

Temporary Sign Regulations

City Code Section 119-4

(i) Temporary signs.

(1) One temporary real estate sign may be placed in any district for the purpose of advertising the lease or sale of property upon which it is placed. Only one such sign shall be permitted per street and/or lake frontage. Such signs shall be exempt from permits and fees providing they meet the following requirements:

- a. Such sign shall be removed seven days following lease or sale.
- b. The maximum size of such signs for each district is as follows:
 1. In R-1, and R-2 district the maximum size is five square feet.
 2. In R-3, R-4 and PDA districts the maximum size is 18 square feet.
 3. In B-1, B-2, B-3, and I-1 districts the maximum size is 32 square feet.

(2) Temporary real estate promotional signs may be erected for the purpose of selling or promoting a residential project of ten or more dwelling units or any nonresidential project. Such signs shall be exempt from permits and fees; provided that:

- a. Such sign shall not exceed 32 square feet in area.
- b. Maximum height of ten feet.
- c. Maximum number of said temporary real estate advertising signs shall not exceed two in number.
- d. Minimum distance between said advertising signs is 500 feet.
- e. Such signs shall be removed when the project is 90 percent complete, sold, or leased.
- f. Such signs shall be located no closer than 100 feet to a preexisting residential dwelling unit.
- g. Written approval from the property owner shall be submitted at the time of City Council review.

(3) Temporary banners and pennants employed for grand openings for business establishments, special events or promotions and holidays are not exempt from permits and fees and shall be removed within 15 days upon permit issuance unless an alternate schedule is approved by the City Council. Temporary banners and pennants are prohibited from being placed upon any decorative fencing unless the banner or pennant is used in conjunction with a government, a quasi-public function or similar-related special event. Permits for banners or pennants can be issued no more than four times per calendar year.

(4) One temporary identification sign setting forth the name of the project, architect, engineers, contractors, planners and financing agencies may be installed at a construction site in any district. The sign area of said construction sign shall not exceed 32 square feet in area. Such signs shall be removed when the building is 75 percent occupied and shall be exempt from all permits and fees.

(5) Garage sale signs will be permitted in conjunction with the sale of household goods and materials from the private residences. Such signs shall be exempt from permits and fees but shall be subject to the following:

- a. Signs shall not exceed four square feet in area.
- b. The name and telephone number of the party responsible for the sale shall be clearly marked on the sign.
- c. Directional off-premises garage sale signs can be placed on private property providing that the property owners consent is obtained prior to the placement of such signs.
- d. The use of garage sale signs shall be limited to five occasions per calendar year, per residence.

- e. Boutiques, craft sales, and other sales events of handcrafted merchandise shall be subject to all garage sale signage provisions.
 - f. Garage sale signs shall be limited to five days per occurrence.
 - g. Garage sale signs placed in the right-of-way (ROW) shall be placed a minimum of five feet from the street pavement or curb and shall not obstruct visibility at intersections.
 - h. May not be on the right-of-way of county and state roads.
 - i. Garage sale signs shall be removed immediately following the sale.
- (6) Special event signs shall be permitted subject to the regulations as set forth in subsection (i)(5) of this section.
- (7) Directional real estate signage shall be allowed subject to the following:
- a. Sign shall not exceed four square feet in area.
 - b. The name and number of the party responsible shall be clearly marked on the sign.
 - c. Directional off-premises real estate signs can be placed on private property provided that the property owners' consent is obtained prior to the placement of such signs.
 - d. Directional off-premises real estate signs for the purpose of advertising open houses shall be allowed only on Tuesdays, Thursdays, Saturdays and Sundays.
 - e. Directional off-premises real estate signs or open house signs may not be on the right-of-way of county and state roads.
 - f. Directional off-premises real estate signs, not advertising open houses, can be located in the right-of-way (ROW) but shall be placed a minimum of five feet from the street pavement or curb and shall not obstruct visibility at intersections. See subsection (i)(7)e of this section for approved locations. Directional off-premises real estate signs not advertising open houses are not subject to specific days.
- (8) Seasonal signs. Seasonal signs of a temporary or portable nature may be used in the nonresidential districts to promote or advertise on-premises seasonal services or merchandise. Such signs shall be limited to a maximum of 32 square feet and shall not be left in place for more than a two-month period. Permits and fees shall be required for all seasonal signs, and permits may be issued no more than two times per calendar year per business.
- (9) Sandwich board signs. Sandwich board signs in the downtown area are permitted subject to the following regulations:
- a. The maximum area shall be 12 square feet per side of sign with the maximum height being four feet.
 - b. Only one sandwich board sign per business per street frontage shall be permitted. Signage shall be located directly in front of or adjacent to the building that contains the business that is being advertised. Placement on the sidewalk in front of the building or along the curb is permissible.
 - c. Sandwich board signs shall not be placed so as to cause the width of the sidewalk to be reduced below four feet in width, nor shall they be erected or maintained in a manner that prevents free ingress or egress from any door, window or fire escape, nor shall they be attached to any standpipe or fire escape.
 - d. A temporary sign permit is required prior to the installation of the sign. Only one temporary sign permit for a sandwich board sign is allowed per business and is not transferable. The permit would be valid for one calendar year beginning January 1, and ending December 31. If the sign is to be located within the right-of-way, business owners shall sign a disclaimer that indemnifies the city of any liability for use of said public right-of-way.
 - e. A sketch including dimensions, content and location of the sandwich board sign must be attached to the permit application. Changeable copy is permitted on sandwich board signs.

The permit application must be approved and signed by the planning and building inspection department before the sandwich board sign may be displayed.

f. Each business owner is responsible for attaching a copy of the approved permit or permit number to the sandwich board.

g. Sandwich board signs shall not be illuminated; shall not contain moving parts; only be displayed during business operating hours, except those located on private property; be removed from public sidewalks if there is any snow accumulation, the sign may not be replaced until the snow is removed.

h. Sandwich board signs placed in violation of this section will result in immediate removal of the sign.

i. Sandwich board signs within the public right-of-way may be moved/removed by the city for municipal purposes (i.e., snow removal, traffic issues, maintenance, etc.).

(j) Except as may be specifically authorized by this subsection and subsection (i) of this section, portable signs are prohibited. A portable sign used for the purpose of directing the public may be permitted under the following conditions:

(1) The sign is coincidental to, or used in conjunction with, a governmental unit or quasi-public function;

(2) The period of use of said sign shall not exceed ten consecutive days;

(3) The signs shall not be used more than four times during a calendar year;

(4) The signs shall be placed on the premises of the advertised event; and/or on such other premises following approval of a temporary sign permit by the city. Administrative approval of a portable sign permit is permitted if the following conditions are met:

a. The sign is not being placed on public property.

b. Written permission from the property owner of record is provided if being located off-premises

c. The criteria referenced in subsections (j)(1), (2), and (3) of this section are met.

d. The proposed location of the sign is reviewed and deemed acceptable by city staff, which shall include the police, planning and engineering departments, based on the following criteria:

1. The sign is not being placed in the road right-of-way;

2. The sign does not obstruct the sight triangle for pedestrian or vehicular traffic;

3. Placement of the sign does not create any potential traffic or other related hazard;

4. Portable sign placement on public property requires City Council approval;

5. Such signs shall require the issuance of a permit but will be exempt from all fees; and

6. In the instance of a multiuse facility, only one seasonal sign may be placed on the premises at any one time.