

ARTICLE XI. SIGNS

14-110 General	11-1	14-115 Construction, Installation & Maintenance ..	11-19
14-111 Permanent Signs	11-4	14-116 Nonconforming Signs	11-20
14-112 Temporary Signs.....	11-11	14-117 General Design and Maintenance.....	11-21
14-113 Regulations for Specific Sign Types.....	11-12	14-118 Measurements	11-21
14-114 Administration and Enforcement	11-16		

14-110 General

(1) Applicability

Signs may be erected or maintained in the city only as permitted by this article and are subject to the restrictions contained in this article. The sign regulations of this article are not intended to and do not apply to signs required by law or a government entity. If one or more of the sign regulations of this article, or if the application of a sign regulation is held to be unlawful, invalid, unenforceable, or preempted by applicable state or federal law or regulations, such provisions must be revised to reflect the least possible change that avoids the violation of law. The remaining sign regulations remain in full force and effect and must be interpreted as closely as possible to the original intent without violating state or federal law. Regardless of any provision of this article, noncommercial messages may be placed or substituted on any lawfully permitted sign.

(2) Intent and Findings

The sign regulations of this article are intended to achieve compelling, substantial, and important government interests in a manner that represents the least restrictive means of accomplishing those interests and to promote important and substantial government interests that would not be effectively achieved absent the regulations. Regulating the size and location of signs in the most narrowly tailored manner represents the least restrictive means of addressing the targeted government interests of avoiding nuisance-like conditions while maintaining and improving pedestrian and vehicular safety and efficiency; character and quality of life; economic development and property values; and wayfinding and property identification for emergency response purposes. Nothing in the sign regulations of this article is intended to prohibit the right to convey and receive messages, specifically noncommercial messages such as religious, political, economic, social, philosophical, or other types of speech protected by the First Amendment of the United States Constitution.

The following subsections describe some, but not necessarily all, of the compelling, substantial, and important government interests that the city intends to achieve through the sign regulations of this article:

(a) Pedestrian and Vehicular Safety

1. The city finds that pedestrian and vehicular safety and efficiency are compelling, substantial, and important government interests. Public rights-of-way and private streets in the city are used concurrently by a variety of vehicles of varying speeds, sizes, and vulnerability, including trucks, buses, trains, cars, motorcycles, mopeds, bicycles, and scooters, all of which may travel in close proximity. Interactions among vehicles and between vehicles and pedestrians create compelling, substantial, and important safety concerns. Most signage is visible to vehicle or pedestrian traffic and at least partly intended or designed to attract the attention of vehicle operators or pedestrians, thereby creating distractions that diminish traffic and pedestrian safety.
2. The city finds that a mix of traffic types, including vehicles and pedestrians, is beneficial to the general welfare, including allowing density sufficient to sustain a healthy economic base, meeting the transportation needs of a wide variety of residents and nonresidents, and ensuring adequate access to employment, entertainment, retail, business, housing, and services.
3. In order to promote pedestrian and vehicular safety, the purposes of the sign regulations of this ordinance include the following:
 - a. To reduce distractions to vehicle operators and pedestrians and

ARTICLE XI SIGNS

thereby reduce the risk for crashes, property damage, injuries, and fatalities.

- b. To permit signs that provide adequate information or direction to both pedestrians and vehicle operators without conflicting with other signs, structures, or improvements.
 - c. To reduce clutter and confusion and to accommodate wayfinding signs.
 - d. To maintain clear lines of sight along public rights-of-way and at intersections, driveways, and other points of interaction among vehicles and pedestrians.
- (b) **Character and Quality of Life.** The city finds that achieving and maintaining attractive, orderly, and desirable places to live, conduct business, celebrate civic events, entertain people, and provide for housing opportunities are directly related to the stability of property values needed to provide and finance quality public services and facilities within the city, and therefore are compelling, substantial, and important government interests. In order to protect the unique character of the environment and quality of life of the city, the purposes of the sign regulations of this ordinance include the following:
1. To permit signs that are of sufficient, but not excessive, size to perform their intended function.
 2. To prohibit signs that may cause conflicts between vehicular- and pedestrian-targeted messages, hinder sight distances, or detract from a safe and pleasant pedestrian experience.
 3. To regulate signs by zoning district or other geographic area.
- (c) **Economic Development and Property Values.** The city finds that there is a clear relationship between the promotion of a set of specifications and restrictions for signs and the promotion of economic development and property values, which are compelling, substantial, and important

government interests. Unregulated or haphazard sizes, locations, or other characteristics of signs have a realistic tendency to result in an appearance that reduces economic development and property values. The sign regulations of this ordinance are intended to create stability and predictability, allowing each private interest reasonable exposure through signs for purposes including expression and the promotion of business. The application of the sign regulations of this ordinance is intended to allow businesses and other Persons to reasonably command attention to their messages in a manner that promotes economic development and preserves property values.

(d) **Property Identification and Wayfinding.**

The city finds that avoiding confusion in public rights-of-way, minimizing unnecessary intrusions onto private property, and ensuring the ability for emergency responders to navigate to and identify emergency locations are compelling, substantial, and important government interests. Therefore, these sign regulations are also intended to ensure understandable, unambiguous, uncluttered, and coordinated wayfinding for vehicular and pedestrian purposes, including the regulation of location addresses and the limitation of signs in the public right-of-way.

(3) Purpose

- (a) The sign regulations of this article are intended to help safeguard life, health, and property and to promote the public welfare by the regulation, administration and enforcement of outdoor sign advertising and display within the city. These regulations recognize the need to protect the safety and welfare of the public and the need for well-maintained and attractive sign displays within the community, and the need for adequate business identification, advertising, and communication, while acknowledging that careful control of signs can protect and enhance the community.
- (b) This article further intends to protect and enhance the historical and cultural role of the city. Given the unique attributes

of the city, including the Fox River and the city's downtown areas, and the extensive investment made in revitalizing the downtown, a significant degree of regulation over the aesthetic nature of signs in this district is considered an important public interest. The downtown philosophy combines historic preservation with development to establish a thriving and aesthetically pleasing business center that strengthens the economic vitality and values of the community.

- (c) To carry out these general purposes, these regulations are intended to:

1. Permit the effective use of signs as a means of commercial and non-commercial communication; maintain and enhance the ability of the city to attract sources of economic development and growth;
2. Maintain and enhance the ability of the city to preserve and protect special and unique natural and architectural features and historic landmarks;
3. Maintain pedestrian and traffic safety and minimize the distractions, hazards and obstructions caused by signs;
4. Minimize the possible adverse effects of signs on nearby public and private property;
5. Preserve property values within the city and allow signs appropriate to the character of each zoning district;
6. Enable fair and consistent enforcement of these sign regulations; and
7. Provide broadly for the expression of individual opinions and freedom of speech through the use of signs on private property.

(4) Basic Requirements

This article authorizes the use of exterior and window signs that are visible from streets and from outside a building, provided that the signs are:

- (a) Designed, constructed, installed, and maintained in such a manner that the signs do not endanger public safety or traffic safety;

- (b) Legible, readable, and visible in the circumstances in which the signs are used; and
- (c) Respectful of the reasonable rights of other advertisers whose messages are displayed.

(5) Content Neutrality

Any sign allowed under this ordinance may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity, or service for sale or lease, or to any other commercial interest or activity, as long as the sign complies with all applicable regulations governing:

- (a) Sign location;
- (b) Sign size and height;
- (c) Sign type;
- (d) Sign materials;
- (e) Number of signs;
- (f) Sign illumination;
- (g) Fixed messages, changeable copy, and electronic messages;
- (h) Moving parts; and
- (i) Portability/moveability.

[Remainder of Page Intentionally Blank]

ARTICLE XI SIGNS

14-111 Permanent Signs

14-111 Permanent Signs

(1) Allowed and Prohibited Permanent Signs

Table 11-1 identifies permanent signs that are permitted in various zoning districts.

- (a) **Permitted without a Sign Permit**
Signs identified with a "○" are permitted as-of-right, and do not require issuance of sign permit.
- (b) **Permitted with a Sign Permit**
Signs identified with a "●" are permitted as-of-right, upon issuance of sign permit.
- (c) **Prohibited Signs**
Signs identified with an "—" are prohibited. Signs that are not listed in Table 11-1 and that cannot be reasonably interpreted as equivalent to one of the listed sign types are also prohibited. The following signs and signs characteristics are also expressly prohibited under this zoning ordinance:
 - 1. Signs not expressly permitted by this zoning ordinance;
 - 2. Signs that move, pulse, scroll, blink, flash, sparkle, or give the appearance thereof, other than flags;
 - 3. Exterior pennants, spinners, inflatables, feather flags, and streamers;
 - 4. Signs that are structurally or electrically unsafe;
 - 5. Signs placed on a tree or utility pole or structure;
 - 6. Signs on a motor vehicle or trailer that is parked on a lot so as to be visible from a public right-of-way, outside of the hours that any business on the premises is open to the public, and displayed for the primary purpose of advertising;
 - 7. Rope lights, string lights or similar lighting attached to, surrounding or otherwise drawing attention to a sign;
 - 8. Signs erected on or projecting into a public right-of-way, except for signs expressly permitted in a public right-of-way by this zoning ordinance. The city may remove and destroy or otherwise dispose of, without notice to any person, any sign erected on a public

right-of-way in violation of this zoning ordinance;

- 9. Signs that imitate a traffic control device;
- 10. Feather signs;
- 11. Signs that emit smoke, visible vapor, particulate matter, sound, or odor; and
- 12. Sign structures that no longer contain a sign.

[Remainder of Page Intentionally Blank]

TABLE 11-1 — PERMITTED AND PROHIBITED SIGNS

Sign Type	Districts																			
	Residential				Mixed-Use					Commercial & Employment					Special					
	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	CON	PI-1	PI-2	PUD	ROW
Abandoned sign	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Address nameplate	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Art	-	-	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Awning	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Banner (except as otherwise expressly allowed)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Billboard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business center	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	●	●	-
Canopy	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Changeable copy, manual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Directional (driveway)	-	-	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Directional (wall)	-	-	-	-	-	-	-	-	-	-	-	●	●	●	-	-	-	-	-	-
Electronic Message	-	-	-	-	-	-	●	-	●	●	●	-	-	-	-	-	●	●	●	-
Engraved (into building)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Flag	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Flashing/strobe (lights)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Inflatable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interior (visible from ROW)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Marquee	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Menu Board (drive-through)	-	-	-	-	-	●	●	●	●	-	●	-	-	-	-	-	-	-	-	-
Monument	-	-	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Mural or Ghost	-	-	-	-	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Pole	-	-	-	-	-	-	●	-	●	-	●	-	-	-	-	-	-	-	-	-
Projecting	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	●
Sandwich Board	-	-	-	-	●	●	●	●	●	-	-	-	-	-	-	-	-	-	-	●
Search Light (except for special event)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wall	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Window	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	-

KEY: ○ permitted without permit | ● permitted subject to issuance of sign permit | - prohibited

ARTICLE XI SIGNS

14-111 Permanent Signs

(2) Total Number of Signs Permitted Per Street Frontage

Multiple types of signs may be displayed on each street frontage, subject to the limits established in [Table 11-2](#).

TABLE 11-2 — TOTAL NUMBER OF SIGNS PERMITTED PER STREET FRONTAGE

District Type	Zoning District	Maximum Number of Sign Types Allowed per Street Frontage
Residential	RM-1, RM-2	2
Mixed-Use	MX1, MX2, MX3, GX1, GX2	2
Office and Commercial	O, C	3
Business Park and Industrial	BP-1, BP-2, I	3
Special	AG, CON, PI-1, PI-2	3

(3) Permanent Sign Regulations: Residential Districts

Permanent signs allowed in residential zoning districts upon issuance of a permit are subject to the regulations of [Table 11-3](#).

TABLE 11-3 — SIGN REGULATIONS: RESIDENTIAL DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	RM-1, RM-2	1	8	40	NA	5	External, backlit
Monument	RM-1, RM-2		6	30			

(4) Permanent Sign Regulations: Mixed-Use Districts

Permanent signs allowed in mixed-use zoning districts upon issuance of a permit are subject to the regulations of [Table 11-4](#).

TABLE 11-4 — SIGN REGULATIONS: MIXED-USE DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	MX1, MX2, GX1	1	8	40	NA	5	External, backlit, internal
	MX3, GX2		10	70			
Awning	MX1, MX2, GX1	1 per tenant	20, but not higher than bottom of 2nd floor window	1 per linear foot of frontage, not to exceed 30	7	NA	External, backlit
	MX3, GX2			1 per linear foot of frontage, not to exceed 60			
Business Center	MX1, MX2, GX1	1	6	80	NA	5	External, backlit
	GX2			160			External, backlit, EMS
	MX3						
Canopy	MX1, MX2, GX1	1 per tenant	20, but not higher than bottom of 2nd floor window	1 per linear foot of frontage, not to exceed 30	7	7	External, backlit
	MX3, GX2			1 per linear foot of frontage, not to exceed 60			

TABLE 11-4 — SIGN REGULATIONS: MIXED-USE DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Electronic Message	MX3, GX2	Allowed only as part of a Business Center, Marquee, or Monument sign face. Regulations of subject sign type govern number, height, dimensions, setbacks etc.,					EMS
Marquee	MX1, MX2, GX1	1 per tenant	20, but not higher than bottom of 2nd floor window	1 per linear foot of frontage, not to exceed 30	7	7	External, backlit, EMS
	MX3, GX2			1 per linear foot of frontage, not to exceed 60			
Menu Board (drive through)	MX2, MX3, GX1, GX2	1 per drive through lane	8	40	NA	10	External, backlit, digital/monitor
Monument	MX1, MX2, GX1	1	6	30	NA	5	External, backlit, EMS
	MX3, GX2	1		50			
Pole	MX3, GX2	1	15	50	10	10	External, backlit
Projecting	MX1, MX2, MX3, GX1, GX2	1 per first floor tenant with street frontage. Upper floors may share 1 sign per building.	20, but not higher than bottom of 2nd floor window	8	7	NA	External, backlit
Sandwich Board	MX1, MX2, MX3, GX1, GX2	1	4 (2 foot max. width)	8	NA	0 (see 14-113(10))	None
Wall	MX1, MX2, GX1	1 per tenant on first floor with street frontage	20; higher by plan commission approval	25 (each sign) or 1 per linear foot of frontage (each sign), not to exceed 50	NA	NA	External, backlit, Internal if lettering only
	MX3, GX2		Below parapet, 20 if no parapet exists	25 (each sign) or 1.5 per linear foot of frontage (each sign), not to exceed 75			External, backlit, internal
Window	MX1, MX2, MX3, GX1, GX2	1 per street fronting window (2 window signs maximum)	NA	30% of 1st floor street fronting window area	NA	Inside window only	None
Interior (visible from ROW)	MX1, MX2, MX3, GX1, GX2	1 per street fronting window (2 interior signs maximum)	NA	30% of 1st floor street fronting window area	NA	5 (from interior of window)	NA

[Remainder of Page Intentionally Blank]

ARTICLE XI SIGNS

14-111 Permanent Signs

(5) Permanent Sign Regulations: Office and Commercial Districts

Permanent signs allowed in office and commercial zoning districts upon issuance of a permit are subject to the regulations of .

TABLE 11-5 — SIGN REGULATIONS: OFFICE AND COMMERCIAL DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	O, C	1	10	100	NA	5	External, backlit, internal
Awning	O, C	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal
Business Center	O, C	1 total per property	20	200	None or 7	5	External, backlit, EMS
Canopy	O, C	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal
Electronic Message	O, C	Allowed only as part of a Business Center, Marquee, or Monument sign face. Regulations of subject sign type govern number, height, dimensions, setbacks etc.,					EMS
Marquee	O, C	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal, EMS
Menu Board (drive through)	C	1 per drive through lane	8	40	NA	10	External, backlit, digital/monitor
Monument	O, C	1	8	75	NA	5	External, backlit, internal, EMS
Pole	C	1 total per property	20	100	10	10	External, backlit, internal
Wall	O, C	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	2 per linear foot of frontage, not to exceed 150, or 250 if 200 ft. from ROW, or 350 if 500 ft from ROW, or 450 if 750 ft from ROW [1]	NA	NA	External, backlit, internal
Window	O, C	1 per street fronting window (2 window signs maximum)	NA	30% of 1st floor street fronting window area	NA	Inside window only	None
Interior (visible from ROW)	O, C	1 per street fronting window (2 interior signs maximum)	NA	30% of first floor street fronting window area	NA	5 (from interior of window)	NA

[1] Distance measured from wall sign to the nearest street fronted travel lane or highway fronted travel lane.

(6) Permanent Sign Regulations: Business Park and Industrial Districts

Permanent signs allowed in business park or industrial zoning districts upon issuance of a permit are subject to the regulations of .

TABLE 11-6 — SIGN REGULATIONS: BUSINESS PARK AND INDUSTRIAL DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	BP-1, BP-2, I	1	10	100	NA	5	External, backlit, internal
Awning	BP-1, BP-2, I	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal
Business Center	BP-1, BP-2, I	1 total per property	20	200	None or 7	5	External, backlit, internal
Canopy	BP-1, BP-2, I	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal
Directional (Wall)	BP-1, BP-2, I	NA, only allowed on non-street side and rear of building	20	15	NA	NA	External, backlit, external
Marquee	BP-1, BP-2, I	1 per tenant	20, but not higher than bottom of 2nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal
Monument	BP-1, BP-2, I	1	8	75	NA	5	External, backlit, internal
Wall	BP-1, BP-2, I	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	2 per linear foot of frontage, not to exceed 150, or 250 if 200 ft. from ROW, or 350 if 500 ft from ROW, or 450 if 750 ft from ROW [1]	NA	NA	External, backlit, internal
Interior (visible from ROW)	BP-1, BP-2, I	1 per street fronting window (2 interior signs maximum)	NA	30% of first floor street fronting window area	NA	5 (from interior of window)	NA

[1] Distance measured from wall sign to the nearest street fronted travel lane or highway fronted travel lane.

[Remainder of Page Intentionally Blank]

ARTICLE XI SIGNS

14-111 Permanent Signs

(7) Permanent Sign Regulations: Special Districts

Permanent signs allowed in agricultural, conservancy, public & institutional and PUD zoning districts upon issuance of a permit are subject to the regulations of [Table 11-7](#).

TABLE 11-7 — SIGN REGULATIONS: SPECIAL DISTRICTS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	CON	1	10	100	NA	5	External, backlit, internal
	PI-1		8	40			
	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Business Center	PI-2 , PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Electronic Message	AG, CON, PI-1, PI-2 , PUD	Allowed only as part of a Business Center, or Monument sign face. Regulations of subject sign type govern number, height, dimensions, setbacks etc.					EMS
Monument	AG	1	6	30	NA	5	External, backlit, EMS
	CON		8	75	NA	5	
	PI-1		6	50	NA	5	
	PI-2 , PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Wall	CON, PI-1	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	1 per linear foot of frontage, minimum of 25 and maximum of 50	NA	NA	External, backlit, internal
	PI-2 , PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Interior (visible from ROW)	CON, PI-1	1	NA	30% of first floor street fronting window area	NA	5 (from interior of window)	External, backlit, internal
	PI-2 , PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					

[Remainder of Page Intentionally Blank]

(8) Permanent Signs Permitted without Permits

Permanent signs permitted without a sign permit are subject to the sign regulations of [Table 11-8](#).

TABLE 11-8 — REGULATIONS FOR SIGNS PERMITTED WITHOUT A SIGN PERMIT

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Address Nameplate	All	1 per street entry	NA	NA	NA	NA	External, backlit
Construction	All	1	6	50	NA	5	None
Directional (Driveway)	All	1 per driveway	6	6	NA	5	None
Door	RM-1, RM-2, MX1, MX2, MX3, GX1, GX2, O, C, BP1, BP2, I, AG, CON, PI1, PI2, PUD	1	NA	NA	NA	NA	None
Engraved	All	1	NA	50	NA	NA	None
Flag (official government)	All	NA	NA	NA	NA	5	External, backlit
Flag (non-government)	All	5	NA	90 (total for all flags)	NA	5	None
Government	All	NA	NA	NA	NA	NA	External, backlit

14-112 Temporary Signs

In addition to the permanent signs allowed in accordance with [14-111](#), temporary signs are allowed as indicated in [Table 11-9](#). Such signs do not require a sign permit.

TABLE 11-9 — TEMPORARY SIGN REGULATIONS

Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Setback (ft.)	Maximum Duration of Display (Days)	Allowed Illumination
Free-Standing	R1, R2	6	6	12 per sign; 20 total	5	60 continuous, not to exceed 240 per year	None
	RM-1, RM-2	6	6		5		None
	All Other	4	6	32 per sign; 75 total	5		None
Wall	R1, R2	2	10	12 per sign; 20 total	NA	30 continuous, not to exceed 120 per year	None
	RM-1, RM-2	1	10		NA		None
	All Other	No maximum	10	32 per sign; 75 total	NA		None

[Remainder of Page Intentionally Blank]

ARTICLE XI SIGNS

14-113 Regulations for Specific Sign Types

14-113 Regulations for Specific Sign Types

(1) Art Signs

Art signs are subject to the following supplemental regulations.

- (a) The art sign must be a representation that has a meaning beyond what is literally represented.
- (b) A description/narrative about the meaning behind the art display or art sign must be included with a submittal.
- (c) The art sign must be unique when compared to the typical appearance of a business sign.
- (d) Details such as three-dimensional design and the ability to view the art sign from all sides should be considered.
- (e) Unique illumination, shading, and colorization should be considered.
- (f) The submittal of any sign and calling it art does not guarantee approval by plan commission.

(2) Awning/Canopy/Marquee Signs

Awning, canopy, and marquee signs are subject to the following supplemental regulations.

- (a) Awning/canopies without signs are permitted above doors and windows with a building permit.
- (b) Awning/canopy signs are only permitted at the ground-level of a building.
- (c) Awning, canopy, and marquee signs may not extend above the roof or parapet of the structure to which it is attached.
- (d) Awning, canopy, and marquee signs may not interfere with street trees or traffic signs.
- (e) Awning, canopy, and marquee signs must be supported solely by the building to which it is attached and no columns or posts are permitted as supports within the right-of-way.
- (f) The roofs of marquees/awnings and canopies may not be used for any purpose other than to form and constitute a roof.

Figure 11-1. Awning Sign



Figure 11-2. Canopy Sign



Figure 11-3. Marquee Sign



The roofs of all marquees/awnings and canopies on private property may not drain directly onto the public right-of-way. The roofs of all marquees/awnings and canopies must be constructed to support a live load of not less than 60 pounds per square foot. Any text, logos, or other graphic representation qualifying as a sign that is placed on an awning, canopy, or marquee must be included within the calculation of total allowable wall sign area and are subject to the wall sign area regulations of this article.

- (g) Lettering and logos may not exceed more than 30% of the total exterior of awning/canopy and cannot exceed 30 square feet.
- (h) Awnings and canopies may not be white or translucent.
- (i) Awnings with back-lit graphics or other kinds of interior illumination are prohibited.
- (j) Matte-finish canvas or acrylic coated fabric is required for awnings. Vinyl awnings are prohibited.
- (k) Lettering or logos must be painted or otherwise permanently affixed in letters not exceeding 20 inches in height on the front and side portions of an awning or canopy.
- (l) Awnings must be designed to project over individual windows and door openings and not project as a single continuous feature extending over masonry.
- (m) In mixed-use districts, the sign may project into the public right-of-way, but may not extend closer than 3 feet to any street curb line.

(3) Business Center Signs

Business center signs are subject to the following supplemental regulations.

- (a) Business center signs must keep the first 2 feet of the sign closest to the ground free of sign copy for the purposes of snow storage and landscaping. This portion of the sign is not counted toward the calculation of allowable sign.
- (b) Business center signs in mixed-use districts must be monument signs.

(4) Electronic Message Signs (EMS)

Electronic Message signs are subject to the following supplemental regulations.

- (a) EMS must not be utilized as a stand-alone sign and must be incorporated into or attached to an otherwise allowed wall or freestanding sign so that separation between the 2 signs is limited to one foot.
- (b) EMS may not occupy more than 30% of the sign area.
- (c) EMS are allowed on monument and pole signs.
- (d) EMS must be perpendicular to the street frontage.
- (e) EMS must have a minimum display time of 8 seconds.
- (f) The transition time between messages and/or message frames is limited to 3 seconds and these transitions may employ fade, dissolve, and/or other transition effects. Flashing or video is prohibited.
- (g) The EMS must be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. The sign must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness. Such sign may not be illuminated at a level greater than necessary for adequate visibility. Message center signs that are found to be too bright must be modified upon an order by the city.
- (h) Including an EMS as part of a permanent sign will prohibit the use of any portable signs.
- (i) EMS signs may not display off-premise commercial advertising.
- (j) EMS signs in mixed-Use districts must be extinguished (turned off) between 30 minutes after the close of all businesses on the lot and 30 minutes before the opening of any business on the same lot.

ARTICLE XI SIGNS

14-113 Regulations for Specific Sign Types

- (k) EMS signs in the Special districts must be extinguished (turned off) between 10:00 p.m. and 6:00 a.m.

(5) Monument Signs

Monument signs are subject to the following supplemental regulations.

- (a) Monument signs must have a base that is at least 18 inches in height. This base must remain free of sign copy and may not exceed 33% of the total sign height.
- (b) Monument signs must incorporate design details, materials, and colors of the associated building(s). EIFS is not allowed on monument signs.

(6) Pole Signs

Pole signs are subject to the following supplemental regulations.

- (a) The structure must be constructed and designed to incorporate design details, materials, and colors of the associated building(s). EIFS is not allowed on pole signs. Poles must be shrouded and integrated into the overall sign design.
- (b) Sign panels may not extend more than 2 feet beyond the width of the architectural support elements on the sign except in the primary view of any freeway.

(7) Projecting Signs

Projecting signs are subject to the following supplemental regulations.

- (a) Projecting signs must project from the wall at a 90° angle. Projecting signs are not allowed at the intersection of streets except at right angles to a building front.
- (b) Projecting signs must have a minimum clearance of 12 inches between building face and sign and may not project more than 4 feet from the building or closer than 3 feet to the edge of the sidewalk, whichever is less.
- (c) Projecting signs may not be erected within 15 feet of any other projecting sign; however, this provision does prohibit at least one projecting sign per property tax parcel.

Figure 11-4. Monument Sign

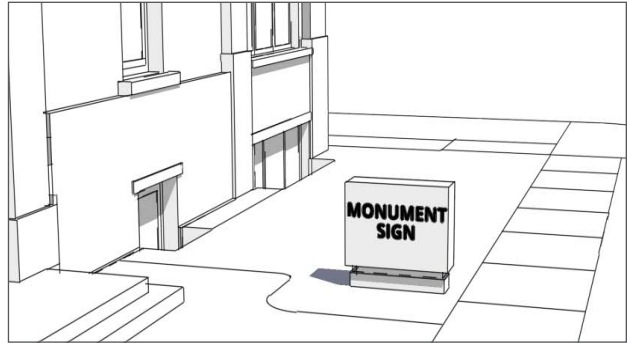


Figure 11-5. Projecting Sign



Figure 11-6. Wall Sign



- (d) Upper floor businesses may have one shared projecting sign per building entrance.
- (e) Mounting hardware must be an attractive part of the sign design. Simple round pipe brackets with plugged ends or added decorative elements are generally appropriate for signs.

(8) Wall Signs

Wall signs are subject to the following supplemental regulations.

- (a) Wall signs may not project more than 12 inches from the building surface which must also include the mounting brackets.
- (b) Wall signs may not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached.
- (c) Wall signs may not obscure architectural features of the building, including but not limited to windows, arches, sills, moldings, cornices, and transoms.
- (d) In mixed-use districts, wall signs may not be erected within 15 feet of any other projecting sign; however, this provision does not prohibit at least one wall sign per property tax parcel.
- (e) In mixed-use districts, the width of the sign may not exceed the width of the storefront.
- (f) Existing buildings with signs above the height of the window sill of a second-story window may replace sign copy with a sign of the same size, shape, and lettering.

(9) Window Signs

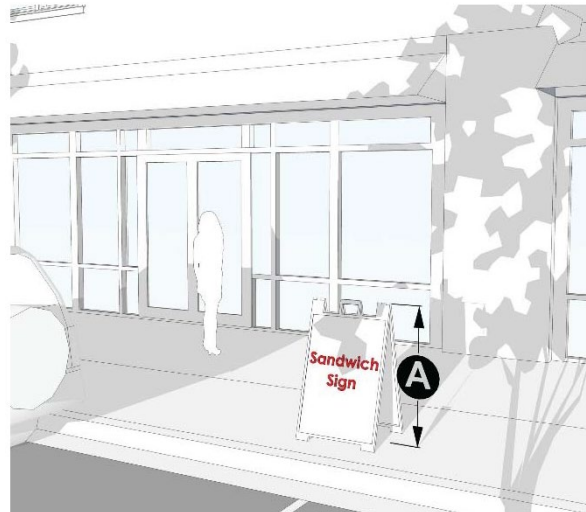
Window signs are subject to the following supplemental regulations.

- (a) Window signs must be applied directly to the interior surface of the glazing or hung inside the window thereby concealing all mounting hardware and equipment. Signs attached to the exterior of windows are prohibited.
- (b) Neon signs displayed indoors constitute permanent window signs. Only one neon sign is permitted per business per street frontage.

Figure 11-7. Window Sign



Figure 11-8. Sandwich Board Sign



(10) Sandwich Board Signs

- (a) **Uses**
A sandwich board sign may be permitted within the city right-of-way for uses with public sidewalk frontage in mixed-use districts, subject to compliance with the regulations of this subsection (6):
- (b) **Dimensional/Design Standards**
 1. Sign face area may not exceed 8 square feet per sign face.
 2. Sign face width may not exceed 2 feet measured at the widest point of the sign face.

ARTICLE XI SIGNS

14-114 Administration and Enforcement

3. Sign height may not exceed 4 feet measured from the sidewalk beneath the sign to the top of the sign.
4. A ballast must be installed at the base of a sandwich board sign to ensure stability in windy conditions.
5. Signs must be portable and may not be permanently affixed to any structure or sidewalk.
6. The sign may not be painted traffic yellow or construction zone orange, nor may it be reflective, fluorescent or illuminated.
7. Signs may not resemble or contain any MUTCD-compliant traffic control devices in size, shape, message, or color.
8. A maximum of one sandwich board sign per individual business per street frontage is permitted. No supplemental sign, notice, flag, balloon or other decoration may be attached to the sign.
9. The sandwich board must be manufactured to a professional standard of construction, finish and graphics; be fabricated of sign grade wood or metal and be free-standing and self-supporting and not be affixed to or mounted on wheels.
10. The sign must be fold-over or breakaway in design, and not be capable of producing serious injury to pedestrians, bicyclists, and motorists.
11. The sign must be maintained in good repair.
12. The sign may not obstruct building exits.

(c) Placement

1. Sandwich board signs must be placed on the sidewalk fronting the place of business.
2. Signs may not be placed within 10 linear feet of another sandwich board sign, measured from the base of each sign.
3. Signs may be placed only on sidewalks where a minimum 5-foot clear sidewalk

area is maintained to allow the passage of pedestrians and wheelchairs and where they will not interfere with building access other allowed uses of the public right-of-way or compromise public safety.

4. Signs may not block or interfere with any permanent or temporary traffic control devices.
5. Sandwich board signs may not be located in a manner that would interfere with passengers boarding or alighting from a transit vehicle.
6. Signs may not be closer than 2 feet from the face of the street curb.
7. Sandwich board signs may be displayed only during the period a business is open to the public and must be removed at close of business each day. Sandwich board signs may not be placed in such a way as to interfere with snowplowing of the streets. The area around the sandwich board sign must be free of snow and ice and must be placed on the ground at all times. Sandwich board signs may not be placed on snow banks. Businesses that utilize sandwich board signs must hold the city harmless from damage to the signs due to snow removal.
8. Sign placement must comply with all applicable ADA (Americans with Disabilities Act) requirements.

(d) Enforcement

More than 2 violations of the sandwich board sign regulations in one calendar year will result in the removal of the sandwich board sign. A new sandwich board sign will not be permitted for the business for a minimum of 12 months from the date of the sign permit revocation.

14-114 Administration and Enforcement

(1) Sign Inspector

The city building inspector is designated as the sign inspector with responsibility for:

- (a) Reviewing all applications for permits for the erection of signs;

- (b) Issuing permits and denials of sign permits;
- (c) Authorizing the continued use of signs that comply with the requirements of this ordinance;
- (d) Recording and filing all applications for permits with any accompanying plans and documents;
- (e) Conducting inspections of signs;
- (f) Making such reports as the city may require; and
- (g) Enforcing the regulations of this article.

(2) Licensing; Indemnification; Insurance; Permits; Sign Variances

- (a) **Annual License**
Every person/company engaged in the business of installing, maintaining, or removing signs within the city must first obtain an annual license to perform such work. The fee for such licenses is determined by resolution of the common council.
- (b) **Indemnification**
All persons engaged in the business of installing or maintaining signs that involves, in whole or in part, the erection, alteration, relocation, maintenance of a sign or other sign work in, over or immediately adjacent to a public right-of-way, or public property is used or encroached upon by the sign contractor, must agree to hold harmless and indemnify the city, its officers, agents and employees from any and all claims of negligence resulting from the erection, alteration, relocation, maintenance of this sign or any other sign work insofar as this article has not specifically directed the placement of the sign.
- (c) **Insurance**
Every sign installer must file with the sign inspector a certificate of insurance indicating the applicant holds a public liability and property damage specifically to include the hold harmless with bodily limits of at least \$1,000,000.00 per occurrence, and \$2,000,000.00 aggregate, and property damage insurance of at least \$250,000.00 per occurrence, and \$250,000.00 aggregate.

Such insurance may not be canceled or reduced without the insured first giving at least 30 days' notice in writing to the city of such cancellation or reduction.

(d) Permits Required

Except as otherwise expressly stated in this ordinance, it is unlawful for any person to erect, construct, enlarge or structurally modify a sign, or cause the same to be done in the city, without first obtaining a sign permit for each such sign from the sign inspector as required by this article. Permits are not required for a change of copy on any sign, nor for the repainting, cleaning, and other normal maintenance and repair of the sign and sign structure. If the work authorized by the permit has not been completed within 12 months after the date of permit issuance, the permit lapses and becomes null and void.

(e) Sign Permit Application and Fee

Applications for sign permits must be filed with the sign inspector together with such the application fee established by resolution of the common council. Such fee may include inspection fees, reinspection fees, and late fees. Applications must be submitted on forms provided by the sign inspector and contain at least the following information:

1. The name and contact information of the sign owner, the property owner where the sign is or will be located, and the sign contractor of the proposed sign.
2. The following information in PDF format:
 - a. A scaled and dimensioned site plan showing:
 - i. All buildings on subject property,
 - ii. The location, size, and types of existing signs on the subject property, and
 - b. Clear and legible scale drawings with:
 - i. Description and nominal dimensions of the proposed sign, and

ARTICLE XI SIGNS

14-114 Administration and Enforcement

- ii. The construction size, dimensions, and kind of materials to be used in such structure.
 - c. A time-stamped photo of the proposed sign location, with the photo no more than one-year old.
 - d. A color rendering showing before-and-after images of the sign at the proposed location.
3. Calculations or evidence showing that the structure, design, and mounts comply with the requirements of this article for wind pressure load.
4. Evidence of liability, insurance policy or bond, as required in this article.
5. Such other information as the sign inspector may require to demonstrate full compliance with these sign regulations and all other applicable city regulations.
6. Signature of the applicant and property owner.

(f) **Signs Encroaching on Right-of-Way**

If a sign application involves the installation of a sign that encroaches upon or over right-of-way, such permit application must also include the following information:

1. Location of encroachment identified in drawings/renderings required under paragraph (e)(2);
2. Acknowledgment by the property and business owner that the city may revoke permission to encroach upon right-of-way based on public safety, maintenance, other use, or other legitimate reasons;
3. Property owner agreement to hold the city harmless from any and all injury that may occur to any party as the result of the use of the right-of-way. This provision is intended to indemnify and hold harmless the city to the fullest extent permitted by law and includes the payment of reasonable attorney fees for the defense of any claims brought that can fairly be said to be under the intent and purpose of this hold harmless agreement. To secure such hold harmless agreement,

property or business owner must maintain a general liability insurance policy on its business operations in an amount of not less than \$1,000,000.00 per occurrence and produce a certificate of insurance demonstrating to the satisfaction of the city that the city is entitled to coverage thereunder under the terms and conditions of the hold harmless agreement. A copy of the certificate of insurance must be provided and maintained or the permission to encroach on right-of-way will be revoked.

4. The authority to encroach upon right-of-way does not transfer to any new business or property owner. A new right-of-way encroachment permit is required.

(g) **Permit Issuance and Denial**

The sign inspector must issue a permit for the erection, structural alteration, enlargement, or relocation of a sign within the city when the permit application is properly completed, all required fees have been paid, and the sign complies with all applicable regulations. If the sign permit is denied, the sign inspector must give written notice of the denial to the applicant and property owner, together with a brief statement of the reasons for the denial. The sign inspector's failure to either formally grant or deny a properly completed sign permit application within 10 days of the date of application meeting the requirements of this article constitutes cause for appeal to the plan commission.

(h) **Sign Permit Variance**

If a sign permit is denied due to the regulations of this article causing undue or unnecessary hardship on any person, firm or corporation, a variance from the sign regulations may be requested in accordance with [\(14\)](#).

(3) Violations and Penalties

Violations of or failure to comply with the provisions of this article are declared to be unlawful.

- (a) Any sign erected, altered, moved, or structurally modified without a permit,

or altered with a permit but in violation with the provisions of this article, must be removed at the owner's expense or brought into compliance within 5 days of written notification by the sign inspector. If the violation is failure to obtain a permit, a permit fee is required, and the permit fee will be 2 times the normal fee. If the owner does not remove the sign or bring it into compliance, the sign inspector may order removal, the expenses of which will be assessed to the tax roll of the property on which the unlawful sign is located.

- (b) This section does not preclude the city from maintaining any appropriate action to prevent or remove a violation of this article. If the owner does not remove or bring into compliance, the sign inspector may order the sign removed. If such sign is not removed by the owner within the time period specified, the city may cause removal, with the owner being responsible for all costs. These expenses will be assessed to the tax roll of the property on which the unlawful sign is located.

14-115 Construction, Installation & Maintenance

(1) Construction

- (a) All signs must comply with the provisions of the city building ordinance.
- (b) All monument sign structures must be self-supporting structures and permanently attached to sufficient foundations.
- (c) Electrical service to ground signs must be concealed and comply with the state and national electrical code.
- (d) All signs, except those attached flat against the wall of a building, must be constructed to withstand wind loads as follows, with correct engineering adjustments for the height of the sign above grade:
 1. For solid signs, 30 pounds per square foot on the largest face of the sign and structure.
 2. For skeleton signs, 30 pounds per square foot of the total face cover of

the letters and other sign surfaces, or 10 pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater.

- (e) Signs may not be suspended by chains or other devices that allow the sign to swing due to wind action. Signs must be anchored to prevent any lateral movement that could cause wear on supporting members or connections.
- (f) Cables, anchors, guys, fasteners, lag screws, bolts, or other equipment or materials used in securing any non-temporary sign to its mounting must be made of galvanized metal or of equal corrosion resisting metal or metal treated so as to be equally corrosion resistant. Supports and braces used to secure or support a sign must be designed as an integral part of the sign design or sign structure or be screened from view of public rights-of-way.
- (g) All electric signs must also include:
 1. The number of lamp holders (for incandescent lamp signs);
 2. The input amperes at full load; and
 3. The input voltage (for electric discharge lamp signs).

(2) Safety

- (a) All signs must be installed and maintained in a workmanlike manner using equipment that is adequate and safe for the task.
- (b) At the time of permit application, plans must be filed with the sign inspector for footings for signs 8 feet to 20 feet in height, methods of attachment of projecting signs, and engineering specifications and calculations as required by the sign inspector.

(3) Electric Signs

This article recognizes that electric signs are controlled under the special equipment provisions of the state and national electrical code. Electric sign contractors and their employees are herein authorized to perform the following specific tasks:

ARTICLE XI SIGNS

14-116 Nonconforming Signs

- (a) Install exterior electric signs, ballasts, or high voltage transformers to sockets or outline lighting tubes, and may connect such signs to primary branch circuit, if such circuit already exists outside of the building.
- (b) Install interior electric signs but may not connect such signs to the primary branch circuit.

(4) Maintenance and Repair

- (a) Every sign including, but not limited to, those signs for which permits are required, must be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of such sign.
- (b) The sign inspector is responsible for requiring compliance with all regulations of this article. If the sign is not modified to comply with applicable regulations and safety standards, the sign inspector must require its removal.

(5) Abandoned Signs

All signs or sign messages must be removed by the owner or lessee of the premises upon which an on-premise sign is located when the business it advertises is no longer conducted or, for an off-premise sign, when lease payment and rental income are no longer provided. If internal sign components (wiring, lights, etc.) are visible after a sign face is removed, a new blank sign face must be added to visually screen the internal components. Reversing the old or abandoned sign face does not constitute compliance with this visual screening requirement. If the owner or lessee fails to remove the sign, the sign inspector will give the owner 30 days' written notice to remove such sign. Upon failure to comply with this notice, the city may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

(6) Deteriorated or Dilapidated Signs

The sign inspector is authorized to cause the removal of any deteriorated or dilapidated sign under the provisions of Wis. Stats. § 66.0413.

14-116 Nonconforming Signs

(1) Description

A nonconforming sign is a sign that was lawfully established but that no longer complies with applicable sign regulations because of annexation or the adoption or amendment of regulations after the sign was established.

(2) Loss of Nonconforming Status

(a) Criteria

All nonconforming signs lose their nonconforming status if one or more of the following occurs:

1. The sign is abandoned;
2. The sign is structurally altered in any way that brings the sign further out of compliance with these sign regulations than it was before alteration;
3. The sign or sign structure is wholly or partially replaced with a new sign or sign structure that is nonconforming.
4. The sign is relocated. However, relocation of a sign pursuant to the exercise or the threat of exercise of eminent domain by a governmental authority does not result in a nonconforming sign losing its nonconforming status if the sign is relocated to an area on the same tax parcel and as close as practicable to the original site acquired by government action;
5. The sign fails to conform to this zoning ordinance regarding maintenance and repair, abandonment, or dangerous or defective signs; and

(b) Removal of Signs

On the date that any sign meets one or more of the criteria triggering a loss of nonconforming status (above), the sign must be immediately brought in compliance with this article with a new permit secured or it must be removed.

(3) Maintenance and Repair

Nothing in this article relieves the owner or user of a nonconforming sign or the owner of the property on which the sign is located from

the provisions of this article regarding safety, maintenance and repair of signs.

14-117 General Design and Maintenance

(1) Design

Signs must be designed to be compatible with the character of building materials and landscaping to promote an overall unified design theme. The use of high-intensity colors or florescent pigments is prohibited.

(2) Maintenance

Every sign must be constructed and maintained in good structural condition at all times. All signs must be kept neatly painted, stained, sealed, or preserved including all parts and supports.

(3) Illumination

Illumination of signs is permitted subject to the following regulations:

- (a) Illumination of signs must be directed or shaded so that the illumination does not:
 1. Interfere with the vision of persons on adjacent streets or properties;
 2. Direct onto adjacent properties; or
 3. Create a nuisance condition as determined by the sign inspector and/or designee.
- (b) In all cases, sign illumination shall not project light that exceeds 0.1 foot candles above the ambient light at a Lot Line bordering a residential district.
- (c) When internal illumination of signs is permitted, signs must be designed to minimize the amount of light that is transmitted through the sign panel. The display of white light should be limited to the sign copy. The display of internal illumination through the background must be controlled by one or more of the following:
 1. Limiting the illuminated background to 30% of the sign area;
 2. Changing the shape of the sign to reduce the lighted surface area;
 3. Using a dark color; or
 4. Using an opaque screen.

- (d) Underground wiring is required for illuminated signs that are not attached to a building.

14-118 Measurements

(1) Sign Height

- (a) The height of a sign is measured by calculating the distance from the base of the sign at normal grade to the top of the following:
 1. The top of the sign face for awning, wall, window, and canopy signs; or
 2. The top of the sign face and sign structure for all other signs.
- (b) Normal grade is the lower of:
 1. The existing grade prior to construction; or
 2. The newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.
- (c) Architectural, structural design and similar elements of the sign are allowed to exceed maximum stated sign heights by up to 2 feet for a ground-mounted sign and up to 4 feet for a pole sign.

(2) Sign Area

Except as otherwise expressly stated in this section, the area of a sign is based on a rectangle or rectangles enclosing the extreme limits of writing, representation, emblem, or any figure of similar character on a sign, regardless of opacity or missing space within the rectangle or rectangles. The area does not include the sign base, frame, or the supporting sign structure except as expressly stated in this section.

- (a) All faces of a multi-sided sign that are legible when viewed from one direction must be counted in determining the area of a sign.
- (b) The area of spherical, 3-D, free-form, sculptural or other non-planar signs is based on the area of the largest three sides of the smallest six-sided cube that completely encloses the sign.

ARTICLE XI SIGNS

14-118 Measurements

- (c) The area of signs that are composed of individually installed writing, representation, emblem, or any figure of similar character on a sign is measured using the area of the smallest polygon containing a maximum of 8 right angle sides that encloses the individually installed grouping.
- (d) If the area of a sign structure and sign base is more than 3 times the area of the supported sign, then the area of the sign structure and sign base is included in calculating the area of the sign.
- (e) The following artistic design features are not counted as part of area of sign:
 - 1. Artistic features that do not reference the name or logo of the facility.
 - 2. Religious or school symbols that do not reference the name of the facility
 - 3. Street name and address.

[Remainder of Page Intentionally Blank]