



## MEMORANDUM

DATE: May 8, 2017  
TO: Chairperson Hvidsten, PC Commissioners, and Administrator Votca  
FROM: Cynthia Smith Strack, Community Development Director  
RE: 6.6 Discussion: Section 1107.20 – Sign Code

### GENERAL INFORMATION

In April the PC discussed an update of code language relating to signs as requested by staff. Purpose of the update is primarily to pursue content-neutral language. Simplification of regulations applicable to dynamic signs and illumination standards are proposed. Additional flexibility for review of commercial and/or industrial multiple tenant and PUD are proposed.

Attached please find an updated revised draft Ordinance for review. The draft has been emailed to the City Attorney's office for comment.

### ACTION

After review and discussion, the Commission, if appropriate, may call for a public hearing on the code amendment.

**CITY OF BELLE PLAINE  
ORDINANCE 17-06**

**AN ORDINANCE REPEALING AND REPLACING SECTION 1107.20 OF THE CITY  
CODE PERTAINING TO SIGNS**

THE CITY COUNCIL OF THE CITY OF BELLE PLAINE ORDAINS:

**Section 1. Section 1107.20 of the City Code is hereby repealed in its entirety and replaced with the following:**

SECTION 1107.20 SIGNS.

1107.20 SUBD. 1. PURPOSE AND INTENT.

The purpose of this Section is to establish regulations that govern the use, approval, construction, change, replacement, location and design of Signs within the city. This Section is not intended to and does not restrict, limit, or control the content or message displayed on any Sign. The specific purposes of this Section are to:

1. Regulate the number, location, size, type, illumination and other physical characteristics of signs within the City in order to promote the public health, safety and welfare of the community.
2. Maintain, enhance and improve the aesthetic environment of the city by preventing visual clutter that is detrimental to the appearance of the community.
3. Improve the visual appearance of the city while providing for effective means of communication, consistent with constitutional guarantees.
4. Provide for fair and consistent enforcement of the sign regulations set for herein under the zoning authority of the city.

1107.20 SUBD. 2. SUBSTITUTION CLAUSE.

~~Except as otherwise provided in this Section, the owner of any Sign which is otherwise allowed may substitute or change the message on such Sign without any additional approval or permitting.~~

**The owner of any Sign that is otherwise allowed under this Section may substitute Non-Commercial Speech for any other Commercial or Non-Commercial Speech without any additional approval or permitting, notwithstanding any provision to the contrary.**

1107.20 SUBD. 3. SEVERABILITY.

If any section, subsection, sentence, clause, or phrase of this Section is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this Section. The City Council hereby declares that it would have adopted each section, subsection, sentence, or phrase herein despite any one or more sections, subsections, sentences, clauses, or phrases being declared invalid.

1107.20 SUBD. 4. DEFINITIONS.

AWNING OR CANOPY. An architectural projection that provides weather protection, identity or

decoration and is supported by the building to which it is attached. It is comprised of a rigid structure over which a covering is attached.

**BUILDING FACE.** That portion of any exterior elevation of a structure extending from grade to the top of a wall where it intersects with the roof, and the entire width of that particular structure elevation.

**COMMERCIAL SPEECH.** Speech advertising a business, profession, commodity, service, or entertainment.

**COMPREHENSIVE SIGN PLAN.** An alternative review process providing limited relief from strict adherence to performance standards for multiple tenant occupancies and/or commercial planned unit developments within the B-2, B-3, I-C, and I-2 Districts.

~~MARQUEE.~~ A permanent roofed structure attached to and supported by the building and that projects into the public right-of-way

**MURAL.** A work of graphic art painted or applied to a wall of a structure which contains no advertising or logos.

**NON-COMMERCIAL SPEECH.** Dissemination of messages not classified as Commercial Speech which include, but are not limited to, messages concerning political, religious, social, ideological, public service, and informational topics.

**NON-CONFORMING SIGN.** A Sign which lawfully existed at the time of its installation or erection, was maintained as a lawful non-conformity prior to the adoption of this Section, and does not conform to the requirements herein.

**PRINCIPAL ARTERIAL.** TH 169 or any roadway identified as such by the official comprehensive plan as adopted and amended. For purposes of calculating allowable square footage, Signs fronting Commerce Drive or Enterprise Drive, adjacent to TH-169 may utilize allowable Principal Arterial dimensional standards.

**SHIELDED LIGHT SOURCE.** A Shielded Light Source shall have the meaning associated with the nature of the light source, as follows: 1) For an artificial light source directing light upon a Sign, Shielded Light Source shall mean a light source diffused or directed so as to eliminate glare and housed to prevent damage or danger. 2) For light source located within a Sign, Shielded Light Source shall mean a light source shielded with a translucent material of sufficient opacity to prevent the visibility of the light source. 3) For a light source designed to directly display a message (e.g. LED and neon lighting), Shielded Light Source means a light source specifically designed by its manufacturer for outdoor use.

**SIGHT TRIANGLE.** A triangle at an intersection, formed by the two roads and straight line drawn between said roads at a distance along each line thirty (30) feet from their point of intersection.

**SIGN.** Any letter, word, symbol, device, poster, picture, statuary, reading matter, scoreboard or representation in the nature of an advertisement, announcement, message or visual communication whether painted, pasted, printed, affixed or constructed which is displayed outdoors for informational or communicative purposes, and is visible to members of the public who are not on the premises on which it is located.

**SIGN SETBACK.** The required minimum horizontal distance between any part of a Sign and the related front, side or rear property lines.

**SIGN, ADDRESS.** A Sign for postal identification numbers only, whether written or in number form, communicating the street address and/or name of the occupant of the property.

~~SIGN, ADVERTISING.~~ An Off-Premise Sign, also known as a "Billboard", which directs attention to a commodity, service establishment or entertainment establishment that is not sold or located upon the premises where such sign is located, or to which it is affixed.

~~SIGN, AREA IDENTIFICATION.~~ A Freestanding On-Premise Sign, which identifies the name of a neighborhood, a residential subdivision, a multiple residential complex, a shopping center or area, an industrial area, an office complex or any combination of the above.

**SIGN, AWNING.** A Sign permanently affixed to an awning providing a shelter or cover over the approach to any building entrance or shading a window area.

**SIGN, BANNERS AND PENNANTS.** Any attention-getting devices that are made of a non-permanent flexible paper, cloth, vinyl or plastic-like material.

~~SIGN, CAMPAIGN.~~ A Sign which identifies and promotes the election of a political candidate or

- promotes an issue to be voted on at a government election.
- ~~SIGN, COMMUNITY. Signs erected and maintained by the City of Belle Plaine within the corporate limits with the purpose of identifying and promoting the community.~~
- ~~SIGN, DIRECTIONAL. An On or Off Premise Temporary Sign for the purpose of making specific commercial, industrial, or public or semipublic locations known and to assist in finding these locations, which does not contain any advertising. **An on-premises or off-premises sign erected on a property by the owner of such property solely for the purpose of guiding vehicular and pedestrian traffic.**~~
- SIGN, DYNAMIC. A Sign or portion thereof that appears to have 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 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.
- SIGN, FREE-STANDING. A Sign which is supported by upright braces or posts and is placed upon or in the ground and not affixed to any part of any building.
- ~~SIGN, GOVERNMENTAL. A Sign which is erected or maintained by a governmental unit.~~
- ~~SIGN, IDENTIFICATION. A Sign which identifies a residential, commercial, industrial, or public project located upon the premises where such sign is located, or to which such sign is affixed.~~
- SIGN, ILLUMINATED. A Sign upon which artificial light is directed or which has an interior light source.
- ~~SIGN, INSTITUTIONAL. An On-Premise Sign which identifies the name and other characteristics of a public or private institution (i.e. church or school).~~
- SIGN, INTERNAL DIRECTIONAL. An On-Premise Sign erected on a property solely for the purpose of guiding vehicular and pedestrian traffic within the site, which does not contain any advertising.
- SIGN, MONUMENT. A Free-Standing Sign not supported by exposed posts or poles which is architecturally designed and located directly at grade where the base width dimension is fifty (50) percent or more of the greatest width of the sign.
- SIGN, OFF-PREMISE. A Sign, **including sign support structure**, which identifies a business, commodity, service, or entertainment conducted, sold, or offered **which is not located or performed on the premises on which the sign is located; commonly known as a "billboard"**, elsewhere other than on the premises where the sign is installed.
- SIGN, ON-PREMISE. A Sign which identifies the business, commodity, service, or entertainment, offered on the same premises upon which the sign is located.
- SIGN, PERMANENT. Any Sign which is not a Temporary Sign or Portable Sign.
- SIGN, PORTABLE. A Sign so designed as to be movable from one (1) location to another and which is not permanently attached to the ground, sales display device or structure.
- SIGN, PROJECTING. A Sign, other than a Wall Sign, any portion of which materially extends over public property.
- SIGN, PROMOTIONAL DEVICES. Air inflated devices, Banners exceeding forty (40) square feet, spotlights, or any Sign resembling the same.
- SIGN, PYLON. A Free-Standing Sign supported by a post or posts so that the sign 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 ten (10) percent up to and including fifty (50) percent of the greatest width of the sign.
- ~~SIGN, REAL ESTATE. An On-Premise Sign for the purpose of advertising the sale or lease or the completion of the sale or lease of real estate, or directing attention to the opening or location of a new residential development.~~
- SIGN, ROOF. A Sign erected upon or projecting above the roof line of a structure to which it is affixed.
- SIGN, SANDWICH. A Temporary Sign with two (2) faces that is designed to sit on the sidewalk or ground, ~~that can be closed when removed.~~
- ~~SIGN, SERVICE CLUB. A Sign not exceeding eight (8) square feet whose erection is authorized by law relating to non-profit service clubs or charitable associations; in accordance with~~

~~State Statute 173 as may be amended from time to time.~~

~~SIGN, SPECIAL EVENT. A Temporary Sign erected by a civic or other non-profit organization to promote or identify a fund raiser, festival, tournament, or other non-commercial one-time or annual event such as: BBQ Days, the Chamber of Commerce ½ Marathon, and the Scott County Fair.~~ **SIGN, SPECIAL EVENT. A Temporary Sign displayed before or during a one-time, special, or annual event or a holiday.**

SIGN, SURFACE AREA. The entire area within a single continuous perimeter enclosing the extreme limits of such Sign and in no case passing through or between any adjacent elements or same; however, such perimeter shall not include any structural elements lying outside the limits of such sign, and not forming an integral part of the display. In the case of a Free-Standing Sign with two (2) back-to-back surfaces each surface may be equal to the allowable gross area.

SIGN, TEMPORARY. A Sign placed **displayed** ~~for a specific purpose that is~~ of for a limited time duration, after which the Sign is to be removed, which does not necessarily meet the structural requirements for a Permanent Sign.

SIGN, WALL. Any sign which is affixed to the wall of a building, but shall not include a Mural.

#### 1107.20 SUBD. 5. NON-CONFORMING SIGNS.

After the effective date of this Ordinance, no sign permit shall be issued, nor shall any Sign, except as hereinafter specified, be erected, substantially improved, converted, enlarged, moved, or structurally altered without conforming with the provisions of this Section. A non-conforming Sign may be continued in its prior non-conforming condition subject to the following requirements:

1. Normal maintenance shall be allowed including the repair, replacement and repainting of a sign face, lettering, or other sign materials, so long as the location, configuration and Sign Area of the Sign remain the same
2. No Sign shall be enlarged or altered in a way which increases its nonconformity.

#### 1107.20 SUBD. 6. PERMIT REQUIRED.

It is unlawful for any person to maintain, install, erect, re-erect, relocate or modify any sign without first obtaining a permit except as provided in paragraph 2 below.

1. Application and Fee. Applications for sign permits shall be made in writing upon forms furnished by the City. The fee for the permit shall be based on the City's fee schedule as adopted by ordinance of the City Council. Each application for a permit shall set forth the correct legal description of the tract of land upon which the sign presently exists or is proposed to be located, the location of the Sign on said tract of land, the manner of construction and materials used in the Sign, a complete description and sketch of the Sign, and any other information required by the Zoning Administrator to accurately review the application for conformance with this Section.
2. Exemptions. No permit shall be required for the following Signs; provided however, that all Signs herein exempted from the permit requirements shall conform with all other requirements of this Section:
  - A. Permanent window Signs. Such Signs shall maintain a minimum of fifty (50) percent of the area of the window in which the Sign is placed, mounted or painted to remain free from signage.
  - B. Signs having an area of two (2) square feet or less.
  - C. ~~Signs erected by a government unit.~~

D. Signs which are entirely within a building and not visible from outside of said building.

~~E. Service Club Signs.~~

F. Memorial signs or tablets, names of buildings and date of erection when cut into or attached to any masonry surface or noncombustible material within the building façade.

~~G. Signs denoting employment opportunities within said property. Such Signs shall not exceed twenty-four (24) square feet.~~

~~H. Signs which denote the location of an office, delivery or service area within a business. Such Signs shall not exceed eight (8) square feet.~~

I. Address Signs.

J. Replacement and/or repainting of a Sign face, lettering, or other sign materials so long as the location, configuration and area of the Sign remain the same.

#### 1107.20 SUBD. 7. CONSTRUCTION STANDARDS.

1. Signs shall be constructed and maintained in a manner where they will be safe to the general public.
2. Signs shall be designed as an integral architectural element of the building and site to which it principally relates. Materials and colors that are compatible with the character and architectural detail of the building and the surrounding environment shall be used on all Signs. **The exposed backs of all signs and sign structures shall be painted a neutral color.**
3. Permanent Signs shall be constructed to meet the current Minnesota State Building Code, as amended, and all applicable standards of this Section.
4. All Illuminated Signs shall conform to Section 1107.20, SUBD. 10.5. Illuminated Signs, below. All electrical wiring of Signs shall comply with the provisions of the current National Electrical Code, as amended.

#### 1107.20 SUBD. 8. SIGN MAINTENANCE.

1. Painting. The owner of any Sign shall be required to have such Sign properly repainted whenever its paint begins to fade, chip or discolor, including all parts and supports of the Sign, unless such parts or supports are galvanized or otherwise treated to prevent rust.
2. Obsolete Signs. Any Sign which no longer advertises a bona fide business conducted or a product sold shall be taken down and removed by the owner, agent or person having the beneficial use of the building, or land upon which the sign may be found within thirty (30) days after written notice from the City.
3. Unsafe or Dangerous Signs. Any Sign which is in a state of disrepair, becomes structurally unsafe or endangers the safety of a building or premise or endangers the public safety shall be considered a nuisance pursuant to Chapter 4- Public Health and Protection and shall be enforced in the same manner as described in Chapter 4.

1107.20 SUBD. 9. VARIANCE.

The City may grant variance from the square footage, height and setback requirements of this Section in accordance with the Variance provisions of the Zoning Ordinance.

1107.20 SUBD. 10. GENERAL PROVISIONS APPLICABLE TO ALL DISTRICTS.

1. **Prohibited Signs.** The following Signs are prohibited in all districts:
  - A. Advertising **Off-Premises** Signs.
  - B. Signs containing **statement, words, or pictures of an obscene, indecent, or immoral character, or such as would offend public morals or decency.** ~~obscene or indecent material.~~
  - C. Signs painted, attached or in any manner affixed to utility poles, trees, rocks or similar natural surfaces.
  - D. Roof Signs.
  - E. Signs that resemble any official marker erected by a government agency by reason of position, shape or color, which would interfere with the proper function of a traffic sign, signal or be misleading to vehicular traffic.
  - F. Signs in, upon, or projecting into any public right-of-way or easement, except for Projecting Signs as regulated in the B-3, Central Business District.
  - G. Signs located within the Sight Triangle or located to otherwise interfere with the ability of vehicle operations or pedestrians to see traffic signs or signals, or which impede the vision of traffic.
  - H. Signs which obstruct any window, door, fire escape, stairway or opening intended to provide ingress or egress to any structure or building.
  - I. **Any sign not in conformance with these regulations, other than a Non-Conforming Sign.**
  - J. **Any other Sign not expressly permitted by the provisions of this Section.**
2. **Address Signs.** **To aid emergency personnel, postal delivery, and the navigation of traffic,** one (1) Address Sign shall be required per building in all districts and shall not exceed two (2) square feet in area for each place of business or dwelling unit, indicating only name and address. One (1) nameplate Sign for each place of business or dwelling group of four (4) to twelve (12) businesses or dwelling units, shall not exceed six (6) square feet in area per surface. One (1) nameplate Sign for each place of business or dwelling group of twelve (12) or more businesses or dwelling units, shall not exceed twelve (12) square feet in area per surface, and no sign shall have more than two (2) display surfaces. **No permit or registration is required.** ~~Said Signs may indicate the names of the buildings or project, be a directory for occupants or state any combination of permitted information.~~
  - A. Said Sign shall be located on the side of the building that faces the street in the address. One (1) Sign shall be located on the main entrance of the building if it



does not face the street in the address.

- B. Said Sign shall be located no lower than five (5) feet above ground level and no higher than one (1) foot below the roof line.
3. **Temporary Signs.** The following regulations apply to Temporary Signs within the City. If they are not removed by the date specified, the Signs may be taken down by the City and the cost of removal charges to the registrant.
- A. **Signs Containing Non-Commercial Speech. Subject to Minnesota Statute Section 211B.045, as it may be amended from time to time, and notwithstanding the other provisions contained in this Section, Signs containing Non-Commercial Speech may be posted beginning forty-six (46) days before a primary election in a general election year until ten (10) days following the general election and thirteen (13) weeks prior to any special election until ten (10) days following the special election. No permit or registration is required for this type of sign. Said Signs containing Non-Commercial Speech** ~~Campaign Signs. All Campaign Signs of any size may be posted in any number beginning 46 days before the state primary in a state general election until ten (10) days following the state general election and thirteen (13) weeks prior to any special election until ten (10) days following the special election. No permit or registration is required for this type of Sign. Campaign Signs may be placed on private property or on the right-of-way in front of any private property with the approval of the property owner. Campaign Signs may not be placed on any publicly owned property or right-of-way adjacent thereto.~~
  - B. Banners and Pennants **may be displayed** ~~used for grand openings of business establishments, promotions pertaining to an on-premises product or service, and holidays shall be permitted~~ upon issuance of a Temporary Sign permit for fourteen (14) days. No more than two (2) Temporary Signs may be displayed at one time **per principal structure. A** ~~and a maximum of four (4)~~ **eight (8) display weeks** for Temporary Signs per establishment per year are allowed.
  - C. ~~Promotional Devices. Promotional Devices are permitted in conjunction with a grand opening (the initial commencement of business) and shall be allowed for a period of two (2) weeks.~~
  - D. Special Event Signs may be erected and maintained for a period not to exceed thirty (30) days prior to the date of the event and shall be removed within five (5) business days following the event.
  - E. **Construction. Two** ~~One~~ Identification Sign ~~setting forth the name of the project, architects, engineers, contractors and financing agencies~~ signs may be installed at a construction site in any district, for the period of construction, subject to the following conditions:
    - 1. The Sign shall be removed within seven (7) days of the closing listed on the registration permit or end of construction period, whichever is sooner.
    - 2. The maximum size of such Sign shall not exceed thirty-two (32) square feet or eight (8) feet in height, unless adjacent to a Principal Arterial, in which case no such Sign shall exceed one hundred (100) square feet or fifteen (15) feet in height.
  - F. Real Estate Signs **Property for Sale or Lease. A Sign** may be placed upon



property in any District while it is for sale or lease, for the purpose of advertising the lease or sale of property upon which it is placed. Only one (1) such Sign shall be permitted per street frontage with the following conditions:

1. Such Sign shall be removed within seven (7) days following the lease or sale.
2. The maximum size of such Sign shall not exceed thirty-two (32) square feet and eight (8) feet in height, unless adjacent to a Principal Arterial, in which case no such Sign shall exceed one hundred (100) square feet or fifteen (15) feet in height.

G. Directional Signs shall be permitted in any District upon the issuance of a Temporary Sign permit. Such Signs shall comply with the following requirements:

1. The Sign shall be for the purpose of providing directions to a business establishment, and not for advertising, and shall include only the name of the establishment or logo and a directional arrow.
2. The Sign shall be placed on private property, subject to the written approval of the property owner.
3. The Sign must be placed ten (10) feet from any street right-of-way line or internal property line.
4. The Sign shall be temporary and shall be removed within one (1) year of placement.
5. The Sign shall not exceed thirty-two (32) square feet and six (6) feet in height as measured from the ground to the top of the Sign.
6. The Sign shall comply with applicable State and County regulations.
7. The Sign shall not be illuminated, will be neutral in color, and not conflict with traffic signage.
8. The Temporary Sign permit may impose limits on the number and appropriate location of signage. In no event will any establishment be allowed more than one (1) Sign per intersection, nor more than one (1) Sign per parcel of land. The proximity of the proposed signage to TH 169 and other directional signage, and the number of traffic turns required to reach a business location will be considered in determining the permitted number of Signs and permitted location for signage.

H. Signs located at the intersection of Main Street and Meridian Street shall be allowed with the following conditions:

1. Signs shall be placed only during daylight hours between sunrise and sunset.
2. Signs shall be put up by non-profit organizations only.
3. Signs shall be placed on a pedestal that is approved by City staff and no Sandwich or Banner Signs shall be allowed.
4. Street maintenance signs shall have precedence over all other signs.

5. The Belle Plaine Police Department shall remove all Signs that are in violation.
  - I. Signs in vehicles and/or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent intent is to advertise a product or direct people to an activity located on the same or other property are prohibited unless a Temporary Sign permit has been issued.
  - J. **Signs In Developing Subdivisions. During the development of a new subdivision consisting of two (2) or more lots up to two (2) signs not to exceed twelve (12) feet in height may be displayed. The City shall not review or consider the content of any message to be displayed on such signs. In addition to the signs mentioned above, there shall be permitted one (1) sign not exceeding four (4) square feet, and not more than six (6) feet in height, per lot in the subdivision. All signs allowed according to this Subdivision shall be removed when 75 percent of the lots in the subdivision are fully developed, or within two (2) years following the beginning of development in the subdivision, whichever comes first. No signs allowed according to this Subdivision may be illuminated.**
4. **Dynamic Signs.** Dynamic Signs may be permitted with the following conditions:
- A. Dynamic displays are permitted as follows:
    1. R-1, R-2, R-3 and R-7 Districts on Monument Signs or Wall Signs associated with uses allowed under conditional use permit. Dynamic displays may occupy no more that thirty-five (35) percent of the allowable Monument or Wall Sign Area.
    2. B-2, B-3, I-C Districts on Monument, Pylon, and Wall Signs for any permitted or conditionally permitted uses, occupying up to thirty-five (35) percent of the allowable Sign Area.

~~B. Dynamic displays may not change or move more often that the following, except one for which changes are necessary to correct hour and minute, date, or temperature information:-~~

| <b>Speed Limit</b> | <b>Maximum number of changes</b> |
|--------------------|----------------------------------|
| 34—under           | Once every 15 seconds            |
| 35-54              | Once every 30 seconds            |
| 55 and over        | Once every 60 seconds            |

- ~~C. Time, date, or temperature information is considered one (1) dynamic display and may not be included as a component of any other dynamic display.~~
- ~~D. A display of time, date, or temperature must remain for at least the minimal allowed display time, as identified above, before changing to a different display, but time, date, or temperature information itself may not change more often than once every three (3) seconds.~~
- ~~E. The images and messages displayed must be static, and the transition from one static display to another must be instantaneous without any special effects.~~

- F. 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.
  - G. Every line of copy and graphics in a dynamic display must be at least ~~seven (7) inches in height on a road with a speed limit of twenty-five (25) thirty-four (34) miles per hour, nine (9) inches on a road with a speed limit of thirty-five (35) forty-four (44) miles per hour, twelve (12) inches on a road with a speed limit of forty-five (45) fifty-four (54) miles per hour and fifteen (15) inches on a road with a speed limit of fifty-five (55) miles per hour or more.~~
  - H. 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.
  - E. ~~Dynamic displays must comply with the brightness standards contained in Subd. 10.5 below.~~
5. **Illuminated Signs.** The following standards apply to Illuminated Signs which may be permitted with the following conditions:
- A. Illuminated Sign shall:
    1. Have a Shielded Light Source.
    2. ~~Not exceed a maximum light intensity of five thousand (5000) nits (candelas per square meter) during daylight hours and a maximum light intensity of five hundred (500) nits between dusk to dawn as measured from the sign's face at maximum brightness; and~~
    3. Be equipped with (i) an automatic dimmer control to produce the illumination change required and (ii) a means to immediately turn off the display or lighting if the Illuminated Sign malfunctions.
  - B. ~~Prior to the issuance of a sign permit, the applicant shall provide a written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the levels specified in this section.~~

**6. Master Sign Plan for Multiple Tenant Occupancies.**

- A. **Master sign plans are preferred for all multiple tenant developments and/or structures.**
- B. **Sign placement and material for multiple tenant signs shall be uniform and consistent with the development.**
- C. **All signs contained in the Master Sign Plan shall conform to the architectural, design, location, and performance standards of this Section. Standards contained in this Section applicable to specific types of signs and specific zoning districts shall apply to any/all multiple tenant signs.**

**7. Comprehensive Sign Plan.**

- A. **A Comprehensive Sign Plan may be issued for multiple tenant occupancies**

**and/or commercial planned unit developments within the B-2, B-3, I-C, and I-2 Districts. A Comprehensive Sign Plan is an alternative to the strict adherence of regulations contained in this Section.**

**B. The comprehensive sign plan process is intended to encourage a flexible procedure to review area-wide signage plans that:**

- 1. Are appropriately related to the overall character of the development.**
- 2. Provide adequate identification and information.**
- 3. Maintain an acceptable visual environment.**
- 4. Promotes traffic safety.**
- 5. Are consistent with the purpose and intent of this Ordinance.**

**C. The comprehensive sign plan or any modification thereto, may contain such conditions, requirements or standards that may be stipulated by the City to assure that signs covered by the plan will not be detrimental to persons or property in the vicinity, or to the public welfare.**

**D. Review Criteria.**

- 1. Consistency with architectural and design standards contained in this Section and the Belle Plaine Design Manual.**
- 2. All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include:**
  - a. The purpose of the sign,**
  - b. Its location in relation to traffic movement and access points,**
  - c. Its location in relation to site features and structures, and**
  - d. Sign orientation relative to viewing distances and viewing angles.**

**E. Quantity.**

- 1. The quantity of signs shall be no greater than that required to provide project identification and entry signs, internal circulation and directional information to destinations and development sub-areas, and business identification. Factors to be considered shall include the size of the development, the number of development sub-areas and the division or integration of sign functions.**
- 2. The number of signs approved under a Comprehensive Sign Plan shall in no case exceed one hundred and twenty-five (125) percent of that allowed under the traditional review process within the underlying zoning district classification.**

**F. Size.**

1. Signs shall be no larger than necessary for visibility and readability. Factors to be considered in determining appropriate size shall include topography, volume of traffic, speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display location and height), lettering style and the presence of distractive influences.
2. No sign approved shall exceed the maximum height standard for signs contained in the underlying zoning district by more than fifty (50) percent.
3. No sign or combination of signs approved under a Comprehensive Sign Plan shall exceed one hundred twenty-five (125) percent of the maximum area standard allowed on the site through the traditional review process.

G. Review Process. Comprehensive Sign Plans shall be reviewed administratively; however, either the Zoning Administrator or the permit applicant may refer review to the Planning Commission and/or City Council for approval.

H. Comprehensive Sign Plan Amendments. Minor amendments to comprehensive sign plans shall be reviewed administratively by the Zoning Administrator provided the proposed changes:

1. Meet all standards prescribed in original approved Comprehensive Sign Plan.
2. The proposed signage change meets all other standards or requirements set forth in this Section.
3. The proposed signage change will not increase the number of signs, the height of signs, or the sign area authorized under the initial plan.
4. Replacement and/or repainting of a Sign face, lettering, or other sign materials does not require a permit or administrative review provided the location, configuration and area of the Sign remain the same.

#### 1170.20 SUBD. 11. DISTRICT REGULATIONS.

In addition to those signs permitted in all districts, signs as herein designed shall be permitted in each specific district, and shall conform as to size, location and character according to the requirements herein set forth.

1. RESIDENTIAL DISTRICTS – (A-2, R-1, R-2, R-3, R-7, R-MH AND PUD OVERLAYS).  
The following signs are permitted within the residential districts.
  - A. Address Signs: One (1) Sign not to exceed two (2) square feet in area for each dwelling.
  - B. Monument Signs: One (1) Monument Sign per street frontage shall be permitted for each lot and development entrance located on a collector or arterial

~~roadway, a church, public or private institution, apartment building, hospital, nursing or assisted living facility, or recreational facility.~~ Such Sign shall not exceed forty-eight (48) square feet in area and shall not exceed twelve (12) feet in width or six (6) feet in height. No Sign shall be placed closer than five (5) feet to any public right-of-way.

**C. Wall Signs: One Wall sign shall be permitted on each Building Face, not to exceed two (2) wall signs per building for Multiple Family Dwellings within the R-7 and R-MH District. The sign area of each said wall sign shall not exceed five (5) percent of the building face to which it is affixed.**

~~D. Area Identification Signs: A residential subdivision of twenty (20) or more acres shall be permitted a maximum of two (2) Monument Signs. All other residential subdivisions shall be permitted one (1) Monument Sign. The Sign Area of each such Sign shall not exceed forty-eight (48) square feet. The dimensions of each such Sign shall not exceed twelve (12) feet in width or six (6) feet in height. Such Signs shall be located near the main entrances of the subdivision and shall be limited to one (1) Sign per intersection.~~

E. Internal Directional Signs: Internal Directional Signs for non-single-family uses are allowed up to three (3) per lot. The Sign Area of each such Sign shall not exceed **five (5)** ~~four (4)~~ square feet or **five (5)** ~~four (4)~~ feet in height

2. COMMERCIAL CENTRAL BUSINESS DISTRICT – (B-3 AND PUD OVERLAYS). The following signs are permitted within the Central Business District. All sign permits shall be forwarded to the Design Committee for approval before any sign permit is issued.

A. Address Signs: One (1) Sign not to exceed four (4) square feet in area for each building.

B. Monument Signs: One (1) Monument Sign is allowed per lot. Such Sign shall not exceed thirty-two (32) square feet and shall not exceed ten (10) feet in width or six (6) feet in height.

C. Wall Signs: One (1) Wall Sign shall be permitted per Building Face, not to exceed two (2) Wall Signs per building. For multi-tenant buildings, one Wall Sign per tenant is allowed provided the Building Face coverage limitation set forth below is met.

1. A maximum of twenty (20) percent of the Building Face may be used for a Wall Sign.

2. Wall Signs may be permitted to extend within the right-of-way up to a distance of fifteen (15) inches, but no less than eight (8) feet of clearance shall be provided between the sidewalk elevation and lowest point of the Sign.

D. Sandwich Signs: Sandwich Signs shall be permitted subject to the following conditions. No permit is required for a Sandwich Sign.

1. Only one (1) Sandwich Sign per business is allowed.

2. Signs shall be displayed during business hours only.

3. Maximum allowable Sign Area shall not exceed six (6) square feet. Two (2) sides of the Sign may contain graphics and/or text. The maximum

depth or spread of the Sign shall not exceed two (2) feet.

4. Quality of said Signs shall be of professional craftsmanship only.
5. Signs shall be placed only on the business property or on sidewalk directly abutting the business property.

E. Canopy, ~~Marquee~~, and Awning Signs: One (1) Canopy, ~~Marquee~~ or Awning Sign is permitted per lot subject to the following conditions:

1. The Sign Area of any Canopy, ~~Marquee~~ or Awning Sign shall reduce, square foot for square foot, the Sign Area of any permitted Wall Signs on the same building face.
2. Such Signs shall have a minimum clearance of eight (8) feet above a public sidewalk or right-of-way and may not project nearer than thirty (30) inches to the street curb.
3. The architectural style of the Canopy, ~~Marquee~~ or Awning shall be consistent with the building and Downtown Design Standards.

F. Projecting Signs: Projecting Signs in the Central Business District should be architecturally compatible with the style, composition, materials, colors and details of the building and with other signs on nearby buildings, while providing for adequate identification of the business.

1. Symbolic and historic three-dimensional signs such as barber shop poles and appropriately-sized projecting signs are encouraged.
2. Projecting Signs must be no greater than fifteen (15) square feet and have a maximum width of three (3) feet and shall not extend above the first floor of the building.
3. No less than eight (8) feet of clearance shall be provided between the sidewalk elevation and the lowest point of the Projecting Sign.
4. The Sign and frame shall not project out from the building face more than five (5) feet and there shall not be more than a one (1) foot clearance between the Sign and the building.
5. Building and signage lighting must be indirect, with the light source(s) hidden from direct pedestrian and motorist view.
6. Lighting and signage should be separate and distinct. Combined lighting and signage is not encouraged.
7. Only one (1) Projecting Sign is allowed per Building Face.

G. Internal Directional Signs: Up to four (4) Internal Directional Signs per lot are permitted. The Sign Area of each such Sign shall not exceed four (4) square feet or four (4) feet in height.

3. COMMERCIAL AND INDUSTRIAL (B-2, I-2, I-C, AND PUD OVERLAYS). The following Signs are permitted within the B-2, I-s and I-C Districts.



- A. Address Signs: One (1) Sign not to exceed four (4) square feet in area for each building.
- B. Monument Signs: One (1) Monument Sign facing each street frontage may be permitted per lot. The Sign Area of any such Monument Sign shall not exceed one-hundred fifty (150) square feet, unless adjacent to a Principal Arterial. The total area of any such Monument Sign facing a Principal Arterial shall not exceed two-hundred (200) square feet. No Monument Sign shall be placed closer than five (5) feet to any public right-of-way line.
- C. Wall Signs: One (1) Wall Sign shall be permitted per Building Face, not to exceed two (2) Wall Signs per building. For multi-tenant building, one (1) Wall Sign per tenant is allowed provided that the Building Face coverage limitation set forth below is met.
  - 1. A maximum of twenty (20) percent of the Building Face may be used for a Wall Sign.
  - 2. Signs shall not project above the parapet or eaves.
- D. ~~Area Identification Signs: One (1) Area Identification Sign per development entrance is allowed. The Sign Area of each such Sign shall not exceed one-hundred (100) square feet. No Area Identification Sign shall be placed closer than five (5) feet to any public right-of-way line.~~
- E. Pylon Signs: One (1) Pylon Sign may be permitted per lot. The Sign Area of any such Pylon Sign shall not exceed one-hundred fifty (150) square feet, except when adjacent to a Principal Arterial. The total area of any such Pylon Sign facing a Principal Arterial shall not exceed two-hundred (200) square feet. No Pylon Sign shall be placed closer than five (5) feet to any public right-of-way line. The height of any Pylon Sign shall not exceed thirty-five (35) feet as measured from the elevation of the centerline of the roadway upon which the Sign is oriented. For convenience food, hotel, motor fuel and restaurant uses developed on properties with an elevation below that of the centerline of TH-169, measured at the closest distance between the Sign location and the centerline of TH-169, the height of a Pylon Sign may increase to be not more than thirty-five (35) feet above the centerline of TH-169 with a total height not to exceed fifty (50) feet.
- F. Sandwich Signs: Sandwich Signs shall be permitted subject to the following conditions. No permit is required for a Sandwich Sign.
  - 1. Only one (1) Sandwich Sign per business is allowed.
  - 2. Signs shall be displayed during business hours only.
  - 3. Maximum allowable Sign Area shall not exceed six (6) square feet. Two (2) sides of the Sign may contain graphics and/or text. The maximum depth or spread of the sign shall not exceed two (2) feet.
  - 4. Quality of said Signs shall be of professional craftsmanship only.
  - 5. Signs shall be placed only on the business property or on sidewalks directly abutting the business property.
- G. Canopy, ~~Marquee~~, and Awning Signs: One (1) Canopy, ~~Marquee~~ or Awning Sign is permitted per lot subject to the following conditions:

1. The Sign Area of any Canopy, ~~Marquee~~ or Awning Sign shall reduce, square foot for square foot, the Sign Area of any permitted Wall Signs on the same Building Face.
  2. Such Signs shall have a minimum clearance of eight (8) feet above a walkway and may not project nearer than thirty (30) inches to the street curb.
- H. Internal Directional Signs: Up to four (4) Internal Directional Signs per lot are permitted. The Sign Area of each such Sign shall not exceed four (4) square feet or four (4) feet in height.

**Section 2. This Ordinance shall become effective upon publication in the official newspaper of the City.**

Passed and duly adopted by the City Council of the City of Belle Plaine this [redacted] day of [redacted], 2017.

BY: \_\_\_\_\_  
Christopher G. Meyer, Mayor

ATTEST:

\_\_\_\_\_  
Michael J. Votca, City Administrator

Published in the Herald on [redacted], 2017.