

Chapter 02 General Standards

Division 1 Standards for Specific Types of Signs

14.02.11 Awning and Canopy Signs

- A. **Awning and Canopy Signs.** All awning and canopy signs require individual sign permits and shall comply with the following requirements and conform to the regulations of the zoning district in which they are to be located. Awning/canopy signs are defined as an awning/canopy which displays text, logo, or similar feature. There is no limit to the number of awning/canopy signs on a property. If any sign is suspended or projects above a right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner agreeing to hold the City of Onalaska harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the City of Onalaska may reasonably from time to time determine, provided that the amount of such liability insurance shall be as noted below in 14.02.11.A.5.
1. **Support.** Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback. The structural support of all canopies shall be designed by a licensed professional engineer and approved by the Inspection Department for compliance with the Building Code of the City. All frames and supports shall be of metal and designed to withstand a wind pressure as provided in Section 14.01.34. All canopies shall be attached to a building and no supports shall exist beyond the setback line between the canopy and the sidewalk or ground below.
 2. **Height.** All awnings and canopies shall be constructed and erected so that the lowest portion thereof shall be a minimum of eight (8) feet above the level of the public sidewalk or public thoroughfare.
 3. **Setback from Curb Line.** No awning shall extend beyond a point four (4) feet into the right-of-way and no canopy shall extend beyond four (4) feet from the face of a wall or building.
 4. **Text and Copy Size Limitations:**
 - a. Awnings. Text, copy and characters shall not exceed eight (8) inches in average height on the front and side edges.
 - b. Canopies. Text, copy and characters shall not exceed twenty-four (24) inches in average height on the front and side edges.
 5. **Insurance and Release Requirements.** Every applicant for a sign permit for an awning and/or canopy which will overhang a public street or sidewalk shall, before the sign permit is granted, file with the Planning/Inspection Department an indemnification and hold harmless agreement for the sign and a liability insurance policy with minimum limits of Fifty Thousand Dollars (\$50,000.00) for personal injury to any person and One Hundred Thousand Dollars (\$100,000.00) for any one (1) accident and Ten Thousand Dollars (\$10,000.00) for property damage which shall indemnify and save harmless the City of Onalaska from any and all damages, judgments, costs or expense which the said City may incur or suffer by reason of the granting of said sign permit.

14.02.12 Electronic Message Center Signs

- A. All electronically or mechanically energized/digital signs shall comply with the following standards:
1. **Message Timing.** Segmented messages must be displayed for not less than one-half (1/2) second and more than ten (10) seconds.
 2. **Dimmer Control.** Electronic Message Center Signs shall have an automatic dimmer control such as a photocell or other ambient light sensing mechanism that automatically adjusts the sign's brightness in direct correlation with the natural ambient light conditions.
 3. **Light Sensor Required.** All Electronic Message Center Signs that are directly illuminated shall include a sensor or other device that automatically determines ambient illumination and is programmed to automatically dim according to ambient light conditions or that can be adjusted to comply with the foot-candle requirements set out below without human assistance.
 4. **Brightness.** Electronic Message Center Signs shall not exceed a brightness level of five thousand (5,000) nits (candela per square meter) during daylight hours and five hundred (500) nits between sunset and sunrise and at no time exceed 0.3 footcandles above natural ambient light conditions. Such measurements shall be taken using a footcandle (Lux) meter at a preset distance depending on

the sign area, measured as follows in the table below. Signs found to exceed the brightness levels shall be adjusted to meet the below standards after notification by the City of Onalaska.

Area of Sign (SF)	Measurement Distance (FT)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100

5. **Certification Required.** Prior to the issuance of a sign permit for an Electronic Message Center Sign, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory preset not to exceed five thousand (5,000) nits and that the intensity level is protected from end-user manipulation by password-protected software or other method that will effectively deter end-user manipulation and that the Electronic Message Center Sign includes a sensor or similar device in compliance with Sections 14.02.12 A.2-3 above.
6. **Additional Location and Size Requirements shall be as follows:**
 1. Electronic Message Center Signs are not permitted within one hundred (100) feet of a residential district parcel line. Such signs are allowed within one hundred (100) feet of a residential district parcel line, only if the residential district parcel is separated from the sign/property in question by a public right-of-way.
 2. All Electronic Message Center signs within three hundred (300) feet of a residential district parcel line shall not exceed thirty-two (32) square feet per side or sixty-four (64) square feet for both sides. Such Electronic Message Center Signs may only be operational between 7:00A.M. and 10:00P.M. to preserve the integrity of the surrounding neighborhood.
 3. Electronic Message Center Sign faces shall not exceed one hundred (100) square feet per side and a total of two hundred (200) square feet total on both sides when located beyond three hundred (300) feet from a residential district parcel line.

14.02.13 Ground/Freestanding Signs

- B. For the purpose of this Sign Ordinance, a monument sign, multiple pole sign, or single pole sign shall be considered a ground/freestanding sign. Unless specified elsewhere in this Sign Ordinance, all ground/freestanding signs shall comply with the following standards:
 1. **Allowable sign area and sign height.** The allowable sign area and sign height shall be as specified in the applicable zoning district.
 2. **Monument sign base.** In the case of a ground/freestanding monument sign, the width of the base of the sign shall be at least sixty percent (60%) the width of the sign.
 3. **Materials.** Ground/freestanding signs shall be constructed of durable and quality materials that are compatible with surrounding development. In the case of a monument sign, the base and exposed

foundation shall be covered with a finished material such as brick, stone, metal or wood.

14.02.14 Signs Adjacent To Drive-Thrus

- C. Signs adjacent to drive-thrus where allowed pursuant to this Sign Ordinance shall be subject to the following conditions:
1. **Allowable sign area and sign height.** The sign shall have a maximum sign copy of fifty (50) square feet.
 2. **Orientation.** The sign shall be single-sided and oriented in such a manner so that the signs are directly visible to the patrons using a drive-thru facility only.

14.02.15 Billboards

- D. All Billboard signs shall be permitted subject to the following standards:
1. **Location Requirements:** all Billboard signs must be:
 - a. A minimum of one hundred (100) feet from a residential district parcel line for Billboards. A minimum of seven hundred fifty (750) feet from a residential district parcel line for Digital Billboards.
 - b. A minimum of one hundred (100) feet from an intersection.
 - c. A minimum of three hundred fifty (350) feet from a church and/or school parcel line.
 - d. A minimum of one thousand (1,000) feet from another Billboard. Digital Billboards must be at least five thousand two hundred eighty (5,280) feet from another Digital Billboard.
 - e. A minimum of five (5) feet from right-of-way and parcel lines.
 - f. Further than three hundred fifty (350) feet of the east and west rights-of-way of STH 157 and/or US 53 from Federal Interstate 90 to CTH OT.
 - i. A Digital Billboard may be allowed not less than two hundred fifty (250) feet and not more than three hundred fifty (350) feet of the east and west rights-of-way of US 53 from Federal Interstate 90 to CTH OT provided that all other setback requirements listed in Section 14.02.15.A.1.a-f. above are met.
 - g. Further than three hundred fifty (350) feet of the east and west rights-of-way of Sand Lake Road (STH S) from Main Street to CTH OT.
 2. **Allowable sign area and sign height.** The maximum size of a Billboard sign shall be three hundred (300) square feet per side of a sign structure. The height of the Billboard shall not exceed thirty (30) feet above the ground at the site of the sign and in no event shall the maximum height exceed forty-five (45) feet above the adjacent road centerline. Sign shall be constructed in a ground/freestanding design without back bracing or guy wires.
 3. **Digital Billboards.**
 - a. Digital Billboards may be allowed to up to three hundred seventy eight (378) square feet per side and a total of seven hundred fifty six (756) square feet total on both sides.
 - b. Technology. Any technology that complies with the performance standards including maximum brightness as set forth in this Sign Ordinance is permitted.
 - c. Public Service Announcement. Digital Billboards shall display up to ten (10) holds/flip messages annually, each hold/flip to occur once per minute for one (1) week prior to an event requested by the City of Onalaska free of charge.
 - d. Digital billboards images and messages must be static and each display/message must be maintained for a minimum of seven and one-half (7.5) seconds. The transition from one static display/message on a digital billboard to another display/message must be instantaneous and without special effects or video.
 - e. Brightness. Signs found to be too bright shall be adjusted to meet the standards set forth in Section 14.01.34.I. and Section 14.02.12 above upon notification by the City of Onalaska.
 - f. Each image and message shall be complete and self-contained.
 - g. Height. The height of the Digital Billboard shall not exceed thirty (30) feet above the ground at the site of the sign and in no event shall the maximum height exceed forty-five (45) feet above the adjacent road centerline.
 - h. A Digital Billboard, existing or for which a permit has been issued for prior to the adoption of this

ordinance, must still meet the above requirements for brightness as set forth herein.

4. **Conversion of Existing Static Billboards into Digital Billboards fronting Federal Aid Primary (FAP) Highways.** A legally nonconforming, illuminated Billboard may be converted to a Billboard with digital display if the following conditions are met and shall adhere to the requirements of this Section.
 - a. **Removal.** As part of the sign permit application, the applicant shall agree in writing to remove permanently other existing Billboards in the City: for each Digital Billboard erected, one (1) illuminated or non-illuminated face shall be removed. The removal shall take place within sixty (60) days of permit approval. The converted Billboard shall not count towards the removal requirement. If the removed Billboard are ones for which a state permit is required, the applicant and owners shall surrender such permits to the state. The Billboard with a digital display may not be put into operation until proof is provided that such state permits have been surrendered. An existing Billboard located within two thousand (2,000) feet of a residential district lot line shall not be eligible for conversion.
5. **Compliance.** Billboards and Digital Billboards shall meet all federal, state and local requirements prior to issuance of a sign permit.

14.02.16 Projecting Signs

- E. Unless specified otherwise in this Sign Ordinance, all projecting signs shall comply with the following standards. If any sign is suspended or projects above a right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner agreeing to hold the City of Onalaska harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the City of Onalaska may reasonably from time to time determine, provided that the amount of such liability insurance shall be as noted in Section 14.02.11.5 above.
 1. **Allowable sign area and sign height.** Projecting signs fastened to, suspended from or supported by structures shall not exceed twenty-four (24) square feet in an area for any one (1) premises and not exceed a height of twenty (20) feet above the mean centerline street grade. Projecting signs must be of a scale consistent with and appropriate for the building to which they are affixed.
 2. **Allowable extension from building.** Projecting signs shall not extend closer than six (6) feet to the edge of the public right-of-way or extend closer than ten (10) feet to a side parcel line. Properties located along Main Street between State Highway 35 and 4th Avenue and located along State Highway 35 from Quincy Street to Oak Forest Drive shall be allowed to install a sign where the lowest portion thereof is a minimum of ten (10) feet above the level of the public sidewalk or public pedestrian thoroughfare or extend beyond four (4) feet over the public sidewalk or public pedestrian thoroughfare.
 3. **Clearance above grade.** All projecting signs shall maintain a minimum of ten (10) foot vertical distance between the bottom of the sign and the grade immediately below the sign.

14.02.17 Wall Signs

- A. **Allowable Sign Area.** The allowable sign area is specified in the applicable zoning districts.
- B. **Sign Placement.** Where feasible, wall signs shall be placed in the traditional sign band above the entrance to the building and shall not exceed the height of the wall for which it is displayed, depending upon the height of the wall as specified in the applicable zoning. In no case shall a sign be placed higher than the cornice.
- C. **Attachment to Building/Structure.** Wall signs placed against the exterior of buildings shall not extend more than sixteen (16) inches out from a building wall's surface.

14.02.18 Roof Signs

- F. Roof signs shall comply with the following standards:
 1. **Allowable Sign Height.** In no case shall a roof sign exceed fifteen (15) feet in height above the parapet line or higher than thirty (30) feet above the mean grade of the centerline of the street from which access to the premises is obtained.
 2. **Roof sign structures** shall be constructed entirely of steel or aluminum and all faces shall be constructed of fire-resistant materials and shall withstand a wind pressure of thirty (30) p.s.f. per American Society of Engineering.

14.02.19 Temporary Signs

- G. The following temporary signs shall be allowed with a temporary sign permit issued by the City of Onalaska's Planning Department as required below, provided they are not located over, on or in a public road right-of-way or in, on or over public water. Temporary signs may not be illuminated and for purposes of the following sections, the length of time is measured within a calendar year. The City of Onalaska Planning Department or their designee may remove any temporary sign which does not meet the requirements of this Sign Ordinance without notice. For purposes of this Sign Ordinance, the lessor of a property is considered the property owner, as to the property the lessor holds a right to use exclusive of others. If there are multiple lessors of a property, then each lessor shall have the same rights and duties as the property owner as to the property the lessor leases, and has the sole right to occupy and the size of the property shall be deemed to be the property that the lessor has the sole right to occupy under the lease.
1. **Non-Residential Districts. Temporary Signs Allowed Generally.** The below temporary signs do not require a Temporary Sign Permit unless as noted.
 - a. One (1) temporary sign per street frontage, up to thirty-two (32) square feet in size, may be located on a parcel when that property is being offered for sale.
 - b. One (1) temporary sign up to thirty-two (32) square feet may be located on the property for a period of fifteen (15) days following the date on which a contract of sale has been executed by a person purchasing the property.
 - c. One (1) temporary sign up to thirty-two (32) square feet may be located on the owner's property when the property owner is opening the property to the public; provided, however, that this type of sign may not be used for more than fourteen (14) days in a calendar year.
 - d. Up to three (3) temporary signs may be located on a property in which an active construction site of a new building or substantial remodel for which a building permit exists provided such temporary signs are attached to construction trailers or are free standing. Parcels are allowed up to an aggregate of one hundred (100) square feet of such temporary signage. For parcels abutting I-90, the sign face may be up to seventy-two (72) square feet provided that approval is granted by the Wisconsin Department of Transportation. In addition to the three (3) temporary signs, banners may be installed on the construction site fence to the same length and height as the fence surrounding a construction site. Signs or banners may not be installed until after issuance of a Site Plan Permit or Building Permit. The signs shall be confined to the construction/development site and shall be removed within thirty (30) days of completion or prior to issuance of a Final Occupancy, whichever is sooner.
 - e. One (1) temporary sign up to thirty-two (32) square feet may be located on the owner's property when that property is being offered for rent at the time of a known vacancy.
 - f. Up to three (3) temporary signs may be located on a property for a seven (7) day period immediately after construction work has been completed by a licensed contractor. Signs may be up to thirty-two (32) square feet in area (per side).
 - g. One (1) temporary sign, per street frontage, up to thirty-two (32) square feet in size may be located on a property up to 14 days in advance of a registered Community Event. Such signs shall be removed within 24 hours of the community event. If included on an electronic message center sign, the electronic message center sign shall be at least one hundred (100) feet from any residential district line and may only be illuminated from 6:00 A.M. until 10:00 P.M.
 - h. Two (2) temporary signs, up to thirty-two (32) square feet in area (per side) may be located on a parcel if a temporary outdoor displays, sales area, or tent event is taking place on the property throughout the duration of said event. A Temporary Sign Permit is required prior to installation approved by the Planning Department.
 - i. A property owner may place one (1) temporary sign with a sign face no larger than thirty-two (32) square feet on the property at any time for up to ninety (90) days in a year. A Temporary Sign Permit for the calendar year is required prior to installation approved by the Planning Department.
 - j. Sidewalk sign. Each parcel is allowed (1) sidewalk sign per street frontage, up to twelve (12) square feet in size. A sidewalk sign shall have a professional designed appearance and be constructed of durable, weather-resistant materials (cardboard, paper, fabric, and other similar materials are prohibited). Sidewalk signs shall be constructed in a workmanlike manner that is

consistent with all applicable codes. A sidewalk sign shall have no moving parts, except for wheels to move the sign to and from a display location and shall not be electric or illuminated. Sidewalk signs may be located at the subject parcel, unless a structure has been constructed in a manner where no street yard setback exists. In these instances, a sidewalk sign may be placed immediately adjacent to the subject parcel in a manner that does not present a pedestrian safety issue or vehicle hazard. Under no circumstances shall a sidewalk sign obstruct vehicular parking stalls, bus stops, benches, fire hydrants, or other features located legally in the public right-of-way. A sidewalk sign shall be located closer to the building face, rather than the curb. A sidewalk sign shall not be located in the required vision triangle as specified in the Unified Development Code.

2. **Residential Districts.** Temporary Signs Allowed Generally. The below temporary signs do not require a Temporary Sign Permit unless as noted.
 - a. One (1) temporary sign up to three (3) square feet in size is allowed at all times on a property.
 - b. One (1) temporary sign per street frontage, up to four (4) square feet in size, may be located on a parcel when that property is being offered for sale.
 - c. One (1) temporary sign may be located on the property for a period of fifteen (15) days following the date on which a contract of sale has been executed by a person purchasing the property, up to four (4) square feet in size.
 - d. One (1) temporary sign may be located on the owner's property when the property owner is opening the property to the public; provided, however, that this type of sign may not be used for more than four (4) days in a year, up to four (4) square feet in size.
 - e. One (1) temporary sign may be located on the owner's property when that property is being offered for rent, up to four (4) square feet in size.
 - f. Up to three (3) temporary signs may be located on a property in which an active construction site of a new residence or substantial remodel for which a building permit exists provided such temporary signs are attached to fencing, construction trailers or are free standing. The maximum size of any one (1) sign shall be nine (9) square feet for a single parcel. Where a new residence or substantial remodel for which a building permit exists and for which the construction site is fenced, banners may be installed on the construction site fence to the same length and height as the construction fence.
 - g. Up to three (3) temporary signs may be located on a property for the seven (7) day period immediately after construction work has been completed by a licensed contractor. Individual signs may be up to three (3) square feet in area (per side).
 - h. One (1) temporary sign, per street frontage, up to four (4) square feet in size, may be located on a property up to fourteen (14) days in advance of a registered Community Event. Such signs shall be removed within twenty-four (24) hours of the community event.
 - i. One (1) temporary sign, per street frontage, up to four (4) square feet in area (per side) may be located on a parcel for the seventy-two (72) hours prior to a time when the owner of the parcels holds the property open to the public for a garage or alley sale and for up to twenty-four (24) hours afterwards.
 - j. A property owner may place one (1) sign with a sign face no larger than two (2) square feet on the property at any time for up to ninety (90) days in a calendar year.
 - k. Up to three (3) temporary signs may be located on a new subdivision in which an active construction site of new residences exists provided such temporary signs are attached to fencing, construction trailers or are free standing. Installation of the signs may not occur until after the approval of a Final Plat. The maximum size of any one (1) sign shall be thirty-two (32) square feet for a single parcel. A Temporary Sign Permit is required prior to installation approved by the Planning Department.
 - l. Sidewalk signs are allowed for permitted and permitted with standards uses in Residential Districts, up to twelve (12) square feet in size. Each parcel is allowed one (1) sidewalk sign per street frontage. A sidewalk sign shall have a professional designed appearance and be constructed of durable, weather-resistant materials (cardboard, paper, fabric, and other similar materials are prohibited). Sidewalk signs shall be constructed in a workmanlike

manner that is consistent with all applicable codes. A sidewalk sign shall have no moving parts, except for wheels to move the sign to and from a display location and shall not be electric or illuminated. Sidewalk signs shall be located at the subject parcel. Under no circumstances shall a sidewalk sign obstruct vehicular parking stalls, bus stops, benches, fire hydrants, or other features located legally in the public right-of-way. A sidewalk sign shall be located closer to the building face, rather than the curb. A sidewalk sign shall not be located in the required vision triangle as specified in the Unified Development Code.

Division 2 Standards by District

14.02.21 Allowable Signs in R-1 (Low Density Residential), R-2 (Low-Medium Density Residential) R-3 (Medium Density Residential), R-4 (High Density Residential), R-MMH (Residential Manufactured and Mobile Home) Zoning Districts

- A. **Intent.** The R-1, R-2, R-3, R-4, and R-MMH Zoning Districts accommodate primarily residential uses and a limited amount of other compatible non-residential uses. The signage in these districts is intended to relate to the predominately residential character of the districts.
- B. **Allowable signs.** The following are the only types of signs allowed:
1. **Ground/Freestanding sign.** Ground/freestanding signs shall comply with the standards specified in Section 14.02.13.
 2. In addition, the following standards shall apply:
 - a. One (1) ground/freestanding sign shall be allowed per primary entrance of subdivisions containing at least: (a) six (6) single-family residential parcels or (b) at least twelve (12) two-family dwelling units in the subdivision;
 - b. One (1) ground/freestanding sign shall be allowed per primary entrance of a multi-family development that has three (3) or more dwelling units.
 - c. The maximum height of the ground/freestanding sign structure shall not exceed eight (8) feet.
 - d. The maximum total area of the ground/freestanding sign structure shall not exceed seventy-five (75) square feet.
 - e. Signs for properties with permitted and permitted with standards uses in these districts may have one (1) ground/freestanding sign per public road frontage a maximum of four (4) square feet per side.
 - f. Permitted home occupations are allowed one (1) sign up to four (4) square feet.
 - g. Signs shall not be internally illuminated.
 3. **Wall sign.** Wall signs shall comply with the standards specified in Section 14.02.17 In addition, the following standards shall apply:
 - a. Multi-family uses. One (1) wall sign per building wall fronting a public street shall be allowed for a multi-family use that is a permitted or permitted with standards use in the district, with a maximum sign square footage of thirty-two (32) square feet and shall not be illuminated.
 - b. Signs with properties with permitted and permitted with standards uses in the district, may have one (1) wall sign per premise, not exceeding four (4) square feet in area. Sign shall be a permanent sign and not illuminated.
 4. **Government Signs.**
 5. **Traffic Control Devices.**
 6. **Flags.** Provided that such flags shall not exceed twenty-five (25) square feet per face. The maximum flagpole height shall be twenty-five (25) feet and no more than two (2) flagpoles shall be allowed per parcel. The minimum setback for flagpoles shall be one (1) foot for every one (1) foot of flagpole height. Flags that meet these requirements shall not count toward any maximum sign provisions. A flag that has been adopted by the federal government, this State or the local government may be displayed as provided under the law that adopts or regulates its use.

14.02.22 Allowable Signs in B-1 (Neighborhood Business), B-2 (Community Business), B-3 (Regional Business), I-1 (Light Industrial) and I-2 (Heavy Industrial) Zoning Districts

- A. **Intent.** The B-1, B-2, B-3, I-1 and I-2 Zoning Districts accommodate primarily commercial and industrial uses. The signage in these districts is intended for vehicular traffic moving at speeds ranging from twenty-five (25) to forty-five (45) miles per hour.
- B. **Allowable signs.** The following are the only types of signs allowed:
1. **Ground/Freestanding Sign.** Ground/freestanding signs shall comply with the standards specified in Section 14.02.13. In addition, the following standards shall apply:
 - a. Ground/freestanding signs may have a maximum of two hundred (200) square feet per side for any one (1) premise.
 - b. Ground/freestanding sign structure shall not exceed a height of thirty (30) feet above the centerline of the grade of the street from which access to the premises is obtained.
 - c. An Electronic Message Center Sign may be permitted pursuant to the standards in Section 14.02.11.
 - d. Ground/freestanding signs shall be setback a minimum of five (5) feet from parcel boundaries and shall follow traffic visibility standards found in the Unified Development Code.
 - e. Parcels that front a Federal Aid Primary (FAP) Highway are allowed a maximum of three hundred (300) square feet per side and the sign structure shall not exceed a height of forty-five (45) feet above the centerline of the grade of the street from which access to the premises is obtained.
 2. **Wall Sign.** Wall signs shall comply with the standards specified in Section 14.02.17. In addition, the following standards shall apply:
 - a. Wall signs are allowed up to a maximum of five hundred (500) square feet in area or forty percent (40%) of the wall surface (whichever is smaller), per wall for any one (1) premise and such sign(s) shall not exceed the height of the wall for which it is displayed.
 - b. Multi-tenant facilities and/or businesses may have one (1) wall sign per distinct and unrelated service.
 3. **Billboards.** Billboard and Digital Billboard signs shall comply with the standards specified in Section 14.02.15 as applicable. Billboards and Digital Billboards are allowed only in B-1, B-2, B-3, I-1 and I-2 Districts.
 4. **Roof Sign.** Roof signs shall comply with the standards specified in Section 14.02.18
 5. **Projecting Sign.** Projecting signs shall comply with the standards specified in Section 14.02.16.
 6. **Sign Adjacent to Drive Thrus.** Signs adjacent to drive-thrus shall comply with the standards specified in Section 14.02.14.
 7. **Awning/Canopy Sign.** Awning/Canopy Signs shall comply with the standards specified in Section 14.02.11.
 8. **Window Sign.** Window signs shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
 9. **Government Sign.**
 10. **Traffic Control Devices.**
 11. **Entrance Sign.** A property owner may place a sign no larger than four (4) square feet adjacent to the main entrance of a building or structure.
 12. **Flags.** Provided that such flags shall not exceed one hundred (100) square feet per face. The maximum flagpole height shall be forty-five (45) feet for flags that are sixty (60) square feet or smaller and the maximum flagpole height shall be fifty (50) feet for flags larger than sixty (60) square feet. No more than two (2) flagpoles shall be allowed per parcel. The minimum setback for flagpoles shall be one (1) foot for every one (1) foot of flagpole height. Flags that meet these requirements shall not count toward any maximum sign provisions. A flag that has been adopted by the federal government, this State or the local government may be displayed as provided under the law that adopts or regulates its use.

14.02.23 Allowable Signs in MU-N (Mixed Use Neighborhood) and MU-C (Mixed Use Community) Zoning Districts

- A. **Intent.** The MU-N and MU-C Zoning Districts accommodate a mixture of residential and commercial

uses. The signage in this district is intended for vehicular traffic moving at speeds ranging up to twenty-five (25) miles per hour.

- B. **Allowable signs.** The following are the only types of signs allowed:
1. **Ground/Freestanding Sign.** Ground/freestanding signs shall comply with the standards specified in Section 14.02.13. In addition, the following standards shall apply:
 - a. Ground/freestanding signs may have a maximum of sixty (60) square feet per side.
 - b. Ground/freestanding sign structure shall not exceed a height of fifteen (15) feet above the centerline of the grade of the street from which access to the premises is obtained.
 - c. Ground/freestanding sign structure shall be setback a minimum of ten (10) feet from parcel boundaries and shall follow traffic visibility standards found in the Unified Development Code.
 - d. An Electronic Message Center Sign may be permitted pursuant to Section 14.02.12.
 - e. Parcels that front on a Federal Aid Primary (FAP) Highway may have a sign with a maximum of one hundred and fifty (150) square feet per side and the sign structure shall not exceed a height of thirty (30) feet above the centerline of the grade of the street from which access to the premises is obtained.
 2. **Wall Sign.** Wall signs shall comply with the standards specified in Section 14.02.17. In addition, the following standards shall apply:
 - a. Wall signs are allowed a maximum of one (1) sign up to forty (40) square feet of signage per building wall per approved use within the structure and such signs shall not exceed the height of the wall for which it is displayed.
 - b. Multi-tenant facilities and/or businesses may have one (1) wall sign per distinct and unrelated service per frontage.
 3. **Entrance Sign.** A property owner may place a sign no larger than four (4) square feet adjacent to the main entrance of a building or structure.
 4. **Projecting Sign.** Projecting signs shall comply with the standards specified in Section 14.02.16.
 5. **Sign Adjacent to Drive-Thrus.** Signs adjacent to drive-thrus shall comply with the standards specified in Section 14.02.14.
 6. **Awning/Canopy Sign.** Awning/Canopy Signs shall comply with the standards specified in Section 14.02.11.
 7. **Window Sign.** Window signs shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
 8. **Government Sign.**
 9. **Traffic Control Devices.**
 10. **Flags.** Provided that such flags shall not exceed twenty-five (25) square feet per face. The maximum flagpole height shall be twenty-five (25) feet. No more than two (2) flagpoles shall be allowed per parcel. The minimum setback for flagpoles shall be one (1) foot for every one (1) foot of flagpole height. Flags that meet these requirements shall not count toward any maximum sign provisions. A flag that has been adopted by the federal government, this State or the local government may be displayed as provided under the law that adopts or regulates its use.

14.02.24 Allowable Signs in P-1 (Public and Semi-Public), P-2 (Park and Open Space) and A-1 (Agricultural) Zoning Districts

- A. **Intent.** The P-1, P-2 and A-1 Zoning Districts are intended for institutional, public uses and agricultural uses. These districts accommodate a variety of uses including parks, governmental and cultural uses, schools, places of worship and farming/ agricultural uses. The signage in these districts is intended for vehicular traffic moving at speeds ranging from twenty-five (25) to forty-five (45) miles per hour.
- B. **Allowable signs.** The following are the only types of signs allowed:
1. **Ground/Freestanding Sign.** Ground/freestanding signs shall comply with the standards specified in Section 14.02.13. In addition, the following standards shall apply:
 - a. Ground/freestanding signs are allowed up to a maximum of up to sixty-four (64) square feet per side.
 - b. Ground/freestanding sign structure shall not exceed a height of fifteen (15) feet above the centerline of the grade of the street from which access to the premises is obtained.
 - c. Ground/freestanding signs shall be setback a minimum of five (5) feet from parcel boundaries and

- shall follow traffic visibility standards found in the Unified Development Code.
- d. An Electronic Message Center Sign may be permitted pursuant to Section 14.02.12.
 2. **Wall Sign.** Walls signs shall comply with the standards specified in Section 14.02.17. In addition, the following standards shall apply:
 - a. Wall signs are allowed an aggregate of up to three hundred (300) square feet, with a maximum of one hundred (100) square feet per wall façade.
 3. **Entrance Sign.** A property owner may place a sign no larger than four (4) square feet adjacent to the main entrance of a building or structure.
 4. **Projecting Sign.** Projecting signs shall comply with the standards specified in Section 14.02.16.
 5. **Awning/Canopy Sign.** Awning/Canopy signs shall comply with the standards specified in Section 14.02.11.
 6. **Window Sign.** Window signs shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
 7. **Government Sign.**
 8. **Traffic Control Devices.**
 9. **Flags.** Provided that such flags shall not exceed one hundred (100) square feet per face. The maximum flagpole height shall be forty-five (45) feet for flags sixty (60) square feet or smaller and the maximum flagpole height shall be fifty (50) feet for flags larger than sixty (60) square feet. No more than two (2) flagpoles shall be allowed per parcel. The minimum setback for flagpoles shall be one (1) foot for every one (1) foot of flagpole height. Flags that meet these requirements shall not count toward any maximum sign provisions. A flag that has been adopted by the federal government, this State or the local government may be displayed as provided under the law that adopts or regulates its use.

14.02.25 Allowable Signs in Design Overlay Districts including PUD (Planned Unit Development), D-PUD (Downtown Planned Unit Development), PCID (Planned Commercial Industrial District), and MCD (Medical Campus District)

- H. **Intent.** Signs within the PUD, D-PUD, PCID, and MCD Overlay Districts are intended to have a unified appearance that is integral to the design concepts. Signs should generally comply with the sign standards associated with the underlying districts or uses that most reflect the proposed uses in the Overlay Districts, but may deviate from those standards pursuant to approved plans.
- I. **MCD On-Premise Signage.**
 1. In addition to the general City sign provisions, developments within a MCD may install the following signs with dimensions, locations, and amounts as set forth in this Subsection. Signs should be an accent to the architecture with the overall effect being low-key and proportional to the building. As part of the Campus Master Plan, a conceptual signage plan noting locations for all proposed signage (which may include temporary signage), to be provided during staff review.
 - a. **Freestanding Signs.** A MCD may erect freestanding signs with no more than two (2) faces in conformance with an approved Campus Master Plan.
 - i. **Signs fronting Federal Aid Primary (FAP) Highways.** In no event shall any sign face exceed three hundred (300) square feet on one (1) side for signage fronting FAP Highways. Freestanding signs shall not exceed forty-five (45) feet in overall height above the centerline of the grade of the street from which access to the premises is obtained, and setback a minimum of five (5) feet from parcel boundaries. All signs to follow traffic visibility standards in Section 13.03.12.A.
 - ii. **Signs fronting non-FAP Highways (other public streets).** In no event shall any sign face exceed two hundred (200) square feet on one (1) side for signage fronting a public street. Freestanding signs shall not exceed thirty (30) feet in overall height above the centerline of the grade of the street from which access to the premises is obtained, and setback a minimum of five (5) feet from parcel boundaries. All signs to follow traffic visibility standards in Section 13.03.12.A.
 - iii. **Internal Traffic Control Signs.** In addition to other signage permitted within an MCD, traffic control signs are permitted on the parcel(s) containing the campus. Such signs may be erected along public and private roadways to direct vehicles or pedestrians to utilize certain

and follow certain streets, paths or access ways within the campus and such signs may not be erected in the public right-of-way. Traffic control signs shall prominently display directions to the emergency room and like services, if any. Traffic control signs shall be freestanding monument-style signs with a maximum height of ten (10) feet in overall height and a maximum area of one hundred and fifty (150) square feet on one (1) side. Final internal traffic control sign locations shall be determined during site plan review.

b. Wall Signs.

- i. Each building or structure within the MCD may have one (1) wall sign per permitted or approved use, with one (1) sign face for each side of the building that faces a public or private street or parking lot. Each facade may not have wall signs that exceed five hundred (500) square feet in sum or forty percent (40%) of the wall surface (whichever is smaller) and otherwise be consistent with standards set forth in this Sign Ordinance.

c. Building or Structure Addressing.

- i. For emergency and fire protection services, each building or structure within the MCD that is open to the public shall prominently display an address street number sign visible from the internal circulation system. Each address sign must be visible and legible from the nearest public or private street and may not exceed fifty (50) square feet. A conceptual addressing plan shall be provided with the Campus Master Plan.

d. Temporary Signs.

- i. Temporary signs shall be allowed on-premise provided they do not exceed fifteen (15) square feet in area per side, must located on private infrastructure and may not be in the public right-of-way. Temporary signs may not be illuminated. The locations and frequency of these signs shall be displayed and considered during review of a conceptual signage plan.

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