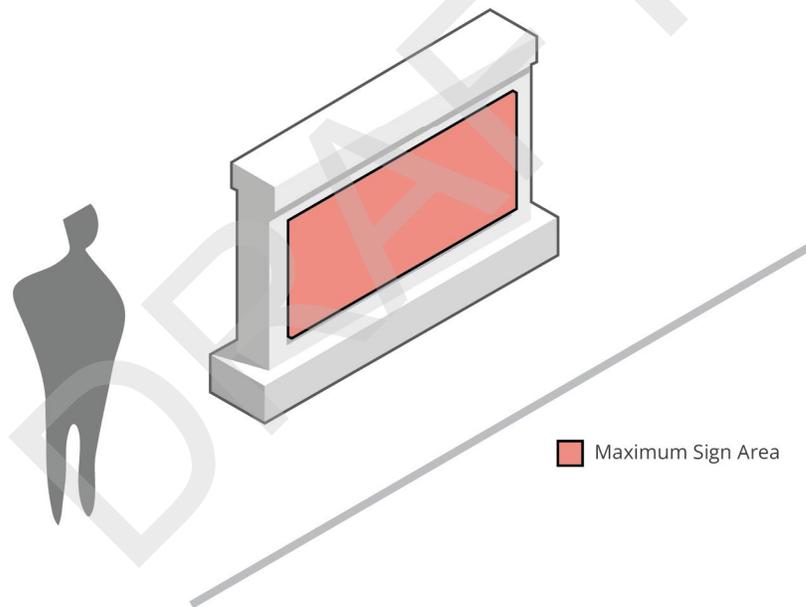


Figure 11 Single Monument Sign

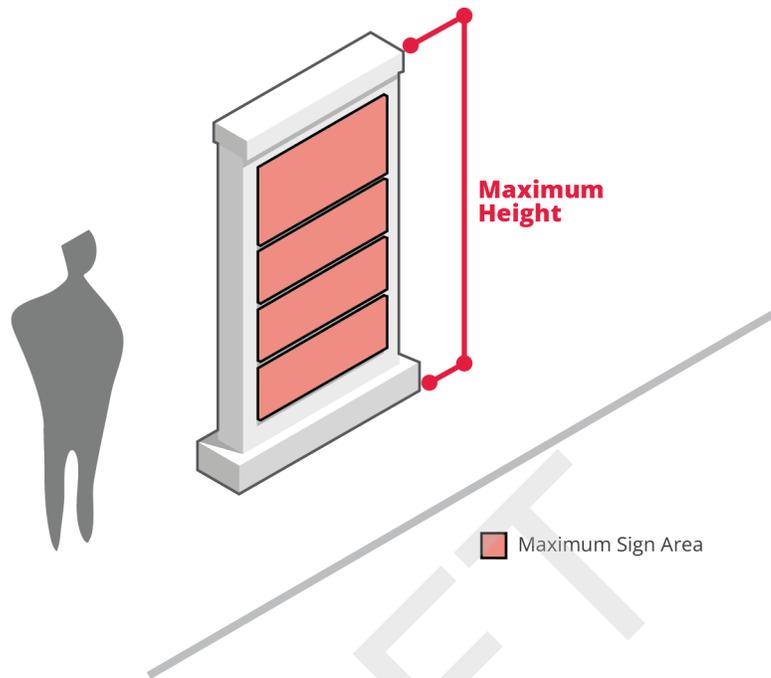


Figure 12 Multi- Monument Sign

D. Electronic Display Signs.

1. **Allowed Accessory To.** Electronic displays are allowed accessory to monument signs, vehicle fueling station, and drive-through signs only.
2. **Allowed Sign Area.** The area devoted to an electronic display shall be counted toward the maximum sign area permitted.
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 (Subsection 22.09.04(C)).
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.

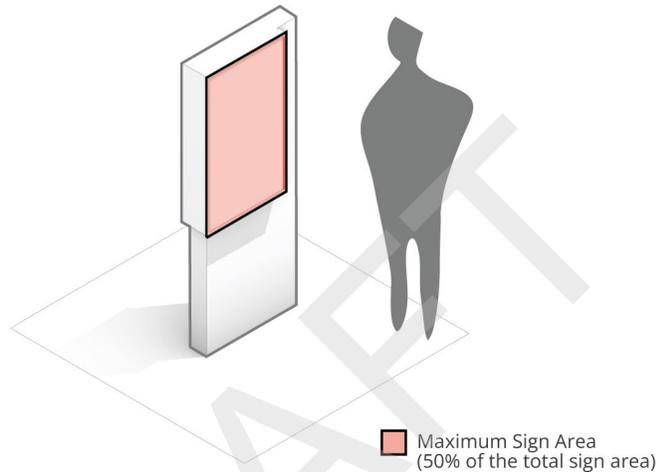


Figure 13 Electronic Display Sign

E. **Neighborhood Entry Sign.**

1. **Maximum Area.** 25 square feet.
2. **Maximum Height.** Six feet, including the 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 Subsection 22.05.02(B)(1)(a).

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 Subsection 22.09.04(B).

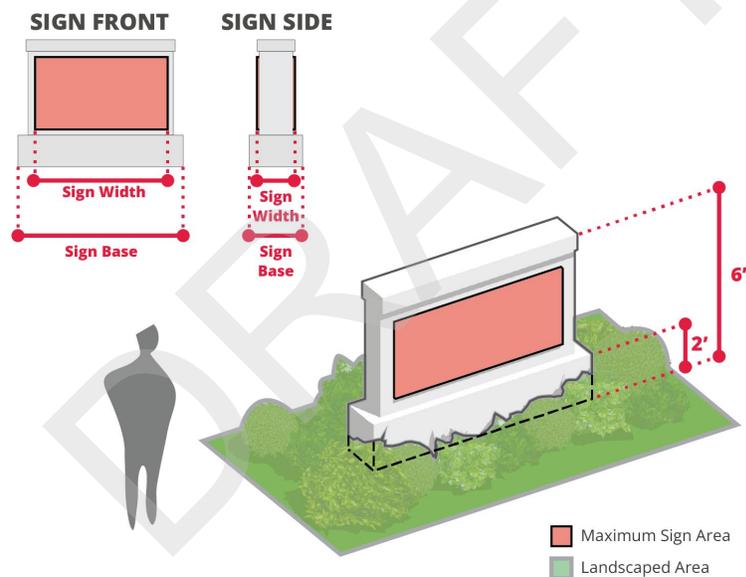


Figure 14 Neighborhood Entry Sign

F. On-Site Circulation Safety Sign.

1. **Maximum Area.** Five square feet.
2. **Maximum Height.** Three feet.
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 Subsection 22.09.04(B).
5. **Exceptions.** Does not apply to signs required by Federal, State, or local regulations.

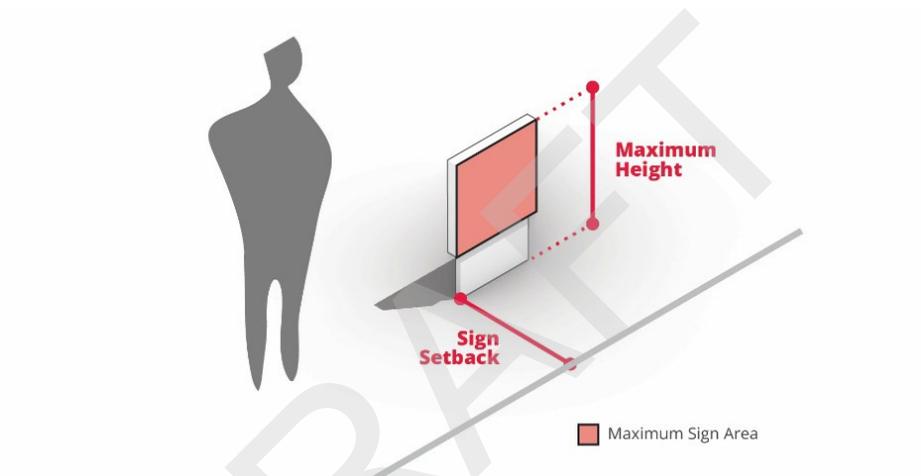


Figure 15 On-Site Circulation Safety Sign

G. Post Sign, Permanent.

- a. **Maximum Area.** Six square feet.
- b. **Maximum Height.** Six feet.
- c. **Maximum Number of Signs.** One per development site frontage abutting a public right-of-way.
- d. **Sign Copy.** Shall be channel letters individually affixed to the sign backing or be printed, etched, or otherwise directly incorporated on the sign backing.
- e. **Sign Base.** Shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material.
- f. **Illumination.** Prohibited.
- g. **Location.** Meeting all location standards established in Subsection 22.09.04(B).
- h. **Other Provisions.** Shall not be displayed on the same development site frontage as a monument sign or pylon sign.

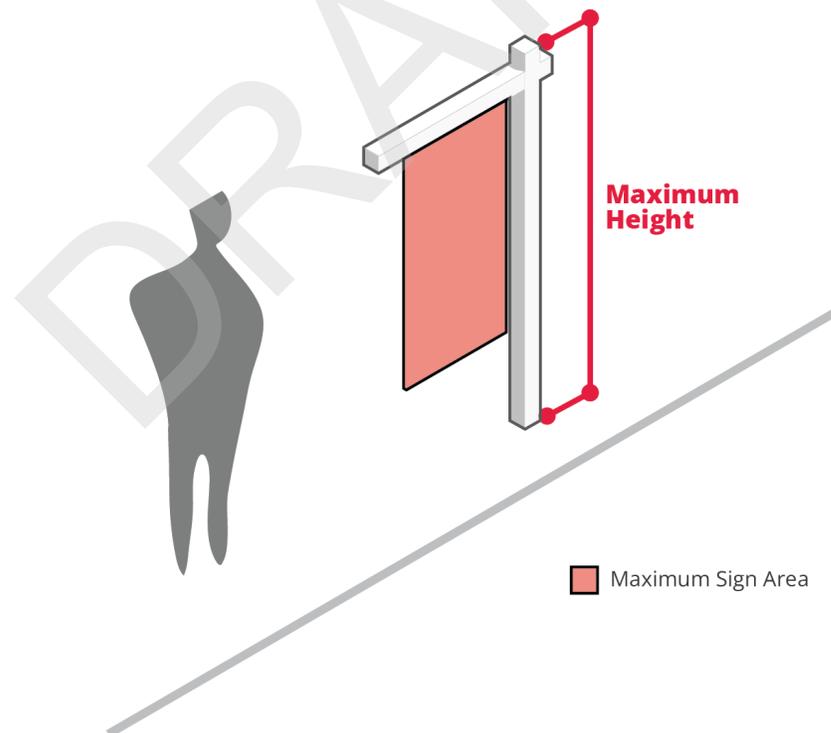


Figure 16 Post Sign

H. Pylon Sign.

1. **Maximum Area.** 50 square feet.
2. **Maximum Height.** 20 feet.
3. **Maximum Number of Signs.** One per development site.
4. **Illumination.** Internal illumination is allowed in accordance with Subsection 22.09.04(C).
5. **Location.** Meeting all location standards established in Subsection 22.09.04(B).
6. **Other Provisions.**
 - a. Shall not be displayed on the same development site frontage as a monument sign or permanent post sign.
 - b. Support pole(s) shall be concealed with decorative cover of masonry, metal, or composite materials.

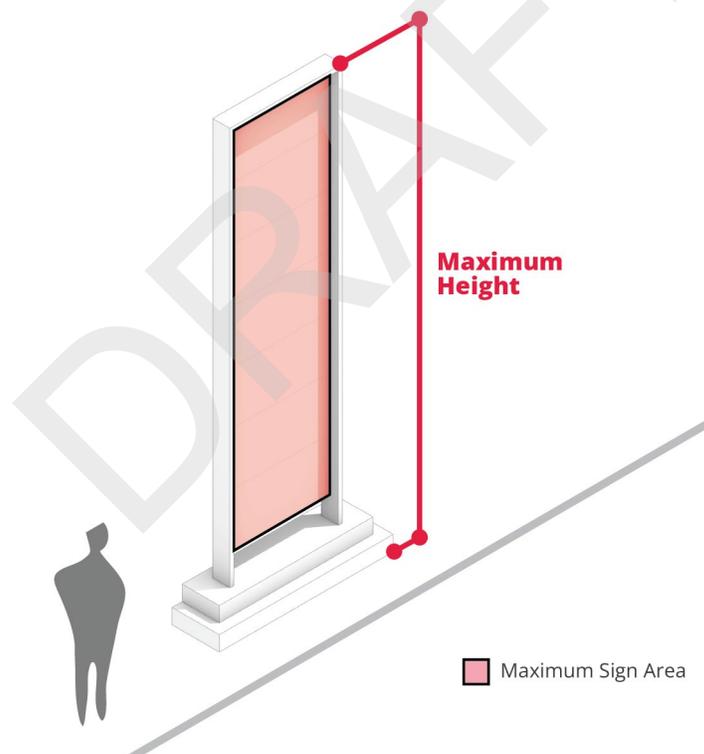


Figure 17 Pylon Sign

22.09.07. 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 incorporate wind resistant features.
5. **Illumination.** Prohibited.
6. **Location.**
 - a. Signs shall be mounted directly on a fence enclosing an athletic field; no portion may extend above or beyond the fence.
 - b. Signs shall be oriented so that the sign copy is not visible from the right-of-way or from adjacent properties.
7. **Duration of Display:** There is no limitation on display duration.
8. **Maintenance.** All signs shall be maintained in accordance with the standards in Subsection 22.09.09(A).

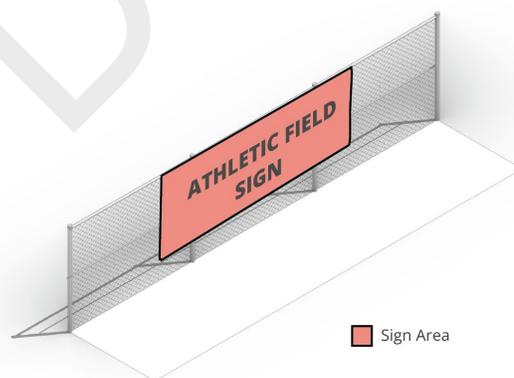


Figure 18 Athletic Field Fence Sign

B. Light Pole Banner Sign.

1. **Maximum Area.** 24 square feet per banner.
2. **Maximum Number of Signs.** Maximum of two double-sided banners per pole.

C. Wall-Mounted Banner Sign.

1. **Maximum Area.** 32 square feet.
2. **Maximum Projection.** Affixed flat against the building to which the sign is mounted.
3. **Maximum Number of Signs.** One per front and street side yard facing building façade.
4. **Sign Material.** 18-oz vinyl or a similarly heavy-duty material purpose made for outdoor display.
5. **Illumination.** Applies only to new illumination attached to or directly associated with the sign; existing illumination of the wall is not regulated.

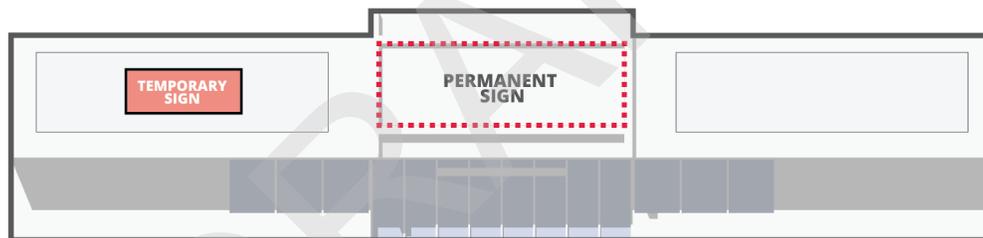
DRAFT

6. **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.
- d. Shall not be affixed to HVAC screening, elevator overrun, or other structures protruding from the roof of the building.

7. **Duration of Display.**

- a. **Display Period.** Maximum of 30 consecutive days.
- b. **Number of Display Periods.** Three per calendar year (maximum of 90 total days) with a minimum of 30 days between display periods.



Maximum Sign Area

Figure 19 Wall-Mounted Banner Sign

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.
- 4. **Duration of Display:** There is no limitation on display duration.
- 5. **Maintenance.** All signs shall be maintained in accordance with the standards in Subsection 22.09.09(A).

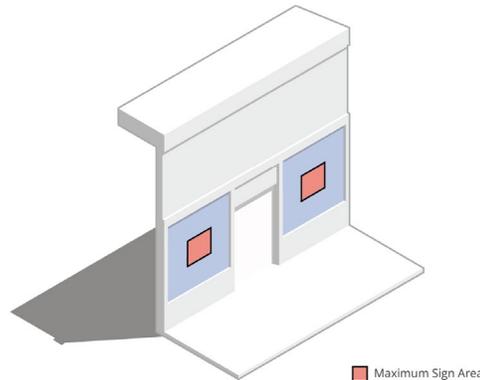


Figure 20 Window Sign, Temporary

E. **A-Frame/Sandwich Board Sign.**

1. **Maximum Sign Width.** Three feet.
2. **Sign Height.** The maximum folded 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.
7. **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.

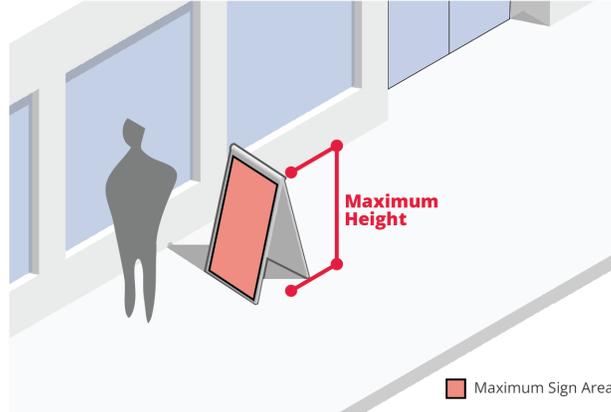


Figure 21 A-Frame / Sandwich Board Sign

F. 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.

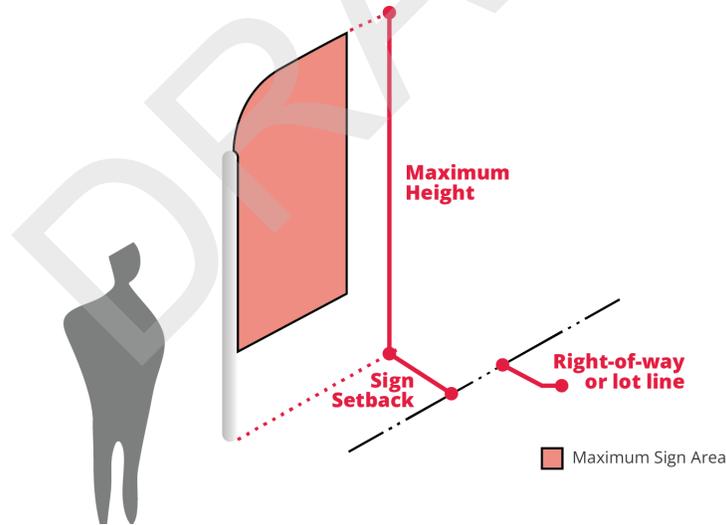


Figure 22 Feather Sign

G. Ground-Mounted Banner Sign.

1. **Maximum Area.**
 - a. **Districts RN-1, RN-2, RN-3, RN-4, MU, and DC.** 32 square feet.
 - b. **Districts GC, CC, LM, GM, MM, OM, I, and P.** 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 Support Structure.** Metal, PVC, wood, or a similarly durable material purpose made for outdoor display.
6. **Illumination.** Prohibited.
7. **Location.** Meeting all location standards established in Subsection 22.09.04(B).
8. **Duration of Display.**
 - a. **Display Period.** Maximum of 90 total per calendar days.
9. **Number of Display Periods.** Three per calendar year, with a minimum of 30 days between each display.
10. **Other Provisions.** Shall not be displayed on the same development site frontage as a post and panel sign or temporary post sign.

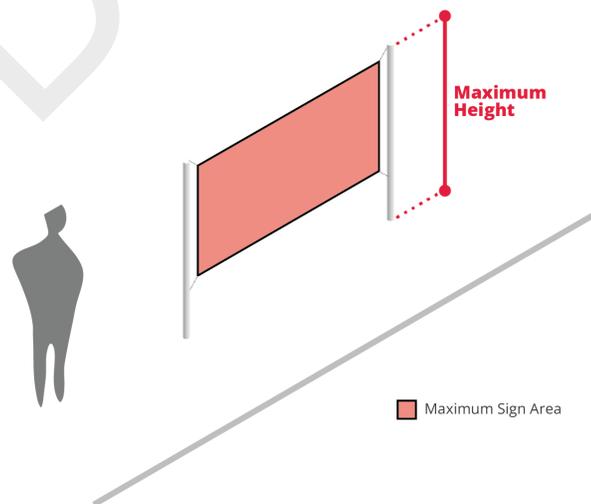
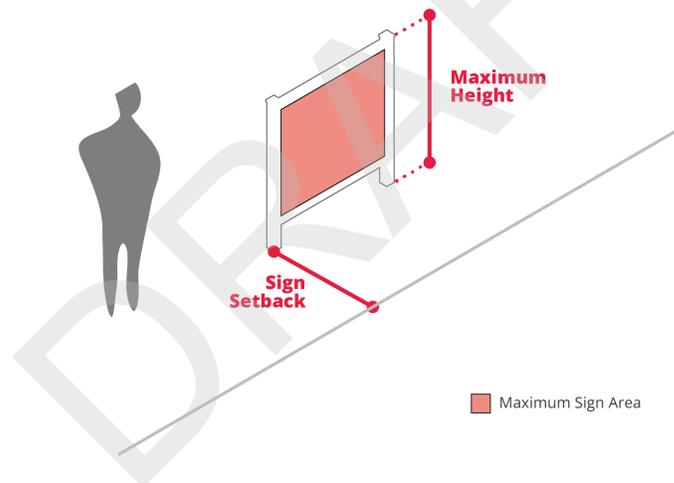


Figure 23 Ground-Mounted Banner Sign

H. 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 Subsection 22.09.04(B).
8. **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.

I. **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.

Figure 24 Post and Panel Sign

5. **Sign Base.** Shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material.
6. **Illumination.** Prohibited.
7. **Location.** Meeting all location standards established in Subsection 22.09.04(B).

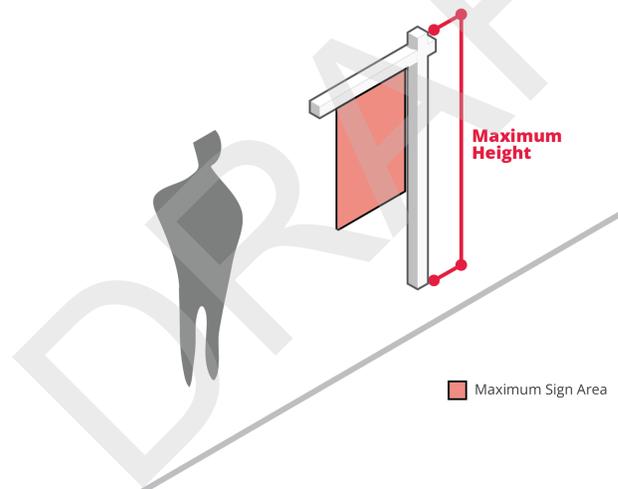


Figure 25 Post Sign, Temporary

J. **Yard Sign.**

1. **Maximum Area.** 25 square feet total for all yard signs on a lot.
2. **Maximum Height.** Two feet.
3. **Maximum Number of Signs.** There shall be no limit.
4. **Location.** Meeting all location standards established in Subsection 22.09.04(B).
5. **Duration of Display:** There is no limitation on display duration.
6. **Maintenance.** All signs shall be maintained in accordance with the standards in Subsection 22.09.09(A).

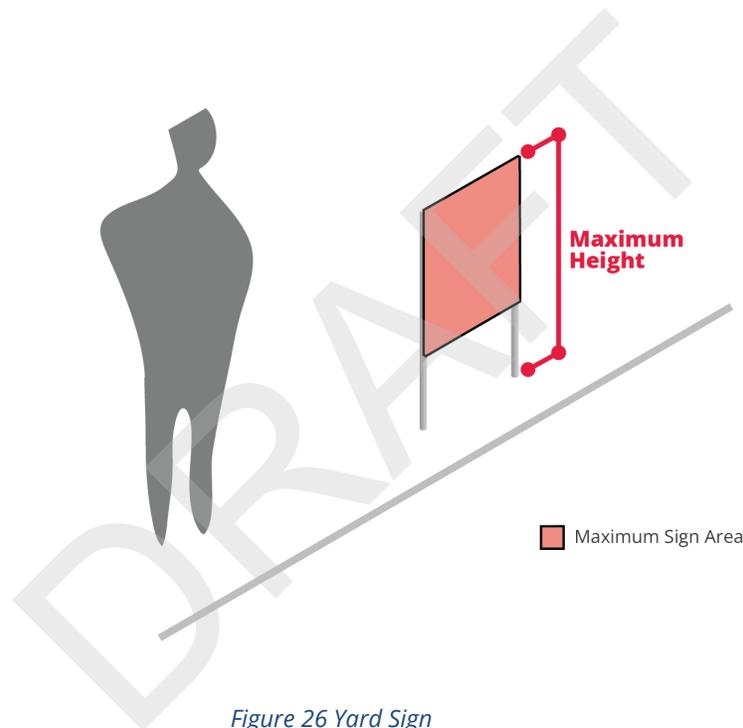


Figure 26 Yard Sign

22.09.08. Safety, Removal, and Maintenance

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 C below.
2. If any sign is unmaintained, unsafe, insecurely fastened, 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.
3. If the condition is not corrected after the conclusion of the 30-day period, the Director or their designee is authorized to cause the sign to be removed per Subsection C below.

B. Abandonment.

1. When a use is terminated on a property, sign copy advertising the use or directing users to the property for purposes related to the use must be removed or covered.
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 Director or their designee. If such sign is not removed after the conclusion of such 30-day period, the Director or their designee is hereby authorized to cause the sign to be removed per Subsection C below.

C. Removal.

1. The 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.
2. The 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.