

Subd. 11. Signs:

City of Shorewood

a. Purpose: This subdivision is established to protect and promote health, safety, general welfare and order within the City of Shorewood through the establishment of a comprehensive and impartial set of standards, regulations and procedures governing the type, numbers, size, structure, location, height, lighting, erection, use and/or display of devices, signs or symbols serving as a visual communication media to persons situated within or upon public rights-of-way or properties. The provisions of this subdivision are intended to encourage opportunity for effective, orderly communication by reducing confusion and hazards resulting from unnecessary and/or indiscriminate use of communication facilities.

b. Permitted and Prohibited Signs:

(1) Permitted Signs: The following signs are allowed without a permit, but shall comply with all other applicable provisions of this Ordinance:

(a) Public signs.

(b) Address signs.

(c) Integral signs. (Ord. 168, 6-24-85)

(d) Political campaign signs. Shall not exceed six (6) square feet in all Residential Districts, or twelve (12) square feet in all other zoning districts. Every campaign sign must contain the name and address of persons responsible for such sign, and that person shall be responsible for its removal. Signs shall be permitted on each lot for a period of ninety (90) days prior to and ten (10) days after an election. The City shall have the right to remove and destroy unsightly signs or remove signs after the ten (10) day limit and assess a fee of one dollar (\$1.00) per sign.

Campaign signs shall not be located closer than ten feet (10') from any street surface, and shall not be placed in front of any property without the consent of the property owner. (Ord. 270, 2-22-93)

(e) Holiday signs. Displayed for a period not to exceed thirty (30) days and no larger than thirty two (32) square feet in area.

(f) Construction signs. Such signs shall be confined to the site of the construction, alteration or repair, and shall be removed within two (2) years of the date of issuance of the first building permit or when the particular project is completed, whichever is sooner as determined by the City Building Official or his agent. One sign shall be permitted for each major street the project abuts. No sign may exceed fifty (50) square feet.

(g) Real estate sale or rental signs. Signs must be removed within fourteen (14) days after sale or rental of property. Signs may not measure more than six (6) square feet in Residential Districts, nor more than twenty (20) square feet in all other districts. There shall be only one sign per premises. Corner properties, however, may contain two (2) signs, one per frontage. Lakeshore lots may contain two (2) signs, one in the front and one facing the lake.

(h) Informational/directional signs. Shall not be larger than three (3) square feet and shall conform to the location provisions of the specific district.

(i) Owner-occupant signs. One residential name sign, not to exceed two (2) square feet in area, identifying only the name of the owner or occupant of a residential building.

(2) Prohibited Signs: The following signs are specifically prohibited by this Ordinance:

(a) Any sign which obstructs the vision of drivers or pedestrians, or detracts from the visibility of any official traffic-control device.

(b) Any sign which contains or imitates an official traffic sign or signal, except for private, on-premise directional signs.

(c) Any sign which moves, rotates, has any moving parts or gives the illusion of motion. Exempted are time and temperature information and barber poles. Moving message type signs may be permitted as an exception when their messages consist primarily of news, public announcements, etc. of a nonadvertising nature.

(d) Except for holiday signs and exceptions provided in provision c(4) below, any sign which contains or consists of banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or similar devices.

(e) Portable signs (except as provided in provision c(4) below).

(f) Signs which are attached in any manner to trees, fences, utility poles, or other such permanent supports.

(g) No sign shall be illuminated with any flashing or intermittent lights, nor shall it be animated. Exempted are time and temperature information and barber poles. All displays shall be shielded to prevent any light to be directed at on-coming traffic in such brilliance as to impair the vision of any driver. No device shall be illuminated in such a manner as to interfere with or obscure an official traffic sign or signal. No light shall be directed onto a lake so as to interfere with navigation thereon.

(h) Roof signs.

c. General Provisions:

(1) All signs shall comply with the Minnesota State Building Code as may be amended.¹

(2) When electrical signs are installed, the installation shall be subject to the State Building Code as may be amended.¹ (Ord. 168, 6-24-85)

(3) No portion of any sign shall be located within five feet (5') of any property line. No signs other than governmental signs and political campaign signs as provided in b(1)(d) of this subdivision shall be erected or temporarily placed within any street right-of-way or upon public lands or easements or rights-of-way. (Ord. 270, 2-22-93)

(4) The temporary use of signs, searchlights, banners, pennants, and similar devices shall require a permit. The permit shall be valid for seven (7) consecutive days. The permit shall be prominently displayed during the period of validity. Only two (2) temporary permits may be granted for any property within any twelve (12) month period. Temporary signs shall not exceed thirty two (32) square feet in area.

(5) No sign or sign structure shall protrude over a public right-of- way.

(6) All signs which require a permit shall display, in a conspicuous manner, the owner's name, permit number, and date the sign was erected.

(7) All height restrictions on signs shall include height of sign structure and be measured from lot grade.

(8) In the case of a two-faced, freestanding sign, where the two (2) faces of the sign are parallel and face in opposite directions, only one face shall be used in computing the allowable area of the sign.

(9) Any sign now or hereafter existing which no longer advertises or identifies a business conducted, service rendered, or product sold on the premises, shall be removed by the owner, agent, or person having the beneficial use or control of the building or structure upon which the sign may be found, within sixty (60) days from the date of vacancy.

(10) The regulations contained herein shall not apply to traffic signs or the flag, separate emblem or insignia of a nation, political unit, school or religious group, or integral signs. A sign inside a building is not included unless its face is visible only from the exterior of the building.

(11) All signs requiring a permit from the City shall be subject to review

and approval by the City Council.

d. Nonconforming Signs:

(1) The following are nonconforming signs:

(a) Prohibited signs.

(b) All other signs not prohibited that do not conform to the provisions of this Ordinance.

(c) Billboards and advertising signs (except as provided in provision e[3][b] of this subdivision).

(2) All nonconforming and prohibited signs created by this Ordinance except those signs exempted by State statutes shall be removed or brought into conformity with this Ordinance within the following time periods:

(a) Any sign in violation of prohibited signs: Six (6) months from the date of the enactment of this Ordinance.

(b) All other nonconforming signs: Three (3) years from the date of the enactment of this Ordinance, or upon approval of any building permit, whichever comes first.

(3) A nonconforming sign may not be:

(a) Changed to another nonconforming sign.

(b) Structurally altered except to bring into compliance with the provisions of this Ordinance.

(c) Expanded.

(d) Reestablished after its removal.

(e) Reestablished after damage of more than fifty percent (50%) of sign replacement cost except to bring into compliance.

(4) Nonconforming Sign Maintenance and Repair: Nothing in this subdivision shall be construed as relieving the owner or user of a legal nonconforming sign or owner of the property on which the legal nonconforming sign is located from the provisions of this subdivision regarding safety, maintenance, and repair of signs contained in subdivision 11c. Provided, however, that any repainting, cleaning, and other normal maintenance or repair of the sign or sign structure shall not modify the sign structure or copy in any way which makes it more nonconforming or the sign shall lose its legal nonconforming status.

e. District Regulations: The following sign standards by zoning district pertain to signs which require application and permit:

(1) R-1A Through R-3B Residential Districts:

(a) Area Identification Signs (Monument Type Only): One sign facing each bordering street shall be allowed for each development of twenty (20) or more units. Such sign shall not exceed thirty two (32) square feet in area. Such signs shall be erected only at the dedicated street entrance, may be indirectly illuminated, and shall not exceed a height of eight feet (8') above grade.

(b) Institution Signs: One sign not to exceed twenty (20) square feet in area. Such sign may be indirectly illuminated and shall not exceed a height of eight feet (8') above grade.

(c) Park Identification Signs: One sign facing each bordering street. Such sign shall not exceed twenty (20) square feet in area nor eight feet (8') in height. Such signs may be indirectly illuminated.

(d) Subdivision Plat Signs: No more than two (2) temporary signs advertising a new subdivision plat, provided each such sign does not exceed thirty two (32) square feet in area, identifying only the plat in which they are located, are nonilluminated, and are erected only at dedicated street entrances to the plat. Such signs shall be removed if construction of subdivision improvements is not in progress on the plat within sixty (60) days following the date of the sign erection or as soon as eighty percent (80%) of the lots are developed and sold.

(2) R-C Residential/Commercial and C-1 Commercial Districts: Subject to other conditions of this Ordinance, the following signs shall be allowed in the R-C and C-1 Districts:

(a) Signs are regulated in e(1) above.

(b) Business Signs: The maximum allowable total square footage of sign area per lot shall not exceed thirty six (36) square feet. Each lot will be allowed one freestanding sign and one wall sign or two (2) wall signs total. No freestanding sign shall exceed fifteen feet (15') in height. Signs may be indirectly illuminated.

(3) C-2 Through C-4 Commercial Districts: Subject to other conditions of this Ordinance, the following signs shall be allowed in the C-2 through C-4 Districts:

(a) Business Signs: The maximum number of signs for any principal

building shall be three (3) except by conditional use as provided in (c) below. The maximum total area for all signs shall be determined by taking ten percent (10%) of the gross silhouette area of the front of the building. Where the principal building is on a corner lot and thus faces two (2) public streets, both sides may be counted.

For purposes of determining the gross area of the silhouette of the principal building, the silhouette shall be defined as that area within an outline drawing of the principal building as viewed from the front lot line or from the related public street(s).

Each lot will be allowed only one freestanding sign except as provided in (c) below.

(b) Advertising Signs: Advertising signs are allowed, provided the number and size of such signs shall be subtracted from the allowable number and size of allowable business signs provided in (a) above. In no case shall the area of advertising signs exceed twenty five percent (25%) of the total allowable sign area.

(c) Conditional Uses: In the case of a shopping center or where there are two (2) or more business uses, a conditional use permit may be granted to the entire shopping center in accordance with an overall site and signage plan indicating the size, location and height of all signs. A maximum of ten percent (10%) of the gross area of the building silhouette shall apply to the principal building where aggregate allowable sign area is distributed among the several businesses. In the case of applying this conditional use permit to a shopping center, the shopping center may have two (2) freestanding signs identifying the shopping center.

(d) Freestanding signs shall not exceed twenty feet (20') in height.

(4) Signs Permitted in the PUD Planned Unit Development District: Signs permitted in PUDs shall be as approved by the City Council for each development and shall be consistent with the requirements for the district most closely associated with each use in the PUD. (Ord. 168, 6-24-85)

For PUDs containing twenty (20) acres or more of land, the City may allow larger construction signs than those allowed in b(1)(f) of this subdivision. In determining the size and allowable area of signs in a PUD, the City shall take into consideration the functional classification and designated speed limit of adjacent roads, and potential impact on adjoining residential areas. In no case shall the total allowable area of construction signs exceed three (3) square feet for each acre of land within the PUD. The total area of said sign shall not exceed three hundred (300) square feet nor shall any individual sign exceed two hundred (200) square feet in area. (Ord. 171, 8-12-85)

f. Permit Issuance; Fees:

(1) No sign shall be erected in the City of Shorewood until a permit to do so has been approved by the City Council and issued by the office of the Building Official (signs stipulated in b[1] above shall be exempt from this requirement). No permit shall be granted until the necessary fee has been paid and until the Building Official, or staff representative, has made a preliminary inspection of the sign before installation and has ascertained that the sign and method of installation comply with all requirements of this Ordinance. The Building Official may require that detailed plans and specifications be submitted with the application if necessary in his judgment. Following permit issuance and sign erection, the Building Official shall make a final inspection of said sign, and if it complies in every respect with the minimum standards set forth in this Ordinance, shall endorse on the permit his certificate of approval.

(2) Fees:

(a) Payment of Fees: The permit fee and other fees and charges set forth in this Ordinance shall be collected by the City before the issuance of any permits and the Building Official, or other persons duly authorized to issue such permit for which the payment of a fee is required under the provisions of this Ordinance, may not issue a permit until such fees shall have been paid¹.

(b) Double Fees: If a person begins work of any kind for which a permit from the City is required, without having secured the necessary permits therefor, either previous to or on the date of commencement of such work, he shall, when subsequently securing each permit, pay double the fee provided for such permit, or is subject to the penalty provisions of this Ordinance.

(c) Initial Fees: The City Council shall, from time to time, establish a fee schedule by ordinance.