



CITY OF MARSHFIELD

MEETING NOTICE

SPECIAL PLAN COMMISSION
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, June 18, 2013
Council Chambers Lower Level, City Hall Plaza
6:00 p.m. or
Immediately Following Finance, Budget, and Personnel
Please note the early meeting time

1. Call to Order. – Chairman Meyer.
2. Roll Call. – Secretary Knoeck.
4. Discussion of the Draft Sign Code.
Presenter: Josh Miller – Planner/Zoning Administrator
3. Adjourn.

Posted this 12TH day of June, 2013 at 4:00 PM by Daniel G. Knoeck, Secretary, City Plan Commission

For additional information regarding items on the agenda, please contact Jason Angell, Director of Planning & Economic Development at 715.486.9139 or Josh Miller, Planner/Zoning Administrator at 715.486.2075.

NOTE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Mary Anderson, Public Works Department at 630 South Central Avenue or by calling (715) 387-8424.



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, Planner/Zoning Administrator
DATE: June 18, 2013

RE: Sign Code Rewrite Discussion

Background

At the end of May, staff received a draft of the sign code from the Consultants. Since that time, staff has been making a number of edits and shifted sections around to make it more user-friendly to businesses and sign companies as well as simplifying the administration of it.

Analysis

There are a number of changes between the existing sign code and the draft code. Below is a bulleted list of some of the major changes:

- Sign allowance is now based on a combination of uses and zoning.
- Setbacks are now reduced to 5 feet for all freestanding signs excluding billboards.
- Free standing signs may be up to 100 square feet instead of 80 square feet, but that area includes Electronic Message Centers (EMC) and Changeable Copy Signs. EMC and Changeable Copy Signs cannot exceed 50% of the sign to which it is attached, limit 40 square feet.
- Time limits for temporary signs.
- Electronic Message Centers limit the timing of the display and prohibit animation.
- Allowing only one freestanding sign per property instead of frontage.
- More restrictive criteria for granting Alternative Signs and an increase in the fee. Height and size exceptions will be based on requiring an additional setback.
- More flexibility for nonconforming signs.
- Reduced cost for simple face changes to signs.
- Each sign has all the requirements within the type of sign section for a more user-friendly code.
- The current draft of the code doesn't address the downtown district or Veterans Parkway with additional regulations. Staff felt we should get

through the types of signs and then see how the Plan Commission and Main Street Marshfield wants to address those specific areas.

- Larger highway signs are now permitted within proximity to U.S. Highway 10.
- Multitenant signs can now be larger based on the number of tenants.
- Campus District and Group Development signs approved under the Master Sign Plan.
- Unless an exception is being requested or part of a Campus District or Group Development, Master Sign Plans are approved by staff.
- Encouraging compliance by increasing area, height, and cost of Alternative Sign Permit and reducing setbacks.
- Time limit on temporary signs.
- The number of temporary signs per business is now regulated.

At the meeting, staff is hoping to discuss in further detail options to address Electronic Message Centers, temporary signs, and criteria for Alternative Sign Permits.

Plan Commission Options

The Plan Commission can make the following recommendations:

1. Approval of the request with any exceptions or conditions the Commission feels are justifiable and applicable to the request.
2. Denial of the request with justification stated by the Plan Commission.
3. Table the request for further study.

Recommendation

Provide staff with direction on changes to the draft code.

Attachments

1. Draft Sign Code

Concurrence:



Jason Angell
Planning and Economic Development Director

City of Marshfield Sign Ordinance

Draft: June 18, 2013

Table of Contents

Section 24-01: Purpose.....	1
Section 24-02: Definitions.....	1
Section 24-03: Permitted Sign Regulations and Allowable Districts	5
Section 24-04: Sign Allowance per Lot	17
Section 24-05: Signs Not Requiring a Permit.....	18
Section 24-06: Temporary Signs.....	20
Section 24-07: Prohibited and Limited Signs	22
Section 24-08: Nonconforming Signs.....	24
Section 24-09: Sign Permit Applications.....	24
Section 24-10: Master Sign Plan	26
Section 24-11: Flexibility and Measuring Sign Area	27
Section 24-12: Appearance, Construction and Maintenance of Signage	28
Section 24-13: Enforcement of Sign Code	29
Section 24-14. Fee schedule.	30

Chapter 24: Signage Code

Section 24-01: Purpose

- (1.) The purpose of this Chapter is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the City of Marshfield. The adoption of this Chapter reflects the formal finding of fact by the City of Marshfield Plan Commission and Common Council that regulation of signage advances the following compelling governmental interests:
 - (a) Promote the public welfare, health, and safety of all persons using public thoroughfares and right-of-ways within the City of Marshfield in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (b) Advance the aesthetic goals of the City throughout the community, and to ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
 - (c) Reduce signage which the City has determined is a cause of unsafe traffic and visibility conditions.
- (2.) Furthermore, this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayable on such advertising signs – namely, distributed print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage.
- (3.) The penalties of the City of Marshfield Municipal Code in Chapter 1 Section 1-05 may be applicable to violations of the provisions of this Chapter.

Section 24-02: Definitions

- (1.) Advertising. Any writing, painting, display, emblem, drawing, sign or other device designed, used or intended for display or any type of publicity for the purpose of making anything known or attracting attention to a place, product, goods, services, idea or statement.
- (2.) Back Lit Sign. A sign that is illuminated from behind. Includes halo lighting.
- (3.) Beacon/Search Beacon. Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.
- (4.) Building. Any structure used or intended for supporting or sheltering any use or occupancy.
- (5.) Building Frontage. That building elevation that fronts on a public street.
- (6.) Business/Tenant Frontage. That portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without building frontage, the building elevation providing customer access shall be considered the business frontage.
- (7.) Cabinet Sign. A permanent on-building sign that is mounted on the face of a building that is roughly rectangular in shape and provides for internal illumination and changing the message of the sign by replacing a single transparent or translucent material such as a Plexiglas or similar type face. May be a projecting or wall sign. Does not include individual Channel Letter signs or freestanding signs that have internal illumination.

- (8.) Channel Letters. Signs consist of illuminated storefront signs and lighted letters. Channel Letters are individually illuminated letters and graphics.
- (9.) Commercial Message. Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business product, service, idea or commercial activity.
- (10.) Commercial Sign, On-Premise. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the premises where the sign is located. The premises shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this Chapter.
- (11.) Community Mixed Use District (CMU). A primarily commercial zoning district intended to permit a wide range of large and small scale office, retail, service, and lodging uses that are compatible with the desired community character.
- (12.) Copy. Words, letters, numbers, figures, designs or other symbolic representations incorporated into a sign.
- (13.) Development. Any subdivision of land; any consolidation or accumulation of tracts of land; any material change in the use or appearance of any lot of land; any activity that affects lot lines, easement locations, number of lots, setback, locations of structures, dedications of streets or utilities; or the act of constructing buildings, structures or improvements in, in or over land.
- (14.) Double-faced Sign. A sign constructed to display its message on the outer surfaces of two identical and opposite planes at an angle of 60 degrees or less.
- (15.) Elevation (building). The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.
- (16.) Encroachment Agreement. An agreement approved by the Board of Public Works that allows existing signs within the right-of-way to be replaced.
- (17.) External illumination. The lighting of an object from a light source located a distance from the object.
- (18.) Facade. See “Elevation.”
- (19.) Flag. Any fabric containing distinctive colors, patterns or symbols used as a symbol of a business, corporation or other private entity.
- (20.) Freestanding Sign. Any permanent sign not affixed to a building, but does not include directional signs. A sign resting on or supported by means of post, pylons, or any other type of base on the ground and includes highway, monument, post and panel, pylon signs. Freestanding signs shall not be erected so as to impede visibility for safe pedestrian and/or vehicular circulation. All freestanding signs must abide by the vision triangle found in Chapter 18 **Section 18-102**.
- (21.) Future Tenant Sign. A temporary sign that identifies the names of future businesses that will occupy a site.
- (22.) Height of Sign. The vertical distance from the base of the sign at average grade to the top of the highest attached component of the sign.

- (23.) Inflatable Device. An object that is inflated with air or gas.
- (24.) Institutional Uses. All Institutional Uses in all districts as described in Chapter 18 Section 18-57.
- (25.) Internal Illumination. A source of illumination entirely within the sign which makes the sign content visible at night by means of the light being transmitted through a translucent material, but wherein the source of the illumination is not visible. An internally illuminated cabinet sign is a type of internal illumination sign.
- (26.) Lot. Any piece or parcel of land or a portion of a subdivision, the boundaries of which have been established by some legal instrument of record that is recognized and intended as a unit for the purpose of transfer of ownership.
- (27.) Luminaire. A complete unit for the purpose of generating usable and somewhat controllable light that comprises one or more lamps, parts designed to distribute the light, parts used to position and protect the light source, and a means to connect the light source(s) to an electrical supply.
- (28.) Maintenance. The repair or replacement in kind of individual sign components including, fabric or plastic copy panels, electrical wiring and bulbs, or paint, stucco or other exterior finishes. Refer to Section 24-08 of this Chapter.
- (29.) Mobile Home Parks. This land use is a form of residential development which is exclusively reserved for individually sold or rented air right pads containing Mobile Homes and Manufacture Homes as permitted in Chapter 18 Section 18-33 of the Municipal Code.
- (30.) Multitenant. A development consisting of two or more separate uses or tenancies that share either the same lot or structure and use common access and/or parking facilities.
- (31.) Mural. A very large image, such as a painting or enlarged photograph, applied directly to a wall or ceiling.
- (32.) Neighborhood Mixed Use District (NMU). A zoning district with a mix of residential and small scale commercial.
- (33.) Neon Sign. Neon signs are made using electrified, luminous tube lights that contain rarefied neon or other gases.
- (34.) Nonresidential Uses. A use other than a Residential Use as defined in Section 18-55 in Chapter 18 of the Municipal Code.
- (35.) Off-Premise Sign. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is displayed. The premises shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership, and under the jurisdiction of this Chapter. Off-premise signs include billboards but do not include community information signs.
- (36.) On-Building Sign. A type of sign permanently affixed to an outside wall of a building including projecting, marquee, suspended, wall, and canopy/awning sign. Setbacks are not applicable to on-buildings signs.
- (37.) Opaque. An object or material that is not able to be seen through.

- (38.) Push-through Sign. A sign where the background is opaque and only the message is capable of internal illumination.
- (39.) Raceway. An enclosed channel of metal or nonmetallic materials designed for mounting wall signs and for holding wires or cables.
- (40.) Residential Uses. All Residential Uses in all districts as described in Chapter 18 Section 18-55, excluding Multifamily Uses and mobile home parks.
- (41.) Setbacks. All freestanding signs shall meet the required setback for the type of sign. A setback for a freestanding sign is measured from a property line to the leading edge of the sign. Refer to Section 24-04(2)(a).
- (42.) Sign. The word “sign” means any object, device, display, structure, or part thereof, situated or visible from the public right-of-way, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.
- (a) Signs do not include:
1. Any flag or emblem of any nation, organization of nations, state, or city, or any religious, fraternal, or civic organization.
 2. Temporary signs, including Christmas lights, containing only holiday messages and no commercial advertising.
 3. Merchandise, pictures, or models of products or services incorporated in a window display.
 4. Works of art, excluding murals, which in no way identify a product.
 5. Scoreboards located on athletic fields including advertising intended solely for spectators.
 6. Building colors and outline lighting which do not convey a logo or message specific to the use therein (as determined by the Zoning Administrator).
 7. Traffic control and other public agency messages located within a right-of-way.
 8. Messages that are directed towards visitors on-site and not legible to those off-premise.
 9. Public Right-of-Way Signs (PROW) regulated by City Policy 5.080 are not regulated by this Chapter.
- (43.) Sign Area. The entire face of a sign, including the extreme limits of writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. Refer to Section 24-04(2)(b). (should include sign area measurements in an appendix)
- (44.) Sign Face. The area or display surface used for the message.
- (45.) Sign Height. The height of a freestanding sign shall be measured from the natural grade, at the center of base to the top of the highest attached component of the sign. Any landscaping or manmade grading above the natural grade will be counted towards the overall height of the sign. Refer to Section 24-03 of this Chapter.
- (46.) Temporary Sign. Signs that are placed on a premise for a limited period of time. Refer to Section 24-05 of this Chapter.

- (47.) Three Dimensional Signs. Signs that have a depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.
- (48.) Transom Sign. A sign placed in the window or part of the window of a horizontal crosspiece above a door or window.
- (49.) Use. Includes all purposes or activities for which the land or buildings are arranged, designed or intended, or for which land or buildings are occupied or maintained. A use may include multiple ownership, tenancy or affiliations and may include accessory, conditional and temporary uses.
- (50.) Vacant or Abandoned Sign. Any sign that has been abandoned or a sign for a business that has vacated the premise for a period of ninety (90) days or more, and no longer advertises or identifies an ongoing business, product, service, idea or commercial activity located on the site.
- (51.) Variable Message Sign. A sign which displays words, lines, logos, graphic images, or symbols, which may be changed manually or electronically to provide different information, and which includes changeable copy signs, computer signs, electronic reader boards with changeable letters, LCD signs and other video display signs, and electronic time and temperature signs.
- (52.) Wayfinding Sign. Signs that display a message intended to direct traffic or pedestrians towards a point of interest.

Section 24-03: Permitted Sign Regulations and Allowable Districts

Zoning Districts and Uses. The following table will be used to describe and group certain zoning districts and uses for permitted signs in this chapter. Some districts and uses have size limitations. When individual districts/uses are called out specifically in the regulations, the broader category for that group does not apply for that particular sign. A sign or provision of a sign (such as illumination) is prohibited in a district or use unless specifically permitted in the regulations listed in **Section 24-03**.

Table 1: Groups, Uses, and Districts

Group	Uses and Districts
Mixed Use Districts	Community, Urban, Neighborhood, and Downtown Mixed Use Districts, including CMU, UMU, NMU, and DMU. Signage for Residential Uses in the Mixed Use Districts is limited to the same regulations as the Residential Districts.
Institutional Uses	All Institutional Uses in all districts as described in Chapter 18 Section 18-57 regardless of the underlying zoning district.
Industrial Districts	Industrial and business districts, including IP, LI, GI, and RD.
Residential Districts	Residential, single-family detached districts, including SR-2, SR-3, SR-4, and SR-6; and duplex and multifamily districts, including TR-6, MR-12, MR-24, and MH-8.
Multifamily Residential Uses	Multifamily Residential Districts, including MR-12, MR-24, and mobile home parks in the MH-8 districts.
Rural Holding Districts	Rural and neighborhood districts, including RH-35. Freestanding signs in the Rural Holding District may not exceed 50 square feet in area or 12 feet in height. Properties in the district are limited to one freestanding sign and up to 10% of the structure’s façade for on-building signs. Setbacks for all freestanding signs are 5 feet.
Campus District &	Campus District and Planned Development including CD and PD. Regulations are defined by each individual Master Sign Plan. Individual signs under 50 square feet

Planned Development	for Nonresidential Uses may be approved administratively. All other signs must be approved through the Master Sign Plan process.
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(1.) Awning/Canopy Sign. Awnings and canopies are roof-like covers that project from the wall of a building or are freestanding for the purpose of shielding from the elements. Canopies may also be freestanding, such as a covering over a service station island. Canopy does not include marquee signs.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
2. Text and/or logos shall not project below or above the vertical awning/canopy surface.
3. An awning or canopy sign must be an integral part of the awning or canopy to which it is attached.
4. Awning or canopy signs may be placed only on first and second story building elevations, including those facing a parking lot or pedestrian way.
5. Awnings and canopies shall be constructed of durable material(s) and maintained in such a manner as to continue the original appearance.
6. Awnings and canopies shall, wherever practicable, match the established under clearance, height and projection of awnings and canopies that exist on abutting lots.
7. Awnings and canopies shall be compatible with the architectural integrity of the building(s) to which they are attached.

(b) Sign Height.

1. Awning structural element clearance must be a minimum of 8 feet above finished grade immediately below the sign.

(c) Sign Area.

1. 50 percent maximum of the canopy or awning area.

(d) Sign Setback.

1. 2 feet minimum from the edge of a curbed street.

(e) Illumination.

1. Internal and external illumination is permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses when signs are visible from the right-of-way.

(2.) Billboard Sign. Any sign with a sign area in excess of 250 square feet that identifies or communicates a commercial or non-commercial message related to an activity conducted, a service rendered or a commodity sold at a location other than where the sign is located.

(a) Sign Allowance.

1. Permitted in Community Mixed Use District and Industrial Districts.
2. Prohibited in the downtown commercial district area. For purposes of this chapter, this area is defined as being between Doege and 11th Street on the North and South, and Chestnut and Cedar on the West and East. Billboard signs are hereby prohibited along or viewable from Veterans Parkway between 4th Street and Wood. No new billboards may be constructed, erected or placed upon any premises, public or private, within the aforementioned areas, on or after passage of this ordinance.

- a. If a billboard in said areas is damaged to the extent of 50 percent of its original value it shall not be repaired or restored and shall be promptly removed. Any billboard, which is not used for a period of 90 days, regardless of any intent to resume or not to abandon such, shall constitute an abandoned sign and must be removed within ten days. Removal is defined as sign face, sign structure and all materials.
 3. Billboards are only allowed on streets or highways designated as part of the state trunk highway system.
 4. All Billboard signs must be approved through an alternative sign permit.
 5. Variable message centers are not permitted.
- (b) Sign Height.
1. 25 feet maximum in the Community Mixed Use District and Industrial Districts.
- (c) Sign Area.
1. 250 square feet maximum with no more than two signs per side, with a maximum of 500 square feet per structure in cases of back to back signs in the Community Mixed Use District and Industrial Districts.
- (d) Sign Setback.
1. Billboards shall not be located within 500 feet of a residential dwelling that is properly zoned residential nor within 300 feet of another off-premises sign, as measured along the center line of the street.
 2. All billboards and other types of off-premises advertising structures must be set back a minimum of 15 feet from any public right-of-way.
- (e) Illumination.
1. External illumination is permitted in the Community Mixed Use District and Industrial Districts.
- (3.) Changeable Copy Sign. A type of freestanding or on-building sign that displays a message that has to be manually changed and is classified as a variable message sign and does not include a marquee.
- (a) Sign Allowance.
1. Permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 2. One changeable copy sign is allowed per lot.
 3. Freestanding changeable copy signs may not be standalone and must be part of a monument, post and panel, pylon, or highway sign.
 4. On-building signs are limited to 10% of the façade for all signs.
- (b) Sign Height.
1. Limited to the height requirements of the sign to which it is attached.
- (c) Sign Area.
1. 40 square foot maximum.
- (d) Sign Setback.
1. Limited to the setback requirements of the sign to which it is attached.
- (e) Illumination.

1. Internal and external illumination is permitted Mixed Use Districts, Institutional Uses, and Industrial Districts.
- (4.) Community Information Sign. A freestanding or on-building sign which is limited to the display of information of interest to the general community regarding scheduled public events, public activities, public resources, and public facilities. Community information signs do not include bulletin boards, or the banners within the public right-of-way that are allowed under City Policy 5.051.
 - (a) Sign Allowance.
 1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 2. One freestanding community information sign is permitted per frontage.
 3. Community information signs must be approved by the Board of Public Works.
 4. Community information signs may be located on private or public property, and must meet the visibility requirements of Sections 24-02(35) & (36).
 5. Only information regarding public events, public facilities, and public information of general interest to residents may be displayed on community information signs.
 6. Community information signs may include kiosks, parking lot signs, interpretive signs, and entry signs into the community.
 7. Only wayfinding signs are permitted within the public right-of-way.
 8. Community information signs shall not be counted as adding to the area of signage on the property on which it is placed for the purposes of regulating sign area.
 9. May include variable message signs where permitted for the underlying district or use.
 - (b) Sign Height.
 1. 8 feet in Multifamily Residential Uses.
 2. 12 feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 - (c) Sign Area.
 1. 20 square feet in Multifamily Residential Uses.
 2. 80 square feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 - (d) Sign Setback.
 1. As determined by the Board of Public Works.
 2. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
 - (e) Illumination.
 1. Internal and external illumination is permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
- (5.) Directional Sign, Off-Premise. A sign which indicates only the name, logo, or symbol of a specific business destination and a directional arrow or symbol to the destination. Does not include a community information wayfinding sign.
 - (a) Directional signs designed to assist the general public in finding a route to a public use from city thoroughfares may be erected within the thoroughfare rights-of-way by the city at the expense of the identified use.

- (b) Directional signs shall be applied for through the alternative sign permit process.
 - (c) Such signs may include, but are not limited to, the name and logo of each eligible use, a directional arrow and a distance indication.
 - (d) The number, type, design and placement of signs are subject to the approval of the Board of Public Works and the Plan Commission at the recommendation of the Zoning Administrator.
- (6.) Directional Sign, On-Premise. A sign which indicates only the name, logo, or symbol of a specific business destination within a development or lot and a directional arrow, instructions, or symbol to that destination. The premise may include all lots that are contiguous, under unified single ownership or unified development.
- (a) Sign Allowance.
 - 1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 - 2. One freestanding on-premise directional sign permitted for each vehicular entrance and exit and one parking restrictions/conditions sign for each parking area if legible from the right-of-way.
 - 3. Additional interior signage is allowed provided the commercial message on interior signage is not legible from the right-of-way.
 - (b) Sign Height.
 - 1. 5 feet in Mixed Use Districts, Multifamily Districts, and Institutional Uses for freestanding signs.
 - 2. 6 feet in Industrial Districts for freestanding signs.
 - (c) Sign Area.
 - 1. 8 square feet in Mixed Use Districts, Multifamily Districts, and Institutional Uses for freestanding signs.
 - 2. 12 square feet in Industrial districts.
 - (d) Sign Setback.
 - 1. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
 - (e) Illumination.
 - 1. Internal and external illumination is permitted in Mixed Use Districts, Industrial Districts, and Institutional Uses.
- (7.) Electronic Message Center (EMC). A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy.
- (a) Sign Allowance.
 - 1. Permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 - 2. One electronic message center sign is allowed per property.
 - 3. Freestanding electronic message center signs may not be standalone and must be part of a monument, post and panel, pylon, or highway sign.
 - 4. Electronic message center signs attached to a building are counted towards the total allowable on-building sign area.

5. Electronic message center signs shall be maintained so as to be able to display messages in a complete and legible manner.
 6. On-building signs are limited to 10% of the façade for all signs.
- (b) Sign Height.
1. Limited to the height requirements of the sign to which it is attached.
- (c) Sign Area.
1. 24 square feet in the Neighborhood Mixed Use District and Institutional Uses.
 2. 40 square feet in the Mixed Use and Industrial Districts.
- (d) Sign Setback.
1. Limited to the setback requirements of the sign to which it is attached.
- (e) Illumination.
1. Illumination is permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 2. Messages and non-text images shall not change appearance more than once every 10 seconds and transitions between messages shall be via instantaneous change. Use of electronic message center signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered flashing, scrolling, or animated signs, which are prohibited per Section 24-06(1)(d).
 3. All electronic message center signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
 4. All electronic message center signs shall comply with the lighting requirements of Section 24-12(11).
- (8.) Fuel Signs. A type of freestanding, on-building, or variable message center sign which displays the current fuel price visible off-premise.
- (a) Sign Allowance.
1. Permitted in Mixed Use Districts and Industrial Districts.
 2. One fuel sign is allowed per freestanding sign.
 3. Freestanding fuel signs may not be standalone and must be part of a monument, post and panel, pylon, or highway sign.
 4. On-building signs are limited to 10% of the façade for all signs.
- (b) Sign Height.
1. Limited to the height requirements of the attached sign.
- (c) Sign Area.
1. 10 square feet per type of fuel, with a maximum total area of 40 square feet (4 fuel types) in the Mixed Use and Industrial Districts.
 2. 20 square feet per type of fuel, with a maximum total area of 80 square feet (4 fuel types) when part of a Highway sign.
- (d) Sign Setback.
1. Limited to the setback requirements of the attached sign.

- (e) Illumination.
 - 1. Illumination is permitted in Mixed Use Districts and Industrial Districts.
- (9.) Group or Large Development Signs. Signs displaying the collective name of a group of uses defined as a group or large development under Chapter 18, Section 18-114, and/or the names and/or logos of individual occupants of the group development.
 - (a) Group and large development signs shall be based on approval of a Master Sign Plan per **Section 24-10**.
- (10.) Highway Sign. A type of large scale freestanding sign erected upon one or more pylon, pole, or post, of a scale that is larger than a pylon sign. This type of sign does not include billboards.
 - (a) Sign Allowance.
 - 1. Permitted in Mixed Use Districts and Industrial Districts.
 - 2. One sign within 100 feet of U.S. Highway 10 right-of-way plus one additional non-highway freestanding sign per lot.
 - 3. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing.
 - 4. The footing and related supporting structure, including bolts, flanges, and brackets, shall be concealed by landscaping, sign cover or similar means and should not be visible from the public right-of-way.
 - 5. A 3 foot landscaping area around the base is required for new signs.
 - 6. Changeable Copy and Electronic Message Centers are permitted and count towards the maximum size allowance of the sign to which it is attached, but each sign may not exceed the primary sign to which it is attached or the individual sign area allowance listed elsewhere in this chapter whichever is less.
 - 7. One freestanding fuel signs are allowed and not counted towards the maximum size allowance to the sign which it is attached.
 - 8. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
 - (b) Sign Height.
 - 1. 40 feet in Mixed Use Districts and Industrial Districts.
 - (c) Sign Area.
 - 1. 150 square feet in Mixed Use Districts and Industrial Districts.
 - (d) Sign Setback.
 - 1. 15 feet in Mixed Use Districts and Industrial Districts.
 - 2. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
 - (e) Illumination.
 - 1. Internal or external illumination is permitted in Mixed Use Districts and Industrial Districts.- (11.) Home Occupation Sign. A freestanding or on-building sign used to portray to the public, a place of an occupation within a home.
 - (a) Sign Allowance.

1. Permitted in Residential Districts, excluding Multifamily Residential Uses.
 2. One freestanding sign per lot.
- (b) Sign Height.
1. 6 feet freestanding signs in Residential Districts, excluding Multifamily Uses.
- (c) Sign Area.
1. 10 square feet in Residential Districts, excluding Multifamily Uses.
- (d) Sign Setback.
1. 5 feet in Residential Districts, excluding Multifamily Uses.
- (e) Illumination.
1. External illumination is permitted in Residential Districts, excluding Multifamily Uses, between the hours of 7:00 a.m. until 9:00 p.m.
- (12.) Marquee Sign. An on-building sign mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance and/or entrance approaches to a building.
- (a) Sign Allowance.
1. All Marquee signs must be approved through an alternative sign permit.
 2. Sign clearance must be a minimum of 8 feet above finished grade immediately below the sign.
- (13.) Monument Sign. A type of freestanding sign supported by a base of at least 75% of the sign width.
- (a) Sign Allowance.
1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 2. Permitted in Residential Districts when part of an entrance to a subdivision.
 3. One freestanding sign per lot.
 4. The bottom of sign face may not be greater than 1 foot above the base.
 5. A sign may be incorporated into a retaining wall or masonry wall.
 6. The base or support(s) of freestanding signs shall be securely anchored to the sign.
 7. The base of the sign should be constructed of masonry, metal, or materials similar to the principal building that the sign is advertising.
 8. The footing and related supporting structure, including bolts, flanges, and brackets, shall be concealed by landscaping, sign cover, or similar means and should not be visible from the public right-of-way.
 9. A 3 foot landscaping area around the base is required for new signs.
 10. Changeable Copy and Electronic Message Centers are permitted and count towards the maximum size allowance of the sign to which it is attached, but each sign may not exceed the primary sign to which it is attached or the individual sign area allowance listed elsewhere in this chapter whichever is less.
 11. One freestanding fuel signs are allowed and not counted towards the maximum size allowance to the sign which it is attached.

12. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
 - (b) Sign Height.
 1. 8 feet in Residential Districts.
 2. 12 feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 - (c) Sign Area.
 1. 50 square feet in Residential Districts.
 2. 100 square feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 - (d) Sign Setback.
 1. 5 feet in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 2. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
 - (e) Illumination.
 1. Internal or external illumination is permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 2. External illumination is permitted in Residential Districts.
- (14.) Multitenant Signs. A type of freestanding or on-building sign consisting of two or more separate businesses where the businesses share either the same lot or structure and use common access and/or parking facilities.
 - (a) Sign Allowance.
 1. Permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 2. One freestanding sign per lot.
 3. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing.
 4. The footing and related supporting structure, including bolts, flanges, and brackets, shall be concealed by landscaping, sign cover or similar means and should not be visible from the public right-of-way.
 5. A 3 foot landscaping area around the base is required for new signs.
 6. Changeable Copy and Electronic Message Centers are permitted and count towards the maximum size allowance of the sign to which it is attached, but each sign may not exceed the primary sign to which it is attached or the individual sign area allowance listed elsewhere in this chapter whichever is less.
 7. One freestanding fuel signs are allowed and not counted towards the maximum size allowance to the sign which it is attached.
 8. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
 - (b) Sign Height.
 1. 12 feet in the Neighborhood Mixed Use District for freestanding signs.
 2. 24 feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.

(c) Sign Area.

1. 50 feet in the Neighborhood Mixed Use District for freestanding signs.
2. 100 square feet plus 10 additional square feet per tenant up to 150 square feet Industrial districts, Institutional Uses, and Mixed Use Districts for freestanding signs.
3. On building signs permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts and are limited to the regulations for the type of sign proposed.

(d) Sign Setback.

1. 5 feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.
2. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.

(e) Illumination.

1. Internal or external illumination is permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.

(15.) Mural Sign. A very large image, such as a painting or enlarged photograph, applied directly to a wall or ceiling.

(a) Sign Allowance.

1. All Mural signs must be approved through an alternative sign permit.

(16.) Off-Premise Sign. A freestanding or on-building sign that is placed on an off-premise property when a hardship such as distance from the right-of-way, or lack of space on-premise exists on the business property.

(a) Off-Premise signs shall be applied for through the alternative sign permit process.

(17.) Post and Panel. A type of small scale freestanding sign mounted on a post or posts, either with the sign mounted between two posts or atop of the post(s).

(a) Sign Allowance.

1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Residential Districts.
2. One freestanding sign per lot.
3. A 3 foot landscaping area around the base is required for new signs.
4. Changeable Copy and Electronic Message Centers are permitted and count towards the maximum size allowance of the sign to which it is attached, but each sign may not exceed the primary sign to which it is attached or the individual sign area allowance listed elsewhere in this chapter whichever is less.
5. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.

(b) Sign Height.

1. 6 feet in Residential Districts.
2. 8 feet in Multifamily Residential Uses.
3. 12 feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.

(c) Sign Area.

1. 10 square feet in Residential Districts.
2. 24 square feet in Multifamily Residential Uses.
3. 32 square feet in Mixed Use Districts, Institutional Uses, and Industrial Districts.

(d) Sign Setback.

1. 5 feet in Mixed Use Districts, Institutional Uses, Industrial Districts, and Residential Districts.

(e) Illumination.

1. Internal or external illumination is permitted in Mixed Use Districts, Institutional Uses, and Industrial Districts.
2. External illumination is permitted in Residential Districts.

(18.) Projecting Sign. An on-building sign mounted at any angle other than parallel to the wall on which it is mounted and/or extends beyond 18 inches from the wall.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
2. Awnings, canopies, and marquee signs are not considered projecting signs.
3. One projecting sign per building is permitted for single-tenant buildings. One projecting sign per tenant is permitted for multi-tenant buildings.
4. All movable parts, such as covers to service openings, shall be securely fastened.
5. Cannot protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.

(b) Sign Height.

1. May not extend above top of the roof or parapet line of the building to which it is attached.
2. Sign clearance must be a minimum of 8 feet above finished grade immediately below the sign.

(c) Sign Area.

1. 32 square feet in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.

(d) Sign Setback.

1. May not project more than 6 feet from the wall of the building to which the sign is attached.
2. Must be setback a minimum of 3 feet from the curb face of a curbed street.

(e) Illumination.

1. Internal or external illumination is permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.

(19.) Pylon Sign. A type of freestanding sign erected upon one or more pylon, pole, or post, of a scale that is larger than post and panel sign.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts and Industrial Districts.

2. One freestanding sign per lot.
 3. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing.
 4. The footing and related supporting structure, including bolts, flanges, and brackets, shall be concealed by landscaping, sign cover or similar means and should not be visible from the public right-of-way.
 5. A 3 foot landscaping area around the base is required for new signs.
 6. Changeable Copy and Electronic Message Centers are permitted and count towards the maximum size allowance of the sign to which it is attached, but each sign may not exceed the primary sign to which it is attached or the individual sign area allowance listed elsewhere in this chapter whichever is less.
 7. One freestanding fuel signs are allowed and not counted towards the maximum size allowance to the sign which it is attached.
 8. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
- (b) Sign Height.
1. 12 feet in the Neighborhood Mixed Use District for freestanding signs.
 2. 24 feet in Mixed Use Districts and Industrial Districts.
- (c) Sign Area.
1. 50 feet in the Neighborhood Mixed Use District.
 2. 100 square feet in Mixed Use Districts and Industrial Districts.
- (d) Sign Setback.
1. 5 feet in Mixed Use Districts and Industrial Districts.
- (e) Illumination.
1. Internal or external illumination is permitted in Mixed Use Districts and Industrial Districts.
- (20.) Suspended Sign. An on-building sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.
- (a) Sign Allowance.
1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 2. Signs located on marquees may not extend beyond the outer edge of the marquee.
- (b) Sign Height.
1. Sign clearance must be a minimum of 8 feet above finished grade immediately below the sign.
- (c) Sign Area.
1. 16 square feet in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
- (d) Sign Setback.
1. May not extend beyond the structure to which it is attached.

- (e) Illumination.
 - 1. Internal and external illumination is permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
- (21.) Wall Sign. An on-building sign mounted parallel to and directly on a building facade or other vertical building surface.
 - (a) Sign Allowance.
 - 1. Permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, and Residential Districts.
 - 2. Wall signs shall not project more than 1 foot beyond the edge of any wall or other surface to which they are mounted.
 - 3. Wall signs shall directly face the right-of-way may unless directing customers to an entrance or facing a customer parking lot.
 - 4. Wall signs may not be painted directly on to any building surface.
 - (b) Sign Height.
 - 1. May not extend above top of the roof or parapet line of the building to which it is attached.
 - (c) Sign Area.
 - 1. 10 square foot maximum in Residential Districts.
 - 2. 24 square foot maximum in Neighborhood Mixed Use Districts, Multifamily Uses and Mobile Home Parks.
 - 3. 10 percent of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Industrial District, Institutional Use, and Mixed Use District.
 - 4. 25 percent of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Downtown Mixed Use District.
 - 5. 200 square foot maximum in Mixed Use Districts, Institutional Uses, and Industrial Districts; provided the building facade is of a sufficient size to permit the full 200 square feet of signage (wall signs are limited to ten percent of building facade).
 - (d) Sign Setback.
 - 1. Not applicable.
 - (e) Illumination.
 - 1. Internal illumination is permitted in the Institutional Uses, Industrial Districts, and Mixed Use Districts when not facing residentially zoned property.
 - 2. External illumination is permitted in Mixed Use Districts, Institutional Uses, Industrial Districts, Residential Districts, and Multifamily Residential Uses.

Section 24-04: Sign Allowance per Lot and Measurement Standards

- (1.) Sign Allowance.
 - (a) Signage for each lot is limited to 2 square feet per linear foot of street frontage. Lots fronting on two or more streets are allowed the permitted sign area for each frontage; however, the total sign area that is oriented toward a particular street may not exceed the portion of the lot's total sign area allocation that is derived from the lot, building or wall area frontage on that street.

(2.) Measurement of Signs.

- (a) Measurement of Sign Setback: The setback is measured from the right-of-way line to the leading edge of the sign or base, whichever is closer. The sign structure includes any part of actual sign and the base the sign is built upon.
- (b) Measurement of Sign Area: The measurement of sign area is based on the arrangement of sign copy and sign background:
 1. For signs comprised of individual letters either on a neutral surface or individual panels, sign area shall be measured as the sum of the smallest rectangle enclosing each letter or related copy.
 2. For signs comprised of individual letters and related copy which are attached to a background surface with one or more non-neutral background colors, sign area shall be measured as the sum of the smallest rectangles and right triangles enclosing entire sign message and any and all non-neutral background color areas.
 3. For double-faced sign with faces at 60 degrees or less. Unless otherwise specified in these regulations, when the sign faces of a double-faced sign are parallel or the angle formed by the sign faces is 60 degrees or less, only one sign face shall be measured in computing the sign area. If the two faces of such a double-faced sign are of unequal area, the larger sign face shall be considered the area of the sign.
 4. For signs comprised of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.
 5. In the case of a freestanding sign (including three-dimensional objects), sign area shall include the total sign areas per 1-3 above, that can be viewed from any single vantage point (i.e., for a typical freestanding sign which faces two directions, only one face of the sign shall comprise the sign area). Sign area shall not include any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign message. Examples of parts of a freestanding sign structure which are exempt from the sign area include the sign base and the supporting columns, posts, or poles.

Section 24-05: Signs Not Requiring a Permit

The following signs are permitted in all zoning districts without the need for a permit. Such signs shall not count toward the maximum permitted sign area in the zoning district in which they are located.

- (1.) Address. Address numerals and other information to identify a location by law, order, rule, or regulation, provided that such sign does not exceed one square foot in area per officially assigned address, or the size required by law, order, rule, or regulation, whichever is greater.
- (2.) Bulletin Board. On-premise signs not exceeding 20 square feet listing meetings, services, activities, or events for public, philanthropic, or religious institutions.
- (3.) Commemorative Sign. Plaques, tablets, cornerstones, or lettering inlaid into the architectural materials of a building or structure, not exceeding 4 square feet, denoting the name of that structure or its date of erection or short narrative.
- (4.) Flags. Flags and insignia of corporations and businesses names of less than 50 square feet in area.
- (5.) Garage Sale Sign. Permitted on-premise on the day of the sale not to exceed three times in one calendar year. May also be displayed off-premises only on the day of the sale.
- (6.) Government Information Sign. Signs erected by or on behalf of a duly constituted governmental body, including, but not limited to legal notices, handicap parking signs, event signs, traffic signs or other regulatory, directional or warning signs.

- (7.) Identification Sign. A sign not exceeding 2 square feet indicating the name and/or address of the property owner, tenant and/or manager of the property.
- (8.) Informational Signs. A sign which provides special information such as hours of operation.
 - (a) Sign Area. Sign must be under 4 square feet in area in Residential Districts or under 6 square feet in area in Mixed Use Districts.
 - (b) The sign may contain a business logo or name if the logo name is less than 1 square feet in area.
- (9.) Interior Oriented Sign. Signs which are located on the interior of a premise and which are primarily oriented to persons within that premise such as drive-thru menu boards, signs attached to private interior light or similar poles, and other informational signs.
- (10.) "Open" Sign. Illuminated or non-illuminated signs, not exceeding 4 square feet, which advertise a premises as open for business, with no more than one sign per street on which the property has frontage, and not more than two signs in aggregate which are in place only when the related premises are actually open for business.
- (11.) Philosophical Sign. Philosophical, personal, religious, educational or other non-commercial signs are exempt from the permitting process provided they do not pose a health or safety hazard. Philosophical signs shall not exceed six square feet in area and four feet in height, and are limited to one per frontage on a public right-of-way in all districts except Residential Districts.
 - (a) May include symbolic signs such as a pole or similar structure where the sign structure does not exceed two feet in width or 8 feet in height.
- (12.) Public Right-of-Way Signs. Except as described below, no sign shall be allowed in the public right-of-way. The following permanent or temporary signs may be allowed pursuant to city approval:
 - (a) Signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information and direct or regulate pedestrian or vehicular traffic. Signs for public and quasi-public events are for those functions that are held by public or quasi-public organizations.
 - (b) Emergency warning signs erected by a governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way.
 - (c) Banners within the public right-of-way that are allowed under City Policy 5.051.
 - (d) Directional signs designed to assist the general public in finding a route to a public use from city thoroughfares may be erected within the thoroughfare rights-of-way by the city at the expense of the identified use as defined in [Section 24-03\(5\)](#).
 - (e) Bus stop signs erected by a public transit company and taxicab stop signs.
 - (f) Informational signs of a public utility regarding poles, lines, pipes or other facilities.
 - (g) Any sign installed or placed on public property, except in conformance with all the requirements of this sign code, shall be forfeited to the public and subject to confiscation.
 - (h) Temporary signs may be approved by the Director of Public Works.
 - (i) Permanent signs must be approved by the Board of Public Works.
 - (j) Existing signs where an Encroachment Agreement has been approved by the Board of Public Works.
 - (k) Public Right-of-Way Signs (PROW) regulated by City Policy 5.080 are not regulated by this Chapter.
- (13.) Sandwich Board. A movable sign placed by hand outside the building while the business is open and removed at the time the business closes each day. Such signs are used for the purpose of promoting special business offers and not as primary business signage.
 - (a) A maximum of one sandwich board may be permitted per business.

- (b) Sandwich boards shall not exceed 4 feet in height or 3 feet in width and the sign area shall not exceed 6 square feet per side.
 - (c) All sandwich boards shall be designed to be self-supporting in such a manner to withstand the elements, including the ability to remain upright on windy days.
 - (d) Such signs shall not count against the maximum area or number of business signs allowed per **Section 24-03**.
- (14.) Site Information Sign. Signs of no more than 8 square feet which, without including advertising of any kind, provide instructions and/or direction to facilities intended to serve the public, such as rest rooms, public telephones, walkways, parking, and similar facilities.
- (15.) Temporary Signs. Refer to **Section 24-06** of this Chapter.
- (16.) Window Sign. A type of sign located within a building that is attached to the inside face of an exterior window and visible from the exterior of the building.
- (a) Window signs shall be limited to a maximum area that does not exceed 50 percent of the area of the window.
 - (b) Such signs shall not count against the maximum area or number of business signs allowed per **Section 24-03**.
 - (c) There is no limit in the number of window signs.

Section 24-06: Temporary Signs

- (1.) Temporary Sign. A sign or advertising display (including festoons, pennants, banners, pinwheels and similar devices) intended to be displayed for a certain limited period of time. Included in the definition of “temporary signs” are retailers’ signs temporarily displayed for the purpose of informing the public of a “sale” or special offer. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose unless used as such upon the adoption of this chapter.
- (2.) General Regulations.
- (a) A sign permit shall not be required for all temporary signs that meet the requirements of this Chapter. An alternative sign permit shall be required for temporary signs that do not meet the requirements of this Chapter.
 - (b) Except as may be allowed below or by an approved alternative sign permit, any one business or other user on a lot is permitted to display no more than two temporary signs at a single time with a limit of 50 square feet total sign area unless otherwise restricted.
 - (c) All temporary signs shall be anchored and supported in a manner which reasonably prevents the possibility of the signs becoming hazards to the public health and safety.
 - (d) All freestanding temporary signs must abide by the vision triangle found in Chapter 18 **Section 18-102**.
 - (e) Except as indicated below, no temporary sign may be placed in or over any public right-of-way.
- (3.) Regulations for Specific Temporary Sign Types.
- (a) Community Event Banners. A temporary sign which is limited to the display of information of interest to the general community regarding scheduled public events, public activities, and public facilities. Community event signs do not include bulletin boards, or the banners within the public right-of-way that are allowed under City Policy 5.051.
 - 1. One such sign may be located upon the site of the event.
 - 2. Up to two banners may be placed off-premise on private property not more than 21 days before the event and shall be removed within 48 hours after the event.

3. Each such sign shall not exceed 80 square feet in area.
 4. The content of such signs shall be limited to the name of the event, location, direction, and/or distance to the event.
- (b) Banners. A temporary sign having the characters, letters, illustrations or ornamentation applied to cloth, paper, fabric or other lightweight material, with only such material for a backing. Community event signs do not include bulletin boards, or the banners within the public right-of-way that are allowed under City Policy 5.051.
1. One banner is allowed per site or tenant.
 2. All banners shall be regularly maintained. Deteriorated banners (torn, faded, sagging or in disrepair) shall not be displayed.
 3. Banners may be displayed for up to 60 consecutive days.
 4. Banners must be mounted to permanent structures such as building, fences, or signs and may not be displayed on temporary mounting such metal stakes, wood posts, or other improvised matter.
- (c) Commercial Flags. Signs advertising sales, limited time offers, grand openings, or other special events including “Open” flags.
1. Limited to a total of 16 square feet in area.
 2. 8 feet in height if ground mounted and may not extend above the roof line if building mounted.
 3. Freestanding signs shall be limited to 30 consecutive days.
 4. Limited to one freestanding sign per business.
- (d) Construction/Future Tenant Signs.
1. Two construction/future tenant signs permitted per construction site.
 2. Signs shall not exceed 32 square feet in Residential Districts and 100 square feet in Mixed Use Districts.
 3. Such signs shall be confined to the site of construction and shall be removed 30 days after completion of construction prior to occupancy, whichever is sooner.
- (d) Personal Greeting or Congratulatory Signs. One personal greeting or congratulatory sign or object, per premises shall be permitted for up to 7 days, limited to 8 feet in height and 32 square feet in area and which is not intended for commercial purposes.
1. The “Green Cow” sign may also be permitted for up to 72 hours at a given location.
- (e) Political Signs. Signs promoting a candidate or position on an issue for an upcoming election must meet the requirements of Section 12.04, Wisconsin Statutes.
1. Each sign shall not exceed 11 square feet in Residential Districts and 32 square feet in Mixed Use Districts.
 2. May not contain flashing lights.
 3. Such signs shall not count toward the limitation on number of temporary signs of **Section 24-06(2)(b)**
- (f) Public Event Signs. For a temporary event of public interest hosted by and/or held at a community organization or Institutional facility, such as a fair operated by a nonprofit organization.
1. One such sign, limited to 32 square feet in area may be located upon the site of the event with up to two additional signs located off premise.

2. Additional off premise signs for such a temporary event may be placed on a separate private property; limited to 1 sign per property and limited to 6 square feet in area.
 3. The content of such signs shall be limited to the name of the event, location, direction, and/or distance to the event.
 4. Such signs shall not be erected more than 21 days before the event and shall be removed within 48 hours after the event.
- (g) Public Right-of-Way Signs (PROW). Signs regulated by City Policy 5.080 are not regulated by this Chapter. Refer to Section 24-05(13).
- (h) Real Estate Signs. Signs used to offer for sale, lease, or rent the property upon which the sign is placed.
1. One non-illuminated real estate sign is allowed per street frontage.
 2. Such sign shall be removed within 30 days of the sale or lease of the single space it is advertising or of at least 90 percent of the total land or space available for sale or lease on the property.
 3. Such sign shall not exceed 8 square feet area in Residential Districts and 32 square feet in area in Mixed Use Districts and for Institutional Uses and for undeveloped subdivisions.
- (i) Temporary Commercial Signs. Signs advertising sales, limited time offers, grand openings, or other special events or sales.
1. One non-illuminated freestanding temporary sign is allowed per street frontage.
 2. Such freestanding signs not exceeding 50 square feet in area, and not greater than 8 feet in height if ground mounted or sitting on a trailer.
 3. Signage placed on tents, food vendor carts, or similar structures such as fireworks or Christmas tree stands may be allowed to place signage on the tent or fence of up to 25 percent of the wall area of the tent or fenced in area.
 4. Display of such signs shall be limited to 30 consecutive days except when located on a food vendor cart.
- (j) Window Signs. Signs temporarily affixed to the inside of a window intended to advertise goods or services sold on premises. Such signs shall not count toward the limitation on number of temporary signs of Section 24-06(2)(b), above, provided that the total of all signs in the window area, including temporary and permanently mounted signs, does not exceed 50 percent of the window area. Refer to Section 24-05(17)
- (k) Variable Message Sign. A sign which displays words, lines, logos, graphic images, or symbols, which may be changed manually or electronically to provide different information, and which includes changeable copy signs, computer signs, electronic reader boards with changeable letters, LCD signs and other video display signs, and electronic time and temperature signs.
1. One such sign may be located upon the site of the event.
 2. Signs may not display a commercial message and are limited to community events and/or congratulatory or similar uses.
 3. Each such sign shall not exceed 40 square feet in area.
 4. Such signs shall be limited to the duration of the event.

Section 24-07: Prohibited and Limited Signs

- (1.) Sign Prohibitions. The regulations contained in this subsection apply to signs in all zoning districts.
- (a) No fluttering, undulating, swinging, rotating, or otherwise moving signs.

- (b) No roof signs shall be permitted. No sign shall be mounted on, displayed on, or extend above the top edge of a roof. Signs placed on mansard roofs are permitted and not considered roof signs.
- (c) Extending signs. Signs or sign structures, other than freestanding, that extend above the parapet, building roof line or canopy/awning against which the sign is located.
- (d) No flashing, scrolling, or animated signs shall be permitted.
- (e) No inflatable signs shall be permitted.
- (f) No beacons or search beacons shall be permitted.
- (g) No abandoned signs shall be permitted.
- (h) Advertising Vehicle Sign. A vehicle or trailer parked on a public right-of-way or private property so as to be seen from a public right-of-way, attached to which or located or painted thereon is any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premise for more than 24 consecutive hours, the principal purpose of which is to attract attention to a product sold or a business located on the property or located off-premise. Business vehicles, including radio or similar type of vehicles, which contain typical business signage and which are actively used for business purposes are not considered advertising vehicle signs. Existing changeable copy signs affixed on trailers as described in [Section 24-06](#), food vendor carts, and vehicles painted prior to the adoption of this chapter with the business name on it are not considered Advertising Vehicle Signs.
- (i) Mobile Sign. A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage except for signs otherwise permitted in Section 24-06.
- (j) Signs in the public right-of-way that are not otherwise permitted in this Chapter.
- (k) Non-compliance. Any other sign that does not comply with the terms, conditions or provisions of this sign code.
- (l) Except for murals, on-building signs such as wall signs may not be painted directly on to any building surface.
- (m) No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape, and no sign shall be attached to a standpipe or fire escape.
- (n) No sign shall be placed in a manner that would impede vehicular or pedestrian safety, or impede access or visibility. Signs shall meet the visibility requirements of Chapter 18 [Section 18-102](#).
- (o) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, public utility pole, public light pole or traffic regulatory structure.
- (p) Except for signs permitted in this chapter such as projecting, awning, marquee, and sandwich board signs, or if an individual sign has received an Encroachment Agreement, approved by the Board of Public Works, or as may be specifically authorized in a Master Sign Plan, signs shall not be permitted within or extend into a public right-of-way.
- (q) Snipe signs. Signs attached to any public utility pole or structure, street tree, fence, fire hydrant, bridge, curb, sidewalk, park bench or other location on public property. Signs posing traffic or pedestrian hazards. No signs shall be erected, and there shall be no lighting of signs or premises in such a manner or location as to obstruct the view of, or be confused with, any authorized traffic signal, notice or control device, or with lights on any emergency vehicle. Specifically prohibited are signs or attention attracting devices using:
 - 1. Lights or illuminations that flash, move, rotate, scintillate, blink, flicker or vary in intensity or color, except for time/temperature, date, or similar brief informational displays.
 - 2. Signs that are of such intensity or brilliance as to cause glare or impair the vision of motorists, cyclists or pedestrians.

3. Bare bulbs, except for time/temperature devices using bulbs of up to 25 watts. This does not include neon.
4. Words and traffic control symbols so as to interfere with, mislead or confuse traffic, such as "stop", "look", "caution", "danger", or "slow", as determined by the Marshfield Police Department or the Zoning Administrator. Either may order removal of any sign creating a danger to life or property.
5. Any streamer, pennant, propeller, inflatable sign, tethered balloon, bunting or artificial device, figure, shape, color, sound, light or exhibit, whether live, animated, or still, that strobes, rotates, or emits sounds that would be considered a distracting device, as determined by the Marshfield Police Department or the Zoning Administrator.

Section 24-08: Nonconforming Signs

- (1.) Nonconforming Signs. Signs existing as of the effective date of this Chapter, which do not conform to the provisions of this Chapter, such as brightness, scrolling, size, height, and location, shall be nonconforming signs. If a sign is approved through the alternative sign application process, it shall not be considered nonconforming.
- (2.) Existing signs that were legal prior to the adoption of this chapter, but have been made nonconforming, are considered legal conforming.
- (3.) Continuation of a Nonconforming Sign.
 - (a) Nonconforming signs may be maintained.
 - (b) Nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this Chapter. See Section 24-08(3)(a), for what would constitute an alteration of a sign.
 - (c) Whenever there is a change in the sign user (excluding off-premise signs), sign owner, or owner of the property on which the sign is located, the new sign user, sign owner, or new property owner, no new sign permit is required unless there is modification of the sign face or sign structure. The sign will continue to be considered nonconforming.
- (4.) Alteration and Removal of Nonconforming Signs.
 - (a) Alteration of Nonconforming Signs.
 1. For the purpose of this section, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, its frame, its supporting structure, or its lighting including changing the message (except for marquee, community information, or pre-existing off-premise advertising signs), symbols, color, material, height, location, or any other alterations as determined by the Zoning Administrator.
 2. Altering a sign does not include maintaining the existing appearance of the sign; replacing the sign face, or the supporting structure with identical materials, colors, and messages; changing the message of a marquee or community information sign; or changing the face of a billboard. If a nonconforming sign is modified or changed, but maintains, or reduces the original nonconformity, and does not change the type of sign, the modification may be approved by the Zoning Administrator and would not constitute an alteration.
 3. A tenant sign which comprises part of a group development sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire group development sign, or any of its parts, into compliance with the provisions of this Chapter.
 4. Modification of any sign within the right-of-way may only be allowed upon approval by the Board of Public Works of an Encroachment Agreement.

Section 24-09: Sign Permit Applications

- (1.) Applicability.

- (a) Except as otherwise provided in **Section 24-05**, only those permanent or temporary signs which have been granted a permit from the Zoning Administrator in accordance with the provisions of this section may be erected, installed, constructed, or maintained.
 - (b) This section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure.
 - (c) This section shall not apply to repainting or refacing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
 - (d) No new permit is required for signs which are in place as of the effective date this Chapter, and such signs may remain as legal nonconforming signs. Any alteration or relocation of such signs shall conform to the requirements of this Chapter.
 - (e) Any sign permit granted hereunder may not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
- (2.) Types of Sign Permits
- (a) Standard: This type of permit is intended for signs that comply with all applicable terms of this sign code, without deviation or variation. Standard sign permits are reviewed and approved by the Zoning Administrator or Plan Commission as appropriate.
 - (b) Alternative: This type of permit is intended for sign applications that seek approval for proposed signage that is not completely described by the terms of this sign code or not fully in compliance with the specific provisions of this Chapter. Alternative sign permits are reviewed by the Zoning Administrator and approved by the Plan Commission.
- (3.) Sign Permit Application. Each standard, alternative sign and master sign permit application shall include:
- (a) The name, address, phone number, and email address of the applicant.
 - (b) The name, address, phone number, and email address of the sign contractor.
 - (c) The property's zoning designation and use of the building for which the sign will provide information.
 - (d) A signage plan, drawn to a recognizable scale, for the property shall be submitted showing the following:
 - 1. Location, type, height, width, and area of the proposed sign.
 - 2. Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
 - 3. All property lines and buildings on the property and within 50 feet of the proposed sign.
 - 4. All parking areas, driveways, and public roads.
 - 5. Method of attachment, structural support, method of illumination, and sign materials.
 - 6. Approximate value of the sign to be installed, including cost of installation.
 - (e) All sign installers must meet the requirements of Section 17-38(4) of the City of Marshfield Electrical Code.
 - (f) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
 - (g) Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway may also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.
- (4.) Granting and Issuance.
- (a) The Zoning Administrator shall review the application to ensure it is complete per the requirements of **Section 24-09(3)**, above.

- (a) In cases where no other review or approvals are required under this Chapter, the Zoning Administrator shall review said application for compliance with **Section 24-09(5)** below, and shall, in writing, either approve or deny said sign permit within 10 working days of the acceptance of the complete application and payment of the required fee.
 - (b) In certain cases, a sign permit may not be granted prior to the approval of a conditional use permit. In such cases, the Zoning Administrator shall review said application for compliance with **Section 24-09(5)**, below, and shall schedule the item on the appropriate meeting agenda(s) within 10 working days of the acceptance of the complete application and payment of the required fee. Within 10 working days of recommendation or action by the body with recommending or approval authority, the Zoning Administrator shall approve or deny said sign permit based on such recommendation or action.
 - (c) Denial of a sign permit shall not result in total or partial reimbursement of permit fees paid.
- (5.) Basis for Granting a Standard Sign Permit. In deciding whether or not to grant a standard sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this Chapter. In such review, the Zoning Administrator may also consider the following factors:
- (a) Whether the sign is compatible with the surroundings.
 - (b) Whether the sign is designed, installed, and maintained to meet the sign user needs, while at the same time promoting general public needs and desires.
 - (c) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety.
 - (d) Whether the sign is legible, readable, and visible in the circumstances in which it is to be used.
 - (e) Whether the sign, including its size, height, illumination and location, is respectful of reasonable rights of other signs already displayed in the area.
 - (f) Whether the sign is in compliance with all provisions of this Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- (6.) Basis for Granting an Alternative Sign Permit. In addition to the criteria for granting a standard sign, in deciding whether or not to grant an alternative sign permit, the Zoning Administrator shall also consider the following factors:
- (a) The sign would not add to an over proliferation of signs on a property or cause needless repetition or redundancy of signage.
 - (b) The sign utilizes and/or enhances the architectural elements of the building.
 - (c) The provisions of Section 24-11.

Section 24-10: Master Sign Plan

- (1.) Purpose. A master sign plan shall be used to establish criteria for and govern the construction of all signs associated with a use for which a master sign plan has been approved. A permit will be required for individual signs following or in conjunction with master sign plan approval. Signs constructed in violation of an approved master sign plan shall be considered in violation of this sign code.
- (2.) Applicability. A master sign plan shall be required in the following circumstances:
- (a) Two or more signs are installed when one or more of the signs do not meet all of the individual sign standards;
 - (b) Two or more signs are proposed for a campus or group development;
 - (c) Signs in a Campus District that exceed 50 square feet in area.

- (d) An amendment to an existing master sign plan is being proposed when the proposed signage does not comply with the existing master sign plan or the individual sign standards, whichever is less restrictive;
 - (e) The Zoning Administrator determines that a master sign plan is needed because of project characteristics such as:
 - 1. Size of proposed signs,
 - 2. Limited site visibility, and
 - 3. Site location relative to major transportation routes.
- (3.) Submission requirements. An application for master sign plan approval shall be submitted to the Zoning Administrator and shall the requirements in **Section 24-09(3)**.
- (4.) Procedures. A master sign plan shall be approved by the Plan Commission following the same procedure as for a standard sign permit application process described in **Section 24-09(3)**.
- (5.) Flexible criteria. See **Section 24-11**.
- (6.) Amendment. A master sign plan may be amended by filing a new master sign plan for approval in conformance with the requirements of the sign code in effect at that time to be approved by the Plan Commission.
- (7.) Binding effect.
- (a) After approval of a master sign plan, no permanent sign shall be erected, placed, painted or maintained by the property owner or any buyer, tenant, subtenant, assignee, employee, agent or other party in use of the subject property except in conformance with such plan without obtaining a sign permit pursuant to **Section 24-09** and in conformance with the master sign plan.
 - (b) If the Plan Commission has approved a master sign plan with flexible criteria pursuant to **Section 24-11**, the Zoning Administrator is authorized to approve, through the standard sign permit approval process, sign applications in conformance with the master sign plan, which applications may conflict with the terms of this sign code, but only to the extent that the application is in conformance with the master sign plan.
 - (c) A master sign plan shall be enforced in the same manner as any other provision of this sign code.
- (8.) Requirements.
- (a) The master sign plan shall be included in the application for final approval of any development plan, site plan, planned unit development, office/business/industrial park development (multi-part approvals) or building permit application for approvals issued by the City of Marshfield.
 - (b) If the master sign plan has not been approved prior to the submission of such documents, it may be processed simultaneously.

Section 24-11: Alternative Signs and Flexible Criteria

- (1.) Alternative Sign Permits are appropriate for sign applications that seek approval for proposed signage that is not completely described by the terms of this sign code or not fully in compliance with the specific provisions of the Code. Alternative sign permits are reviewed by the Zoning Administrator and approved by the Marshfield Plan Commission. The Plan Commission shall use the criteria below to determine whether to approve the Alternative Sign Permit.
- (a) If the business or development qualifies as a large building, which is defined as any building exceeding 125 feet in length/frontage or having three or more stories or have square footage in excess of 50,000 square feet. If the business or development qualifies under any of the three they will be allowed additional sign area per building elevation.

- (b) If the building has an additional set-back it may be allowed additional sign area. The amount of signage may be increased by a percentage to be determined by dividing the distance as measured in feet from the closest point of the building to the front lot line, by the required setback.
- (c) If the sign is not in full compliance with the definition, the Plan Commission may make considerations for unique signs that match or have similar architectural styles or materials as the principal building(s).
- (d) Site difficulties. If there are unusual site factors, which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment will be granted to achieve visibility standards. This adjustment is not intended to be used to make signs visible to other streets or to freeways. Site difficulties may include the sign face being blocked due to topography of the site, existing development or landscaping on the site, or from abutting development or landscaping. This set of adjustment criteria is generally intended for freestanding and monument signs and allows greater flexibility in placement of the sign. The adjustment will be approved if all four of the following criteria are found to be met:
 - 1. There is no reasonable place on the site for an allowed sign without an adjust to achieve visibility standards to the street immediately in front of the site.
 - 2. If the proposed sign extends past the five-foot setback requirement, the sign will not create a traffic or safety hazard.
 - 3. Of potential adjustments to meet the visibility standard, the request is the most consistent with the surrounding development and sign patterns.
 - 4. The adjustment is the minimum needed for a sign to meet the visibility standards.
- (e) Flexibility: The City shall allow the following flexibility for signage. The applicant shall submit an Alternative Sign Permit describing the requested flexibility.
 - 1. Height of Freestanding Sign: A sign may exceed the height requirements in Section 24-03 if for every additional foot of height, the setback increased one (1) foot.
 - 2. Area of Freestanding Sign: A sign may exceed the area requirements in Section 24-03 if for every additional 5 square feet of area, the setback increased one (1) foot.

Section 24-12: Appearance, Construction and Maintenance of Signage

- (1.) All signs shall be constructed, mounted, and maintained so as to comply with the appropriate detailed provisions of the building code as adopted by the city relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the electrical code as adopted by the city and must be UL Listed.
- (2.) Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.
- (3.) No sign (except flags) shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to minimize any lateral movement that would cause wear on the sign face or supporting members or connections.
- (4.) All permanent signs and their supporting members shall be constructed of standardized sign materials.
- (5.) Sign materials should be compatible with the design of the face of the facade where they are placed and should contribute to the legibility of the sign.
- (6.) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (7.) All signage within the jurisdiction of this Chapter shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.

- (8.) Every freestanding or on-building sign hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacturers name, the permit number, and the voltage of any electrical apparatus used in connection therewith.
- (9.) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Chapter, and result in no change in the overall appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.
- (10.) The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut and debris and rubbish cleaned up and removed from the lot on which the sign is located.
- (11.) Illumination of any sign shall follow the requirements below:
 - (a) Flashing, flickering and/or other lighting which may distract motorists are prohibited.
 - (b) Intensity of Illumination.
 1. In no instance shall the amount of illumination attributable to exterior lighting, as measured at the property line, exceed 0.50 footcandles above ambient lighting conditions on a cloudless night.
 2. The maximum average on-site lighting in nonresidential zoning districts shall be 2.4 foot-candles.
 3. The maximum average on-site lighting in residential zoning districts shall be 0.90 foot-candles.
- (12.) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be repaired or removed by the licensee or owner of the sign, or owner of the property upon which the sign stands upon notice of the Zoning Administrator.
- (13.) When a sign is removed or replaced, all brackets, poles and other structural elements (both surface and subsurface) that supported the sign shall also be removed and the site restored. Affected building surfaces shall be restored to match the adjacent portion of the structure.
- (14.) If the Zoning Administrator or the Building Inspector finds that any sign, awning, banner, billboard, flag or any part of any such sign or derivative thereof is unsafe, insecure, dilapidated, out of repair or abandoned, or is in such poor condition that it is dangerous or a blighting influence upon the neighboring properties, they shall issue written notice to the owner of the property upon which the sign exists to cause the sign to be repaired or removed in its entirety.
- (15.) A sign shall not stand with bent, broken or missing sign faces, with broken supports, with loosed appendages or struts.
- (16.) A sign and the ground surrounding it shall be neat, clean and presentable.
- (17.) An internally illuminated sign shall be allowed to stand with partial illumination for a period of no more than 30 consecutive days, without justification.

Section 24-13: Enforcement of Sign Code

- (1.) Enforcement and Revocation of Sign Permit.
 - (a) Any sign or regulation not specified in this chapter may be determined by reasonable interpretation of the sign code by the Zoning Administrator.
 - (b) A sign permit may be revoked if the applicant has failed to comply with the provisions of this Chapter or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by the Zoning Administrator for zoning ordinance violations.
 - (c) In the event that construction, installation, or manufacture of a sign for which a permit has been issued has not commenced within 180 days from the date of the issuance of such permit, or if work authorized by such permit is suspended or abandoned for a period of 90 days any time after the work

- is commenced, the Zoning Administrator may revoke the original permit. In such cases, a new permit shall be obtained to complete the work and a new permit fee shall be required.
- (d) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
 - (e) Revocation shall not result in total or partial reimbursement of permit fees paid.
- (2.) Appeals. Any person affected by a decision of the Zoning Administrator may petition for a hearing before the Plan Commission. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Plan Commission decides whether to sustain, modify, or withdraw the notice.
- (3.) Removal of Signs in Violation of this Chapter.
- (a) If the Zoning Administrator determines that any sign exists in violation of this Chapter, the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located. Said notification shall indicate that such violation must be corrected within 60 days of receipt of said notice on penalty of automatic revocation of any sign permit, and that removal of the sign by the City may occur at the expense of the owner of the property.
 - (b) If notification is sent and the violation is not corrected within 60 days, the Zoning Administrator shall revoke the permit for any sign which is in violation of this Chapter. It shall be the duty of the Zoning Administrator to cause removal of such sign.
 - (c) The expense of removing such sign shall be charged to the owner of the property on which the sign is located. If the owner fails to pay such expense within one month of being billed therefore, or has not made arrangement for payment satisfactory to the City Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll.
 - (d) Any sign illegally placed in a public right-of-way may be subject to immediate removal and confiscation without notice by the Zoning Administrator.
 - (e) In the case of violations of this sign code that constitute an emergency situation as a result of safety or public concerns or violations that will create increased problems or costs if not corrected immediately, may be subject to immediate removal and confiscation without notice by the Zoning Administrator.
- (4.) Vacant signs, buildings, structures or premise shall have the following effect:
- (a) At 90 days, the owner of the property shall be responsible for properly removing any commercial sign or blanking the commercial image associated with the business that is out of operation located on the property only if the sign is structurally sound.
 - (b) Signs addressing the sale or leasing of the facility in compliance with **Section 24-06** are permitted; however, conversion of an existing sign or sign structure to a sale or leasing sign, where permitted, shall not affect the time provisions of this section. In addition, the owner may be responsible for restoring the facade of the building, structure or premises to its normal appearance.

Section 24-14. Fee schedule.

- (1.) Standard permit for face change only when the structure is not modified: \$25.00.
- (2.) Standard permit: \$50.00.
- (3.) Master sign permit application: \$150.00, plus \$50.00 for each individual sign requiring a permit.
- (4.) Alternative permit application: \$250.00.
- (5.) Master sign permit application with exceptions: \$300.00, plus \$50.00 for each individual sign requiring a permit.