

## CHAPTER 24

### SIGNS

#### SECTION:

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**01-24-1: APPLICATION:** A sign shall not hereafter be erected, re-erected, constructed, or altered, except as provided for by this Article and the Uniform Sign Code, and after a permit has been issued by the appropriate official. No permits are needed for temporary signs as defined herein.

**01-24-2: EXEMPT SIGNS:** The following signs shall be exempt from the provisions of this Chapter:

- A. Official notices authorized by a court, public body, or public safety official.
- B. Directional, warning or information signs authorized by federal, state, or municipal governments.
- C. Memorial plaques, building identification signs and building cornerstones when cut or carved into a masonry surface or when made of non-combustible material and made an integral part of the building or structure.
- D. The flag of a government or a non-commercial institution, such as a school.
- E. Religious symbols and seasonal decorations within the appropriate public holiday season.

**01-24-3: PROHIBITED SIGNS:** The following devices and locations are specifically prohibited:

- A. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.
- B. Except as provided for elsewhere in this Article, signs encroaching upon or overhanging a public right-of-way. No sign shall be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
- C. Cloth, paper, soft plastic or similar advertising signs or devices other than in rigid frames as provided herein except those intended as temporary signs, or as provided by Section 01-24-8 of this Article.
- D. Signs which blink, flash, or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
- E. Portable signs except as allowed for temporary signs.
- F. Any sign attached to, or placed on, a vehicle or trailer parked on public or private property. The prohibition of this subsection does not prohibit the identification of a firm or its principal products on a vehicle operating during the normal course of business or being taken home.
- G. Pennants, banners and private flags bearing any logo, product name, business name or other advertising, and balloons, except those temporarily attached to automobiles or temporarily displayed as part of a special sale, promotion or community event. For the purposes of this subsection, "temporary" means no more than sixty (60) consecutive days in any calendar year.
- H. Billboards.

**01-24-4: GENERAL SIGN REGULATIONS:**

- A. **Sign Illumination:** All sign illumination shall be from the interior or from floodlight projection shielded to preclude glare visible from public rights-of-way and neighboring properties.
- B. **Rotating Signs:** Rotating signs are permitted provided that the outer edge shall not exceed a speed of four (4) revolutions per minute and the rotating portion of the sign shall be a minimum of eight (8) feet above the adjacent grade. No rotating sign shall extend over public rights-of-way.
- C. **Measurement of Sign Area:** The square footage of a sign made up of letters, words or symbols within a frame shall be determine from the outside edge of the

frame itself. The square footage of a sign composed of only letters, words or symbols shall be determined from imaginary straight lines drawn around the entire copy or grouping of such letters, words or symbols. Double faced signs shall be calculated as the area of one (1) side only. Three (3) dimensional or multi-faced signs shall be calculated as the maximum area visible from any single direction at any point in time.

- D. **Measurement of Freestanding Sign Height:** The height of a freestanding sign shall be measured from the elevation of the crown of the nearest public street to the highest point of the freestanding sign or its supporting structure.
- E. **Condition and Maintenance:** All signs shall be of rust inhibitive material or treatment, and shall be maintained in good condition in the opinion of the Zoning Administrator. All signs, together with all of their supports, braces, guys and anchors shall be kept in good repair and in a safe state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.
- F. **Electronic Message Signs:** Electronic message signs which display time and temperature, or provide changing messages are permitted, provided such signs do not blink or flash.
- G. **Specific Sign Requirements:**
  - 1. Directional Signs:
    - a. No more than two (2) directional signs per street entrance shall be permitted for any enterprise, business or institution.
    - b. Such signs shall be for the sole purpose of ensuring safe and convenient access and egress to the use for which they apply.
    - c. No such sign shall exceed two (2) square feet in area in the residential zones, and shall not exceed four (4) square feet in area in all other zones.
    - d. Minimum distance from residential zones is one hundred feet (100').
    - e. Minimum distance from street intersection is twenty-five feet (25').
    - f. Maximum number per parcel of property is one (1).
  - 2. Community Event Message Signs:
    - a. Non-profit organization shall be eligible to apply for an administrative permit to allow a sign area bonus for a community event message sign. The purpose of this area bonus shall be to

allow the display of changing messages and information on such matters as the date, time, location and sponsor of special events of community interest. Such signs shall meet the following standards and conditions:

- (1) Each non-profit organization shall be eligible for a bonus for no more than one (1) facade sign or one (1) freestanding sign.
- (2) The maximum bonus available shall be fifty (50) percent of the base permitted sign area if located in a residential zone, or one hundred (100) percent if located in any other zone.
- (3) Permanent advertising of a commercial nature shall be allowed only in commercial zones and shall not exceed twenty-five percent (25%) of the total area of the community event message sign.
- (4) The sign shall be made reasonably available to other community based non-profit organizations for the display of information about their special events or other announcements of a non-commercial nature.
- (5) The signs shall not be of a size, or cited in such a manner, that will substantially hinder the visibility of other legal signs on adjacent properties.

b. In reviewing an application for a community event message sign, the Zoning Administrator shall consider the following objectives, and may impose conditions to ensure that these objectives are met:

- (1) By virtue of the sign's design, size, location, and other factors, including appropriate landscaping, the sign shall be harmonious and compatible with its surroundings, and consistent with community aesthetic sensibilities.
- (2) The sign shall not be erected, or any electronic or electric changing copy be controlled, in a manner that will be a substantial distraction to motorists, thus causing a traffic hazard.

3. Bus Bench Signs: Bus bench signs shall be limited to two (2) benches per lot.

4. Wall Signs: In the commercial parallel signs may project over public right-of-way provided such signs shall not extend more than one foot (1')

beyond the wall of the building or impede free and complete use of the sidewalk for pedestrians.

5. Freestanding Signs:

- a. Freestanding signs shall not exceed fifteen feet (15') in height and not be any closer than five feet (5') of any lot line abutting public street right-of-way. For additional one foot (1') of setback beyond fifteen feet (15'), the sign height may be increased by two feet (2') provided that in no event shall a sign exceed thirty-six feet (36') in height, provided, however, that freestanding signs greater than fifteen feet (15') in height located in adjacent properties, within one hundred feet (100') of the property line and on the same side of said street.
- b. All freestanding signs shall comply with the site distance triangular setback area height requirements specified by the applicable zone.
- c. A freestanding sign shall not be located closer than fifty feet (50') from another freestanding sign located upon another premises, provided that this subsection shall not prohibit the ability to place one (1) freestanding sign upon a premises that would otherwise have a right to such a sign, nor shall this subsection be applied in a manner that would require a setback for such freestanding sign in excess of what would otherwise be required by this Article.
- d. Any sign within forty feet (40') of a property line abutting a street right-of-way shall not be located closer than one hundred feet (100') from another freestanding sign on the same premises.

6. Projecting Signs: In the commercial zones only, projecting signs may project over public right-of-way a maximum of four feet (4'), provided such signs shall not extend to within two feet (2') of the street curb or the improved shoulder edge of the traveled way, or impede free and complete use of the sidewalk for pedestrians.

**01-24-5: SIGNS IN URBAN RESERVE AND RESIDENTIAL DISTRICTS:**

- A. **Residential Development Signs:** Residential developments of four (4) or more dwelling units shall be permitted one (1) development complex sign for each public street frontage not within the project (or for each entrance in the case of a subdivision project). Such signs may be placed in any location on private property provided the sign complies with the same height limitations specified for fences. Maximum sign area for each sign shall be two (2) square feet, plus one

(1) square foot for each dwelling unit or lot, not to exceed twenty-five (25) square feet in area per face.

- B. **Business Signs:** Non-conforming and conditionally permitted commercial and institutional uses shall each be permitted facade signage and/or one (1) freestanding sign per public street frontage, not to exceed a combined total of twenty-five (25) square feet in area for every one hundred fifty feet (150') of public street frontage. For frontage greater than one hundred fifty feet (150'), one (1) square foot of additional sign area shall be allowed for each six feet (6') of frontage up to a maximum of eighty (80) square feet per sign. The height of a freestanding business sign shall not exceed that specified for fences. The height of freestanding signs for other conditionally permitted uses such as churches and schools shall be limited to fifteen feet (15').

#### **01-24-6: SIGNS IN BUSINESS DISTRICTS:**

- A. **Development Complexes:** All development complexes shall require a master signage plan pursuant to the requirements of this section, prior to the installation of any signage.
- B. **Business Signs:** Each enterprise, institution or business shall be permitted wall signs, one (1) under canopy sign per street frontage and one (1) freestanding sign each, subject to the following maximum size requirements. (Note: Multiple businesses in the same building shall apportion facade length, building wall and street frontage such that any maximum is not exceeded for a particular property.)
1. **Maximum Wall Sign Area:** Total area of wall signage shall not exceed two (2) square feet for each lineal foot of the building wall from which the signage is attached, not to exceed forty (40) square feet.
  2. **Maximum Freestanding Sign Area:** One (1) square foot for each five (5) lineal feet of street frontage, not to exceed forty (40) square feet.
  3. **Under Canopy Sign Area and Dimensions:**
    - a. The maximum allowable sign area shall be one (1) square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.
    - b. The maximum allowable horizontal length of an under canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.

- c. The minimum vertical clearance between the lower edge of an under canopy sign and the ground shall be eight feet (8').

#### **01-24-7: SIGNS IN INDUSTRIAL DISTRICTS:**

- A. **Development Complexes:** All development complexes shall require a master signage plan pursuant to the requirements of this section prior to the installation of any signage.
- B. **Building Identification Signs:** One (1) building identification sign for each building shall be permitted provided that no such sign shall exceed twenty-five (25) square feet in area.
- C. **Business Signs:** Each enterprise, institution, franchise or business shall be permitted walls signs, one (1) under canopy sign per street frontage, and one (1) projecting or freestanding sign per street frontage each subject to the following maximum size requirements. (Note: Multiple businesses in the same building shall apportion facade length, building wall, and street frontage such that any maximum is not exceed for a particular property.)
  - 1. **Maximum Wall Sign Area:** The total area of facade signage shall not exceed three (3) square feet for each lineal foot of the building wall from which the sign is attached.
  - 2. **Maximum Projecting Sign Area:** One (1) square foot for each two (2) lineal feet of the building wall from which the sign projects, not to exceed sixty-four (64) square feet. The total area of projecting signs shall be subtracted from the permitted total area of facade signs.
  - 3. **Maximum Freestanding Sign Area:** One (1) square foot for each lineal foot of street frontage, not to exceed one hundred fifty (150) square feet per sign.
  - 4. **Under Canopy Sign Area and Dimensions:**
    - a. The maximum allowable sign area shall be one (1) square foot for each lineal foot of width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.
    - b. The maximum allowable horizontal length of an under canopy sign shall be equal to the width of the canopy, awning, marquee or similar structure from which the sign is suspended, as measured perpendicular to the building wall.

- c. The minimum vertical clearance between the lower edge of an under canopy sign and the ground shall be eight feet (8').
5. Off-Premises Signs: Off-premises signs shall be permitted pursuant to the requirements of this section.

**01-24-8: TEMPORARY SIGNS:**

A. **Political Signs:** Political signs shall not be placed upon the public right-of-way or property or parks. Campaign signs erected on private property shall be erected with permission of the property owner or lessee. Those installing campaign signs shall comply with the Fair Campaign Practices Act contained in State of Minnesota Statutes Chapter 211B. Campaign signs shall not be less than fifteen feet (15') from the nearest edge of the pavement.

B. **Portable Signs:**

1. Portable signs shall be located on the premises of the use, event, or activity identified on the sign.
2. Portable signs shall not exceed thirty-two (32) square feet in area. Such square footage shall be applied and calculated as part of the total square footage permitted for all business signage permitted for the business or property.
3. Such signs shall be displayed no more than forty-five (45) days during any single calendar year.
4. There shall be no more than one (1) portable sign per parcel of property or business, whichever is lesser, permitted at any one time.
5. Electrification of all portable signs shall be in compliance with the National Electrical Code as adopted by the State.

C. **Real Estate Signs:**

1. Real estate signs shall be permitted in all zones, provided that all such signs shall be located upon the property to which they apply.
2. Such signs shall conform with the following maximum size requirements: four (4) square feet in area for the first ten thousand (10,000) square feet in lot area, plus four (4) square feet for each additional ten thousand (10,000) square feet of lot area, not to exceed thirty-two (32) square feet.



3. Real estate signs shall be removed upon closing of the sale.
4. In addition, real estate signs advertising the sale of lots located within a subdivision shall be permitted provided that there shall be no more than one (1) sign per entrance, and each sign shall be no greater than thirty-two (32) square feet in area, no greater than eight feet (8') in height, and erected no longer than a period of one (1) year. Such signs may be installed off premises in order to direct visitors to the property.

**D. Special Sale Signs:**

1. Sale and grand opening signs shall be permitted in all zones provided that such signs are displayed no more than fifteen (15) consecutive days for every three (3) months. Such signs shall be removed immediately upon termination of the sale or event that they advertise.
2. All such signs must be attached to the facade, wall or window of the building occupying or conducting the sale or event which they advertise.
3. No business shall have more than two (2) such signs for each facade or wall of the building to which they are attached.
4. The total sign size shall not exceed fifty percent (50%) of the size of the permitted facade sign or four (4) square feet in area, whichever is greater.

**E. Promotional Signs:** Promotional signs advertising a special community event such as a fair, farmers market or parade may be permitted to be located over public right-of-way. The size, location and method of erection of such signs shall be subject to approval by the Public Works Director pursuant to good engineering practices and shall be consistent with the paramount purpose of public rights-of-way to provide safe and convenient traffic circulation. Alternatively, such signs may be permitted to be attached to the wall of a building subject to approval by the Building Official.

**F. Streamers:**

1. Streamers may be used to outline property lines and areas on a lot which display merchandise outdoors.
2. Streamers shall be replaced or removed when torn or faded.
3. Since the primary purpose of streamers is to make display areas more attractive, for those uses displaying streamers for more than ninety (90) days in a year, landscaping must be combined with streamer usage. Plans are to be approved by the Zoning Administrator with the intent being to provide planting areas with street trees or continuous areas with ground

cover, particularly, but not limited to, the area along property lines. The cost of the required landscaping per year need not exceed the cost of the streamers.

**01-24-9: MASTER SIGN PLAN FOR DEVELOPMENT COMPLEXES:**

- A. **General:** Signs for all development complexes shall comply with a master sign plan for the development, approved by the Zoning Administrator pursuant to this section. Said plan shall include all proposed sign locations, materials, structures and installation details to the extent known at the time of master sign plan submittal. Additional submittals or amendments to the master sign plan may be necessary as a new development complex becomes occupied or as businesses within a complex change. Signs within a development complex shall be subject to the following requirements.
- B. **Business Signs:** Each enterprise, institution or business shall permitted facade signs and no more than one (1) projecting sign subject to the maximum size requirements set forth for the applicable zone.
- C. **Freestanding Signs:** Each development complex shall be permitted one (1) freestanding development complex sign per public street frontage. The maximum permitted sign area for each development complex sign shall be as provided within the applicable zoning district, plus a bonus of ten (10) additional square feet per business, enterprise, institution or franchise within the development complex, provided that such bonus shall not exceed fifty percent (50%) of the base allowable sign area.
- D. **Performance Criteria:** In addition to other applicable requirements set forth in this Article, signs for development complexes shall conform to the following performance criteria:
  - 1. Individual business signs shall share a similar and uniform location and installation format.
  - 2. All non-business signage in the complex shall be consistent in format, color and design.
- E. **Change in Use:** Whenever the use of land or structure changes, any signs that do not relate to the new use or to any produce or service associated with the new use, shall be removed or appropriately altered consistent with the provisions of this section. Furthermore, it shall be the responsibility of the property owner of the land and/or improvements to remove any sign or signs on premises where the associated use has been discontinued for a period of more than ninety (90) days.

- F. **Non-Conforming:** Whenever a business, person, enterprise, or institution for which existing signage does not conform to the requirements of this section, seeks to structurally alter or enlarge an existing sign, or erect or install a new sign, the provisions of this section shall apply as follows:
1. The alteration, enlargement, installation or erection of signage shall not increase the degree of non-conformity.
  2. If the value of structural alterations to a non-conforming sign equals or exceeds twenty-five percent (25%) of the value of the sign, as determined by the Zoning Administrator, the sign shall be made to conform with all provisions of this section.
  3. Enlargement, installation or erection of conforming signage shall be accompanied by a reduction in the degree of nonconformity for other signage existing on the premises. This reduction in nonconformity can be accomplished by a reduction in size of existing signs (if nonconforming as to square footage), removal (if nonconforming as to number of signs), relocation (if nonconforming as to location), or a combination of reduction, removal and relocation. The total cost of reduction, removal or relocation of nonconforming signage shall equal, as nearly as is practical, seventy-five (75%) percent of the value of the new or enlarged conforming signage, or the cost necessary to bring all signage on the premises into conformance with this section, whichever is the lesser requirement.
  4. The provisions of Subsections 2 and 3 of this section do not apply to temporary signs or to illegal signs. Temporary signs that do not comply with the requirements of this ordinance, and other illegal signs shall be removed within ninety (90) days after notification of the sign's nonconformity.
  5. Billboards which do not conform to the requirements of this section shall be removed, altered or replaced so as to fully conform to the requirements of this section within nine (9) years after the date of installing the billboard, or six (6) years after notification by the jurisdiction of the billboard's nonconformity, whichever is longer.