

22.09 Sign Standards.

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22.09(1) 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 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(3),
- b. Illumination, Subsection 22.09(4)(C),
- c. Temporary Signs, Subsection 22.09(7), and
- d. Safety, Removal, and Maintenance, Subsection 22.09(8).

4. Exempt Signs.

- a. Government and Utility Signs,
- b. Address Signs,
- c. Traffic Signs,
- d. Signs carried by individuals,
- e. Murals and other works of art that do not advertise any business, product, or service by words or graphics, and
- f. 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(4).

22.09(2) Allowed Sign Types By District.

A. Interpretation. The following key is to be used in the interpretation of Table 22.09(2).

- 1. Sign Types Requiring Approval.** Sign types marked as “●” in the table shall be allowed subject to all applicable regulations of this Chapter and only after approval of the Site Plan and Architectural Review as detailed in Subsection 22.11(4)(B).
- 2. Sign Types Not Requiring Approval.** Sign types marked as “○” in the tables shall be allowed subject to all applicable regulations of this Chapter and do not require prior approval.
- 3. Prohibited Sign Types.** A blank space in the table indicates that a Sign type is prohibited in the respective district.

Table 22.09(2) 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]	○	○	○	○	○	○	○	○	○	○
Post Sign, Temporary	○	○	○	○	○	○	○	○	○	
Yard Sign [5]	○	○	○							
Notes										
<p>[1] Sign shall be allowed for community living arrangement, foster family home, dwelling, multi-unit with four or more units, and nonresidential uses only.</p> <p>[2] Drive-through signs are permitted in MU and DC districts only for uses where a drive-through is allowed.</p> <p>[3] Sign shall be allowed at the entrance of neighborhoods or subdivisions only.</p> <p>[4] Sign shall be allowed for public and institutional uses only.</p> <p>[5] Sign shall be allowed for dwelling, single-family detached; dwelling, rowhome; dwelling, triplex/quadplex; and dwelling, duplex uses only.</p>										

22.09(3) 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. Inflatable signs,
2. Off-Premises Signs, except for Billboard Signs,
3. Signs that have flashing, moving, or oscillating lights,
4. Signs containing moving or animated parts, or have the appearance of having any moving or animated parts, except for Electronic Displays,
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 Municipal Code Section 8.195,
 - 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(4) General Sign Standards.

A. Sign Measurement.

1. Sign Height.

- a. Sign height shall be measured vertically from the average Finished Grade at the base of the Sign supports to the highest point of the Sign, including all structural, decorative, and illumination elements.
- b. Where a Sign is located on a berm or raised mound, or within a ditch or depression resulting in the Finished Grade at the base of the Sign being substantially higher or lower than the grade of the surrounding area, sign height shall be measured vertically from the average elevation of the centerline of the street to which the property takes its address.

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 Sign Copy.
- d. A maximum of 2 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. In this Section 22.09, the words Encroach and Encroachment mean any portion of a Sign, including its supporting structure, that is located or projects into a public right-of-way. All Signs regulated by this Section shall be located:

- 1. Outside of public right-of-way, except where Encroachments are specifically permitted by the provisions of this Municipal Code. In the DC district, A-frame signs may be permitted within the public right-of-way without a permit, subject to the standards of Section 22.09(7)(E). For all other sign types, a permit from the City or the Wisconsin Department of Transportation shall be required for any Encroachment.

2. Outside required vision triangles.
3. So as to not obstruct building or site ingress, egress, or public safety features, such as fire hydrants and standpipes.
4. 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 External 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 residential 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 in Subsection 22.04(5).
 - 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. Manufacturer certification of all artificial illumination shall show compliance with the standards of Subsections (a) and (b) above, UL safety standards, and DarkSky or other light-pollution reduction standards that would comply with Subsection (b).
 - d. No installation work of an illuminated Sign shall take place before an electrical permit is obtained.
- 3. Prohibited Lighting.** 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 his or her 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(5) Permanent Building Sign Standards.

A. Awning Sign.

1. **Maximum Area.** Awning Signs shall not exceed an area of 50% of the Awning to which the sign is affixed.
2. **Maximum Number of Signs.** The maximum number of Awning Signs permitted on a Parcel shall be 1 per Awning.
3. **Illumination.** Illumination of Awning Signs is prohibited.
4. **Location.** Awning Signs shall be located on the ground floor only.

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

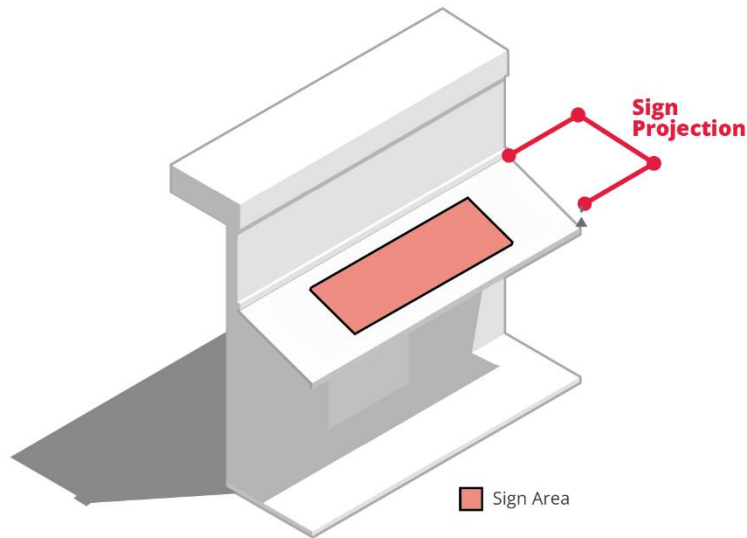


Figure 1 Awning Sign

B. Blade Sign.

1. Maximum Area.

- a. **Building Mounted Blade Sign.** The maximum area shall be 25 square feet.
- b. **Canopy Mounted Blade Sign.** The maximum are shall be 4 square feet.

2. Maximum Projection. The maximum horizontal projection of a Blade Sign shall be 4 feet from the building or Canopy to which it is attached.

3. Minimum Vertical Clearance. No part of a Blade Sign shall be less than 10 feet above the Finished Grade immediately below.

4. Maximum Number of Signs. The maximum number of Blade Signs shall be 1 per single-tenant or common entrance building, and 1 per individual tenant entrance on multiple-tenant buildings having individual tenant entrances.

5. Illumination. Blade Signs having internal illumination shall comply with Subsection 22.09(4)(C).

6. Location.

- a. **Building-Mounted Blade Sign.** Building-mounted Blade Signs shall not

extend above the roofline of the building to which they are affixed.

- b. Canopy-Mounted Blade Sign.** Canopy-mounted Blade Signs are permitted only when attached to a Canopy covering an entrance to a tenant space on a ground floor only.
- 7. Encroachment.** Encroachments shall be located so as not to impede the flow of traffic or create a safety hazard.
- 8. Other Provisions.** Blade Signs shall not be displayed on the same façade with an Awning Sign or Wall Sign.

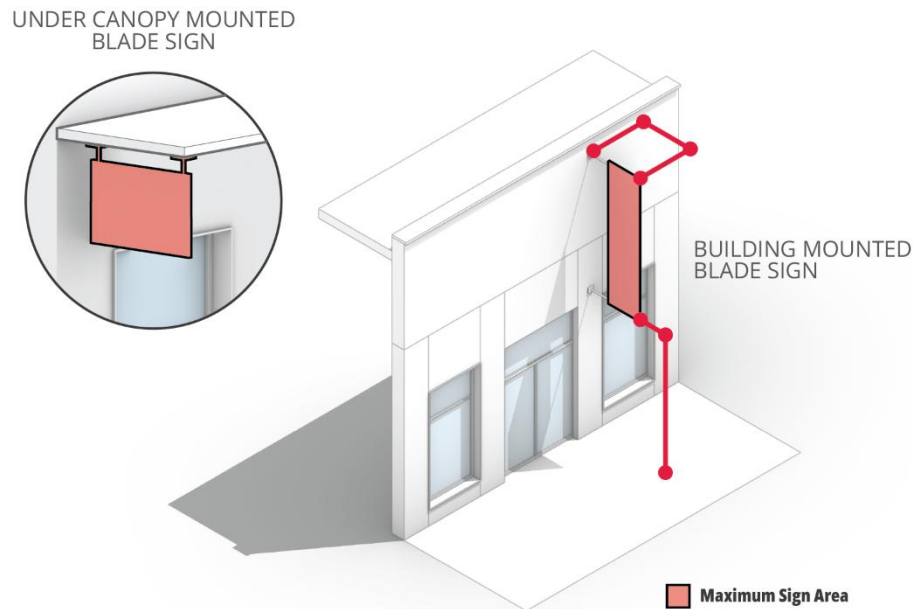


Figure 2 Blade Sign

C. Bracket-Mounted Sign.

- 1. Maximum Area.** The maximum area of a Bracket-Mounted Sign shall be 6 square feet.
- 2. Maximum Projection.** Bracket-Mounted Signs shall project no more than 4 feet from the building or Canopy to which they are attached.
- 3. Minimum Vertical Clearance.** No part of a Bracket-Mounted Sign shall be less than 10 feet above the Finished Grade immediately below.
- 4. Maximum Number of Signs.** The maximum number of Bracket-Mounted Signs 1 per single-tenant building or per building with a common entrance, and 1 per tenant in a building having individual tenant entrances.

5. **Illumination.** Internal illumination is allowed in accordance with Subsection 22.09(4)(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.** Canopy-mounted Bracket Signs are permitted only when attached to a Canopy covering an entrance to a pedestrian entrance on a Ground Floor only.
7. **Setback from Building Edge.** Building-mounted Bracket Signs shall be mounted perpendicularly to the wall to which they are attached.

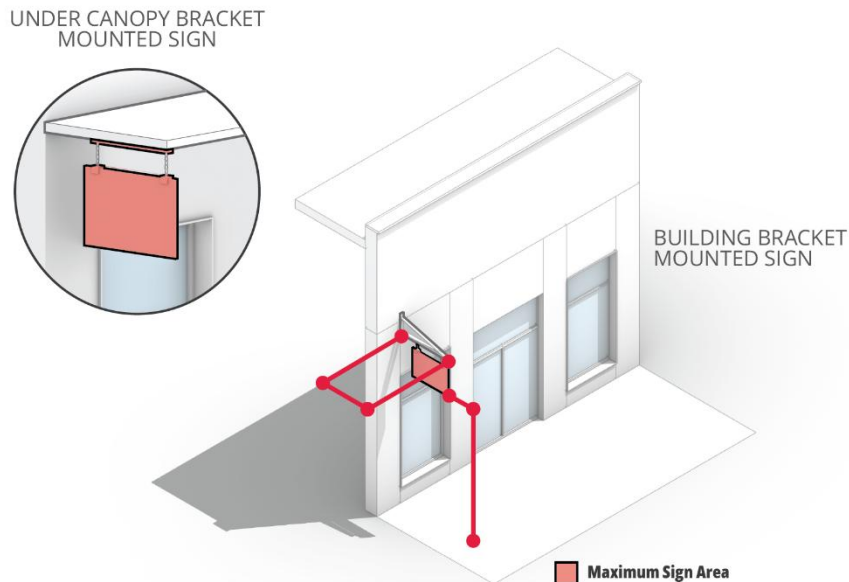


Figure 3 Bracket-Mounted Sign

D. Canopy Sign.

1. **Maximum Area.** The maximum area of a Canopy Sign shall be 1 square foot per linear foot of the length of the portion of the Canopy to which the Sign is affixed.
2. **Maximum Height of Sign Copy.** Sign Copy on a Canopy Sign shall not exceed 2 feet in height.
3. **Maximum Number of Signs.** The maximum number of Canopy Signs shall be 1 per Canopy structure.
4. **Sign Copy.** Sign Copy on a Canopy Sign shall be made of channel letters

individually affixed to the Canopy.

5. Illumination. Canopy Signs shall comply with Subsection 22.09(4)(C).

6. Location.

a. Building Canopies. Canopy Signs shall be mounted on top of or to the front of a Canopy covering a pedestrian entrance on the Ground Floor only.

b. Freestanding Canopies. Canopy Signs on free-standing Canopies shall be mounted on the front vertical face of the Canopy structure and shall not extend above or below the Canopy.

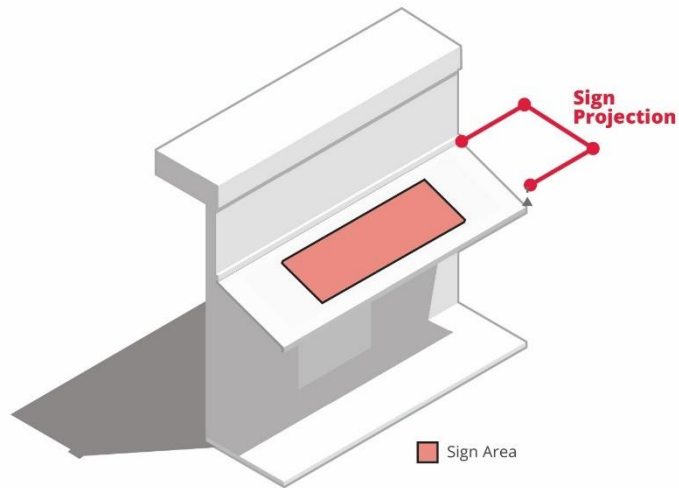


Figure 4 Canopy Sign, Permanent

E. Wall Sign.

1. Maximum Area. The area of a Wall Sign shall not exceed 10% of the total area of the façade of the building to which the sign is affixed.

2. Maximum Projection.

a. Wall Signs shall not extend more than 12 inches perpendicularly from the building to which they are affixed.

b. Wall Signs shall not extend beyond the perimeters of the wall to which it is affixed.

3. Maximum Number of Signs.

- a. The maximum number of Wall Signs shall be 1 per single-tenant building or common entrance building façade facing a public right-of-way or parking lot, except as provided in subsection (b), below.
 - b. The maximum number of Wall Signs on a building having multiple tenant entrances shall be 1 per individual tenant entrance.
4. **Sign Copy.** Wall 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.** Wall Signs with internal or external illumination shall comply with Subsection 22.09(4)(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, a Wall Sign may extend 2 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, a Wall Sign shall not extend above the lower eaves line of the building.
 - d. Wall Signs shall not be affixed to HVAC screening, elevator overrun, or other structures protruding from the roof of a building.

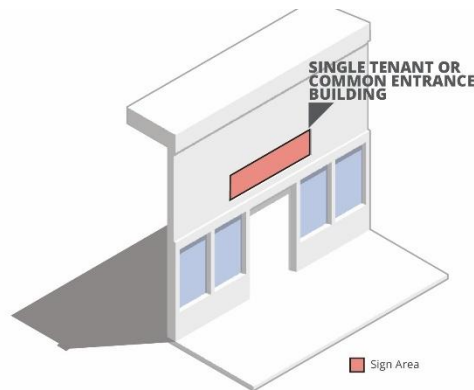


Figure 5 Single-Tenant Wall Sign

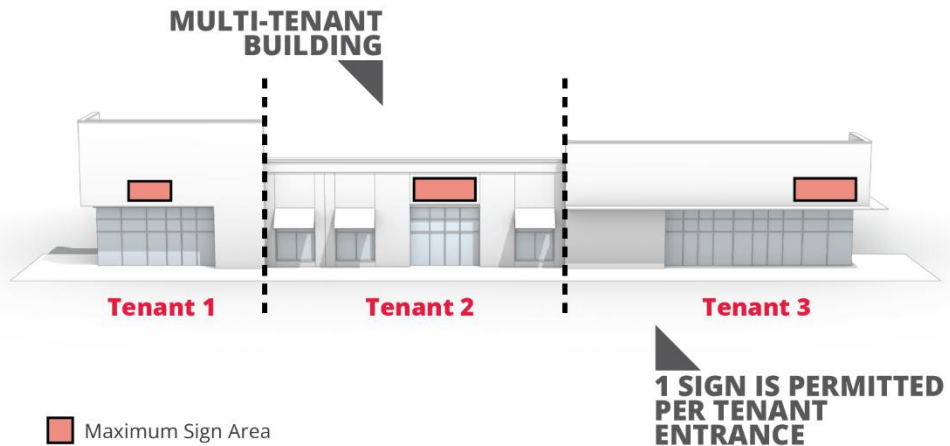


Figure 6 Multi-Tenant Wall Sign

F. Window Sign, Permanent.

1. **Maximum Area.** The maximum area of a Window Sign shall be 25% of the area of the individual windowpane to which the Sign is affixed.
2. **Sign Copy.** Window Sign Copy may be applied vinyl, painted, or etched finish, or in the case of neon signs, glass, plastic or acrylic tubing.
3. **Illumination.** Illumination of Window Signs is prohibited, except that one neon Sign is permitted per window.
4. **Location.**
 - a. Window Signs shall be displayed in windows on the Ground Floor only.

- b. Window Signs that are not applied or attached directly to the interior or exterior surface of window glazing are prohibited unless the Sign is located a minimum of 4 feet from the interior surface of the window glazing.

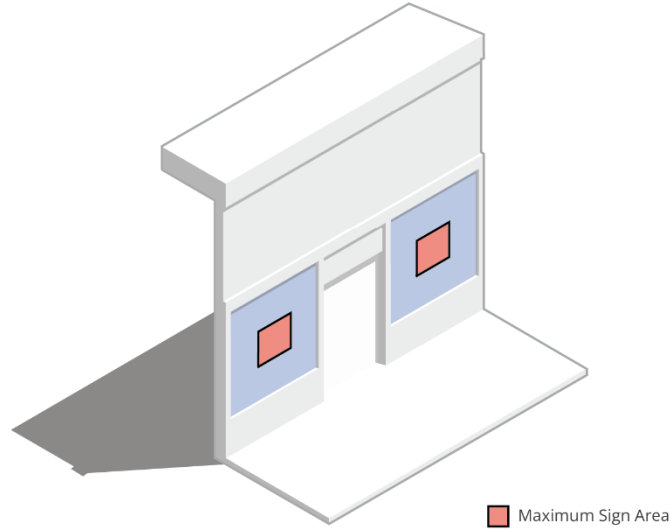


Figure 7 Window Sign, Permanent

G. Marquee Sign.

1. **Maximum Area per Sign.** The maximum area of a Marquee Sign is 200 square feet.
2. **Maximum Projection.** Marquee Signs shall not project more than 9 feet from the building façade.
3. **Minimum Ground Clearance.** No part of a Marquee Sign shall be less than 8 feet vertically from the Finished Grade immediately beneath the Marquee Sign.
4. **Maximum Number of Signs.** No more than 1 Marquee Sign is permitted per Parcel.

5. **Illumination.** Illumination of Marquee Signs shall comply with Subsection 22.09(4)(C).

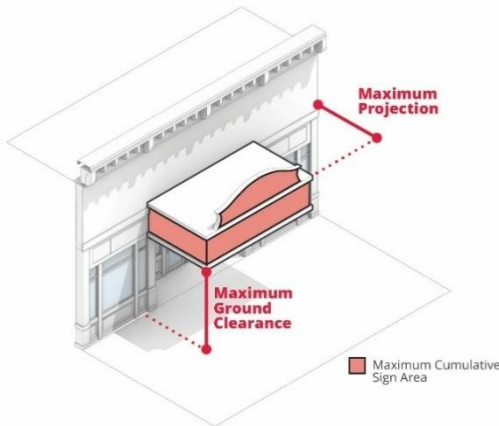


Figure 8 Marquee Sign

H. Roof Sign.

1. **Location.** Roof Signs are permitted only on roofs of one-story buildings.
2. **Design Standards.** Roof Signs shall consist of individually-mounted letters not exceeding 30 inches in height, and be mounted at the eaves without extending below the eaves.



Figure 9 Roof Sign

22.09(6) Permanent Ground Sign Standards.

A. Drive-Through Sign.

1. **Maximum Area per Sign.** The maximum area of a Drive-Through Sign shall be 40 square feet.

2. **Maximum Height.** The maximum height of a Drive-Through Sign shall be 6 feet above Finished Grade.
3. **Maximum Number.** The maximum number of Drive-Through Signs shall be 2 per drive-through lane or position at which customers may place orders from their vehicles.
4. **Illumination.** Drive-Through Signs having internal illumination shall comply with Subsection 22.09(4)(C), and shall be illuminated during business hours only.
5. **Location.** Drive-Through Signs shall be located within 5 feet of the ordering positions and shall comply with all other applicable location standards in Subsection 22.09(4)(B).

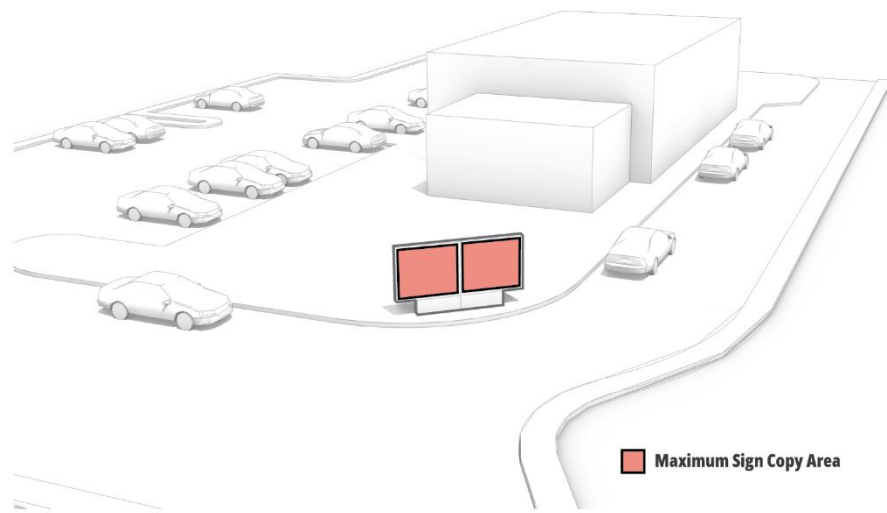


Figure 10 Drive-Through Sign

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 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.** No part of a Billboard Sign shall be higher than 24 feet measured vertically from Finished Grade.
4. **Maximum Number.** The total number of Billboard Signs located within the City

shall not exceed 10 at any time.

5. Street and Intersection Restrictions.

- a. Billboard Signs shall not be located on a street with a posted speed limit applicable at the location of the Sign of less than 45 miles per hour.
- b. Billboard Signs shall be located no closer than 400 feet from any street intersection, measured from the nearest edge of the Sign to the nearest point of intersection of street centerlines, except as provided in subsection (c), below.
- c. Electronic Display Billboard Signs shall not be located within 500 feet of any street intersection, measured from the nearest edge of the Sign to the nearest point of intersection of street centerlines.

6. Minimum Spacing. Billboard Signs shall not be located within 800 feet of another Billboard Sign on the same side of the same street.

7. Minimum Setback. No part of a Billboard Sign may be located within 25 feet of a property line.

8. Electronic Display Billboard Sign Standards.

- a. Electronic Display Billboard Sign messages shall not use flashing, moving images or letters, or alternating images.
- b. Messages or images shall not change more frequently than once every 8 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. The standards of Subsection 22.09(4)(C) in any event.

d. Residential Proximity Restrictions.

- i. No part of an Electronic Display Billboard Signs may be located within 500 feet of the boundary of any residential-zoned Lot.
- ii. All other Billboard Signs shall be located no closer than 400 feet of the boundary of any residential-zoned Lot.

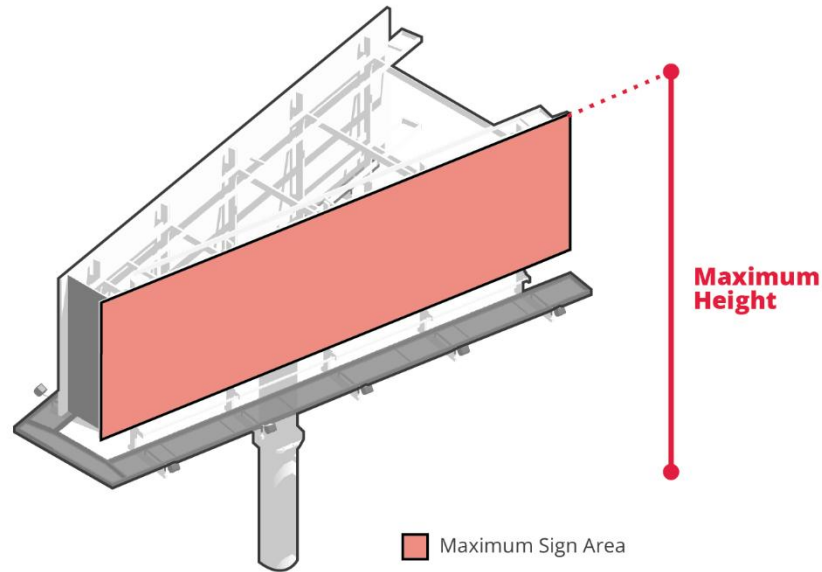


Figure 11 Billboard Sign

C. Monument Sign.

1. **Maximum Area.** The face area for an individual Monument Sign shall not exceed the following:
 - a. **Districts RN-3, and RN-4.** 50 square feet.
 - b. **Districts GC, MM, LM, GM.** 100 square feet.
 - c. **Districts CC and OM.** 150 square feet.
2. **Maximum Height.** The height of a Monument Sign shall not exceed the following:
 - a. **Districts RN-3, and RN-4, All Buildings.** Eight feet, including a minimum 2-foot Sign base.
 - b. **Districts GC, LM, GM, I, P, and A.**
 - i. **Single-Tenant and Common-Entrance Buildings.** Eight feet, including a minimum 2-foot sign base.
 - ii. **Multi-Tenant Buildings.** Fourteen feet, including a minimum four-foot sign base.

- c. **Districts CC, MM, and OM.**
 - i. **Single-Tenant and Common-Entrance Buildings.** Eight feet, including a minimum 2-foot sign base.
 - ii. **Multi-Tenant Buildings.** Twenty feet, including a minimum 4-foot sign base.
 - d. **District DC and MU.** Six feet, including the minimum 2-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 in Subsection 22.09(4)(B).
 4. **Maximum Number of Signs.** The maximum number of Monument Signs on a Parcel shall be as follows:
 - a. **District RN-3, and RN-4.** One per Parcel frontage abutting a public right-of-way.
 - b. **Districts I, P, and A.** One per Parcel street frontage.
 - c. **Districts DC, MU, GC, CC, LM, GM, MM, and OM.** One per Parcel frontage abutting a public right-of-way.
 5. **Monument Sign Base.**
 - a. The base of a single-tenant monument sign, including all structural components, shall extend horizontally beyond the visible display surface of the sign on each side by not less than 10% and not more than 25% of the width of the visible display surface, excluding any base, pole, or supporting structure.
 - b. The base of a multi-tenant monument sign, including all structural components, shall extend horizontally beyond the visible display surface of the sign on each side by not less than 15% and not more than 35% of the width of the visible display surface, excluding any base, pole, or supporting structure.
 - c. The base of any monument sign shall be constructed from a Tier I material allowed per the development type, as set forth in 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 shall be provided at the base of each Monument Sign and maintained in a healthy and neat condition by the owner of the property on

which the Monument Sign is located or other entity that is required to do so by recorded covenant, in perpetuity.

- b. The minimum size of the landscape area shall be equal to half of the area of the face of the Monument Sign.
- c. Landscape areas shall be planted with shrubs, native grasses, annuals, and/or perennials at a minimum rate of 1 planting per 3 square feet of required landscape area.

7. Illumination.

- a. Monument 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 of Monument Signs is allowed in all other districts, provided all standards in Subsection 22.09(4)(C) are met.

8. Other Provisions. Only one Monument Sign shall be permitted per development site.

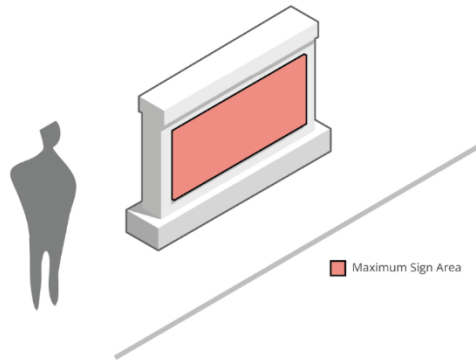


Figure 12 Single Monument Sign

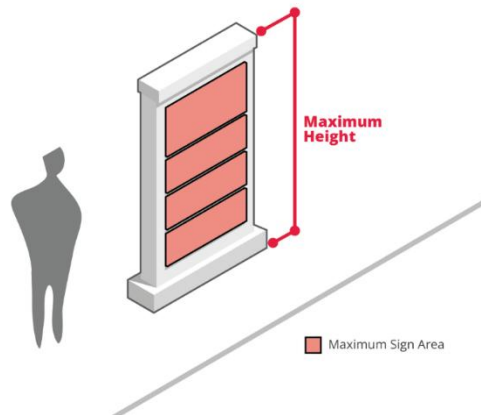


Figure 13 Multi- Monument Sign

D. Electronic Display Signs.

- 1. Permitted Uses.** Electronic Displays are allowed only as a component of Monument Signs at Vehicle Fueling Stations, and Drive-Through Signs. All other uses of Electronic Displays are prohibited.
- 2. Allowed Sign Area.** The area devoted to an Electronic Display shall be counted toward the maximum permitted Sign area.
- 3. Display Standards.** Electronic Display Signs shall comply with all of the following standards.

 - a.** Static messages or images only shall be displayed, and shall not have movement, video, animation, flashing, or the appearance of movement, during the static display period.
 - b.** The transition from one message or image to another shall be instant and not dissolve, fade, scroll, travel, or have similar effects.
 - 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 the Sign according to ambient light conditions.
 - b.** Illumination of electronic displays shall comply with Subsection 22.09(4)(C).
- 5. Location.** Electronic Display Signs shall be located and directed so as not to be

directly visible from any residentially-developed Parcel or residential zoned Parcel.

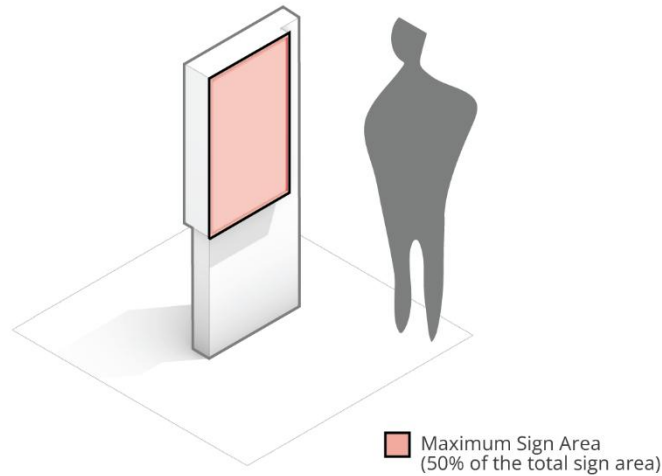


Figure 14 Electronic Display Sign

E. Neighborhood Entry Sign.

- 1. Maximum Area.** The maximum area of a Neighborhood Entry Sign shall be 25 square feet.
- 2. Maximum Height.** The maximum height of a Neighborhood Entry Sign shall be 6 feet, including base height of 2 feet.
- 3. Maximum Number of Signs.** The maximum number of Neighborhood Entry Signs shall be 1 per vehicle entry to a residential subdivision.
- 4. Sign Copy.** Sign Copy may be individually affixed to the sign backing; applied vinyl; or printed, etched, or otherwise incorporated directly onto the Sign's backing plate.
- 5. Sign Base.**
 - a.** The base of a Neighborhood Entry Sign, including all structural components, shall extend from the sign face on at least one side, a minimum of 10% and a maximum of 40% of the width of the Sign face.
 - b.** The base of a Neighborhood Entry Sign shall consist of a Tier 1 material allowed in Subsection 22.05(2)(B)(1)(a).
- 6. Landscape.** Neighborhood Entry Signs shall meet the following landscape standards.

- a. A landscape area shall be provided at the base of each Neighborhood Entry Sign and shall be maintained in a healthy and neat condition by the owner of the property on which the Sign is located, or other entity that is required by recorded covenant to do so, in perpetuity.
 - b. The minimum size of the landscape area shall be 50% of the area of the associated Sign.
 - c. Landscape areas shall be planted with shrubs, native grasses, annuals, and/or perennials at a minimum rate of 1 planting per 3 square feet of required landscape area.
7. **Location.** Neighborhood Entry Signs are permitted only at the entrances of neighborhoods or subdivisions and shall be located within a recorded easement or an outlot. Such Signs shall also meet all location standards established in Subsection 22.09(4)(B).

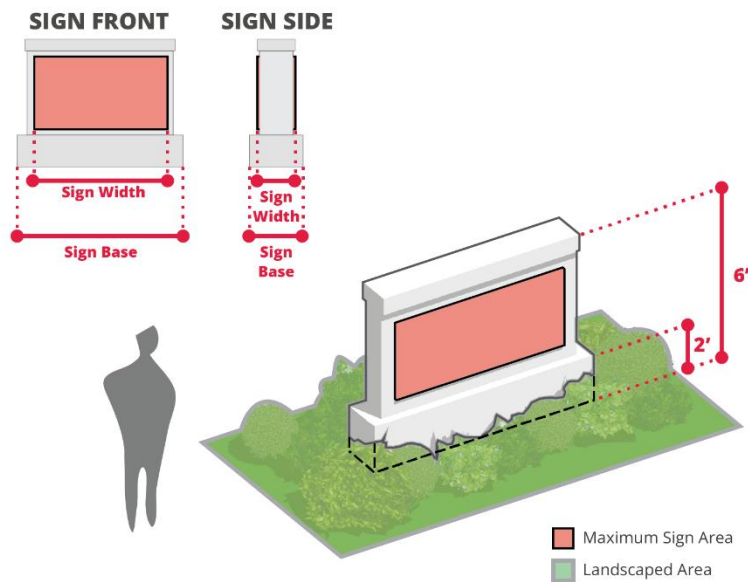


Figure 15 Neighborhood Entry Sign

F. On-Site Circulation Safety Sign.

1. **Maximum Area.** The maximum area of an On-Site Circulation Safety Sign shall be 5 square feet.
2. **Maximum Height.** The maximum height of an On-Site Circulation Safety Sign shall be 3 feet.
3. **Maximum Number of Signs.** The maximum number of On-Site Circulation Safety Signs shall be 2 per site entrance/exit and 2 per drive aisle, internal access

drive, or drive-through lane intersection, as further described in Section 22.06.

4. **Location.** On-Site Circulation Safety Signs shall comply with the location and encroachment standards in Subsection 22.09(4)(B).
5. **Exceptions.** The restrictions on On-Site Circulation Safety Signs in this Subsection do not apply to the extent they conflict with Federal, State, or local regulations.

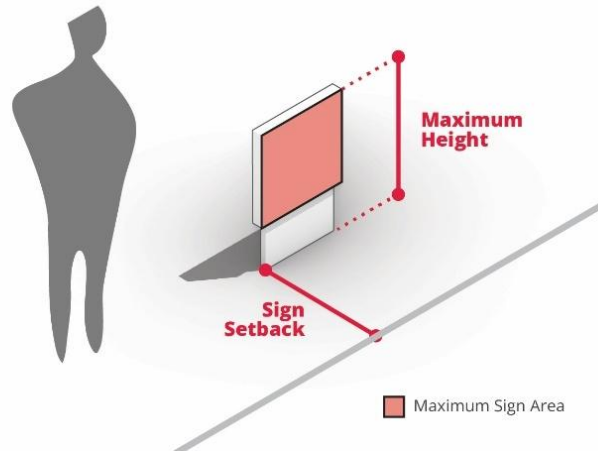


Figure 16 On-Site Circulation Safety Sign

G. Post Sign, Permanent.

1. **Maximum Area.** The maximum area of a Permanent Post Sign shall be 6 square feet.
2. **Maximum Height.** The maximum height of a Permanent Post Sign shall be 6 feet.
3. **Maximum Number of Signs.** The maximum number of Permanent Post Signs allowed on a Parcel shall be 1 per frontage abutting a public right-of-way.
4. **Sign Copy.** Sign Copy on a Permanent Post Sign 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.** The base of a Permanent Post Sign shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material.
6. **Illumination.** Illumination of Permanent Post Signs is prohibited.

7. **Location.** Permanent Post Signs shall comply with all location and encroachment standards in Subsection 22.09(4)(B).
8. **Other Provisions.** Permanent Post Signs shall not be displayed on the same Parcel frontage as a Monument Sign or Pylon Sign.

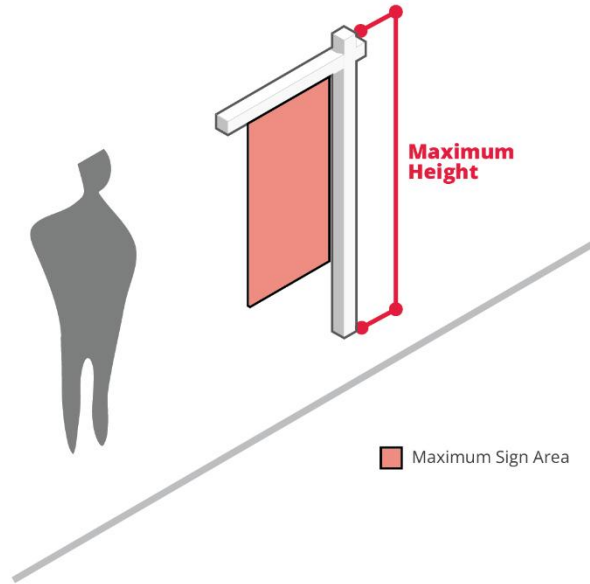


Figure 17 Post Sign

H. Pylon Sign.

1. **Maximum Area.** The maximum area of a Pylon Sign shall be 50 square feet.
2. **Maximum Height.** The maximum height of a Pylon Sign shall be 20 feet.
3. **Maximum Number of Signs.** The maximum number of Pylon Signs allowed shall be 1 per Parcel.
4. **Illumination.** Internal illumination of Pylon Signs shall be allowed, in compliance with Subsection 22.09(4)(C).
5. **Location.** Pylon Signs must meet all location and encroachment standards in Subsection 22.09(4)(B).
6. **Other Provisions.**
 - a. Pylon Signs shall not be displayed on the same Lot frontage as a Monument Sign or Permanent Post Sign.

- b. Poles supporting Pylon Signs shall be concealed with a decorative cover of masonry, metal, or composite materials.

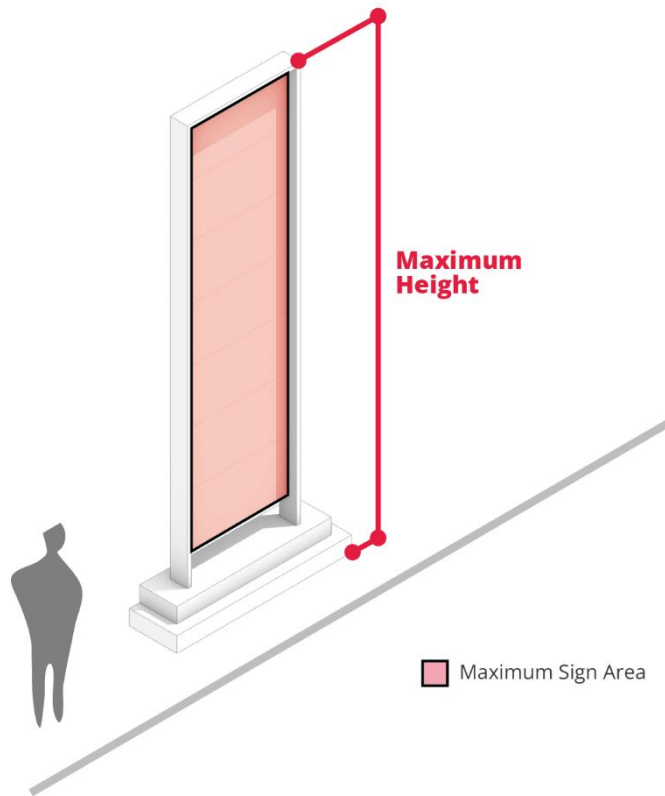


Figure 18 Pylon Sign

22.09(7) Temporary Sign Standards.

A. Athletic Field Fence Sign.

1. **Maximum Area.** No maximum area.
2. **Maximum Number of Signs.** No maximum number.
3. **Maximum Projection.** Athletic Field Fence Signs shall be affixed flat against the fence to which they are mounted.
4. **Sign Material.**
 - a. Athletic Field Fence Signs shall be made of 18-oz vinyl or a similarly-heavy-duty material purpose-made for outdoor display.
 - b. Athletic Field Fence Signs larger than 32 square feet, shall incorporate

wind-resistant features.

5. **Illumination.** Illumination of Athletic Field Fence Signs is prohibited.
6. **Location.**
 - a. Athletic Field Fence Signs shall be mounted directly on a fence enclosing an athletic field; no portion may extend above or beyond the fence.
 - b. Athletic Field Fence Signs shall be oriented so that the Sign Copy is not visible from a right-of-way or adjacent properties.
7. **Maintenance.** Athletic Field Fence Signs shall be maintained in accordance with Subsection 22.09(8)(A).

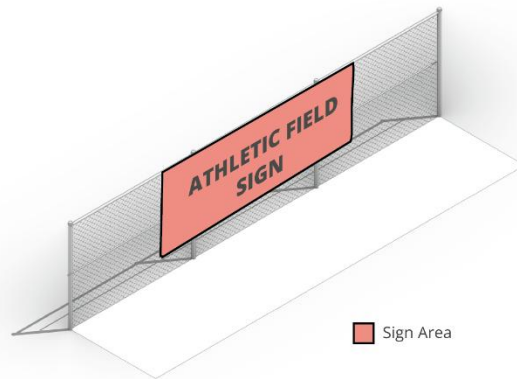


Figure 19 Athletic Field Fence Sign

B. Light Pole Banner Sign.

1. **Maximum Area.** The maximum area of Light Pole Banner Signs shall be 24 square feet per banner.
2. **Maximum Number of Signs.** No more than 2 double-sided banners are permitted per pole.

C. Wall-Mounted Banner Sign.

1. **Maximum Area.** The maximum area of Wall-Mounted Banner Signs shall be 32 square feet.
2. **Maximum Projection.** Wall-Mounted Banner Signs shall be affixed flat against the building to which the sign is mounted.

3. **Maximum Number of Signs.** One Wall-Mounted Banner Sign is allowed per façade facing a Front Yard or Street Side Yard.
4. **Sign Material.** Wall-Mounted Banner Signs shall be made of 18-oz vinyl or a similarly heavy-duty material purpose-made for outdoor display.
5. **Illumination.** Illumination intended specifically to illuminate Wall-Mounted Banner Signs is prohibited. Incidental or ambient illumination that illuminates a Wall-Mounted Banner Sign is permitted.
6. **Location.**
 - a. Wall-Mounted Banner Signs shall not extend above the roof deck on buildings without a parapet wall.
 - b. Wall-Mounted Banner Signs may extend 2 feet above the roof deck on buildings with a parapet wall, provided no portion of the sign extends above the parapet.
 - c. Wall-Mounted Banner Signs shall not extend above the lower eaves line on buildings with pitched roofs.
 - d. Wall-Mounted Banner Signs shall not be affixed to HVAC screening, elevator overrun, or other structures protruding from the roof of a building.
 - e. **Duration of Display.** A Wall-Mounted Banner Sign may be displayed for a period of no more than 30 days. Wall-Mounted Banner Signs may be displayed an aggregate total of 90 days per calendar year, in three 30-day periods each separated by 30 days. .

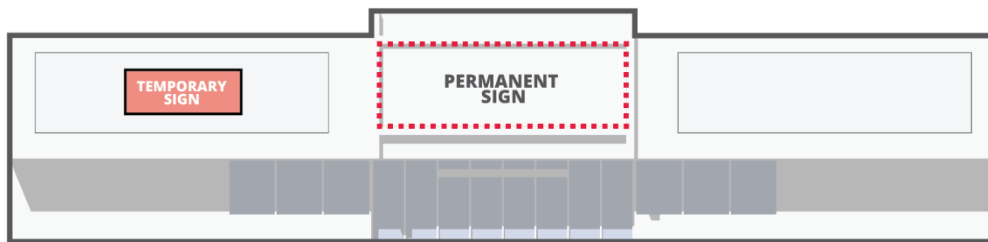


Figure 20 Wall-Mounted Banner Sign

D. Window Sign, Temporary.

1. **Maximum Area.** The maximum area of a Temporary Window Sign shall be 15% of the area of the individual windowpane to which the sign is affixed.

2. **Illumination.** One illuminated Temporary Window Sign is allowed for buildings having a single tenant or a common entrance for all tenants, and 1 illuminated Window Sign is permitted per tenant entrance in a multi-tenant building.
3. **Location.** Temporary Window Signs are allowed on the Ground Floor only.
4. **Duration of Display.** There is no limitation on display duration.
5. **Maintenance.** All Temporary Window Signs shall be maintained in accordance with Subsection 22.09(8)(A).

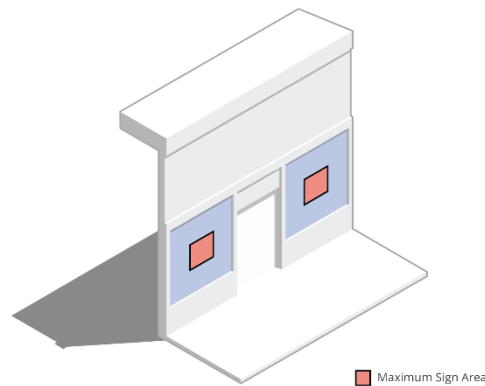


Figure 21 Window Sign, Temporary

E. A-Frame/Sandwich Board Sign.

1. **Maximum Sign Width.** A-Frame and Sandwich Board Signs shall not be wider than 3 feet.
2. **Sign Height.** The maximum height of an A-Frame or Sandwich Board Sign shall be 4 feet when in display position.
3. **Number of Signs.** One A-Frame or Sandwich Board Sign shall be permitted per single-tenant building or per tenant space in a multi-tenant building.
4. **Sign Separation.** A-Frame and Sandwich Board Signs shall be separated from other A-Frame and Sandwich Board Signs by at least 25 feet.
5. **Location.**
 - a. **DC District.** A-Frame and Sandwich Board Signs may be located within the terrace in public right-of-way, provided a continuous sidewalk width of not less than 4 feet is maintained.
 - b. **All Other Districts.**
 - i. A-Frame and Sandwich Board Signs are permitted only on private

property, shall be placed only in front of the building or tenant space with 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 or Sandwich Board Sign shall obstruct points of ingress or egress.

6. **Illumination.** Illumination of A-Frame and Sandwich Board Signs is prohibited.

7. **Other Provisions.** A-Frame and Sandwich Board Signs shall be displayed only during the operating hours of the business with which the sign is associated.

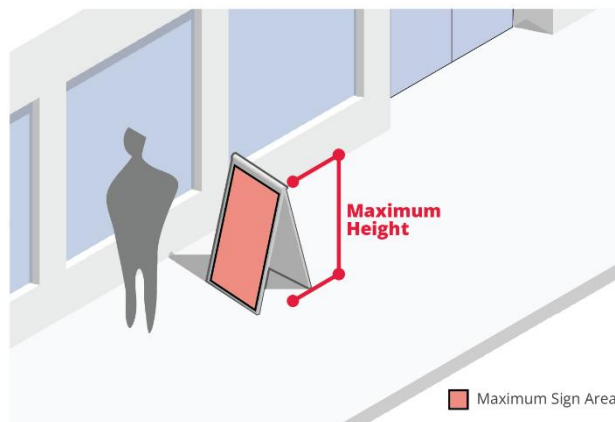


Figure 22 A-Frame / Sandwich Board Sign

F. Feather Sign.

- 1. **Number.** One feather sign shall be permitted per property.

2. **Maintenance and Use.** Feather Signs shall be maintained in good condition, and shall be removed or brought indoors when the business is closed.

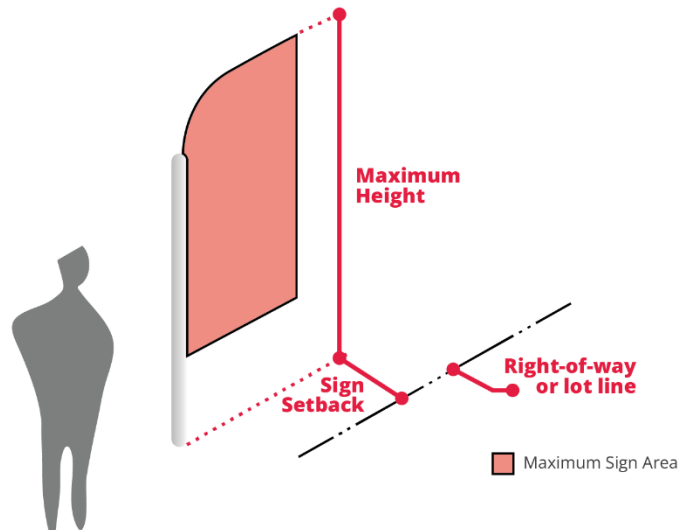


Figure 23 Feather Sign

G. Ground-Mounted Banner Sign.

1. **Maximum Area.** The maximum Sign face area for a Ground-Mounted Banner Sign shall be 32 square feet.
2. **Maximum Height.** The maximum height of a Ground-Mounted Banner Sign shall be 5 feet.
3. **Maximum Number of Signs.** One Ground-Mounted Banner Sign is permitted per Lot frontage abutting a public right-of-way.
4. **Sign Material.** Ground-Mounted Banner Signs shall be made of 18-oz vinyl or a similar heavy-duty material purpose-made for outdoor display.
5. **Sign Support Structure.** The supporting structure of a Ground-Mounted Banner Sign shall be made of metal, PVC, wood, or a similarly-durable material purpose-made for outdoor display.
6. **Illumination.** Illumination of Ground-Mounted Banner Signs is prohibited.
7. **Location.** Ground-Mounted Banner Signs shall comply with the location and encroachment standards in Subsection 22.09(4)(B).
8. **Duration of Display.** Ground-mounted banner signs may be displayed an aggregate total of no more than 90 days per calendar year.

9. **Other Provisions.** Ground-Mounted Banner Signs shall not be displayed on the same Lot frontage as a Post and Panel sign or a Temporary Post Sign.

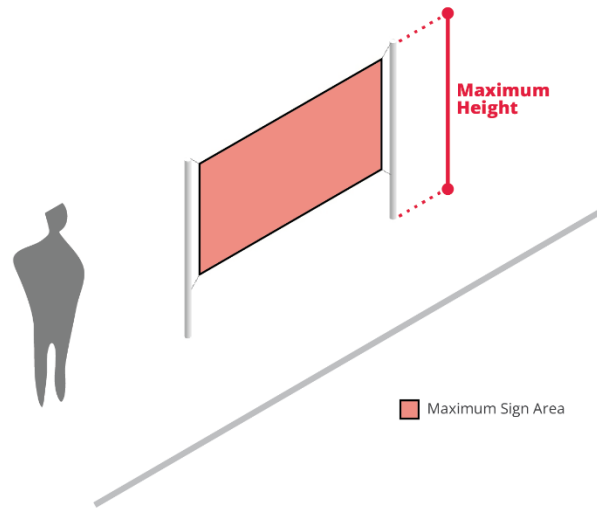


Figure 24 Ground-Mounted Banner Sign

H. Post and Panel Sign.

1. **Maximum Area.** The maximum area of a Post and Panel Sign shall be 32 square feet.
2. **Maximum Height.** The maximum height of a Post and Panel Sign shall be 8 feet.
3. **Maximum Number of Signs.** No more than 1 Post and Panel Sign may be located on a Lot having site frontage abutting a public right-of-way.
4. **Sign Material.** Post and Panel Signs shall be made of 10-mm engineered corrugated plastic, aluminum composite, finished wood, wood composite, or comparable material.
5. **Sign Base.** The base of a Post and Panel Sign shall consist of a minimum of 2 metal or finished wood posts.
6. **Illumination.** Illumination of Post and Panel signs is prohibited.
7. **Location.** Post and Panel Signs shall comply with all location and encroachment standards in Subsection 22.09(4)(B).
8. **Duration of Display.** There is no limitation on the display duration of Post and Panel Signs.

9. **Other Provisions.** Post and Panel Signs shall not be displayed on the same Lot as a Ground-Mounted Banner Sign or Temporary Post Sign.

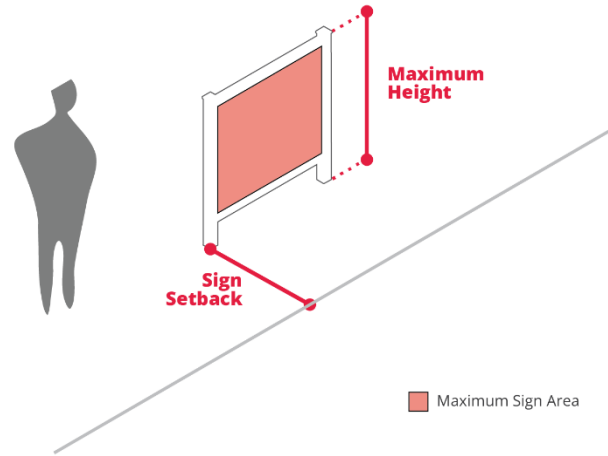


Figure 25 Post and Panel Sign

I. Post Sign, Temporary.

1. **Maximum Area.** The maximum area of a Temporary Post Sign shall be 6 square feet.
2. **Maximum Height.** The maximum height of a Temporary Post Sign shall be 6 feet.
3. **Maximum Number of Signs.** No more than 1 Temporary Post Sign may be located on a Lot abutting a public right-of-way.
4. **Sign Copy.** Sign Copy on a Temporary Post Sign 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.** The base of a Temporary Post Sign shall be aluminum, aluminum composite, acrylic, PVC board, exterior-grade plywood, or other weather resistant, purpose-built material.
6. **Illumination.** Illumination of Temporary Post Signs is prohibited.

- 7. Location.** Temporary Post Signs shall comply with all location and encroachment standards in Subsection 22.09(4)(B).

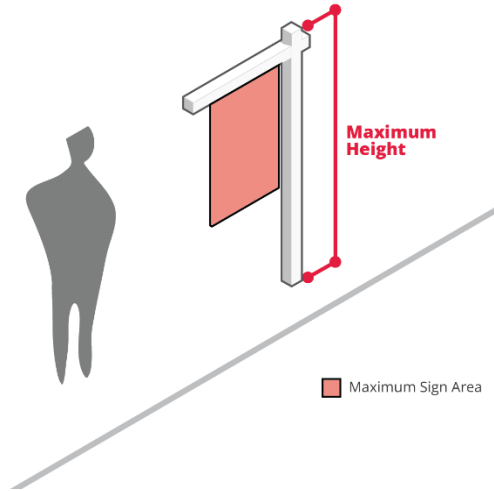


Figure 26 Post Sign, Temporary

J. Yard Sign.

- 1. Maximum Area.** The maximum aggregate area of all Yard Signs on a Lot shall be 25 square feet.
- 2. Maximum Height.** The maximum height of Yard Signs shall be 2 feet.
- 3. Maximum Number of Signs.** There shall be no limit of the number of Yard Signs, provided the aggregate area in Subsection (J)(1) is not exceeded.
- 4. Location.** Yard Signs shall comply with all location and encroachment standards in Subsection 22.09(4)(B).
- 5. Duration of Display.** There is no limit on display duration, subject to the maintenance rules of Subsection 22.09(8).
- 6. Maintenance.** Yard Signs shall be maintained in accordance with Subsection 22.09(8)(A).

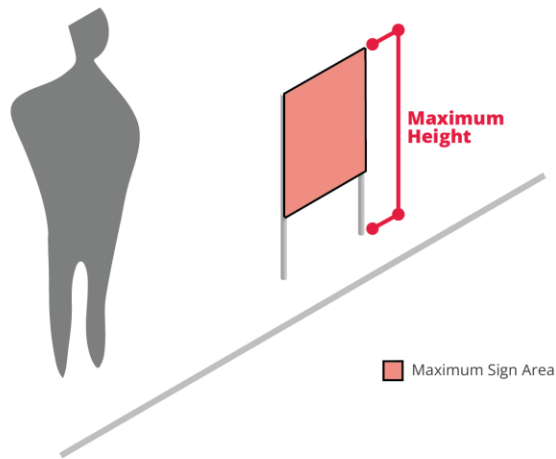


Figure 27 Yard Sign

22.09(8) Safety, Removal, and Maintenance.

A. Safety and Maintenance.

1. **Maintenance Requirement.** All Signs, including their supports, braces, guys, anchors and other ancillary equipment, shall be kept in good repair and safe condition at all times.
2. **Notice of Violation.** If any sign is not maintained, is unsafe, insecurely fastened, or otherwise constitutes a hazard to persons or property, the Community Development Director or his or her designee shall give written notice of the condition to the owner, agent, or other person having maintenance responsibility for the building or the premises on which such Sign is located.
3. **Failure to Correct.** If the condition is not corrected within a reasonable time after the date of the notice, the Director or his or her designee may take action as authorized in Section 22.11(15).

B. Abandonment.

1. **Removal upon Termination of Use.** When a use of a property is terminated on a property, any Sign Copy relating in any way to the terminated use must be removed or covered.
2. **Deemed Abandonment.** A sign associated with a use no longer existing on the premises on which the sign is located shall be deemed abandoned if it has not been removed within 60 days following the termination of the use, it shall be deemed abandoned. Written notice thereof shall be given by the Director or his or her designee to the owner, agent, or other person authorized by the owner to

maintain the building or the premises on which the Sign is located.

- 3. Removal after Notice.** Removal of an abandoned Sign shall be completed within 30 days after receipt of the notice. If such sign is not removed after the conclusion of such 30-day period, the Director or his or her designee is authorized to take action as authorized in Section 22.11(15).