CHAPTER 25

UNIFORM SIGN ORDINANCE

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25.01 PURPOSE

The purpose of these sign regulations are: to encourage the effective use of signs as a means of communication in the City of Stevens Point (hereinafter referred to as the City); to maintain and enhance the beauty and unique character and enhance the aesthetic environment of the City by eliminating visual blight; to enhance the City's ability to attract sources of economic development and growth; to protect pedestrians and motorists of the City from damage or injury caused or partially attributable to the distractions and obstructions which are hereby declared to be caused by improperly sized or situated signs; to minimize the possible adverse effect of signs on nearby public and private property; to promote the public safety, welfare and convenience, and enjoyment of travel and the free flow of traffic within the City; and to provide a uniform sign ordinance between the City of Stevens Point, Village of Plover and Portage County.

25.02 APPLICABILITY - EFFECT

A sign may be erected, placed, established, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions, and other requirements of this Ordinance. In addition, this Ordinance is intended to:

1. Establish a permit system to allow a variety of types of signs in commercial and industrial zoning districts, and a limited variety of signs in other zoning districts, subject to the standards and permit procedures of this Ordinance;

2. Allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the requirements of this Ordinance, but without a requirement for permits;

3. Prohibit all signs not expressly permitted by this Ordinance; and

4. Provide for the enforcement of the provisions of this Ordinance.

25.03 DEFINITIONS

Words and phrases used in this Ordinance shall have the meanings set forth in this Section. Words and phrases not defined in this Section, but defined in the Zoning Ordinance of the City shall be given the meanings set forth in such ordinance.

<u>ABANDONED SIGN</u>: A sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity and/or for which no legal owner can be found.

<u>ANIMATED SIGN</u>: Any sign which uses movement, reflection or change of lighting to depict action or to create a special effect or scene (compare to FLASHING SIGN).

AREA: (see SIGN, AREA OF)

AWNING: Canvas, cloth or other nonrigid structures supported above windows or door openings.

BANNER SIGN: A sign made of fabric or any nonrigid material with no enclosing framework.

BILLBOARD: (see OFF-PREMISE SIGN)

BUSINESS SIGN: A sign which directs attention to a business, profession, commodity, service or entertainment that is sold or offered upon the premises where such sign is located or to which it is attached.

CANOPY SIGN Any sign that is part of, or attached to, an awning, canopy or other fabric, plastic or structural protective cover over a door, window, entrance or outdoor service area.

CHANGEABLE COPY SIGN (AUTOMATIC): A sign on which the copy changes automatically on a lampbank or through mechanical means, e.g., electrical or electronic time and temperature units.

CHANGEABLE COPY SIGN (MANUAL): A sign on which copy is changed manually in the field, e.g., readerboards with changeable letters.

CITY: Unless the context clearly discloses a contrary intent, the word City shall mean the City of Stevens Point, Wisconsin.

CONSTRUCTION SIGN: A temporary sign identifying an architect, contractor, subcontractor and/or material supplier participating in construction on the property on which the sign is located.

COPY: The wording and/or symbols on a sign surface in either permanent or removable letter form.

DIRECTIONAL/INFORMATIONAL SIGN: An on-premise sign giving directions, instructions, or facility information and which may contain the name or logo of an establishment, but no advertising copy. Examples include parking or exit signs.

DOUBLE FACED SIGN: A sign with two faces.

ELECTRICAL SIGN: A sign or sign structure in which electrical wiring, connections, or fixtures are used.

ELECTRONIC MESSAGE CENTER: (See CHANGEABLE COPY SIGN, AUTOMATIC)

FACADE: The entire front or any other face of a building, including the parapet.

FACE OF SIGN: The area of a sign on which copy is placed.

FESTOONS: A string of balloons, ribbons, tinsel, small flags, or pinwheels.

FLAG: Any fabric, banner or bunting containing distinctive colors, patterns or symbols, used as a symbol of a business, corporation, government, political subdivision or other entity.

FLASHING SIGN: A sign which contains an intermittent or sequential flashing light source used primarily to attract attention. Does not include changeable copy signs, animated signs, or signs which, through reflection or other means, create an illusion of flashing or intermittent light (compare with ANIMATED and CHANGEABLE COPY SIGN).

FREESTANDING SIGN: Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure.

GOVERNMENT SIGN: Any temporary or permanent sign erected and maintained by the City, County, State or Federal Government for traffic direction or for designation of or direction to any school, hospital, historical site, public service, property or facility.

GROUND SIGN: A freestanding sign that is less than six feet in height.

HEIGHT (OF A SIGN): The vertical distance measured from the highest point of the sign to the surface grade beneath the sign.

IDENTIFICATION SIGN: A sign whose copy is limited to the name and address of a building, institution or person and/or to the activity or occupation being identified.

ILLEGAL SIGN: A sign which does not meet the requirements of this Ordinance and is erected after the effective date of this Ordinance.

ILLUMINATED SIGN: A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign.

INCIDENTAL SIGN: A sign, emblem or decal informing the public of goods, facilities or services available on the premises, e.g., credit card sign or sign indicating hours of business. Incidental signs shall include signs placed on items for sale.

LOT: A parcel of land legally defined on a subdivision map recorded with the City Assessor's Office, Portage County Land Description Office, or a parcel of land defined by a legal record of survey map.

MAINTENANCE: For the purposes of this Ordinance, the cleaning, painting, repair or replacement of defective parts of a sign in a manner that does not alter the basic copy, design or structure of the sign.

MARQUEE SIGN: A permanent roof-like structure or canopy of rigid materials, supported by and extending from the facade of a building.

NAMEPLATE: A nonelectric on-premise sign giving only the name and/or address of an occupant.

NONCONFORMING SIGN: A sign which was erected legally, but which does not comply with subsequently enacted sign restrictions and regulations.

OFF PREMISE SIGN: A sign structure advertising an establishment, merchandise, service or entertainment which is not sold, produced, manufactured or furnished at the property on which the said sign is located, e.g., billboards or outdoor advertising.

ON PREMISE SIGN: A sign which pertains to the use of the premises on which it is located.

OWNER: For the purposes of this Ordinance, the owner of the sign is presumed to be the person recorded as the owner of the sign on official records (such as the sign permit) unless facts to the contrary are officially recorded or otherwise brought to the attention of the Zoning Administrator, e.g., a sign leased from a sign company.

PARAPET: The extension of a false front or wall above a roof line.

POLITICAL SIGN: For the purposes of this Ordinance, a temporary sign used in connection with a local, state or national election or referendum, or to represent a political or philosophical position.

PORTABLE SIGN: A sign mounted on a frame or chassis, designed to be easily relocated, and not meant to be permanently affixed to buildings, poles or the ground.

PROJECTING SIGN: A sign, normally double faced, other than a flat wall sign, which is attached to and projects more than 18 inches from a building facade. A projecting sign is not a canopy sign.

REAL ESTATE/FOR SALE OR LEASE SIGN: A temporary sign advertising the real estate upon which the sign is located as being for rent, lease or sale.

ROOF SIGN: Any sign erected or constructed wholly upon and over the roof of any building and supported solely on the roof structure.

ROTATING SIGN: A sign in which the sign itself or any portion of the sign moves in a revolving or similar manner. Such motion does not refer to methods of changing copy.

SHOPPING CENTER: Refers to a concentration of retail stores and/or service establishments that are located within one or more structures under the ownership and management of one or

more businesses, developers or corporations, and usually located on one parcel.

SIDEWALK SIGN: A temporary sign placed on the sidewalk during regular business hours.

SIGN: Any object, device, display, structure, or part thereof, situated outdoors, 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, symbols, fixtures, colors, illumination or projected images. Signs do not include: the flag or emblem of any nation, organization of nations, state, city, religious, fraternal or civic organization; merchandise, pictures, or models of products or services incorporated in a window display; or works of art which in no way identify a product.

SIGN, AREA OF: Freestanding sign area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign shall not be counted as a part of the sign face unless such structure or bracing is made a part of the sign's message. Where a sign has two display faces back to back, the area of only one face shall be considered the sign face area. Where a sign has more than one display face, the maximum area that can be viewed simultaneously from any point shall be considered the sign face area.

In the case of a freestanding or wall sign whose message is applied to a background which provides no border or frame, sign area shall be the area of the smallest rectangle which can encompass all words, letters, figures, emblems, and other elements of the sign message.

In the case of wall signs whose message is fabricated together with the background which borders or frames that message, sign face area shall be the total area of the entire background.

SNIPE SIGN: A temporary sign or poster affixed to a tree, fence, utility pole, etc.

STREET FRONTAGE: The length of the property line of any one premise along a public right-of-way. The longer of the street frontages may be used to determine allowable freestanding signage on corner lots.

SUBDIVISION IDENTIFICATION SIGN: A sign identifying a recognized subdivision, condominium complex or residential development. Subdivision signs which are temporary in nature (advertise lots for sale) may be displayed for a period not to exceed two years. Annual extensions may be granted for temporary subdivision signs upon approval by Community Development Department staff.

TEMPORARY SIGN: A sign or advertising display that is used only temporarily and is not permanently mounted. Rummage/garage sale signs and retailers' signs temporarily displayed for the purpose of informing the public of a special event, grand opening, sale or special offer are considered temporary signs. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered temporary. A portable sign shall not be considered a temporary sign.

VISION OBSTRUCTION: Refers to the placement of a sign that would prevent a full view of both pedestrian and vehicular traffic. Sign placement will be reviewed so as not to create a vision obstruction adjacent to street intersections, rights-of-way, alleys, sidewalks and/or adjacent access points (public or private driveways). Such an area is established by marking a point at which the two curb lines intersect, measuring back 20 feet on each street front, and drawing a line across the two back points to form a triangular area. No sign in excess of 3 feet above curb grade nor support pole larger than 12 inches in diameter may be installed in this area. Freestanding signs must have at least 10 feet of clearance between the bottom of the sign and the grade at the right-of-way line.

WALL SIGN: A sign attached or mounted to a building facade or other vertical building surface that does not project more than 18 inches from the building surface. A roof sign shall not be considered a wall sign.

WINDOW SIGN: A sign installed inside a window and intended to be viewed from the outside.

25.04 REGULATION OF SIGNS

(1) GENERAL SIGN REGULATIONS

A. OFF-PREMISE SIGNS

Off-premise signs are not regulated by this Ordinance. Please see Section 23.02 of the City of Stevens Point Zoning Ordinance for off-premise sign regulations.

B. WALL SIGN LIMITATIONS

Wall signs shall not project higher than the building soffit or eave height and shall not extend beyond the edge of any wall or other surface to which they are mounted (this does not refer to projecting signs).

C. LOCATION REQUIREMENTS

All signs, banners, flags, hangings, canopies and other displays shall not be located or overhang any right-of-way, including alleys and sidewalks, except for government signs, subdivision identification signs, garage and rummage sale signs and those signs allowed in Section 4.8 E. All signs shall be set back a minimum of 5 feet from the right-of-way in all Zoning Districts except the "B-3" Central Business District.

D. VISION OBSTRUCTIONS

All signs, banners, flags, hangings, canopies and other displays shall not create any vision obstructions onto a public right-of-way, alley, sidewalk, adjacent drive or private drive entering onto a street or alley.

E. LANDSCAPING REQUIREMENTS

All freestanding signs in “B-5" Highway Commercial Zoning District shall be set in a landscaped base of appropriate size to provide shrubs and base plantings that will enhance and compliment the sign.

F. CONSTRUCTION SIGNS

Construction signs shall only be displayed from the start of construction of a building until such building is occupied.

G. SUBDIVISION IDENTIFICATION SIGNS

Subdivision Identification signs which are temporary in nature may be displayed for a period not to exceed two years. Annual extensions may be granted for temporary subdivision signs upon approval by the Community Development Department staff.

H. LIGHTING

Unless otherwise specified by this Ordinance, all signs may be illuminated. Underground wiring is required on all signs which utilize electricity. In no instance shall an exterior lighting fixture be oriented so that the lighting element (or a transparent shield) is visible from the ROW or from adjacent residential zoning districts. Signs regulated by this Ordinance may not utilize any revolving beacon light.

I. CHANGEABLE COPY

Unless otherwise specified by this Ordinance, any sign herein allowed may use manual or automatic changeable copy.

J. REAL ESTATE/FOR SALE OR LEASE SIGNS

Real estate/for sale or lease signs may be up to 10 square feet in area in the R-LD, R-1, R-2, R-3 and R-4 Zoning Districts. Real estate/for sale or lease signs may be up to 32 square feet in area in all remaining zoning districts.

(2) PROHIBITED SIGNS

The following types of signs are prohibited in all zoning districts:

A. Abandoned signs
B. Flashing signs
C. Portable signs
D. Roof signs

E. Rotating signs
F. Searchlights (except as allowed in Section 25.04(7)H.2.
G. Snipe signs
H. Inflatable signs (except as allowed in Section 25.04(7)H.
I. Signs imitating or resembling official traffic or government signs or signals
J. Signs placed on vehicles or trailers which are permanently parked or located for the primary purpose of displaying said sign.

(3) PERMITTED SIGNS

The following types of signs are permitted in all zoning districts:

A. Flags: One flag per government, political subdivision, business and corporation.
B. Government signs
C. Holiday decorations or non-commercial special events signs
D. Nameplates
E. Public signs or notices, or any sign relating to an emergency
F. Political signs (Note: Political signs used for elections or referenda may only be displayed from the first day for circulation of nomination papers for candidates, or a question submitted to electorate, and ending **one week** after the election or referendum is held.)

(4) SIGN REGULATIONS FOR THE "C" CONSERVANCY ZONING DISTRICT

Within the Conservancy Zoning District, one non-illuminated freestanding sign may be displayed per parcel. Such sign shall be limited to 32 square feet in area. The maximum height allowed for such sign is 5 feet above ground level.

(5) SIGN REGULATIONS FOR THE "R-LD", "R-1","R-2" AND "R-3" RESIDENTIAL ZONING DISTRICTS

A. TOTAL NUMBER OF FREESTANDING SIGNS ALLOWED

Residential Uses: Either one non-illuminated freestanding or one non-illuminated wall sign may be displayed per parcel in the "R-LD" through "R-3" Residential Zoning Districts.

B. HEIGHT LIMITATIONS

Freestanding signs shall be limited to five feet in height.

C. AREA REQUIREMENTS

1. Wall signs shall not exceed two square feet in sign area.

2. Freestanding signs shall not exceed two square feet in sign area, except for construction signs, which shall not exceed 32 square feet.

D. SUBDIVISION IDENTIFICATION SIGN REQUIREMENTS

Subdivision identification signs may be placed within the ROW, subject to approval by Community Development Department staff. No sign shall project into an adjacent property. Signs shall not create vision obstructions.

E. REQUIREMENTS FOR NON-RESIDENTIAL IDENTIFICATION SIGNS

1. One freestanding identification sign, not to exceed 20 square feet in area, is allowed for churches, schools, hospitals, sanitariums, clubs, libraries or similar public and institutional uses and one freestanding identification sign not to exceed 60 square feet in area is allowed for national and state armed services and national guard purposes. Such sign shall be for the purpose of displaying the name of the institution and its activities or services. Such sign may be illuminated, but not flashing

2. In addition, one wall identification sign is allowed and shall not exceed 20 square feet in area. In cases where the wall sign is located on a high school and is to be located more than 100 feet from the right of way, the Common Council may allow a wall identification sign larger than 20 square feet after consideration is given to the amount of traffic generated, the legibility requirement, the proportions of the sign and the building, and the impact to the neighboring properties. Such sign may be illuminated, but not flashing.

F. GARAGE AND RUMMAGE SALE SIGNS

Garage and rummage sale signs are permitted. Garage and rummage sale signs cannot be placed on government owned property (such as parks). Garage and rummage sale signs may be placed in the right-of-way, except in road center medians. Garage and rummage sale signs must be removed one day after the sale is over.

(6) SIGN REGULATIONS FOR THE "R-4" AND "R-5" RESIDENTIAL ZONING DISTRICTS

A. TOTAL NUMBER OF SIGNS ALLOWED:

Residential Uses:
Either one non-illuminated free-standing or one non-illuminated wall sign may be displayed per parcel in the “R-4" and “R-5" Residential Zoning Districts.

Office, Commercial and Non-Residential Uses:
One free-standing sign is permitted on each street frontage per lot of record, as long as

a minimum separation distance of 200 feet (measured along the frontage) is maintained between such signs. A freestanding sign may be a ground or pole sign and may be illuminated.

B. HEIGHT LIMITATIONS

Freestanding signs shall be limited to eight feet in height.

C. AREA REQUIREMENTS

1. Wall signs shall not exceed 32 square feet in sign area.

2. Freestanding signs shall not exceed 32 square feet in area.

D. SUBDIVISION IDENTIFICATION SIGN REQUIREMENTS

Subdivision identification signs shall not exceed 32 square feet in area. Subdivision identification signs for multiple family dwelling units shall be allowed 2 square feet of sign area per dwelling unit and shall not exceed 32 square feet in area. Subdivision identification signs may be placed within the ROW, subject to approval by Community Development Department staff. Such sign shall not project into an adjacent property nor create vision obstructions.

E. REQUIREMENTS FOR NON-RESIDENTIAL IDENTIFICATION SIGNS

1. One free-standing identification sign, not to exceed 32 square feet in area, is allowed for churches, schools, hospitals, sanitariums, clubs, libraries or similar public and institutional uses. Such sign shall be for the purpose of displaying the name of the institution and its activities or services. Such sign may be illuminated, but not flashing.

2. In addition, one wall identification sign is allowed and shall not exceed 32 square feet in area. Such sign may be illuminated, but not flashing.

(7) SIGN REGULATIONS FOR THE "B-1", "B-2", "B-4" AND "B-5" COMMERCIAL AND "M-1" AND "M-2" INDUSTRIAL ZONING DISTRICTS

(Does not include the Central Business District, which has its own sign regulations listed under Section 4.8.)

A. TOTAL NUMBER OF FREESTANDING SIGNS ALLOWED

One freestanding or ground sign is permitted on each street frontage per lot of record, as long as a minimum separation distance of 200 feet (measured along the frontage) is maintained between such signs. A freestanding sign may be a ground or pole sign.

B. HEIGHT LIMITATIONS

Freestanding signs shall be limited to twenty (20) feet in height.

C. PROJECTING SIGN REQUIREMENTS

Projecting signs are allowed when the sign is to be attached to a building that has a setback of 10 feet or less from the street right-of-way. Such projecting signs shall not overhang the right-of-way.

D. AREA REQUIREMENTS FOR FREESTANDING SIGNS

The table below shall be used to determine the maximum square footage allowed per freestanding sign.

ZONING DISTRICT	STREET FRONTAGE	MAXIMUM SQUARE FOOTAGE ALLOWED*
B-1	N.A.	50 square feet
B-2	N.A.	100 square feet
B-4, B-5, M-1, M-2	0 - 200 feet	100 square feet
B-4, B-5, M-1, M-2	201 feet or greater	150 square feet
B-4, B-5	>300 feet (1 street) or >500 feet combined corner lot	- 2 free standing signs not greater than 16' in height each sign 100 sq. ft.

*__Bonus For Ground Signs__: When a ground sign is used, the allowable square footage of the ground sign may be increased by 25 square feet, or, the allowable square footage of wall signage may be increased by 50 square feet.

E. AREA REQUIREMENTS FOR WALL SIGNS

Wall signs shall not exceed 1 square foot or sign area per lineal foot of street frontage. The maximum area of wall signage allowed is 500 square feet. Wall signs shall not be placed on more than two walls without Common Council Approval

F. CONSTRUCTION SIGN REQUIREMENTS

Construction signs shall not exceed 32 square feet in area.

G. SHOPPING CENTER REQUIREMENTS

1. In a Shopping Center, 1 freestanding multiple tenant sign may be erected on each street frontage, as long as a minimum separation distance of 200 feet (measured along the frontage) is maintained between such signs. Multiple tenant signs shall not exceed 150 square feet in sign area.

2. Only one wall sign, not to exceed 100 square feet, is allowed per tenant in a Shopping Center. One additional wall sign, not to exceed 100 square feet, is allowed for a tenant located on the end of the building only if the tenant has one sign per building front, the tenant advertised occupies the end or corner space, and only if the tenant has a public entrance on that end of the building. A tenant's request for more wall signs than allowed above or for a wall sign that is larger than 100 square feet shall require Plan Commission approval.

3. A Shopping Center may display one wall sign that is an identification sign, in addition to the allowed wall signage, provided the square footage of such sign does not exceed 100 square feet.

H. SPECIAL PROVISIONS FOR TEMPORARY SIGNS

1. Only two temporary signs may be displayed on a property at any one time, except as provided in Sections 4(7)(h)2 and 4(7)(h)3 below. Festoons, inflatable signs and portable signs are not allowed as temporary signs in this instance.

2. When a new commercial establishment opens for business, temporary signs displayed for the purpose of informing the public that this new business is open may erect temporary signage, not to exceed 45 days. Such temporary signage may only be displayed on a parcel where a new business has opened. Banners, festoons and inflatable signs and searchlights are allowed in this instance.

3. Retailers' signs temporarily displayed for the purpose of informing the public of a grand opening or special commercial event may be erected four times a year, not to exceed 15 days per event and shall be removed following the event. In addition, the grand opening or special commercial event signage must directly involve an event that is to take place on the parcel on which the temporary signage is to be located. Banners, festoons and inflatable signs are allowed in this instance.

I. SETBACK REQUIREMENTS.

All signs shall be set back a minimum of 5 feet from the right-of-way.

J. WINDOW SIGNS.

Window signs are permitted.

K. IDENTITY SIGN.

A property owner(s) may request the Common Council approve an identity sign. An identity sign is intended to create an image for an area larger than just one development. The Plan Commission shall consider the request and make a recommendation to the Common Council. The Commission shall consider at least the following criteria in making their recommendation.

1. Size of development: the minimum site size shall be 75 acres.

2. The site may be comprised of multiple tenants with separate property owners.

3. The site shall be zoned Highway Commercial.

4. Identity: The sign may include the anchor tenant(s) but must also include an identity for the larger area. The intent is to identify an area, not be solely an off-premise sign for one business.

5. Height: to be determined by the Plan Commission based on context of site.

6. Size: to be determined by the Plan Commission based on context of site.

(8) SIGN REGULATIONS FOR THE "B-3" CENTRAL BUSINESS ZONING DISTRICT

A. PERMITTED SIGNS

The following signs are permitted in the "B-3" Central Business Zoning District:

1. Primary sign (the most prominent sign on a facade and/or property)
2. Secondary sign (any sign on a facade and/or property, other than the primary sign. Sign size shall be limited to 50% of the total allowed sign area.)
3. Wall signs
4. Projecting signs
5. Freestanding signs (only allowed for businesses that are accessible by automobile and provide on-site parking, directly accessible to the business advertised)

6. Canopy signs
7. Identification signs
8. Marquee signs
9. Manual changeable copy signs
10. Sidewalk signs
11. Temporary signs
12. Window signs

B. PROHIBITED SIGNS

Off-premise signs are prohibited in the "B-3" Central Business Zoning District.

C. SIGN AND GRAPHIC REQUIREMENTS

One externally mounted primary sign per ground floor tenant or storefront entrance shall be allowed. All other signs shall be considered secondary signs. All primary and/or secondary signs shall be located within the signable area as described in Appendix A. Advertisement of brand names (superfluous information) shall be limited to 25 percent of the total allowed area of the sign and must be incorporated into the overall sign design. Window and awning signs for second story tenants shall be considered separately.

D. REQUIREMENTS FOR WALL SIGNS

Wall signs shall meet the following requirements:

1. Wall signs shall be located in the "signable" wall area of a facade. The "signable" area is defined as the continuous portion of a building facade, unbroken by doors or windows, below the sill line of the second story and above the storefront transoms (see Appendix A).

2. Signable areas shall not exceed 10 percent of the total facade area (height by width).

3. Graphics within the signable area shall be limited to 40 percent of the total signable area, where that facade faces commercial land uses and 30 percent of the total signable area where the facade faces residential land uses.

4. The signable area may be divided to accommodate additional businesses in buildings that contain two or more businesses. All signage should be coordinated in terms of color and materials.

5. Identification signs (business directories) for upper story tenants shall not exceed 8 square feet in total area. Exceptions may be made based on overall design concept.

6. Signs and graphics shall not physically harm the architectural character of the building they are attached to.

E. REQUIREMENTS FOR PROJECTING SIGNS (EXCEPT THEATER MARQUEES)

Projecting signs shall meet the following requirements:

1. Projecting signs shall not exceed 16 square feet in sign area. When located adjacent to residential areas, projecting signs shall not exceed 8 square feet in sign area.

2. Projecting signs must maintain a minimum clearance between the bottom of the sign

and the finished grade of 8.5 feet.

3. Projecting signs may extend to a point not more than 2 feet in from the face of the curb, or 5 feet from the building, whichever is less.

4. Projecting signs shall maintain a 90° angle from building wall unless located at a street corner.

5. No part of a projecting sign shall extend above a second story window sill line.

F. REQUIREMENTS FOR FREESTANDING SIGNS

Freestanding signs shall meet the following requirements:

1. Freestanding signs shall be limited to 20 feet in height, or 12 feet in height when adjacent to residential areas.

2. Freestanding signs shall not exceed 32 square feet in sign area, or 16 square feet in sign area when adjacent to, or across the street from, residential zones.

3. The sign base shall be equal in size to the total square footage of the sign face, but must be at least 4 square feet in area. The sign base shall include plant materials and/or other permanent construction materials such as brick, stone, timbers, etc.

G. REQUIREMENTS FOR CANOPIES

Canopies shall meet the following requirements:

1. The maximum graphic coverage of canopies may not exceed the area allowed for wall signs (Section 4.8 D), or 25 percent of the total canopy area, whichever is less.

2. Graphics displayed on canopy end panels shall not exceed 16 square feet, or 8 square feet when adjacent to residential areas. End panel graphics shall not extend further than 5 feet from the face of the building.

3. The use of logos is encouraged and shall be reviewed on a case-by-case basis.

4. Only the signable area of canopies may be internally illuminated, the remainder of the canopy shall be opaque. Lighting shall comply with the regulations of Section 4(8)M.

5. Awnings with triangular (straight) cross-sections are historically appropriate and recommended. Semi-circular (barrel type) cross sections shall be considered on a case-by-case basis.

6. Canopies must maintain a minimum clearance between the bottom of the canopy and the finished grade of 8.5 feet.

7. Canopies shall project a minimum of 3.5 feet to provide pedestrians protection from the elements.

8. Canopies may extend to a point not more than 2 feet in from the face of the curb, or 7 feet from the building, whichever is less.

9. Canopies must be constructed of fire resistant materials.

10. Vertical supports are not allowed in the public right-of-way.

H. REQUIREMENTS FOR MARQUEES

Marquees shall be reviewed on a case-by-case basis.

I. REQUIREMENTS FOR WINDOW GRAPHICS

Window graphics are subject to the following requirements:

1. Window graphics shall not exceed 25 percent of the total window area.

2. Window graphics must not become unsightly or illegible. Chipped or peeling areas must be removed, repaired or replaced.

J. REQUIREMENTS FOR SIDEWALK SIGNS

Sidewalk signs are subject to the following requirements:

1. One sidewalk sign is allowed per business location.

2. Sidewalk signs may not exceed 6 square feet in area, may not take up more than one-quarter of the width of any sidewalk area and must be made of weatherproof materials.

3. Sidewalk signs may only be in place during normal working hours of the business it is advertising and must be removed when the business closes.

4. Sidewalk signs that become faded, stained, or otherwise unsightly shall be removed.

5. Sidewalk signs are exempt from base planting requirements.

6. Sidewalk signs may not be lighted or electrified.

K. REQUIREMENTS FOR ACCESSORY SIGNS

1. The sign area of readerboards shall be counted toward the total allowable sign area and shall not exceed 25 percent of the total sign area allowed.

2. Readerboard letters shall be limited to 6 inches in height.

3. Identification signs (directories) shall not exceed 8 square feet in area and shall count toward the total allowable sign area.

L. REQUIREMENTS FOR TEMPORARY SIGNS AND GRAPHICS

Temporary signs and graphics are subject to the following requirements:

1. Temporary signs and graphics are subject to the design standards of permanent signs, except where noted.

2. Temporary signs and graphics may only be in place during the time period of the condition or event it is advertising or a 3 week period, whichever is less.

3. Temporary signs and graphics that become faded, stained, or otherwise unsightly shall be removed or replaced, if the condition or event it is advertising has not ended or passed.

4. Temporary signs and graphics must be made of weatherproof materials.

5. Temporary signs and graphics are exempt from base planting requirements.

6. Temporary signs and graphics may not be lighted or electrified.

7. One temporary sign is allowed per business location.

8. Temporary signs shall not be permitted above the first story of a facade.

M. LIGHTING REQUIREMENTS

Signs utilizing lighting shall adhere to the following requirements:

1. Light sources shall not be visible from the street.

2. Light sources shall be shielded to eliminate glare.

3. Mounting hardware should be either painted or anodized with a finish, in character with the building.

(9) SIGN REGULATIONS FOR THE "PD" PLANNED DEVELOPMENT AND "U-1" UNIVERSITY FACILITIES ZONING DISTRICTS

All signs in the "PD" and "U-1" Zoning Districts shall be reviewed as part of the total development proposal. Sign proposals shall be reviewed for conformity with Section 4 of this Ordinance. All signs must be erected as approved in regard to gross area, height, location, type, etc.

25.05 PERMITS REQUIRED

1. Unless otherwise provided by this Ordinance, all signs shall require a permit and payment of fees as described below. No permit is required for the maintenance of a sign or for a change of copy on changeable copy signs. No sign shall be erected, displayed, altered or enlarged until an application has been filed, and until a permit for such action has been issued. Permits shall be issued only if the Zoning Administrator determines the sign complies or will comply with all applicable provisions of this Ordinance. Application for a permit for the erection, alteration, or relocation of a sign shall be made to the Zoning Administrator upon a form provided by the City of Stevens Point and shall include the following information:

   A. Name, address and phone number of the owner of the sign.

   B. Street address or location of the property on which the sign is to be located, along with the name, address and phone number of the property owner.

   C. The type of sign or sign structure as defined in this ordinance.

   D. A site plan showing the proposed location of the sign along with the locations and square footage areas of all existing or proposed signs on the same premises. Nearby signs located on adjacent property shall also be shown on the site plan.

   E. Clear and legible specifications and scale drawings showing the materials, design, dimensions, structural supports, and electrical components of the proposed sign.

   F. Certificate of insurance as per Section 5(9).

   G. Such other information as the Zoning Administrator may require to show full compliance with this and all other applicable laws and ordinances of the City of Stevens Point.

   H. Signature of the applicant.

2. All applications for permits filed with the Zoning Administrator shall be accompanied by a payment of the initial permit fee for each sign according to the following schedule: $4 per $1,000 valuation of the sign, $10 minimum.

25.06 SIGNS NOT REQUIRING PERMITS

The following types of signs are exempt from permit requirements, but must be in conformance with all other requirements of this Ordinance:

1. Constructions signs
2. Directional/Informational signs
3. Holiday decorations or non-commercial special events
4. Incidental signs
5. Nameplates
6. Public signs or notices, or any sign relating to an emergency
7. Political signs
8. Real estate signs
9. Temporary signs that are used for business openings, grand openings or special commercial events
10. Window signs

25.07 PERMIT PROCEDURES FOR TEMPORARY SIGNS

A temporary sign permit, no fee required, shall be obtained prior to the erection or construction of temporary signage used for business openings, grand openings or special commercial events. The applicant shall submit information as to the type, size height and location of all proposed temporary signage. Each event shall require a separate temporary sign permit.

25.08 INDEMNIFICATION

All persons involved in the maintenance, installation, alteration, or relocation of any sign shall agree to hold harmless and indemnify the City of Stevens Point, its officers, agents, and employees against any and all claims of negligence resulting from such work insofar as this Ordinance has not specifically directed the placement of a sign.

25.09 INSURANCE

Every sign contractor shall maintain all required insurance and shall file with the City a satisfactory certificate of insurance to indemnify the City against any form of liability to a minimum of $300,000 (per occurrence and aggregate with regard to bodily injury and property damage).

25.10 REMOVAL AND DISPOSITION OF SIGNS

(1) MAINTENANCE AND REPAIR OF SIGNS

Every sign, including those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, painting, repainting, cleaning, replacement of defective parts and other acts required for maintenance of said sign. The Zoning Administrator shall require compliance with all standards of this Ordinance and shall have the right to order the repair or removal of any sign which is defective, damaged, or substantially deteriorated.

(2) ABANDONED SIGNS

All abandoned signs shall be removed within 6 months by the owner or lessee of the premises upon which an on-premise sign is located when the business it advertises is no longer conducted. If the owner or lessee fails to remove the sign(s), the Zoning Administrator shall give the owner or lessee 30 days written notice to remove said sign(s). Upon failure to comply with this notice, the City of Stevens Point may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

(3) DETERIORATED OR DILAPIDATED SIGNS

The Zoning Administrator shall cause to be removed any deteriorated or dilapidated signs under the provisions of Wisconsin Statute 66.05.

(4)

The Zoning Administrator may declare any sign unlawful if it endangers public safety by reasons of inadequate maintenance, dilapidation or abandonment. Any such declaration shall be in writing and shall state the reasons of the Zoning Administrator as to why any sign owned, kept displayed or maintained by any person within the City is in violation of this Ordinance.

25.11 CODE ADMINISTRATOR

It shall be the duty of the City of Stevens Point Zoning Administrator or agent to enforce provisions of this Ordinance.

25.12 NONCONFORMING SIGNS

(1) SIGNS ELIGIBLE FOR CHARACTERIZATION AS LEGAL NONCONFORMING SIGNS

Any sign located within the City of Stevens Point Corporate Limits as of the date of adoption of

this Ordinance, or located within an area annexed to the City of Stevens Point hereafter, which does not conform with the provisions of this Ordinance is eligible for characterization as a legal nonconforming sign and is permitted, providing it also meets the following requirements:

A. The sign is covered by a proper sign permit prior to the date of adoption of this Ordinance.

B. If no permit was required under applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law on the date of adoption of the Ordinance.

C. The sign is not a portable sign.

(2) LOSS OF LEGAL NONCONFORMING STATUS

A sign loses its legal nonconforming status if one or more of the following occur:

A. The nonconforming sign is relocated.

B. The sign is structurally altered in any way which makes or tends to make the sign less compliant with the requirements of this Ordinance than it was before alteration, except for normal maintenance or repair.

C. The sign is damaged to such an extent that the cost to repair or reconstruct said sign exceeds fifty percent (50%) of the value of the sign.

D. The sign (except for copy of a changeable copy sign) is replaced and such replacement results in an improvement of more than 50% of the actual value of the sign at the date of the commencement of the improvement. For purposes of this Section, replacement shall mean the alteration, addition or improvement to a sign, its structure and/or bracing, but shall not include the value of any building or other permanent improvement to which the sign may be attached.

E. The sign fails to conform to the Ordinance regarding maintenance and repair, abandonment or dangerous or defective signs.

F. On the date of occurrence of any of the above, the sign shall be brought into compliance with this Ordinance and a new permit secured within 60 days, or it shall be removed.

G. Portable signs shall lose their legal nonconforming status five years after the Sign Ordinance is adopted by the City of Stevens Point Common Council. All portable signs shall be removed no later than December 31, 2000.

H. Temporary signs shall lose their legal nonconforming status 30 days after the Sign Ordinance is adopted by the City of Stevens Point Common Council. All nonconforming

temporary signs shall be removed no later than 60 days after adoption of the Sign Ordinance by the Common Council.

I. A sign whose sole nonconformity involves setback from the right-of-way shall be considered a legal conforming sign and shall not be identified as a legal nonconforming sign, however such sign may not overhang the right-of-way nor create a vision obstruction.

J. No existing freestanding sign shall be required to be moved, if moving said sign would result in the loss of parking spaces required by the City's Zoning Ordinance.

(3) LEGAL NONCONFORMING SIGN MAINTENANCE AND REPAIR

Nothing in this Ordinance shall relieve the owner or user of a legal nonconforming sign or the owner of the property on which the sign is located from the provisions of this Ordinance regarding safety, maintenance and repair of signs, provided however, that any repainting, clearing and other normal maintenance or repair of the sign or sign structure shall not modify the sign structure in any way which makes it lose its legal nonconforming status as outlined in Section 12(2).

(4) INVENTORY OF LEGAL NONCONFORMING SIGNS

In January of each third year after adoption of this Ordinance, the Community Development Department shall prepare a list of legal nonconforming signs for review by the Plan Commission.

25.13 VIOLATIONS AND PENALTIES

It shall be unlawful to construct or use any land, engage in any development activity or construct or use any structure or land in violation of any of the provisions of the Sign Ordinance, or otherwise neglect, refuse or fail to comply with any of the Sign Ordinance requirements. Any person who violates or fails to comply with any of the provisions of this Ordinance shall, upon conviction thereof, be subject to the penalties set forth in the City of Stevens Point Zoning Ordinance and, in addition, shall pay all costs and expenses, including actual reasonable attorney and other fees involved in the case. Each day a violation exists or continues shall constitute a separate offense. The penalties set forth in the City of Stevens Point Zoning Ordinance are adopted and incorporated herein by reference.

25.14 APPEALS

In obtaining a permit, the applicant may submit an appeal to the Common Council for a variance from certain requirements of this Ordinance. The Plan Commission shall provide a recommendation to the Common Council when a variance is requested. A variance may be granted by the Common Council where the literal application of the Ordinance would create a

substantial hardship for the sign user and the following criteria are met:

1. A literal application of the Ordinance would result in a demonstrated practical difficulty or unnecessary hardship to the property.

2. The granting of the requested variance would not be materially detrimental to the property owners in the vicinity.

3. Hardship caused the sign user under a literal interpretation of the Ordinance is due to conditions unique to that property and does not apply generally to the City.

4. The granting of the variance would not be contrary to the general objectives of this Ordinance.

In granting a variance, the Plan Commission may attach additional requirements necessary to carry out the spirit and purpose of this Ordinance in the public interest.

25.15 SEVERABILITY

If any section, subsection, sentence, clause or phrase of this Ordinance, or its application to any person or circumstance, is held invalid by the decision of any court of competent jurisdiction, the remainder of this Ordinance or the application of the provision to other persons or circumstances is in effect and shall remain in full force and effect.