

ARTICLE I. IN GENERAL

Section 46-1. Applicability.

All signs erected or maintained after March 1, 2013; except official, traffic, street signs, and those signs which are displayed inside of a business or residence; shall conform to the provisions of this chapter and any other ordinance or regulations of the City of Wisconsin Rapids not in conflict.

Section 46-2. Purposes of Sign Regulations.

The purposes of these regulations are:

- (a) To encourage the effective use of signs as a means of communication in the city;
- (b) To maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth;
- (c) To improve pedestrian and traffic safety;
- (d) To minimize the possible adverse effect of signs on nearby public and private property;
- (e) To restrict off-premises signage to reduce visual clutter thereby helping to prevent unsafe traffic conditions; and
- (f) To enable the fair and consistent enforcement of these restrictions.

Section 46-3. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign, and all of its components, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises where the sign is displayed.

Alteration of sign means changes to the exterior appearance of any part of the frame, supporting structure, or lighting of a sign; including material, size, height, or location of a sign. Alteration does not include the normal maintenance of a sign or changing the face of a sign under the same business.

Animated sign means a sign that uses movement or change of lighting to depict action or create a special effect or scene. A *changeable message sign* shall not be considered an animated sign.

Area of copy means the entire area within a single, continuous perimeter generally composed of squares or rectangles which enclose the extreme limits of the advertising message, announcement, or decoration of a wall sign.

Area of sign means the area of the largest single face of the sign within a perimeter which forms the outside shape including any frame that forms an integral part of the

display, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular shaped sign area shall be computed using the actual sign-face surface. In the case of wall signs the *area of copy* will be used.

Athletic field sign means a sign located within an athletic field owned by a school or other government entity. Advertising associated with these signs is to be incidental to the sign and not a primary function thereof.

Banner means any sign of lightweight fabric or similar material that is mounted to a building or other permanent structure by its edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Billboard. See *off-premises sign*.

Building face means that portion of a building, which is parallel or nearly parallel to an abutting roadway.

Business identification sign means any sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the premises where the sign is located.

Canopy sign means any sign that is part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover (including a marquee) over a door, entrance, window, or outdoor service area. The area of a canopy sign is calculated by the *area of copy*.

Changeable message sign means a sign such as an electronic or a controlled time and temperature sign, message center or reader board, whether electronic, electric, or manual, where different copy changes.

Civic banner means any sign of lightweight fabric, or similar material mounted by edges to a pole or building. Civic banners generally display information relative to events sponsored by the City or other nonprofit civic organizations. Civic banners displayed on City-owned property are not bound by the restrictions imposed on banners installed on private property.

Construction sign means a sign erected on a lot where construction is taking place and contains information regarding the construction, management, leasing, or future tenants of the building as well as the development of a new subdivision.

Copy means the advertising message, announcement or decoration on a sign surface.

Directional sign means any sign which serves to designate the location or direction of any place or area up to six (6) square feet in area.

Electric sign means any sign containing electrical wiring, which is attached or intended to be attached to an electrical energy source.

Flag means any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.

Flashing sign means any sign which contains an intermittent or flashing light source, or which includes the illusion of flashing, light by means of animation, or an externally mounted intermittent light source, not including changeable message signs.

Frontage means the length of the property line of any one premise parallel to and along each public right-of-way it borders. Said public right-of-way may be known as a frontage road.

Gross area means the area of a wall sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, the areas of the modules will be totaled. If the modules are formed in the shape of letter or symbols, the rules for *area of copy* apply.

Ground sign means a permanent sign supported by structures or supports placed on, or anchored in, the ground and that are independent from any building or other structure. The area of ground signs is calculated on one face only.

Height of sign means the vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of such sign.

Inflatable device means an object that is inflated with air or gas utilized to attract attention to a use or business activity being conducted.

Illuminated sign means a sign in which a source of light, either internal or external, is used to make the message legible.

Incidental sign means a sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "telephone", and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

Integrated shopping center means a building under single ownership or under unified control which contains four (4) or more businesses.

Monument sign means a sign mounted on a base or platform. The base shall be constructed out of a solid material such as stone, brick or poured concrete and its dimensions shall be proportionate to those of the sign. The bottom of the sign shall be located within six (6) inches of the base.

Movable sign means any sign not permanently attached to the ground or a building in excess of ten (10) square feet in area.

Mural. See *wall sign*.

Name plate sign means a sign indicating the name and/or address of the building, tenant of the unit or manager of the property that is located upon a premise where the sign is displayed.

Nonconforming sign means a sign that does not meet current code regulations but was permitted under a previous ordinance or regulation.

Off-premises sign means a sign, including billboard, which advertises goods, products, facilities, or services not necessarily located on the premises, or directs persons to a

different location from where the sign is located. *Athletic field signs* shall not be considered off-premises signs.

Pennant means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string.

Permanent sign means a sign that is self-supporting and sufficiently attached to a building or its own ground foundation.

Point of sale sign means a sign which calls attention to specific products and services available on the property where the sign is located. Such signs are specifically intended to be utilized by patrons of the establishment and are not intended for view by a passerby on the public street or access road.

Political sign means a temporary sign used in connection with a local, state or national election or referendum, or to represent a political or philosophical position.

Portable sign means any sign of ten (10) square feet or less in area that is not permanently attached to the ground or building.

Projecting sign means a sign, other than a wall sign, which is attached to and projects more than 18 inches from a structure or building face. The area of a projecting sign is calculated on one face only.

Real estate sign means a temporary on-site sign that advertises the sale or lease of a property.

Roof sign means a sign erected upon, against or above a roof.

Sandwich board/sidewalk sign means an unlit freestanding, internally weighted portable sign frequently but not exclusively having the cross-sectional shape of an A.

Sign means any identification, description, illustration, or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard, or temporary sign designed to advertise, identify or convey information with the exception of window displays and flags. For the purpose of removal, signs shall also include all sign structures.

Sign contractor means any person, partnership, or corporation engaged in whole or in part in the erection or maintenance of signs, excluding the business which the sign advertises.

Sign structure means any structure or material, which supports, has supported, or is capable of supporting or helping maintain a sign in a stationary position, including decorative covers.

Special event sign means a collection of signs intended to be displayed for a specific event and for a restricted timeframe. Examples of events include grand openings, store closings and sidewalk sales.

Temporary sign means a sign advertising display intended to be displayed for a limited period of time. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary.

Vehicle sign means a sign mounted, painted or otherwise placed on a trailer, truck, automobile or other vehicle which are parked on a public right-of-way, or private property so as to be visible from the right-of-way where the apparent purpose is to advertise a product or to direct people to a business or activity. However, this does not include signs affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

Vision clearance area/triangle means an area, formed by any two existing or proposed intersecting street or alley right-of-way lines and a line joining points on such lines located a minimum of 15 feet from their intersection, where no obstructions, including signs, shall be permitted between the height of 2.5 feet and 10 feet above the grade of the adjacent right-of-way.

Wall sign means a permanent sign attached to or erected against the wall of a building with the face parallel to the plane of the building wall. A wall sign shall not project more than 18 inches from the surface of the wall.

Window sign means a sign designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window and is visible from the exterior of the premises.

Yard sale sign means a sign that is used to advertise yard, garage, rummage, estate or other similar sales.

(Sections 46-4 to 46-10 Reserved)

ARTICLE II. ADMINISTRATION

Section 46-11 Enforcing Officer.

The Department of Planning and Economic Development shall enforce this chapter and shall perform the following duties:

- (a) Issue permits and conduct inspections of property to determine compliance with the terms of this chapter;
- (b) Establish and enforce necessary or desirable regulations in writing, clarifying or explaining any provision of this chapter;
- (c) Receive and file any application for exceptions or appeals; and
- (d) Maintain permanent and current records of this chapter, including but not limited to the following: all permits, plans, exceptions and appeals.

Section 46-12 Permits Required.

It shall be unlawful for any person to alter, erect, construct, relocate, enlarge, change copy, or structurally modify any sign in the City, or cause the same to be done without first obtaining a sign permit for each sign as required by this chapter. Permits shall not

be required by a change of copy on a sign under the same business, nor for repainting, cleaning, and other normal maintenance or repair of the sign or sign structure.

Section 46-13 Permit Application and Plans.

The application for a sign permit shall be accompanied by a plan or design of the sign showing the following information:

- (a) The location and nominal dimensions of the proposed sign;
- (b) The kinds of material to be used in the construction and/or erection of the sign;
- (c) Construction specifications, if required, showing that the structure and design meet the requirements of this chapter for wind pressure load;
- (d) The location, size and types of other signs on the premises if such signs exist; and
- (e) The area of the building face if the sign is to be attached to it.

Section 46-14 Permit Fees.

Permit fees, as established by the Common Council, shall be paid at the time the sign permit application is submitted.

Section 46-15 Inspection Required.

The applicant shall, upon completion of the installation, relocation, or alteration of a sign, notify the Department of Planning and Economic Development, which will inspect to ensure that the sign complies with the regulations of this chapter.

Section 46-16 Permit Issuance or Denial.

A sign permit shall be issued when the application is properly made, all fees have been paid, and the proposed sign is found to be in compliance with all appropriate laws and regulations of the City. If the sign permit is denied, written notice of the denial shall be given to the applicant, together with a brief written statement of the reasons for the denial.

Section 46-17 Administrative Appeal.

The holder of a denied permit who feels their permit was incorrectly denied shall be entitled to an administrative appeal before the Board of Zoning Appeals.

Section 46-18 Exceptions.

Any exceptions to this chapter shall be considered by the City Planning Commission. An exception shall only permit up to a 25 percent increase of an applicable bulk regulation or to allow the face-change of a non-conforming sign structure.

(Section 49.19 Reserved)

ARTICLE III. NONCONFORMING SIGNS

Section 46.20 Continuation of Use.

Signs existing as of the effective date of these ordinances, and were previously permitted, which do not conform to the provisions of this chapter, shall be nonconforming signs and be subject to the following provisions:

- (a) Signs shall not be allowed to expand in number, area, height or illumination; and
- (b) Normal maintenance and repair of a nonconforming sign is permitted. Normal maintenance and repair does not include the alteration of a sign and is limited to painting and/or replacement of non-supporting members such as the facing material or cross bracing.

Section 46.21 Loss of Status.

The following situations shall result in the loss of non-conforming status for signs:

- (a) Placement of new signs. New signs, not to exceed the maximum allowable aggregate sign area, may be erected only upon the complete removal of all nonconforming signs of the same category existing on the property at the time of adoption of this ordinance;
- (b) Alteration of signs. Alterations of a nonconforming sign, including those which make the sign less in compliance with the requirements of this chapter, are prohibited;
- (c) Change of location. Relocation of a nonconforming sign is prohibited, except in the case of a sign which is nonconforming only in relation to a setback and the new location is compliant with the required setbacks;
- (d) Damage to sign. In the event the nonconforming sign is damaged to such an extent that the cost to repair or reconstruct the sign exceeds fifty percent (50%) of the value of the sign; and
- (e) Failure to maintain. Failure to comply with the maintenance, repair, construction standards, or abandoned sign regulations of this chapter.

Section 46.22 Removal.

All signs found not to be in compliance with the provisions of this article shall be removed within 30 days of receiving written notice of noncompliance and removal from the enforcing officer. Upon failure to comply with this notice, the City may cause removal to be executed, the expenses of which will be a special charge placed upon the tax roll of the property on which the abandoned sign is located.

(Sections 46.23-46.29 Reserved)

ARTICLE IV. DANGEROUS, UNMAINTAINED AND ABANDONED SIGNS

Section 46.30 Intent.

In order to ensure public welfare and safety, and to promote community aesthetics, any dangerous, unmaintained, and abandoned signs shall be ordered removed from the property upon which they are located.

Section 46.31 Maintenance and Repair.

Regulations for the maintenance and repair of signs are as follows:

- (a) Every sign, including but not limited to those signs for which a permit is required, shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting, cleaning and other acts for the maintenance of said sign; and
- (b) The Department of Planning and Economic Development shall require compliance with all standards of this chapter. If the sign is not modified to comply with safety standards outlined in this chapter, the Department of Planning and Economic Development shall require its removal.

Section 46.32 Abandoned Signs.

Regulations for abandoned signs are as follows:

- (a) All signs or sign messages shall be removed within 60 days by the owner or lessee of the premises, when, for an on-premises sign, the business it advertises is no longer conducted; and for an off-premises sign, when lease payment and rental income are no longer provided.

Section 46.33 Removal.

If the owner or lessee fails to remove a sign, the Department of Planning and Economic Development shall give the owner 30 days written notice to remove said sign. Upon failure to comply with this notice, the City may cause removal to be executed, the expenses of which will be a special charge placed upon the tax roll of the property on which the sign is located.

(Sections 46.34-46.39 Reserved.)

ARTICLE V. PROHIBITED SIGNS

Section 46.40 Intent.

Some specific signs and classes of sign, provide little value in identifying a specific business, promoting advertising for a business or communication for a business, and may only harm community aesthetics and/or the public welfare.

Section 46.41. Prohibited Signs.

The following signs shall be prohibited within the City:

- (a) Flashing signs, including those giving off intermittent or rotating beams;
- (b) Animated signs, except as provided in Section 46.73;

- (c) Signs that resemble any official marker erected by a government agency or display such words as "stop", "danger", etc.;
- (d) Signs painted directly on the surface of a wall and signs attached to trees or painted on rocks;
- (e) Pennants and other fluttering, undulating, swinging, rotating, or otherwise moving signs, and other similar decorations, except as provided in Section 46.63 (f);
- (f) Vehicle signs, except as provided in Section 46.73;
- (g) Signs that obstruct any window, door, fire escape, stairway, or opening intended to provide light, air, ingress or egress for any building or structure;
- (h) Inflatable devices, except as provided in Section 46.63 (f);
- (i) Off-premises signs;
- (j) Signs located within the public right-of-way, easements, or other City property, unless otherwise specifically approved by the City Council or as provided in Section 46.63 (g);
- (k) Portable signs; except as provided in Section 46.51 or 46.63;
- (l) Movable signs; except as provided in Section 46.51 or 46.63;
- (m) Roof signs; and
- (n) Abandoned signs.

(Sections 46.42-46.49 Reserved.)

ARTICLE VI. SIGNS NOT REQUIRING A PERMIT

Section 46.50 Intent.

Some signs are temporary in nature, others are intended to communicate and direct, and not used to identify a business or for advertising. Still others are so small that they are not obtrusive and will not affect the public welfare. Such signs will not require a sign permit; however, those used on a temporary basis shall adhere to a specific time limit for their use.

Section 46.51. Signs with Time Limits.

The following signs, although not needing a permit, have the following restrictions:

- (a) *Political signs.* Signs may not be erected earlier than the beginning of an election campaign period as defined in Wisconsin Statutes § 12.04. In the event the sign is not tied to an election the sign shall not be in place for longer than 90 days. Political signs shall not exceed 11 square feet in residential districts and 32 square feet in non-residential districts. To ensure traffic and pedestrian safety no sign may be located on city property, nor less than 12 feet from the existing curb or edge of the street surfacing.

- (b) *Real estate signs.* Signs in residential districts are limited to one (1) sign that shall not exceed eight (8) square feet and shall not be illuminated. In non-residential districts real estate signs are limited to one (1) sign that shall not exceed 32 square feet and shall not be illuminated. Lots in any district with more than one (1) frontage are permitted one (1) additional sign of the same dimensions. All signs shall be removed within 30 days after sale, rental or lease of the property.
- (c) *Construction signs.* Signs shall be limited to one (1) un-illuminated sign identifying an engineer, architect, contractor, company, or product engaged in or used in the construction of a new building or development. Said sign shall not exceed 100 square feet per face and not more than 15 feet in height. Lots with more than one (1) frontage are permitted one (1) additional sign of the same dimensions. Said sign shall be removed when the development is completed or upon the granting of an occupancy permit for the building. Renovation signs shall be limited to one (1) un-illuminated sign identifying the contractor or company engaged in renovation of an existing building. Said renovation sign shall not exceed eight (8) square feet per face and shall be removed when the renovation work is complete. In no case shall a renovation sign be in place for more than 90 days.
- (d) *Yard sale signs.* Signs shall not interfere with traffic; be located on City property; be attached to public property; be displayed for a period exceeding 72 hours; nor exceed nine (9) square feet in area.
- (e) *Banners.* Signs shall be limited to three (3) at any one time and only permitted within commercial or industrial districts. Banners shall not exceed 24 square feet, be attached to a permanent structure and not be displayed higher than 16 feet above grade. With City staff approval one (1) larger banner, not to exceed 72 square feet, may be permitted in place of three (3) individual banners. Banners shall advertise goods or services found on-site with the exception of one (1) banner that may advertise a civic, philanthropic, educational or religious drive or event. Banners shall be maintained in a whole, clean, and undamaged condition so as not to be a public nuisance.
- (f) *Point of sale signs.* Signs shall be located within ten (10) feet of the building entrance, or outside ordering area. Point of sale signs shall not exceed eight (8) square feet in area and shall not be located higher than eight (8) feet. Point of sale signs shall not be located closer than 40 feet to a public street and shall not be easily seen from a public street or access road. Point of sale signs shall be maintained in a whole, clean, and undamaged condition.

Section 46.52 Signs without a Time Limit.

- (a) *Directional signs.* Signs shall be located entirely on the property to which they pertain and not exceed six (6) square feet in height.
- (b) *Flags.* Signs shall not contain a commercial message.
- (c) *Incidental signs.* Signs shall be located entirely on the property to which they pertain and not contain a commercial message visible off of the property.

- (d) *Window signs.* Signs shall not exceed 50% of the total window area in which they are located and shall not be placed on door windows or other windows needed to be clear for pedestrian safety.

(Sections 46.53-46.59. Reserved.)

ARTICLE VII. GENERAL PROVISIONS FOR SIGNS REQUIRING PERMITS

Section 46.60 Generally.

All signs shall meet the general standards contained in this article regarding construction, installation and design.

Section 46.61 Specifications.

- (a) No sign shall project across a property line or right-of-way line except where expressly permitted by this ordinance.
- (b) Where a sign is illuminated, the source of light shall not shine into any part of a residence or into any residential district so as to cause a nuisance. Illumination for signs located within residential districts, in order to minimize potential nuisances with surrounding residential uses and with the exception of signs for hospitals, shall be limited to the hours of 6 a.m. to 10 p.m.
- (c) All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads in accordance to the most recent version of ASCE-7. Signs over 12 feet in height shall provide calculations signed and sealed by a licensed engineer showing compliance with ASCE-7.

Section 46.62 Installation Standards.

- (a) All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. A sign permit may be denied if the sign contractor does not have or does not arrange for use of adequate equipment.
- (b) Electric sign contractors and their employees are hereon authorized to perform the following specific tasks:
 - (1) Install exterior electric signs, ballasts, or high voltage transformers to sockets or outline lighting tubes, and connect said signs to primary branch circuit, if said circuit already exists outside of the building.
 - (2) Install interior electric signs, but not connect said signs to the primary circuit branch.
 - (3) Maintain and replace any electric component within the sign, on its surface, or between the sign and building for exterior signs only.

Section 46.63 Design Requirements.

- (a) No sign or sign structure shall be located within the vision clearance area.

- (b) All projecting and canopy signs shall maintain a minimum vertical distance between the bottom of the sign and the ground level of eight (8) feet.
- (c) The gross area of permanent window signs shall not exceed 50 percent of the gross window area of any given building face.
- (d) No sign shall be located where, by reason of its position, size, shape or color, it may obstruct, impair, obscure or interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere within, mislead or confuse traffic.
- (e) Projecting signs shall not exceed ten (10) square feet and shall not extend more than five (5) feet from the building to which they are attached.
- (f) Special event signs shall only be permitted within the B-2, General Commercial District and must comply with the following conditions:
 - (1) An annual permit is required which shall include a listing of all intended signs and dates the signs will be in place.
 - (2) Special event signs are restricted to four (4) events per business per calendar year.
 - (3) Special event signs shall not be in place for more than 15 days per event.
 - (4) Banners, inflatable devices, and pennants are allowed as part of a special event.
- (g) Sandwich board signs shall only be permitted within the B-1, Central Commercial District and must comply with the following conditions:
 - (1) Sandwich board signs shall only be located a minimum of one (1) foot from the face of the street curb but no more than four (4) feet or the sign must be located within three (3) feet of the building face.
 - (2) Sandwich board signs shall leave a minimum of five (5) feet of clear sidewalk space for pedestrian movement.
 - (3) Sandwich board signs shall be freestanding and at sidewalk grade level.
 - (4) Sandwich board signs shall not exceed eight (8) square feet in area and shall not exceed a width of three (3) feet or height of four (4) feet.
 - (5) Sandwich board signs shall not have other attention getting devices, such as balloons and ribbons, attached to them.
 - (6) Sandwich board signs are limited to one (1) per business.
 - (7) Sandwich board signs shall be stored inside the business overnight and/or when the business is closed.

- (8) A certificate of general liability insurance naming the City of Wisconsin Rapids as an additional insured in the form of general commercial liability insurance in the minimum amount of \$1,000,000 per occurrence/general aggregate, shall be provided with the application for any permit to locate a sandwich board sign within the right-of-way.

(Sections 46.64-46.69 Reserved.)

ARTICLE VIII. SIGN REQUIREMENTS BY ZONING DISTRICT

Section 46.70 Intent.

Zoning districts by definition encourage and allow different uses and types of development. Therefore, the requirements for permitted signs in the districts also differ as related to types of signs, their height, area of coverage and setbacks.

Section 46.71 Signs in R-1, R-2, and R-3 Residential Districts.

Residential districts normally do not require the use of signs; however, certain higher density uses and non-residential uses create special situations that require limited signage. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits, wall signs, and ground signs.
- (b) *Area restrictions.* Wall signs for single-family lots and lots containing four (4) dwelling units or less (including home occupations) are limited to two (2) square feet in area. Wall signs for more than four (4) dwelling units or other non-residential uses are limited to 12 square feet in area. One (1) ground sign, not to exceed 30 square feet in area, is permitted for lots containing more than four (4) dwelling units or other non-residential uses; one (1) additional ground sign is permitted on lots with more than one (1) frontage or more than 300 feet of frontage. Such ground sign shall be solely for the purpose of displaying the name of the use and its activities or services.
- (c) *Height restrictions.* No ground sign shall exceed 12 feet in height.
- (d) *Setbacks.* All ground signs shall be setback a minimum of 5 feet from any property line.

Section 46.72 Signs in B-1 Central Business District.

This district encourages compact development consisting of buildings that contain both single and multi-tenant uses. Businesses located in this district tend to rely less on passing traffic than other commercial districts. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits, wall signs, projecting and canopy signs, ground signs, and sandwich board signs.
- (b) *Area restrictions.* The total area of all signs (excluding ground signs) on a lot shall not exceed the sum of two (2) square feet of signage per lineal foot of the building façade(s) facing the right-of-way. Buildings setback more than 20 feet from the front property line, may erect one (1) ground sign whose area shall not

exceed the sum of one-half (.5) of a square foot of signage per lineal foot of the longest street frontage. In no case shall a ground sign exceed 100 square feet in area.

- (c) *Height restrictions.* No ground sign shall exceed 12 feet in height.
- (d) *Setbacks.* All ground signs shall be setback a minimum of 5 feet from any property line. The issuance of any sign permit for a sign that is suspended or projects above a public right-of-way shall require conditional use approval and the sign owner shall maintain liability insurance for the sign.

Section 46.73 Signs in B-2 General Business District.

This district encourages auto-related businesses and features properties with both single tenants as well as multiple tenants. Businesses in this district tend to rely heavily on passing traffic. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits, wall signs, projecting and canopy signs, ground signs, special event signs, animated signs by conditional use, and vehicle signs.
- (b) *Area restrictions.* The total area of all signs on a property shall not exceed the sum of three (3) square feet of signage per lineal foot of lot frontage. In the case of corner lots, the greatest width of lot shall be the lot frontage for the purposes of this section.

Wall signs. Total area of wall signs (including projecting and canopy signs) shall not exceed 15% of the building face on which they are attached. In the case of a multi-tenant building the wall face shall be the area leased by an individual tenant.

Ground signs. Total area of ground signs (including vehicle signs) shall not exceed the sum of one-half (.5) of a square foot per lineal foot of lot frontage or one (1) square foot per lineal foot of the longest building face, whichever is greater. In no case shall a ground sign exceed 200 square feet in area. One (1) ground sign is permitted per lot; properties with more than one frontage are permitted one (1) additional ground sign. A vehicle sign counts against the total area permitted, but not the number permitted for a lot.

Miscellaneous signs. Temporary signs shall not be counted against the area restrictions for wall signs or ground signs, but shall not result in the total square footage exceeding that permitted for the lot.

- (c) *Height restrictions.* No ground sign shall project higher than 35 feet or six feet above the height of the building, whichever is less.
- (d) *Setbacks.* No ground sign (including banners, special events signs, and vehicle signs) shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five (5) feet to any lot line.

Section 46.74 Signs in B-3 Exclusive Office District, B-4 Central Area Mixed Use District, B-5 General Mixed Use District, and B-6 Specialized Commercial District.

These districts all are designed to maintain a higher quality of design with more restrictive sign regulations. Businesses and uses within these districts tend to rely less on passing traffic. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits (excluding banners), wall signs, and monument signs.
- (b) *Area restrictions.* Maximum sign area per business shall not exceed 80 square feet. Single tenant monument signs shall not exceed 40 square feet. Multi-tenant monument signs shall not exceed 60 square feet. Only one (1) monument sign per lot shall be permitted.
- (c) *Height restrictions.* Single tenant monument signs shall not exceed ten (10) feet in height. Multi-tenant monument signs shall not exceed twenty (20) feet in height.
- (d) *Setbacks.* No monument sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a monument sign be closer than five (5) feet to any lot line.

Section 46.75 Signs in M-1 Enclosed Industrial District, M-2 Open Storage Industrial District, M-3 Industrial Park District, and M-4 Heavy Industrial-Future District.

These districts are designed for manufacturing uses that do not rely on traffic for business. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits, wall signs, ground signs, and projecting and canopy signs.
- (b) *Area restrictions.* Maximum area of all signs on a lot shall not exceed three (3) square feet per lineal foot of frontage. In the case of corner lots, the greatest width of lot shall be the lot frontage for the purposes of this section. No individual sign shall exceed 300 square feet of area. One (1) ground sign is permitted per lot; properties with more than one frontage are permitted one (1) additional ground sign.
- (c) *Height restrictions.* No ground sign shall project higher than 35 feet or six feet above the height of the building whichever is less.
- (d) No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five (5) feet to any lot line.

Section 46.76 Signs in A-1 Agricultural District.

This district is designed for uses which rely on signs mainly for identification and not for pulling in traffic and business. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs requiring no permits, wall signs, and ground signs.
- (b) *Area restrictions.* Wall signs are limited to one sign not to exceed 12 square feet in area. One (1) ground sign, not to exceed 30 square feet in area, is permitted

for lots containing non-residential uses. Such ground sign shall be solely for the purpose of displaying the name of the use and its activities or services.

- (c) *Height restrictions.* Ground signs shall not exceed 12 feet in height.
- (d) *Setbacks.* No ground signs shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five (5) feet to any lot line.

Section 46.77 Signs in C-1 Conservancy District.

This district is designed for open space uses with limited commercial activity. No signs shall be erected except the following:

- (a) *Permitted signs.* Signs providing directions or information about natural, historic, scientific features are permitted upon approval of the Park and Recreation Commission.
- (b) *Area restrictions.* No sign shall exceed ten (10) square feet in area, unless otherwise approved by the Park and Recreation Commission.
- (c) *Height restrictions.* No sign shall exceed ten (10) feet in height, unless otherwise approved by the Park and Recreation Commission.
- (d) *Setbacks.* No ground sign shall be closer to the side or rear lot line (not inclusive of a corner side lot line) than the total height of the sign. In no case shall any portion of a ground sign be closer than five (5) feet to any lot line.