

## CHAPTER 21: ZONING AND LAND DEVELOPMENT

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### ARTICLE III. DEVELOPMENT STANDARDS

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#### DIVISION D: SIGN REGULATIONS

##### § 21.304.01 TITLE.

This Chapter 21, Article 3, Division D of the city code shall be known as the “sign code.”

##### § 21.304.02 FINDINGS, PURPOSES, AND INTENT.

(a) *Findings.* The City Council finds it necessary for the promotion and preservation of the public health, safety, welfare, and aesthetics of the community that the construction, location, size, conspicuity, brightness, legibility, operational characteristics, and maintenance of signs be controlled and regulated, based on the following findings:

- (1) Exterior signs substantially impact the character and quality of the environment;
- (2) Signs provide an important medium through which individuals may convey various messages;
- (3) Signs can create safety hazards that threaten the public health, safety, or welfare. Such a safety threat is particularly great for signs that are structurally inadequate, or that may confuse or distract the travelling public, or that may interfere with official traffic, directional, or warning signs;
- (4) Signs can also threaten the public welfare by creating aesthetic concerns connected to an accumulation of signs resulting in visual clutter, the spoiling of vistas or views, general harm to the physical environment, or an increase of commercialism in noncommercial areas;
- (5) The ability to erect signs serving certain functions, such as an address sign or a sign announcing that the property on which it sits is for sale or lease or a sign used to indicate the availability of areas for public use, is an integral part of nearly every property owner’s ability to realize fundamental attributes of property ownership. The same cannot be said of signs serving other functions, such as off-premises advertising signs erected to be visible from public rights-of-way. Such signs are primarily designed to take advantage of an audience drawn to that location by the public’s substantial investment in public rights-of-way and other public property; and
- (6) The city’s land use regulations have included the regulation of signs in an effort to foster adequate information and means of expression, and to promote the economic viability of the community, while protecting the city and its residents from a proliferation of signs of a type, size, location, and character that would adversely impact the physical environment of the community or threaten the health, safety, or welfare of the community. The appropriate regulation of the physical characteristics of signs in the city and other communities positively impacts the community’s safety and appearance.

(b) *Purposes and intent.* The City Council intends by this sign code to establish a legal framework for sign regulation in the city. The regulations included in this sign code are intended to facilitate an easy and agreeable communication while protecting and promoting the public health, safety, welfare, and physical environment of the community. It is neither the purpose nor intent of this sign code to prefer or favor commercial messages or speech over noncommercial messages or speech or to discriminate between types of noncommercial speech or the ideas, subjects, messages, or viewpoints represented therein.

Therefore, the purposes of the sign regulations promulgated in this sign code are:

- (1) To eliminate potential hazards to people using the public streets, sidewalks, and public right-of-way;
- (2) To safeguard and enhance property values;
- (3) To control nuisances;
- (4) To protect government investments in public buildings, streets, sidewalks, traffic control and utility devices, parks, and open spaces;
- (5) To preserve and improve the appearance of the city through adherence to aesthetic principles, to create a community that is attractive to people who come to live, visit, work or trade;
- (6) To prevent excessive and confusing sign displays;
- (7) To implement the city's Comprehensive Plan;
- (8) To encourage signs that, by design, are integrated and harmonious with the surrounding environment and the buildings and sites they occupy;
- (9) To recognize the constitutional right of residents, businesses, institutions, and other users to freedom of expression through signage by providing a fair, equitable, and predictable regulatory framework for signage; and
- (10) To promote public health, safety, and general welfare.

#### **§ 21.304.03 APPLICABILITY OF REGULATIONS.**

(a) The requirements, conditions, prohibitions, and exceptions specified in this sign code apply to all signs and sign structures in all zoning districts within the city, unless exempted by § 21.304.10.

(b) No sign or sign structure, or part thereof, may be constructed, erected, converted, enlarged, extended, expanded, reconstructed, or relocated except in conformity with the regulations of this sign code.

#### **§ 21.304.04 SUBSTITUTION.**

The owner of any sign otherwise allowed by this sign code may substitute noncommercial speech in addition to or in place of any other commercial or noncommercial speech without any additional approval or permitting subject to the regulations set forth herein. The purpose of this provision is to prevent any inadvertent favoring of commercial speech or message over noncommercial speech or message. This provision prevails over any more specific provision to the contrary.

#### **§ 21.304.05 SEVERABILITY.**

If any section, subsection, sentence, clause, phrase, or word of this sign code is for any reason held invalid, such decision shall not affect the validity of the remaining portions of this

sign code. The City Council hereby declares that it would have adopted the sign code in each section, subsection, sentence, clause, phrase, or word thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases, or words be declared invalid.

#### **§ 21.304.06 CONSTRUCTION OF LANGUAGE.**

The language of this sign code must be interpreted in accordance with the following regulations:

- (a) The particular controls the general.
- (b) In the case of any difference of meaning or implication between the text of this sign code and any illustration or diagram, the text controls.
- (c) The word “shall” is always mandatory and not discretionary. The word “may” is permissive.
- (d) Words used in the present tense include the future; and words used in the singular number include the plural, and the plural the singular, unless the context clearly indicates otherwise.
- (e) A “building” or “structure” includes any part thereof.
- (f) The phrase “used for” includes “arranged for,” “designed for,” “intended for,” “maintained for” or “occupied for.”
- (g) Unless the context clearly indicates otherwise, where a regulation involves two or more items, conditions, provisions, or events connected by the conjunction “and,” “or,” or “either...or,” the conjunction must be interpreted as follows:
  - (1) “And” indicates that all the connected items, conditions, provisions, or events must apply;
  - (2) “Or” indicates that the connected items, conditions, provisions, or events may apply singly or in any combination; and
  - (3) “Either...or” indicates that all the connected items, conditions, provisions, or events must apply singly but not in combination.

#### **§ 21.304.07 DEFINITIONS.**

When used in this sign code, the following words and terms shall have the following meanings, unless the context clearly indicates otherwise. Other words and terms not defined in this section may be defined in § 19.03.

**A-FRAME SIGN.** A double-faced temporary sign that is comprised of two sign boards attached at the top and separate at the bottom, not permanently attached to the ground.

**ABANDONED SIGN.** For a period of more than one year, a sign that does not have a sign face, a sign that has a sign face that is blank or illegible, a sign that refers to a use that no longer occupies the site or a portion thereof.

**ACCESS DOOR SIGN.** A sign placed on or near an accessory door, typically used to identify a secondary building access point.

**ADVERTISING SIGN.** A sign that displays commercial speech to direct attention to a business, profession, commodity, service, or entertainment for business purposes.

**AWNING SIGN.** A building sign or graphic printed on or attached directly to an awning. See § 21.304.27 for graphic illustrations of sign types.

**BALLOON SIGN.** A temporary sign consisting of a bag made of lightweight material supported by helium or hot or pressurized air, and greater than 24 inches in diameter. Inflatables are considered BALLOON SIGNS.

**BANNER.** Any temporary sign of lightweight fabric or similar material mounted to a pole or a building at one or more edges. Flags, as defined herein, shall not be considered BANNERS. See § 21.304.27 for graphic illustrations of sign types.

**BILLBOARD.** An outdoor, off-site advertising sign with a sign area greater than 150 square feet.

**BUILDING MARKER.** A small sign cut into building masonry or inlaid as part of a building's surface, typically used to identify the name of a building or date of its construction.

**BUILDING SIGN.** A sign attached to or supported by any structure used or intended for supporting or sheltering any use or occupancy.

**CABINET SIGN.** A sign that is not of channel construction.

**CANOPY SIGN.** A building sign or graphic printed on or in some fashion attached directly to a canopy. See § 21.304.27 for graphic illustrations of sign types.

**CHANGEABLE COPY SIGN.** A sign or portion thereof which has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device, and may be changed or re-arranged manually or mechanically with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

**CHANNEL CONSTRUCTION.** Individually shaped three dimensional letters and symbols that are arranged to form a sign.

**COMMERCIAL SPEECH.** Any sign text, wording, logo, or other representation that directs attention to a business, profession, commodity, service, or entertainment for business purposes.

**COMMERCIAL MERCHANDISE.** A product in regular production that is sold in substantial quantities to the general public or industry at market prices.

**COMPREHENSIVE SIGN PLAN.** A sign criteria plan for a multi-tenant building to be established at the discretion of property owner(s) or their authorized representative(s), which may include the following components related to signage: height, location, size, number, construction type, and/or materials.

**DEVELOPMENT SITE.** Commercial property, industrial property, multi-family residential property, or a single-family residential property of six or more single-family residential lots.

**DIRECTIONAL SIGN.** A sign which serves solely to designate the direction of any place or area and is located on the same lot as said place or area. Examples include "entrance" and "exit" signs.

**DWELL TIME.** The time that elapses between changes in the text, images, or graphics on an electronic sign display.

**DYNAMIC DISPLAY.** Any characteristics of a sign that appear to have movement or change, caused by any method other than physically removing and replacing the sign face or sign structure, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes ELECTRONIC SIGNS that incorporate a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components.

**ELECTRONIC CHANGEABLE COPY SIGN.** An ELECTRONIC SIGN whose display characteristics are consistent with those of a CHANGEABLE COPY SIGN.

**ELECTRONIC GRAPHIC DISPLAY SIGN.** An ELECTRONIC SIGN that displays static images, static graphics, or static pictures, with or without text information.

**ELECTRONIC SIGN.** Any type of electronic display board, electronic message board, digital, LED, programmable ink, or other sign capable of displaying words, pictures, symbols, or images, including, but not limited to, any electronic laser, digital, or projected images display, that can be changed electronically or manually by remote or automatic means.

**ELEVATION.** The view of the side, front or rear of a given structure.

**ELEVATION AREA.** The area of all walls that face any lot line.

**ERECT.** The activity of constructing, building, raising, assembling, placing, affixing, attaching, creating, painting, drawing or any other way of bringing into being or establishing.

**EVENTS.** Public or private occasions that attract gatherings of people, such as parades, concerts, festivals, open houses, races, circuses, fairs, athletic events, or celebrity appearances.

**FLAG.** Any fabric or similar lightweight material attached at one end of the material, usually to a staff or pole, to allow movement of the material by atmospheric changes.

**FLAG, COMMERCIAL.** A flag that displays commercial speech.

**FLAG, NONCOMMERCIAL.** A flag that is not a commercial flag.

**FLASHING SIGN.** A directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by streaming, graphic bursts showing movement or any mode of lighting which resembles zooming, twinkling, or sparkling.

**FREESTANDING SIGN.** A sign with supporting framework placed on, or anchored in, the ground and which is independent from any building or other structure.

**FRONTAGE.** The line of contact of a property with the public right-of-way.

**GRADE.** The final ground elevation after construction. Earth mounding criteria for landscaping and screening is not part of the grade for sign height computation. See § 21.304.27 for graphic illustrations.

**GOVERNMENT SIGN.** A sign that is constructed, placed, or maintained by the federal, state, or local government to carry out an official duty or responsibility, or a sign that is required to be constructed, placed, or maintained by a federal, state, or local government either directly or to enforce a property owner's rights. GOVERNMENT SIGNS do not include signs for events hosted by a government unless it is related to an official duty like voting.

**GRAVE MARKER.** A sign made of stone or masonry and located in a cemetery.

**HISTORICAL OR LANDMARK MARKER.** A sign constructed in close proximity to a historic place, object, building, or other landmark recognized by an official historical resources entity, where the sign is constructed by or on behalf of the owner of the historic property.

**HOME-BASED SALE.** The sale of handmade goods by one or more persons made by a person residing at the premises of the sale, or the sale of personal goods no longer needed by one or more persons, which must include the sale of personal goods of a person residing at or

formerly residing at the premises of the sale. HOME-BASED SALES do not include the sale of commercial merchandise.

**IDENTIFICATION SIGN.** A sign intended to announce or promote the use, activity, service, or business on the same lot or site.

**ILLUMINATED SIGN.** A sign which contains an internal element designed to emanate artificial light, or a sign that is illuminated by an external source of artificial light.

**INCIDENTAL SIGN.** A sign that has a purpose secondary to the use of the lot on which it is located, such as “telephone,” “cash machine,” “air” and other similar directives. See also DIRECTIONAL SIGN.

**INTERIOR SIGN.** A sign erected and maintained inside of a building and not visible outside of the building, including, but not limited to a sign attached to or painted on the inside of windows.

**LIGHT POLE SIGN.** A sign mounted on arms affixed to a light or other decorative pole commonly used to enhance campus identity and visual character.

**LEGALLY ESTABLISHED NONCONFORMING SIGN.** A nonconforming sign or sign structure lawfully erected prior to the effective date of a city code amendment causing the sign to be a nonconforming sign.

**LOGO.** A graphic depiction of any brand name, trademark, distinctive symbol or other similar device or thing, typically used to identify a particular business, institution, activity, place, person, product, or service.

**MONUMENT SIGN.** A freestanding sign with its sign face mounted on the ground or mounted on a base that is at minimum 75 percent as wide as the sign it supports. See § 21.304.27 for graphic illustrations of sign types.

**MULTI-TENANT SITE.** Any site which has more than one tenant, and each tenant has a separate ground level exterior public entrance.

**NEIGHBORHOOD SIGN.** A monument sign located near the entrance to a residential subdivision, typically used to identify the name of the residential subdivision.

**NONCOMMERCIAL SPEECH.** Speech that is not COMMERCIAL SPEECH.

**NONCONFORMING SIGN.** A sign that does not comply with this sign code.

**OFF-SITE ADVERTISING SIGN.** An advertising sign used to identify a product, service, brand, business or activity not regularly sold, located, or conducted on the site where the sign is located.

**ON-SITE ADVERTISING SIGN.** An advertising sign used to identify a product, service, brand, business, or activity sold, located, or conducted on the site where the sign is located. A sponsorship agreement does not qualify a sign as an on-site sign.

**OPAQUE SIGN FACE.** The nontransparent face for an internally illuminated sign. Illumination shall be emitted only for the name, trademark, logo, distinctive symbol or other similar device, thing or text used to identify a particular business, institution, activity, place, person, product, or service.

**PARAPET (WALL).** The portion of the building wall that rises above the roof level.

**PERMANENT SIGN.** A non-temporary sign designed and intended for long-term use.

**PORTABLE SIGN.** A sign which is manifestly designed to be transported, including by trailer or on its wheels, even though the wheels of such sign may be removed, and the remaining

chassis or support is converted to another sign or attached temporarily or permanently to the ground since this characteristic is based on the design of such a sign. Banners attached to a building, a permanent sign, a permanent sign pole, or a pole mounted in the ground are not PORTABLE SIGNS. A-FRAME SIGNS are not PORTABLE SIGNS if anchored into the ground.

**PROJECTING SIGN.** A sign affixed to a building or wall in such a manner that its leading edge extends more than two feet beyond the surface or such building or wall face. See § 21.304.27 for graphic illustrations of sign types.

**PUBLIC BUILDING.** A nonresidential building owned by any governmental agency, which is primarily used for public or governmental purposes.

**PUBLIC SIGN.** A sign erected, constructed, or placed within the public right-of-way or on public property by or with the approval of the governmental agency having authority over, control of, or ownership of the right-of-way or public property.

**PUBLIC UTILITY SIGN.** A sign constructed or placed by a public utility on or adjacent to a pole, pipe, or distribution facility of the utility and within the public right-of-way or utility easement.

**PUMP ISLAND SIGN.** A sign either affixed directly to a gasoline pump or otherwise attached to the pump or pump island.

**PYLON SIGN.** A freestanding sign which has its supportive structure(s) anchored in the ground and which has a sign face elevated above ground level by pole(s) or beam(s) and with the area below the sign face open. See § 21.304.27 for graphic illustrations of sign types.

**PYROTECHNICS.** Fireworks or similar devices that ignite a combustible substance or produce an explosion.

**REAL ESTATE SALE.** The act of holding real property or any portion thereof, including dwelling units located thereon, out for sale or lease.

**ROOF.** The exterior surface and its supporting structure on the top of a building or structure. The structural make-up of which conforms to the roof structures, roof construction and roof covering sections of the Minnesota State Building Code.

**ROOF LINE.** The upper-most edge of the roof or, in the case of an extended facade or parapet, the upper-most height of said facade.

**ROOF SIGN.** A sign erected and constructed wholly on and above the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof. See § 21.304.27 for graphic illustrations of sign types. Individual letters mounted on canopies are considered ROOF SIGNS only if they extend above the uppermost roof of the principal building served by the canopy.

**ROOF SIGN, INTEGRAL.** A building sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, so that no part of the sign extends vertically above the highest portion of the roof and so that no part of the sign is separated from the rest of the roof by a space of more than six inches. See § 21.304.27 for graphic illustrations of sign types.

**ROTATING SIGN.** A sign or portion of a sign which in any physical part or in total turns about on an axis, rotates, revolves or is otherwise in motion, including without limitation a multi-vision sign.

**SERVICE AREA CANOPY.** Any structural protective cover that is not enclosed on any of its four sides and is provided for the service area designated for the dispensing or installation of

gasoline, oil, antifreeze, headlights, wiper blades and other similar products and the performance of minor services for customers as related to said dispensing or installation.

**SERVICE AREA CANOPY SIGN.** A sign that is part of or attached to the service area canopy. See § 21.304.27 for graphic illustrations of sign types.

**SHIMMERING SIGNS.** A sign that reflects an oscillating or distorted visual image.

**SIGN.** A display, illustration, structure, or device with a visual display designed to identify, announce, direct, or inform. The scope of the term “sign” does not depend on the content of the message, the ideas expressed, or the image being conveyed.

**SIGN FACE.** The surface of the sign upon, against or through which the sign’s message is exhibited.

**SIGN HEIGHT.** Computed as the vertical distance measured from the base of the sign at natural grade to the top of the highest attached component of the sign. See § 21.304.08(d) for graphic illustration.

**SIGN STRUCTURE.** Any structure, including the supports, uprights, bracing and framework which supports a sign.

**STRINGER.** A line of string, rope, cording or an equivalent to which is attached a number of pennants.

**SUSPENDED SIGN.** A building sign that is suspended from the underside of a horizontal plane surface and is connected to this surface. See § 21.304.27 for graphic illustrations of sign types.

**TEMPORARY SIGN.** A sign or sign structure that is not permanently affixed or installed and is intended to be displayed for a limited time period only.

**TOTAL SITE SIGNAGE.** The maximum permitted combined area of all freestanding and wall identification signs allowed on a specific property.

**TRAFFIC CONTROL DEVICE.** A sign or flagger, signal, marking, or other device used to regulate, warn or guide traffic, placed on, over, or adjacent to a street, highway, private road open to public travel, pedestrian facility, or shared-use path by authority of a public agency or official having jurisdiction, or, in the case of a private road open to public travel, by authority of the private owner or private official having jurisdiction.

**UNLAWFUL SIGN.** A sign not erected in conformance with this sign code, or a sign that does not conform to the regulations of this sign code and is not a legally established nonconforming sign.

**VEHICLE SIGN.** Any sign painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile, or other form of motor vehicle so parked or placed so that the sign thereon is discernable from a public street or right-of-way as a means of communication and which by its location, size and manner of display is reasonably calculated to exhibit commercial speech identifying an on-site business or supplying directional information to an off-site business. A VEHICLE SIGN may be so defined when on a vehicle that functions primarily as a sign rather than as a transportation device, as determined by consideration of any combination of the following factors:

(A) The absence of a current, lawful license plate affixed to the vehicle on which the sign is displayed;

(B) The vehicle on which the sign is displayed is inoperable as defined by this city code;

(C) The vehicle on which the sign is displayed is not parked in a lawful or authorized location or is on blocks or other supports or is parked in a manner that is not in conformity with the identified parking space on the lot;

(D) The vehicle on which the sign is displayed is not regularly used for transportation associated with the use it advertises;

(E) The vehicle remains parked on the premises after normal business hours when customers and employees are not normally present on the premises; or

(F) The vehicle remains parked in the same vicinity on the property in a location which maximizes its visibility from the public street or right-of-way on a regular basis.

**VIDEO SIGN.** A sign that displays its contents in both a horizontal and vertical format (as opposed to linear), through the use of pixel and sub-pixel technology, having the capacity to create continuously changing sign copy in a full spectrum of colors and light intensities. A VIDEO SIGN is not an ELECTRONIC SIGN. VIDEO SIGNS include projected images or messages with these characteristics onto buildings or other objects.

**VISIBLE.** Capable of being seen by a person of what is commonly described as 20/20 or 'normal visual acuity' (whether legible or not) without visual aid.

**WALL.** Any structure that defines the exterior boundaries or courts of a building or structure has a slope of 60 degrees or greater with the horizontal plane.

**WALL GRAPHIC.** A graphic image attached to an exterior building wall or window that displays static images with no more than 25% of the graphic area comprised of text or logos. WALL GRAPHICS may be illuminated internally or externally but are not electronic signs.

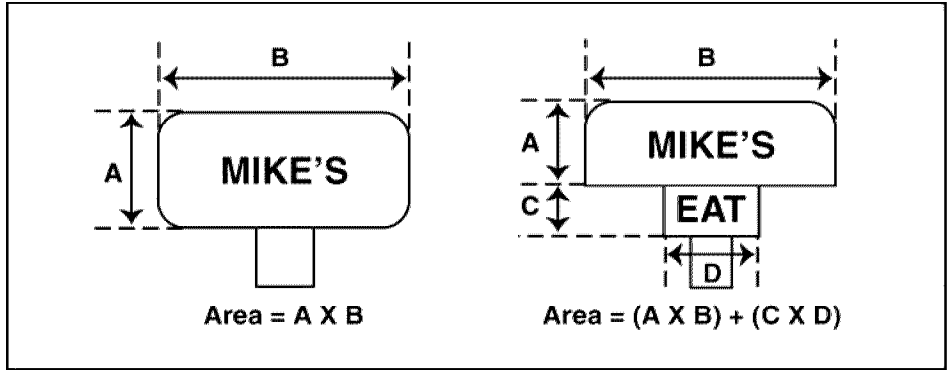
**WALL SIGN.** Any building sign attached parallel to, but within two feet of a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface. See § 21.304.27 for graphic illustrations of sign types.

**WINDOW SIGN.** A building sign or pictures, symbols, or a combination thereof, placed inside a window or upon the window glass or door (including garage doors) and be primarily visible from the building or structure's exterior.

#### **§ 21.304.08 COMPUTATIONS.**

(a) *Computation of sign surface area of signs.* To compute the area for a sign face, compute by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the copy, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself. See the following graphic illustrations:

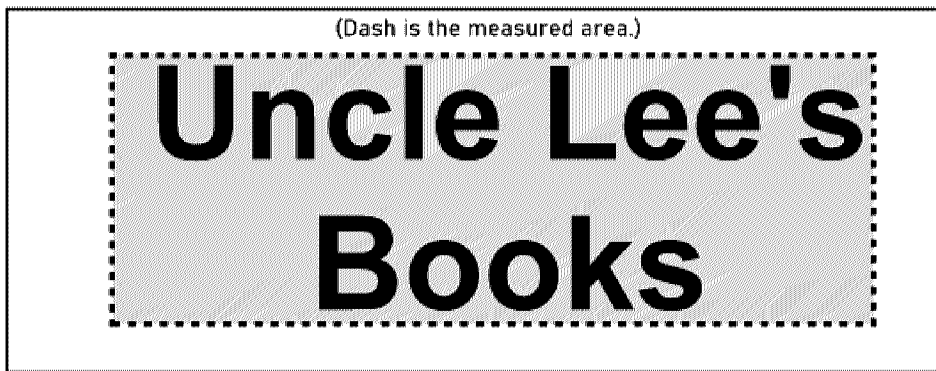
- (1) Computation of sign surface area of individual cabinet or panel signs.



(2) Computation of sign surface area of individual signs of channel construction.



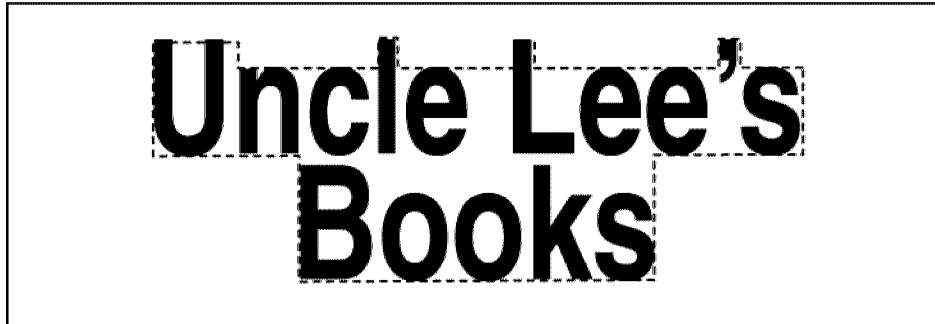
(3) Computation of sign surface area of individual letters mounted on a backer panel.



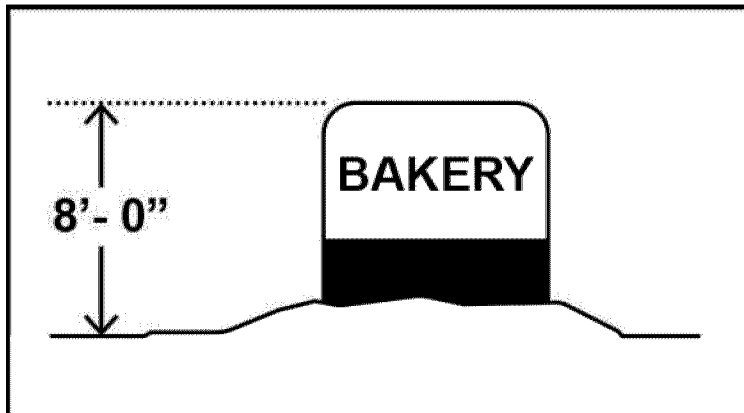
(b) *Computation of sign surface area of multifaceted signs.* The sign surface area for a sign with more than one face is computed by adding together the sign surface area of all sign faces visible from any one point. When two identical sign faces are placed back-to-back, or at an angle no greater than 15 degrees from one another, so that both faces cannot be viewed from any point at once, and when such sign faces are part of the same sign structure and are not more than 48 inches apart, the sign surface area is computed by the measurement of one of the faces.

(c) *Computation of sign surface area of awning or canopy signs.* The area for an awning or canopy sign is computed by means of the smallest square, circle, rectangle, or combination thereof that will encompass the extreme limits of the copy, representation, emblem, or other display, together with any material or color forming an integral part of the background of the

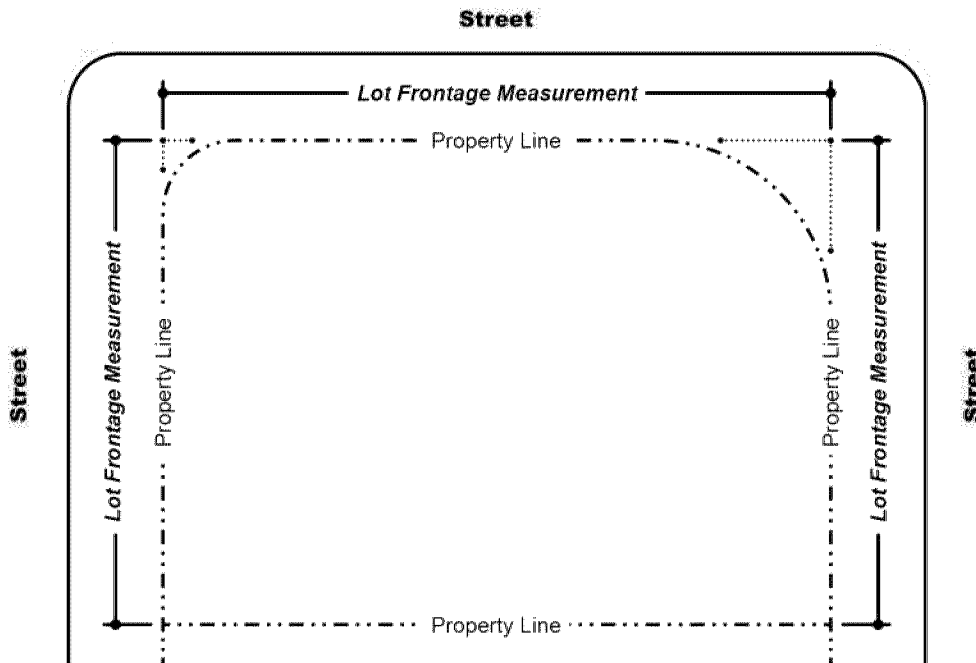
display or used to differentiate the sign from the backdrop. The entire awning or canopy face is not considered to be an integral part of the background, as shown in this graphic illustration:



(d) *Sign height.* The height of the sign is computed as the distance from the base of the sign or sign structure at grade to the top of the highest attached component of the sign. Earth mounding inconsistent with the final grade of the land surrounding the sign structure that increases the elevation of the sign is included in the measurement of the sign height, as shown in this graphic illustration:



(e) *Lot frontage measurement.* For the purposes of determining allowances for freestanding signage, lot frontage for lot lines along a street that do not meet at a 90-degree angle or meet along a curve will be calculated as if they extended to a natural point of intersection at a 90-degree angle, as shown in this graphic illustration:



**§21.304.09 GENERAL REQUIREMENTS.**

(a) *Consent of property owner.*

(1) No person may erect, place, use or permit the use of any permanent sign or sign structure on private or public property without the property owner or authorized representative's written consent.

(2) No person may construct, erect, place, use, or permit the use of any temporary sign on private or public property without the property owner or authorized representative's written consent.

(b) *Required permits.* Any sign not exempted from the requirements of obtaining a sign permit by § 21.304.12 must obtain a sign permit pursuant to § 14.553 and § 14.554.

(c) *Sites with unlawful signs.* No person may erect or construct a sign on a site that contains unlawful signs.

(d) *Signs not to be a traffic hazard.* No sign that obstructs clear vision of persons using the streets, or may be confused with any traffic control sign, signal, or device may be installed.

(e) *Pedestrian clearance.* Any sign which projects over a sidewalk or other pedestrian way must have a minimum clearance of eight feet above ground level.

**§ 21.304.10 EXEMPT SIGNS.**

The following signs are exempt from the regulations of this sign code:

- (a) Building address numbers as required in Chapter 17 of the city code.
- (b) Grave markers.
- (b) Interior signs.
- (c) Temporary decorations, rope lights, string lights, or mini-lights.

**§ 21.304.11 PROHIBITED SIGNS.**

(a) *Findings.* The City Council makes the following findings regarding the need to prohibit certain signs in all zoning districts:

(1) The placement and accumulation of temporary and permanent signs in public rights-of-way, on traffic and utility devices, and upon the public sidewalks or sidewalk easements can present dangerous conditions to free and safe pedestrian and vehicular traffic flow. Such areas should be reserved for government signs, public signs, public utility signs, and traffic control devices to ensure safe traffic flow;

(2) The accumulation of signs on publicly-owned property and buildings present an intrusion and blight on public property that interferes with and diminishes the purpose for which the public space has been reserved and disrupts the aesthetic qualities of such property;

(3) The placement and accumulation of signs on such natural features as trees, shrubs and rocks degrade the aesthetic qualities of such features;

(4) The experience of this and surrounding communities establishes the unsightly visual clutter caused by portable signs. Such portable signs also present unique safety problems. Their lightweight design and common placement along streets and sidewalks present hazards to the safe use of public streets and sidewalks;

(5) Large, temporary, and permanent balloon signs on buildings, roofs and sites present unique aesthetic concerns to the community. The experience of this city in allowing such large balloon signs temporarily in the past is that it has not achieved the aesthetic goals of the City Council. The balloons have been commonly thought to be obtrusive and have resulted in commercial enterprises exceeding the prescribed signage limits of this sign code; and

(6) The installation and maintenance of roof signs can negatively affect roofing materials. Roof signs may also be unwarranted and unsightly additions to the overall clutter of streets and thoroughfares.

(b) *Prohibited signs.* The following signs are prohibited in all sign districts:

(1) Signs or sign structures, whether temporary or permanent, placed on or within the public right-of-way, except for government signs, public signs, public utility signs, or traffic control devices, unless expressly permitted in this sign code.

(2) Signs or sign structures placed upon any public lighting system, public bridge, public drinking fountain, public emergency response or safety equipment, traffic control device, utility apparatus, public retaining or noise-barrier wall, or public fence, unless the sign is a government sign, public sign, or public utility sign.

(3) Signs or sign structures that prevent a person operating a vehicle from having a clear and unobstructed view of any official traffic control device or approaching or merging traffic.

(4) Signs or sign structures that attempt or appear to attempt to direct the movement of traffic, or which imitate, resemble, or interfere with or obstruct the view of a traffic control device.

(5) Signs that display any rotating beam, beacon or flashing illumination resembling any emergency light, unless the sign is a government sign, public sign, public utility sign, or traffic control device.

(6) Signs or sign structures greater than three feet in height and located in the clear view triangle area, as defined by § 19.03, or otherwise located in such a manner as to materially impede the view of any street or highway intersection or in such a manner as to materially impede the view of the intersection of a street or highway with a railroad crossing.

(7) Signs or sign structures located in a manner that could impede traffic on any street, alley, sidewalk, bikeway, trail, or other pedestrian or vehicular travel way.

(8) Signs painted on, attached to, or maintained upon trees, shrubs, rocks, or other natural features.

(9) Signs that fluctuate in light intensity or use intermittent, strobe, or moving lights that do not fall under the definition of video signs, electronic changeable copy signs, or electronic graphic display signs.

(10) Abandoned signs.

(11) Balloon signs.

(12) Flashing signs.

(13) Off-site advertising signs, unless expressly allowed by this sign code.

(14) Roof signs.

(15) Shimmering signs.

(16) Rotating signs.

(17) Portable signs, unless expressly allowed by this sign code.

(18) Vehicle signs.

(19) Unlawful signs.

(c) Any sign erected that is not identified as a permitted sign by this sign code or any sign located in a sign district where the sign is not permitted by this sign code is prohibited.

#### **§ 21.304.12 REGULATED SIGNS EXEMPT FROM OBTAINING A PERMIT.**

(a) The City Council finds that allocating public funds and staff resources to those signs that present the most public safety and aesthetic problems will better achieve the overall purposes of this sign code. Requiring a permit for every type of sign in the city would unduly tax staff resources, thus diluting the overall enforcement of this sign code. Therefore, the City Council finds that the following sign types shall be regulated pursuant to this sign code but shall be exempt from the requirement of obtaining a sign permit and from the payment of a permit fee, provided the sign meets all other applicable requirements of this sign code:

(1) Access door signs. One sign, two square feet or less in area, is allowed per door.

(2) Balloons 24 inches or less in diameter.

(3) Flags:

(A) *Noncommercial flags.* A minimum of three noncommercial flags are allowed per lot or site. Additional noncommercial flags are allowed at a rate of three flags per acre in lot or site area above one acre rounded down to the nearest acre.

(B) *Commercial Flags.* Two commercial flags per site, provided:

(i) The lot or site must be at least three acres (130,680 square feet) in area to have commercial flags; and

(ii) Each commercial flag must not exceed 25 square feet each in area.

(C) *Flagpoles.* Flagpoles must be no taller than 12 feet above the highest outside wall of the tallest building on the lot or site, maintain a side and rear yard setback not less than the height of the flagpole, and be setback a minimum of 15 feet from any public right-of-way.

(D) *Illumination*. Flags may be illuminated by a light source placed below the flag, providing all flag lighting complies with § 21.301.07.

- (4) Temporary signs exempt from permit requirement by § 21.304.13(b).
- (5) Government signs.
- (6) Handheld signs held or located outside of the public right-of-way.
- (7) Historical or landmark markers, up to a maximum of 20 square feet in area.
- (8) Public signs.
- (9) Public utility signs.
- (10) Signs that exclusively express noncommercial speech, subject to the following:

(A) *Residential lots or sites*. Residential lots or sites are allowed a maximum number of three signs per lot or site. Each sign may be a maximum of six square feet in area and a maximum height of four feet.

(B) *Nonresidential lots or sites*. Nonresidential lots or sites are allowed a maximum number of three signs per lot or site. Each sign may be a maximum of six square feet in area and a maximum of four feet in height.

(C) *Election period exemption*. Notwithstanding any provision of this sign code, noncommercial signs of any size in any number may be posted as follows:

(i) For state general election years, beginning 46 days prior to the state primary date, until ten days following the state general election.

(ii) For elections or ballot questions taking place on dates other than the state general election date, beginning 46 days prior to the election or, if applicable, primary date, until ten days following the election date.

(iii) At all other times, the provisions of this sign code regulate the size and number of noncommercial signs.

- (11) Traffic control devices.

(12) *Directional and incidental signs*. Directional and incidental signs are exempt from the permit requirement, subject to the following:

(A) *Size*. Signs may not exceed eight square feet when freestanding and 12 square feet when mounted on a building.

(B) *Height*. Signs may not exceed six feet in height when freestanding and 12 feet in height when mounted on a building.

(C) *Location*. Freestanding signs must be setback a minimum of ten feet from public streets or right-of-way and five feet from side and rear lot lines.

(D) *Identification*. Business, project, or site identification as part of a directional or incidental sign must not exceed one square-foot.

- (13) Window signs consistent with the standards specified in § 21.304.17.

(14) One sign, not exceeding one and one-half square feet in area, for each residential building, located at least ten feet from any public right-of-way. This type of sign is typically used as a residential name plate or to identify a home business.

(15) Signs located within a sports stadium or athletic field, or other outdoor assembly area which are intended for viewing by persons within the facility. The signs must be placed to be oriented towards the interior of the facility and the viewing stands.

(16) Signs displayed on a bus or light rail vehicle owned by a public transit agency.

(17) Signs not visible from the public right-of-way or private streets.

(18) One sign, not exceeding one square foot in total sign area, located at least ten feet from any public right-of-way. This type of sign is typically used as a sign to announce a home security system or feature.

(19) Pump island signs up to a maximum of two square feet in area.

#### **§ 21.304.13 TEMPORARY SIGNS.**

(a) *General regulations.* Temporary signs may be erected and maintained in the city only in compliance with this sign code, and with the following additional provisions:

(1) *Hazard.* No temporary sign shall be erected or maintained which constitutes a hazard to the public, by reason of its size, location, or construction.

(2) *Installation and attachment.* A temporary sign must be installed on the site or attached and constructed in a manner that both prevents the sign from being blown from its location and allows for the easy removal of the sign by authorized persons.

(3) *Illumination.* Temporary signs may not be illuminated, except when otherwise illuminated by permanent approved site lighting compliant with § 21.301.07 or when otherwise expressly permitted in this section.

(b) *Temporary signs exempt from permit requirement.* The following temporary signs shall be allowed on a lot or site without a permit, provided the temporary sign meets all other applicable requirements of this sign code:

(1) *Temporary noncommercial speech signs.* Temporary signs that exclusively express noncommercial speech.

(A) For purposes of this section, signs announcing exhibits or awards, and signs for special events at places of assembly, schools, parks, or public buildings are deemed noncommercial speech.

(B) On-site temporary signs.

(i) *Maximum size and number.* A maximum of one sign is allowed per street frontage, whether in the form of a building sign or freestanding sign. Signs must not exceed 75 square feet in area.

(ii) *Maximum height.* Freestanding signs must not exceed a height of eight feet. No building sign shall be placed above the top of the wall on which it is located.

(iii) *Location.* Freestanding signs must be located at least 15 feet from public right-of-way and five feet from side or rear lot lines not adjacent to a street.

(iv) *Design.* Stringers and balloons less than 24 inches in diameter may be used with the sign or may be used alone for an on-site temporary noncommercial speech sign.

(v) *Time period for signage.* Signs are limited to a maximum of 60 days per year per site, not to exceed 12 occasions per year per site.

(vi) *Illumination.* Signs may be illuminated so long as the leading edge of the sign has a minimum separation of 50 feet from any property that is both residentially zoned and residentially used.

(C) Off-site temporary signs for special events.

(i) *Number.* A maximum of two signs per street frontage per site, not to exceed 60 total temporary off-site signs per event.

(ii) *Size.* Signs must not exceed six square feet in area.

(iii) *Height.* Freestanding signs must not exceed a height of three feet. No building sign shall be placed above the top of the wall on which it is located.

(iv) *Design.* Stringers and balloons may not be used with off-site temporary noncommercial speech signs.

(v) *Time period for signage.* Signs are limited to a maximum of four events per year and 14 days per event.

(vi) *Permission of property owner.* The person responsible for the sign must have the permission of the property owner where the sign is erected.

(D) *Types of permitted signs.* Banners, including banners on buildings, freestanding signs, A-Frame signs, and noncommercial flags are permitted types of signs if they meet all other requirements of the city code.

(2) *Temporary signs during construction on a development site.* One building or freestanding sign per public or private street frontage of a development site while construction is taking place on the development site, subject to the following standards:

(A) *Size.* Signs must not exceed 64 square feet in nonresidential zoning districts and 32 square feet in residential zoning districts.

(B) *Height.* A freestanding sign must not exceed a height of 15 feet in nonresidential zoning districts and six feet in residential zoning districts.

(C) *Location.* A freestanding sign must be located a minimum of 15 feet from public right-of-way and five feet from side or rear lot lines not along streets.

(D) *Erection and removal.* Sign(s) of a project approved by the city may be erected at the time of the issuance of a building permit and must be removed ten days after issuance of the first temporary or permanent certificate of occupancy.

(3) *Temporary signs during home construction or improvement.* One sign while home construction or improvement is taking place on the same lot where the sign is located, provided:

(A) *Size.* The sign must not exceed six square feet in area and four feet in height.

(B) *Location.* The sign must be located a minimum of ten feet from the public right-of-way.

(C) *Erection and removal.* The sign must be removed upon approval of the final inspection, or when the project is substantially completed, but in no event can be erected for longer than 90 days from the start of construction.

(4) *Temporary signs during home-based sales.* Four signs, no more than two of which may be displayed on each street frontage of a lot, while a home-based sale is taking place on a lot, provided:

(A) *Size.* The sign must not exceed six square feet in area and three feet in height.

(B) *Permission of property owner.* If displayed on a lot other than the lot where the home-based sale is taking place, the person responsible for the sign must have the permission of the property owner where the sign is erected.

(C) *Removal.* The sign may be displayed for a maximum time period of seven days per home-based sale.

(5) *Temporary signs during real estate sales.*

(A) *Single- or two-family lot real estate sales.* One sign per street frontage, and a maximum of two signs per lot, located on the lot that is subject to a real estate sale, provided:

(i) *Size and height.* The sign must not exceed ten square feet in area and six feet in height.

(ii) *Location.* The sign must be located a minimum of ten feet from any public right-of-way.

(iii) *Removal.* The sign must be removed seven days after a property sale closing or when dwelling units on the lot are no longer for lease.

(B) *Off-site signs during real estate sales for single- or two-family lots.* Four signs, with a maximum of two signs per street frontage on any lot, while a sales agent is present on the lot that is subject to the real estate sale, provided:

(i) *Size and height.* The sign must not exceed six square feet in area and three feet in height.

(ii) *Permission of property owner.* If erected on a lot or site other than the lot subject to the real estate sale, the person responsible for the sign must have the permission of the property owner where the sign is erected.

(iii) *Removal.* The sign must be removed once the sales agent is no longer present on the lot subject to the real estate sale.

(C) *Signs during real estate sales for all other uses.* One sign per public or private street frontage is allowed subject to the following standards:

(i) *Size.* A sign adjacent to I-35W, I-494, and TH-77 must not exceed 32 square feet, and a sign adjacent to other street frontages must not exceed 16 square feet.

(ii) *Height.* A freestanding sign must not exceed a height of eight feet.

(iii) *Location.* The sign must be located a minimum of 15 feet from public right-of-way and five feet from side or rear lot lines not along streets.

(iv) *Attachment to existing signs.* If an existing freestanding or building sign exists on site, a sign that is otherwise compliant with this section may be attached to the existing sign.

(v) *Removal.* The sign must be removed seven days after the site sale closing or when dwelling units or other tenant space is no longer for lease on the site.

(6) *Temporary signs for new multi-family buildings.* One building sign, located on-site and not exceeding 100 square feet, per street frontage for two years after a certificate of occupancy is issued for a new multi-family building.

(7) *Temporary signs on property with commercial or industrial uses presenting employment opportunities.* One freestanding sign or wall sign per street frontage, located on the site of a commercial or industrial use with an on-site business that has employment opportunities available, provided:

(A) *Size, height, and location.*

(i) *Freestanding signs.* A freestanding sign must not exceed 16 square feet in area or six feet in height, and must be located a minimum of 15 feet from any public right-of-way.

(ii) *Building signs.* A building sign must not exceed 100 square feet and must not be placed above the highest outside wall.

(B) *Design.* No stringers or balloons may be used with the sign.

(8) *Temporary signs on approved undeveloped sites.* One building or freestanding sign per public or private street frontage of a development site after development plans or plats have been approved for future development by the City Council, Planning Commission, or Planning Manager, subject to the following standards:

(A) *Size.* A sign adjacent to I-35W, I-494, and TH-77 must not exceed 64 square feet, and a sign adjacent to other street frontages must not exceed 32 square feet.

(B) *Height.* A freestanding sign must not exceed a height of 15 feet in nonresidential districts and six feet in residential districts.

(C) *Location.* A freestanding sign must be located a minimum of 15 feet from public right-of-way and five feet from side or rear property boundaries.

(D) *Removal.* The sign must be removed within ten days after the issuance of the first temporary or permanent certificate of occupancy, prior to occupancy, or, in the case of a residential subdivision, when 75% of the lots are sold.

(9) *Temporary signs for farmers markets and arts and craft festivals.* When a farmer's market or arts and crafts festival is being held on a lot or site, the following signage is exempt from permit when displayed no more than 24 hours prior to, or no more than three hours after closure, of the farmer's market or arts and crafts festival:

(A) *On-site.* No more than two signs per street frontage, provided:

(i) *Size.* The sign must not exceed 50 square feet.

(ii) *Location.* Unless the farmer's market or arts and crafts festival has approval to operate in the public right-of-way, the sign must be located a minimum of five feet from any public right-of-way.

(iii) *Height.* A freestanding sign must not exceed a height of eight feet. Building signs must not be located above the highest outside wall of a structure.

(B) *On-site vendor signs.* One sign, not to exceed 20 square feet in area, for each farmer's market vendor or arts and crafts festival vendor, located in their respective vendor area.

(C) *Off-site.* Four signs, with a maximum of two signs per street frontage on any lot or site, that may be erected on or off the lot or site holding the farmer's market or arts and crafts festival, provided:

(i) *Size and height.* The sign must not exceed six square feet in area and three feet in height.

(ii) *Location.* The sign must be located a minimum of five feet from any public right-of-way.

(iii) *Permission of property owner.* If displayed on a lot or site other than the lot or site holding the farmer’s market or arts and crafts festival, the person responsible for the sign must have the permission of the property owner where the sign is erected.

(c) *Temporary signs during commercial promotions; permit required.* The City Council finds that many businesses have temporary promotions during the year that last for a limited time, and that businesses typically use temporary signage to communicate these temporary promotions to the public. The City Council further finds that, if left entirely unregulated, signs posted during temporary promotions could remain in place indefinitely or perform functions better performed by permanent signage. The following regulations have been formulated to address the need for temporary signs in connection with temporary commercial promotions. All temporary signage regulated by this subsection is subject to the sign permit requirement of § 14.553.

(1) *On-site.* On-site signs for commercial promotions are allowed, subject to the following standards:

(A) *Maximum number and size.* A maximum of one sign is allowed per street frontage, whether in the form of a building sign or freestanding sign. A sign must not exceed 75 square feet in area.

(B) *Maximum height.* A freestanding sign must not exceed a height of eight feet. No building sign shall be placed above the top of the wall on which it is located.

(C) *Location.* A freestanding sign must be located a minimum of 15 feet from public right-of-way and five feet from side or rear lot lines not adjacent to a street.

(D) *Design.* Stringers and balloons less than 24 inches in diameter may be used with the sign or may be used alone for a temporary commercial promotion sign.

(E) *Time period for signage.* At a single-tenant site, signs are limited to a maximum of 60 days per year, not to exceed 12 occasions per year. A multi-tenant site is limited to signs for a maximum of 120 days per year, not to exceed 12 occasions per year for all tenants and a limit of 60 days per individual tenant per calendar year.

(F) *Types of permitted signs.* Banners, including banners on buildings, freestanding signs, A-Frame signs, and commercial flags are permitted types of signs if they meet all other requirements of the city code.

(2) *Off-site.* Off-site temporary signs for temporary commercial promotions are not permitted.

**§ 21.304.14 ESTABLISHMENT OF SIGN DISTRICTS.**

General allowances for commercial signage are assigned by sign district. All properties in Bloomington are assigned to a sign district based upon the base zoning designation of the property as shown in the following table:

<b>Sign Districts</b>	<b>Zoning Districts</b>
Class I Sign District	<b>R-1</b> Single-Family Residential District <b>RS-1</b> Large Lot Single-Family Residential District <b>R1-A</b> Restricted Large Lot Single-Family Residential District <b>SC</b> Conservation District

<b>Sign Districts</b>	<b>Zoning Districts</b>
Class II Sign District	<b>R-3</b> Townhouse Residential District <b>R-4</b> Multiple-Family Residential District <b>RM-12</b> Multiple-Family Residential District <b>RM-24</b> Multiple-Family Residential District <b>RM-50</b> Multiple-Family Residential District <b>RM-100</b> Multiple-Family Residential District <b>RO-24</b> Residential Office District <b>B-1</b> Neighborhood Office District <b>I-1</b> Industrial Park District
Class III Sign District	<b>B-2</b> General Commercial District <b>C-1</b> Freeway Office and Service District <b>C-2</b> Freeway Commercial District <b>C-3</b> Freeway Commercial Center District <b>C-4</b> Freeway Office District <b>CR-1</b> Regional Commercial District <b>CO-1</b> Commercial Office District <b>CS-0.5</b> Commercial Service District <b>CS-1</b> Commercial Service District <b>I-2</b> Limited Industry District <b>I-3</b> General Industry District <b>IP</b> Industrial Park District <b>FD-2</b> Freeway Development District <b>IT</b> Innovation and Technology District
Class IV Sign District	<b>CX-2</b> Mixed Use District
Class V Sign District	<b>HX-R</b> High Intensity Mixed Use with Residential District <b>B-4</b> Neighborhood Commercial Center District <b>C-5</b> Freeway Mixed Use District <b>LX</b> Lindau Mixed Use District <b>TI</b> Transitional Industrial District

**§21.304.15 SIGN TYPES ALLOWED BY SIGN DISTRICT.**

(a) *Purpose.* The sign type allowance table in this section depicts the types of permanent signs allowed within each sign district.

(b) *Table key.* The following labeling conventions apply to the sign type allowance table in this section.

(1) *Sign definitions.* Sign types are defined in [§ 21.304.07](#).

(2) *Permitted signs.* Signs identified in the sign district column with the letter “P” are allowed as permitted signs in the respective sign district.

(3) *Prohibited signs.* Signs not associated with a letter in the sign district are prohibited in that respective sign district.

(4) *Standards.* For ease of reference, sign types for which specific standards apply include a table reference to the applicable code section.

(c) *Signs allowed by sign district*

	Sign Districts					
Sign Types	Class I	Class II	Class III	Class IV	Class V	Sign Type Standards
<b>Freestanding Signs</b>						§ 21.304.16
Monument Signs	P	P	P	P	P	
Pylon Signs			P <sup>1</sup>			
Menu Boards			P		P	
Light Pole Sign	P <sup>2</sup>					
Directional/Incidental Signs	P	P	P	P	P	
<b>Building Signs</b>						§ 21.304.17
Wall Signs	P	P	P	P	P	
Projecting Signs	P	P	P	P	P	
Suspended Signs	P	P	P	P	P	
Awning Signs	P	P	P	P	P	
Canopy Signs	P	P	P	P	P	
Service Area Canopy Signs		P <sup>3</sup>	P			
Window Signs <sup>4</sup>	P <sup>4</sup>	P <sup>4</sup>	P <sup>4</sup>	P <sup>4</sup>	P <sup>4</sup>	
Wall Graphic				P		
Directional/Incidental Signs	P	P	P	P	P	
<b>Table Notes:</b>						
1) Pylon signs are prohibited in the I-2, IP, and IT zoning districts.						
2) Light pole signs are permitted at college campuses and schools (K-12) only.						
3) Service area canopy signs are permitted in the I-1 zoning district only.						
4) Window signs are allowed for retail uses only within a ground-level window.						

**§21.304.16 FREESTANDING SIGNS.**

(a) *Applicability.* Regulations for freestanding signs are applicable to monument, pylon, incidental, and directional signs as defined in § 21.304.03.

(b) *General freestanding sign standards.*

(1) *Prohibitions.*

(A) *Clear view triangle.* No sign or sign structure taller than three feet in height may be located within a clear view triangle area as defined in § 19.03.

(B) *Encroachment into public easements.* No freestanding sign may encroach into or be located within a public easement of record without written approval from the Director of Public Works.

(2) *Foundation permit.* A freestanding sign may require a separate foundation permit when required by the Minnesota State Building Code.

(3) *Lighting.* Lighting integrated into or associated with freestanding signs is subject to standards in city code § 21.304.22 and § 21.301.07.

(4) *Planned developments.* When there are multiple contiguous properties within an approved Planned Development of record, the properties are considered one property for the purposes of freestanding signage allowances. Additional signs may be approved through planned development flexibility as specified in § 19.38.01.

(c) *Monument sign standards.* Monument signs must comply with the requirements in the following table according to the sign district in which they are located:

Sign District	Monument Sign Performance Standards				
	Maximum Number	Minimum Setbacks		Maximum Height	Maximum Area per Sign
		Along Public Streets	Side or Rear Yard		
<b>Class I</b>					
Neighborhood Identification Sign	2 per neighborhood	15 feet	5 feet	8 feet	40 sq. ft.
Nonresidential Use Signs	1 per public street frontage	15 feet	5 feet	8 feet	40 sq. ft.
<b>Class II</b>	1 per public street frontage	15 feet	5 feet	8 feet	40 sq. ft. for residential uses, 64 sq. ft. for nonresidential uses
<b>Class III</b>	1 monument or pylon sign per public street frontage	15 feet for signs 8 feet or less in height, 20 feet for signs taller than 8 feet	5 feet	20 feet (see table note 1)	0.4 sq. ft. of sign area per linear foot of lot frontage, up to a maximum of 100 sq. ft. (see table notes 2 and 3)

<b>Class IV</b>	1 per public street frontage	20 feet	5 feet	20 feet (see table note 1)	0.5 sq. ft. of sign area per linear foot of lot frontage, up to a maximum of 500 sq. ft. (see table note 3)
<b>Class V</b>	1 per public or private street frontage	15 feet	5 feet	8 feet	0.4 sq. ft. of sign area per linear foot of lot frontage, up to a maximum of 100 sq. ft. (see table notes 2 and 3)

**Table Notes**

- 1) When located adjacent to and oriented towards I-35W, I-494, and TH-77, the maximum height allowed for a monument sign is 45 feet at sites zoned CR-1, C-2, C-3, or CX-2 and 30 feet at all other sites.
- 2) When located adjacent to and oriented towards I-35W, I-494, and TH-77, the maximum area allowed for a monument sign is 200 square feet at sites zoned CR-1, C-2, or C-3 and 150 square feet at all other sites.
- 3) Each legally permitted monument sign is granted a minimum sign area allowance of 40 square feet irrespective of lot frontage.

(d) *Pylon sign standards.* Pylon signs must comply with the requirements in the following table according to the sign district in which they are located:

Sign District	Pylon Sign Performance Standards				
	Maximum Number	Minimum Setbacks		Maximum Height	Maximum Area per Sign
		Along Public Streets	Side or Rear Yard		
<b>Class III</b>	1 monument or pylon sign per public street frontage	15 feet for signs 8 feet or less in height, 20 feet for signs taller than 8 feet	5 feet	20 feet (see table note 1)	0.35 sq. ft. of sign area per linear foot of lot frontage, up to a maximum of 100 sq. ft. (see table notes 2 and 3)

**Table Notes**

- 1) When located adjacent to and oriented towards I-35W, I-494, and TH-77, the maximum allowed height for a pylon sign is 45 feet at sites zoned CR-1, C-2, or C3 and 30 feet at all other sites.
- 2) When located adjacent to and oriented towards I-35W, I-494, and TH-77, the maximum area allowed for a pylon sign is 200 square feet at sites zoned CR-1, C-2, or C-3 and 150 square feet at all other sites.
- 3) Each legally permitted pylon sign is granted a minimum sign area allowance of 40 square feet irrespective of lot frontage.

(e) *Menu boards.* Menu boards are allowed as part of permitted drive-throughs in addition to the signage allowances in subsections (c) and (d) above, subject to the following standards:

(1) *Number, size, and height.*

(A) *Primary menu board.* One primary menu board up to 36 square feet in area and eight feet in height is allowed per order station.

(B) *Secondary menu board.* One secondary menu board up to 15 square feet in area and six feet in height is allowed per drive-through.

(2) *Separation from residential.* Menu boards must be located at least 75 feet from a property that is zoned and used residentially.

(f) *Special freestanding sign provisions.* The following special freestanding sign provisions are applicable across all sign districts:

(1) *College campuses and schools (K-12).* Freestanding signage allowances at college campuses and schools (K-12) are as follows in place of the sign number, height, and size regulations in subsection (c) above:

(A) *Primary identification signs.* Each college campus or school is permitted one primary identification sign per arterial street frontage, up to 100 square feet in area and 20 feet in height.

(B) *Secondary identification signs.* Each college campus or school is permitted two secondary identification signs up to 50 square feet in area and ten feet in height.

(C) *Light pole signs.* College campuses and schools may erect light pole signs subject to the following standards:

(i) *Number.* The maximum number of light pole signs at a college campus or school site is one per acre, rounded to the nearest acre.

(ii) *Location.* The sign must be located at least 15 feet from public right-of-way and five feet from side or rear lot lines not abutting a street.

(iii) *Size.* The sign must not exceed 20 square feet.

(iv) *Height.* The sign must not exceed a height of 20 feet.

(2) *High usage parks, playfields, and golf courses.* Freestanding signage allowances at high usage park sites (Bush Lake Beach, Valley View Playfield, Gene C. Kelly Playfield, Dred Scott Playfield, Moir Park, Mount Normandale Lake Park, and Hyland Regional Park), high school playfields (Jefferson, Kennedy, and Lincoln school fields), and golf courses (Dwan, Hyland Greens, and Minnesota Valley) are as follows in place of the sign number, height, and size regulations in subsection (c) above:

(A) *Main freestanding park sign.* One freestanding sign up to 80 square feet in area is allowed.

(B) *Additional freestanding park signs.* For parks with more than one public entrance, one additional freestanding sign up to 24 square feet in area is allowed per entrance.

(C) *Playfield entrance signs.* One freestanding sign, either monument or pylon, is permitted at the primary entrances of Jefferson, Kennedy, and Lincoln school fields subject to the following standards:

(i) *Size.* The sign must not exceed 200 square feet.

(ii) *Height.* The sign must not exceed a height of 20 feet.

(iii) *Setbacks.* The freestanding entrance sign must comply with setback requirements in subsection (c) above.

(D) *Outfield signs and scoreboard signs.* Outfield signs and scoreboard signs are permitted at Dred Scott Playfield, Valley View Playfield, Gene C. Kelly Playfield, Smith Park, Jefferson School Field, Kennedy School Field, and Lincoln School Field.

#### **§ 21.304.17 BUILDING SIGNS (WALL, AWNING, CANOPY, PROJECTING, ETC.).**

(a) *Purpose.* Building signs must comply with the following performance standards.

(b) *Building sign types.* Regulations for building signs are applicable to sign types that are permanently affixed to a building including, but not limited to, wall, projecting, suspended, canopy, and awning signs, as defined in § 21.304.07.

(c) *Basic design elements of building signs.*

(1) *General standards.*

(A) *Building sign number allocation.* The number of building signs allocated on a per elevation basis may not be reallocated from one building elevation to another to increase the number of signs on a particular elevation beyond the maximum number allowed in subsection (d).

(B) *Building sign area allocation.* Building signage areas allocated on a per elevation basis may not be reallocated from one building elevation to another to increase signage area on a particular elevation beyond the maximum amount allowed in subsection (d).

(C) Building signs must not extend above the roof or parapet wall line.

(D) *Illumination.* The illumination of building signs is subject to standards in § 21.304.22 and § 21.301.07.

(2) *Wall signs.*

(A) Wall signs must not extend outward more than 24 inches from the building or structure wall.

(B) The linear measurement of any wall sign must not exceed 80% of the linear frontage of the applicable facade of the building.

(3) *Awning signs.*

(A) The frame for the awning must be non-corrosive galvanized metal or aluminum.

(B) Awnings must have a maximum projection of four feet

(4) *Projecting and suspended signs.*

(A) *Minimum clearance.* Projecting and suspended signs must have a minimum clearance of eight feet above any sidewalk.

(d) *Building sign standards.* Building Signs must comply with the requirements in the following table according to the sign district in which they are located:

Sign District	Building Sign Standards		
	Maximum Number of Building Elevations with Signage	Maximum Number of Building Signs Allowed	Maximum Total Area of Allowed Signage per Building Elevation
<b>Class I</b> (Building signs are only allowed for multiple-family residential buildings 20 units or greater and nonresidential uses)	1 per public street frontage	3 per building elevation	Residential uses – 40 sq. ft. Nonresidential uses – 50 sq. ft.

<b>Class II</b>	1 per public street frontage	3 per building elevation	Residential uses – 40 sq. ft. Nonresidential uses – 100 sq. ft.
<b>Class III</b>	4	No limit	1.25 sq. ft. per linear foot of tenant space or building frontage with no individual sign exceeding 250 square feet
<b>Class IV (CX-2)</b>			
Mixed use center identification sign	4	1 per building elevation	2,500 sq. ft.
Tenant identification signs	4	8 per building elevation	1,000 sq. ft.
<b>Class V</b>	4	Residential uses – 1 per building elevation Nonresidential uses – No limit	Residential uses – 50 sq. ft. Nonresidential uses – 1 sq. ft. per linear foot of tenant space or building frontage with no individual sign exceeding 150 square feet

(e) *Special building sign provisions.* The following special building sign provisions are applicable across all sign districts:

(1) *Window signs.* In addition to building signage allowed in subsection (d) above, window signs are allowed for retail uses only within a ground-level window, but limited to a maximum coverage of 25% of any individual window on which they are affixed or installed.

(2) *Buildings seven stories or greater, nonresidential.* Nonresidential buildings that are seven stories or greater in height are limited to one building sign per elevation located above the second story of the building. Building signs are allowed on all building elevations. The maximum total area of allowed building signage per building elevation is two square feet per linear foot of building frontage. No individual building sign may exceed 400 square feet in size.

(3) *Service area canopy signs.* In addition to building signage allowed in subsection (d) above, service area canopies may have two additional signs up to a maximum size of 40 square feet each per service area canopy.

(4) *College campus signs.* Building signs are allowed on all elevations of buildings associated with a college campus with a maximum number of eight signs per building elevation. Total signage area must not exceed one square-foot per linear foot of building frontage.

(5) *Signs on parking structures.* Building signs may be installed on associated parking structures that are three stories or taller, with the following limitations:

(A) *Building elevation limitations.* Building signs installed on parking structures are limited to building elevations that face public or private streets only.

(B) *Number of signs.* The maximum number of signs allowed on an elevation of a parking structure is one sign.

(C) *Sign size.* The total area of building signage allowed on a single building elevation is 150 square feet.

#### **§ 21.304.18 ELECTRONIC SIGNS.**

(a) *Findings and purpose.* Studies show a positive correlation between electronic signs that display changing messages or graphics and driver distraction. Distracted driving can result in increased traffic crashes or other hazardous events. The standards within this section are intended to minimize potential driver distraction, hazards to public safety, and related nuisance characteristics associated with electronic signs.

(b) *Size.* An electronic sign may not exceed 150 square feet.

(c) *Setback from residential.* The leading edge of an electronic sign must be located at least 100 feet from any parcel that is both residentially zoned and residentially used.

(d) *Operational requirements.* Electronic signs are subject to the following operational requirements:

(1) *Dwell time.*

(A) Electronic changeable copy signs must have a static display for a minimum of eight seconds.

(B) Electronic graphic display signs must have a static display for a minimum of ten minutes.

(2) *Transition.* The change sequence of any electronic sign must be accomplished by means of instantaneous repixelization. Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of movement is prohibited.

(3) *Brightness.* Electronic signs must not exceed maximum luminance specified in § 21.301.07 as measured from the sign's face at maximum brightness.

(4) *Dimmer control.* Electronic signs must have an automatic dimmer control to produce a distinct lumination change from a higher lumination level to a lower level for the time period between one-half hour before sunset and one-half hour after sunrise.

(5) *Audio or pyrotechnics.* Audio or any form of pyrotechnics are prohibited in association with an electronic sign.

(6) *Nighttime use.* When located within 150 feet of a site that is both residentially zoned and residentially used, an electronic sign must be static or turned off between the hours of 9:00 p.m. and 7:00 a.m.. The following sign types are exempt from the nighttime use limitation:

(A) Price signs designed to change infrequently; and

(B) Electronic signs that are oriented so that no portion of the sign face is visible from a permitted principal structure on a site that is both residentially zoned and residentially used.

#### **§ 21.304.18 VIDEO SIGNS.**

(a) *Findings and purpose.* Studies show a positive correlation between video signs and driver distraction. Distracted driving can result in increased traffic crashes or other hazardous events. The following standards are intended to minimize potential driver distraction, hazards to public safety, and related nuisance characteristics associated with video signs.

(b) *Orientation.* In all sign districts, the video sign must be placed, illuminated, and oriented in a manner that meets traffic safety standards and so that no portion of the sign face is visible from:

- (1) an existing or permitted principal structure on any residential lot; or
- (2) any traveled highway, street, trail, or bikeway.

(c) *Size.* Video signs must not exceed 50 square feet.

(d) *Operational requirements.* Video signs are subject to the following operational requirements:

(1) *Brightness.* Video signs must not exceed maximum illumination levels specified in § 21.301.07(c)(5), measured from the sign's face at maximum brightness.

(2) *Dimmer control.* Video signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one-half hour before sunset and one-half hour after sunrise.

(3) *Audio or pyrotechnics.* Audio or any form of pyrotechnics are prohibited as part of a video sign.

#### **§ 21.304.20 BILLBOARDS.**

(a) *Purpose, intent, and findings.* The City Council finds that large, off-premise advertising signs known commonly and in this city code as billboards create an immediate safety risk to the public by diverting the attention of persons operating vehicles from the surrounding travelways. The City Council further finds that billboards create visual obstructions that have undesirable effects to adjacent property owners and businesses and harm the overall aesthetics of the community's physical environment. This section promotes the general health, safety, and welfare and directly advances the City's substantial government interests by prohibiting the construction of new billboards in the city and confirming the legal nonconforming status of pre-existing billboards in the city. Furthermore, this section imposes reasonable regulations on legally nonconforming billboards to abate nuisance characteristics associated with billboards and to promote the public health, safety, and welfare by requiring proper construction and maintenance, prohibiting features most likely to cause distraction amongst persons operating vehicles, and reducing obstructions and visual clutter that harms the overall physical environment and aesthetics of the community.

(b) *Billboard prohibition.* Billboards are prohibited in all sign districts, unless expressly permitted by this sign code.

(c) *Billboards in existence on August 6, 2009.* Billboards legally in existence on August 6, 2009, shall have the status and rights of a legally established nonconforming sign pursuant to § 21.304.23 and M.S. § 462.357, subd. 1e, as it may be amended from time to time. To protect the public health, welfare, and safety, and to prevent and abate nuisances, pursuant to Minn. Stat. § 462.357 subd. 1e(b), all billboards, including legally established nonconforming billboards, are subject to the following regulations:

(1) *Mounting.* Billboards must be erected on single poles and maintained as required by § 21.304.21.

(2) *Signs per face.* No billboard structure may contain more than two signs per face.

(3) *Animation.* No animation is permitted on billboards.

(4) *Maximum length.* The length of any billboard, including trim and extensions, must not exceed 50 feet.

(5) *Maximum copy area.* The copy area for each billboard face is limited to 14 feet by 48 feet with no copy, projection, or extension to the top, sides, or bottom.

(6) *Maximum height.* No portion of any billboard, including the face, trim, or extensions, may exceed 40 feet above grade.

(7) *Roof-mounting.* No billboard shall be erected on or above the roof of any building.

(8) *Rotation.* No billboard or portion thereof may turn on an axis, rotate, revolve, or otherwise physically move.

(9) *Maximum depth.* The maximum depth of each sign face, measured from the outside, back to front, of each display panel surface, must not exceed two feet.

(10) *Electronic display techniques.* Any billboard utilizing electronic display techniques in whole or in part must meet the following operational regulations:

(A) *Dwell time.* The full billboard image or any portion thereof must have a static display with a minimum duration of 10 minutes.

(B) *Transition.* Where the full billboard image or any portion thereof changes, the change sequence must be accomplished by means of instantaneous re-pixelization.

(C) *Brightness.* The billboard must not exceed maximum illumination levels specified in § 21.301.07(c)(5), measured from the billboard's face at maximum brightness.

(D) *Dimmer control.* The billboard must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one-half hour before sunset and one-half hour after sunrise.

(E) *Audio or pyrotechnics.* Audio or any form of pyrotechnics are prohibited as part of a billboard.

(F) *Flashing.* No portion of any billboard may display the characteristics of a flashing sign.

(G) *Video display.* No portion of any billboard may display the characteristics of a video sign.

(d) *Billboards permitted to continue.* The owner of a legally established nonconforming billboard permitted to continue after destruction, as provided in § 21.304.23, must apply for a sign permit to continue the billboard. The issuing authority may impose reasonable conditions on the sign permit to mitigate any new impacts upon adjacent properties.

#### **§21.304.21 SIGN CONSTRUCTION AND MAINTENANCE STANDARDS.**

(a) *Construction standards.*

(1) *Conformance with building code.* All permanent signs must be constructed and erected in accordance with the requirements of the Minnesota State Building Code. Where required, a building permit must be obtained prior to the installation of a sign.

(2) *Conformance with electrical code.* All lit signs must be installed in accordance with the requirements of the Minnesota Electrical Code. Where required, an electrical permit must be obtained prior to the installation of a sign.

(b) *Maintenance standards.*

(1) *General maintenance.* All signs and sign structures must be maintained in a safe condition and kept in good repair and proper state of maintenance.

(2) *Maintenance activities.* Maintenance includes, but is not limited to, activities such as replacing or repairing the sign face, replacing lamps, repairing or replacing the foundation of freestanding signs, painting the base of a freestanding sign or trim of a building sign, and replacing fasteners or other hardware used to attach or assemble a sign.

(3) *Non-maintenance activities.* Activities that modify the sign in such a manner that results in increased sign height, physical expansion of the area or depth of the sign or its associated components, or relocation of the sign are not considered maintenance for the purposes of this sign code.

#### **§ 21.304.22 SIGN LIGHTING.**

(a) *Interference with traffic.* No lighting may be used in any way in connection with a sign unless it is effectively shielded so as to prevent beams or rays of light from being directed at any portion of the main-traveled way of the public roadway, bikeway, trail, or onto any residential property, or is of such low intensity or brilliance as not to cause glare or to impair the vision of a person operating a vehicle, or to otherwise interfere with a person's operation of a vehicle.

(b) *Underground electrical service.* All luminated freestanding identification signs must have underground electrical service.

(c) *Lighting standards.* Lighting integrated into or associated with a sign must comply with the standards of § 21.301.07, including sign brightness.

(d) *Dimmer control.* All luminated signs must have a dimmer to control sign brightness.

(e) *Temporary sign lighting.* Except for temporary decorations, temporary signs must not be lit unless otherwise noted in § 21.304.13.

(f) *Proximity to residential.* Luminated signs must have a minimum separation of 100 feet from the leading edge of a sign to any adjacent parcel that is both residentially zoned and residentially used if the sign face is visible from the adjacent residential property.

#### **§ 21.304.23 NONCONFORMING SIGNS.**

(a) Pursuant to M.S. § 462.357, subd. 1e, as it may be amended from time to time, a legally established nonconforming permanent sign may continue, including through repair, replacement, restoration, maintenance, or improvement, but not including expansion, only in compliance with the provisions of this section.

(b) *Expansion.* For purposes of this sign code, expansion means:

- (1) An increase to the sign area that increases the level of nonconformity;
- (2) An increase to the height of the sign that increases the level of nonconformity;
- (3) An increase to the dimensions of the sign cabinet or increase in the depth of the sign;

or

(4) Removal of the sign and installation of the sign at a new location.

(c) A legally established nonconforming sign may not be expanded except to bring the sign into compliance with this sign code, unless a sign variance, master sign plan or planned development flexibility is approved that allows the proposed level of nonconformity.

(d) A legally established nonconforming sign must not resume if:

(1) The sign is an abandoned sign; or

(2) The sign or is destroyed by fire or other peril to the extent of greater than 50% of its market value, as indicated in the records of the city assessor at the time of damage, and no sign permit has been applied for within 180 days of the when the sign was damaged. In this case, the city may impose reasonable conditions on the sign permit in order to mitigate any newly created impact on adjacent property.

#### **§ 21.304.24 SIGN VARIANCES.**

(a) *Purpose.* Sign variances provide a means to approve deviation from the sign code or other city code requirements related to sign size, sign height, sign location, or number of signs, where practical difficulties exist because of conditions or circumstances unique to an individual property. The purpose of this section is to establish the procedures for requesting a sign variance and the requirements for issuing a sign variance.

(b) *Authority.* The City Council shall serve as the board of appeals and adjustments pursuant to the provisions of Minnesota Statutes, §§ 462.354, subd. 2; 462.357, subd. 6; and 462.359, subd. 4, as they may be amended from time to time.

(c) *Where authorized.* Sign variances may be granted for the following:

(1) Sign size or height;

(2) Sign location;

(3) Number of signs; or

(4) Other dimensional feature.

(d) *Where required.* Prior to any city approval of a sign permit application that does not meet the standards of the city code, the City Council must approve a sign variance unless the city code provides an alternate means of deviation.

(e) *Initiation.* A sign variance application must be initiated by the owner of land upon which a variance is proposed or by the issuing authority. If originally denied, a sign variance application for the same item may not be resubmitted until one year after the original denial.

(f) *Review.* Sign variances must be acted upon by the City Council. The Planning Commission must hold a public hearing and offer a recommendation on all sign variances except those that qualify for hearing examiner review under § 2.10.

(g) *Conditions of approval.* The City Council may impose conditions in the granting of a sign variance. A condition must be directly related to and must bear a rough proportionality to the impact created by the sign variance.

(h) *Findings.* Sign variance applications may be granted if applicant demonstrates, and the issuing authority makes, all findings required by this subsection. The issuing authority must apply the criteria in a content-neutral manner, not taking into consideration the communicative content of the sign or proposed sign.

- (1) The variance is in harmony with the general purposes and intent of the sign code and other applicable sections of the city code;
- (2) The variance is consistent with the Comprehensive Plan;
- (3) The applicant for the variance establishes that there are practical difficulties in complying with the sign code, and strict compliance with the sign code would deprive the applicant of a reasonable use of a sign, consistent with the purpose of the sign. Economic considerations alone do not constitute practical difficulties;
- (4) The property owner proposes to use the sign in a reasonable manner not permitted by the sign code or other applicable sections of the city code;
- (5) The plight of the landowner is due to circumstances unique to the property not created by the landowner; and
- (6) The variance, if granted, will not alter the essential character of the locality, or deter or negatively affect the travelling public on roads or highways adjacent to the sign.
  - (i) *Recording.* A certified copy of the resolution approving a sign variance must be recorded with the county.
  - (j) *Expiration.* Expiration of sign variances is governed by § 19.23.01.
  - (k) *Use variance prohibited.* No sign variance may be granted that would allow a sign not of a type allowed at the lot or site subject to the sign variance application.
  - (l) *Content.* Sign variance applications must include all information required in § 2.85.04(k).
  - (m) *Notice.* In addition to the notice requirements set forward in § 21.502.01, if the sign variance application pertains to a variance within the Floodplain District, notice must also be given to the Minnesota Department of Natural Resources at least ten days prior to the date of the hearing.

#### **§ 21.304.25 COMPREHENSIVE SIGN PLANS.**

- (a) *Purpose.* The City Council finds that a comprehensive sign plan purpose is to establish a fair and equitable process for complex signage situations that:
  - (1) Accommodate the needs for a well-maintained, safe, and attractive community; and
  - (2) Provide effective communications, including business identification.
- (b) *Consistency with the sign code.* A comprehensive sign plan for a multi-tenant building must be consistent with all regulations of this sign code.
- (c) *Comprehensive sign plan allowance.* Comprehensive sign plans may only be submitted for sites or planned developments that have multi-tenant buildings. A comprehensive sign plan is a discretionary tool that can be used to establish the following, as determined by the property owner(s) or their authorized representative(s):
  - (1) *Building sign area allocation.* A comprehensive sign plan may allocate the total allowed sign area of an individual building elevation amongst all the tenants or occupants of a building.
  - (2) *Building sign location.* A comprehensive sign plan may establish required mounting or installation locations for building signs.
  - (3) *Building sign construction type.* A comprehensive sign plan may establish uniformity of building sign construction (cabinet or channel).

(d) *Limitations.* A comprehensive sign plan may not be used for the following:

(1) *Reallocation of signage to other building elevations.* A comprehensive sign plan may not be used to reallocate unused building sign area to other building elevations or increase the maximum number of signs allowed on an individual building elevation.

(2) *Sign text requirements.* A comprehensive sign plan may not be used to specify mandatory fonts or precise sizes of text incorporated into a building sign.

(e) *Minimum application requirements.* A comprehensive sign plan application must include the following content, unless exempted by the Planning Manager.

(1) *Property owner consent.* All applications for a new or revised comprehensive sign plan must be signed by the property owner(s) or authorized representative(s).

(2) *Written documentation.* A description of the purpose or intent of the comprehensive sign plan.

(3) *Plans and other documentation.*

(A) *Sign area allocation.* If allocating the total sign area of a building elevation amongst tenants and occupants, the signage area allowance for each tenant space must be documented in both visual and tabular forms.

(B) *Sign location.* If establishing required installation or mounting locations for building signage, plans or written documentation must be provided specifying these locations in detail as determined by the Planning Manager.

(C) *Sign construction type.* If establishing uniformity of sign construction, plans or written documentation must be provided specifying the construction type for all building signs.

(4) *Application fee.* The required application fee as established in Appendix A of this city code.

#### **§ 21.304.26 MASTER SIGN PLANS.**

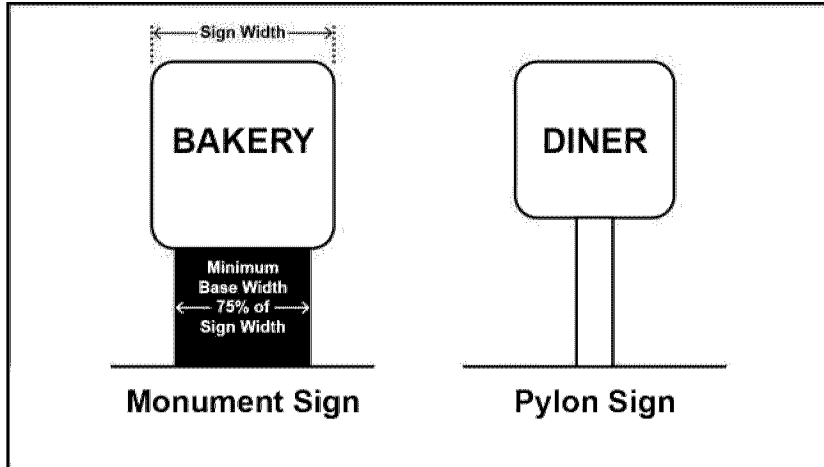
(a) *Purpose.* To support a dynamic and vibrant environment desired for the South Loop District, as defined in the Bloomington Comprehensive Plan, flexibility to sign regulations of this sign code, including the number, size, location, and type of signs, may be granted by the City Council.

(b) *Application review and approval process.* Application submittal, review, and approval procedures are outlined in § 21.501.06.

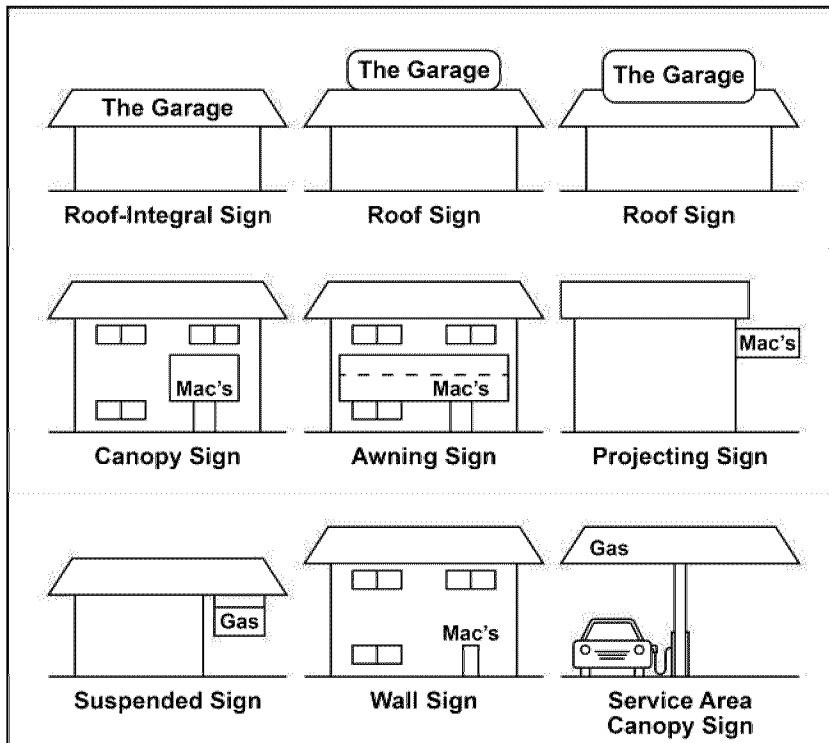
(c) *Billboards.* Master sign plans may not be utilized for the purposes of seeking flexibility to the billboard regulations of this sign code.

#### **§ 21.304.27 GRAPHIC ILLUSTRATIONS OF SIGN TYPES.**

(a) *Freestanding signs.*



(b) Building signs.



(c) Temporary signs.

