Ordinance No. 2016-08

An Ordinance amending the city's sign regulations; repealing section 300.30 of the Minnetonka City Code and adding a new section 325

The City of Minnetonka Ordains:

Section 1. Section 300.30 of the Minnetonka City Code, a copy of which is attached as Exhibit A, is repealed.

Section 2. The Minnetonka City Code is amended by adding a new section 325, in the form of the attached Exhibit B.

Section 3. This ordinance is effective on the date of its adoption.

Adopted by the city council of the City of Minnetonka, Minnesota, on May 23, 2016.

Terry Schneider, Mayor

Attest:

David E. Maeda, City Clerk

Action on this Ordinance:

Date of introduction: April 25, 2016
Date of adoption: May 23, 2016
Motion for adoption: Wagner
Seconded by: Wiersum
Voted in favor of: Acomb, Wiersum, Wagner, Ellingson, Allendorf, Schneider
Voted against: 
Abstained: 
Absent: Bergstedt
Ordinance adopted.

Date of publication: May 31, 2016
I certify that the foregoing is a true and correct copy of an ordinance adopted by the city council of the City of Minnetonka, Minnesota, at a meeting held on May 23, 2016.

David E. Maeda, City Clerk
SECTION 300.30. SIGN ORDINANCE.

1. Purpose and Findings.

The purpose and findings of the sign ordinance are as follows:

a) Purpose: the sign ordinance is intended to establish a comprehensive and balanced system of sign control that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification. It is the intent of this section, to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public, and to use signs which meet the city's goals by authorizing:

1) permanent signs which establish a high standard of aesthetics;
2) signs which are compatible with their surroundings;
3) signs which are designed, constructed, installed and maintained in a manner that does not adversely impact public safety or unduly distract motorists;
4) signs which are large enough to convey the intended message and to help citizens find their way to intended destinations;
5) signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
6) permanent signs which give preference to the on-premise owner or occupant; and
7) temporary commercial signs and advertising displays which provide an opportunity for grand openings and occasional sales events while restricting signs which create continuous visual clutter and hazards at public right-of-way intersections.

b) Findings: the city of Minnetonka finds it is necessary for the promotion and preservation of the public health, safety, welfare and aesthetics of the community that the construction, location, size and maintenance of signs be controlled. Further, the city finds:

1) permanent and temporary signs have a direct impact on and relationship to the image of the community;
2) the manner of installation, location and maintenance of signs affects the public health, safety, welfare and aesthetics of the community;
3) an opportunity for viable identification of community businesses and institutions must be established;

4) the safety of motorists, cyclists, pedestrians and other users of public streets and property is affected by the number, size, location and appearance of signs that unduly divert the attention of drivers;

5) installation of signs suspended from, projecting over, or placed on the tops of buildings, walks or other structures may constitute a hazard during periods of high winds and an obstacle to effective fire-fighting and other emergency service;

6) uncontrolled and unlimited signs adversely impact the image and aesthetic attractiveness of the community and thereby undermine economic value and growth;

7) uncontrolled and unlimited signs, particularly temporary signs which are commonly located within or adjacent to public right-of-way or are located at driveway/street intersections, result in roadside clutter and obstruction of views of oncoming traffic. This creates a hazard to drivers and pedestrians and also adversely impacts a logical flow of information;

8) commercial signs are generally incompatible with residential uses and should be strictly limited in residential zoning districts; and

9) the right to express noncommercial opinions in any zoning district must be protected, subject to reasonable restrictions on size, height, location and number.

(Amended by Ord. #2007-21 adopted June 25, 2007)

2. Definitions.

1. “Building length” - the longest straight line parallel to adjacent public right-of-way from end wall to end wall of a building. (Figure 30-1)

Figure 30-1
2. “Canopy or awning sign” - a sign constructed of flexible translucent or fabric type material which incorporates a written message or logo on the exterior. (Figure 30-2)

Figure 30-2

3. “Commercial sign” - any sign which advertises or identifies a product, business, service, event, or any other matter of a commercial nature, even though the matter may be related to a nonprofit organization.

4. “Construction sign” - any sign which displays information regarding the construction or development of the site on which it is displayed.

5. “Copy and graphic” - the wording and other display messages such as logos or symbols on a sign. (Figure 30-3)

Figure 30-3

6. “Copy and graphic area” - the area in square feet of the smallest four-sided figure which encloses the copy and graphic of a sign. (Figure 30-4)

Figure 30-4
7. “Directional sign” - a sign which serves primarily to direct traffic to the location of a place, area or activity. (Figure 30-5)

Figure 30-5

8. “Dynamic display” - any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates 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. This also includes any rotating, revolving, moving, flashing, blinking, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays.

9. “Freestanding sign” - a sign which is self-supporting and affixed to a frame structure not attached to a building.

10. “Grand opening” - commencement of operation of a new business. For purposes of the ordinance, a grand opening is considered to occur if there is a business name change or change in type of business or activity.

11. “Identification sign” - a sign which is limited to the name and/or identifying symbol of a development, institution or person on the premises where the sign is located.
12. “Illumination, internal” - a light source within the sign.

13. “Illumination, external” - a light source which is not internal to the sign.

14. “Items of information” - individual copy and graphic items situated in a manner which presents separate messages. An item of information can only be a name, an address, a logo, or geographic directions.

15. “Limited tenant building” - a commercial retail establishment or a group of commercial retail establishments with the designed occupancy of three or less tenants. It must have shared parking and a visual appearance as a contiguous structure which may or may not be planned, constructed or managed as a total entity. This includes single tenant retail structures.

16. “Logo” - an identifying graphic which may or may not be a registered trademark.

17. “Merchandise box” - a sign which is affixed on and/or located adjacent to a gas pump and used to advertise services and goods.

18. “Monument sign” - a sign not supported by exposed posts or poles which is architecturally designed and located directly at grade where the base width dimension is 50% or more of the greatest width of the sign. (Figure 30-6)

**Figure 30-6**

19. “Multi-tenant center” - a group of commercial retail establishments with a designed occupancy of four or more tenants with shared parking and visual appearance as a contiguous structure which may or may not be planned, constructed or managed as a total entity.

20. “Non-commercial opinion sign” - any sign which is not a commercial sign, which expresses an opinion and which is deemed by the courts to have greater protection under the first amendment than a commercial sign.

21. “On-premise sign” - a sign identifying a business, person, activity, goods, products or
services located on the site where the sign is installed.

22. “Outdoor advertising sign” - any sign that is located outdoors and that advertises a product, business, service, event, or any other matter that is not available, or does not take place, on the same premises as the sign. An outdoor advertising sign does not include a sign that is not understandable or readable by the naked eye of an ordinary person with 20/20 vision from property other than where the sign is located, such as from adjacent property or a public street.

23. “Permanent sign” - any sign other than a temporary sign.

24. “Portable sign” - a sign with or without copy and graphic that is designed or intended to be moved or transported. Examples of portable signs are: (Figure 30-7)

Figure 30-7

- A - or T - frame signs;
- sandwich signs;
- signs designed to be transported by trailer or on wheels;
- mounted on a vehicle for advertising purposes, when the vehicle is parked and visible from public right-of-way, except signs identifying a business when the vehicle is being used in the normal day-to-day operation of that business;

- a sign may be a portable sign even if it has wheels removed, was designed without wheels, or is attached temporarily or permanently to the ground, a structure, or other sign.

25. “Pylon sign” - a sign supported by a post or posts so that the sign and supports are finished to grade by encasing the posts in a material consistent with the sign and where the base width dimension is a minimum of 10% up to and including 50% of the greatest width of the sign.
26. “Real estate sign” - any sign pertaining to the sale, lease or rental of land or buildings.

27. “Regulation baseball field” - a field to accommodate high school through adult competitive play. Field dimensions must include 90-foot base paths and minimum outfield distances of 310 feet. Fields must be designed for competitive play and include spectator seating for a minimum capacity of 400. One principal field at each high school may be a regulation baseball field without regard to minimum spectator seating.

28. "Scoreboard" - a sign associated with an athletic field that includes information and/or statistics pertinent to an on-site game or activity and also includes any sponsor or identification panels.

29. “Sign” - any writing, pictorial presentation, number, illustration or decoration, flag, banner or other device that is used to announce, direct attention to, identify, advertise, or otherwise make anything known. The term “sign” shall not be deemed to include the terms “building” or “landscaping”, or any architectural embellishment of a building not intended to communicate information.

30. “Temporary business sign” - a temporary sign which is used by a business to display commercial messages pertaining to on site services and goods or any non-commercial message.

31. “Temporary sign” - a sign which is designed or intended to be displayed for a short period of time and is not permanently installed. This includes items such as banners, pennants, flags of other than a political jurisdiction, beacons, sandwich or curb signs, balloons or other air or gas filled figures. (Figure 30-9)
32. “Unified development” - a development of three or more principal structures with common characteristics as determined by the city. Common characteristics may include shared access, similar architecture, single ownership or history of site plan review approval.

33. “Wall sign” - a single faced sign attached to or erected against an exterior wall of a building with the face in a parallel plane to the plane of the building wall and which does not project more than 18 inches.


3. Residential Sign Regulations.

a) Within residential zoning districts, permanent signs are permitted as follows:

1) Identification signs: for each single family or two family dwelling, one identification sign not to exceed 2 square feet in area and located on the lot to which the sign pertains;

2) Low density residential identification signs: for each single family subdivision containing at least 6 lots and each two family subdivision containing a potential for at least 12 dwellings, identification signs are permitted which comply with the following standards:

   a. one monument style sign;
   b. 30 square foot maximum copy and graphic area per entrance;
   c. 75 square foot maximum total monument area per entrance;
   d. 6-foot maximum height;
   e. located at primary entrances to subdivision;

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f. a second sign may be located at the primary entrance as long as total copy and graphic area of the two signs does not exceed 30 square feet;

g. single or double faced. If double faced, the sign faces shall be parallel;

h. external illumination;

i. located within a dedicated permanent sign easement and not within public right-of-way; and

j. a neighborhood or homeowner's association shall be responsible for perpetual maintenance of the sign.

3) Medium and high density residential identification signs: for each medium or high density residential development, identification signs which comply with the following standards are permitted:

a. one monument style sign;

b. 36 square foot maximum copy and graphic area per entrance;

c. 100 square foot maximum total monument area per entrance;

d. 8-foot maximum sign height;

e. located at primary entrances to development;

f. a second sign may be located at the primary entrance as long as total copy and graphic area of the two signs does not exceed 36 square feet;

g. single or double faced. If double faced, the sign faces shall be parallel;

h. external illumination when the sign is located adjacent to, or across a public right-of-way from, low density residential parcels; and

i. if the sign is to be located in a development which includes individual ownership parcels, the sign shall be located on a parcel held in common ownership and shall be perpetually maintained by a homeowner's association or responsible property owners.

4) Conditionally permitted uses in residential districts: for the following conditionally permitted uses within a residential district, permanent signs which comply with the following standards are permitted. If the use is not specifically listed below it is regulated within the above paragraphs of this subdivision.

a. Educational, religious and public institution signs: for each educational, religious, public or private institution, and nursing home property, signs are permitted which

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comply with the following standards:

1. monument signs:
   a) one sign not to exceed 30 square feet maximum copy and graphic area;
   b) 75 square feet maximum monument area;
   c) 8-foot maximum height;
   d) single or double faced; and
   e) internal or external illumination and the light source shall not be exposed.

2. wall mounted signs:
   a) individually mounted letters not to exceed 24 inches in height;
   b) one sign, area not to exceed 50 square feet or 10 percent of the area of the building wall on which the sign is located, whichever is less; and
   c) illumination shall be external.

3. scoreboard signs for athletic fields as regulated under section 300.30, subdivision 3(a)(4)b2.

b. Public and private parks: for each public or private park property, signs are permitted according to the following standards:

1. monument signs:
   a) one sign not to exceed 32 square feet;
   b) 8-foot maximum height;
   c) single or double faced;
   d) product or service advertising is prohibited except readerboards may display public service announcements only;
   e) internal or external illumination and the light source shall not be exposed; and
   f) illumination shall be allowed between 6 a.m. to 10 p.m. only.
2. scoreboards:
   one scoreboard per playing field is allowed if it does not exceed 410 square feet in size, except that a playing field with structured seating capacity for greater than 2000 people may have one or more scoreboards and the total area of the scoreboard or scoreboards cannot exceed 1000 square feet in size; and

3. athletic field fence panels:
   a) athletic field fence panels which contain outdoor advertising signs as defined in this ordinance are prohibited; and
   b) an advertising fence panel which directly faces the infield and was legally established prior to the effective date of this ordinance is considered a legal nonconforming use which may not be altered, enlarged or replaced by another nonconforming sign except the message may be changed.

b) Within residential zoning districts, temporary signs are permitted as follows.

1) Within all residential zoning districts, construction signs which comply with the following are permitted:
   a. the development must be within a medium or high density zoning district or low density zoning with a minimum of four lots;
   b. 32 square feet maximum sign area;
   c. 12-foot maximum sign height for signs not exceeding 4 feet in width, otherwise 8 foot maximum height; (Figure 30-11)

Figure 30-11
d. one sign located on the property with which the sign is associated;

e. for medium and high density residential developments, the sign shall be removed within 18 months after issuance of a building permit, or 7 days after issuance of a certificate of occupancy (for multi-phased developments, issuance of a certificate of occupancy for the last building) whichever is sooner; and

f. for low density residential subdivisions, the sign shall be removed after building permits are issued for 90 percent of the lots.

2) Within low and medium density residential zoning districts, temporary real estate signs which comply with the following standards are permitted:

a. 6 square foot maximum area; (Figure 30-12)

Figure 30-12
b. 6 foot maximum height;
c. one sign per property;
d. located on-premise; and
e. shall be removed within 7 days after the execution of a rental or lease agreement or the closing of a sale.

3) Within medium and high density residential zoning districts, leasing signs which meet the following standards are permitted.

a. Leasing signs: signs indicating the rental or lease of medium and high density residential developments which comply with the following standards are permitted:

1. one sign located on the site which the sign is advertising;
2. display period shall end 12 months after the issuance of a certificate of occupancy (for multi-phased developments where construction is continuous, issuance of a certificate of occupancy for the last building);
3. for freestanding signs, the following standards apply:
   a) 32 square foot maximum area; and
   b) 12-foot maximum height for signs not exceeding 4 feet in width, otherwise 8 foot maximum height. (Figure 30-13)

Figure 30-13

4. for banner signs, the following standards apply:
   a) 60 square foot maximum area; and
   b) shall be affixed to a building wall. (Figure 30-14)
b. Leasing sign without time limit: In addition to the above, a leasing message may be displayed without time limitation if incorporated into a permanent monument sign according to the following standards:

1. The monument sign shall be architecturally designed to accommodate a leasing message within the perimeter of the monument;

2. Leasing message area may be up to an additional 25 percent of the potential copy and graphic area of the monument identification sign; and

3. The leasing message cannot exceed the area covered by the identification monument message. (Figure 30-15)

Figure 30-15

4) The city council may approve temporary signs on public or institutional property for special events. The first approval for a site may allow only one use of the sign for a specified duration. Subsequent approvals for the same type of sign may allow recurring use of the sign for limited durations over a period of up to 5 years.
4. Office Sign Regulations.

Within the B-1, office business district, permanent signs are permitted according to the following standards:

a) Monument identification signs:
   1) one sign per development;
   2) maximum copy and graphic area as follows:

<table>
<thead>
<tr>
<th>width of adjacent right-of-way</th>
<th>copy and graphic area</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 100 feet</td>
<td>36 square feet</td>
</tr>
<tr>
<td>100 feet or greater</td>
<td>50 square feet</td>
</tr>
</tbody>
</table>

   3) maximum monument area is two times the potential copy and graphic area;

   4) copy and graphic display limited to three items of information; (Figure 30-16)

Figure 30-16

5) 15 foot maximum height; and

6) signs which are not internally illuminated shall have light fixtures and sources screened from view.

b) Wall mounted signs: one wall mounted sign either individually mounted letter type (option 1) or wall mounted tenant identification type (option 2) but not both per building unless
otherwise specified in this section is permitted. The sign must comply with the following standards.

1) Option 1: individually mounted letter type signs which comply with the following standards are permitted:

   a. 24 inches maximum copy and graphic height except for logo which may be 36 inches in height and width;

   b. copy and graphic area shall not exceed 50 square feet or 25 percent of the length of the building where the sign is located, whichever is greater; (Figure 30-17)

Figure 30-17

   c. properties with more than one right-of-way frontage are permitted one sign facing each frontage; and

   d. illumination shall comply with the following standards:

      1. if sign is mounted above the first floor, illumination, if any, shall be internal; and

      2. signs with external illumination shall have no exposed light sources or fixtures.

2) Option 2: wall mounted tenant identification type signs which comply with the following standards are permitted:

   a. 30 square feet maximum sign area. For buildings with more than one primary entrance, one sign may be located at each entrance provided that total area does not exceed 30 square feet;

   b. signs shall be mounted within the first floor elevation; (Figure 30-18) and
c. signs with external illumination shall have no exposed light sources or fixtures.

(Amended by Ord. #2007-21, adopted June 25, 2007)

5. Limited and General Business Sign Regulations.

Within the B-2 and B-3 business districts except for hotels, permanent signs which comply with the following standards are permitted:

a) Freestanding signs.

1) Size of sign permitted is determined by the gross square footage of the principal structure located in the development.

2) One sign per development unless a multi-tenant building or limited tenant building is 100,000 gross square feet or more and has two or more primary access points. A second monument at a secondary access point is permitted if the primary freestanding sign is of monument style. The second monument sign shall include a shopping center identification message only and shall not exceed 50 percent of the copy and graphic area and height requirement of the permitted principal sign.

3) The following table lists the maximum size and heights for permitted freestanding signs for all B-2 and B-3 zoned businesses:

<table>
<thead>
<tr>
<th>pylon</th>
<th>monument</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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signs for all B-2 and B-3 zoned businesses:

<table>
<thead>
<tr>
<th>principal structure (gross square feet)</th>
<th>pylon</th>
<th>monument</th>
</tr>
</thead>
<tbody>
<tr>
<td>height</td>
<td>sign size (sq. ft.)</td>
<td>height</td>
</tr>
<tr>
<td>greater than 400,000</td>
<td>30'</td>
<td>200</td>
</tr>
<tr>
<td>100,000 - 400,000</td>
<td>24'</td>
<td>100</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>18'</td>
<td>80</td>
</tr>
<tr>
<td>less than 20,000</td>
<td>15'</td>
<td>60</td>
</tr>
<tr>
<td>building with multiple screen theater</td>
<td>30'</td>
<td>200</td>
</tr>
</tbody>
</table>

4) Monument area shall not exceed 1.5 times the permitted copy and graphic area.

5) Multi-tenant buildings shall display the name of the shopping center only. Limited tenant businesses may display one tenant identification and corresponding logo per tenant. Buildings with multiple screen theaters may display movie titles and ratings. No product or service advertising is permitted.

6) Signs may be single or double faced.

7) Signs which are not internally illuminated shall have light fixtures and sources screened from views.

b) Wall mounted signs.

1) Multi-tenant wall signs.

   a. Each tenant is permitted tenant identification and one logo which shall not include product advertising except as part of the tenants trade name or logo.

   b. Tenant identification shall be individually mounted and internally illuminated letters. Wall signs not containing individually mounted letters may be approved by the city if all signs are of a similar design and incorporated into the architecture of the principal structure. (Figure 30-19)
c. Each tenant is permitted one logo which shall not exceed 36 inches high by 36 inches wide. (Figure 30-20)

d. The vertical dimension of the tenant identification shall not exceed 26 inches in height. Heights may be revised based on unique circumstances, such as extraordinary distance from right-of-way or unusual building configuration, when determined by the planning commission that signs would not be readable from adjacent public right-of-way according to commonly accepted industry standards.

e. Each tenant sign shall be installed within a 26-inch high designated horizontal band. The band shall be of uniform background consisting of building surface, facade, or treatment. The sign band and letter height may be modified upon approval of the planning commission to allow for architectural integration of the tenant sign. Consideration will be given to the proportional relationship of the sign width and height to the scale of the building.

f. Each tenant sign shall not extend closer than two feet from the tenants lease line.

g. All letters in a tenant identification shall be of uniform colors, not to exceed two, except for logos which may be multicolored. A multicolored logo must comply with the restrictions in paragraph c. above.

h. The planning commission may recognize separate sign plans for
multi-tenant buildings which will supersede the ordinance. The sign plans which have been approved by the planning commission will have the effect of a sign ordinance for the specific property.

2) Limited tenant wall signs.
   a. Size of signage is determined by gross square footage of principal structure on property.
   b. The following table indicates maximum signage permitted for limited tenant buildings:

<table>
<thead>
<tr>
<th>Principal Structure Size (Gross Sq. Ft.)</th>
<th>Individual Wall Sign Calculation</th>
<th>Total Wall Signage for Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000 - 400,000 sq. ft.</td>
<td>200 sq. ft. or 10 percent of wall face, whichever is less</td>
<td>300 sq. ft.</td>
</tr>
<tr>
<td>20,000 - 100,000 sq. ft.</td>
<td>150 sq. ft. or 10 percent of wall face, whichever is less</td>
<td>240 sq. ft.</td>
</tr>
<tr>
<td>less than 20,000 sq. ft.</td>
<td>100 sq. ft. or 15 percent of wall face, whichever is less</td>
<td>150 sq. ft.</td>
</tr>
</tbody>
</table>

   c. Wall signs shall not include product advertising. Wall signs shall include tenant identification, tenant logo, shopping center name, shopping center logo, or any combination of the four.

c) Hotel Signs. Because of the need for high visibility and the variety in size and shape of hotel structures, variances will be considered but not necessarily granted.

   1) Freestanding signs:
      a. one monument sign, except that a second monument sign may be allowed if the property has frontage and access on two arterial streets;
      b. 15 foot maximum monument height; and
      c. 60 square feet maximum copy and graphic area.

   2) Wall signs:
      a. individually mounted and internally illuminated letters;
b. one wall sign except that a second wall sign on a second wall may be permitted if the signs are not directly oriented toward a low density residential area; and

c. maximum letter height up to 36 inches. Variances may be considered for letter height based on proportional relationship to the mass and height of building.

6. Industrial Sign Regulations.

Within the I-1 industrial district permanent signs which comply with the following standards are permitted:

a) Monument identification sign. Any single or multi-tenant building within an industrial zone is permitted one of the following freestanding identification signs that must comply with the listed standards.

1) Building identification sign:
   a. one monument style sign;
   b. 60 square feet maximum copy and graphic area;
   c. 90 square feet maximum total monument size;
   d. 10 foot maximum height; and
   e. address and/or building identification displayed only; no product or service advertising is permitted. (Figure 30-21)

![Figure 30-21](attachment:figure_30-21.png)

2) Tenant identification monument sign:
   a. one monument sign;
   b. 85 square feet maximum copy and graphic area;
   c. 120 square feet maximum monument size;
   d. 10 foot maximum height;
e. sign may display only identification of tenants;

f. tenant identification monuments are not permitted to be located along designated collector or arterial streets. (Figure 30-22)

Figure 30-22

[Diagram]

120 sq. ft. max. monument area

10'


g. tenant identification monuments are not permitted in areas designated for mixed uses on the city comprehensive guide plan map; and

h. individual tenant identification signs as specified in the following subdivision 6(b) are not permitted.

b) Individual tenant identification signs: for multi-tenant buildings one of the options listed in this paragraph may be selected for tenant identification. All signs must comply with the listed standards. The building owner or a representative shall designate a sign design for each multi-tenant building. This designation will be recorded by the city and kept on record for the building. Each sign on the property must conform to the designated tenant identification sign option. Changes to the sign designation may be made upon request, and approved administratively if all signs located on the site are brought into conformance with the requested sign plan modification. The planning commission must review sign plan changes if nonconforming signs are created. These signs are not permitted if the building freestanding sign is a tenant identification freestanding sign.

1) Option 1: freestanding identification sign:

a. one sign at the tenant's primary building entrance;

b. 9 square feet maximum area;

c. 6 foot maximum height and 5 foot maximum width;
d. single faced;

e. positioned parallel to a parking lot sidewalk or perpendicular to tenant walkway;

f. located consistent with other freestanding identification signs;

g. tenant identification only, no product advertising; and

h. uniform material, color and style. (Figure 30-23)

Figure 30-23

2) Option 2: wall sign:

a. one sign at the tenant's primary building entrance;

b. 3 foot by 4 foot maximum dimension;

c. located adjacent to the tenant entrance;

d. 8 foot maximum from the ground to top edge of sign;

e. tenant identification message with no product advertising; and

f. uniform material, color and style. (Figure 30-24)
3) Option 3: individually mounted letters:
   
a. individually mounted letters not to exceed 18 inches in height with one per tenant at their primary entrance;
   
b. located within an 18-inch high designated sign band for the entire building;
   
c. affixed to a uniform background consisting of the building surface, facade or treatment;
   
d. located no closer than two feet from the tenant's exterior lease lines;
   
e. compatible with the building architecture; and
   
f. uniform material, color, illumination and style. (Figure 30-25)

Figure 30-25

c) Single tenant identification sign: single tenant building signs within an industrial zone which comply with the following standards are permitted:
1) wall mounted individual letters;

2) wall signs shall not include product advertising. Wall signs shall include tenant identification, tent logo or both; and

3) total surface area of all building signs shall not exceed 5 percent of the building face upon which the signs are located up to a maximum 150 square feet. (Figure 30-26)

Figure 30-26

7. Unified Development Sign Regulations.

Within office business and industrial districts, unified development signs which comply with the following standards are permitted. Uses governed under this section are also allowed signs permitted under subdivisions 4 or 6.

a) Unified development identification monuments:

1) one sign per unified development;

2) 50 square feet maximum copy and graphic area;

3) 100 square feet maximum monument size; (Figure 30-27)

Figure 30-27
4) 10 foot maximum height;

5) located at the primary entrance to the unified development;

6) demonstration of ownership of the property or existence of permanent easement where sign is located must be submitted with the sign permit application;

7) one sign may be located at each side of a primary entrance as long as the total copy and graphic area of the two signs does not exceed 50 square feet nor the monument total 100 square feet; and

8) signs which are not internally illuminated shall have light fixtures and light sources screened from views.

b) Unified Development leasing sign: as an alternative to requirements specified in subdivision 8(c), one of the following leasing sign options for a unified development may be displayed.

1) Option 1: incorporated into monument sign:
   a. monument sign architecturally designed to accommodate a leasing message within the perimeter of the monument;
   b. leasing message area may be up to an additional 25 percent of the potential copy and graphic area of the monument sign; and (Figure 30-28)

Figure 30-28
c. the leasing message cannot exceed the area covered by identification monument message.

2) Option 2: secondary monument sign:
   a. a secondary monument sign may be installed at an access point to a unified development;
   b. design and materials identical to the unified development monument sign; and
   c. secondary monument area, height and copy and graphic area shall not exceed 50 percent of the unified development monument sign. (Figure 30-29)

Figure 30-29

8. Business and Industrial Temporary Sign Regulations.

Within business and industrial districts, real estate and temporary signs are permitted according
to the following standards:

a) Temporary construction or real estate sign on undeveloped property: a vacant parcel within a business or industrial zone is permitted a temporary construction or real estate sign which complies with the following standards:

1) one sign located on the site which the sign is advertising;
2) 32 square feet maximum sign area;
3) 12 foot maximum height;
4) shall be removed upon issuance of a certificate of occupancy for a building; and
5) one additional sign up to 32 square feet is permitted on properties 3 acres or over with frontage on 2 or more designated collector or arterial streets. (Figure 30-30)

Figure 30-30

b) Temporary real estate sign: signs indicating the rental, lease, or sale of a business or industrial building are permitted according to the following:

1) one sign located on the property which the sign is advertising;
2) 32 square feet maximum sign area;
3) 12 foot maximum height;
4) freestanding or wall mounted;
5) for sale signs are without time limit. If both leasing and for sale messages are displayed, the sign shall be considered a leasing sign; and
6) leasing or rental signs shall be displayed no longer than 12 months after the issuance of a certificate of occupancy. In the case of vacant limited tenant buildings, a 12 month display period is permitted from the date of vacancy.
c) Leasing sign without time limit: in addition to the above, one of the following leasing sign options may be displayed on a property without time limit if in compliance with the listed standards.

1) Option 1: freestanding incorporated sign:
   a. the principal freestanding sign shall be architecturally designed to accommodate a leasing message within the perimeter of the monument or pylon sign;
   b. the leasing message cannot exceed that of the identification monument or pylon message;
   c. leasing message is in addition to potential monument or pylon copy and graphic area; and
   d. maximum size of leasing sign message permitted is determined by the gross square footage of the principal structure as follows: (Figure 30-31)

**Figure 30-31**

<table>
<thead>
<tr>
<th>Principal Structure Gross Square Footage</th>
<th>Leasing Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>15 square feet</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>20 square feet</td>
</tr>
<tr>
<td>greater than 100,000</td>
<td>25 square feet</td>
</tr>
</tbody>
</table>
2) Option 2: freestanding sign:
   a. one freestanding sign;
   b. setback 5 feet from all property lines;
   c. 8 foot maximum height and 6 foot maximum width; and
   d. maximum size of leasing sign permitted is determined by the gross square footage of the principal structure as follows: (Figure 30-32)

**Figure 30-32**

<table>
<thead>
<tr>
<th>Principal Structure</th>
<th>Leasing Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>12 square feet</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>16 square feet</td>
</tr>
<tr>
<td>greater than 100,000</td>
<td>18 square feet</td>
</tr>
</tbody>
</table>

3) Option 3: wall mounted sign or banner:
   a. buildings two stories or under:
      1. one wall sign;
      2. directly anchored to the building wall; and
      3. maximum size of leasing sign permitted is determined by the gross square footage of the principal structure as follows: (Figure 30-33)

**Figure 30-33**
Principal Structure
Gross Square Footage | Leasing Sign Area
---|---
less than 20,000 | 12 square feet
20,000 - 100,000 | 16 square feet
greater than 100,000 | 18 square feet

b. buildings three stories or higher:
   1. 30 square feet maximum area;
   2. directly anchored to the building wall; and
   3. displayed on the building's third story or any higher story. (Figure 30-34)

Figure 30-34
4) Leasing signs up to 32 square feet in size will be permitted without time limit instead of option 2 or 3 if the standards in either a. or b. are met:

   a. business or industrial development directly abuts a street with posted speed limit of 55 m.p.h. or greater; or
   b. the principal structure is greater than four stories.

If a property qualifies for a 32 square foot sign under a. or b. and also has a second frontage on a designated collector or arterial road, option 2 or 3 as found above is also permitted.

d) Temporary business signs in business and industrial districts: temporary signs are permitted as follows.

   1) Banners not to exceed 30 square feet according to the following:

   a. maximum 30 day display period to coincide with the grand opening of a business;
   b. a business may display a banner on two occasions per calendar year with a maximum 10 day display period for each occasion;
   c. banner messages must relate to on-premise product or services, or any noncommercial message; and
   d. the banner must be affixed to a principal structure which is owned or leased by the business which the sign is advertising.

   2) Search lights or inflatable advertising devices are permitted according to the following:
Minnetonka Code of Ordinances


The following regulations shall apply to all signs permitted in all districts.

a) Political campaign signs: temporary political campaign signs are permitted according to the following:

1) display period from 30 days before an election day or August 1 of an election year, whichever is earlier, to 10 days after an election day. Additionally, signs may remain on display between primary and general elections;

2) consent of underlying property owner is required;

3) must be at least five feet from the edge of a public street and must not obstruct driver visibility at intersections;

4) for Minnetonka city elections, the following size limitations apply during odd-numbered years and outside the period of August 1 through 10 days after the state general election day in even-numbered years: 5 square foot maximum sign area, except on designated collector or arterial streets where up to 32 square-foot maximum sign area is permitted; and

5) must comply with the fair campaign practices act in Minn. Stat. chapter 211B.

b) Directional signs: permanent directional signs are permitted according to the following:

1) 7 square feet maximum size; (Figure 30-35)
2) 6 foot maximum height;

3) a majority of sign area for directional message; and

4) 15 square feet maximum parking lot directional signs for commercial buildings over 400,000 square feet.

c) Address sign: street identification numbers are required in all zoning districts and should be clearly visible from the street. Address signs do not reduce permitted sign area.

d) Residential security system signs: all signs identifying the presence of a residential security system are permitted not to exceed one square foot. One sign is permitted per driveway connection to a public right-of-way or where one private driveway converges into another.

e) Sign setbacks: all signs unless specifically noted otherwise shall maintain a 10 foot setback from all lot lines. The city may require a greater or lessor setback because of public safety reasons which may include the following conditions: vehicle sight distance, distance from intersection, designation of adjacent right-of-way.

f) Unless otherwise specified, maximum angle permitted between faces of a double face freestanding sign is 45 degrees. (Figure 30-36)

Figure 30-36

![Diagram of max. angle](image)

g) Governmental signs: permanent governmental signs for control of traffic and other regulatory/notification purposes and street signs are exempt from the provision of this section.

h) P.U.D./P.I.D. zoning districts: permanent and temporary signs are regulated according to the standards for the corresponding land use and zoning category as stated in this section. A sign plan with differing requirements may be approved by the city. Factors which will be used in determining if an individual P.U.D./P.I.D. sign plan will be considered include the following:

1) The development includes a high rise (greater than 3 story) structure;

2) the development includes multiple structures and/or substantial site area;

3) the development includes mixed uses;

4) a sign plan is uniquely adapted to address the visibility needs of a development
while remaining consistent with the intent of this section to direct high quality signage; and

5) the sign plan includes permanent sign covenants which can be enforced by the city.

i) Noncommercial opinion signs: on-premise noncommercial opinion signs are permitted as follows.

1) In low, medium, and high density residential districts, each dwelling unit is permitted an additional sign which is no larger than 6 square feet and no higher than 6 feet tall. In medium and high density districts, the sign must be attached to the dwelling unit or placed in another location which clearly does not appear to represent the opinions of other residents in the area who have not agreed to the sign. No permit fee is required for a sign authorized under this paragraph.

2) In all districts, any sign authorized in this chapter is allowed to contain noncommercial copy in lieu of any other copy. For new signs posted with a noncommercial message, the sign fee is waived until such time as the sign is converted to contain a commercial message.

j) Flags: flags of a political jurisdiction which comply with the following standards are permitted.

1) Display of one flag is not restricted.

2) Display of more than one flag is permitted as follows:
   a. maximum of 3 flagpoles;
   b. 35 feet maximum flagpole height;
   c. 180 square feet total for all flags; and
   d. shall not be displayed on light poles.

3) Variances to permit display of flags for both political and non-political entities will be considered, but not necessarily granted. Variances will be considered only upon evidence that the following standards are met:
   a. submission of a sign plan and permanent sign covenants which include a comprehensive sign package for the site;
   b. 35 foot maximum flagpole height;
   c. shall not be located on light poles;
d. limited to one identification flag;

e. the maximum distance from top to bottom of any flag shall be 20 percent of the flagpole up to a maximum of 6 feet;

f. flagpoles clustered at a designated area; and

g. the location of the flagpoles be enhanced or landscaped. (Figure 30-37)

**Figure 30-37**

k) Temporary outdoor advertising signs are permitted as follows:

1) must be at least 5 feet from the edge of a public street and must not obstruct driver visibility at intersections;

2) may not be on the right-of-way of county and state roads and municipal state-aid streets;

3) are limited to one per parcel of property as defined in Subd. 10 (r) below for the same topic, location, event, or matter;

4) must receive permission from the underlying property owner;

5) may only be displayed between 6:00 a.m. on a Thursday and 6:00 p.m. on the following Sunday; and

6) must be no larger than 3 square feet in area and no higher than 6 feet above the ground to which it is attached.

l) Approved sign plans: the city may enforce, in the same manner as the requirements of this section, the terms of a sign plan or sign covenants which it has approved. Any violation of an approved sign plan or sign covenants is a misdemeanor.
m) Changeable messages: a message that is not permanently attached to the sign face but that is not a dynamic display may occupy no more than 35 percent of the actual copy and graphic area. The remainder of the sign must not have the capability to change messages even if not used.

n) Font size: every line of copy and graphics in a sign must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more.


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

a) roof signs including signs mounted on a roof surface or projecting above the roof line of a structure if either attached to the structure or cantilevered over the structure;

b) signs with dynamic displays except search lights under subdivision 8 and those allowed under subdivision 14;

c) portable signs, except temporary signs that are specifically permitted in section 300.30;

d) projecting signs. Wall signs shall be mounted parallel to the building and shall not project more than 18 inches from the face of the building;

e) painted wall signs including signs painted on the face of a structure. Works of art which are not commercial messages are exempt;

f) signs attached to trees and utility poles;

g) signs within public right-of-way except for official traffic signs and those specified in subparagraph 9(k) and (l);

h) signs which are designed to resemble official traffic signs except signs which are used to control traffic on private property;

i) abandoned signs or signs other than outdoor advertising structures that advertise an activity, business, product or service no longer available on the premises on which the sign is located;

j) signs attached to fences except athletic field fence panels according to subdivision 1;
k) illuminated signs which exhibit any of the following:
   1) external illumination that is determined to interfere with safe traffic operations;
   2) the sign is directly oriented to any residential district;
   3) illumination of a commercial sign in a residential district, except a sign used for a conditionally permitted use; or
   4) the level of illumination exceed standards specified in section 300.28, subd. 2.

l) signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets;

m) exterior signs that obstruct any window, door, fire escape, stairway or opening intended to provide light, air, ingress or egress for any structure;

n) signs that are in violation of the building code or the electrical code adopted by the city;

o) blank signs;

p) merchandise boxes or signs not affixed to a principal structure excluding signs permitted in subdivision 8(d);

q) outdoor advertising signs are not permitted in any zoning district, except that the provisions of this paragraph do not apply to temporary outdoor advertising signs permitted under Subd. 9 (k) above. Outdoor advertising signs which exist on the effective date of this section shall be considered as nonconforming signs and are subject to standards contained in section 300.29. An outdoor advertising sign is a principal use of property. No permitted or conditionally permitted use or any part of such use may be located on the same parcel of property as such a sign. The parcel on which such a sign is located may not be subdivided to segregate the sign from the remaining property. For the purposes of this paragraph, “parcel of property” means any property for which one property identification number has been issued by the county, or all contiguous property in common ownership as of October 15, 1997, whichever is greater; and

r) any sign not expressly permitted by the provisions in section 300.30.

(Amended by Ord. #2007-21, adopted June 25, 2007)

11. Sign Construction and Maintenance.

All signs shall conform to the following standards.

a) Construction specifications. All signs shall be constructed in accordance with the following:
1) the Minnesota state building code;

2) all electric signs shall be approved and labeled as conforming to the standards of the Underwriters' Laboratories, Inc., the United States bureau of standards or other similar institutions of recognized standing. All illuminating elements shall be kept in satisfactory working condition or immediately repaired or replaced. Signs that are partly illuminated shall meet all electrical requirements for that portion which is illuminated;

3) all permanent freestanding signs shall have self-supporting structures erected on and permanently attached to concrete foundations;

4) for wall signs, the wall must be designed for and have sufficient strength to support the sign; and

5) signs shall be constructed to withstand the following wind loads:
   a. for solid signs, 30 pounds per square foot on one face of the sign; and
   b. for other signs, 36 pounds per square foot of the total face area of the letters and other sign surface, or 10 pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater.

b) Sign maintenance and repair. All signs shall be maintained in a safe, presentable and good structural condition at all times, including the replacement of defective parts, cleaning and other items required for maintenance of the sign. Vegetation around, in front of, behind, and underneath the base of ground signs for distance of 10 feet shall be neatly trimmed and free of weeds, and no rubbish or debris that would constitute a fire or health hazard shall be permitted under or near the sign.


a) Abandoned signs and signs in disrepair. An abandoned sign or sign in disrepair is prohibited and shall be removed by the owner of the premises within 30 days after notification. If compliance with the provisions of this section is not achieved within 30 days, the city may remove the sign as a public nuisance by following the procedure as specified in section 1120.045 of the municipal code of ordinances. If an abandoned sign remains in good condition and without holes or other evidence of disrepair or damage, the sign shall not be considered as abandoned for a period of one year.

b) Signs on public property or within public right-of-way: The city may at any time and without notice impound signs which have been installed on public property or within public right-of-way or easement. The sign owner may retrieve the signs according to the following:
1) a fee must be paid to the city as established in city code section 710. For each subsequent impoundment in a calendar year, the specified fee shall be doubled;

2) the sign may be retrieved from a designated impound area during routine business hours and within 15 days from the date of impounding. After 15 days, the city will dispose of the sign; and

3) the city may not be held liable for any damage to impounded signs.

13. Permits and Permit Fees.

Signs that require a permit and the corresponding fee are listed in the following.

a) All permanent signs permitted in subdivisions 3, 4, 5, 6, and 7 require a sign permit. The permit must be received prior to installation of the sign. The permit and inspection fee for all permanent signs is specified in city code section 710.

b) All temporary signs permitted in subdivision 8 require a temporary sign permit. The permit and inspection fee for permitted signs, banners, search lights, or inflatable advertising devices is specified in city code section 710.

c) Application for a permit must be on a form provided by the city and must include the following information:

1) name and address of the owner of the sign;

2) street address or location of the property on which the sign is to be located, along with the name and address of the property owner;

3) the type of sign as defined in this section;

4) site plan showing the location of the proposed sign;

5) specifications and scale drawings showing the materials, design, dimensions, structural supports, method of attachment and electrical components of the sign;

6) plan showing the location and size of all existing signs located on the same premises upon city request;

7) name of licensed electrician who will make the final connection of an illuminated sign; and

8) sign permit fee.

d) All signs not listed above do not require a permit but must comply with the regulations.
found in this section.

e) When this section becomes effective, the owner or other person having control of any outdoor advertising sign (billboard) must file an application for a permit for the maintenance and annual inspection of such sign.

Application for such permits must be accompanied by detailed plans and such other necessary information to determine the location and compliance with all applicable regulations, and permit may be issued upon payment of the required permit fee. All permits for advertising signs expire on December 31, of each year. The permit and inspection fee is specified in city code section 710.

f) The fee for application for variance from this section or approval of a sign plan for a development is specified in city code section 710.

g) Sign permit applications must be acted upon by city staff within 10 days after a complete application is submitted. A decision must be made in writing. If a permit is denied, the reason must be stated in writing. The applicant may appeal a denial by submitting a request in writing within 10 days after the decision. The appeal must be scheduled for planning commission review as soon as practicable, but no later than 30 days after the appeal was submitted. The applicant may appeal a planning commission denial by submitting a request in writing within 10 days after the decision. The appeal must be scheduled for city council review as soon as practicable, but no later than 30 days after the appeal was submitted. All review of a sign permit application must be based solely on whether the application complies with city ordinances.

h) Sign permits become null and void if the sign is not installed 180 days after the issuance of a permit.


a) Findings. Studies show that there is a correlation between dynamic displays on signs and the distraction of highway drivers. Distraction can lead to traffic accidents. Drivers can be distracted not only by a changing message, but also by knowing that the sign has a changing message. Drivers may watch a sign waiting for the next change to occur. Drivers are also distracted by messages that do not tell the full story in one look. People have a natural desire to see the end of the story and will continue to look at the sign in order to wait for the end. Additionally, drivers are more distracted by special effects used to change the message, such as fade-ins and fade-outs. Finally, drivers are generally more distracted by messages that are too small to be clearly seen or that contain more than a simple message. Time and temperature signs appear to be an exception to these concerns because the messages are short, easily absorbed, and
become inaccurate without frequent changes.

Despite these public safety concerns, there is merit to allowing new technologies to easily update messages. Except as prohibited by state or federal law, sign owners should have the opportunity to use these technologies with certain restrictions. The restrictions are intended to minimize potential driver distraction and to minimize proliferation in residential districts where signs can adversely impact residential character.

Local spacing requirements could interfere with the equal opportunity to use such technologies and are not included. Without those requirements, however, there is the potential for numerous dynamic displays to exist along any roadway. If more than one dynamic display can be seen from a given location on a road, the minimum display time becomes critical. If the display time is too short, a driver could be subjected to a view that appears to have constant movement. This impact would obviously be compounded in a corridor with multiple signs. If dynamic displays become pervasive and there are no meaningful limitations on each sign's ability to change frequently, drivers may be subjected to an unsafe degree of distraction and sensory overload. Therefore, a longer display time is appropriate.

A constant message is typically needed on a sign so that the public can use it to identify and find an intended destination. Changing messages detract from this way-finding purpose and could adversely affect driving conduct through last-second lane changes, stops, or turns, which could result in traffic accidents. Accordingly, dynamic displays generally should not be allowed to occupy the entire copy and graphic area of a sign.

In conclusion, the city finds that dynamic displays should be allowed on signs but with significant controls to minimize their proliferation and their potential threats to public safety.

b) Regulations. Dynamic displays on signs are allowed subject to the following conditions:

1) Dynamic displays are allowed only on monument and pylon signs for conditionally permitted uses in residential districts and for all uses in other districts. Dynamic displays may occupy no more than 35 percent of the actual copy and graphic area. The remainder of the sign must not have the capability to have dynamic displays even if not used. Only one, contiguous dynamic display area is allowed on a sign face;

2) A dynamic display may not change or move more often than once every 20 minutes, except one for which changes are necessary to correct hour-and-minute, date, or temperature information. Time, date, or temperature information is considered one dynamic display and may not be included as a component of any other dynamic display. A display of time, date, or temperature must remain for at least 20 minutes before changing to a different display, but the time, date, or temperature information itself may change no more often than once every three seconds;

3) The images and messages displayed must be static, and the transition from one
static display to another must be instantaneous without any special effects;

4) The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign;

5) Every line of copy and graphics in a dynamic display must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more. If there is insufficient room for copy and graphics of this size in the area allowed under clause 1 above, then no dynamic display is allowed;

6) Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the dynamic display when notified by the city that it is not complying with the standards of this ordinance;

7) Dynamic displays must comply with the brightness standards contained in subdivision 15;

8) Dynamic displays existing on June 25, 2007 must comply with the operational standards listed above. An existing dynamic display that does not meet the structural requirements in clause 1 may continue as a non-conforming development subject to section 300.29. An existing dynamic display that cannot meet the minimum size requirement in clause 5 must use the largest size possible for one line of copy to fit in the available space.

c) Incentives. Outdoor advertising signs do not need to serve the same way-finding function as do on-premises signs. Further, outdoor advertising signs are no longer allowed in the city, and there is no potential that they will proliferate. Finally, outdoor advertising signs are in themselves distracting and their removal serves public safety. The city is extremely limited in its ability to cause the removal of those signs. This clause is intended to provide incentives for the voluntary and uncompensated removal of outdoor advertising signs in certain settings. This removal results in an overall advancement of one or more of the goals set forth in this section that should more than offset any additional burden caused by the incentives. These provisions are also based on the recognition that the incentives create an opportunity to consolidate outdoor advertising services that would otherwise remain distributed throughout the community.

1) A person may obtain a permit for an enhanced dynamic display on one face of an outdoor advertising sign if the following requirements are met:

(a) The applicant agrees in writing to permanently remove, within 15 days after issuance of the permit, at least two other faces of an outdoor advertising sign in the city that are owned or leased by the applicant, each of which must satisfy the criteria of parts (b) through
(d) of this subsection. This removal must include the complete removal of the structure and foundation supporting each sign face. The applicant must agree that the city may remove the sign if the applicant does not timely do so, and the application must be accompanied by a cash deposit or letter of credit acceptable to the city attorney sufficient to pay the city's costs for that removal. The applicant must also agree that it is removing the sign voluntarily and that it has no right to compensation for the removed sign under any law.

(b) The city has not previously issued an enhanced dynamic display permit based on the removal of the particular faces relied upon in this permit application.

(c) Each removed sign has a copy and graphic area of at least 288 square feet and satisfies two or more of the following additional criteria:

1. The removed sign is located adjacent to a highway with more than two regular lanes and with a general speed limit of 45 miles per hour or greater, but that does not have restrictions on access equivalent to those of an interstate highway;

2. All or a substantial portion of the structure for the removed sign was constructed before 1975 and has not been substantially improved;

3. The removed sign is located in a noncommercial zoning district;

4. The removed sign is located in a special planning area designated in the 1999 comprehensive plan; or

5. The removed copy and graphic area is equal to or greater than the area of the copy and graphic area for which the enhanced dynamic display permit is sought.

(d) If the removed sign face is one for which a state permit is required by state law, the applicant must surrendered its permit to the state upon removal of the sign. The sign that is the subject of the enhanced dynamic display permit cannot begin to operate until proof is provided to the city that the state permit has been surrendered.

(e) The applicant must agree in writing that no dynamic displays will ever be used on one additional outdoor advertising sign that has a copy and graphic area of at least 288 square feet in size. This agreement will be binding on the applicant and all future owners of the sign. If the sign is subsequently removed or destroyed and not replaced, the holder of the enhanced dynamic display permit is not required to substitute a different sign for the one that no longer exists.

2) If the applicant complies with the permit requirements noted above, the city will issue an enhanced dynamic display permit for the designated outdoor advertising sign. This permit will allow a dynamic display to occupy 100 percent of the potential copy and graphic area and to change no more frequently than once every eight seconds. The designated sign must meet
15. Brightness Standards.

a) All signs must meet the following brightness standards in addition to those in subdivision 10:

1) No sign may be brighter than is necessary for clear and adequate visibility.

2) No sign may be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.

3) No sign may be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device or signal.

b) The person owning or controlling the sign must adjust the sign to meet the brightness standards in accordance with the city's instructions. The adjustment must be made immediately upon notice of non-compliance from the city. The person owning or controlling the sign may appeal the city's determination through the following appeal procedure:

1) After making the adjustment required by the city, the person owning or controlling the sign may appeal the city's determination by delivering a written appeal to the city clerk within 10 days after the city's non-compliance notice. The written appeal must include the name of a person unrelated to the person and business making the appeal, who will serve on the appeal panel.

2) Within five business days after receiving the appeal, the city must name a person who is not an official or employee of the city to serve on the appeal panel. Within five business days after the city names its representative, the city's representative must contact the sign owner's representative, and the two of them must appoint a third member to the panel, who has no relationship to either party.

3) The appeal panel may develop its own rules of procedure, but it must hold a hearing within five business days after the third member is appointed. The city and the sign owner must be given the opportunity to present testimony, and the panel may hold the hearing, or a portion of it, at the sign location. The panel must issue its decision on what level of brightness is needed to meet the brightness standards within five business days after the hearing commences. The decision will be binding on both parties.

c) All signs installed after June 25, 2007 that will have illumination by a means other than natural light must be equipped with a mechanism that automatically adjusts the brightness in all other requirements of this ordinance.

(Added by Ord. 2007-21, adopted June 25, 2007)
response to ambient conditions. These signs must also be equipped with a means to immediately turn off the display or lighting if it malfunctions, and the sign owner or operator must immediately turn off the sign or lighting when notified by the city that it is not complying with the standards in this section.

(Added by Ord. 2007-21, adopted June 25, 2007)
SECTION 325. SIGN REGULATIONS

SECTION 325.01 PURPOSE AND FINDINGS

1. Purpose. The sign ordinance is intended to establish a comprehensive and balanced system of sign control that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification. It is the intent of this section, to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public, and to use signs that meet the city’s goals by authorizing:
   a) permanent signs that establish a high standard of aesthetics;
   b) signs that are compatible with their surroundings;
   c) signs that are designed, constructed, installed and maintained in a manner that does not adversely impact public safety or unduly distract motorists;
   d) signs that are large enough to convey the intended message and to help citizens find their way to intended destinations;
   e) signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
   f) permanent signs that give preference to the on-premise owner or occupant; and
   g) temporary commercial signs and advertising displays that provide an opportunity for grand openings and occasional sales events while restricting signs that create continuous visual clutter and hazards at public right-of-way intersections.

2. Findings. The city of Minnetonka finds it is necessary for the promotion and preservation of the public health, safety, welfare and aesthetics of the community that the construction, location, size and maintenance of signs be controlled. Further, the city finds:
   a) permanent and temporary signs have a direct impact on and relationship to the image of the community;
   b) the manner of installation, location and maintenance of signs affects the public health, safety, welfare and aesthetics of the community;
   c) an opportunity for viable identification of community businesses and institutions must be established;
   d) the safety of motorists, cyclists, pedestrians and other users of public streets and property is affected by the number, size, location and appearance of signs that unduly divert the attention of drivers;
   e) installation of signs suspended from, projecting over, or placed on the tops of buildings, walks or other structures may constitute a hazard during periods of high winds and an obstacle to effective fire-fighting and other emergency service;
f) uncontrolled and unlimited signs adversely impact the image and aesthetic attractiveness of the community and thereby undermine economic value and growth;

g) uncontrolled and unlimited signs, particularly temporary signs which are commonly located within or adjacent to public right-of-way or are located at driveway/street intersections, result in roadside clutter and obstruction of views of oncoming traffic. This creates a hazard to drivers and pedestrians and also adversely impacts a logical flow of information;

h) commercial signs are generally incompatible with residential uses and should be strictly limited in residential zoning districts; and

i) the right to express noncommercial opinions in any zoning district must be protected, subject to reasonable restrictions on size, height, location and number.

3. Severability. Every section, subdivision, clause or phrase of this section 325 is declared separable from every other section, subdivision, clause or phrase. If any such part is held to be invalid by competent authority, no other part shall be invalidated by such action or decision.

SECTION 325.02. DEFINITIONS.

1. “Commercial sign” - any sign that advertises or identifies a product, business, service, entertainment, or any other matter of a commercial nature, even though the matter may be related to a nonprofit organization.

2. “Copy and graphic” - the wording and other display messages such as logos or symbols on a sign.

3. “Copy and graphic area” - the area in square feet of the smallest four-sided figure which encloses the copy and graphic of a sign.

4. “Dynamic display” - any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates 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. This also includes any rotating, revolving, moving, flashing, blinking, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, “digital ink” or any other method or technology that allows the sign face to present a series of images or displays.

5. “Freestanding sign” - a sign which is self-supporting and affixed to a frame structure not attached to a building.

6. “Illumination, internal” - a light source within the sign.

7. “Illumination, external” - a light source which is not internal to the sign.
8. “Items of information” - individual copy and graphic items situated in a manner which presents separate messages. An item of information can only be a name, an address, a logo, or geographic directions.

9. “Limited tenant building” - a commercial retail establishment or a group of commercial retail establishments with the designed occupancy of three or less tenants. It must have shared parking and a visual appearance as a contiguous structure which may or may not be planned, constructed or managed as a total entity. This includes single tenant retail structures.

10. “Merchandise box” - a sign which is affixed on or located adjacent to a gas pump and used to advertise services and goods.

11. “Monument sign” - a sign not supported by exposed posts or poles which is architecturally designed and located directly at grade where the base width dimension is 50% or more of the greatest width of the sign.

12. “Multi-tenant center” - a group of commercial retail establishments with a designed occupancy of four or more tenants with shared parking and visual appearance as a contiguous structure which may or may not be planned, constructed or managed as a total entity.

13. “Non-commercial sign” - any sign that is not a commercial sign, including but not limited to signs that convey messages concerning political, religious, social, ideological, public service and informational topics.

14. “On-premise sign” - a sign relating in its subject matter to, or which directs attention to, a business, person, activity, commodity, service or entertainment located on the site where the sign is installed.

15. “Off-premise sign” - a sign relating in its subject matter to, or that directs attention to, a business, person, activity, commodity, service, entertainment or any other matter that is not available, or does not take place, on the same premises as the sign. A discontinued sign is an off-premise sign.


17. “Permanent sign” - any sign other than a temporary sign.

18. “Portable sign” - a sign with or without copy and graphic that is designed or intended to be moved or transported. Examples of portable signs are: A - or T - frame signs; sandwich signs; signs designed to be transported by trailer or on wheels; signs mounted on a vehicle for advertising purposes, when the vehicle is parked and visible from public right-of-way, except signs identifying a business when the vehicle is being used in the normal day-to-day operation of that business. A sign may be a portable sign even if it has wheels removed, was designed without wheels, or is attached temporarily or permanently to the ground, a structure, or other sign.

19. “Private road open to public travel” has the meaning given that term under the Manual of Uniform Traffic Control Devices.

20. “Pylon sign” - a sign supported by a post or posts so that the sign and supports are finished to grade by encasing the posts in a material consistent with the sign.
and where the base width dimension is a minimum of 10% up to and including 50% of the greatest width of the sign.

21. “Sign” - any writing, pictorial presentation, number, illustration or decoration, flag, banner or other device that is used to announce, direct attention to, identify, advertise, or otherwise make anything known. The term “sign” shall not be deemed to include: the terms “building” or “landscaping”, or any architectural embellishment of a building not intended to communicate information; works of art that do not convey commercial messages and that are painted on a building wall; flags that do not convey commercial messages; or any sign structure or device that is not visible from an adjacent street, property line or building on adjacent property.

22. “Temporary sign” - a sign constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that appears to be intended to be displayed for a limited period of time. This includes items such as banners, pennants, beacons, sandwich or curb signs, balloons or other air or gas filled figures.

23. “Wall sign” - a single faced sign attached to or erected against an exterior wall of a building with the face in a parallel plane to the plane of the building wall.

SECTION 325.03. CITATION; ADMINISTRATION AND ENFORCEMENT.

1. Citation.
   This section 325 may be cited as the Minnetonka Sign Ordinance.

2. Administration and enforcement.
   Administration and enforcement of this section 325 is governed by section 300.03.

SECTION 325.04. PERMITS, PROCEDURE AND VARIANCES.

3. Permit not required.

   The following signs do not require a permit but must meet the regulations in this section:

   a) Signs required or allowed by section 325.05, subd. 3.
   b) Temporary signs in residential districts as allowed by section 325.06, subd. 1(d)(1).

4. Permit required.

   a) No person may erect or install any of the following signs without first obtaining a permit from the community development director or designee:
b) All permanent signs permitted in section 325.06 require a sign permit. The permit must be received prior to installation of the sign. The permit and inspection fee for all permanent signs is specified in city code section 710.

c) All temporary signs permitted in section 325.06, subdivision 8 require a temporary sign permit. The permit and inspection fee for permitted signs, banners, search lights, or inflatable advertising devices is specified in city code section 710.

5. **Permit procedure.**

   a) Application for a permit must be on a form provided by the city and must include the following information:
      1) name and address of the owner of the sign;
      2) street address or location of the property on which the sign is to be located, along with the name and address of the property owner;
      3) the type of sign as defined in this section;
      4) site plan showing the location of the proposed sign;
      5) specifications and scale drawings showing the materials, design, dimensions, structural supports, method of attachment and electrical components of the sign;
      6) plan showing the location and size of all existing signs located on the same premises upon city request;
      7) name of licensed electrician who will make the final connection of an illuminated sign; and
      8) sign permit fee as specified in city code section 710.

   b) The community development director or designee must approve or deny a sign permit application within 10 days after a complete application is submitted. A decision must be made in writing and must be mailed or electronically delivered to the applicant at the address or email address provided in the application. If a permit is denied, the reason must be stated in writing.

   c) An applicant may appeal a denial by submitting a request in writing within 10 days after the decision was mailed or electronically delivered. The appeal must be scheduled for planning commission review as soon as practicable, but no later than 30 days after the appeal was submitted. The applicant may appeal a planning commission denial by submitting a request in writing within 10 days after the decision. The appeal must be scheduled for city council review as soon as practicable, but no later than 30 days after the appeal was submitted. All review of a sign permit application must be based solely on whether the application complies with city ordinances.
6. **Variances.**

A variance from the regulations in this section requires a separate application, according to the procedures in section 300.07 of this code. The fee for application for variance from this section or approval of a sign plan for a development is specified in city code section 710.

7. **Permit expiration.**

A sign permit becomes null and void if the sign is not installed within 180 days after issuance of the permit, and a new application must be submitted.

**SECTION 325.05 GENERAL REGULATIONS.**

1. **Scope.** The regulations in this section 325.05 apply to signs in all zoning districts.

2. **Prohibited Signs.**
   a) Signs are prohibited in all districts unless authorized under this section 325.
   b) Portable signs are prohibited in all districts, except for temporary traffic control devices in temporary traffic control zones as required by the Manual on Uniform Traffic Control Devices.
   c) Signs designed to resemble official traffic control devices are prohibited in all districts, except signs that are used to control traffic on private property.
   d) abandoned signs;
   e) blank signs;
   f) merchandise boxes or signs not affixed to a principal structure excluding signs permitted in subdivision 8(d);
   g) permanent off-premises signs are not permitted in any zoning district.

3. **Permitted signs.**
   The following signs are required or permitted in every zoning district:

   a) The owner of any property with an assigned street address must mark its property with the street address numerals, so that emergency services providers can easily identify the address from the public street. The identification may be on the curb or on the principal building of the property. The size and location of the identifying numerals must be proportional to the size of the building and the distance from the street to the building. In cases where the building is not located within view of the public street, or where the building is located more than 150 feet from the public street, the identifier must be located on the mailbox or other suitable device that is visible from the street.
b) Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices adopted in this state.

c) Permanent and temporary signs required by law or ordinance for regulatory/notification purposes.

d) Permanent freestanding signs are permitted on properties with more than 20 parking spaces, provided the signs comply with the requirements in Table 325.1:

<table>
<thead>
<tr>
<th>Table 325.1 Parking lot signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximum sign area</strong></td>
</tr>
<tr>
<td><strong>Maximum height</strong></td>
</tr>
<tr>
<td><strong>Location requirement</strong></td>
</tr>
<tr>
<td><strong>Numerical limit</strong></td>
</tr>
</tbody>
</table>

e) Temporary off-premise commercial signs are permitted in all districts, provided the signs comply with the following:
   1) must be at least 5 feet from the edge of a public street and must not obstruct driver visibility at intersections;
   2) may not be on the right-of-way of county and state roads and municipal state-aid streets;
   3) are limited to one per parcel of property as defined in subdivision 9 below for the same topic, location, event, or matter;
   4) may only be displayed between 6:00 a.m. on a Thursday and 6:00 p.m. on the following Sunday; and
   5) must be no larger than 3 square feet in area and no higher than 6 feet above the ground to which it is attached.

f) In all districts, any sign authorized in this chapter is allowed to contain noncommercial copy in lieu of any other copy. For new signs posted with a noncommercial message, the sign fee is waived until such time as the sign is converted to contain a commercial message.

4. **Location requirements.**

   a) Signs may not be located on property without the permission of the property owner. For signs located in public right-of-way as allowed under subdivision 3(e)
of this section 325.05, the permission of the immediately adjacent property owner must be obtained.

b) Unless specifically noted otherwise, all signs must maintain a 10 foot setback from all lot lines. The city may require a greater or lesser setback because of public safety reasons which may include the following conditions: vehicle sight distance, distance from intersection, designation of adjacent right-of-way.

c) Signs may not be mounted on a roof surface and may not project above the roof line of a structure if either attached to the structure or cantilevered over the structure.

d) Signs may not be attached to trees or utility poles.

e) Signs may not be located within public right-of-way except for official traffic control devices and those allowed by section 3(e) of this section 325.05;

f) Signs attached to fences;

g) Signs may not be located so as to obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets in a manner that presents a hazard to public safety;

h) Signs may not be located so as to obstruct any window, door, fire escape, stairway or opening intended to provide light, air, ingress or egress for any structure;

5. **Approved sign plans.**
   The city may enforce, in the same manner as the requirements of this section, the terms of a sign plan or sign covenants which it has approved. Any violation of an approved sign plan or sign covenants is a misdemeanor.

6. **Changeable messages.**
   A message that is not permanently attached to the sign face but that is not a dynamic display may occupy no more than 35 percent of the actual copy and graphic area. The remainder of the sign must not have the capability to change messages even if not used.

7. **Font size.**
   Every line of copy and graphics in a sign must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more.

8. **Sign illumination.**
   a) All illuminated signs must meet the following standards:
      1) External illumination on signs must be directed so that the illumination does not interfere with safe traffic operations;
2) Externally illuminated signs must not be directly oriented to any residential district;
3) No sign may be brighter than is necessary for clear and adequate visibility.
4) No sign may be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.
5) No sign may be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device or signal.

b) The person owning or controlling the sign must adjust the sign to meet the brightness standards in accordance with the city's instructions. The adjustment must be made immediately upon notice of non-compliance from the city. The person owning or controlling the sign may appeal the city's determination through the following appeal procedure:
1) After making the adjustment required by the city, the person owning or controlling the sign may appeal the city's determination by delivering a written appeal to the city clerk within 10 days after the city's non-compliance notice. The written appeal must include the name of a person unrelated to the person and business making the appeal, who will serve on the appeal panel.
2) Within five business days after receiving the appeal, the city must name a person who is not an official or employee of the city to serve on the appeal panel. Within five business days after the city names its representative, the city's representative must contact the sign owner's representative, and the two of them must appoint a third member to the panel, who has no relationship to either party.
3) The appeal panel may develop its own rules of procedure, but it must hold a hearing within five business days after the third member is appointed. The city and the sign owner must be given the opportunity to present testimony, and the panel may hold the hearing, or a portion of it, at the sign location. The panel must issue its decision on what level of brightness is needed to meet the brightness standards within five business days after the hearing commences. The decision will be binding on both parties.

c) All signs installed after June 25, 2007 that will have illumination by a means other than natural light must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions. These signs must also be equipped with a means to immediately turn off the display or lighting if it malfunctions, and the sign owner or operator must immediately turn off the sign or lighting when notified by the city that it is not complying with the standards in this section.

9. **Outdoor advertising displays.**
Outdoor advertising signs which exist as of March 13, 1991 are nonconforming signs. A permanent outdoor advertising sign is a principal use of property. No permitted or conditionally permitted use or any part of such use may be located on the same parcel of property as such a sign. The parcel on which such a sign is located may not be subdivided to segregate the sign from the remaining property. For the purposes of this paragraph, “parcel of property” means any property for which one property identification number has been issued by the county, or all contiguous property in common ownership as of October 15, 1997, whichever is greater.

10. **Dynamic Displays.**
   a) Findings. Studies show that there is a correlation between dynamic displays on signs and the distraction of highway drivers. Distraction can lead to traffic accidents. Drivers can be distracted not only by a changing message, but also by knowing that the sign has a changing message. Drivers may watch a sign waiting for the next change to occur. Drivers are also distracted by messages that do not tell the full story in one look. People have a natural desire to see the end of the story and will continue to look at the sign in order to wait for the end. Additionally, drivers are more distracted by special effects used to change the message, such as fade-ins and fade-outs. Finally, drivers are generally more distracted by messages that are too small to be clearly seen or that contain more than a simple message. Time and temperature signs appear to be an exception to these concerns because the messages are short, easily absorbed, and become inaccurate without frequent changes.

   Despite these public safety concerns, there is merit to allowing new technologies to easily update messages. Except as prohibited by state or federal law, sign owners should have the opportunity to use these technologies with certain restrictions. The restrictions are intended to minimize potential driver distraction and to minimize proliferation in residential districts where signs can adversely impact residential character.

   Local spacing requirements could interfere with the equal opportunity to use such technologies and are not included. Without those requirements, however, there is the potential for numerous dynamic displays to exist along any roadway. If more than one dynamic display can be seen from a given location on a road, the minimum display time becomes critical. If the display time is too short, a driver could be subjected to a view that appears to have constant movement. This impact would obviously be compounded in a corridor with multiple signs. If dynamic displays become pervasive and there are no meaningful limitations on each sign’s ability to change frequently, drivers may be subjected to an unsafe degree of distraction and sensory overload. Therefore, a longer display time is appropriate.
A constant message is typically needed on a sign so that the public can use it to identify and find an intended destination. Changing messages detract from this way-finding purpose and could adversely affect driving conduct through last-second lane changes, stops, or turns, which could result in traffic accidents. Accordingly, dynamic displays generally should not be allowed to occupy the entire copy and graphic area of a sign.

In conclusion, the city finds that dynamic displays should be allowed on signs but with significant controls to minimize their proliferation and their potential threats to public safety.

b) Regulations. Dynamic displays on signs are allowed subject to the following conditions:

1) Dynamic displays are allowed only on monument and pylon signs for conditionally permitted uses in residential districts and for all uses in other districts. Dynamic displays may occupy no more than 35 percent of the actual copy and graphic area. The remainder of the sign must not have the capability to have dynamic displays even if not used. Only one, contiguous dynamic display area is allowed on a sign face;

2) A dynamic display may not change or move more often than once every 20 minutes, except one for which changes are necessary to correct hour-and-minute, date, or temperature information. Time, date, or temperature information is considered one dynamic display and may not be included as a component of any other dynamic display. A display of time, date, or temperature must remain for at least 20 minutes before changing to a different display, but the time, date, or temperature information itself may change no more often than once every three seconds;

3) The images and messages displayed must be static, and the transition from one static display to another must be instantaneous without any special effects;

4) The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign;

5) Every line of copy and graphics in a dynamic display must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more. If there is insufficient room for copy and graphics of this size in the area allowed under clause 1 above, then no dynamic display is allowed;

6) Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped
with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the dynamic display when notified by the city that it is not complying with the standards of this ordinance;

7) Dynamic displays must comply with the brightness standards contained in subdivision 15;

8) Dynamic displays existing on June 25, 2007 must comply with the operational standards listed above. An existing dynamic display that does not meet the structural requirements in clause 1 may continue as a non-conforming development subject to section 300.29. An existing dynamic display that cannot meet the minimum size requirement in clause 5 must use the largest size possible for one line of copy to fit in the available space.

c) Incentives. Outdoor advertising signs do not need to serve the same way-finding function as do on-premises signs. Further, outdoor advertising signs are no longer allowed in the city, and there is no potential that they will proliferate. Finally, outdoor advertising signs are in themselves distracting and their removal serves public safety. The city is extremely limited in its ability to cause the removal of those signs. This clause is intended to provide incentives for the voluntary and uncompensated removal of outdoor advertising signs in certain settings. This removal results in an overall advancement of one or more of the goals set forth in this section that should more than offset any additional burden caused by the incentives. These provisions are also based on the recognition that the incentives create an opportunity to consolidate outdoor advertising services that would otherwise remain distributed throughout the community.

1) A person may obtain a permit for an enhanced dynamic display on one face of an outdoor advertising sign if the following requirements are met:

(a) The applicant agrees in writing to permanently remove, within 15 days after issuance of the permit, at least two other faces of an outdoor advertising sign in the city that are owned or leased by the applicant, each of which must satisfy the criteria of parts (b) through (d) of this subsection. This removal must include the complete removal of the structure and foundation supporting each sign face. The applicant must agree that the city may remove the sign if the applicant does not timely do so, and the application must be accompanied by a cash deposit or letter of credit acceptable to the city attorney sufficient to pay the city’s costs for that removal. The applicant must also agree that it is removing the sign voluntarily and that it has no right to compensation for the removed sign under any law.

(b) The city has not previously issued an enhanced dynamic display permit based on the removal of the particular faces relied upon in this permit application.

(c) Each removed sign has a copy and graphic area of at least 288 square feet and satisfies two or more of the following additional criteria:
(1) The removed sign is located adjacent to a highway with more than two regular lanes and with a general speed limit of 45 miles per hour or greater, but that does not have restrictions on access equivalent to those of an interstate highway;

(2) All or a substantial portion of the structure for the removed sign was constructed before 1975 and has not been substantially improved;

(3) The removed sign is located in a noncommercial zoning district;

(4) The removed sign is located in a special planning area designated in the 1999 comprehensive plan; or

(5) The removed copy and graphic area is equal to or or greater than the area of the copy and graphic area for which the enhanced dynamic display permit is sought.

(d) If the removed sign face is one for which a state permit is required by state law, the applicant must surrender its permit to the state upon removal of the sign. The sign that is the subject of the enhanced dynamic display permit cannot begin to operate until proof is provided to the city that the state permit has been surrendered.

(e) The applicant must agree in writing that no dynamic displays will ever be used on one additional outdoor advertising sign that has a copy and graphic area of at least 288 square feet in size. This agreement will be binding on the applicant and all future owners of the sign. If the sign is subsequently removed or destroyed and not replaced, the holder of the enhanced dynamic display permit is not required to substitute a different sign for the one that no longer exists.

2) If the applicant complies with the permit requirements noted above, the city will issue an enhanced dynamic display permit for the designated outdoor advertising sign. This permit will allow a dynamic display to occupy 100 percent of the potential copy and graphic area and to change no more frequently than once every eight seconds. The designated sign must meet all other requirements of this ordinance.

11. **Sign construction and maintenance.**

All signs must conform to the following standards.

a) Construction specifications. All permanent signs must be constructed in accordance with the following:

1) the Minnesota state building code;

2) all electric signs must be approved and labeled as conforming to the standards of the Underwriters' Laboratories, Inc., the United States bureau of standards or other similar institutions of recognized standing. All illuminating elements must be kept in satisfactory working condition or immediately repaired or replaced. Signs that are partly illuminated must meet all electrical requirements for the portion that is illuminated;
3) all permanent freestanding signs must have self-supporting structures erected on and permanently attached to concrete foundations;

4) for wall signs, the wall must be designed for and have sufficient strength to support the sign;

5) wall signs must be mounted parallel to the building and may not project more than 18 inches from the face of the building;

6) signs may not be painted on the wall of a building;

7) Unless otherwise specified in this section, the maximum angle permitted between faces of a double face freestanding sign is 45 degrees; and

8) signs must be constructed to withstand the following wind loads:
   (a) for solid signs, 30 pounds per square foot on one face of the sign; and
   (b) for other signs, 36 pounds per square foot of the total face area of the letters and other sign surface, or 10 pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater.

b) Sign maintenance and repair. All signs must be maintained in a safe, presentable and good structural condition at all times, including the replacement of defective parts, cleaning and other items required for maintenance of the sign. Vegetation around, in front of, behind, and underneath the base of ground signs for distance of 10 feet must be neatly trimmed and free of weeds. Rubbish or debris under or near the sign that would constitute a fire or health hazard must be removed.

   a) Abandoned signs and signs in disrepair. An abandoned sign or sign in disrepair is prohibited and shall be removed by the owner of the premises within 30 days after notification. If compliance with the provisions of this section is not achieved within 30 days, the city may remove the sign as a public nuisance by following the procedure as specified in section 1120.045 of the municipal code of ordinances. If an abandoned sign remains in good condition and without holes or other evidence of disrepair or damage, the sign shall not be considered as abandoned for a period of one year.

   b) Signs on public property or within public right-of-way: The city may at any time and without notice impound signs which have been installed on public property or within public right-of-way or easement. The sign owner may retrieve the signs according to the following:
      1) a fee must be paid to the city as established in city code section 710. For each subsequent impoundment in a calendar year, the specified fee shall be doubled;
2) the sign may be retrieved from a designated impound area during routine business hours and within 15 days from the date of impounding. After 15 days, the city will dispose of the sign; and
3) the city may not be held liable for any damage to impounded signs.

13. **Nonconforming Signs.**
   Any sign that complied with all applicable laws and ordinances at that time that it was erected but that has been or is made nonconforming due to a subsequently enacted amendment of this city code is governed by section 300.29.

**SECTION 325.06. DISTRICT REGULATIONS.**

1. **Residential Districts.**
   Within residential zoning districts, signs are permitted as provided in this subsection. Except as expressly permitted in this subsection, commercial signs are not allowed:
   a) Permanent wall signs:
      1) for each single family or multi-family residential structure, one wall sign not to exceed 2 square feet in area;
      2) for each educational, religious, public or private institution, or nursing home property one wall mounted sign that complies with the requirements in Table 325.5:
   b) Permanent monument signs:
      1) Low density residential: or each single family subdivision containing at least 6 lots and each two family subdivision containing a potential for at least 12 dwellings, one or two monument style signs, provided the signs meet the requirements in Table 325.5. A neighborhood or homeowner's association must be responsible for perpetual maintenance of the sign.
      2) Medium and high density residential: for each medium or high density residential development, one or two monument style signs, provided the signs meet the requirements in Table 325.5. The sign must be perpetually maintained by a homeowner's association or responsible property owners.
      3) Educational, religious and public institution signs: for each educational, religious, public or private institution, and nursing home property, one monument sign, provided it complies with the requirements in Table 325.5.
      4) Public and private parks: for each public or private park property, one monument sign, provided it complies with the requirements in Table 325.5
   c) Permanent signs:
      One sign is allowed per athletic playing field with structured seating capacity for 2000 or fewer people, or one or more signs per athletic playing field with structured seating capacity for greater than 2000 people; provided, that sign(s) must meet the requirements in Table 325.5.
   d) Temporary signs.
1) Within all residential zoning districts, temporary noncommercial signage is permitted provided it meets the requirements of Table 325.5.

2) Within all residential zoning districts, on-premises commercial signage is permitted on properties where new construction activity is taking place, provided the signs comply with the requirements in Table 325.2:

<table>
<thead>
<tr>
<th>Property type</th>
<th>Low density with at least four lots under development; medium or high density</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign type</td>
<td>Pylon</td>
</tr>
<tr>
<td>Numerical limit</td>
<td>One per development project number, according to the records of the community development department</td>
</tr>
<tr>
<td>Maximum sign area</td>
<td>32 square feet</td>
</tr>
<tr>
<td>Maximum height</td>
<td>8 feet, but if sign width does not exceed 4 feet, then 12 feet</td>
</tr>
<tr>
<td>Maximum duration</td>
<td>Low density – when building permits have been issued for 90 percent of the lots</td>
</tr>
<tr>
<td>Medium and high density – 18 months after building permit issuance or 7 days after issuance of certificate of occupancy for last building, whichever is sooner</td>
<td></td>
</tr>
<tr>
<td>Other requirement</td>
<td>Signage under this provision is in lieu of all other permanent or temporary signage on the property</td>
</tr>
</tbody>
</table>

3) One temporary on-premises commercial sign is permitted on a low or medium density residential property that is for lease or sale, subject to the requirements in Table 325.3:

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Freestanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum area</td>
<td>6 square feet</td>
</tr>
<tr>
<td>Maximum height</td>
<td>6 feet</td>
</tr>
<tr>
<td>Maximum duration</td>
<td>Seven days after property is no longer for lease or sale</td>
</tr>
</tbody>
</table>
4) One temporary on-premises commercial sign is permitted on a medium or high density residential property that is for lease or sale, subject to the requirements in Table 325.4; except, that no temporary sign is allowed if the graphic area of a permanent monument sign, as allowed under subdivision 1(b)(2) of this section, is increased as allowed by Table 325.5.

<table>
<thead>
<tr>
<th>Table 325.4. Temporary signage per 325.06(1)(d)(4)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sign type:</strong> choice of one:</td>
</tr>
<tr>
<td>Freestanding</td>
</tr>
<tr>
<td>Banner attached to wall</td>
</tr>
<tr>
<td><strong>Maximum area</strong></td>
</tr>
<tr>
<td>32 square feet</td>
</tr>
<tr>
<td>60 square feet</td>
</tr>
<tr>
<td><strong>Maximum height</strong></td>
</tr>
<tr>
<td>12 feet, unless width exceeds 4 feet, then 8 ft.</td>
</tr>
<tr>
<td>30 ft.</td>
</tr>
<tr>
<td><strong>Maximum duration</strong></td>
</tr>
<tr>
<td>12 months after issuance of certificate of occupancy for last building</td>
</tr>
<tr>
<td>12 months after issuance of certificate of occupancy for last building</td>
</tr>
</tbody>
</table>

5) The city council may approve temporary on-premises signs on public or institutional property. The first approval for a site may allow only one use of the sign for a specified duration. Subsequent approvals for the same type of sign may allow recurring use of the sign for limited durations over a period of up to 5 years.

<table>
<thead>
<tr>
<th>Table 325.5: Residential District Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sign type</strong></td>
</tr>
<tr>
<td><strong>Max. Area Sign Structure</strong></td>
</tr>
<tr>
<td><strong>Max. Graphic Area</strong></td>
</tr>
<tr>
<td><strong>Max. Height</strong></td>
</tr>
<tr>
<td><strong>Illumination</strong></td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>Permanent wall sign –residential use 325.06(1)(a)(1)</td>
</tr>
<tr>
<td>2 sq ft</td>
</tr>
<tr>
<td>2 sq ft</td>
</tr>
<tr>
<td>1 ft</td>
</tr>
<tr>
<td>External only</td>
</tr>
<tr>
<td>Permanent wall sign – educational, religious, institutional or nursing home use 325.06(1)(a)(2)</td>
</tr>
<tr>
<td>Lesser of 50 sq ft or 10% of wall on which sign is located</td>
</tr>
<tr>
<td>Lesser of 50 sq ft or 10% of wall on which sign is located</td>
</tr>
<tr>
<td>Individual letters not more than 24 in.</td>
</tr>
<tr>
<td>External only</td>
</tr>
<tr>
<td>Sign type</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Permanent monument sign – low density residential use 325.06(1)(b)(1)</td>
</tr>
<tr>
<td>Permanent monument sign – medium and high density residential use 325.06(1)(b)(2)</td>
</tr>
<tr>
<td>Permanent monument sign – educational, religious, institutional or nursing home use 325.06(1)(b)(3)</td>
</tr>
<tr>
<td>Permanent monument sign – public or park use 325.06(1)(b)(4)</td>
</tr>
<tr>
<td>Permanent sign – athletic field use with structured</td>
</tr>
</tbody>
</table>
Table 325.5: Residential District Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>seating for 2000 or fewer people 325.06(1)(c)</td>
<td>325.06(1)(c)</td>
<td>500 sq. ft. per sign face; 1000 sq. ft. aggregate</td>
<td>500 sq. ft. per sign face; 1000 sq. ft. aggregate</td>
<td>35</td>
<td>Internally illuminated</td>
</tr>
<tr>
<td>Permanent sign – athletic field use with structured seating for more than 2000 people 325.06(1)(c)</td>
<td>6 square feet per sign; 18 square feet aggregate per property</td>
<td>6 square feet per sign; 18 square feet aggregate per property</td>
<td>3 ft.</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

2. **Office Business District Sign Regulations.**

Within the B-1, office business district, signs are permitted according to the following standards:

a) Permanent monument signs: one permanent monument sign is permitted per development, provided the sign complies with the requirements of Table 325.6.

b) Permanent wall signs: one permanent wall sign per building, either individually mounted letter type (option 1) or wall mounted type (option 2), except as provided in Table 325.6. Signs must meet the requirements in Table 325.6.

Table 325.6: Office Business District Sign Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent monument sign – adjacent ROW is less than 100 ft in width</td>
<td>72</td>
<td>36 sq. ft.</td>
<td>15 ft.</td>
<td>Internal or external</td>
<td>Limit of three items of information per copy and graphic area</td>
</tr>
</tbody>
</table>
### Table 325.6: Office Business District Sign Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent monument sign – adjacent ROW is 100 ft. or more in width</td>
<td>100</td>
<td>50 sq. ft.</td>
<td>15 ft.</td>
<td>Internal or external</td>
<td>Limit of three items of information per copy and graphic area External light fixtures and sources must be screened from view</td>
</tr>
<tr>
<td>Permanent wall sign Must select Option 1 or Option 2</td>
<td>Op. 1</td>
<td>The greater of 50 sq. ft. or 25 % of length of building where sign is located</td>
<td>24 in. copy height 36 in. logo height</td>
<td>Internal only, if mounted above first floor; internal or external if mounted on first floor; no exposed light sources or fixtures on external lights</td>
<td>Individually mounted letters only Properties with more than one street frontage may have one sign per building facing each frontage</td>
</tr>
<tr>
<td>Op. 2</td>
<td>30 sq. ft. aggregate</td>
<td></td>
<td>Internal or external; no exposed light sources or fixtures on external lights</td>
<td>Must be mounted within first floor elevation If more than one primary entrance, one sign allowed per entrance, subject to aggregate square foot limitation</td>
<td></td>
</tr>
</tbody>
</table>

3. **Limited and General Business Sign Regulations.**
   Within the B-2 and B-3 business districts, the following signs are permitted:
   a) Permanent freestanding signs. Except as provided in Table 325.9, one freestanding sign is permitted per development. Signs must meet the requirements in Table 325.7 and Table 325.9.
Table 325.7 Freestanding Sign Size Limitations

<table>
<thead>
<tr>
<th>Principal Structure (gross square feet)</th>
<th>pylon</th>
<th>monument</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max. height</td>
<td>Max. sign size (sq. ft.)</td>
</tr>
<tr>
<td>greater than 400,000</td>
<td>30'</td>
<td>200</td>
</tr>
<tr>
<td>100,000 - 400,000</td>
<td>24'</td>
<td>100</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>18'</td>
<td>80</td>
</tr>
<tr>
<td>less than 20,000</td>
<td>15'</td>
<td>60</td>
</tr>
<tr>
<td>building with multiple screen theater</td>
<td>30'</td>
<td>200</td>
</tr>
</tbody>
</table>

b) Permanent wall signs.
1) Multi-tenant wall signs. One permanent wall sign is permitted per tenant space, and must be located no closer than two feet from any lease line. Signs must meet the requirements in Table 325.8 and Table 325.9.
2) Limited tenant wall signs. One permanent wall sign is permitted per exterior wall face on limited tenant buildings, subject to the limitations in Table 325.8 and Table 325.9.

Table 325.8 Wall Sign Size Limitations

<table>
<thead>
<tr>
<th>Principal Structure Size (Gross Sq. Ft.)</th>
<th>Individual Wall Sign Calculation</th>
<th>Total Wall Signage for Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000 - 400,000 sq. ft.</td>
<td>200 sq. ft. or 10 percent of wall face, whichever is less</td>
<td>300 sq. ft.</td>
</tr>
<tr>
<td>20,000 - 100,000 sq. ft.</td>
<td>150 sq. ft. or 10 percent of wall face, whichever is less</td>
<td>240 sq. ft.</td>
</tr>
<tr>
<td>less than 20,000 sq. ft.</td>
<td>100 sq. ft. or 15 percent of wall face, whichever is less</td>
<td>150 sq. ft.</td>
</tr>
</tbody>
</table>

Table 325.9 Limited and General Business District Sign Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent freestanding sign</td>
<td>Hotel</td>
<td>60 sq. ft.</td>
<td>15 ft.</td>
<td></td>
<td>One monument sign per development,</td>
</tr>
<tr>
<td>Sign type</td>
<td>Max. Area</td>
<td>Max. Graphic</td>
<td>Max. Height</td>
<td>Illumination</td>
<td>Other</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------</td>
<td>--------------</td>
<td>-------------</td>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Permanent wall sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Individually mounted letter-type sign only One sign per development, except 2nd sign on 2nd wall allowed if neither sign is directly oriented</td>
</tr>
<tr>
<td>Hotel</td>
<td></td>
<td></td>
<td></td>
<td>Internal</td>
<td></td>
</tr>
<tr>
<td>Property with Drive-Thru</td>
<td>50 sq. ft.</td>
<td>N/A</td>
<td>8 ft.</td>
<td>Internal</td>
<td>Allowed in addition to sign under “Other” below Single-faced only</td>
</tr>
<tr>
<td>Other</td>
<td>Monument area cannot exceed 1.5 times allowed copy and graphic area</td>
<td>See Table 325.7</td>
<td>See Table 325.7</td>
<td>Either; no exposed light sources or fixtures on external lights</td>
<td>Signs may be single or double faced One sign per development except: For multi-tenant building or limited tenant building with more than 100,000 gross sq. ft. and with 2 or more access points, one monument sign allowed at primary access and second monument allowed at second access; height and graphic limits for second monument are 50% of those in Table 325.7</td>
</tr>
</tbody>
</table>
Table 325.9 Limited and General Business District Sign Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-tenant</td>
<td>See Table 325.8</td>
<td>See Table 325.8</td>
<td>36 in.</td>
<td>Internal for individual letters</td>
<td>Individually mounted letters required unless all wall signs are incorporated into architecture of structure and of similar design. Must be installed within 26-in. high horizontal band of uniform background.</td>
</tr>
<tr>
<td>Limited tenant</td>
<td>See Table 325.8</td>
<td>See Table 325.8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

c) Permanent on-premises sign: In addition to, or as a modification of, of the signs allowed by paragraphs (a) and (b) above, one of the following options is allowed, provided, that any property with signage allowed under this paragraph (c) is not allowed to have temporary signage under subdivision 5(3) of this section 305.06.

1) Option 1:
   a. the principal freestanding sign shall be architecturally designed to accommodate a leasing message within the perimeter of the monument or pylon sign;
   b. the leasing message cannot exceed that of the identification monument or pylon message;
   c. leasing message is in addition to potential monument or pylon copy and graphic area; and the maximum size of the permanent freestanding sign permitted under paragraph (a) above may be increased as provided in Table 325.10.
Table 325.10

<table>
<thead>
<tr>
<th>Principal Structure Gross Square Footage</th>
<th>Additional Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>15 square feet</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>20 square feet</td>
</tr>
<tr>
<td>greater than 100,000</td>
<td>25 square feet</td>
</tr>
</tbody>
</table>

2) Option 2: in addition to the permanent freestanding sign allowed under paragraph (a) above, one additional permanent freestanding sign is allowed, provided it complies with the following standards:
   a. setback 5 feet from all property lines;
   b. 8 foot maximum height and 6 foot maximum width; and
   c. maximum size of sign permitted is determined by the gross square footage of the principal structure as provided in Table 325.11:

Table 325.11

<table>
<thead>
<tr>
<th>Principal Structure Gross Square Footage</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>12 square feet</td>
</tr>
<tr>
<td>20,000 - 100,000</td>
<td>16 square feet</td>
</tr>
<tr>
<td>greater than 100,000</td>
<td>18 square feet</td>
</tr>
</tbody>
</table>

3) Option 3: in addition to the permanent freestanding sign allowed under paragraph (a) above, a permanent wall mounted sign or banner is allowed, provided it complies with the following standards:
   a. buildings two stories or under:
      (1) one wall sign;
      (2) directly anchored to the building wall; and
      (3) maximum size of sign permitted is determined by the gross square footage of the principal structure as provided in Table 325.12:

Table 325.12

<table>
<thead>
<tr>
<th>Principal Structure Gross Square Footage</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>12 square feet</td>
</tr>
</tbody>
</table>
b. buildings three stories or higher:
   (1) 30 square feet maximum area;
   (2) directly anchored to the building wall; and
   (3) displayed on the building's third story or any higher story.
   (4) signs up to 32 square feet in size will be permitted without time limit
       instead of option 2 or 3 if the standards in either a. or b. are met:
       a. business or industrial development directly abuts a street with
          posted speed limit of 55 m.p.h. or greater; or
       b. the principal structure is greater than four stories.
       c. If a property qualifies for a 32 square foot sign under a. or b. and
          also has a second frontage on a designated collector or arterial
          road, option 2 or 3 as found above is also permitted.

4. **Industrial Sign Regulations.**

Within the I-1 industrial district permanent signs which comply with the following
standards are permitted:

   a) Monument sign. One permanent monument sign is permitted per property. The
      property owner must elect from one of two options in Table 325.13, and the sign
      must meet the requirements for the selected option.

   b) Permanent signage per tenant space. For multi-tenant buildings that do not have
      a monument sign under option 2 of Table 325.13, additional permanent signage
      is permitted as provided in this subdivision 4(b). The signs must meet the
      requirements of Table 325.13. The building owner or a representative must
      designate a sign design for the tenant spaces. The designation will be recorded
      by the city and kept on record for the property. Each sign on the property must
      conform to the designated sign option, and all signs must be uniform in material,
      color, style, illumination and placement. Changes to the sign designation may be
      made upon request, and approved administratively if all signs located on the site
      are brought into conformance with the requested sign plan modification. The
      planning commission must review sign plan changes if nonconforming signs are
      created.

   c) Permanent signage for single-tenant buildings: for single tenant buildings, one or
      more permanent wall signs are allowed per building, subject to the requirements
      in Table 325.13.

   d) Permanent on-premises sign: In addition to, or as a modification of, of the signs
      allowed by paragraphs (a), (b) and (c) above, one of the sign options allowed in
      section 325.06(3)(c) is allowed in the industrial district, provided, that any

<table>
<thead>
<tr>
<th>20,000 - 100,000</th>
<th>16 square feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>greater than 100,000</td>
<td>18 square feet</td>
</tr>
</tbody>
</table>
property with signage allowed under this paragraph (d) is not allowed to have temporary signage under subdivision 5(3) of this section 305.06.

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent monument sign per property</td>
<td>Option 1</td>
<td>90 sq. ft.</td>
<td>60 sq. ft.</td>
<td>10 ft.</td>
<td>Allowed for properties with multi-tenant buildings only. If this option is selected, permanent per-tenant-space signs are not allowed. Option is not available in areas designated for mixed use on the comprehensive guide plan</td>
</tr>
<tr>
<td></td>
<td>Option 2</td>
<td>120 sq. ft.</td>
<td>85 sq. ft.</td>
<td>10 ft.</td>
<td>Option 1 is not available in areas designated for mixed use on the comprehensive guide plan</td>
</tr>
<tr>
<td>Multi-tenant buildings: signs per tenant space:</td>
<td>Option A: monument or pylon</td>
<td>9 sq. ft.</td>
<td>6 ft.</td>
<td>One at each tenant’s primary building entrance Maximum width of 5 feet Single faced Positioned parallel to parking lot sidewalk or perpendicular to tenant walkway</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option B: wall sign</td>
<td>12 ft.</td>
<td>4 ft.</td>
<td>One at each tenant’s primary building entrance Max. distance of 8 ft from ground to top edge of sign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option C: Individually mounted letters</td>
<td>18 in.</td>
<td></td>
<td>One at each tenant’s primary entrance No more than 2 ft from tenant’s exterior lease lines</td>
<td></td>
</tr>
</tbody>
</table>
Table 325.13 Industrial District Sign Requirements

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Max. Area Sign Structure</th>
<th>Max. Graphic Area</th>
<th>Max. Height</th>
<th>Illumination</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-tenant buildings</td>
<td>Wall-mounted individual letters</td>
<td>5% of building face on which sign is located or 150 sq. ft., whichever is less</td>
<td></td>
<td></td>
<td>Must be installed within 18-in. high horizontal band of uniform background</td>
</tr>
</tbody>
</table>

5. Business and Industrial Temporary Sign Regulations.
Within business and industrial districts, temporary on-premises commercial signs are permitted as follows:

a) Banners not to exceed 30 square feet according to the following:
   1) maximum 30 day display period to coincide with the grand opening of a business;
   2) a business may display a banner on two occasions per calendar year with a maximum 10 day display period for each occasion;

b) Search lights or inflatable advertising devices are permitted as follows: one for each development, a maximum of two occasions per calendar year with each occasion not to exceed three days; and

c) Stringers, and pennants are not permitted.

d) Temporary on-premises commercial signage is permitted on vacant properties where new construction activity is taking place, provided the signs comply with the requirements in Table 325.14.

Table 325.14 Temporary Signs During Construction

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Pylon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numerical limit</td>
<td>One per development project number, according to the records of the community development department; One additional sign if the property is over 3 acres in size with frontage on 2</td>
</tr>
</tbody>
</table>
Table 325.14 Temporary Signs During Construction

<table>
<thead>
<tr>
<th></th>
<th>or more designated collector or arterial streets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximum sign area</strong></td>
<td>32 square feet</td>
</tr>
<tr>
<td><strong>Maximum height</strong></td>
<td>12 feet</td>
</tr>
<tr>
<td><strong>Maximum duration</strong></td>
<td>7 days after issuance of certificate of occupancy for building</td>
</tr>
</tbody>
</table>

6. **Planned Unit Development Districts**

Permanent and temporary signs in planned unit development districts are regulated according to the standards for the corresponding land use and zoning category as stated in this chapter 3. A sign plan with differing requirements may be approved by the city. Factors that will be used in determining if an individual P.U.D./P.I.D. sign plan will be considered include the following:

a) The development includes a high rise (greater than 3 story) structure;

b) the development includes multiple structures and/or substantial site area;

c) the development includes mixed uses;

d) a sign plan is uniquely adapted to address the visibility needs of a development while remaining consistent with the intent of this section to direct high quality signage; and

e) Temporary on-premises commercial signage is permitted on improved properties that are for lease or sale, provided the signs comply with the requirements in Table 325.15.

Table 325.15 Temporary Signs on Properties for Lease or Sale

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Freestanding or wall</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Numerical limit</strong></td>
<td>One per property</td>
</tr>
<tr>
<td></td>
<td>One additional sign if the property is over 3 acres in size with frontage on 2 or more designated collector or arterial streets</td>
</tr>
<tr>
<td><strong>Maximum sign area</strong></td>
<td>32 square feet</td>
</tr>
<tr>
<td><strong>Maximum height</strong></td>
<td>12 feet</td>
</tr>
<tr>
<td><strong>Maximum duration</strong></td>
<td></td>
</tr>
</tbody>
</table>
e) the sign plan includes permanent sign covenants which can be enforced by the city.