

Chapter 24
Sign Code

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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 portrayed 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.

(ORD 1264, 11/12/13)

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, or statement.
- (2.) Animated. The display of a sequence of images, text, lights, objects, or frames to create an illusion of movement and/or flashing (excludes scrolling and sliding during transitions).
- (3.) Back Lit Sign. A sign that is illuminated from behind. Includes halo lighting but does not include internal illumination.
- (4.) 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.
- (5.) Building. Any structure used or intended for supporting or sheltering any use or occupancy.
- (6.) Building Frontage. That building elevation that fronts on a public street.
- (7.) 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.
- (8.) 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.

- (9.) Channel Letters. Signs consist of illuminated storefront signs and lighted letters. Channel letters are individually illuminated letters and graphics and are permitted where back-lit illumination is permitted.
- (10.) Commercial Message. Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business product, service, or commercial activity.
- (11.) Commercial Sign, On-Premises. 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.
- (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, on 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. A permanent sign not affixed to a building. 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, and pylon signs. Freestanding signs shall not be erected so as to impede visibility for safe pedestrian and/or vehicular circulation. Freestanding signs may not protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
- (21.) Future Tenant Sign / Construction. A temporary sign that identifies the names of future businesses that will occupy a site and advises the public of information regarding the construction, management, leasing, financing, and future tenant of the building.
- (22.) Inflatable Device. An object that is inflated with air or gas.
- (23.) 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. Channel letters, neon, and back-lit illumination signs are permitted wherever internal illumination is permitted.
- (24.) 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.

- (25.) 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 24-12 of this Chapter.
- (26.) 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.
- (27.) Neon Sign. Neon signs are made using electrified, luminous tube lights that contain rarefied neon or other gases.
- (28.) Off-Premises 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-premises signs include billboards but do not include community information signs.
- (29.) 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.
- (30.) Opaque. An object or material that is not able to be seen through.
- (31.) Pennant. A decorative banner or sign placed on or perpendicular to a building primarily used for decoration.
- (32.) Push-through Sign. A sign where the background is opaque and only the message is capable of internal illumination.
- (33.) Scrolling. A display of text that appears on screen and rolls by in a constant direction.
- (34.) 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).
- (35.) 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 message.
 3. Merchandise, pictures, or models of products or services incorporated in a window display.
 4. Works of art, (excluding murals) including memorials and statutes, which in no way identify a commercial message. Review and approval of murals are regulated by this Chapter.
 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-premises.

9. Public Right-of-Way Signs (PROW) regulated by City Policy 5.080 are not regulated by this Chapter.
10. Banners regulated by City Policy 5.051 are not regulated by this Chapter.
- (36.) 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).
- (37.) Sign Face. The area or display surface used for the message.
- (38.) Sign Height. The vertical distance from the base of the sign at average grade to the top of the highest attached component of the sign.
- (39.) Sign Structure. Structure which is designed specifically for the purpose of supporting a sign, has supported, or is capable of supporting a sign
- (40.) Temporary Sign. Signs that are placed on a premises for a limited period of time. Refer to Section 24-05 & 06.
- (41.) 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.
- (42.) Transom Sign. A sign placed in the window or part of the window of a horizontal crosspiece above a door or window.
- (43.) 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.
- (44.) Vacant or Abandoned Sign. Any sign that has been abandoned or a sign, for a business that has vacated the premises for a period of ninety (90) days or more, and has not been blanked out, and advertises or identifies an ongoing business, product, service, idea or commercial activity no longer located on the site.
- (45.) 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.
- (46.) Wayfinding Sign. Signs that display a message intended to direct traffic or pedestrians towards a point of interest (listed under Community Information Sign).

(ORD 1264, 11/12/2013)

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 permanent signs in this chapter. Some districts and uses have size limitations. When individual districts/uses are called out specifically in the regulations, the regulations for the broader category for that group do not apply for that particular sign. Example: Post and panel signs in Residential Districts are limited to 10 square feet in area, but Multifamily Residential Uses allows 24 square feet in area, the Multifamily Residential Uses are still permitted to have 24 square feet of sign area for post and panel signs. Where specific regulations such as setback, area, and height do not list districts or uses individually, said regulations apply to all districts and uses where the sign is permitted. 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 this section. All illuminated signs must adhere to Section 24-12(11).

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. Properties within the Downtown Design Corridor are not included in this group.
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.
Downtown Design Corridor	Commercial properties zoned DMU between Chestnut Avenue and Maple Avenue and Veterans Parkway and 6 th Street. Regulations apply only to properties where the front building façade of the principal building is within 20 feet of the right-of-way. Existing signs not meeting the requirements for this group may be replaced and maintained at their current size, location, and sign type.
Rural Holding Districts	Rural and neighborhood districts, including RH-35. Freestanding signs permitted 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 & Planned Development	Campus District and Planned Development including CD and PD. Regulations are defined by each individual master sign plan. Individual signs under 50 square feet for Nonresidential Uses may be approved administratively. All other signs must be approved through the master sign plan process.

(1.) Awning/Canopy Sign. An awning is defined as a permanent roof-like structure that projects out from the exterior wall of a structure made of canvas or other materials with the purpose to shelter the entrances/exits from the natural elements. Canopy is defined as a permanent flat roof-like structure that projects out from the exterior wall or structure or is freestanding (such as a canopy over gas station pumps), that shield customers from natural elements. Canopy does not include marquee signs.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts, Downtown Design Corridor, 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 sign or canopy sign must be an integral part of the awning or canopy to which it is attached.
4. Awning signs 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 and canopy 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 awning or canopy area.
- (d) Sign Setback.
1. 2 feet minimum from the edge of a curbed street.
- (e) Illumination.
1. Back-lit and external illumination is permitted in Downtown Design Corridor.
 2. 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 or parking area.
- (2.) Billboard Sign. A large scale, off-premise sign that displays advertisements and identifies or communicates a commercial or non-commercial message directed toward the public right-of-way.
- (a) Sign Allowance.
1. Permitted in Community Mixed Use District and General Industrial District.
 2. Billboards are only allowed on streets or highways designated as part of the state trunk highway system.
 3. May not be placed on buildings and must be freestanding.
 4. Prohibited along Veterans Parkway between West McMillan Street and South Hume Avenue.
 5. All billboard sign structures must be approved through an alternative sign permit.
 6. Sign permits are not required to change the advertising or displayed message.
 7. A billboard sign structure may have up to two billboard faces per structure either side by side, or back to back at an angle of 60 degrees or less. Billboard signs meeting this requirement are considered one structure for the purposes of the separation requirement between billboard structures.
- (b) Sign Height.
1. 25 feet maximum for freestanding signs.
- (c) Sign Area.
1. 300 square feet maximum with no more than two signs per structure, with a maximum of 600 square feet per structure in cases of back to back or side by side signs.
- (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 billboard structure.

2. Billboards must also be located within 660 feet, as measured along the center line of the street from a State Highway.
 3. All billboards and other types of off-premises advertising structures must be setback 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.
 2. Illumination Standards. Refer to Section 24-12(11).
- (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, Downtown Design Corridor, Institutional Uses, and Industrial Districts.
 2. One changeable copy sign is allowed per lot.
 3. Changeable copy signs are counted towards the total allowable on-building or freestanding sign area to which they are attached.
 4. Freestanding changeable copy signs may not be standalone and must be part of a monument, post and panel, pylon, or highway sign.
- (b) Sign Height.
1. Limited to the height requirements of the sign to which it is attached.
- (c) Sign Area.
1. Freestanding changeable copy signs are limited to fifty percent (50%) of the overall sign area for the sign to which it is attached, not to exceed a maximum area of 40 square feet in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, and Industrial Districts.
 2. On-building signs are limited to 10% of the façade for all signs and are limited to fifty percent (50%) of the overall sign area utilized, with a maximum area of 40 square feet in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, and Industrial Districts.
- (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, Downtown Design Corridor, 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 include wayfinding signs, but 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, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.

2. One freestanding community information sign is permitted per lot.
 3. Permanent 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 Chapter 18 of the City of Marshfield Municipal Code.
 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. Temporary wayfinding signs may be approved by the Director of Public Works and may include commercial messages during municipal road construction projects. All other temporary community information signs must follow the requirements of Section 24-06.
 8. Permanent wayfinding signs within the public right-of-way must be approved by the Board of Public Works and Plan Commission through the alternative sign permit process.
 9. 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.
 10. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
- (b) Sign Height.
1. 8 feet maximum for freestanding signs in Multifamily Residential Uses.
 2. 12 feet maximum for freestanding signs in Mixed Use Districts, Institutional Uses, and Industrial Districts.
- (c) Sign Area.
1. 20 square feet maximum in Multifamily Residential Uses.
 2. 80 square feet maximum in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, and Industrial Districts.
- (d) Sign Setback.
1. As determined by the Board of Public Works.
 2. May not 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, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
- (5.) Directional Sign, Off-Premises. 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) Off-premises 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.
 - (e) Only one permit is required for all directional signs for a development installed at the same time.
 - (f) Criteria shall be based on the sign type regulations.
- (6.) Directional Sign, On-Premises. 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 premises may include all lots that are contiguous, abutting, or adjacent, under unified single ownership or unified development.
- (a) Sign Allowance.
 1. Permitted in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
 2. One freestanding on-premises directional sign permitted for each vehicular entrance and one per exit and one parking restrictions/conditions sign for each parking area if visible from the right-of-way.
 3. Must include symbol or text indicating direction of traffic flow.
 4. Additional interior signage is allowed provided the commercial message on interior signage is not directed towards right-of-way traffic.
 - (b) Sign Height.
 1. 5 feet maximum in Mixed Use Districts, Downtown Design Corridor, Multifamily Districts, and Institutional Uses for freestanding signs.
 2. 6 feet maximum in Industrial Districts for freestanding signs.
 - (c) Sign Area.
 1. 8 square feet maximum in Mixed Use Districts, Downtown Design Corridor, Multifamily Districts, and Institutional Uses for freestanding signs.
 2. 12 square feet maximum in Industrial districts.
 - (d) Sign Setback.
 1. May not 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, Downtown Design Corridor, 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. If existing signs are able to meet the following requirements, they must do so.
- (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 are counted towards the total allowable on-building or freestanding sign area to which they are attached.
5. Electronic message center signs shall be maintained so as to be able to display messages in a complete and legible manner.

(b) Sign Height.

1. Freestanding electronic message center signs are limited to the height requirements to which the sign is attached.
2. On-building electronic message center signs may not extend above top of the roof or parapet line of the building to which it is attached.

(c) Sign Area.

1. Freestanding signs are limited to fifty percent (50%) of the overall sign area for which the electronic message center is attached, with a maximum area of 40 square feet in Mixed Use and Industrial Districts and 24 square feet in Neighborhood Mixed Use Districts and Institutional Uses.
2. On-building signs are limited to 10% of the façade for all signs and are limited to fifty percent (50%) of the overall sign area for which the sign is attached, with a maximum area of 40 square feet in Mixed Use and Industrial Districts and 24 square feet in Neighborhood Mixed Use Districts and Institutional Uses.

(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 4 seconds and transitions between messages shall be less than one second. The scrolling of text is permitted and not subject to the 4 second hold time. Use of electronic message center signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered flashing, or animated signs, which are prohibited per Section 24-07(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. Illumination Standards. Refer to 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-premises.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts and Industrial Districts.
2. One fuel sign is allowed per freestanding sign (includes multiple fuel prices as one sign).
3. Freestanding fuel signs may not be standalone and must be part of a monument, post and panel, pylon, or highway sign.
4. Does not count against electronic message center sign area allowance if digital or changeable copy sign if manual.

(b) Sign Height.

1. Limited to the height requirements of the attached sign.

(c) Sign Area.

1. 10 square feet maximum per type of fuel, with a maximum total area of 40 square feet (4 fuel types) in the Mixed Use and Industrial Districts. Sign area allowed in addition to the area of the sign to which it is attached.
2. 20 square feet maximum per type of fuel, with a maximum total area of 80 square feet (4 fuel types) when part of a Highway sign. Sign area allowed in addition to the area of the sign to which it is attached.
3. On-building signs are limited to 10% of the façade for all signs.

(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 sign structures per Section 24-12(18).
6. One freestanding fuel sign is allowed as part of the highway sign but not counted towards the maximum size allowance to the sign which it is attached.
7. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.

(b) Sign Height.

1. 40 feet maximum in Mixed Use Districts and Industrial Districts.

(c) Sign Area.

1. 150 square feet maximum in Mixed Use Districts and Industrial Districts.

- (d) Sign Setback.
 - 1. 15 feet minimum in Mixed Use Districts and Industrial Districts.
 - 2. May not 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. Allowed in Residential Districts, excluding Institutional and Multifamily Uses.
 - 2. Requires a Conditional Use Permit.
 - 3. Existing signs may be maintained or replaced provided the size is not increased.
 - 4. Only one home occupation sign is permitted. No temporary commercial signs are permitted on premises.
 - (b) Sign Height.
 - 1. 6 feet maximum for freestanding signs.
 - (c) Sign Area.
 - 1. 10 square feet maximum.
 - (d) Sign Setback.
 - 1. 5 feet minimum.
 - (e) Illumination.
 - 1. External illumination is permitted 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, and often includes a variable message sign attached to the structure.
 - (a) All Marquee signs must be approved through an alternative sign permit.
 - (b) 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 solid 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 sign structures per Section 24-12(18).
10. One freestanding fuel sign is allowed and not counted towards the maximum size allowance to the sign which it is attached.
11. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.

(b) Sign Height.

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

(c) Sign Area.

1. 50 square feet maximum in Residential Districts.
2. 100 square feet maximum in Mixed Use Districts, Institutional Uses, and Industrial Districts.

(d) Sign Setback.

1. 5 feet minimum in Mixed Use Districts, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
2. May not 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. Permitted in the Downtown Design Corridor as an on-building sign only.
3. One freestanding sign per lot.
4. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing.
5. 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.
6. A 3 foot landscaping area around the base is required for new sign structures per Section 24-12(18).

7. One freestanding fuel sign is 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. Limited by the height of the sign to which they are attached for freestanding signs.
- (c) Sign Area.
1. 50 square feet maximum in the Neighborhood Mixed Use District for freestanding signs.
 2. 100 square feet maximum plus 10 additional square feet per tenant up to a total of 150 square feet in Mixed Use Districts, Institutional Uses, and Industrial districts for freestanding signs.
 3. 10 percent maximum of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Mixed Use Districts, Institutional Uses, and Industrial Districts for wall signs. Maximum of 200 square feet plus 25 square feet per additional tenant provided the building facade is of a sufficient size to permit the full 200 square feet of signage.
 4. 25 percent maximum of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Downtown Design Corridor for wall signs.
 5. All other on-building signs permitted in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, and Industrial Districts and are limited to the regulations for the type of sign proposed.
- (d) Sign Setback.
1. 5 feet minimum in Mixed Use Districts, Institutional Uses, and Industrial Districts.
 2. May not protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
- (e) Illumination.
1. External or back-lit illumination is permitted in the Downtown Design Corridor.
 2. 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) All Mural signs must be approved through an alternative sign permit.
- (16.) Off-Premises Sign. A freestanding or on-building sign that is placed on an off-premises property and not classified as a billboard, when a hardship such as intervening structures, distance from the right-of-way, or lack of space on-premises exists on the business property.
- (a) Off-Premises signs shall be applied for through the alternative sign permit process.
- (b) Criteria shall be based on the sign type regulations.
- (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, Downtown Design Corridor, 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 sign structures per Section 24-12(18).
4. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.
5. One freestanding fuel sign is allowed as part of the post and panel sign but not counted towards the maximum size allowance to the sign which it is attached.

(b) Sign Height.

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

(c) Sign Area.

1. 10 square feet maximum in Residential Districts.
2. 24 square feet maximum in Multifamily Residential Uses.
3. 40 square feet maximum in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, and Industrial Districts.

(d) Sign Setback.

1. 5 feet minimum in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Residential Districts.
2. May not protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.

(e) Illumination.

1. External illumination is permitted in Downtown Design Corridor and Residential Districts.
2. Internal or external illumination is permitted in Mixed Use Districts, Institutional Uses, and Industrial 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, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Multifamily Residential Uses.
2. Awnings, canopies, and marquee signs are not considered projecting signs.
3. One commercial projecting sign per building is permitted for single-tenant buildings. One commercial projecting sign per tenant is permitted for multi-tenant buildings. Additional information signs are permitted to be projecting provided they meet the requirements of Section 24-05(8).
4. All movable parts, such as covers to service openings, shall be securely fastened.
5. Signs are permitted to project into the right-of-way provided it meets the projecting sign setback below.

6. If projecting into the right-of-way, the city may require a certificate of liability insurance.

(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 maximum per sign in Mixed Use Districts, Downtown Design Corridor, 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 2 feet from the curb face of a curbed street.
3. May not protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.

(e) Illumination.

1. External Illumination in the Downtown Design Corridor.
2. 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 sign structures per Section 24-12(18).
6. One freestanding fuel sign is allowed and not counted towards the maximum size allowance to the sign which it is attached.
7. May not have both a Changeable Copy Sign and Electronic Message Center on the same freestanding sign.

(b) Sign Height.

1. 12 feet maximum in the Neighborhood Mixed Use District for freestanding signs.
2. 24 feet maximum in Mixed Use Districts and Industrial Districts for freestanding signs.

(c) Sign Area.

1. 50 square feet maximum in the Neighborhood Mixed Use District.
2. 100 square feet maximum in Mixed Use Districts and Industrial Districts.

(d) Sign Setback.

1. 5 feet minimum in Mixed Use Districts and Industrial Districts.
2. May not 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.

(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, Downtown Design Corridor, 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 maximum in Mixed Use Districts, Downtown Design Corridor, 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. External Illumination in the Downtown Design Corridor.
2. 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 for an individual business or tenant mounted parallel to and directly on a building facade or other vertical building surface. Includes transom signs, channel letters, cabinet signs, and similar types of signs.

(a) Sign Allowance.

1. Permitted in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, Industrial Districts, and Residential Districts.
2. New cabinet signs are not permitted in the Downtown Design Corridor. Existing signs may be replaced but not enlarged.
3. Wall signs shall not project more than 1 foot beyond the edge of any wall or other surface to which they are mounted.
4. Wall signs shall directly face the right-of-way unless directing customers to an entrance or facing a customer parking lot.
5. 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 maximum of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Mixed Use Districts, Institutional Uses, and Industrial Districts. Maximum of 200 square feet provided the building facade is of a sufficient size to permit the full 200 square feet of signage.
4. 25 percent maximum of the building facade, with a minimum of 50 square feet of signage allowed regardless of the size of the building façade in Downtown Design Corridor. Maximum of 200 square feet provided the building facade is of a sufficient size to permit the full 200 square feet of signage.

(d) Sign Setback.

1. Not applicable.

(e) Illumination.

1. Internal illumination is permitted in the Mixed Use Districts, Institutional Uses, and Industrial Districts when not facing residentially zoned property.
2. Internal and back lit illumination is permitted for channel letters, push-through signs, and transom signs in the Downtown Design Corridor.
3. External illumination is permitted in Mixed Use Districts, Downtown Design Corridor, Institutional Uses, Industrial Districts, Residential Districts, and Multifamily Residential Uses.

(ORD 1264 11-12-13)

Section 24-04: Sign Area Allowance, Measurement Standards, and Flexible Criteria

(1.) Total Sign Area Allowance.

- (a) Except for the Downtown Design Corridor, all signage for each lot is limited to 2 square feet per linear foot of street frontage. Lots fronting on two or more public streets or alleys 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.
- (b) Sign allowance in the Downtown Design Corridor is limited 25% of the façade of the building facing a public street or up to 10% of the building façade facing a public alley or customer parking lot that does not face a public street.

(2.) Measurement of Signs.

- (a) Measurement of Sign Setback: The setback is measured from the right-of-way line or property 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. Neutral surface may include a painted sign band or other similar painted surfaces not to be included in the total sign area.

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, including curved edges (circles/ellipses), 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. Signs where the separation is larger than 60 degrees shall be counted as two separate signs.
 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 subsection 1-4 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. Support structures that include commercial messaging or logos may be counted towards the sign area of the sign.
- (c) Measurement of 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. Grading or landscape area less than 18 inches above the natural grade will not be counted toward the overall sign height.

(3.) Flexible Criteria.

- (a) If the business or development qualifies as a large building, which is defined as any building exceeding 125 feet in length or having three or more stories or have gross square footage in excess of 50,000 square feet, the business or development will be allowed additional wall sign area per building elevation up to an additional 150 square feet above the 200 square foot limitation, but may not exceed 10% of the façade the sign is located on.
- (b) If the building has an additional set-back it may be allowed additional wall sign area. The amount of wall signage may be increased by one foot for every additional three feet the building is setback beyond the required setback for the underlying zoning district (not using major street setback and not permitted where zoning district has a zero foot front yard setback). The measurement shall be taken from the closest point on the wall in which the sign is located to the nearest facing right-of-way line. The development will be allowed additional sign area up to an additional 50 square feet of wall signage above the 200 square foot limitation, but may not exceed 10% of the façade the sign is located on. Example: Building setback 50 feet from the front property line in the CMU District. CMU District requires a minimum 20 feet front setback. = $(50-20) = 30/3 = 10$ **additional square feet of sign allowance for the site.**
- (c) Flexibility: The City shall allow the following flexibility for freestanding signage where the setback is increased for Mixed Use Districts, Institutional Uses, and Industrial Districts.

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 2 foot up to a maximum of 4 additional feet per sign type.
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 1 foot up to an additional 20 square feet per sign type.

(ORD 11-12-2013)

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. Refer to Section 24-06 and 24-07 for regulations on Temporary and Prohibited and Limited Signs.

- (1.) Address. Address numerals and other information to identify a location by law, order, rule, or regulation, provided that such sign does not exceed three square feet in area per officially assigned address, or the size required by law, order, rule, or regulation, whichever is greater.
- (2.) Bulletin Board. On-premises 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-premises and off-premises on the day(s) of the sale. Must be removed at the end of the sale.
- (6.) Government Information Sign. Signs erected or placed 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, including digital radar speed limit signs, directional or warning signs.
- (7.) Identification Sign. A sign not exceeding 6 square feet indicating the name and/or address of the property owner, tenant and/or manager of the property.
- (8.) Informational Signs. An on-building sign which provides special information such as hours of operation, directional signs for pedestrians, or similar signs.
 - (a) Sign Area. Sign is limited to 4 square feet in area in Residential Districts or 6 square feet in area in all other districts and uses.
 - (b) The sign may contain a business logo or name if the logo name does not exceed 1 square feet in area.
- (9.) Interior Oriented Sign. Signs which are located on the interior of a premises and which are primarily oriented to persons within that premises such as drive-thru menu boards, interpretive signs, interior directional and informational signs, and other similar signs not directed toward traffic or pedestrians in the public right-of-way.
- (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.) Pennant Signs. A type of decorative banner/flag vertically attached to a building, City light pole, or permit designated rods for special event, decoration, or seasonal changes. May include words, names of facilities, images, and shapes, but not intended to be used for commercial advertising.

- (12.) 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 6 square feet in area and 4 feet in height, and are limited to one per frontage on a public right-of-way.
- (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.
- (13.) Public Property and Right-of-Way Signs. The following signs not requiring a permit that 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 including parking lots, regulatory, 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) Directional signs, including wayfinding 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) and must be approved by the Board of Public Works.
- (d) Bus stop signs erected by a public transit company and taxicab stop signs.
- (e) Informational signs of a public utility regarding poles, lines, pipes or other facilities.
- (f) 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.
- (g) Temporary signs approved by the Director of Public Works.
- (14.) Site Information Sign. Individual signs of no more than 8 square feet which, without including advertising, provide instructions and/or direction to facilities intended to serve the public, such as rest rooms, public telephones, walkways, parking, and similar facilities.
- (15.) Small Signs. Directional signs less than 3 square feet in area and less than 3 feet in height.
- (16.) Temporary Signs. Temporary signs 32 square feet or less. Refer to Section 24-06 of this Chapter.
- (17.) 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.

(CODE 1264, 11-12-2013)

Section 24-06: Temporary Signs

- (1.) Temporary Sign. A sign or advertising display (including festoons, 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 offers.
- (2.) General Regulations.

- (a) A sign permit shall not be required for all temporary signs that meet the requirements of this Chapter unless the temporary sign exceeds 32 square feet. Temporary signs exceeding 32 square feet must apply for a temporary sign permit per Section 24-09(2)(c) unless otherwise exempt from permitting requirements.
 - (b) Except as may be allowed below or by an approved alternative sign permit, single-tenant businesses or other entities 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 stated below. Multi-tenant spaces are allowed one temporary sign per business.
 - (c) Such signs shall not count against the maximum area or number of business signs allowed per Section 24-03.
 - (d) 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.
 - (e) Freestanding temporary signs may not protrude into the vision triangle as regulated by Chapter 18 of the City of Marshfield Municipal Code.
 - (f) Temporary signs may not be internally illuminated for all districts and uses and may not be externally illuminated in Residential Districts.
 - (g) Permitted in all districts and uses unless restricted below.
 - (h) Temporary signs are prohibited in or over the public right-of-way unless approved by the Director of Public Works.
- (3.) Regulations for Specific Temporary Sign Types.
- (a) Advertising Flags. Signs advertising sales, limited time offers, grand openings, or other special events including “Open” flags.
 - 1. Prohibited in Residential Districts, excluding Institutional and Multifamily Uses.
 - 2. Does not require a temporary sign permit.
 - 3. 16 square feet maximum in area.
 - 4. 8 feet maximum in height if ground mounted and may not extend above the roof line if building mounted.
 - 5. All advertising flags shall be regularly maintained.
 - 6. Deteriorated flags (torn, faded, sagging or in disrepair) shall not be displayed.
 - 7. Freestanding signs shall be limited to 30 consecutive days.
 - (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. Banners under these regulations do not include bulletin boards, decorative pennants, or the banners within the public right-of-way that are allowed under City Policy 5.051.
 - 1. Requires a temporary sign permit if the sign exceeds 32 square feet in area. Sign shall not exceed 50 square feet in area.
 - 2. All banners shall be regularly maintained.
 - 3. Deteriorated banners (torn, faded, sagging or in disrepair) shall not be displayed.
 - 4. Freestanding banners shall be limited to 30 consecutive days.
 - 5. Banners shall be mounted to stable or permanent structures such as buildings, fences, freestanding signs or similar structures.

- (c) Community Event Signs. 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, internal on-premises signs not intended for view from the public right-of-way, or the banners within the public right-of-way that are allowed under City Policy 5.051.
1. One such on-premises sign at the location of the event, plus up to two additional off-premises signs may be placed on private property, not more than 21 days before the event and shall be removed within 48 hours after the event in. Signs over 6 square feet are prohibited in Residential Districts, excluding Institutional and Multifamily Uses.
 2. Requires a temporary sign permit if the sign exceeds 32 square feet in area. Sign shall not exceed 50 square feet in area.
 3. Additional off-premises signs for such a temporary event may be placed on a separate private property in all districts and uses; limited to one sign per property and limited to 6 square feet in area. Such signs shall not be erected more than 21 days before the event and shall be removed within 48 hours after the event.
- (d) Construction/Future Tenant Signs.
1. Two construction/future tenant signs permitted per construction site.
 2. Does not require a temporary sign permit.
 3. Signs shall not exceed a total of 32 square feet in Residential Districts or 100 square feet in area in all other districts and uses.
 4. 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.
- (e) Directional Signs. Temporary directional signs may be allowed on or off-premises to direct people to a public or private event.
1. Off- premises signs may not include a commercial message and are not permitted for commercial events.
 2. Does not require a temporary sign permit.
 3. Limited to the day of the event.
 4. 6 square feet maximum in area.
 5. Must be removed within 24 hours of the event.
- (f) Garage Sale Sign. Permitted on-premises and off-premises on the day(s) of the sale.
1. Does not require a temporary sign permit.
 2. Must be removed at the end of the sale.
- (g) Personal Greeting or Congratulatory Signs. One personal greeting or congratulatory sign or object, per premises.
1. Signs may not include a commercial message and are not permitted for commercial events.
 2. Does not require a temporary sign permit.
 3. 50 square feet maximum in area.
 4. Freestanding signs shall be limited to 7 consecutive days.
- (h) Political Signs. Signs promoting a candidate or position on an issue for an upcoming election must meet the requirements of Wisconsin State Statutes 12.04.

1. Does not require a temporary sign permit.
- (i) 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).
- (j) 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. Does not require a temporary sign permit.
 3. Such sign shall be removed within 30 days of the sale or lease of the single space it is advertising.
 4. Such sign shall not exceed 8 square feet area in Residential Districts and 32 square feet in area in all other districts and uses including Institutional and Multifamily Uses, and for undeveloped subdivisions.
 5. Additional off-premises signs and an additional on-premise sign is permitted during an open house event.
- (k) 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.
1. Does not require a temporary sign permit.
 2. 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.
 3. 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.
- (l) Temporary Commercial Signs. Signs advertising sales, limited time offers, grand openings, or other special events.
1. Prohibited in Residential Districts, excluding Institutional and Multifamily Uses.
 2. Requires a temporary sign permit if the sign exceeds 32 square feet in area. Sign shall not exceed 50 square feet in area.
 3. One non-illuminated freestanding temporary commercial sign is allowed per street frontage.
 4. Such freestanding signs not exceeding 50 square feet in area, and not greater than 8 feet in height if ground mounted.
 5. Freestanding signs shall be limited to 30 consecutive days unless a temporary sign permit is approved. Refer to Section 24-09(2)(c).
 6. Signs placed on tents, food vendor trailers, 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 and are limited to the duration of the sale.
- (m) 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 or sign area of Section 24-06(2)(b), above, provided that the total of all signs in the window area, including temporary and permanently mounted window signs, does not exceed 50 percent of the window area. Refer to Section 24-05(16).

(CODE 1264, 11-12-2013)

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 on the structure to which it is attached. Signs placed on mansard roofs are considered wall signs not 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 or animated signs shall be permitted.
 - (e) No inflatable device shall be permitted.
 - (f) No beacons or search beacons shall be permitted.
 - (g) No abandoned signs shall be permitted.
 - (h) Advertising Mobile Sign. Any sign or advertising device attached to 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, 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 premises for more than 48 consecutive hours, with the principal purpose to attract attention to a product sold or a business located on the property or located off-premises. 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 mobile signs. Advertising Mobile Sign excludes existing signs affixed on trailers 50 square feet or less, the “Green Cow” sign when not used for commercial purposes, food vendor trailers, vehicles painted prior to the adoption of this chapter with the business name on it, and mobile signs otherwise permitted in this chapter.
 - (i) Signs in the public right-of-way that are not otherwise permitted in this Chapter.
 - (j) Non-compliance. Any other sign that does not comply with the terms, conditions or provisions of this sign code.
 - (k) Except for murals, on-building signs such as wall signs may not be painted directly on to any building surface. Existing commercial signs may be repainted to the same size.
 - (l) 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 unless required for safety.
 - (m) 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 of the City of Marshfield Municipal Code.
 - (n) No commercial sign shall be attached to or painted on any natural feature (e.g. tree or rock), public utility pole, public light pole or traffic regulatory structure.
 - (o) 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 over 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 artificial device, figure, shape, color, sound, light or exhibit, whether live, animated, or still, that strobos, rotates, or emits sounds that would be considered a distracting device, as determined by the Marshfield Police Department or the Zoning Administrator.

(CODE 11-12-2013)

Section 24-08: Nonconforming Signs

- (1.) Nonconforming Signs. Signs existing as of January 01, 2014, which do not conform to the provisions of this Chapter, such as brightness, 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 by the adoption of this chapter, 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. Refer to Section 24-08(4)(a), for what would constitute an alteration of a sign.
 - (c) Whenever there is a change in the sign user or entity, sign owner, or owner of the property on which the sign is located, the new sign user or entity, 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. 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, such modification may be approved by the Zoning Administrator and would not constitute an alteration. This may include moving the sign to meet the required setback or vision triangle requirements.
 2. A multitenant sign which comprises part of a master sign plan may be replaced to accommodate a new tenant sign without triggering the need to bring all the signs, or any of its parts, into compliance with the provisions of this Chapter.
 3. Modification of any permanent commercial sign within the right-of-way may only be allowed upon approval by the Board of Public Works with approval of an Encroachment Agreement or similar type agreement in place at the time of approval.

(CODE 1264, 11-12-2013)

Section 24-09: Sign Permit Applications

(1.) Applicability.

- (a) Except as otherwise provided in Section 24-05 and 24-06, 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 permanent or non-variable message center sign including or for any conversions or changes in the sign structure.
- (c) This section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure, or changing the advertising message on a billboard.
- (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, not meeting the requirements of Section 24-08 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.
- (c) Temporary: This type of permit is intended for temporary sign applications that exceed 32 square feet in area unless otherwise exempt from permitting requirements. Temporary sign permits are only valid for 30 days. At the end of 30 days the sign shall either be removed from the property or the applicant may choose to apply for another permit, up to two consecutive permits (consecutive meaning within 30 days of each other). After the consecutive second permit expires, an entity or business must wait a minimum of 30 days before receiving another temporary sign permit after an application is reviewed and approved by the Zoning Administrator. This provision essentially allows an entity or business location to have temporary signs in a cycle of two months on and one month off.
- (d) Master: This type of permit is intended for sign applications where two or more sign do not fully meet the individual sign standards. Master sign permits are reviewed by the Zoning Administrator and approved by the Plan Commission.

(3.) Sign Permit Application. Unless waived by the Zoning Administrator, each standard, alternative sign and master sign permit application should include:

- (a) The name, address, phone number, and email address of the applicant and sign contractor.
- (b) The property's zoning designation, address, and use of the building for which the sign will provide information.
- (c) 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. Required vision triangles per Chapter 18 of the City of Marshfield Municipal Code.
 5. All parking areas, driveways, and public roads.
 6. Method of attachment, structural support, method of illumination, and sign materials.
 7. Approximate value of the sign to be installed, including cost of installation.
- (d) In addition to the sign permit, an electrical permit may be required where applicable.
- (e) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
- (f) 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.
- (b) 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.
- (c) In certain cases, a sign permit may not be granted prior to the approval from the Plan Commission or the Director of Public Works or the Board of Public Works. 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) on the next available Plan Commission or Board of Public Works scheduled meeting after 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.
- (d) Denial of a sign permit may not result in 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 or entity 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.

(CODE 1254, 11-12-2013)

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. Existing master sign plans effective as of the date of this chapter may continue to be in effect if exceptions to the previous sign code have been granted.
- (2.) Applicability. A master sign plan shall be required in the following circumstances:
 - (a) Two or more signs are installed that do not meet all of the individual sign standards;
 - (b) Two or more signs are proposed for a Campus District or nonresidential Group or Large Development;
 - (c) Signs in a Campus District or Group or Large Development that exceeds 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 currently in place, whichever is less restrictive;
 - (e) The Zoning Administrator determines that a master sign plan is needed because of project characteristics such as:
 - 1. Size and number of proposed signs,
 - 2. Limited site visibility, or
 - 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 meet the requirements in Section 24-09(3).
- (4.) Procedures. A master sign plan shall be review by the Zoning Administrator and approved by the Plan Commission.
- (5.) Flexible criteria. Refer to Section 24-04(3).
- (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 master sign plan without obtaining a sign permit pursuant to Section 24-09.
 - (b) If the Plan Commission has approved a master sign plan with exceptions 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 may 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.

(CODE 1264, 11-12-2013)

Section 24-11: Alternative Signs

- (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 sign is not in full compliance with the definition or the type of sign is not permitted within a given district, the Plan Commission may make considerations for unique signs that match or have similar architectural styles or materials as the principal building(s).
 - (b) 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 may be granted to achieve visibility standards. This adjustment is not intended to be used to make signs visible to other streets, but to address site difficulties of visibility to the street on which the sign has direct frontage. Site difficulties may include the sign face being blocked due to topography of the site, elevation of street, setback of the existing development, existing development or landscaping on the site, or from abutting development or landscaping. This set of adjustment criteria is generally intended to allow greater flexibility in placement and dimension requirements of the sign. The adjustment may be approved if the following criteria are found to be met:
 - 1. There is no reasonable place on the site for an allowed sign without an adjustment to achieve visibility standards to the street immediately in front of the site.
 - 2. If the proposed sign extends into 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.
 - 5. Additional signage may not constitute an over proliferation of signs on a property or cause needless repetition or redundancy of signage.
 - 6. The sign would not be located so as to have a negative impact on adjacent property.
 - 7. The size and height adjustment is the minimal to adhere visibility standards.
 - (c) If a proposed sign structure, including required landscaped areas would take up required parking spaces and is unable to be suitably placed where setbacks can be met and required parking is not removed, the Plan Commission may reduce or waive the setbacks and landscaping requirement.
 - (d) Signs where an alternative sign permit is specifically required elsewhere in this chapter such as an off-premises, multiple freestanding signs on one lot, marquee, mural, or temporary sign, may not need to meet all of the above criteria for approval. These are unique signs and the Plan Commission may grant approval on a case by case basis.
 - (e) Zoning Administrator may require an alternative sign permit when provisions of the sign code are unclear or contradicting. Standard sign permit fee applies.

(CODE 1254, 11-12-2013)

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.
- (2.) Electrical signs and sign installers shall also comply with the applicable provisions of Chapter 17, Electrical Code as adopted by the city.
- (3.) Illuminated signs must adhere to Section 24-12(11) and all electrical signs must be UL Listed.
- (4.) 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.
- (5.) 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.
- (6.) All permanent signs and their supporting members shall be constructed of standardized sign materials.
- (7.) 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.
- (8.) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (9.) 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.
- (10.) 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.
- (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. Electrical signs shall also comply with the applicable provisions of the electrical code as adopted by the city and must be UL Listed.
 2. Illumination shall be designed to eliminate negative impacts on surrounding rights-of-way and properties. The light from an illuminated sign shall not be of an intensity or brightness that will create a negative impact on residential uses in direct line-of-sight to the sign.
 3. Signs may not be illuminated in a manner that interferes with (including glaring or blinding), misleads or confuses traffic.
 4. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
 5. In no instance shall the amount of illumination attributable to any non-electronic message center sign, as measured a distance of 10 inches from the face, exceed 60 foot-candles above ambient lighting conditions. In no case, with all lighting components energized, shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed

60 foot candles when measured with a standard light meter held at a distance of ten inches from the sign face.

6. All electronic message center signs shall not exceed 0.3 footcandles above ambient light conditions measured from a distance based on the area of the sign [$measurement\ distance = \sqrt{(Area\ of\ Sign\ Sq.\ Ft. \times 100)}$], perpendicular to the sign face, and using an illuminance meter capable of accuracy of two decimals. Example: A 24 square foot electronic message center would be limited to 0.3 footcandles when measured at a distance of 49 feet. $Measurement\ Distance = \sqrt{(24 \times 100)} = 49\ feet.$
 7. 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.
 8. All digital billboards signs must abide by Wisconsin State Statutes 84.30(4)(b)&(bm).
- (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 and any electrical service is safely removed or protected.
 - (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 may only be allowed to stand with partial illumination for a period of no more than 30 consecutive days, without justification.
 - (18.) Landscaping. When required as part of the sign allowances in Section 24-03, for all new sign structures where a new base is installed, a landscaped area shall extend from the sign base a minimum of three feet, be protected from vehicular encroachment, and be landscaped with a combination of low-growing shrubs, landscape rocks, or ground cover. The landscaped treatment shall be designed and maintained not to obstruct visibility of the sign message. A reduction to the landscaping requirement may be approved administratively if the required landscape area would encroach into the right-of-way, building/structure, existing improved parking area, or into a required parking stall.
 - (19.) 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.
 - (20.) All sign installers must meet the requirements of Section 17-38(4) of the City of Marshfield Electrical Code.
 - (21.) In addition to the sign permit, an electrical permit may be required where applicable.

(CODE 1264, 11-12-2013)

Section 24-13: Enforcement of Sign Code

- (1.) Enforcement of Sign Code 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 shall be effective upon 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 60 days of the revocation notice.
 - (e) Failure to comply within the timeframe of the revocation notice may result in issuance of citations per Chapter 1 Section 1-05 of the City of Marshfield Municipal Code.
 - (f) Revocation shall not result in total or partial reimbursement of permit fees paid.
 - (g) Any sign on public property or within the public right-of-way must be approved by the Director of Public Works or the Board of Public Works.
- (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 non-temporary sign which is the subject of the appeal and which has been legally erected until the Plan Commission decides whether to sustain, modify, or reverse the decision of the Zoning Administrator.
- (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 may revoke the permit for any sign which is in violation of this Chapter or approve a reasonable extension if the sign permit holder is unable to remove the sign within the required time. If sign is not removed after the extension, it shall be the duty of the Zoning Administrator to cause removal of such sign and may result in issuance of citations per Chapter 1 Section 1-05 of the City of Marshfield Municipal Code.
 - (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) Any temporary sign in violation of this chapter shall be notified of said violation by the Zoning Administrator. Said notification shall indicate that such violation must be corrected within a given timeframe. If not corrected by the required timeframe, removal of the sign by the City may occur at

the expense of the owner of the property, and failure to comply may result in issuance of citations per Chapter 1 Section 1-05 of the City of Marshfield Municipal Code.

- (f) 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 premises shall have the following effect:
- (a) A sign is considered vacant after 90 days of a business being out of operation. After 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 if the sign and structure is structurally sound, in good condition, and on private property. If any portion of a vacant freestanding sign falls within the public right-of-way, or the sign is structurally unsound, falling apart, or in poor condition, the Zoning Administrator may take steps to have the sign removed under Section 24-13(3).
 - (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.
- (5.) Amendments to the Municipal Sign Code. The municipal sign code may be amended if errors or inconsistencies are found or if updates need to be made to accommodate the desires of the community. Amendments to the sign code require a Class 2 notice with a public hearing held before the Plan Commission. Any amendments to the sign code must be approved by the Common Council through the passage of an ordinance.

(CODE 1264, 11-12-2013)

Section 24-14. Fee schedule.

- (1.) Fees shall be as stated in the City of Marshfield Fee Schedule, as established by the Common Council and shall be on file in the office of the City Clerk.

(CODE 1264, 11-12-2013, Ord No. 1324, 12/8/15)