

Types of Signs Requiring a Permit

On-Building Signs.

- Awning/Canopy
- Changeable Copy
- Community Informational
- Direction (off and on premise)
- Electronic Message Center
- Fuel Sign
- Home Occupation
- Marquee
- Multi-Tenant
- Mural
- Projecting
- Off-Premise
- Suspended
- Wall

Freestanding Signs.

- Billboards
- Changeable Copy
- Community Informational
- Direction (off and on premise)
- Electronic Message Center
- Fuel Sign
- Home Occupation
- Multi-Tenant
- Highway
- Monument
- Off-Premise
- Post and Panel
- Pylon

Temporary Signs.

- Community Event
- Banners
- Temporary Commercial

Please Remember. . .

The City of Marshfield Development Services Department is anxious to help you achieve a safe and proper sign improvement. We are happy to answer your questions. We urge you to obtain a permit and have your work inspected for compliance. You will not only be complying with the law, you will be protecting yourself, customers, and your employees.

This brochure is intended to provide a summary of various code requirements for the City of Marshfield. This is not a complete list of code items. As always, please consult with City of Marshfield staff prior to installing a new sign or altering an existing sign.

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CITY OF MARSHFIELD

Quick Facts

2019 Sign Code



MARSHFIELD
• *The City in the Center* •

<http://ci.marshfield.wi.us>

Permit Information

Process.

- The Zoning Administrator (Associate Planner) shall review all sign permit applications for compliance with the Sign Code. Applications not in compliance with the sign code must be approved through the alternative sign permit process.

Types of sign permits.

- Standard Sign Permit: intended for signs that comply with all applicable terms of the sign code, without deviation or variation. Face Change: \$25.00 New Sign: \$50.00
- Alternative Sign Permit: intended for signs applications that seek approval for proposed signage that is not completely described by the terms of the sign code or does not fully comply with specific provisions and must be approved by the City Plan Commission and Common Council. \$250.00
- Temporary Sign Permit: intended for temporary commercial signs, banners and community event signs that exceed 32 square feet in area. \$25.00
- Master Sign Permit: intended for sign applications where two or more signs do not fully meet the individual sign standards and must be approved by the City Plan Commission and Common Council. \$300.00 plus \$50.00 for each individual sign

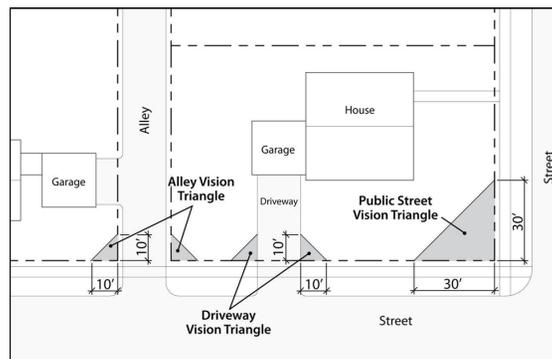
Applications shall include the following:

- Applicant/ Business information
- Site information
- Site plan which illustrates, all existing and proposed sign locations and types, property lines, vision triangles, driveways, public roads, and setbacks
- Sign information which includes, renderings, sign dimensions, and valuation (cost of sign and installation)

General Sign Allowance

The following are general minimum requirements. Some signs, uses and districts may vary from the general requirements per the Sign Code.

- Each lot is limited to 2 square feet of total signage per linear foot of street frontage.
- Signage located on a building façade is limited to 10% of the façade to which they are attached.
- The general setback for a freestanding sign is 5 feet.
- Signs may not be placed in the vision triangle.



Signs Prohibited

The following is a short list of signs that are prohibited in the City of Marshfield, but is not limited to:

- Fluttering, undulating, swinging, rotating, or moving signs
- Roof Signs
- Flashing and animated signs
- Inflatable devices and beacons
- Advertising mobile signs
- Signs in the public right of way
- Signs that block pedestrian or vehicular traffic and risk public safety

Temporary Signs

- A lot with a single-tenant is permitted up to 2 temporary signs at a single time with a maximum total sign area of 50 square feet.
- All community event signs, banners, and temporary commercial signage greater than 32 square feet must receive a temporary sign permit.
- A temporary sign permit is valid for 30 days.
- An entity or business may receive up to 2 consecutive (within 30 days of each other) temporary permits. After the second permit expires, the entity or business must wait 30 days before receiving another permit.

Electronic Message Center (EMC)

- Flashing and animation is prohibited
- Scrolling messages are permitted
- A message or still image can not change more than once every 4 seconds.
- Messages or still images must transition between frames in less than one second.

Nonconforming Signs

Nonconforming signs are signs existing as of January 01, 2014, which do not conform to the provisions of the new Sign Code. If a sign is approved through the alternative sign process, it shall be considered conforming.

- Signs may be maintained.
- Shall not be altered or moved without being brought into compliance with the code.
- Altering a sign does not include: maintaining the existing appearance; replacing the sign face; replacing the structure support with identical materials, colors and messages; changing the message of a marquee or community information sign; or changing the face of a billboard.