



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA  
Beloit City Plan Commission  
Wednesday, July 8, 2015 at 7:00 PM  
The Forum  
Beloit City Hall, First Floor  
100 State Street, Beloit**

- 1. Call to Order and Roll Call**
- 2. Approval of the Minutes of the June 17, 2015 Meeting**
- 3. Sign Ordinance Amendment – Allowing EVM Signs in C-1 and PLI Zoning Districts**  
Public hearing, review and consideration of an Ordinance to amend Sections 30.17(2)(b)2, (b)3, (b)6 AND (b)7a of the Code of General Ordinances of the City of Beloit pertaining to Electronically Variable-Message Signs
- 4. Discussion of the Sign Ordinance Update**
- 5. Status Report on Prior Plan Commission Items**
- 6. Adjournment**

If you are unable to attend this meeting, please contact Ashley Rosenbaum in the Planning Office at 364-6700 **no later than 4:00 PM the day before the meeting.**

Notice Mailed: July 2, 2015

Approved: Julie Christensen, Community  
Development Director

\*\*Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING MINUTES**  
**Beloit City Plan Commission**  
**Wednesday, June 17, 2015 at 7:00 PM**  
**The Forum**  
**Beloit City Hall, First Floor**  
**100 State Street, Beloit**

**1. Call to Order and Roll Call**

Chairperson Faragher called the meeting to order at 7:05pm. Commissioners Moore, Mathis, Johnson, Faragher, Ruster, Finnegan, and Tinder were present. Councilor Kincaid was also present.

**2. Approval of the Minutes of the June 3, 2015 Meeting**

Commissioner Tinder moved to approve the minutes of the June 3, 2015 meeting. Commissioner Finnegan seconded the motion. The motion passed unanimously (7-0).

**3. Extraterritorial Certified Survey Map – 1400 Inman Parkway**

Review and consideration of two-lot Extraterritorial Certified Survey Map for property located at 1400 Inman Parkway in the Town of Beloit

Julie Christensen, Community Development Director, presented the staff report and recommendation.

Commissioner Johnson moved to approve the motion. Commissioner Ruster seconded the motion. The motion passed unanimously (7-0).

**4. Conditional Use Permit – 2100 Newark Road – Expanded Contractor Use**

Public hearing, review and consideration of a Conditional Use Permit to allow an expanded contractor use in a DH, Development Holding District, for property located at 2100 Newark Road in the City of Beloit.

Julie Christensen presented the staff report and recommendation.

Steve Franks (1000 S Paddock Road), the applicant, explained the history of obtaining the property and the improvements they have thus far completed.

Chairperson Faragher inquired what Mr. Franks planned to do with the temporary office once construction was completed. Mr. Franks stated that his company will destroy the temporary office and dispose of it.

Commissioner Mathis inquired about the latest soil testing of the land. Mr. Franks stated that the land has not been tested in the time that they have owned it.

Commissioner Mathis followed up with a second question regarding the septic system on the property. Mr. Franks explained that a new septic system had been installed in the spring of 2014 before they purchased the property. He also stated that once the new office building was built, they intend to install a septic system there as well once they obtain a permit.

Councilor Kincaid asked Ms. Christensen if there were any variances applied for in the application. He also inquired into whether or not the parking lot possesses curbs and gutters. Ms. Christensen stated that the applicant did not apply for any variances. Mr. Franks stated that there were no plans for installing curbs or gutters; however, the parking lot has been striped.

Commissioner Johnson moved to approve the motion. Commissioner Tinder seconded the motion. The motion passed unanimously (7-0).

**5. Conditional Use Permit – 1105 E Grand Avenue – Rooming House**

Public hearing, review and consideration of a Conditional Use Permit to allow a rooming house in a C-1, Office District, for the property located at 1105 East Grand Avenue.

Ms. Christensen presented the staff report and recommendation.

Chairperson Faragher inquired about the previous owners of the building and the previous use of the building.

Terry Bail (622 East Grand Avenue), the planned on-site manager, explained the parking situation as well as the previous use of the building.

Chairperson Faragher asked if there were two addresses for the building. Ms. Bail explained that she, as the manager, would have her own separate entrance and exit. She also explained the proposed layout of her efficiency apartment.

Commissioner Moore inquired about the zoning status of the building as well as what is allowed according to City Ordinances. Ms. Christensen explained that the zoning is C-1, Office District, and that a rooming house is a conditional use in this district.

Commissioner Johnson inquired about the type of clientele the Rooming House would be serving. Ms. Bail stated that they would be looking for long-term tenants. They will not be looking to rent to just anybody.

Commissioner Mathis asked if they would be labeling the Rooming House as an Assisted Living House. Ms. Bail stated that they would not. She would prefer elderly individuals, but due to the stairs, that wouldn't be possible.

Commissioner Mathis asked what the price range would be for the tenants. Ms. Bail stated they were looking for \$400-\$500 a month and expounded upon the benefits of living at the Rooming House.

Commissioner Mathis also asked what the security set-up would be for the building. Ms. Bail explained that Mr. Finnegan and she had decided to install security cameras.

Councilor Kincaid asked for clarification on what a Rooming House entailed as well as the bathroom situation in the house. Ms. Christensen explained that Ms. Bail would have her own personal restroom and the tenants would have a shared bathroom. Councilor Kincaid also inquired about the requirements in the City code regarding the use of ovens or hot plates.

Councilor Kincaid asked for clarification on the parking situation. Ms. Christensen explained the code regarding shared parking.

Councilor Kincaid also asked if there were any commercial businesses in the area. The Commission discussed the nearly nonexistent nearby commercial businesses.

Commissioner Ruster asked what the difference would be between this planned Rooming House and the approved Rooming House on Broad Street. Ms. Christensen explained the differences.

Councilor Kincaid also asked if there restrictions on signage for the building. Ms. Christensen explained that the Commission could place whatever conditions they preferred on the Conditional Use Permit and said the Conditional Use Permit would remain with the property.

Richard Douglas (425 Wisconsin Ave) stated that he was not in favor of the Conditional Use Permit. He, along with other residents (that he had spoken with outside of the meeting) were concerned about the future owners of the property and the type of individuals who would be living in the Rooming House.

Commissioner Mathis asked Mr. Douglas if his only concern was that the future owners would allow the property and the residents to fall into disarray. Mr. Douglas confirmed that statement.

Commissioner Johnson asked Mr. Douglas what he would propose for the property. Mr. Douglas stated he would be comfortable with the property being turned into multiple apartments.

Commissioner Mathis asked for clarification from Mr. Douglas regarding his concerns about the Rooming House. Mr. Douglas stated that he was concerned about the lack of accountability. He indicated that he is comfortable with Mr. Finnegan owning the property, but if the property changed hands, he is concerned that a new owner might not take care of the property.



Ms. Christensen explained that the Commission could impose a condition for the permit that the Conditional Use Permit expires once ownership changes.

Councilor Kincaid asked if the City could require the Voss sign be removed. Ms. Christensen explained that we can order the sign removed since the business is no longer located there.

Councilor Kincaid also asked about regulations for real estate signage. Ms. Christensen explained that there are very few restrictions regarding real estate signage.

The Commission agreed to add a condition stating that there would be no signs permitted on the property.

The Commission agreed to add a condition stating that the Conditional Use Permit would expire when ownership changes.

The Commission agreed to add a condition that three parking spaces would be available for the lifetime of the Permit and that if any of the parking spaces were on the adjacent property, there will be a written agreement between the property owners. Ms. Bail stated that there should be sufficient space for three parking spaces on the property.

Commissioner Mathis asked if there were any manner in which the neighborhood residents could meet in the future to discuss the Rooming House. The Commission discussed the fact that residents could come forward at any time with concerns.

Commissioner Ruster moved to approve the Conditional Use Permit with the additional conditions. Commissioner Tinder seconded the motion. The motion passed unanimously (7-0).

## **6. Status Report on Prior Plan Commission Items**

Ms. Christensen stated that the Conditional Use Permit for The Alibi was approved by City Council. She also said that the Deerfield Estates plat would probably not be moving forward for an undefined time. We will have a workshop with the City Council to discuss the financing of the development.

## **7. Adjournment**

The meeting adjourned at 8:05pm.

Respectfully submitted,

Ashley Rosenbaum

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION

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**Meeting Date:** July 8, 2015

**Agenda Item:** 3

**File Number:** RPB-2015-07

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### **Request Overview/Background Information:**

City of Beloit staff has drafted an Ordinance to amend four sections of the City's Outdoor Sign Regulations, hereafter referred to as the "Sign Ordinance." This ordinance amendment was generated in response to a request from Central Christian Church on Milwaukee Road to use an Electronically Variable-Message (EVM) Sign to notify the public of programs at the church. The proposed Ordinance is attached.

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### **Key Issues:**

- The most substantive changes are listed below.
  - Section 1 of the proposed Ordinance adds C-1 & PLI zoning districts to the list of zoning districts permitted to have EVM signs as secondary, on-premise signs.
  - Section 2 establishes maximum sign areas for EVM signs in C-1 & PLI zoning districts.
  - Section 3 changes where EVM signs are allowed to be located with regards to the vision triangle.
  - The attached Public Notice was published in the Beloit Daily News.
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### **Consistency with Comprehensive Plan and Strategic Plan:**

- The proposed Ordinance is consistent with the City's Comprehensive Plan.
  - Consideration of this request supports Strategic Goal #5.
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**Sustainability:** (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines)

- **Reduce dependence upon fossil fuels** – N/A
  - **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
  - **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
  - **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A
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### **Staff Recommendation:**

The Planning & Building Services Division recommends approval of the attached Ordinance to amend various sections of the Code of General Ordinances of the City of Beloit pertaining to Electronically Variable-Message (EVM) signs.

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**Fiscal Note/Budget Impact:** N/A

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**Attachments:** Proposed Ordinance and Public Notice

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE TO AMEND SECTIONS 30.17(2)(b)2, (b)3, (b)6 AND (b)7a OF THE CODE OF GENERAL ORDINANCES OF THE CITY OF БЕЛОIT PERTAINING TO ELECTRONICALLY VARIABLE-MESSAGE SIGNS**

The City Council of the City of Beloit, Rock County, Wisconsin, do ordain as follows:

Section 1. Section 30.17(2)(b)2 of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

"2. Be permitted in C-1, C-2, C-3, and CBD and PLI zoning districts as secondary, on-premises signs."

Section 2. Section 30.17(2)(b)3 of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

"3. Not exceed maximum allowable sign area as follows:

Zoning District	Maximum EVM Sign Area
<u>C-1, C-2, &amp; C-3, &amp; PLI</u>	75 sq. ft.
CBD	150 sq. ft.

An "on-premises, sign area bonus" may be permitted by §30.13(3) of this chapter."

Section 3. Section 30.17(2)(b)6 of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

"6. Not be located in the vision triangle as defined in section 8-400 of the Zoning Code. Be set back as required by the Zoning Code."

Section 4. Section 30.17(2)(b)7a of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“a. Operate only between the hours of 6:00 a.m. and 10:00 p.m. if the ~~commercial~~ establishment at which they are located abuts a residential district.”

Section 5. This ordinance shall be in force and take effect upon passage and publication.

Adopted this 20<sup>th</sup> day of July, 2015.

BELOIT CITY COUNCIL

By: \_\_\_\_\_  
Charles M. Haynes, President

ATTEST:

By: \_\_\_\_\_  
Lorena Rae Stottler, City Clerk

PUBLISHED: \_\_\_\_\_  
EFFECTIVE DATE: \_\_\_\_\_  
01-611100-5231- \_\_\_\_\_

tdh/ordinances/30.17(2) = ORD = 20150623 (15- )

**PUBLIC NOTICE**

City of Beloit staff has drafted an Ordinance to amend four sections of the City's Outdoor Sign Regulations. The proposed amendments will allow Electronic Variable Messaging signs in both C-1 and PLI zoning districts. The proposed Ordinance is available on the City's website ([www.ci.beloit.wi.us](http://www.ci.beloit.wi.us)) under Document Center > Public Notices > 2015. The following public hearings will be held regarding this proposed Ordinance: **City Plan Commission**: Wednesday, July 8, 2015, and **City Council**: Monday, July 20, 2015, both at 7:00 PM or as soon thereafter as the matter can be heard, in The Forum, Beloit City Hall, 100 State Street. The public is invited to attend these hearings. We are interested in your opinion. For additional information, contact Alex Morganroth in the Planning & Building Services Division at (608) 364-6708.  
Lorena Rae Stottler, City Clerk  
#01-611100-5231-85  
Published: July 3, 2015

# CITY OF БЕЛОIT

## REPORT TO THE БЕЛОIT CITY PLAN COMMISSION



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**Topic:** Discussion of the Proposed Sign Ordinance Update

**Date:** July 8, 2015

**Agenda Item:** 4

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### **Overview/Background Information:**

In 2006, the Outdoor Sign Regulations were amended to make them more user-friendly and understandable. In the years since, we have found these regulations to be very difficult for sign companies and businesses to understand, so we have clearly not met the intent of the 2006 amendment. At this time, we are proposing to simplify the ordinance. Before we bring the ordinance forward, we thought there was some value in discussing our basic concepts in preparing the ordinance amendment.

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### **Key Issues** (maximum of 5):

1. The first goal is to simplify the ordinance to make it easier for businesses including sign companies to understand and follow the ordinance. The Outdoor Sign Regulations currently have many definitions for the same type of sign. For example, there are portable signs, temporary signs, and special event signs. This requires people using the ordinance to look in multiple places for the regulations.
  2. The second goal is to address electronic signs. These signs are currently only allowed in C-2, C-3, and CBD zoning districts, and we have proposed to allow them in more districts. However, we still retained the regulations related to how often a sign face could change and the prohibition against moving and animated signs.
  3. Attached are the sign changes staff is proposing. This ordinance has not yet undergone legal review. Therefore, it is not on your agenda for action. I would like to begin having discussions on the sign ordinance changes that Plan Commission are interested in having made to the Sign Ordinance. We do not need to review the entire ordinance on July 8. Since we had a light agenda, and the one agenda item was a sign ordinance amendment, I thought it would be a good time to start the discussion. Listed below are some of the changes we are proposing for the Outdoor Sign Regulations:
    - a. Instead of having sign types listed in multiple locations in the ordinance, we propose to have the sign defined in the definitions and the regulations for the sign type are outlined in one location in the Ordinance. The definitions have not changed, in most cases; they have simply been moved to the definition section.
    - b. We are proposing to reduce the number of types of signs. We have removed the primary and secondary designation, as it was difficult to deal with on a regular basis. Instead, we are using the maximum sign allowance and the maximum sign area per type of sign to address this issue. We have combined all temporary signs into one category.
    - c. We are proposing to move the sign regulations such as sign area, height, and the number of signs on a site into a table.
    - d. Currently, projecting signs, signs which extend from a building more than 12 inches, are only allowed in the Central Business District. We are proposing to expand that to all commercial, manufacturing, and PLI districts.
    - e. There are no provisions for legal non-conforming businesses, home occupations, or multi-family developments to have signs advertising their businesses or developments. We are proposing to allow them to have 32 square foot signs if they are located in a R-1 or R-2 zoning district or 64 square feet if they are located in an R-3 or R-4 district.
    - f. We are proposing to reduce the sign allowance for businesses in the Central Business District. In the current ordinance, C-1 and C-2 businesses are allowed to have 2 times the street frontage, and CBD and C-3 businesses are allowed to have 4 times the street frontage. We are proposing to reduce the CBD allowance to 3 times the street frontage.
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## **CHAPTER 30 OUTDOOR SIGN REGULATIONS (Rep. & recr. #3236)**

### **30.01 TITLE.**

This chapter shall be known and cited as the City of Beloit "Outdoor Sign Ordinance."

### **30.02 FINDINGS AND PURPOSE; CONFLICTS.**

- (1) **FINDINGS.** The City Council of the City of Beloit finds that it is necessary to regulate the erection and maintenance of outdoor signs in the City of Beloit in order to protect the public health, safety and welfare, including community aesthetics, property rights and property values.
- (2) **PURPOSE.** The purpose of the outdoor sign regulations contained in this chapter is to assure that property owners engage in the reasonable and orderly display of outdoor signs which:
  - (a) Are no larger, brighter or more numerous than necessary for effective communication.
  - (b) Are located in zoning districts where such outdoor signs are permitted.
  - (c) Are structurally sound and properly maintained.
  - (d) Do not pose a fire or other hazard.
  - (e) Do not infringe upon the rights of neighboring property owners.
  - (f) Are compatible with the aesthetics of the neighborhood.
  - (g) Do not project into the public way so as to endanger public safety.
  - (h) Do not obstruct the public's view of traffic signs or other traffic or unduly confuse or distract the attention of the traveling public so as to create a traffic safety hazard.
  - (i) Do not advertise businesses that no longer exist or events that have already occurred.
  - (j) Provide the owners and occupants of real property with an appropriate channel of communicating their views on political, social or other issues in a reasonable manner, time and location.
- (3) **CONFLICTS.** If there are any conflicts between any of the regulations contained in this chapter, the more restrictive regulation shall apply.

### **30.03 DEFINITIONS.**

Unless another definition is expressly stated or the context clearly indicates a different meaning, the terms set forth below shall, when used in this chapter, have the following meanings. In the event that other terms are not defined in this chapter and their meaning is not clear from the context, the definitions, if any, found in the following sources shall apply in the following order of priority:

- \* City of Beloit Zoning Ordinance, [Chapter 19](#) of the Code of General Ordinances of the City of Beloit.
- \* *Dictionary of Architecture and Construction*, 2nd edition, Cyril M. Harris, McGraw-Hill, 1992; and
- \* *Webster's Ninth New Collegiate Dictionary*, 9th edition, G. and C. Merriam Co., 1988.



CHAPTER 30 OUTDOOR SIGN REGULATIONS (Rep. & recr. #3236)

- (1) ABANDONED SIGN. An on-premise sign located on a vacant lot or a lot where all the buildings have been vacant for more than 30 days, an on-premises or off-premises sign that advertises an event or activity that has been concluded for more than 30 days, an on-premises or off-premises sign that advertises a person or business that has ceased to exist for more than 30 days, or an on-premises or off-premises sign that advertises a business, activity, or event that has moved to a new address and has ceased occupying the premises referred to in the sign for at least 30 days.
- (2) ADDRESS SIGN. A permanent, outdoor sign which displays the address of the premises on which it is located.
- (3) ANIMATED SIGN. Any sign that displays a message which moves or simulates movement. Animated signs include banners, streamers, pennants, propellers, and other signs which are intended to be moved by the wind.
- (14) APPROVED COMBUSTIBLE PLASTIC. A plastic material more than 0.05 inch in thickness which burns at a rate of not more than 2.5 inches per minute when subjected to the American Society for Testing and Materials (ASTM) standard test for flammability of plastics in sheets of 0.06 inch thickness.
- (5) AWNING. A rooflike cover made of cloth, canvass or similar material attached to a rigid, usually retractable frame extending over the exterior of a window or door of a building.
- (6) AWNING SIGN. An on-premises sign printed or painted on an awning cover but not a sign hung below an awning. For this chapter, an awning sign is not considered a projecting sign.
- (27) BILLBOARD. A large, wall-mounted or freestanding sign, usually used as an off-premises sign.
- (38) BUILDING FACE. The entire exterior side of a building, including windows and doors.
- (49) BUILDING FRONTAGE. The length of the wall of a building fronting on the public street, excluding loading zones and driveways.
- (510) BUILDING OFFICIAL. (Am. #3481) Means the Director of Planning and Building Services of the City of Beloit, or his/her designee.
- (611) BUSINESS IMPROVEMENT DISTRICT. The area in downtown Beloit shown on a map entitled "business improvement district."
- (12) CANOPY. A permanent, ornamental, rooflike structure commonly made of metal and glass extending over the exterior entrance to a building; a marquee.
- (13) CANOPY SIGN. An on-premises sign attached to the sides of a canopy but not a sign hung below a canopy. In this chapter, a canopy sign is not considered a projecting sign.
- (714) CHANGING SIGN. A permanent, outdoor sign which is programmed electronically to change its message at regular intervals; an "electronically variable message (EVM) sign" as that term is defined in §30.174 below. "Changing sign" does not include an animated, flashing, indexing or moving sign prohibited by §30.04 or a scoreboard or scrolling sign.
- (15) CITY CENTER DISTRICT. The area bounded on the north by the city limits, on the east by Park Avenue, on the south by the Wisconsin state line, on the southwest by Bluff Street from the state line to its intersection with Merrill Street and on the northwest by Sixth Street, also known as Afton Road, from its intersection with Merrill Street to its intersection with the north city limits.
- (816) COMMERCIAL SIGN. A sign which proposes that the viewer engage in a purchase or similar economic transaction.
- (917) COMMERCIAL ZONING DISTRICT. A C-1, C-2, C-3, CBD<sub>1</sub> or CBD<sub>2</sub> zoning district.
- (1018) COMMUNITY SERVICE ORGANIZATION. A not-for-profit, tax exempt organization which provides charitable, educational, religious, or other benevolent services to the residents of the City of Beloit.
- (19) CONSTRUCTION SIGN. A temporary, outdoor sign which identifies the architects, engineers, contractors, banks and/or real estate firms involved in a construction project.



CHAPTER 30 OUTDOOR SIGN REGULATIONS (Rep. & recr. #3236)

- (~~11~~20) COPY. The words, symbols, pictures, background and other components of an outdoor sign face.
- (21) DEVELOPMENT SIGN, PERMANENT. An outdoor, on-premises sign erected after construction on the site is complete.
- (22) DEVELOPMENT SIGN, TEMPORARY. An outdoor, on-premises sign erected on the site of a development while construction is underway.
- (23) DIRECTIONAL SIGN. A sign which is erected on private property for the purpose of telling people how to locate businesses, activities, products, persons, places or services.
- (24) DOOR SIGN. A sign affixed to or etched into the exterior, glass portion of a door and which gives the name and address of the establishment where the door is located.
- (~~12~~25) DOUBLE-FACED SIGN. A permanent, outdoor sign that has 2 sign faces, each of which can be viewed from different directions. Usually both sign faces have the same dimensions, are back-to-back and supported by the same structure or are placed side by side in a V-shaped position.
- (26) ELECTRONICALLY VARIABLE-MESSAGE (EVM) SIGN. An electronically variable-message (EVM) sign is a permanent, outdoor, secondary, on-premises sign that is part of a primary, on-premises sign and is programmed electronically to change its message automatically. An EVM sign is also known as a "changing sign."
- (~~13~~27) ESTABLISHMENT. A person that occupies a portion of a building and has its own exterior entryway fronting on a public street.
- (~~14~~28) ESTABLISHMENT FRONTAGE. The length of an establishment's portion of a building fronting on a public street.
- (29) FESTOON LIGHTING. A series of two or more bare, outdoor light bulbs on a decorative chain or wire hanging between two points.
- (30) FLAG. An outdoor, cloth sign which is attached to a support on one or more sides and which symbolizes a nation, political subdivision, idea or cause. Advertising flags are considered temporary signs.
- (31) FLASHING SIGN. A sign on which lighting flashes on and off or which simulates such activity. Flashing sign does not include animated, changing, indexing, or moving signs.
- (32) GARAGE SALE SIGN. A temporary, outdoor sign that advertises that sale of used or second-hand personal property (usually household goods) at premises zoned residential.
- (33) GLARING SIGN. A sign with a light source or reflected light of such brightness or intensity as to constitute a safety hazard or public nuisance.
- (~~15~~34) GRADE. The average elevation of the finished grade of the ground within a 15-foot radius of any sign, or any building or structure supporting a sign.
- (35) GROUND-MOUNTED SIGN. A permanent, freestanding, outdoor sign which is mounted on a base, 100 percent of which is in contact with the ground.
- (~~16~~36) HEIGHT. Distance measured vertically to the highest point of an outdoor sign from grade.
- (37) HISTORIC PLAQUE. An outdoor sign which indicates that the premises or structure on which it is located has been designated as an historic landmark by the U.S., state or local government.
- (38) HOME OCCUPATION SIGN. An outdoor sign advertising a home occupation, as defined in Section 6.3.2 of the City of Beloit Zoning Ordinance.
- (39) INDEXING SIGN. An outdoor sign that has sections of sign face that turn and stop to show more than one message.
- (40) INTERIOR SIGN. A sign that is located inside of a building and not visible from the exterior of the building; an interior sign is not a window sign.



CHAPTER 30 OUTDOOR SIGN REGULATIONS (Rep. & recr. #3236)

- (1741) LEGAL NONCONFORMING SIGN. Any outdoor sign which was lawfully erected and maintained and is allowed by law to continue to exist despite the subsequent enactment of law or ordinance prohibiting the erection or maintenance of that sign.
- (1842) LETTER SIGN. A wall sign made up of individual letters that are mounted, but not painted, on a building face.
- (1943) MANUFACTURING ZONING DISTRICT. An M-1 or M-2 zoning district.
- (44) MARQUEE. See Canopy.
- (45) MARQUEE SIGN. See Marquee Sign.
- (46) MEMORIAL SIGN. A tablet, plaque, or other sign memorializing a person, event, structure or site.
- (47) MOVING SIGN. An outdoor sign which changes the direction it faces. Moving sign does not include animated, changing, or EVM or indexing signs.
- (48) MULTIPLE-FAMILY BUILDING. A structure containing more than 3 dwelling units.
- (49) MULTIPLE-FAMILY DWELLING SIGN. A permanent, outdoor sign identifying the name and address of a multiple-family building and its owner or manager.
- (50) NAMEPLATE SIGN. A permanent, outdoor sign which is fastened directly to a building, displays only the name and address of the business(es) located in the building to which the sign is attached, is not illuminated internally, and is not connected to or equipped with electrical wiring or outlets.
- (51) NEON SIGN WITH EXPOSED TUBING. Any sign with exposed neon tubing or festoon lights used to outline buildings, display windows or other structure.
- (2052) NONCONFORMING SIGN. Any outdoor sign which, by reason of its use, deterioration, lack of maintenance or the enactment of any ordinance or other law, is not a lawful, permitted use in the City of Beloit.
- (53) OFF-PREMISES SIGN. An outdoor sign which identifies or advertises a business, person, activity, product, service or place located off of the premises where the sign is erected. An off-premises sign does not include a political sign even though the political sign identifies a person, or activity located off the premises where the sign is located. An off-premises sign does not include a sandwich board sign in the public right-of-way even though it identifies a person, product or activity located outside the public right-of-way.
- (54) OFFICE COMPLEX. A building or 2 or more adjacent buildings owned and operated by a single landlord who leases space in the building(s) to 3 or more businesses.
- (55) OFFICE COMPLEX DIRECTORY SIGN. A permanent, primary, outdoor sign which lists the names and locations of businesses in an office complex. Office complex directory signs may be freestanding or ground, pole or wall mounted.
- (56) OFFICIAL SIGN. An outdoor sign erected on public property by a public body or public official having jurisdiction in the City of Beloit. Official sign also includes a sign approved by the City Manager pursuant to §18.01 of this Municipal Code.
- (57) OFFICIAL TRAFFIC SIGN. An official traffic sign is an official sign which regulates, warns or guides traffic. Official traffic sign includes traffic signals and other traffic control devices.
- (58) ON-PREMISES SIGN. A temporary or permanent, outdoor sign identifying or advertising a business, person, activity, product, service or price located on the premises where the sign is erected.
- (2159) OUTDOOR SIGN. A sign which is located outside of a building or a window sign or window display as those terms are defined by §30.4403 of this chapter.
- (2260) OWNER. With regard to real estate, "owner" means the entity designated on the official records of the Register of Deeds for Rock County as the owner of the real property in the City of Beloit. In the case of a sign, "owner" means the entity named as owner on the application for a sign permit. If no sign permit is required



## CHAPTER 30 OUTDOOR SIGN REGULATIONS (Rep. & recr. #3236)

or applied for, "owner" means the entity who owns the real estate on which the sign is located unless a sign lease, or memorandum of lease, naming the sign owner is recorded with the Register of Deeds.

- (61) PARAPET OR PARAPET WALL. That portion of the building wall that rises above the roofline.
- ~~(23)~~62) PERMANENT SIGN. A sign that is constructed with the intent that it will continue to be displayed for an indefinite period time, which period of time is not limited by the regulations found in this chapter.
- ~~(24)~~63) PERSON. A natural person, corporation, partnership, association, limited liability company or other legal entity.
- (64) PLAYFIELD. A developed recreation area that contains fields for competitive sports such as baseball, football, or soccer. Bleachers or grandstands may be provided.
- (65) PLAYFIELD SIGNAGE. Any scoreboards or wall signs erected with a playfield and placed so as to be viewed by the participants and spectators at such playfield.
- (66) POLE SIGN. A freestanding, outdoor sign that is mounted on a pole or similar support that is not a part of a building.
- (67) POLITICAL SIGN. An outdoor sign referring to a candidate or issue involved in a public election. Or to a noncommercial cause or issue or public concern or interest.
- ~~(25)~~68) PREMISES. An area of land considered as a unit with its buildings and other improvements, such as a single tax parcel.
- (69) PRIMARY SIGN. The sign which identifies the name of the shopping center, business, industry, or other entity located on the parcel.
- (70) PRIVATE REGULATORY SIGN. A no trespassing, no loitering, no soliciting, no dumping, or other outdoor sign erected by the owner of private property warning others that certain activities are prohibited on the owner's property and if engaged in, may result in the imposition of a fine, forfeiture, or other consequences. A private regulatory sign does not include a private traffic sign.
- (71) PRIVATE TRAFFIC SIGN. A traffic sign erected on private property for the purpose of regulating or directing pedestrian or motor vehicle traffic on the owner's property.
- (72) PROJECTING SIGN. An on-premises outdoor sign which, together with the sign's structure, extends more than 12 inches from the wall of a building to which it is attached or suspended. Projecting sign does not include an awning sign, a canopy sign, a marquee sign or a sign suspended below an awning, canopy, marquee, porch roof, walkway covering or other similar structure.
- (73) RAILROAD SIGN. An outdoor sign erected by a railroad for the purpose of warning motorists about a railroad cross or approaching train.
- (74) REAL ESTATE SIGN. A temporary, outdoor sign indicating that the premises on which the sign is located are for sale or lease.
- ~~(26)~~75) RESIDENTIAL ZONING DISTRICT. An R-1A, R-1B, R-2, R-3 or R-4 zoning district.
- ~~(27) RIVERFRONT CONSERVATION DISTRICT. The area bounded on the north by the city limits, on the east by Park Avenue, on the south by the Wisconsin state line, on the southwest by Bluff Street from the state line to its intersection with Merrill Street and on the northwest by Sixth Street, also known as Afton Road, from its intersection with Merrill Street to its intersection with the north city limits.~~
- (76) ROOF SIGN. An outdoor sign painted, mounted or erected on the roof of extending above the roofline of the building.
- (77) ROOFLINE. The edge of the roof or the top of the parapet, whoever forms the top line of the building silhouette.

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- (78) SANDWICH BOARD SIGN. An outdoor, permanent, freestanding sign consisting of 2 sign faces hinged together. A sandwich board sign must refer to a business, person, activity, product, service or price located on the premises where the sign is located or on private property adjacent to the public right-of-way where the sign is located.
- (79) SCOREBOARD. An outdoor sign erected at an athletic field and used to inform the audience of the current score of a game in progress.
- (80) SEARCH LIGHT. A device equipped with a powerful light and reflector which produces a bright beam or beams of light.
- (81) SHOPPING CENTER. A building or group of adjacent buildings owned and operated by a single landlord who leases space in the building(s) to 5 or more businesses engaged in retail commercial sales.
- (82) SHOPPING CENTER IDENTIFICATION SIGN. An outdoor sign identifying the name of the shopping center and the retail commercial establishments located therein.
- ~~(2883)~~ SIGN. Anything which is displayed for the purpose of communicating a visual message, whether the message is communicated by words, numbers, colors, symbols, objects, drawings, graphics, insignias, logos, pictures, photographs, or other visual means of communication.
- ~~(2984)~~ SIGN AREA. See "sign face."
- ~~(3085)~~ SIGN FACE. That portion of a sign upon which a message is displayed by graphics, symbols, insignias, logos, pictures or other means, including any background color, border, frame, trim or other material which is an integral part of the sign. "Sign face" does not include a sign structure. "Sign face" includes both sides of a banner, double-faced sign, or flag and the entire exterior surface of an awning, canopy, marquee, inflatable sign, or sandwich board.
- ~~(3186)~~ SIGN STRUCTURE. Anything which supports a sign or is constructed for the purpose of supporting a sign, excluding the sign border, trim or frame, if any.
- ~~(3287)~~ STREET FRONTAGE. The length of a property line fronting on a public street.
- (88) TEMPORARY SIGN. An outdoor sign which may be displayed for a limited period of time (i.e. 30 days). This does not include temporary development signs, real estate signs, political signs, and construction signs.
- (89) UNLAWFUL SIGN. An outdoor sign which violates any local, state or federal law, other than a sign which is a legal nonconforming sign.
- (90) WALL SIGN. A permanent, outdoor, on-premises sign attached to the exterior wall of a building, fence or other structure.
- (91) WINDOW DISPLAY. Merchandise displayed for sale inside a window of a building with the intent that it be viewed from outside the building. A window display does not include a window sign.
- (92) WINDOW SIGN. A sign installed inside of a window or painted or drawn on the inside of a window with the intent that it be viewed from the outside of a building.
- ~~(3393)~~ ZONING DISTRICT. The zoning districts established by [Chapter 19](#) of the Code of General Ordinances of the City of Beloit, the Zoning Code.

**30.04 PROHIBITED SIGNS.**

The following outdoor signs are prohibited everywhere in the City of Beloit:

- (1) ABANDONED SIGNS. See [§30.4722\(3\)](#) for definition and regulations pertaining to abandoned signs.
- (2) ANIMATED SIGNS. ~~"Animated sign" means any outdoor sign that displays a message which moves or simulates movement. Animated sign includes banners, streamers, pennants, and propellers which are~~



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- ~~intended to be moved by the wind. Animated sign does not include flashing, changing, indexing or moving signs.~~
- (3) FESTOON LIGHTING AND SIGNS CONTAINING FESTOON LIGHTING. ~~"Festoon lighting" means a series of 2 or more bare, outdoor light bulbs on a decorative chain or wire hanging between 2 points.~~
  - (4) FLASHING SIGNS. ~~"Flashing sign" means an outdoor sign on which lighting flashes on and off or which simulates such activity. Flashing sign does not include animated, changing, indexing or moving signs.~~
  - (5) GLARING SIGNS. ~~"Glaring sign" means a sign with a light source or reflected light of such brightness or intensity as to constitute a safety hazard or public nuisance.~~
  - (6) INDEXING SIGNS. ~~"Indexing sign" means an outdoor sign that has sections of sign face that turn and stop to show more than one message on the sign face.~~
  - (7) MOVING SIGNS. ~~"Moving sign" means an outdoor sign which changes the direction it faces. Moving sign does not include animated, changing, EVM or indexing signs.~~
  - ~~(8) NEON SIGNS WITH EXPOSED TUBING. "Neon sign" means any sign with exposed neon tubing or festoon lights use to outline buildings, display windows or other structures.~~
  - ~~(9) ROOF SIGNS. "Roof sign" means an outdoor sign painted, mounted or erected on the roof or extending above the roofline of a building. "Roofline" means either the edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette. "Parapet or parapet wall" means that portion of a building wall that rises above the roofline.~~
  - ~~(10) SEARCH LIGHTS. "Search light" means a device equipped with a powerful light and reflector which produce a bright beam or beams of light.~~
  - (11) UNLAWFUL SIGNS. "Unlawful sign" means an outdoor sign which violates any local, state or federal law, other than a sign which is a legal nonconforming sign.
  - (12) UNSAFE SIGNS. See [§30.4722](#) for definition and regulations pertaining to unsafe signs.
  - (13) Signs painted directly on the wall of a building, fence or other structure. This subsection does not apply to signs painted on walls or fences of recreational facilities when the signs are intended for viewing by persons inside the recreational facility.
  - (14) Signs which constitute a traffic hazard.
  - (15) Signs which are located in the public right-of-way without permission of the local, state or federal government(s) having jurisdiction over the same.
  - (16) Signs which simulate official signs but are not authorized by the appropriate government body or official.
  - (17) Off-premises signs in the [Riverfront Conservation City Center](#) District and in historic districts.
  - (18) A sign which advertises a business, product or service that has been discontinued for 6 months or longer.

### 30.05 SIGN PERMIT REQUIRED; EXEMPTIONS.

- (1) SIGN PERMIT REQUIRED. (Am. #3481) Except as provided in subsection (2) of this section, no person shall erect, alter or relocate any outdoor sign in the City of Beloit without first obtaining a permit to do so from the Director of Planning and Building Services, or his/her designee. Permits for temporary ~~banner signs, inflatable signs, portable signs, and special event/temporary signs~~ shall be issued for no more than 30 days and not more than twice in any calendar year, nor more than once during any 90-day period for signs on the same premises. ~~No permit is required for a temporary, large-scale development sign regulated by §30.24.~~ No sign permit shall be required for performing routine maintenance or minor repairs involving the replacement of light bulbs, changing of sign copy, repainting the sign or sign structure or similar maintenance and repairs.

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(2) SIGNS EXEMPT FROM THE PERMIT REQUIREMENT. No permit or permit fee shall be required for the erection of any of the signs listed in this subsection. Nor shall any of the signs listed in this subsection be included in calculating the number of signs or sign area on the premises where they are located, unless the regulations contained elsewhere in this chapter expressly indicate otherwise. While the following signs are exempt from the permit and permit fee, they are not exempt from compliance with other applicable provisions of this chapter:

(a) ~~Address Signs. See §30.12 for definition and applicable regulations.~~ Address signs are permitted in all zoning districts and shall not be limited in number. An address sign shall not exceed 2 square feet in area.

(b) ~~Construction Signs. See §30.14 for definition and applicable regulations.~~ Construction signs may not exceed 60 square feet in area in commercial and manufacturing districts and 32 square feet in area in residential districts. One construction sign is allowed per zoning parcel except on corner lots 2 construction signs may be erected, each facing a different street. Construction signs shall be removed prior to the issuance of a certificate of occupancy or upon completion of the construction.

~~(c) Reserved.~~

~~(d) Door Signs. A "door sign" means a sign affixed to or etched into the exterior, glass portion of a door and which gives the name and address of the establishment where the door is located.~~ Door signs are not regulated by this chapter.

~~(e) Flags. See §30.18 for definition and applicable regulations.~~ Flags are permitted in all zoning districts and shall not be limited in sign area, sign height or number of flags.

~~(f) Garage Sale Signs. See §30.20 for definition and applicable regulations.~~ Garage sale signs are only permitted in residential districts as an on-premises sign, shall not exceed 4 square feet in sign area, 5 feet in height, or 2 in number. Garage sale signs shall not be displayed for more than 3 consecutive days.

~~(g) Historic Plaques. A "historic plaque" means an outdoor sign which indicates that the premises or structure on which it is located has been designated as an historic landmark by the U.S., a state or local government.~~ Historic plaques are not regulated by this chapter.

~~(h) Interior Signs. An "interior sign" means a sign that is located inside of a building and not visible from the exterior of the building; an interior sign is not a window sign.~~ Interior signs are not regulated by this chapter.

~~(i) Memorial Signs. See §30.25 for definition and applicable regulations.~~ A memorial sign is permitted in all zoning districts and shall not exceed 16 square feet in area, 4 feet in height, or one in number.

~~(j) Nameplate Signs. See §30.27 for definition and applicable regulations.~~ A nameplate sign shall not exceed 2 square feet in area, one foot in height, or two in number.

~~(k) Official Signs. See §30.29 for definition and applicable regulations.~~

~~(l) Playfield Signage. A "playfield" means a developed recreation area that contains fields for competitive sports such as baseball, football or soccer. Bleachers or grandstands may be provided. "Playfield signage" means any scoreboards or any wall signs erected within a playfield and placed so as to be viewed by the participants and spectators at such playfield.~~ Playfield signage is not regulated by this chapter.

~~(m) Political Signs. See §30.33 for definition and applicable regulations.~~ A political sign is permitted in all zoning districts and shall not exceed 32 square feet in area, 10 feet in height, or be located within 100 feet of a polling place.

~~(n) Private Regulatory Signs. See §30.36 for definition and applicable regulations.~~ A private regulatory sign is permitted in all zoning districts and shall not exceed 5 square feet in sign area or 8 feet in height.



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Private, regulatory signs shall not exceed 2 in number unless a greater number of signs is required by law in order to make the regulatory signs enforceable.

- (n) Private Traffic Signs. A private traffic sign is permitted in all zoning districts and shall not exceed 5 square feet in sign area or 8 feet in height and shall be unlimited in number. All private traffic signs shall comply with the latest version of the Manual on Uniform Traffic Control Devices.
- (o) ~~Railroad Signs. "Railroad sign" means an outdoor sign erected by a railroad for the purpose of warning motorists about a railroad crossing or approaching train.~~ Railroad signs are not regulated by this chapter.
- (p) ~~Real Estate Signs. See §30.38 for definition and applicable regulations.~~
1. A real estate sign shall not exceed one in number, except that on corner lots, 2 signs may be erected, one sign facing each street and shall be removed 7 days after the premises is sold or leased.
  2. A real estate sign shall not exceed three feet in height in residential districts, 4 feet in height in commercial districts, and 5 feet in height in manufacturing, PLI and DH districts.
  3. A real estate sign shall not exceed 12 square feet in area in residential districts, 32 square feet in area in commercial districts, and 60 square feet in area in manufacturing, PLI and DH Districts.
- (q) ~~Scoreboards. A "scoreboard" means an outdoor sign erected at an athletic field and used to inform the audience of the current score of a game in progress.~~ Scoreboards are not regulated by this chapter.
- (r) ~~Temporary, Large Scale Development Signs. See §30.24 for definition and applicable regulations.~~ Temporary Development Signs shall not exceed 150 square feet in size, 15 feet in height, or 2 in number and are allowed from the time that construction begins until the Director of Planning and Building Services determines that construction is complete.
- (s) ~~Window Displays. See §30.44 for definition and applicable regulations.~~
- (t) ~~Window Signs. See §30.44 for definition and applicable regulations.~~ Window signs shall not exceed 25 percent of the area of the window in which they are displayed.
- (3) APPLICATION FOR A SIGN PERMIT. An application for a sign permit shall be made upon a form provided by the ~~building official~~ Division of Planning and Building Services. The applicant shall provide the following upon request:
- (a) The name, address and telephone number of the applicant, the sign owner and the person erecting the sign.
  - (b) The address, tax parcel number and zoning of the premises where the sign is to be erected and the name, address and phone number of the owner of the premises.
  - (c) A site plan showing the location and proposed position of the sign in relation to nearby buildings, lot lines, streets and vision triangles established by §8.4.400 of the Zoning Ordinance.
  - (d) Two copies of plans and specifications showing the method of construction, sign support structure, sign height and sign area.
  - (e) An elevation sketch showing the sign faces, exposed surfaces and proposed message thereof accurately represented to scale.
  - (f) Written permission from the owner of the premises to erect the sign, unless the applicant is the owner of the premises.
  - (g) If the sign will project over the public right-of-way, the sign owner shall sign the indemnification agreement required by §30.121(31)(b) of this chapter.
  - (h) The signature of the applicant.

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- (4) SIGN PERMIT FEES. No permit shall be issued unless the person applying for the sign permit pays the applicable sign permit fee established by City Council resolution in effect at the time the application is made.
- (5) ARCHITECTURAL REVIEW. (Am. #3481) Before a permit can be issued for a permanent sign, an application for an architectural review certificate must be submitted to the [Community Development Department Division of Planning and Building Services](#) for review in accordance with the [site-plan architectural](#) review process. The Director of Planning and Building Services, or his/her designee, shall not issue a sign permit for which the architectural review certificate is required until the certificate has been issued.
- (6) ISSUANCE OF SIGN PERMIT. The building official shall examine the application for a sign permit, the receipt for payment of the permit fee, the site plans, specifications, drawings, sketches, and other documents submitted with the application to determine that they comply with this chapter. The building official shall also inspect the site where the sign will be erected and confirm the location of the proposed sign, surrounding buildings and structures, lot lines, streets and other objects shown on the documents submitted with the application. If the building official determines that the proposed sign will comply with this chapter, the building official shall issue a sign permit.

### 30.06 ENFORCEMENT OFFICIAL. (Am. #3481)

The Director of Planning and Building Services, or his/her designee, is hereby authorized and directed to enforce the provisions of this chapter.

### 30.07 GENERAL DESIGN, CONSTRUCTION AND MAINTENANCE STANDARDS.

All signs shall be designed, constructed and maintained to conform to the following standards:

- (1) OBSTRUCTIONS TO VISION PROHIBITED.
  - (a) *Vision Triangles.* No outdoor sign shall be erected or maintained in a vision triangle in violation of [§8-4-400](#) of the Zoning Ordinance. [Ground-mounted signs located within 15 feet of any public right-of-way shall not extend more than 30 inches above street grade, and signs exceeding 36 inches in height above street grade and located within 15 feet of any public right-of-way shall be erected and maintained so the lowest part of the sign, excluding the supports, shall be not less than 10 feet above street grade.](#)
  - (b) *Traffic Signs.* No outdoor sign shall be erected or maintained in a manner that obstructs the traveling public's view of an official traffic sign.
  - (c) *Other Traffic.* No outdoor sign shall be erected which obstructs the traveling public's view of other traffic entering or moving upon the public right-of-way.
- (2) ELECTRICAL REQUIREMENTS. All outdoor signs connected to an electric utility shall comply with the Electrical Code, [Chapter 10](#) of this Municipal Code. Wiring for illuminated signs shall be enclosed in rigid or other approved conduit which is concealed from the public view, when possible. The signs electrical wiring shall be equipped with a switch or similar device capable of disconnecting the sign's electrical wiring from the electric utility.
- (3) SIGN STRUCTURE.
  - (a) *Sign Support Structure.* The structure supporting an outdoor sign, except the pole supporting a freestanding, pole sign, shall be designed and constructed so that it will be concealed from public view by the sign face.
  - (b) *Wind Pressure and Load Requirements.* Every outdoor sign shall be designed and constructed to conform to the structural load and stress requirements of [Article IX of the 1984 BOCA Basic/National the International](#) Building Code.



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- (4) SIGN FACE. An outdoor sign face, including all letters, figures, characters and symbols, shall be securely attached to the sign structure.
- (5) LIGHTING. Illuminated, outdoor signs and window signs shall comply with the following standards:
  - (a) *Brightness.* The lighting intensity shall not exceed:
    - 1. Thirty foot-candles measured perpendicular to the face of the sign from a distance equal to the narrowest dimension of the sign; or
    - 2. One foot-candle measured at 3 feet above grade along the closest lot line of an adjoining residential lot.
  - (b) *Constancy.* The color and intensity of a sign's lighting shall be constant.
  - (c) *Prohibited Lighting and Fixtures.* The following types of lighting and lighting fixtures are prohibited:
    - 1. Lighting which, when unshaded or shielded, exceeds the intensity standards of subsection (5)(a) of this section.
    - 2. Incandescent lamps that exceed 15 watts.
    - 3. Glaring lighting, including lighting that creates vision-obstructing glare for persons using the public right-of-way or an adjacent property.
    - 4. Lighting fixtures which project into the public right-of-way.
    - 5. Search lights.
    - 6. Festoon lighting.
    - 7. Flashing lighting.
    - ~~8. Neon lighting from exposed tubing.~~
  - (d) ~~[Maintenance of Fixture.]~~ The source of illumination shall be maintained in safe and proper working order.
- (6) GLASS REQUIREMENTS. Any glass forming a part of an outdoor sign shall be heavy safety glass with a minimum thickness of 0.25 inch. Any piece of glass that exceeds 3 square feet of sign area shall be wired glass.
- (7) OBSTRUCTIONS TO BUILDINGS PROHIBITED. No outdoor sign shall be erected or maintained which obstructs:
  - (a) Any window, intake or exhaust pipe required for proper ventilation of a building; or
  - (b) Access to any fire escape or required fire exit.
- (8) MAINTENANCE. The owner of a sign shall maintain the sign in a neat, safe and attractive condition. The sign and sign supports shall be kept painted to prevent rust, rot or deterioration.

**30.08 MAXIMUM NUMBER OF SIGNS ALLOWED ON SAME PREMISES.**

- (1) RESIDENTIAL ZONING DISTRICTS. The following numbers of outdoor signs are permitted in residential zoning districts:

Type of Sign Allowed	Number Allowed	For Additional Regulations Pertaining to the Signs Listed Below See Section
Address Signs	unlimited	<u>30.11</u>

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<del>Construction Signs</del>	<del>1 or 2</del>	<del>30.14</del>
Directional Signs	unlimited	<u>30.16</u>
Door Signs	<u>unlimited</u> <sup>1</sup>	<u>unregulated</u>
Flags	<u>unlimited</u>	<u>30.18</u>
Garage Sale Signs	5	<u>30.20</u>
<del>Large-Scale</del> Development Signs		
Permanent Signs	<u>unlimited</u> <sup>1**</sup>	<u>30.24</u>
Temporary Signs	<u>2</u> <sup>1**</sup>	<u>30.24</u>
Memorial Signs	1	<u>30.25</u>
Multiple-Family Dwelling Signs	1 or 2* (only in R-3 & R-4 zoning districts)	<u>30.26</u>
Nameplate Signs	<u>2</u> <sup>1</sup>	<u>30.27</u>
Official Signs	<u>unlimited</u>	<u>30.29</u>
Political Signs	<u>unlimited</u>	<u>30.33</u>
Private Regulatory Signs	2+	<u>30.36</u>
Real Estate Signs	<u>1 or 2</u>	<u>30.38</u>
<u>Religious Institutions</u>	<u>1</u>	
<u>Special-Event</u> /Temporary Signs	<u>2</u>	
<del>Off-Premises Signs</del>	<u>1 or 2</u>	<u>30.42</u>
<u>Wall Signs</u>		
<u>Home Occupations</u>	<u>1</u>	
<u>Legal, Non-Conforming Businesses</u>	<u>1</u>	

\* If the property has two street frontages, one sign may be located on each street frontage.

\*\*If the development has more than one access point, a sign may be located at each entryway to the development.

(2) OTHER ZONING DISTRICTS. The maximum number of outdoor signs permitted in non-residential zoning districts is as follows:

NUMBER OF SIGNS ALLOWED IN NONRESIDENTIAL ZONING DISTRICTS									
Sign Type	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH

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Address	U	U	U	U	U	U	U	U	U
Awning, Canopy & Marquee	U	U	U	U	U	U	U	<u>NA</u>	NA
Signs under Awnings, Canopies & Marquees	1	1	1	1	1	<u>NA</u> 1	<u>NA</u> 1	<u>NA</u> 1	NA
<u>Banner</u>									
<del>Permanent</del>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>NA</u>
<del>Temporary</del>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>NA</u>
Construction	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>
<u>Development</u>									
<u>Permanent</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>
<u>Temporary</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>
Directional	U	U	U	U	U	U	U	U	U
EVM									
Time & Temp	1	1	1	1	1	<u>NA</u> 1	<u>NA</u> 1	<u>NA</u> 1	NA
Other	<u>NA</u> 1	1	1	1	1	<u>NA</u> 1	<u>NA</u> 1	<u>NA</u> 1	NA
Flags	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>
Freestanding	<u>see off-premises, primary &amp; secondary signs below</u>								
Garage Sale	NA	NA	NA	NA	NA	NA	NA	NA	NA
Ground Mounted	<u>see off-premises, primary &amp; secondary signs below</u> 1	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Inflatable	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	NA	NA	NA	NA
<u>Large-Scale Development</u>									
<del>Permanent</del>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>
<del>Temporary</del>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Memorial	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Multiple-family	<u>NA</u> 1 or 2*	<u>NA</u> 1 or 2*	<u>NA</u> 1 or 2*	NA	NA	NA	NA	NA	NA



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			<u>2*</u>						
Nameplate	2	2	2	2	2	2	2	2	2
Office Complex	1	1	1	1	1	1	1	NA	NA
<b>Official</b>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>
Off-Premises									
Improved Lots	NA	NA	1	NA	NA	1	1	NA	NA
Unimproved Lots	NA	NA	NA	NA	NA	<u>NA1</u>	1	NA	NA
Pole	<u>see primary &amp; secondary sign below1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Off-Premises, Improved Lots Only	NA	NA	<u>1NA</u>	NA	NA	NA	1	NA	NA
<b>Political</b>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>
<b>Portable</b>	<u>NA</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>
<b>Primary</b>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
<b>Private Regulatory</b>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>	<u>2+</u>
Projecting	1	1	1	1	1	1	1	1	<u>1NA</u>
<b>Real Estate</b>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>
Sandwich Board	1	1	1	1	1	NA	NA	<u>NA1</u>	NA
Shopping Center	<u>2NA</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>1 or 2*</u>	<u>2NA</u>	<u>2NA</u>	<u>2NA</u>
<b>Special Event/Temporary</b>									
<u>On and</u> Off-Premises	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>	<u>1 or 2</u>
<del>On</del> Premises	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	NA	NA
Wall	U	U	U	U	U	U	U	<u>NAU</u>	NA
<b>Window</b>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>	<u>U</u>

NA = not allowed  
U = unlimited

\* If the property has two street frontages, one sign may be located on each street frontage.

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**30.09 MAXIMUM SIGN AREA ALLOWED ON SAME PREMISES.**

- (1) CALCULATION OF MAXIMUM ALLOWED SIGN AREA. ~~Except as provided by §30.31(3), the~~ following totals are the maximum outdoor sign areas allowed on a single premises:

Zoning District	Maximum Outdoor Sign Area Allowed
R-1 & R-2	<del>0</del> <u>32</u> square feet
R-3 & R-4	64 square feet
C-1 & C-2	2 times street frontage
<del>C-3 &amp; CBD</del>	4 times street frontage
<u>CBD</u>	<u>3 times street frontage</u>
M-1	3 times street frontage
M-2	4 times street frontage
PLI, DH	2 times street frontage

~~See §30.31(3) for "on-premises, sign area bonus" provisions~~

- (2) SIGNS TO BE INCLUDED IN CALCULATIONS. The following types of signs shall be included in calculating total outdoor sign area for the premises on which they are located: awning, canopy and marquee signs ~~(but not signs hung from them); permanent banner signs; signs under awning, canopies, and marquees;~~ directional signs; EVM signs; ~~freestanding signs;~~ ground mounted signs; ~~secondary signs;~~ permanent, large-scale development signs; multiple-family dwelling signs; office complex directory signs; ~~on-premises signs;~~ pole signs; projecting signs; ~~and~~ shopping center identification signs; ~~and wall signs.~~
- ~~(3) SIGN AREA BONUSES. The maximum allowable outdoor sign area established by this section may be increased by an "on-premises, sign area bonus" provided for in §30.31(3) of this chapter.~~

**30.10 MAXIMUM SIGN HEIGHTS.**

The following are the maximum sign heights allowed by this chapter:

- (1) MAXIMUM ALLOWED SIGN HEIGHTS IN RESIDENTIAL ZONING DISTRICTS.

MAXIMUM ALLOWED SIGN HEIGHTS IN RESIDENTIAL ZONING DISTRICTS					
Sign Type	R-1A	R1-B	R-2	R-3	R-4
<u>Address</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
<del>Awning, Canopy &amp; Marquee</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
<del>Signs under Awnings, Canopies &amp; Marquees</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
<u>Banner</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>

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Construction	*	*	*	*	*
Development					
Permanent	5'	5'	5'	5'	5'
Temporary	15'	15'	15'	15'	15'
Directional	63'	63'	63'	63'	63'
EVM	NA	NA	NA	NA	NA
Flags	U	U	U	U	U
Garage Sale	5'	5'	5'	5'	5'
Inflatable	NA	NA	NA	NA	NA
Large-Scale Development					
Permanent	5'	5'	5'	5'	5'
Temporary	15'	15'	15'	15'	15'
Memorial	4'	4'	4'	4'	4'
Multiple-Family	NA6'	NA6'	NA6'	6'	6'
Nameplate	1'	1'	1'	1'	1'
Office Complex	NA	NA	NA	NA	NA
Official	U	U	U	U	U
Political	5'	5'	5'	5'	5'
Portable	NA	NA	NA	NA	NA
Private Regulatory	8'	8'	8'	8'	8'
Projecting	NA	NA	NA	NA	NA
Real Estate	3'	3'	3'	4'	4'
Religious Institutions	8'	8'	8'	8'	8'
Sandwich Board	NA	NA	NA	NA	NA
Shopping Center	NA	NA	NA	NA	NA
Special Event/Temporary					
On and Off-Premises	5'NA	5'NA	5'NA	5'	5'
On-Premises	NA	NA	NA	NA	NA
Wall	NA	NA	NA	NA	NA
Home Occupations	* -	* -	* -	* -	* -



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<u>Legal, non-conforming Businesses</u>	*	*	*	*	*
Window	NA	NA	NA	NA	NA
Other Off-Premises Signs	NA	NA	NA	NA	NA
Other On-Premises Signs	NA	NA	NA	NA	NA

U = unlimited

NA = not allowed

\* = limited in height only by maximum sign area

(2) MAXIMUM ALLOWED SIGN HEIGHTS IN NONRESIDENTIAL ZONING DISTRICTS.

MAXIMUM ALLOWED SIGN HEIGHTS IN NONRESIDENTIAL ZONING DISTRICTS									
Sign Type	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH
<u>Address</u>	*	*	*	*	*	*	*	*	*
Awning, Canopy & Marquee	*	*	*	*	*	*	*	NA	NA
Signs under Awnings, Canopies & Marquees	*	*	*	*	*	*	*	NA	NA
<u>Banner</u>									
<del>Permanent</del>	*	*	*	*	*	*	*	*	*
<del>Temporary</del>	10'	10'	10'	10'	10'	10'	10'	NA	NA
<u>Construction</u>	*	*	*	*	*	*	*	*	*
<u>Development</u>									
<u>Permanent</u>	10'	10'	10'	10'	10'	10'	10'	10'	10'
<u>Temporary</u>	15'	15'	15'	15'	15'	15'	15'	15'	15'
Directional	8'	8'	8'	8'	8'	8'	8'	8'	8'
EVM									
Time & Temp	*	*	*	*	*	NA*	NA*	NA*	NA
Other	NA*	*	*	*	*	NA*	NA*	NA*	NA
<u>Flags</u>	U	U	U	U	U	U	U	U	U
<u>Garage Sale</u>	NA	NA	NA	NA	NA	NA	NA	NA	NA
<u>Ground</u>	6'	6'	6'	6'	6'	6'	6'	6'	6'
<u>Inflatable</u>	*	*	*	*	*	NA	NA	NA	NA
<u>Large-Scale Development</u>									
<del>Permanent</del>	10'	10'	10'	10'	10'	10'	10'	10'	10'

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<del>Temporary</del>	15'	15'	15'	15'	15'	15'	15'	15'	15'
Memorial	4'	4'	4'	4'	4'	4'	4'	4'	4'
Multiple-Family	NA6'	NA6'	NA6'	NA	NA	NA	NA	NA	NA
Nameplate	1'	1'	1'	1'	1'	1'	1'	1'	1'
Office Complex	8'	8'	8'	8'	8'	8'	8'	8'NA	8'NA
Official	U	U	U	U	U	U	U	U	U
Pole	20'	20'	50'	20'	20'	30'	50'	8'	NA
Political	10'	10'	10'	10'	10'	10'	10'	10'	10'
Portable	NA	5'	5'	5'	5'	NA	NA	NA	NA
Private-Regulatory	8'	8'	8'	8'	8'	8'	8'	8'	8'
Projecting	*	*	NA*	*	*	NA*	NA*	NA*	NA
Real-Estate	4'	4'	6'	4'	4'	6'	6'	4'	3'
Sandwich Board	4'	4'	4'	4'	4'	NA4'	NA4'	NA4'	NA
Shopping Center	NA	20'	50'30'	20'	20'	NA30'	NA	NA	NA
<b>Special Event/Temporary</b>									
<del>On and Off-Premises</del>	10'	10'	10'	10'	10'	10'	10'	10'	10'
<del>On-Premises (secondary)</del>	10'	10'	10'	10'	10'	10'	10'	NA	NA
Wall	*	*	*	*	*	*	*	NA*	NA
Window	*	*	*	*	*	NA	NA	NA	NA
<b>Other Off-Premises</b>									
Improved Lots	NA	NA	50'30'	NA	NA	30'	50'	NA	NA
Unimproved Lots									
a) Pole Signs	NA	NA	NA	NA	NA	30'50'	NA	NA	NA
b) Non-Pole Signs	NA	NA	NA	NA	NA	30'	50'	NA	NA
<b>Other On-Premises</b>									
<del>Primary</del>	20'	20'	50'	20'	20'	30'	50'	8'	15'
<del>Secondary</del>	10'	10'	10'	10'	10'	10'	10'	10'	10'

U = unlimited

NA = not allowed

\* = sign height is limited only by other dimensional restrictions such as restrictions on sign face area, vision triangle regulations, etc.



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(3) MAXIMUM SIGN AREA ALLOWED PER SIGN FACE IN NONRESIDENTIAL ZONING DISTRICTS

The most restrictive sign category shall apply in all cases.

<u>MAXIMUM ALLOWED SIGN AREA PER SIGN FACE IN NONRESIDENTIAL ZONING DISTRICTS (IN SQUARE FEET)</u>									
<u>Sign Type</u>	<u>C-1</u>	<u>C-2</u>	<u>C-3</u>	<u>CBD1</u>	<u>CBD2</u>	<u>M-1</u>	<u>M-2</u>	<u>PLI</u>	<u>DH</u>
<u>Awning, Canopy &amp; Marquee</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>300</u>	<u>300</u>	<u>150</u>	<u>NA</u>
<u>Sign Hung From Awnings, Canopies, or Marquees</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>NA</u>
<u>Development</u>									
<u>Permanent</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>	<u>50</u>
<u>Temporary</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>
<u>Directional</u>	<u>8</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>8</u>	<u>32</u>
<u>EVM</u>									
<u>Time &amp; Temp</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>NA</u>
<u>Other</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>75</u>	<u>NA</u>
<u>Ground</u>	<u>75</u>	<u>150</u>	<u>150</u>	<u>75</u>	<u>75</u>	<u>300</u>	<u>300</u>	<u>75</u>	<u>NA</u>
<u>Multiple-Family</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>
<u>Office Complex</u>	<u>64</u>	<u>64</u>	<u>64</u>	<u>64</u>	<u>64</u>	<u>64</u>	<u>64</u>	<u>NA</u>	<u>NA</u>
<u>Pole</u>	<u>75</u>	<u>150</u>	<u>150</u>	<u>75</u>	<u>75</u>	<u>300</u>	<u>300</u>	<u>75</u>	<u>NA</u>
<u>Projecting</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>NA</u>
<u>Sandwich Board</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>
<u>Shopping Center</u>	<u>NA</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>150</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>
<u>Temporary</u>									
<u>On and Off-Premises</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>	<u>32</u>
<u>Wall</u>	<u>75</u>	<u>150</u>	<u>150</u>	<u>75</u>	<u>75</u>	<u>300</u>	<u>300</u>	<u>75</u>	<u>NA</u>
<u>Other Off-Premises</u>									
<u>Improved Lots</u>	<u>NA</u>	<u>NA</u>	<u>150</u>	<u>NA</u>	<u>NA</u>	<u>300</u>	<u>300</u>	<u>NA</u>	<u>NA</u>
<u>Unimproved Lots</u>									
<u>a) Pole Signs</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>300</u>	<u>NA</u>	<u>NA</u>
<u>b) Non-Pole Signs</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>NA</u>	<u>300</u>	<u>300</u>	<u>NA</u>	<u>NA</u>

U = unlimited

NA = not allowed

\* = sign height is limited only by other dimensional restrictions such as restrictions on sign face area, vision triangle regulations, etc.

**30.11 ADDRESS SIGNS.**

~~(1) DEFINITIONS.~~

~~(a) *Address Sign.* An address sign is a permanent, outdoor sign which displays the address of the premises on which it is located.~~

~~(2) REGULATIONS. Address signs are regulated exclusively by this section. They shall:~~

~~(a) Not require a sign permit or permit fee.~~

~~(b) Be permitted in all zoning districts.~~

~~(c) Not exceed 2 square feet in area. No "on-premises, sign area bonus" applies to address signs.~~

~~(d) Not be subject to any height limitation.~~

~~(e) Not be limited in number.~~

~~(f) Not be subject to setback requirements.~~

~~(g) Not be subject to time limits.~~

~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the address signs are displayed.~~

~~(i) Not be counted as a primary or secondary, on-premises signs.~~

**30.12-11 AWNINGS, CANOPIES, MARQUEES AND SIGNS AFFIXED THERETO.**

~~(1) DEFINITIONS.~~

~~(a) *Awning.* An awning is a rooflike cover made of cloth, canvass or similar material attached to a rigid, usually retractable frame extending over the exterior of a window or door of a building.~~

~~(b) *Awning Sign.* An awning sign is an on-premises sign printed or painted on an awning cover but not a sign hung below an awning. In this chapter an "awning sign" is not a "projecting sign."~~

~~(c) *Canopy.* A canopy is a permanent, ornamental, rooflike structure commonly made of metal and glass extending over the exterior entrance to a building; a marquee.~~

~~(d) *Canopy Sign.* A canopy sign is an on-premises sign attached to the sides of a canopy, but not a sign hung below a canopy. In this chapter, a "canopy sign" is not a "projecting sign."~~

~~(e) *Marquee.* See "canopy" above.~~

~~(f) *Marquee Sign.* See "canopy sign" above.~~

~~(2) GENERAL REQUIREMENTS. In addition to the general sign regulations contained in this chapter, the following regulations shall apply to awnings, canopies and marquees and signs affixed to them. If there is any conflict between the general regulations of this chapter and the regulations in this section, the regulations in this section shall control.~~

**(3) CONSTRUCTION OF AWNINGS, CANOPIES AND MARQUEES.**

(a) *Building Permit Required.* No person shall install or erect an awning, canopy, or marquee on any building without obtaining a building permit required by §9.28(10)(a) of this Municipal Code. Awnings, canopies and marquees may be constructed in all PLI, commercial and manufacturing zoning districts in the City of Beloit.



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(b) *Projections Over Public Sidewalks.* No awning, canopy or marquee may extend over a public sidewalk unless the owner of the building to which it will be attached signs an application for a building permit containing a statement that the owner agrees to:

1. Be primarily liable for damages to persons or property by reason of the granting of the privilege to erect an awning, canopy or marquee over the public sidewalk.
2. Be obligated to remove the awning, canopy or marquee from the public right-of-way within 10 days of receipt of notice from the City to do so.
3. If the owner fails to remove the awning, canopy or marquee within the time specified in the notice, the owner authorizes the City to remove the awning, canopy or marquee and to charge the cost of removing the same to the owner as a special tax upon the owner's property.
4. Waive any right to contest in any manner the validity of this subsection or to request compensation for the removal of the awning, canopy or marquee.
5. File and maintain a certificate of insurance as required by this chapter.

**Cross reference—** See §66.0425, Wis. Stats.

(c) *Right of Action Against Owner.* Third parties whose rights are interfered with by the granting of a privilege to erect an awning, canopy or marquee over the public sidewalk shall have a right of action against the holder of the special privilege only.

**Cross reference—** See §66.0425 Wis. Stats.

(d) *General Construction Standards.* Awnings, canopies or marquees placed over a public sidewalk shall:

1. Not extend over more than 2/3 of the width of the public sidewalk.
2. Not extend more than 8 feet from the face of the building which supports them.
3. At their lowest elevation, be at least 9 feet above the sidewalk.
4. Be securely supported on a metal framework attached to the building.

~~(4) **AWNING, CANOPY AND MARQUEE SIGNS.** Awning, canopy and marquee signs are regulated exclusively by this section. They shall:~~

~~(a) **Require a sign permit and permit fee.**~~

~~(b) **Be permitted in commercial and manufacturing zoning districts as on-premises signs.**~~

~~(c) **Not exceed the following sign areas:**~~

<del>Zoning District</del>	<del>Maximum Sign Area</del>
<del>C-1, C-2, C-3</del>	<del>150 sq. ft.</del>
<del>CBD, M-1, M-2</del>	<del>300 sq. ft.</del>

~~No "on-premises, sign area bonus" applies to awning, canopy or marquee signs.~~

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- ~~(d) Not be subject to height limitations, except that the awning, canopy or marquee may not extend above the top of the wall to which it is affixed.~~
- ~~(e) Not be limited in number.~~
- ~~(f) Not be subject to any setback requirements, other than the requirements of subsection (3) of this section.~~
- ~~(g) Not be subject to time limits.~~
- ~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the signs are displayed.~~
- ~~(i) Be counted as either a primary or secondary sign. If the sign area exceeds 20 percent of the exterior surface area of an awning, canopy or marquee, it shall be classified as a primary sign. Otherwise, it shall be classified as a secondary sign.~~
- ~~(j) Not be lighted, internally or externally, except to illuminate the name and address of the business where the sign is displayed. Nothing in this paragraph is intended to prohibit the illumination of the entryway of a building.~~

~~(52) SIGNS HUNG FROM AWNINGS, CANOPIES OR MARQUEES. Signs hung from an awning, canopy or marquee are regulated exclusively by this subsection. They shall:~~

- ~~(a) Require a sign permit and permit fee.~~
- ~~(b) Be permitted in commercial zoning districts, but only as on-premises signs.~~
- ~~(c) Not exceed 4 square feet in sign area. No "on-premises, sign area bonus" applies to signs hung underneath awnings, canopies or marquees.~~
- ~~(d) At their lowest elevation be at least 7.5 feet above the public sidewalk.~~
- ~~(e) If illuminated, be illuminated internally.~~
- ~~(f) Not exceed 75 percent of the length or width of the awning, canopy or marquee from which they are hung.~~
- ~~(g) Not exceed one in number.~~
- ~~(h) Not be subject to setback or time limitations, except the setback or time limitations applicable to the awning, canopy or marquee from which they are hung.~~
- ~~(i) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the signs are displayed.~~

**~~30.13 BANNER SIGNS.~~**

~~(1) DEFINITIONS.~~

- ~~(a) *Temporary Banner Sign.* A temporary banner sign is an outdoor, secondary, on-premises sign made of cloth or other flexible material supported along one or more sides at 2 or more corners by one or more fixed rigid supports such as a pole or rod. A temporary banner sign is used for a special event lasting not more than 30 days.~~
- ~~(b) *Permanent Banner Sign.* A permanent banner sign is an outdoor, on-premises sign made of cloth or other flexible material supported along one or more sides at 2 or more corners by one or more fixed rigid supports such as poles or rods. A permanent banner sign is intended to be displayed for more than 30 days.~~

~~(2) REGULATIONS.~~

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- (a) ~~Temporary Banner Signs.~~ Temporary banner signs are regulated exclusively by this section. They shall:
1. ~~Require a 30-day temporary sign permit and permit fee.~~
  2. ~~Be permitted in commercial and manufacturing zoning districts only as a secondary, on-premises signs.~~
  3. ~~Not exceed 100 square feet in sign area (including both sides of the banner) or 20 percent of the maximum sign area allowed by §30.09 of this chapter, whichever is less.~~
  4. ~~Not exceed 10 feet in height.~~
  5. ~~Not exceed one in number.~~
  6. ~~Meet the setback requirements of the Zoning Code and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~
  7. ~~Be displayed:~~
    - a. ~~In connection with a special event.~~
    - b. ~~For no more than 30 days.~~
    - c. ~~For no more than 2 special events in any calendar year, nor more than one special event during any 90-day period on the same premises.~~
  8. ~~Be erected so that banner remains in a stationary position and is not capable of being moved by the wind.~~
  9. ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the temporary banner sign is located.~~
  10. ~~Not be counted as a primary sign.~~
  11. ~~If projecting over the public right-of-way, comply with §30.37(2) regulating projecting signs.~~
- (b) ~~Permanent Banner Signs.~~ Permanent banner signs are regulated exclusively by this section. They shall:
1. ~~Require a sign permit and permit fee.~~
  2. ~~Be permitted in commercial and manufacturing zoning districts as on-premises signs.~~
  3. ~~Not exceed 150 square feet in C-1, C-2 and C-3 zoning districts and 300 square feet in CBD and manufacture zoning districts.~~
  4. ~~Be limited in number and height only by the maximum allowed area of all signs located on the zoning lot.~~
  5. ~~Be subject to setback requirements established by the Zoning Code.~~
  6. ~~Be erected so that the banner remains in a stationary position and is not capable of being moved by the wind.~~
  7. ~~Be included as part of the maximum sign area allowed by §30.09 for the premises where the banner sign is located.~~
  8. ~~Be counted as an on-premises sign.~~
  9. ~~If projecting over the public right-of-way, comply with §30.37(2) regulating projecting signs.~~

**30.14 CONSTRUCTION SIGNS.**

(1) ~~DEFINITIONS.~~



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~~(a) *Construction Sign.* A construction sign is a temporary, outdoor sign located on a large or small-scale commercial, residential, or industrial construction site. Construction signs, unlike large-scale development signs, have their message limited to the names, addresses and phone numbers of the architects, engineers, contractors, banks and real estate firms involved in the construction project.~~

~~(2) REGULATIONS. Construction signs are regulated exclusively by this section. They shall:~~

~~(a) Not require a sign permit or permit fee.~~

~~(b) Be permitted in all zoning districts.~~

~~(c) Not exceed:~~

~~1. 60 square feet in sign area in commercial and manufacturing zoning districts.~~

~~2. 32 square feet in sign area in residential zoning districts.~~

~~No "on-premises, sign area bonus" applies to construction signs.~~

~~(d) Be limited in height only by the maximum allowed sign area for construction signs.~~

~~(e) Not exceed one in number, except that on corner lots 2 construction signs may be erected, each facing a different street.~~

~~(f) Meet the setback requirements of the Zoning Code but be set back at least 15 feet from each lot line and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~

~~(g) Be removed prior to the issuance of a certificate of occupancy.~~

~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(i) Not be counted as on-premises signs.~~

~~(j) Be in addition to large-scale development signs.~~

~~30.15 RESERVED.~~

**30.12 DEVELOPMENT SIGNS, PERMANENT.**

**(1) REGULATIONS. A permanent development signs shall:**

**(a) Require a sign permit and permit fee.**

**(b) Be permitted in any zoning district where it is:**

**1. Used strictly for the purpose of identifying the development.**

**2. Not used in conjunction with a shopping center identification sign.**

**(c) Be erected only at major entryways to the development.**

**30.163 DIRECTIONAL SIGNS.**

**(1) DEFINITIONS.**

~~(a) *Directional Sign.* A directional sign is a sign which is erected on private property for the purpose of telling people how to locate businesses, activities, products, persons, places or services, whether on or off the premises where the sign is located. Directional sign does not include a sign used to direct or regulate pedestrian or motor vehicle traffic. See §30.36 for traffic signs on private property and §30.29 for official traffic signs.~~

~~(21)~~ REGULATIONS. Directional signs ~~are regulated exclusively by this section. They~~ shall:

~~(a) Require a sign permit and permit fee.~~

~~(b)~~ Be permitted in all zoning districts as on-premises signs, but shall be permitted only on improved lots in C-3 and M-2 zoning districts as off-premises, pole signs.

~~(c) Not exceed:~~

~~1. Five square feet in sign area in residential, C-1 and PLI zoning districts.~~

~~2. Thirty two square feet in C-2, C-3, CBD, manufacturing and DH zoning districts.~~

~~(d) Not be eligible for an "on-premises, sign area bonus."~~

~~(e) Not exceed 6 feet in height in residential zoning districts and 8 feet in height in all other zoning districts.~~

~~(f) Limited in number only by the maximum sign area allowed by §30.09 for all signs on the zoning lot where the directional sign is located.~~

~~(g) Meet the setback requirements of the Zoning Code but be set back at least 15 feet from each lot line.~~

~~(h) Not be subject to time limits.~~

~~(i) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is located.~~

~~(j) Be counted as off-premises signs or secondary, on-premises signs.~~

### **30.174 ELECTRONICALLY VARIABLE-MESSAGE (EVM) SIGNS.**

~~(1) DEFINITIONS.~~

~~(a) *Electronically Variable Message (EVM) Sign.* An electronically variable message (EVM) sign is a permanent, outdoor, secondary, on-premises sign that is part of a primary, on-premises sign and is programmed electronically to change its message automatically. An EVM sign is also known as a "changing sign."~~

~~(21)~~ REGULATIONS. ~~EVM signs may not be used as multiple family dwelling signs or primary, on-premises signs.~~ EVM signs are ~~regulated exclusively by this section and are~~ subject to the following regulations:

(a) EVM signs displaying time, temperature and/or date shall:

~~1. Require a sign permit and permit fee. One permit and one permit fee shall be required for the EVM sign and the sign which it is part of.~~

~~21.~~ Be permitted in all commercial, manufacturing, and PLI zoning districts, but only as a secondary, on-premises sign, part of the principal sign for the site. The EVM sign cannot be the largest sign on the site and must be attached to the principal sign.

~~3.~~ Not exceed 32 square feet in sign area, unless an "on-premises, sign area bonus" is allowed by §30.31(3).

~~4.~~ Limited in height only by the maximum allowed sign area for the premises on which it is located.

~~25.~~ Not be located on the same premises as another EVM sign.

~~6.~~ Meet the setback requirement of the Zoning Code, but in no event less than 15 feet from the lot line.

~~37.~~ Not be subject to time limits, except that the sign face may not change more frequently than every 45 seconds.



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~~8.~~ Be included as part of the maximum sign area allowed by §30.09 for the premises where the signs are located.

~~9.~~ Be counted as part of a primary, on-premises sign.

(b) EVM signs that do not display time, temperature and/or date shall:

~~1.~~ Require a sign permit and permit fee. One permit and one permit fee shall be required for the EVM sign and the sign which it is a part of.

~~21.~~ Be permitted in C-2, C-3 and CBD all commercial, manufacturing, and PLI zoning districts as secondary, on-premises signs part of the principal sign for the site. The EVM sign cannot be the largest sign on site and must be attached to the principal sign.

~~3.~~ Not exceed maximum allowable sign area as follows:

Zoning District	Maximum EVM Sign Area
<del>C-2 &amp; C-3</del>	75 sq. ft.
<del>CBD</del>	150 sq. ft.

An "on-premises, sign area bonus" may be permitted by §30.31(3) of this chapter.

~~4.~~ Not exceed 4 feet in height.

~~5.~~ Not be located on the same premises as another EVM sign.

~~6.~~ Be set back as required by the Zoning Code.

~~72.~~ Not be subject to time limits, except that EVM signs shall:

a. Operate only between the hours of 6:00 a.m. and 10:00 p.m. if the commercial establishment at which they are located abuts a residential district.

b. Not change sign face more than every 5 seconds.

~~8.~~ Be included as part of the maximum sign area allowed by §30.09 for the premises where the signs are located.

~~9.~~ Be counted as part of the primary, on-premises sign.

~~103.~~ Be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.

**~~30.18~~ FLAGS.**

~~(1)~~ DEFINITIONS.

~~(a)~~ *Flag.* A flag is an outdoor, cloth sign which is attached to a support on one or more sides and which symbolizes a nation, political subdivision, corporation, business establishment, idea, or cause.

~~(2)~~ REGULATIONS. Flags are regulated exclusively by this section. They shall:

~~(a)~~ Not require a sign permit or permit fee.



- ~~(b) Be permitted in all zoning districts.~~
- ~~(c) Not be limited in sign area.~~
- ~~(d) Not be limited in height.~~
- ~~(e) Not be limited in number.~~
- ~~(f) Meet the setback requirements of the Zoning Code and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~
- ~~(g) Not be subject to time limits.~~
- ~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the flag is located.~~
- ~~(i) Not be counted as on-premises or off-premises signs.~~

### ~~30.19 FREESTANDING SIGNS.~~

#### ~~(1) DEFINITIONS.~~

- ~~(a) *Freestanding Sign.* A freestanding sign is a permanent, outdoor sign on a structure which is not attached to or a part of a building. Freestanding sign does not include banner signs; construction signs; directional signs; EVM signs; flags, garage sale signs; inflatable signs; large-scale development signs; multiple-family dwelling signs; office complex signs; official signs; portable signs; private regulatory signs; real-estate signs; sandwich board signs; shopping center identification signs; and special event/temporary signs which are each regulated separately in this chapter. Freestanding sign may include double-faced signs; ground-mounted signs; off-premises signs; on-premises signs; and pole signs. Although a kiosk is a freestanding structure, it is not a freestanding sign.~~
  - ~~(b) *Freestanding, Off-Premises Sign.* A freestanding, off-premises sign is a permanent, outdoor sign on a structure which is not attached to or a part of a building and which identifies a business, person, activity, product or service located off the premises where the sign is erected. Freestanding, off-premises signs are regulated by §30.30 of this chapter.~~
  - ~~(c) *Freestanding, On-Premises Sign.* A freestanding, on-premises sign is a temporary or permanent, outdoor sign on a structure which is not attached to or a part of a building and identifies or advertises a business, person, activity, goods, products or services located on the premises where the sign is erected. Freestanding, on-premises signs are classified as either freestanding, primary signs regulated by §30.35 of this chapter or as freestanding, secondary signs regulated by §30.40 of this chapter.~~
  - ~~(d) *Freestanding, Primary Sign.* A freestanding, primary sign is an outdoor, on-premises sign on a structure which is not attached to or a part of a building and is the principal, on-premises sign for the premises on which it is located. Primary signs are regulated by §30.35 of this chapter.~~
  - ~~(e) *Freestanding, Secondary Sign.* A freestanding, secondary sign is an outdoor, on-premises sign on a structure which is not attached to or a part of a building and is not the principal, on-premises, outdoor advertising sign for the premises on which it is located. Secondary signs are regulated by §30.40 of this chapter.~~
- ~~(2) **GENERALLY.** All freestanding signs shall be constructed of "noncombustible" or "limited-combustible" materials as those terms are defined by the American Society for Testing and Materials (ASTM) Standard Reference Number E136-82, if electrical devices are placed on or in the signs.~~

### ~~30.20 GARAGE SALE SIGNS.~~

#### ~~(1) DEFINITIONS.~~

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- (a) ~~Garage Sale Sign.~~ A garage sale sign is a temporary, outdoor sign that advertises the sale of used or second hand personal property (usually household goods) at premises zoned residential. Garage sale signs are also referred to as rummage sale signs.
- (2) ~~REGULATIONS.~~ Garage sale signs are regulated exclusively by this section and §6.4.4 of the Zoning Code. They shall:
- (a) ~~Not require a sign permit or permit fee.~~
  - (b) ~~Be permitted only in residential zoning districts as an on-premises sign.~~
  - (c) ~~Not exceed 4 square feet in sign area. No "on-premises, sign area bonus" applies to garage sale signs.~~
  - (d) ~~Not exceed 5 feet in height.~~
  - (e) ~~Not exceed 5 in number.~~
  - (f) ~~Meet the setback requirements of the Zoning Code and not be placed in the public right of way (on official traffic signs or utility poles in the public right of way or on the terrace) or within a vision triangle in violation of §8.4 of the Zoning Code.~~
  - (g) ~~Not be displayed for more than 3 consecutive days.~~
  - (h) ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
  - (i) ~~Comply with §6.4.4 of the Zoning Code.~~
  - (j) ~~Not be counted as a secondary or primary sign.~~

**30.21 GROUND MOUNTED SIGNS.**

- (1) ~~DEFINITIONS.~~
- (a) ~~Ground Mounted Sign.~~ A ground mounted sign is a permanent, freestanding, outdoor sign which is mounted on a base, 100 percent of which is in contact with the ground. Ground mounted signs may be put to a variety of uses, subjecting them to regulations contained in other sections of this chapter. A pole sign is not a ground mounted sign.
- (2) ~~REGULATIONS.~~ Ground mounted directional signs, multiple family dwelling signs, large-scale development signs, office complex signs and shopping center identification signs are each regulated separately in this chapter. All other ground mounted signs shall be regulated by:
- (a) ~~Section 30.35~~ when used as a primary, on-premises sign.
  - (b) ~~Section 30.40~~ when used as a secondary, on-premises sign.
  - (c) ~~Section 30.30~~ when used as off-premises signs.

**30.22 INFLATABLE SIGNS.**

- (1) ~~DEFINITIONS.~~
- (a) ~~Inflatable Sign.~~ An inflatable sign is a temporary, on-premises, outdoor sign capable of being filled with and expanded by air or other gas.
- (2) ~~REGULATIONS.~~ Inflatable signs are regulated exclusively by this section. They shall:
- (a) ~~Require a sign permit and permit fee.~~
  - (b) ~~Be permitted in commercial zoning districts, but only as on-premises signs.~~



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- (c) ~~Not exceed 100 square feet of exterior surface. No "on-premises, sign area bonus" applies to inflatable signs.~~
- (d) ~~Not be limited in height.~~
- (e) ~~Not exceed one in number.~~
- (f) ~~Meet the setback requirements of the Zoning Code for the zoning lot on which the inflatable sign is located; not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~
- (g) ~~Be displayed:
  - 1. ~~In connection with a special event.~~
  - 2. ~~For no more than 30 days.~~
  - 3. ~~For no more than 2 special events in a calendar year nor more than one special event within 90 days on the same premises.~~~~
- (h) ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the inflatable signs are displayed.~~
- (i) ~~Not be counted as an on-premises sign.~~
- (j) ~~Be securely anchored so that they remain in a stationary position and are not blown about by the wind.~~

**~~30.23 KIOSK SIGNS.~~**

~~(1) DEFINITIONS.~~

- (a) ~~Kiosk. A kiosk is an outdoor, freestanding structure upon which temporary information such as posters, notices, announcements and other signs are posted.~~
- (b) ~~Kiosk Sign. A kiosk sign is a temporary, outdoor sign which is posted on or otherwise affixed to a kiosk.~~

~~(2) REGULATIONS. Kiosk signs are regulated exclusively by this section. They shall:~~

- (a) ~~Not require a sign permit or permit fee, but the kiosk structure may require a building permit.~~
- (b) ~~Be permitted in a CBD and PLI zoning districts, but only on a kiosk that is lawfully constructed and maintained.~~
- (c) ~~Not exceed 50 square feet in area. No "on-premises, sign area bonus" applies to kiosk signs.~~
- (d) ~~Not extend above or outside of the kiosk.~~
- (e) ~~Be unlimited in number.~~
- (f) ~~Be subject to the same setback requirements as the kiosk structure.~~
- (g) ~~Be removed within 3 days after any event advertised in the sign has concluded.~~
- (h) ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the kiosk located.~~
- (i) ~~Not be counted as on-premises or off-premises signs.~~

**~~30.24 LARGE SCALE DEVELOPMENT SIGNS.~~**

~~(1) DEFINITIONS.~~

- (a) ~~Large Scale Development. A large scale development is a 20-acre, or larger, construction site where residential, commercial or industrial development occurs.~~

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~~(b) *Permanent, Large Scale Development Sign.* A permanent, large scale development sign is an outdoor, on-premises sign erected in a large scale development site after construction on the site is complete.~~

~~(c) *Temporary, Large Scale Development Sign.* A temporary, large scale development sign is an outdoor, on-premises sign erected in a large scale development while construction is underway on the site.~~

~~(2) REGULATIONS. Permanent and temporary large scale development signs are regulated exclusively by this section as follows:~~

~~(a) *Permanent, Large Scale Development Signs.* A permanent, large scale development sign shall:~~

- ~~1. Require a sign permit and permit fee.~~
- ~~2. Be permitted in any zoning district where it is:
 
  - ~~a. Used strictly for the purpose of identifying the development.~~
  - ~~b. Not used in conjunction with a shopping center identification sign.~~~~
- ~~3. Not exceed 50 square feet in area. No "on-premises, sign area bonus" applies to a permanent, large scale development sign.~~
- ~~4. Not exceed 5 feet in height in residential districts and 10 feet in height in commercial or manufacturing districts.~~
- ~~5. Be erected only at major entryways to the large scale development.~~
- ~~6. Meet setback requirements of the Zoning Code for the zoning lot on which the sign is located; not be placed in a vision triangle in violation of §8.4 of the Zoning Code.~~
- ~~7. Not be subject to time limitations after the development is complete.~~
- ~~8. Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
- ~~9. Be counted as primary or secondary signs.~~

~~(b) *Temporary, Large Scale Development Signs.* Temporary, large scale development signs shall:~~

- ~~1. Not require a sign permit or permit fee.~~
- ~~2. Be permitted, in addition to construction signs, in all zoning districts where large scale developments occur.~~
- ~~3. Not exceed the following sign areas:~~

Number of Acres Developed	Sign Face Area Allowed
20—49 acres	100 square feet
50—100 acres	200 square feet
100+ acres	300 square feet



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No "on-premises, sign area bonus" applies to temporary, large-scale development signs. The sign area may be further limited by §30.09 which establishes the maximum sign area allowed on the premises where the sign is located.

4. ~~Not exceed 15 feet in height.~~
5. ~~Not exceed 2 in number.~~
6. ~~Meet setback requirements of the Zoning Code applicable to the zoning lot where the sign is located; not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~
7. ~~Be allowed from the time that construction begins until the Director of Planning and Building Services determines that construction is 90 percent complete. (Am. #3481)~~
8. ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is located.~~
9. ~~Be placed at major entrances to the development.~~
10. ~~Not be counted as on-premises signs.~~

### ~~30.25~~ MEMORIAL SIGN.

#### ~~(1)~~ DEFINITIONS.

- ~~(a) *Memorial Sign.* A memorial sign is a tablet, plaque or other sign memorializing a person, event, structure or site, including an historic plaque.~~

#### ~~(2)~~ REGULATIONS. Memorial signs are regulated exclusively by this section. They shall:

- ~~(a) Not require a sign permit or permit fee.~~
- ~~(b) Be permitted in all zoning districts.~~
- ~~(c) Not exceed 16 square feet in area. No "on-premises, sign area bonus" applies to a memorial sign.~~
- ~~(d) Not exceed 4 feet in height.~~
- ~~(e) Not exceed one in number, except that there is no limit on the number of historic plaques.~~
- ~~(f) Be attached to or engraved in the exterior wall of a building or, in the case of an historic plaque, ground mounted.~~
- ~~(g) Not be subject to time limits.~~
- ~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
- ~~(i) Not be counted as an on-premises sign.~~

### ~~30.26~~<sup>15</sup> MULTIPLE-FAMILY DWELLING SIGN.

#### ~~(1)~~ DEFINITIONS.

- ~~(a) *Multiple Family Building.* A multiple family building is a structure containing more than 3 dwelling units.~~
- ~~(b) *Multiple Family Dwelling Sign.* A multiple family dwelling sign is a primary, permanent, outdoor sign identifying the name and address of a multiple family building and its owner or manager. A multiple family dwelling sign may be a wall sign, freestanding sign, awning sign, canopy sign, marquee sign, permanent banner sign, pole sign or ground mounted sign. A multiple family dwelling sign may not be an EVM or inflatable sign.~~



~~(21) REGULATIONS. Multiple-family dwelling signs are regulated exclusively by this section. They shall:~~

~~(a) Require a sign permit and permit fee.~~

~~(b) Be permitted in R-3 and R-4 zoning districts.~~

~~(c) Not exceed 32 square feet in area. No "on-premises, sign area bonus" applies.~~

~~(d) Not exceed 6 feet in height.~~

~~(e) Not be located on premises where another multiple-family dwelling sign exists, except that on a corner lot, 2 such signs, one facing each street, may be allowed.~~

~~(f) Meet the setback requirements of the Zoning Code, but in no event less than 10 feet from the lot line and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~

~~(g) Not be subject to time limits.~~

~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(i) Be counted as a primary sign.~~

### ~~30.27 NAMEPLATE SIGNS.~~

~~(1) DEFINITIONS.~~

~~(a) Nameplate Sign. A nameplate sign is a permanent, outdoor sign which:~~

~~1. Is fastened directly to a building; and~~

~~2. Displays only the name and address of the business(es) located in the building to which the sign is attached; and~~

~~3. Is not illuminated internally; and~~

~~4. Is not connected to or equipped with electrical wiring or outlets.~~

~~(2) REGULATIONS. Nameplate signs are regulated exclusively by this section. They shall:~~

~~(a) Not require a sign permit or permit fee.~~

~~(b) Be permitted in all zoning districts.~~

~~(c) Not exceed 2 square feet in area. No "on-premises, sign area bonus" applies to nameplate signs.~~

~~(d) Not exceed one foot in height.~~

~~(e) Not exceed 2 in number.~~

~~(f) Not be subject to setback limits.~~

~~(g) Not be subject to time limits.~~

~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the nameplate sign is displayed.~~

~~(i) Not be counted as a secondary or primary, on-premises sign.~~

### ~~30.28 OFFICE COMPLEX DIRECTORY SIGNS.~~

~~(1) DEFINITIONS.~~

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- ~~(a) *Office Complex.* An office complex is a building or 2 or more adjacent buildings owned and operated by a single landlord who leases space in the building(s) to 3 or more businesses.~~
- ~~(b) *Office Complex Directory Sign.* An office complex directory sign is a permanent, primary, outdoor sign which lists the names and locations of businesses in an office complex. Office complex directory signs may be freestanding or ground, pole or wall mounted.~~
- ~~(2) REGULATIONS. Office complex directory signs are regulated exclusively by this section. They shall:~~
  - ~~(a) Require a sign permit and permit fee.~~
  - ~~(b) Be permitted in commercial and manufacturing zoning districts.~~
  - ~~(c) Not exceed 64 square feet in sign area, and shall not be eligible for the "on-premises, sign area bonus" permitted by §30.31(3).~~
  - ~~(d) Not exceed 8 feet in height.~~
  - ~~(e) Not be located on premises where another office complex directory sign exists.~~
  - ~~(f) Meet setback requirements of the Zoning Code for the zoning lot on which the sign is located, and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~
  - ~~(g) Not be subject to time limits.~~
  - ~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
  - ~~(i) Be counted as a secondary sign.~~

~~**30.29 OFFICIAL SIGNS.**~~

- ~~(1) DEFINITIONS.~~
  - ~~(a) *Official Sign.* An official sign is an outdoor sign erected on public property by a public body or public official having jurisdiction in the City of Beloit. Official sign includes a special event sign approved by the City Manager pursuant to §30.41 of this chapter and §18.01 of this Municipal Code.~~
  - ~~(b) *Official Traffic Sign.* An official traffic sign is an official sign which regulates, warns or guides traffic. Official traffic sign includes traffic signals and other traffic control devices.~~
- ~~(2) REGULATIONS. Official signs shall:~~
  - ~~(a) Not require a sign permit or permit fee.~~
  - ~~(b) Be permitted in all zoning districts on public property.~~
  - ~~(c) Not be limited by this chapter with regard to sign area, sign height, number of signs, setback or time limits. Other laws may apply in that regard.~~
  - ~~(d) Not be included as part of the maximum sign area allowed by §30.09 for public property or the premises adjacent to the public property where the sign is displayed.~~
  - ~~(e) Not be counted as on-premises or off-premises signs.~~

~~**30.30-16 OFF-PREMISES SIGNS.**~~

- ~~(1) DEFINITIONS.~~
  - ~~(a) *Off Premises Sign.* An off-premises sign is an outdoor sign which identifies or advertises a business, person, activity, product, service or place located off of the premises where the sign is erected. An off-premises sign does not include a political sign even though the political sign identifies a person, or~~



~~activity located off the premises where the sign is located. An off-premises sign does not include a sandwich board sign in the public right of way even though it identifies a person, product or activity located outside the public right of way.~~

- ~~(b) *Types of Off-Premises Signs.* Signs which may be used as off-premises signs include directional signs regulated by §30.16 and special event/temporary signs regulated by §30.42~~
- ~~(c) *Signs That May Not be Used as Off-Premises Signs.* The following signs may not be used as off-premises signs: awning, canopy and marquee signs and signs hung from them; banner signs; construction signs; EVM signs; flags; garage sale signs; inflatable signs; large-scale development signs; multiple family dwelling signs; office complex directory signs; portable signs; private regulatory signs; projecting signs; real estate signs; shopping center identification signs; and wall signs.~~

~~(2)~~ **REGULATIONS.** All off-premises signs shall:

- ~~(a) Require a sign permit and permit fee.~~
- ~~(b) **All off-premises signs shall** be permitted on improved lots in C-3 zoning districts and all lots in manufacturing districts. However, if the off-premises sign is a pole sign, it shall only be allowed on improved lots in M-2 zoning districts.~~
- ~~(c) Not exceed 150 square feet in C-3 zoning districts and 300 square feet in manufacturing zoning districts.~~
- ~~(d) Not exceed 30 feet in height in M-1 zoning districts and 50 feet in height in C-3 and M-2 zoning districts.~~
- ~~(e) Not exceed one in number on the same premises.~~
- ~~(f) Meet the setback requirements of the Zoning Code which are applicable to the premises on which the sign is located, or the following setback requirements, whichever are more restrictive:
  - ~~1. 100 feet from residential, PLI zoning districts.~~
  - ~~2. 1000 feet from another off-premises sign.~~
  - ~~3. Within 10 feet of any lot line.~~
  - ~~4. In a vision triangle in violation of §8.4 of the Zoning Code.~~
  - ~~5. On a lot that does not meet the dimensional requirements of the Zoning Code for the zoning district where they are located.~~~~
- ~~(g) Not be subject to any time limits.~~
- ~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
- ~~(i) Be counted as an off-premises sign.~~

**30.31 ON-PREMISES SIGNS.**

~~(1)~~ **DEFINITIONS.**

- ~~(a) *On-Premises Sign.* An on-premises sign is a temporary or permanent, outdoor sign identifying or advertising a business, person, activity, product, service or price located on the premises where the sign is erected. On-premises signs are classified as either "secondary, on-premises sign" regulated by §30.40 or "primary, on-premises signs" regulated by §30.35. The following signs are regulated separately in this chapter even though they refer to the name or address of the premises or activities occurring on the premises where the sign is located: address signs; construction signs; directional signs; door signs; flags; garage sale signs; kiosk signs; large-scale development signs; memorial signs; multiple family dwelling signs; nameplate signs; office complex signs; official signs; political signs; private regulatory signs; real estate signs; sandwich board signs; and shopping center identification signs.~~



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~~(2) REGULATIONS. On-premises signs are regulated either as:~~

~~(a) Primary, on-premises signs by §30.35 of this chapter; or as~~

~~(b) Secondary, on-premises signs by §30.40 of this chapter.~~

~~(3) ON PREMISES, SIGN AREA BONUSES. The maximum on-premises sign areas established by §§30.09, 30.35 and 30.40 may be increased if one or more of the following "on-premises, sign area bonuses" will apply:~~

~~(a) The maximum allowed area of an on-premises sign may be increased by 10 percent, if more than 50 percent of the material on the sign face and sign support structure match the material on the facade of the principal building on the premises where the sign is located. This paragraph does not apply to the following on-premises signs: address signs; awning, canopy and marquee signs; inflatable signs; large-scale development signs; multiple family dwelling signs; nameplate signs; pole signs; portable signs; projecting signs; real estate signs; sandwich board signs; special event signs; private traffic signs; and window signs.~~

~~(b) If the on-premises sign is a freestanding sign, other than a pole sign, the maximum allowed sign area of the freestanding sign may be increased by an additional 10 percent if the sign is in a landscaped area where there is a minimum of 2 square feet of landscaping approved by the Director of Planning and Building Services for each square foot of sign area. (Am. #3481)~~

~~(c) If the on-premises sign is an outdoor wall sign, the maximum allowed sign area of the wall sign may be increased by each of the following amounts:~~

~~1. By an additional 10 percent if the wall sign consists of individual letters mounted directly on the face of a building; and~~

~~2. By an additional 10 percent if the wall sign is located within a shopping center where all business establishments use a uniform or complementary design and color scheme approved by the Director of Planning and Building Services; and (Am. #3481)~~

~~3. By an additional 10 percent to 40 percent, depending on how far the wall sign is set back from the front lot line of the premises on which the wall sign is located, as follows:~~

~~a. 110 feet to 159 feet from the front lot line, total of 10 percent increase.~~

~~b. 160 feet to 214 feet from the front lot line, total of 20 percent increase.~~

~~c. 215 feet or more from the front lot line, total of 40 percent increase.~~

**30.32 POLE SIGNS.**

~~(1) DEFINITIONS.~~

~~(a) Pole Sign. A pole sign is a freestanding, outdoor sign that is mounted on a pole or similar support that is not a part of a building. The following signs are regulated separately in this chapter, even though they may be attached to a pole or pole-like structure: banner signs; construction signs; directional signs; flags; garage sale signs; inflatable signs; large-scale development signs; multiple family dwelling signs; office complex signs; official signs; off-premises signs; political signs; private regulatory signs; real estate signs; shopping center identification signs; special event/temporary signs; and traffic signs. A pole sign is not a ground mounted sign.~~

~~(2) REGULATIONS. Pole signs shall comply with:~~

~~(a) Section 30.30 when used as an off-premises sign.~~

~~(b) Section 30.35 when used as a primary, on-premises sign.~~

~~(c) Section 30.40 when used as a secondary, on-premises sign.~~

~~30.33 POLITICAL SIGNS.~~

~~(1) DEFINITIONS.~~

~~(a) *Political Sign.* A political sign is an outdoor sign referring to a candidate or issue involved in a public election or to a noncommercial cause or issue of public concern or interest. A political sign is not considered an off-premises or on-premises sign in this chapter.~~

~~(2) REGULATIONS. Political signs shall:~~

~~(a) Not require a sign permit or permit fee.~~

~~(b) Be permitted in all zoning districts.~~

~~(c) Not exceed 32 square feet in area in any zoning district. No "on-premises, sign area bonus" applies to political signs.~~

~~(d) Not exceed 5 feet in height in residential districts and 10 feet in height in other zoning districts.~~

~~(e) Not be limited in number.~~

~~(f) Not be located within 100 feet of a polling place or within 10 feet of each lot line of the premises on which they are located.~~

~~(g) Not be subject to time limits.~~

~~(h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(i) Not be counted as on-premises or off-premises signs.~~

~~30.34 PORTABLE SIGNS.~~

~~(1) DEFINITIONS.~~

~~(a) *Portable Sign.* A portable sign is a temporary, outdoor sign which is constructed with the intent that it be easily moved from one location to another. Portable sign does not include sandwich board signs regulated by §30.39 of this chapter or a special event/temporary sign regulated by §30.42~~

~~(2) REGULATIONS. Portable signs are regulated exclusively by this section. They shall:~~

~~(a) Require a 30-day sign permit and permit fee.~~

~~(b) Be permitted in C-2, C-3 and CBD zoning district, as a secondary, on-premises sign.~~

~~(c) Not exceed 60 square feet in area. No "on-premises, sign area bonus" applies to portable signs.~~

~~(d) Not exceed 5 feet in height.~~

~~(e) Not exceed one in number.~~

~~(f) Meet the setback requirements of the Zoning Code for the zoning district in which the sign is located; not be displayed in the public right of way or in any vision triangle in violation of §8.4 of the Zoning Code.~~

~~(g) Be displayed:~~

~~1. For no more than 30 consecutive days in connection with a special event.~~

~~2. For no more than 2 special events during any calendar year on the same premises.~~

~~3. For no more than one special event during any 90-day period on the same premises.~~

~~4. Only when the establishment is open for business.~~



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(h) ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~30.35 PRIMARY, ON-PREMISES SIGNS.~~

(1) ~~DEFINITIONS.~~

(a) ~~Primary Sign. A primary sign is the principal and largest on-premises sign located on the premises on which the sign is erected. Primary sign does not include a multiple family dwelling sign, a large-scale development sign, a directional sign, an office complex sign or a shopping center identification sign.~~

(2) ~~REGULATIONS. Primary, on-premises signs shall:~~

(a) ~~Require a sign permit and permit fee.~~

(b) ~~Not be permitted in residential zoning districts, except religious institutions.~~

(c) ~~Not exceed the following number of square feet when located in the following zoning districts:~~

Type of Primary Sign	Zoning District									
	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH	
Awning, Canopy, Marquee	150	150	150	300	300	300	300	NA	NA	
Ground Mounted	150	150	150	300	300	300	300	NA	NA	
Pole Sign	150	150	150	150	150	150	150	NA	NA	
Projecting	NA	NA	NA	20	20	NA	NA	NA	NA	
Wall Sign	150	150	150	300	300	300	300	NA	NA	
Permanent Banner Sign	150	150	150	300	300	300	300	NA	NA	

NA = Not Allowed

(d) ~~Not exceed 20 feet in height in C-1, C-2 and CBD zoning districts; 30 feet in M-1 zoning districts; 50 feet in C-3 and M-2 zoning districts; 15 feet in DH zoning districts and 8 feet in PLI districts. Signs for religious institutions may not exceed 20 feet in height and 150 square feet in area.~~

(e) ~~Not exceed one in number.~~

(f) ~~Meet the setback requirements of the Zoning Code for the zoning district in which the sign is located and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~

(g) ~~Not be subject to time limits.~~



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- ~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~**30.36 PRIVATE REGULATORY SIGNS.**~~

~~(1) DEFINITIONS.~~

- ~~(a) *Private Regulatory Sign.* A private regulatory sign is a no trespassing, no loitering, no soliciting, no dumping or other outdoor sign erected by the owner of private property warning others that certain activities are prohibited on the owner's property and if engaged in may result in the imposition of a fine, forfeiture or other consequences. A private regulatory sign also includes a traffic sign erected on private property for the purpose of regulating or directing pedestrian or motor vehicle traffic on the owner's property.~~

~~(2) REGULATIONS. Private regulatory signs shall:~~

- ~~(a) Not require a sign permit or permit fee.~~
- ~~(b) Be permitted in all zoning districts.~~
- ~~(c) Not exceed 5 square feet in sign area. No "on-premises, sign area bonus" applies.~~
- ~~(d) Not exceed 8 feet in height.~~
- ~~(e) Be unlimited with respect to traffic signs, but not exceed 2 other regulatory signs unless a greater number of signs is required by law in order to make the regulatory signs enforceable.~~
- ~~(f) Meet the setback requirements of the Zoning Code and not be located in vision triangles in violation of §8.4 of the Zoning Code.~~
- ~~(g) Not be subject to time limits.~~
- ~~(h) Not be counted in calculating the total sign area on the premises where the sign is displayed.~~
- ~~(i) Not be counted as on-premises or off-premises signs.~~

~~**30.37-17 PROJECTING SIGN.**~~

~~(1) DEFINITIONS.~~

- ~~(a) *Projecting Sign.* A projecting sign is an on-premises outdoor sign which, together with the sign's structure, extends more than 12 inches from the wall of a building to which it is attached or suspended. Projecting sign does not include an awning sign, a canopy sign, a marquee sign or a sign suspended below an awning, canopy, marquee, porch roof, walkway covering or other similar structure.~~

~~(2) REGULATIONS. Projecting signs are regulated exclusively by this section. They shall:~~

- ~~(a) Require a sign permit and permit fee.~~
- ~~(b) Be permitted in CBD-commercial, manufacturing, and PLI zoning districts, but only as an on-premises sign.~~
- ~~(c) Not exceed 20 square feet in sign area when used as a primary sign and not exceed 20 square feet or 10 percent of the sign area of the primary sign, whichever is less, when used as a secondary sign. No "on-premises, sign area bonus" applies to a projecting sign.~~
- ~~(d) Be, at their lowest elevation, not less than 10 feet above grade or the surface of any sidewalk beneath, and at their highest elevation, no higher than the roofline of the wall of the building to which they are attached.~~
- ~~(e) Be erected at a major entrance to the business.~~

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~~(f) Not exceed one in number on the premises where they are displayed.~~

(gc) Project no further than 4 feet horizontally from the wall of the building to which they are attached.

(hd) Be set back at least 2 feet from the curb line and 5 feet from other lot lines.

(e) Require an obstruction easement if the sign encroaches into the right-of-way.

~~(i) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

**30.38 REAL ESTATE SIGNS.**

~~(1) DEFINITIONS.~~

~~(a) *Real Estate Sign.* A real estate sign is a temporary, outdoor sign indicating that the premises on which the sign is located are for sale or lease. In this chapter a real estate sign is not regulated as an on-premises sign even though it must refer to the premises on which it is located.~~

~~(2) REGULATIONS. Real estate signs are regulated exclusively by this section. They shall:~~

~~(a) Not require a sign permit or permit fee.~~

~~(b) Be permitted in all zoning districts, but only on the premises being sold or leased.~~

~~(c) Not exceed the following heights and sign areas:~~

Zoning District	Allowed Height of Sign	Allowed Sign Face Area
R-1A, R-1B, R-2, DH	3 feet	12 square feet
R-3, R-4, C-1, C-2, CBD & PLI	4 feet	32 square feet
C-3, M-1, M-2	6 feet	60 square feet

-

No "on-premises, sign area bonus" applies to real estate signs.

~~(d) Not exceed one in number, except that on corner lots 2 signs may be erected, one sign facing each street.~~

~~(e) Meet the setback requirements of the Zoning Code for the zoning lot on which the sign is located and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~

~~(f) Be removed within 7 days after the premises is sold or leased.~~

~~(g) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(h) Not be an off-premises sign.~~



~~30.39-18~~ SANDWICH BOARD SIGNS.

~~(1) DEFINITIONS.~~

~~(a) Sandwich Board Sign. A sandwich board sign is an outdoor, secondary, freestanding sign consisting of 2 sign faces hinged together. A sandwich board sign does not include other portable signs. A sandwich board sign must refer to a business, person, activity, product, service or price located on the premises where the sign is located or on private property adjacent to the public right-of-way where the sign is located.~~

~~(2) REGULATIONS. Sandwich board signs are regulated exclusively by this section. They shall:~~

- ~~(a) Require a sign permit and permit fee (and an obstruction easement, if the sign is located on a public sidewalk or other public right-of-way).~~
- ~~(b) Be permitted in commercial zoning districts as secondary signs, but only on private property unless the sign owner obtains an obstruction easement for placement of the sign on public property.~~
- ~~(c) Not exceed 32 square feet in sign area, including both sign faces. No "on-premises, sign area bonus" applies to sandwich boards.~~
- ~~(d) Not exceed 4 feet in height.~~
- ~~(e) Not exceed one in number, per business establishment.~~
- ~~(f) Be set back 2 feet from the curb.~~
- ~~(g) Be displayed during business hours only.~~
- ~~(h) Not be counted in calculating the total sign area on the sign owner's premises.~~
- ~~(i) Not be an off premises sign.~~

~~30.40 SECONDARY, ON-PREMISES SIGNS.~~

~~(1) DEFINITIONS.~~

~~(a) Secondary, On-Premises Signs. A secondary, on-premises sign is an outdoor, on-premises sign which is subordinate to and smaller than the primary, on-premises sign. A secondary, on-premises sign does not include: address signs; construction signs; directional signs; door signs; flags; garage sale signs; kiosk signs; large scale development signs; memorial signs; multiple family dwelling signs; nameplate signs; office complex signs; official signs; political signs; private regulatory signs; projecting sign; real estate signs; sandwich board signs; or shopping center identification signs.~~

~~(2) REGULATIONS. Secondary signs shall:~~

- ~~(a) Require a sign permit and a permit fee.~~
- ~~(b) Be permitted in all nonresidential zoning districts.~~
- ~~(c) Not exceed 30 square feet in area or 10 percent of the sign area of the primary, on-premises sign, whichever is less, unless a larger sign area is permitted by §30.31(3).~~
- ~~(d) Not be more than 10 feet in height.~~
- ~~(e) Not exceed 3 in number.~~
- ~~(f) Meet the setback requirements of the Zoning Code but be set back at least 10 feet from each lot line and not be located in a vision triangle in violation of 58.4 of the Zoning Code.~~
- ~~(g) Not be subject to time limits.~~



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~~(h) Be included as a part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(i) Be counted as an on-premises sign.~~

~~**30.41 SHOPPING CENTER IDENTIFICATION SIGN.**~~

~~(1) DEFINITIONS.~~

~~(a) *Shopping Center.* A shopping center is a building or group of adjacent buildings owned and operated by a single landlord who leases space in the building(s) to 5 or more businesses engaged in retail commercial sales.~~

~~(b) *Shopping Center Identification Sign.* A shopping center identification sign is an outdoor sign identifying the name of the shopping center and the retail commercial establishments located therein.~~

~~(2) REGULATIONS. Shopping center identification signs are regulated exclusively by this section. They shall:~~

~~(a) Require a sign permit and permit fee.~~

~~(b) Only be permitted in C-2, C-3 and CBD zoning districts as primary, on-premises signs. If 2 shopping center identification signs are erected on the same premises, both shall be treated as primary signs if their dimensions are the same. Otherwise, the larger sign shall be considered the primary sign.~~

~~(c) Not exceed 150 square feet of sign area in C-2 and CBD zoning districts and 300 square feet of sign area in a C-3 zoning district. If 2 shopping center identification signs are erected on the same premises, the sign area of the 2 signs shall not exceed the 150 and 300 square foot limitations imposed by this section.~~

~~(d) Not exceed 20 feet in height in C-2 and CBD zoning districts and 50 feet in C-3 zoning districts.~~

~~(e) Not exceed 2 in number for each shopping center, provided that the total area of the 2 signs does not exceed the area permitted in subsection (2)(c) of this section.~~

~~(f) Meet the setback requirements of the Zoning Code applicable to the zoning district in which the sign is located and not be located in a vision triangle in violation of §8.4 of the Zoning Code.~~

~~(g) Not be subject to time limits.~~

~~(h) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

~~(i) Be treated as primary signs for the purpose of determining the maximum sign area for secondary, on-premises signs.~~

~~**30.42-19 SPECIAL EVENT/TEMPORARY SIGNS.**~~

~~(1) DEFINITIONS.~~

~~(a) *Special Event/Temporary Sign.* A special event/temporary sign is an outdoor sign which may be displayed for a limited period of time (i.e. 30 days) and advertises a future or contemporaneous sale, performance or similar activity. A special event/temporary sign may be used as a secondary, on-premises sign or an off-premises sign. The following temporary signs are regulated elsewhere in this chapter: temporary banner signs; construction signs; garage sale signs; inflatable signs; kiosk signs; political signs; portable signs; real estate signs; sandwich board signs; temporary, large-scale development signs; and window signs. All other temporary signs are regulated by this section.~~

~~(2) REGULATIONS.~~

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(a) ~~Secondary, On-Premises, Special Event/Temporary Signs. Except as noted in subsection (1)(a), secondary, on-premises, special event/temporary signs are regulated exclusively by this section.~~ They shall:

1. Require a 30-day sign permit and permit fee.
2. ~~Be permitted in commercial and manufacturing zoning districts as secondary, on-premises sign.~~
3. ~~Not exceed 20 percent of the maximum sign area allowed by §30.09 for the premises on which it is displayed. No "on-premises, sign area bonus" applies to special event/temporary signs.~~
4. ~~Not exceed 10 feet in height.~~
5. ~~Not exceed 2 in number.~~
6. ~~Meet the setback requirements of the Zoning Code but in no event be set back less than 10 feet from each lot line on the premises where they are displayed.~~
7. Be displayed for:
  - a. Not more than 30 days ~~for the same special event.~~ At the end of 30 days, the sign shall be removed including all supports.
  - b. Not more than 2 ~~special events~~ temporary sign permits shall be issued in any calendar year on the same premises.
  - c. Not more than one ~~special event~~ temporary sign permit shall be issued in any 90-day period on the same premises.
8. ~~Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~

(b) ~~Off-Premises, Special Event/Temporary Signs. Except as noted in subsection (1)(a), off-premises, special event/temporary signs are regulated exclusively by this section.~~ They shall:

1. ~~Not require a sign permit.~~ Require a 30-day sign permit and permit fee.
2. Be permitted ~~in all zoning districts, provided that they are erected:~~
  - a. ~~On~~ private property with the permission of the owner of the property.
  - b. Be permitted on public property, other than the right-of-way of the public street, with the permission of the city manager.
  - c. Be permitted in the right-of-way of a public street if the city manager determines that:
    1. ~~No more than 10 signs will be placed in the right of way anywhere in the city.~~
    2. a. None of the signs exceed 4 square feet in area.
    3. b. None of the signs will create a traffic hazard.
    4. c. The signs will only be displayed ~~on the day before the special event and will be removed immediately after the event.~~ for less than seven days.
3. ~~Not exceed 32 square feet of sign area when erected on private property or on public property other than the public right-of-way.~~
4. ~~Not exceed 5 feet in height in a residential zoning district and 10 feet in height in all other zoning districts when erected on private property or on public property other than the public right-of-way.~~
5. ~~Be the only sign on private premises promoting any special event, except that 2 signs promoting the same special event may be placed on a corner lot, one sign facing each street.~~



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6. — Meet the setback requirements of the Zoning Code for the zoning lot on which the sign is located.
7. — Not be displayed for more than 14 days prior to and 3 days after the special event when the sign is located outside of the right of way of a public street. Signs located in the right of way of a public street may only be displayed for the period of time stated in subsection (2)(b)2c(4) of this section.
8. — Not be counted in calculating the total sign area on the premises where the sign is displayed.

### ~~30.43 WALL SIGNS.~~

#### ~~(1) DEFINITIONS.~~

~~(a) *Wall Sign.* A wall sign is a permanent, outdoor, on-premises sign attached to the exterior wall of a building, fence or other structure. Wall sign includes a "letter sign." The following wall signs are regulated separately in this chapter: address sign; nameplate sign; banner sign; memorial sign; multiple-family dwelling sign; office complex directory sign; projecting sign; and shopping center identification sign. Wall sign does not include any sign painted on the exterior wall of a building, fence, or other structure; door sign; canopy sign; marquee sign; or awning sign.~~

#### ~~(2) REGULATIONS. Except as noted in subsection (1)(a), wall signs are regulated exclusively by this section. They shall:~~

- ~~(a) — Require a sign permit and permit fee.~~
- ~~(b) — Be permitted in commercial and manufacturing zoning districts as an on-premises sign.~~
- ~~(c) — Not exceed 150 square feet of sign area in C-1, C-2 and C-3 zoning districts and 300 square feet in sign area in CBD and manufacturing zoning district when used as a primary, on-premises sign. Not exceed 30 square feet of sign area or 10 percent of the sign area of the primary, on-premises sign, whichever is less, when used as a secondary on-premises sign.~~
- ~~(d) — Be unlimited in height, except that wall signs may not extend beyond the roofline of the wall to which they are attached.~~
- ~~(e) — Be unlimited in number, except to the extent that they are limited in sign area by §30.09 and subsection (2)(c) of this section.~~
- ~~(f) — Not be subject to setback or time limits.~~
- ~~(g) — Not extend more than 12 inches horizontally from the wall to which they are attached.~~
- ~~(h) — Not be painted on the wall.~~
- ~~(i) — Be counted in calculating the total sign area on the premises where the sign is displayed.~~

### ~~30.44 WINDOW SIGNS.~~

#### ~~(1) DEFINITIONS.~~

- ~~(a) *Window Display.* A window display is merchandise displayed for sale inside a window of a building with the intent that it be viewed from outside the building. "Window display" does not include "window sign."~~
- ~~(b) *Window Sign.* A window sign is a sign installed inside of a window or painted or drawn on the inside of a window with the intent that it be viewed from the outside of a building; a "window sign" is not an "interior sign" or a "window display." A window sign can be either a secondary, on-premises sign or an off-premises sign.~~

#### ~~(2) REGULATIONS. Window signs shall:~~



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- ~~(a) Not require a permit or permit fee.~~
- ~~(b) Be permitted in commercial zoning districts.~~
- ~~(c) Not exceed, in sign area, 25 percent of the area of the window in which they are displayed.~~
- ~~(d) Not be limited in height.~~
- ~~(e) Not be limited in number, except with regard to the limitations on sign area.~~
- ~~(f) Not be subject to setback or time limits.~~
- ~~(g) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.~~
- ~~(h) Not be counted as on-premises or off-premises signs.~~

### **30.45-20** PLANNED UNIT DEVELOPMENTS.

The City Council shall determine the maximum area, height and number of signs to be allowed in a planned unit development. The regulations contained in this chapter shall not apply in a planned unit development but shall serve as guidelines to be used in the process of reviewing and approving the same.

### **30.4621** LEGAL NONCONFORMING SIGNS.

#### (1) DEFINITIONS.

- (a) *Use.* Active and actual use of land or a structure as opposed to potential use, intended use, occasional use or sporadic use. Historical Note: A city does not have to prove an "intent to abandon" a use in order to prove that a use has been discontinued. *State ex rel. Peterson v. Burt*, 166 N.W.2d 207, 42 Wis.2d 284 (1969). While the right to continue a legal nonconforming use is protected, the burden is upon the property owner to prove by the preponderance of evidence that the nonconforming use was in existence at the time the ordinance was passed and that the use of the property prior to the effective date of the ordinance was so active and actual that it can be said that he has acquired a vested interest in its continuance. *Walworth County v. Hartwell*, 214 N.W.2d 288, 62 Wis.2d 57 (1974); *City of Lake Geneva v. Smuda*, 249 N.W.2d 783, 75 Wis.2d 532 (1977).
- (b) *Nonconforming Use.* An active and actual principal use of land or structures that was allowed by law when the principal use was established but is prohibited by a zoning ordinance subsequently enacted. A nonconforming use does not include a use of land or structures which was occasional and sporadic, casual and occasional or merely accessory or incidental to a primary use prior to enactment of an ordinance prohibiting such use. Historical Note: See *Walworth County v. Hartwell*, 214 N.W.2d 288, 62 Wis.2d 57 (1974); *Gabe v. City of Cudahy*, 187 N.W.2d 874, 52 Wis.2d 13 (1971).
- (c) *Legal Nonconforming Use.* A nonconforming use of land or a structure that is permitted by law to continue after the adoption of a zoning ordinance prohibiting such use. Historical Note: A "legal nonconforming use" is an active and actual use of land and structures which existed prior to the commencement of the zoning ordinance and which is continued to the present. *City of Lake Geneva v. Smuda*, 249 N.W.2d 783, 75 Wis.2d 532 (1977); *State ex rel. Brooks v. Hartland Sportsman's Club, Inc.*, 531 N.W.2d 445, 192 Wis.2d 606 (Ct. App. 1995), review denied 537 N.W.2d 571.
- (d) *Legal Nonconforming Sign.* A sign that is permitted by law to continue to be used, either as a principal use of land or incidental to a principal use of land, after the adoption of an ordinance prohibiting its use. A sign's status as a legal nonconforming use does not exempt it from compliance with §30.46 of this chapter.

#### (2) LOSS OF STATUS.

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- (a) *Nonuse*. If a legal nonconforming sign is not actually and actively used as a sign for 12 consecutive months, it shall lose its status as a legal nonconforming sign and shall be removed. Neither the building official nor the Plan Commission can waive the requirement that the sign be removed, nor can the Plan Commission grant an exception to reinstate the sign as a legal nonconforming use.
  - (b) *Damage*. If a legal nonconforming sign is damaged to the extent that the cost of repairing, replacing or reconstructing the sign exceeds 50 percent of its assessed value, the sign shall lose its status as a legal nonconforming sign and shall be removed. Neither the building official nor the Plan Commission can waive the requirement that the sign be removed nor can the Plan Commission grant an exception to reinstate the sign's status as a legal nonconforming use.
  - (c) *Discontinuance or Destruction of Principal Use*. If a legal nonconforming sign is accessory or incidental to the principal use of the land or structures on which it is located, the nonconforming sign shall lose its status as a legal nonconforming sign if the principal use to which it is incidental or accessory is discontinued for 12 consecutive months.
- (3) EXPANSION PROHIBITED. No legal nonconforming sign shall be enlarged, extended, reconstructed or altered in any manner. The performance of routine maintenance or minor repairs involving the replacement of light bulbs, changing of sign copy, repainting of sign face or sign structure or similar maintenance or repairs are permitted.
- (4) RELOCATION OF LEGAL NONCONFORMING SIGNS. The City Council may authorize the owner of a legal nonconforming sign located in the Riverfront Conservation City Center District to move the legal nonconforming sign to another location within 300 feet of the nonconforming sign's original location if the City Council finds that:
- (a) The relocation will improve the general appearance or aesthetics of that area; or
  - (b) Relocation is necessary to facilitate a public works or public improvement project.

### 30.4722 REMOVAL OF UNSAFE, UNLAWFUL AND ABANDONED SIGNS.

- (1) UNSAFE SIGNS. Whenever a sign becomes so structurally unsafe as to pose an immediate danger to the public, the building official shall notify the sign owner to remove the sign forthwith. The notice shall state that if the sign owner fails to comply with the notice, the building official may remove the sign and bill the sign owner for the cost of removing the same. If the sign owner is a tenant, the building official shall give the owner of the real estate on which the sign is located a copy of the notice. Both notices shall be sent by certified or registered mail delivered in person or by regular first class mail to the last known address of the sign owner and landowner. The notice shall also inform the sign owner and landowner that if the cost of removing the sign remains unpaid, the City will assess the cost of removing the sign against the real property where the sign is located and collect that cost as a special tax charge against the real estate. In addition, the notice shall inform the sign owner that if the sign owner fails to comply with the order to remove the sign, the building official may issue a municipal citation to the sign owner for violation of this chapter.
- (2) UNLAWFUL SIGNS. When any sign is unlawfully erected or maintained in violation of any provision of this chapter, the building official shall issue a written notice requiring the sign owner to remove the sign or to bring it into compliance with this chapter within 30-5 days. If the sign owner is a tenant, a copy of the notice shall be sent to the landlord. The notice shall be delivered in person or by regular first class mail to the last known address of the sign owner and landowner. The notice shall advise the sign owner that if he fails to comply with the notice, that the building official will issue a municipal court citation charging the sign owner with a violation of the ordinance(s) referred to in the notice. The notice shall also advise the sign owner of his right to seek review of, or appeal, the order as provided in §1.15 of this Municipal Code.
- (3) ABANDONED SIGNS.
- (a) *Definitions*. Abandoned sign means:



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1. An on-premises sign located on a vacant lot or a lot where all the buildings have been vacant for more than 30 days.
  2. An on-premises or off-premises sign that advertises an event or activity that has been concluded for more than 30 days.
  3. An on-premises or off-premises sign that advertises a person or business that has ceased to exist for more than 30 days.
  4. An on-premises or off-premises sign that advertises a business, activity or event that has moved to a new address and has ceased occupying the premises referred to in the sign for at least 30 days.
- (b) *Conforming Abandoned Signs.* If a building official determines that a sign that otherwise conforms to the requirements of this chapter is abandoned, the building official shall notify the owner of the sign to either:
1. Cover the sign with an opaque, single-colored material within 30 days; or
  2. Remove the sign and its structure within 30 days; or
  3. Bring the sign into compliance with this chapter within 30 days.

The notice shall also include the information specified in subsection (2) of this section and shall be delivered in like manner.

- (c) *Legal Nonconforming Abandoned Signs.* If a building official determines that a legal nonconforming sign has been abandoned, the building official shall notify the sign owner to remove the sign and the sign structure or to bring the sign into compliance with this chapter within 30 days. If the sign owner is a tenant, a copy of the notice shall also be sent to the landlord. The notice shall contain the information required by subsection (1) of this section and shall be delivered in the same manner. This section does not permit a building official to give the sign owner the option to continue a legal nonconforming use that has been discontinued for 12 continuous months and has thus expired.

### 30.4823 EXCEPTIONS.

- (1) DEFINITIONS.
- (a) *Exception.* An exception is a deviation from the regulations of this chapter restricting the size, shape, height, area, number, and other dimensional aspects of signs only.
- (2) STANDARD FOR GRANTING AN EXCEPTION. The Plan Commission may grant an exception if it determines that:
- (a) Compliance with the strict letter of the sign ordinance would create an economic hardship by either:
    1. Unreasonably restricting an on-premises sign owner from advertising his business; or
    2. Rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign; and
  - (b) The hardship is not self-created; and
  - (c) The exception will not undermine the purpose of the sign ordinance or the public interest.
- (3) APPLICATION. The owner of the premises where a sign is to be erected or has been erected may file an application with the building official requesting an exception to the dimensional sign regulations contained in this chapter. The application shall be on a form supplied by the building official and shall include the following:
- (a) Name, address and telephone number of the sign owner and the landowner.



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- (b) The address, tax parcel number and zoning for the premises where the sign is or will be located.
  - (c) The section number of the City ordinance from which a dimensional exception is requested.
  - (d) A brief description of the dimensional exception being sought.
  - (e) The applicant's signature.
- (4) APPLICATION FEE. The applicant shall pay an application fee in an amount set by City Council resolution in effect at that time the application is made. The application fee shall accompany the application.
- (5) HEARING ON APPLICATION. Upon receipt of a properly completed application form and receipt for payment of the application fee, the building official shall refer the application to the City of Beloit's Plan Commission which shall conduct a public hearing. Notice of the public hearing shall be given at least 10 days before the public hearing by regular mail to the applicant and owners of all real property within 100 feet of the property line of the premises where the sign will be erected.
- (6) DECISION OF THE PLAN COMMISSION. The Plan Commission shall issue a written decision within 10 days of the date of the conclusion of the public hearing. The written decision shall state the criteria that the applicant met or failed to meet and the Plan Commission's ultimate decision to grant or deny the dimensional exception. A copy of the written decision shall be mailed to the applicant and to all parties who appeared at the public hearing in support of or against the application for a dimensional exception.
- (7) APPEAL. Any applicant who appeared at the public hearing and was aggrieved by the decision of the Plan Commission may appeal the decision to the City Council within 30 days of receipt of the written decision.

### **30.4924** *APPEALS OF DECISIONS OR ORDERS OF THE DIRECTOR OF PLANNING AND BUILDING SERVICES.* **(am. #3481)**

Any person aggrieved by the Director of Planning and Building Services' interpretation of this chapter or order issued pursuant to this chapter may request review of that interpretation or order, or may appeal the same, within the time and in the manner provided by [§1.15](#) of this Municipal Code. Any person who wishes to contest a municipal court citation issued by the Director of Planning and Building Services, or his/her designee, alleging a violation of this chapter may contest the citation in municipal court.

### **30.5025** *PENALTIES.*

Any person convicted of a violation of any provision of this chapter shall be subject to a forfeiture as provided in [§25.04](#) of this Municipal Code.