

The City of Wabasha does ordain:

SECTION 310 SIGNS AND BILLBOARDS ORDINANCE

Adopted November 17th 2009

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Section 310.01 Purpose

It is the purpose of this ordinance to promote the public health, safety and general welfare through reasonable, consistent and non-discriminatory sign standards in the City of Wabasha. The regulations contained herein are not intended to censor speech or regulate viewpoints, but are instead intended to regulate the secondary effects of signage on health, safety, and welfare, particularly where these effects contribute adversely to:

1. Pedestrian, motorized, and non-motorized traffic safety
2. Aesthetics of the city environs and the ability of the community to attract and maintain business and industry as sources of economic development and growth
3. Private property values and the use and enjoyment of property to its fullest extent consistent with the purposes outlined in the property's particular zoning district

In order to avoid such adverse effects of signage, this ordinance shall direct the time, place, and manner of signs and their display such that these regulations will serve to:

1. Encourage the effective design and placement of signs as a means of communication for both commercial and non-commercial speech
2. Foster the integration of signage with architectural and landscape design
3. Encourage and allow signs that are appropriate to the purpose and requirements of the zoning district in which they are located
4. Establish sign size in relationship to the scale of the lot and building on which the sign is to be placed
5. Allow signs that are compatible with their surroundings and aid orientation while regulating the place and manner of the signs so as not to interfere with, obstruct the vision or distract motorists, bicyclists or pedestrians
6. Regulate the appearance and design of signs in a manner that promotes and enhances the appearance of the city and that complements the natural and cultural surroundings with its important role in attracting visitors to the community and the importance this plays in the local economy.

Section 310.02 Permits & Application Process

Unless exempt under Section 310.07 no sign shall be erected, altered, relocated, maintained or displayed until a sign permit and/or other required authorization is obtained from the City of Wabasha. The sign permit is in addition to any building or other permit required to be obtained pursuant to the provisions of the City building code, or other City, County or State law.

Subd. 1 Types of Approval:

- A. Sign Permit – A fee based City staff authorization process. This is used to verify that the amount, location, and other regulatory requirements for signs and sign structures are met for each proposed sign.
- B. Design Review/Commission Approval – This includes Design review by the Heritage Preservation Commission (HPC) for properties in designated historic district(s) and review as part of Conditional or Interim Use permits by the Planning Commission. In cases where Commission approval is required, this must occur prior to the issuance of a sign permit.

- C. Staff Approval – This is City staff approval where no fee is required. Depending on the requirement of the particular district, this is used for cases where signs that have already been approved are relocated or a sign face is altered.
- D. Signs that require a Conditional or Interim Use Permit (CUP or IUP) or approval as part of a plat:
 - 1. These signs require a separate application and approval of a CUP/IUP **unless** the signage is approved under a CUP/IUP for the entire project (a CUP or IUP issued under the Zoning Ordinance).
 - 2. Signs requiring a CUP/IUP associated with a land use that requires an IUP (under Section 305 City Code) require an IUP. Such signs associated with a land use that requires a CUP require a CUP. For signs that require a CUP/IUP where the associated use does not require a special permit a CUP is required.
 - 3. For signs that require a CUP/IUP **or approval as part of a plat**, these may be approved during the platting process as specified in Section 300 of City Code.
 - 4. *A sign permit is also still required **unless** indicated in the approved CUP/IUP.* Conditions for signage under a CUP/IUP will be based on the conditions contained in the Wabasha Zoning Ordinance under the district the sign is located.

Subd. 2 Permits Required Deadline

Any sign that was not in existence or in place on the date of the adoption of this ordinance, shall **not** hereafter be displayed, nor shall any existing sign be enlarged, relocated, changed or modified until a sign permit for the same has been obtained in accordance with this Section of City Code and all other applicable regulations. Any sign that was installed after February 10th 1988¹ without a permit is hereby considered an illegal sign.

Subd. 3 Permits Required for Sign Maintenance or Replacement

When a sign face alone is being modified or other sign parts that do not change the height, setbacks, or other sign standards:

- A. Staff approval is required to verify no unauthorized off-premise signage is being displayed, but no permit or fee is required.
- B. If located in the historic district and color, font, or style and design of the sign face is modified, HPC design review and approval is required.
- C. For all nonconforming signs where there is a change of the sign face, staff approval is required for the purpose of verifying that the non-conformity is not being expanded and to document & record the changes.
- D. Maintenance, repair or restoration of nonconforming signs must be in accordance with section 310.05 (“Non-conforming Signs).

Subd. 4 Sign Permit Application Requirements

Every application for a permit shall include the following:

¹ This is the date the first City Sign Ordinance was adopted

- A. Application form as provided by the City Planning Department
- B. A diagram and narrative or notations indicating the exact size (area & dimensions), structure (sign type), design (layout, color, font, etc.) and location proposed for the sign.
- C. A permit fee as established in Chapter VII (or as amended) of City Code.

Subd. 5 Issuance of sign permits in the Historic District

Prior to the issuance of a sign permit for a new sign, the replacement of an existing sign, or the relocation of an existing sign, in the downtown historic district, the applicant shall receive approval from the Wabasha Heritage Preservation Commission through the design review process. As an exception, if a sign which was previously approved by the HPC is relocated to another property/site within the Historic District within 1 year from HPC approval, no additional HPC design review is required. A sign permit is still required to verify that the sign meets the size, location, amount of signage and all other standards of the district for its new location. The historic district is described in Section 315 of City Code (or as amended).

Section 310.03 Appeals and Enforcement

Subd. 1 Severability Clause:

In the event that any provision of this ordinance is found to be invalid, the remainder of the ordinance is intended to stand on its own and still be valid.

Subd. 2 Appeals

Appeals from any decision of the Planning Department may be taken to the Planning Commission in the same method as a variance request. Appeals from any decision of the Planning Commission or Heritage Preservation Commission may be taken by any person grieved by any decision of the Commission to the City Council by filing a written notice of appeal with the City Clerk, specifying the grounds for appeal, within ten days of the decision of the Commission.

Subd. 3 Variances to the Sign Ordinance

- A Variance Situations: Application for a variance from sign standards may be made for the following circumstances:
 - 1. To permit any yard or setback less than a yard or setback required by the application regulations.
 - 2. To permit a sign larger than the sign requirements for the applicable location.
 - 3. To permit a sign at a height greater than the maximum allowable height.
 - 4. To permit a sign extension from a building greater than the maximum allowable distance as provided herein.
 - 5. To permit a type of sign not listed within the district (but only if it is not specifically listed as prohibited in the district or in Section 310.06 “Prohibited Signs”).
 - 6. To permit a greater quantity (number of individual signs) than the maximum number allowed.

B Variance Criteria

Requests for variances will be considered in the following instances. Before a variance is granted the Planning Commission shall make findings as to how the situation meets the following criteria and it is the responsibility of the applicant to prove these conditions exist:

1. The sign variance request is due to unusual conditions pertaining to signage needs for a specific building or lot that do not apply generally to other property in the same vicinity and zoning district.
2. The sign would not create a hazard (including but not limited to obstruction of site lines).
3. The sign would not violate Minnesota Statutes or rules and regulations developed pursuant hereto.
4. The sign would not adversely affect residential property through excessive glare and lighting.
5. The sign would be in keeping with the general character of the surrounding area.

C Variance Process

1. An application for a variance shall be filed in writing with the Planning Department on forms provided and shall contain such information as the Planning Commission may by rule require.
2. Notice of the time and place of such public hearing shall be given by mailing notice thereof to all persons owning property within 100 feet of the proposed sign location property at least 5 days prior to said hearing.
3. The Planning Commission shall have the authority and power to hear and grant variances from the literal provisions of this Section for the erection of a new sign in instances where strict enforcement of this Section would cause practical difficulties due to circumstances unique to the individual sign under consideration and grant such variance only when it is demonstrated that such action will be in keeping with the spirit and intent of this Section.
4. The Planning Commission shall not issue an approval for a variance within any established historic district without the Wabasha Heritage Preservation Commission having the opportunity to review and provide comment on the application, unless 60 days from the date of the application for the variance has been received has elapsed.
5. Fee for a Variance is as established in Chapter VIII of the Wabasha City Code.

Subd. 4 Damaged or Unsafe Signs

The Planning Office shall require the immediate repair or removal of any sign or sign structure which has been damaged or has deteriorated so as to become a public hazard. Such a sign or sign structure may be restored to its original condition within thirty (30) days of the order to remove the hazard and if the sign is nonconforming, such restoration is in accordance with section 310.06 "Non-conforming Signs"

Subd. 5 Vacated Property Sign Removal

A Nonconforming Sign Removal

Upon vacating premises, a tenant, or in his absence, the property owner shall remove all nonconforming signs, sign supports and attendant hardware.

B Conforming Sign Removal

All conforming signs, sign supports, and attendant hardware not used by a new tenant or new owner shall be removed by the new owner within one year of the premises being vacated; if reoccupied, a new tenant or new owner has three (3) months to use or remove all signs, sign supports or attendant hardware.

Section 310.04 Violations and Penalties

A violation of any provision of this Section by an owner, occupant or any other person constitutes a misdemeanor punishable by a fine not more than \$700 or imprisonment for not more than 90 days, or both. Each day a violation exists constitutes a separate offense.

Section 310.05 Non-conforming Signs

Subd. 1 No Increase in Non-conformity:

In cases where signs existing as nonconforming on a property exceed the total allowable sign area, no additional signs shall be permitted. If the size or configuration of a parcel is changed, signs on the resulting properties shall be required to conform to the sign regulations applicable to the newly created parcels at the time such change becomes effective.

Subd. 2 Maintenance & Modifications:

- A. All nonconforming signs (faces and structures) shall be maintained and repainted in such manner as to not increase the degree of nonconformity.
- B. A damaged sign that is non-conforming due to setback, size, height and/or maximum sign amount requirements may be repaired provided it is not damaged in excess of fifty (50) percent of its replacement value. Such damaged signs may not be expanded and may only be relocated if relocation decreases the degree of non-conformity and are located outside of any required site line triangles.
- C. The face of a sign that is non-conforming due to its setback, size, height, off-premise status, and/or maximum sign amount requirements and which has a plastic, vinyl, or similar removable face may be changed if damaged or if the owner wishes to change the sign message as long as there is no increase to the degree of nonconformity. In cases where the type of sign (e.g. cabinet sign, internal lit sign, pylon sign) is non-conforming the face may not be replaced.

Section 310.06 Prohibited Signs

- 1. A sign which copies or imitates or in any way approximates an official highway sign or carries the words "STOP" or "DANGER"; or any sign which obscures a sign displayed by public authority for the purpose of giving traffic instruction or direction or other public information.
- 2. A sign which displays flashing or intermittent lights or lights of changing degrees or intensity unless each interval in the cycle is four(4) seconds or more and the sign does not constitute a traffic hazard.
- 3. A sign which obstructs any window or door opening used as a means of egress or prevents free passage from one part of a roof to any other part thereof. A sign which interferes with an opening required for legal ventilation.

4. Roof signs except when only seen from above (such as helicopter landing site)
5. A sign in a public right-of-way that in any way interferes with normal or emergency use of that right-of-way. Any sign allowed in a public right-of-way may be ordered removed by the Planning Department upon thirty (30) days notice if the use of that right-of-way is changed to require its removal.
6. A sign or illumination that causes any direct glare into or upon any building other than the building to which the sign may be accessory.
7. A sign that violates any provision of any law of the State relative to outdoor advertising.
8. An advertising (Commercial) sign located within six hundred (600) feet of any interchange or intersection at grade, or any interstate, freeway or highway to the nearest point of the beginning or ending or pavement widening at the exit or entrance to the main travel way.
9. Any sign or sign structure that would meet the definition of a nuisance under City Code, Section 1225 (or as amended)

Section 310.07 Exemptions & Exceptions

1. Signs under one square foot in size
2. Public regulatory, warning, and traffic guide signs erected by a government entity consistent with criteria set out in the Manual of Uniform Traffic Control Devices (MUTCD)
3. Artwork and Architecturally incorporated features on buildings, structures, or sites (note that in some areas these items do require a design review)
4. Address numbers and or street name located at the address location up to 3 square feet
5. Balloons up to 12” diameter
6. Flags of official currently existing governments including Federal, State, or Local governments or military units (e.g. POW/MIA flags) meeting the following standards:
 - a. Commercial or Mixed Uses (buildings or sites) – maximum size of 10 square feet, maximum number of three flags exempt (larger and additional flags require a sign permit)
 - b. Governmental or Residential Uses (buildings or sites) no maximum size or number
7. Signs directing traffic on private property, but bearing no commercial message (for example, “enter”, “exit” “loading zone”)
8. Holiday or religious decorations which do not contain any commercial messages
9. Memorial tablets containing non-commercial messages (e.g. grave markers or memorials)
10. In any district and on any property, all noncommercial signs of any size may be posted in any number from August 1st in a state general election year until ten days following the state general election.
11. Signs deemed to be of historic significance by the Wabasha Heritage Preservation Commission (see Section 310.15).

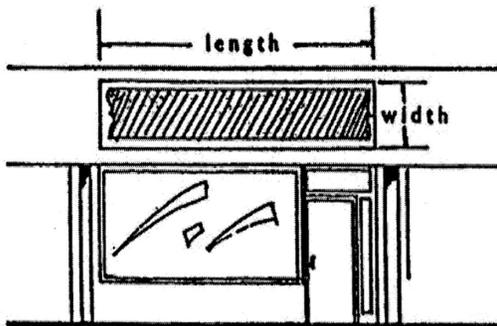
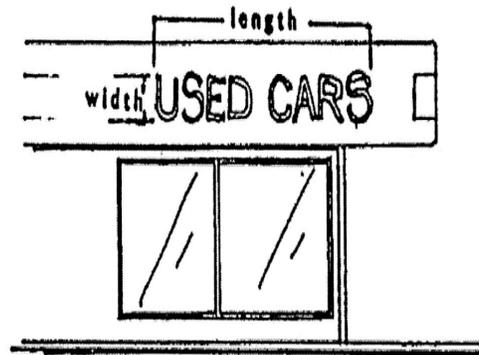
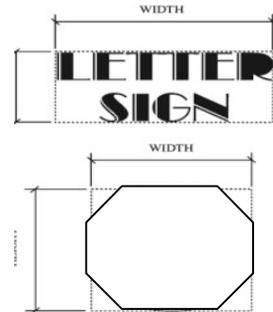
Section 310.08 Rules & Definitions

Anytime a sign meets the definition of more than one sign type (e.g. an “internal lit” “freestanding” “changeable copy” “monument” sign). Requirements for all sign types apply.

Section 310.09 Sign Measurements & Locations

Subd. 1 Computation of sign face area:

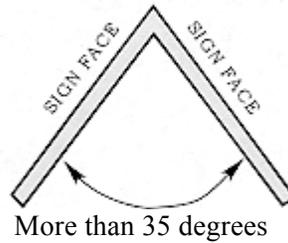
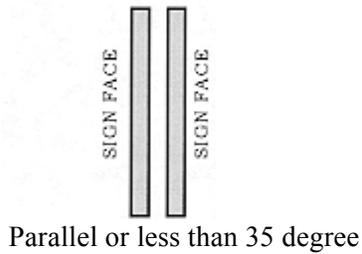
1. Flat Signs: The area of a sign face enclosed in a frame or cabinet shall be determined on the basis of the outer dimensions of the frame or cabinet surrounding the sign face. Where the frame or cabinet is not in the shape of a rectangle, square, triangle, or circle, the sign face area shall be determined by calculating the area within a continuous perimeter enclosing the extreme limits of the message delineated by the sign message.
2. The area of an attached sign where the sign consists of letters, numerals, or symbols painted on or affixed to a wall shall be the entire area within a continuous perimeter enclosing the extreme limits of the message delineated by said letters, numerals or symbols. Where the message consists of more than one word the words grouped together shall constitute one sign unless the space between words is greater than the average widths of the letters or symbols used in the sign.



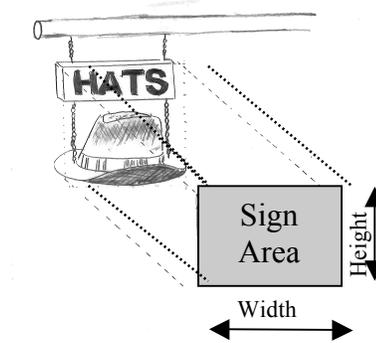
3. The area of an attached or suspended sign where the letters, numerals, or symbols are on a sign surface which is hung or affixed to a structure shall be the total area of the hung or affixed surfaces. For signs that contain multiple frames on a single structure and oriented in the same direction, the sign area shall be determined on the basis of the sum of the areas of each surface.

4. Freestanding Signs (Double faced or Back-to-back signs): When the faces of a back-to-back sign are parallel or within thirty-five (35) degrees of parallel, the sign face area shall be determined on the basis of only one (1) side of such sign. If the sign faces are not within thirty-five (35) degrees of parallel, the sign face area shall be determined on the basis of the sum of the areas of each sign face.

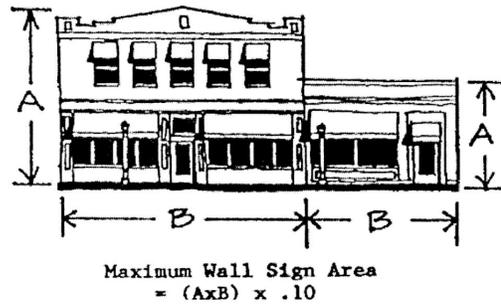
(view from top)



5. Individual Element and Three Dimensional signs: When signs are constructed of individual elements attached to a building or wall, or for any 3-dimensional sign), the area shall be determined by calculating the area of an imaginary rectangle drawn around the sign elements (the smallest rectangle which encloses all of the letters, symbols and characters as seen from one side).



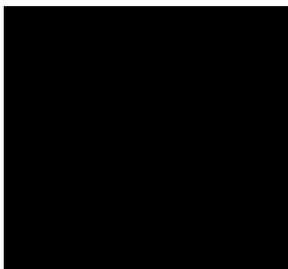
6. For signs that are required to meet a certain percentage of wall façade or other background area, the height of the surface area multiplied by the width of the surface area, multiplied by the percentage requirement will be used to determine size of signage allowed



Subd. 2 Freestanding Sign Locations:

Setbacks for freestanding signs are measured from the property boundary which may also be the road right-of-way.

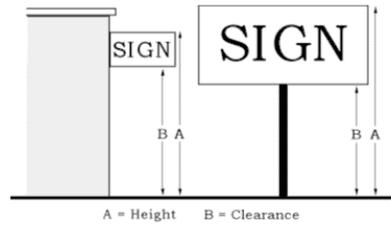
Subd. 3 Sight visibility triangle:



No sign taller than 42 inches *or* with less clearance than 8 feet tall may be placed in the sight triangle of any street or driveway intersection. The site triangle is measured from the corner of pavement where two streets meet, back 25 feet to form the triangle.

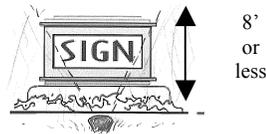
Subd. 4 Sign Heights

1. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign.
2. The clearance of a sign shall be computed as the distance from the base of the sign at normal grade to that portion of the sign hanging or mounted lowest to the ground
3. Normal grade shall be construed to be the level of existing grade prior to sign installation. When filling to match existing grade levels is done, the finished grade shall be considered normal. When berming or mounding, solely for the purpose of locating the sign, the pre-existing grade shall be considered normal.



Section 310.10 Illumination

1. Signs may be lit consistent with the following standards when allowed in each district. Types of lighting are further described in the definition section.
2. Monument signs that are less than 8feet in height and wall signs may be lit with ground-mounted lights provided the lights are fully shielded and mounted as close to the sign or wall base as possible.



Monument sign lit with shielded ground mounted light



Monument sign lit from above with directed "downward" lighting

3. Prohibited lighting for signs:
 - a. Lighting that could be confused for a traffic control device
 - b. Searchlights, beacons, and laser source light fixtures, except when approved as a temporary short-term signage

Section 310.11 Temporary Signs

It is not the intent of this section to allow the display of temporary signage as a means to circumvent the sign regulations for the district in which the property is located, but rather to allow a full spectrum of options to meet different signage needs. Following are three types of temporary signs that are allowed and the conditions for each.

Additional conditions and approval process are contained in each districts regulations.

Subd. 1 "Short term temporary signs" - (intended for one time sales events, special events etc.)

1. Short term temporary signs are allowed for up to 14 consecutive days for up to 4 times each year per each property

2. Unless otherwise specified in the districts standards, only one short term temporary sign is allowed per property or parcel at any given time. If more than one is allowed, each sign placed constitutes a separate sign for the purpose of time allowed for display (i.e. 2 signs 2 times a year, or 4 signs 1 time a year)
3. Time limits may be run concurrently, but may not be split up (e.g. cannot split one 14 day period into two separate 7 day periods)
4. Maximum size is 1 square foot per each lineal foot of frontage or the maximum size for the type of sign for the district it will be located, whichever is smaller
5. Short term temporary signs are allowed in excess of and in addition to the sign limitations within each district, regardless of the status of conformity of all other permanent on-premise signs
6. See district standards for additional requirements

Subd. 2 “Interim temporary signs” – (business start up or short term ventures)

1. All interim temporary signs must meet the districts sign standards (e.g. maximum amount, size, locations, and setbacks of signs, etc.)
2. Allowed for up to 60 days in a calendar year per parcel or address or for a newly established business on each parcel or address

Subd. 3 “Changeable temporary signs” (temporary exhibits, daily, weekly or monthly specials, annual seasonal events, ect.)

1. All changeable signs must meet the districts sign standards (e.g. allowed sign type, maximum amounts, maximum size, locations, and setbacks of signs, etc.)
2. Location (placement) and size of sign must remain consistent. Brackets or other mounting structure may be utilized, but must not be relocated without a new permit being issued. Portable signs must be placed in the approved location authorized on the sign permit (if indicated)
3. Only the message and design of the sign may be altered through the use of new sign face, changeable letters or similar methods

Section 310.12 Substitution of Noncommercial Speech & Content Neutrality

Substitution Clause:

In any district, for every type of sign that is allowed for commercial speech, any non-commercial message may be legally substituted when all other requirements (e.g. size, location, design review, required permits issued) are met.

Section 310.13 Signs in Road Right-of-Ways

1. Right-of-way jurisdictions (State, County, or City) will determine type and placement of signage allowed in their rights of way. Property and sign owners are responsible to verify that signs are located outside of the right-of-way or appropriate approvals have been secured
2. Other than public regulatory, warning, directional and traffic guide signs erected by a government entity, the City of Wabasha allows *portable signs only* in City controlled rights-of-way (local City streets) which meet the following requirements:
 - a. Sign is placed by or with approval of the property owner of the parcel

- adjacent to the right-of-way
- b. Necessary permits or approvals with standards as defined for the particular district have been procured by the property owner
- c. Quantity, size, and other sign requirements are based on requirements for portable signs as indicated in each district
- d. No sign may be placed in such a way as to obstruct vehicle, pedestrian, or bicycle routes, interchanges, or crossing sightlines. Signs which are deemed an obstruction will be removed or re-located by City Staff.

Section 310.14 Signs on City Property

Subd. 1 Locations:

The following locations are traditional public forums on City property and therefore will be available for the placement of portable signage only, when the proposed signage meets the standards in Subdivision 2 below and those of the district('s) which the property is located in:

1. Veterans Park
2. Heritage Park

Any signage proposed for other City Property must be approved by City Administration.

Subd. 2 Signage Allowed:

1. Along with permanent City Signage (e.g. park signs), the City will allow portable temporary signage for Civic, non-profit, or charitable events and non-commercial speech only and for no other purposes on a first come first serve basis.
2. Location, type, and design of signage allowed is dictated by the standards of the district for each property along with those requirements listed below (in Section 310.14, Subd. 2 Section 4). The maximum quantity of signage allowed (total number of signs allowed) is hereby exempt for these permitted signs
3. A staff issued written approval is required for the placement of any sign on these City owned properties. An application for approval including information on the size, type, anchoring method, and location of the proposed sign is required.
4. Signage Requirements:
 - a. Each sign must include a legible posting date.
 - b. The sign and attaching material must be removed within 45 days of the posting date or if the sign is posted for an event no longer than 10 days after the event.
 - c. All signs shall be constructed or anchored to prevent movement of the sign by the wind, except that an anchoring shall not be permanent and shall not damage the property on which the sign is placed.
 - d. No sign shall be attached to, or leaned against, any street furniture, utility facility (including poles and boxes), street light, building, fence, tree, statuary, playground/park amenity, or any other present sign.
 - e. No sign shall be placed in such a manner as to reduce the unobstructed path

of travel on any sidewalk or path to less than 36 inches, and if the existing unobstructed path of travel of a sidewalk is 36 inches or less, no sign shall be placed on that sidewalk.

- f. No sign shall be placed within a curb cut or ramp installed to provide improved access to a sidewalk to the disabled.

Subd. 3 Downtown Lamp post banners

Additionally, signage will be allowed in the form of banners which fit City brackets on the City owned (Victorian style) lampposts in the downtown. These must meet Historic Design Guidelines and approval must be received from the Heritage Preservation Commission. Approved banners will be placed by the City Street Department.

Section 310.15 Regulations by District

Only those sign types specifically listed in each district are allowed unless a variance is issued. Variances for sign type will only be considered for those types that are not specifically listed as prohibited in that district.

Subd. 1 Residential Conservancy

General Requirements:

Maximum total amount of signage: 2 square feet per each lineal foot of public frontage

Setbacks for freestanding signs: 5 feet and meet sight visibility triangle requirements for both sign face and sign structure

Signs Prohibited:

- Off-premise signs
- Dynamic, Digital, and Electronic Message Center signs

Lighting Allowed:

- Exterior/Direct lit
- Backlit/Halo
- Internal lit where message or logo only is lit (e.g. a back lit cut out)
- Neon or LED lit message or image up to 10 square feet (either a lit sign in its entirety or lit portion of sign)

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 2 per public frontage • Limited to 25% coverage of wall façade where the sign is placed.
Window Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Window signs are not regulated in this district • Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs <i>(only with a CUP/IUP or approved as part of a subdivision)</i>	Yes	<ul style="list-style-type: none"> • Maximum size: 32 square feet • Maximum number: 1 per public frontage or 1 per entry (road, trail, or waterway) into a neighborhood or subdivision when approved as part of a plat • Maximum height: 8'
Freestanding Pylon Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size without a CUP/IUP: 20 square feet • Maximum size with a CUP/IUP: 100 square feet • Maximum height of 25'

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Freestanding Post Sign	Yes	<ul style="list-style-type: none"> • Maximum size without a CUP/IUP: 20 square feet • Maximum size with a CUP/IUP: 100 square feet Maximum number: 1 per every 20 lineal feet of public frontage
Freestanding Yard Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum size: 9 square feet • Maximum number: 1 per every 20 lineal feet of public frontage but no more than 3 signs per lot or property • No lighting is allowed for yard signs
Changeable copy sign or panel	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: Same as for sign types listed above (wall, pylon, monument, etc.)
Banner/Commercial Flag (permanent)	Yes	<ul style="list-style-type: none"> • All standards: Same as for sign types listed above (wall, pylon, etc.)
Short-term & Interim, Temporary Signs (including portable signs)	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum size for freestanding: up to 25 square feet size • Maximum height (freestanding signs): 8 feet • Maximum number: 1 per public frontage and 2 total per lot or parcel

Subd. 2 RR/ Limited Ag

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet per each lineal foot of public frontage

Setbacks for freestanding signs: 5’ and meet sight visibility triangle requirements for both sign face and sign structure

Signs Prohibited:

- Internally lit cabinet signs,
- Off-premise signs,
- Dynamic, Digital, and Electronic Message Center signs

Lighting: Direct illumination or backlit only (no internal illuminated cabinet signs)

Requirements by Sign Type:

Types of Signs	Permit Required?	Sign Standards & Regulations
Allowed:		
Wall/Attached Signs	Yes	<ul style="list-style-type: none"> • Limited to 25% coverage of the wall façade where the sign is placed • Maximum number: 2 per public frontage
Window Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Window signs are not regulated in this district • Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs <i>(only allowed with a CUP, IUP or approved as part of a Subdivision)</i>	Yes	<ul style="list-style-type: none"> • Maximum of 1 per public frontage • Maximum of 1 per entry (road, trail, or waterway) into a neighborhood or subdivision when approved as part of a plat • Maximum size of 64 square feet • Maximum height: 8’
Freestanding Pylon/Pole Signs	Yes	<ul style="list-style-type: none"> • Maximum of 1 per public frontage (street or other public thoroughfare) • Maximum size 64 square feet • Maximum size without a CUP/IUP: 100 square feet • Maximum size with a CUP/IUP: 200 • Maximum height of 25’
Freestanding Post Sign	Yes	<ul style="list-style-type: none"> • Maximum size without a CUP/IUP: 20 square feet • Maximum size with a CUP/IUP: 100 square feet Maximum number: 1 per every 20 lineal feet of public frontage

Freestanding Yard Sign	No permit or staff approval required	<ul style="list-style-type: none"> • A maximum of 1 sign per each 20 lineal foot of frontage • Maximum size 6 square feet • No lighting is allowed for yard signs
Changeable copy sign or panel	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: Same as for sign types listed above (wall, pylon, monument, etc.)
Banner/Commercial Flag (permanent)	Yes	<ul style="list-style-type: none"> • All standards: Same as for sign types listed above (wall, pylon, etc.)
Short-term & Interim, Temporary Signs (including portable signs)	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum size for freestanding: up to 25 square feet size • Maximum height (freestanding signs): 8 feet • Maximum of 1 per public frontage and 2 total per lot or parcel

Subd. 3 RR/ Growth Trans

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet per each lineal foot of public frontage

Setbacks for freestanding signs: 5’ and meet sight visibility triangle requirements for both sign face and sign structure

Signs Prohibited:

- Off-premise signs
- Dynamic, Digital, and Electronic Message Center signs

Lighting allowed:

All lighting as mentioned in the definitions section of this ordinance are allowed unless otherwise indicated for each type of sign except for “up-lighting” (all sign lighting must be shielded to at least 90 degrees at the top)

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs <i>(only allowed with a CUP/IUP)</i>	Yes	<ul style="list-style-type: none"> • Limited to 25% of the wall façade where the sign is placed
Window Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Window signs are not regulated in this district • Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs <i>(only allowed with a CUP/IUP or when approved as part of a subdivision)</i>	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage or 1 per entry (road, trail, or waterway) into a neighborhood or subdivision when approved as part of a plat • Maximum size: 64 square feet • Maximum height: 8’
Freestanding Pylon/Pole Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size without a CUP/IUP: 20 square feet • Maximum size with a CUP/IUP: 100 square feet • Maximum height of 25’

Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 5 per lot or parcel • Maximum size: 64 square feet
Freestanding Yard Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Up to 6 square feet in size • A maximum of 1 sign per each 20 lineal foot of frontage • A maximum total of 3 signs per lot or property
Changeable copy panel – non-digital (permanent)	Yes	<ul style="list-style-type: none"> • No lighting is allowed for yard signs • Only allowed as part of a pylon, post, attached wall, or freestanding monument sign (unless temporary) • Maximum size: 50% of the area of the entire sign (which it is part of) • No internal illumination allowed
Banner/Commercial Flag (permanent)	Yes	<ul style="list-style-type: none"> • All standards: Same as for sign types listed above (wall, pylon, etc.)
Short-term & Interim, Temporary Signs (including portable signs)	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum size for freestanding: up to 25 square feet size • Maximum height (freestanding signs): 8 feet • Maximum of 1 per public frontage and 2 total per lot or parcel

Subd. 4 Residential Districts (R-1, R-2, & R-3)

General Requirements:

Total amount of signage allowed per lot/parcel: 32 square feet per lot without a CUP/IUP or up to 1 square foot of signage per each lineal foot of frontage with a CUP/IUP per lot

Setbacks for freestanding signs: 5’ and meet sight visibility triangle requirements for both sign face and sign structure

Signs Prohibited: Dynamic signs

Lighting Allowed:

- Direct lit
- A maximum of 1 lit sign per public frontage
- Backlit, electronic message boards and internal lit cabinet signs with a CUP or IUP

Off Premise Signs: Only allowed as temporary signage (see Short-term & Interim, Temporary Signs below)

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs <i>(only allowed with a CUP or IUP)</i>	Yes	<ul style="list-style-type: none">• Maximum size: 10% of the building façade on which it is placed
Awning Sign	Yes	<ul style="list-style-type: none">• Maximum size 10% of the building façade on which it is placed• Letters or images may not exceed 75% of the height of the awning panel on which the sign copy is placed• Minimum Height Clearance: 8 feet
Window Sign	No permit or staff approval required	<ul style="list-style-type: none">• Window signs are not regulated in this district• Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs <i>(only allowed with a CUP or IUP or when approved as part of a subdivision)</i>	Yes	<ul style="list-style-type: none">• Maximum number: 1 per public frontage or 1 per entry (road, trail, or waterway) into a neighborhood or subdivision when approved as part of a plat• Maximum size: 32 square feet• Maximum height: 8’

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Freestanding Pylon/Pole Signs <i>(only allowed with a CUP or IUP)</i>	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 32 square feet • Maximum height of 25'
Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 16 square feet
Freestanding Yard Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum number: 1 sign per each 20 lineal feet of frontage • Maximum size: 6 square feet • A maximum total of 3 signs per lot or property • No lighting is allowed for yard signs
Changeable copy panel permanent – non-digital <i>(only allowed with a CUP/IUP unless part of an allowed temporary sign)</i>	Yes	<ul style="list-style-type: none"> • Only allowed as part of a pylon/pole, attached wall, or freestanding monument sign • Maximum size: 50% of the area of the entire sign (which it is part of) • No internal illumination allowed
Electronic message center <i>(only allowed with a CUP or IUP)</i>	Yes	<ul style="list-style-type: none"> • Minimum lot size: 2 acres • Maximum number: 1 per frontage and no more than 2 per property • Maximum size: 32 square feet (for electric message portion of sign) • Minimum duration of sign message: 1 minute • Maximum number of colors: 1 • No blinking, flashing, or illusion of movement (except scrolling of message)
Short-term & Interim, Temporary Signs (including portable signs)	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage and 2 total per lot or parcel • Maximum size for freestanding: up to 25 square feet size • Maximum height (freestanding): 8 feet

Subd. 5 TDC – Traditional Downtown Commercial

ALL SIGNS IN THE HISTORIC DISTRICT MUST MEET REQUIREMENTS OF SECTION 310.15 SUBDIVISION 6, HISTORIC DESIGN GUIDELINES, AND MUST BE APPROVED THROUGH A DESIGN REVIEW WITH THE HERITAGE PRESERVAION COMMISSION.

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet of signage per each lineal foot of public frontage for each public frontage with a maximum of 125 square feet per each frontage.

Setbacks for freestanding signs: None, but must meet sight visibility triangle requirements for both sign face and sign structure (See also Section 310.12 “Signs in rights of ways)

Signs Prohibited:

- Dynamic signs and electronic message board
- Internal lit cabinet signs
- Internal lit channel/can letters
- Lighting on portable and yard signs
- Roof Signs

Lighting Allowed:

- Exterior/Direct lit
- Neon(limited – see below)
- Internal lit 3-D signs
- LED (limited – see below)
- Backlit/Halo
- Edgelit

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs (including banners displayed permanently attached as wall signs)	Yes	<ul style="list-style-type: none"> • Maximum coverage: No more than 10% of a wall façade may be covered with wall signs
Awning Sign	Yes	<ul style="list-style-type: none"> • Letters or images may not exceed 75% of the height of the awning panel on which the sign copy is placed • Minimum Height Clearance: 8 feet

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Projecting Signs (including banners displayed permanently and attached as projecting signs)	Yes	<ul style="list-style-type: none"> • Maximum of 1 per business per public frontage, or 1 per 10 feet of frontage, whichever is less • Maximum size of 7.5 square feet • Maximum height: The top of the sign shall not extend above the top of the adjacent roofline • Minimum clearance height: 8 feet • Maximum extension from wall: 5 feet
Suspended Signs	Yes	<ul style="list-style-type: none"> • Maximum of 1 per business per public frontage, or 1 per each 5 feet of public frontage, whichever is less • Maximum height: 12 feet • Minimum clearance height: 8 feet • Maximum size: 7.5 square feet
Window Sign (including banners displayed permanently attached as window signs)	Yes	<ul style="list-style-type: none"> • Maximum coverage: 15% coverage of window pane (contiguous sheet of window glass) • Any item not directly applied to the window (see definition of “window sign”) is not regulated by this ordinance.
Freestanding Monument Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 10 square feet • Maximum height: 6’
Freestanding Pylon Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 10 square feet • Maximum height of 25’ or no higher than the tallest structure located on the property, whichever is shorter
Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 15 square feet
Freestanding Yard signs	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Freestanding Sidewalk Signs (displayed on a permanent basis)	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per business, but no more than 1 per each 10 feet of public frontage • Maximum size: 10 square feet • Maximum height: 6 feet • Maximum width: 3 feet • All portable signs must be placed to allow a minimum of 4 foot wide traversable path on any sidewalk or public pedestrian area
Changeable copy panel or sign (non-digital)	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: 32 square feet
Banner/Commercial Flag (permanent)	Yes	<ul style="list-style-type: none"> • Maximum size: 30 square feet
Neon or LED	Yes	<ul style="list-style-type: none"> • Maximum size: 10 square feet (entire sign or that portion of the sign with lighting) • Must meet the location, height, and clearance standards of sign types as stated (e.g. wall, post, sidewalk , or banner sign)
Short-term Temporary Signs	Staff Approval only (no permit fee required.)	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Must meet the size, location, height, and clearance standards of sign types as stated above (e.g. wall, post, sidewalk , or banner sign)
Interim Temporary Signs	Staff Approval only (no permit fee required.	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated above (e.g. changeable wall freestanding, or banner sign) including size, location, height, <i>and</i> maximum amount.
Changeable temporary signs	Yes (permit required for initial sign. See also historic district standards)	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated above (e.g. changeable wall freestanding, or banner sign)
Off premise advertising signs	Yes	<ul style="list-style-type: none"> • Maximum number: 2 per parcel or address • Maximum amount: 50% of signage allotted for property • Must be within a minimum distance of 1,500 feet from the business it advertises

Subd. 6 Historic District Standards – Overlay

The regulations of this section apply to the Wabasha Historic District as described and adopted in Section 315 of City Code (or as amended). The Historic District was established to recognize and preserve unique architectural character and historic value within designated districts in the City of Wabasha. This section of the sign ordinance therefore places limitations on the type, design, number, and placement of signs in such a manner which does not conflict with the historic value and appearances of designated historic district(s) and the structures within those districts.

Under Section 315 of City Code, The Wabasha Heritage Preservation Commission (HPC) is given authority to review proposed activity within the historic district and determine if the work to be performed will adversely affect the heritage preservation landmark or district. As with other modifications occurring in the historic district, the HPC will review and make determination on proposed signage based on adopted Wabasha Heritage Preservation Guidelines and The Secretary of Interior Standards for Historic Preservation.

COMPLIANCE.

Prior to the issuance of a sign permit for a new sign or the replacement of an existing sign in the historic district, the applicant shall complete a design review application. The HPC shall review said application and approve or deny the application. Fee for the Sign Permit is as established in Chapter VIII of the Wabasha City Code. The regulations and limitations for signage of those properties defined within this Section shall be in addition to the sign regulations of any underlying zoning district.

SIGN CONSTRUCTION, DESIGN, & MATERIALS

Materials

Signs shall be made of materials historically appropriate to the building, site, or districts history. These include painted or enameled metal, wood, or glass, leaded, stained, or etched glass, painted wall signs, and fabric awning or banner signs. The Heritage Preservation Commission may approve signs constructed of other materials when there is a finding by the Commission that the materials duplicate the appearance of materials historically used in sign manufacturing. Plastic (including extruded or vacuum formed) and unfinished wood are deemed not historically appropriate.

Historically appropriate techniques for creating lettering and designs generally include paint or gilding on a flat surface, individual letters or logos cut-out and letters or designs mounted on a smooth surface backing or directly on a building wall and also metal castings or cutouts.

Design

1. Lettering: All letter styles shall relate to the character of the property's architectural elements or use. A sign shall contain no more than two lettering styles. Lettering shall occupy no more than 60% of the sign's total area and

- capital letters shall be no more than 75% of the height of the sign background.
2. Clarity: The sign message must be legible which may be accomplished through the use of words, pictures, names, symbols and logos. Letters and images must be clearly defined with hard edge lines. Spraying or airbrushing of words or images is not historically appropriate
 3. Color: Sign colors shall coordinate with the building facade and be compatible with the property's use. No more than two colors shall be used for *lettering* and a small amount of a third color for highlighting for lettering is acceptable.
 4. Edge Frame: Wall signs require a visual boarder frame (three-dimensional or painted) around the edge of the sign.
 5. Changeable copy signs and panels comprised of plastic channels and sliding letters are not allowed in the historic district.
 6. Awning signs shall be placed on the awning valance only and shall not exceed 75% of the height of the valance.

Additional information on sign design may be found in the adopted Heritage Preservation Guidelines (“Design Guidelines) for the Downtown Heritage Preservation District. HPC approval of signage will be based the regulations contained in this ordinance and in the design guidelines.

Construction & Maintenance

All signs together with all of their supports, braces, guys, and anchors, shall be kept in good repair and in proper state of preservation and working order. The display surfaces of all signs shall be kept painted or maintained at all times. Faded, chipped, frayed, torn, tattered, or otherwise damaged signs shall be replaced.

Illumination

In addition to the sign illumination standards detailed in Section 310.10, the following shall apply in the historic district:

1. No sign shall be illuminated by or contain flashing intermittent, rotating, or moving lights or lights creating an illusion of movement.
2. The use of internally back-lit plastic cabinet type and can letter signs are not permitted; however, internal lit 3-D signs, backlit/halo, edgelit, and limited neon lit signs will be allowed when there is a finding by the HPC that the sign emulates the design of signs used historically

SIGNS TYPES.

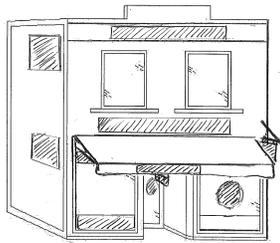
Sign types and specific standards for each type are detailed in underlying zoning districts “TDC – Traditional Downtown Commercial” and Residential Districts.

LOCATION

The HPC shall consider sign location in its design review and base its approval on location:

- Where signs were placed historically

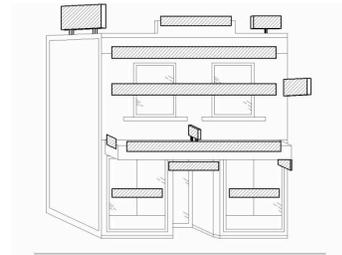
- Where there will be minimal damage to historic materials and features (avoiding windows, cornices, or architectural trim and other features).
- Where the location helps to draw attention to, balances with, or does not compete with the historic architectural characteristics of the building.
- On masonry buildings, installation anchors for signs shall be installed into the joint rather than the masonry unit (in the mortar rather than the brick or stone).



Preferred locations for attached signs



Preferred locations for freestanding signs²

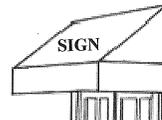


Non-preferred locations for signs on buildings

- Awning signs shall be placed on the awning valance only and shall not exceed 75% of the height of the valance.



Sign placed on valance



Sign place outside of valance

SIGNS OF HISTORIC SIGNIFICANCE.

Several signs within the downtown historic district are hereby deemed to be historically significant and contributing features to the district because of one or more of the following aspects:

1. It has character, interest or value as part of the development, heritage or cultural characteristics of the City of Wabasha, State of Minnesota, or the United States (including early signage for businesses which were instrumental in the formation or continued growth and success of the Wabasha businesses district)
2. It is directly linked to a significant historical event which occurred at its location
3. It is identified with a person or persons who significantly contributed to the culture or development of the City of Wabasha, State of Minnesota, or the United States
4. It embodies a distinguishing characteristic of an architectural type or style or design of signage common to a historic period of Downtown Wabasha

² State, County, and City have differing regulations regarding signs in the public right-of-way. Verification should be made by private property owners as to the allowance of signs on their streets or other rights-of-way.

5. It is identified as the work of an architect or builder or sign maker whose individual work has influenced the development of the City of Wabasha, or State of Minnesota
6. It embodies elements of design, detail, materials or craftsmanship which represents significant design, detail, materials or craftsmanship which are significant to signage innovation
7. Its unique location or singular physical characteristics represents an established and familiar visual feature of a neighborhood, community or the City as a whole (50 years or more at the same location, unless HPC finds unique and exceptional circumstances).

	Address
“Hotel Anderson” painted metal with neon sign	333 Main Street
“Café” painted metal with neon sign	119 Pembroke Avenue (River Town Café)
“Squirt” painted wall sign	207 Main Street (Wabasha Pharmacy)
Barber Pole	125 Pembroke Avenue (Rogers Barber Shop)
Gambles (both front and back signs)	149 Main Street
Building/Builder names including but not limited to:	
• “Smith Block”	212 Main Street
• “Jewel”	207 Main Street
• “Kuhlen Block”	180 Main Street
Architecturally incorporated signage including but not limited to:	
• (Old) City Hall	257 Main Street
• IOOF	128 Main Street
• Masonic Building	200 Main Street

Because of their individual historic significance and/or contribution to the character of the historic district these signs (and additional signs determined by the HPC) are exempt from the requirements of this ordinance. These signs shall not be counted in the number or amount of signage allowed for current or future property owners or businesses at these locations.

Subd. 7 General Commercial District

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet of signage per each lineal foot of public frontage for each public frontage, with a maximum of 125 square feet per each frontage.

Setbacks for freestanding signs: 5’ and must meet sight visibility triangle requirements for both sign face and sign structure

Multi-tenant signage:

Multi-tenant signage is allowed with a CUP/IUP or when approved as part of a plat or subdivision on parcels other than where the business being advertised is located as long as the business advertised is located within the same plat/subdivision as the parcel containing the sign.

- Sign must meet setback and height requirements for type of sign (as indicated below)
- Size and amount of signage will be determined in the approval process and will be based on the total amount of land and frontage of the development being signed but the size of the sign shall not be larger than allowed per sign type (as indicated below) unless a variance is issued.

Lighting allowed:

All lighting as mentioned in the definitions section of this ordinance are allowed except for “up-lighting” (all sign lighting must be shielded to at least 90 degrees at the top)

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs	Yes	<ul style="list-style-type: none"> • Maximum coverage: 25% of the wall façade where the sign is placed
Awning Sign or Canopy	Yes	<ul style="list-style-type: none"> • Maximum size: 30% coverage of wall façade where awning is attached • Minimum height clearance: 8 feet
Projecting Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per business, but no more than 1 sign per each 10 feet of frontage • Maximum size of 7.5 square feet • Minimum clearance height: 8 feet • Maximum extension from wall: 5 feet

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Suspended Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per business, but no more than 1 sign per each 5 feet of public frontage • Maximum height: 12 feet • Minimum clearance height: 8 feet • Maximum size: 7.5 square feet
Window Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Window signs are not regulated in this district • Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: 64 square feet • Maximum height: 8'
Freestanding Pylon Signs	Yes	<ul style="list-style-type: none"> • Maximum of 1 per public frontage • Maximum size: 100 square feet • Maximum height of 25'
Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum size: 36 square feet
Freestanding portable sidewalk and yard signs	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum amount: 1 sign per each 20 lineal foot of frontage • Maximum number: 3 signs per lot or property • Maximum size: 8 square feet • Maximum height: 8 feet • No lighting is allowed for yard signs
Changeable copy panel, electronic message center, or dynamic sign	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: 32 square feet • Minimum duration of sign message: 4 seconds
Banner/Commercial Flag	Yes	<ul style="list-style-type: none"> • Maximum size: 30 square feet
Short-term Temporary Signs	Staff Approval only (no permit required)	<ul style="list-style-type: none"> • Maximum of 1 per lot or parcel • Must meet the size, location, height, and clearance standards of sign types as stated above (e.g. wall, post, sidewalk, or banner sign)

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Interim Temporary Signs	Staff Approval only (no permit required)	<ul style="list-style-type: none"> • Must meet location, height, clearance, size, <i>and</i> amount standards of sign types as stated (e.g. wall, freestanding, or banner sign)
Changeable temporary signs	Yes (permit required for initial sign)	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated (e.g. changeable wall freestanding, or banner sign)
Neon Signs	Yes	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated (e.g. wall, monument, or pylon sign)

Subd. 8 Highway Commercial District

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet of signage per each lineal foot of public frontage, with a maximum of 200 square feet per each frontage.

Setbacks for freestanding signs: 10' and must meet sight visibility triangle requirements for both sign face and sign structure

Multi-tenant signage:

- Multi-tenant signage allowed with a CUP/IUP or when approved as part of a plat or subdivision on parcels other than where the business being advertised is located as long as the business advertised is located within the same plat/subdivision as the parcel containing the sign.
 - Sign must meet setback and height requirements for type of sign (as indicated below)
 - Size and amount of signage will be determined in the approval process and will be based on the total amount of land and frontage of the development being signed but the size of the sign shall not be larger than allowed per sign type (as indicated below) unless a variance is issued.

Lighting allowed:

All lighting as mentioned in the definitions section of this ordinance are allowed except for “up-lighting” (all sign lighting must be shielded to at least 90 degrees at the top)

Requirements by Sign Type:

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs	Yes	<ul style="list-style-type: none">• Maximum wall coverage: 30% of wall façade where the sign is placed or 400 square feet, whichever is less
Awning or Canopy Sign	Yes	<ul style="list-style-type: none">• Maximum size: 30% of wall façade where awning is attached• Minimum height clearance: 8 feet

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Projecting Signs	Yes	<ul style="list-style-type: none"> • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Minimum height clearance: 8 feet
Suspended Signs	Yes	<ul style="list-style-type: none"> • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Minimum height clearance: 8 feet
Window Sign	No permit or staff approval required	<ul style="list-style-type: none"> • Window signs are not regulated in this district • Window signs are not included in the total amount of signage allowed
Freestanding Monument Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Maximum height: 15 feet
Freestanding Pylon Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Maximum height: 30 feet
Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum size: 64 square feet

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Three dimensional freestanding sign	Yes	<ul style="list-style-type: none"> • Maximum height: <ul style="list-style-type: none"> ○ without a CUP/IUP: 6 feet ○ With a CUP/IUP: 30 feet • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 64 square feet ○ With a CUP/IUP: 100 feet • Must meet any applicable building codes
Portable sidewalk or yard signs 10 square feet or under	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum number: 1 per business • Up to 10 square feet in size • No lighting is allowed for yard signs
Portable Signs over 10 square feet in size	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per parcel or lot • Maximum size: 64 square feet • Maximum height: 8 feet
Changeable copy panel, electronic message center, or dynamic sign	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: Same as for sign types listed above (wall, pylon, monument, etc.) • Minimum duration of sign message: 4 seconds
Banner/Commercial Flag	Yes	<ul style="list-style-type: none"> • Maximum size: 40 square feet • Maximum height: 30 feet
Changeable temporary signs	Yes (permit required for initial sign)	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated above (e.g. changeable wall freestanding, or banner sign)

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Short-term Temporary Signs	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum of 2 per lot or parcel • Must meet the size, location, height, and clearance standards of sign types as stated above (e.g. wall, freestanding, or banner sign)
Interim Temporary Signs	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Must meet the size, location, height, clearance standards, <i>and</i> amount standards of sign types as stated (e.g. wall, freestanding, or banner sign)
Balloons, inflatable, dancing wind, wind, air blades or wind blade signs, dynamic flags, dynamic tubes	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Allowed only as a Short-term Temporary Signs • Must meet the size, location, height, clearance standards, <i>and</i> amount standards of sign types as stated (e.g. wall, freestanding, or banner sign)
Searchlights, beacons, or laser source light fixtures	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Allowed only as a Short-term Temporary Signs

Subd. 9 Industrial District

General Requirements:

Total amount of signage allowed per lot/parcel: 2 square feet of signage per each lineal foot of public frontage, with a maximum of 200 square feet per each frontage.

Setbacks for freestanding signs: 10' and must meet sight visibility triangle requirements for both sign face and sign structure

Multi-tenant signage:

- Multi-tenant signage allowed with a CUP/IUP or when approved as part of a plat or subdivision on parcels other than where the business being advertised is located as long as the business advertised is located within the same plat/subdivision as the parcel containing the sign.
 - Sign must meet setback and height requirements for type of sign (monument, pylon, etc.)
 - Size and amount of signage will be determined in the approval process and will be based on the total amount of land and frontage of the development being signed but the size of the sign shall not be larger than allowed per sign type (as indicated below) unless a variance is issued.

Lighting allowed:

All lighting as mentioned in the definitions section of this ordinance is allowed except for “up-lighting” (all sign lighting must be fully shielded at the top)

Requirements by Sign Type:

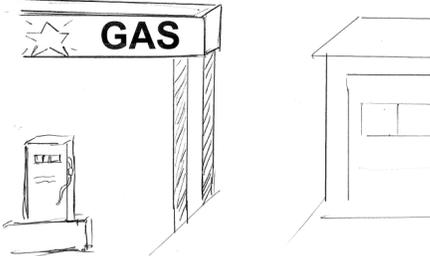
Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Wall/Attached Signs	Yes	<ul style="list-style-type: none">• Maximum coverage: 30% of wall façade where the sign is placed or 200 square feet, whichever is less
Awning or Canopy Sign	Yes	<ul style="list-style-type: none">• Maximum coverage: 30% of wall façade where awning is attached• Minimum height clearance: 8 feet
Projecting Signs	Yes	<ul style="list-style-type: none">• Minimum height clearance: 8 feet
Suspended Signs	Yes	<ul style="list-style-type: none">• Minimum height clearance: 8 feet
Window Sign	No permit or staff approval required	<ul style="list-style-type: none">• Window signs are not regulated in this district• Window signs are not included in the total amount of signage allowed

Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Freestanding Monument Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Maximum height: 15 feet
Freestanding Pylon Signs	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per public frontage • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 100 square feet ○ With a CUP/IUP: 200 square feet • Maximum height: 30 feet
Freestanding Post Signs	Yes	<ul style="list-style-type: none"> • Maximum size: 64 square feet
Freestanding Portable sidewalk or Yard signs 10 square feet or under	No permit or staff approval required	<ul style="list-style-type: none"> • Maximum number: 1 per business • Up to 10 square feet in size • No lighting is allowed for yard signs
Three dimensional freestanding sign	Yes	<ul style="list-style-type: none"> • Maximum height: <ul style="list-style-type: none"> ○ without a CUP/IUP: 6 feet ○ With a CUP/IUP: 30 feet • Maximum size: <ul style="list-style-type: none"> ○ without a CUP/IUP: 64 square feet ○ With a CUP/IUP: 100 feet • Must meet any applicable building codes
Changeable copy panel, electronic message center, or dynamic sign	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per lot or parcel • Maximum size: Same as for sign types listed above (wall, pylon, monument, etc.) • Minimum duration of sign message: 4 seconds

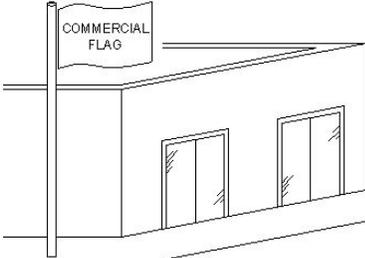
Types of Signs Allowed:	Permit Required?	Sign Standards & Regulations
Portable Signs over 10 square feet in size	Yes	<ul style="list-style-type: none"> • Maximum number: 1 per parcel or lot • Maximum size: 64 square feet • Maximum height: 8 feet
Banner/Commercial Flag	Yes	<ul style="list-style-type: none"> • Maximum size: 40 square feet • Maximum height: 30 feet
Short-term Temporary Signs	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Maximum of 2 per lot or parcel • Must meet the size, location, height, and clearance standards of sign types as stated above (e.g. wall, freestanding, or banner sign)
Short-term Temporary Balloons, inflatable, dancing wind, wind, air blades or wind blade signs, dynamic flags, dynamic tubes	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Allowed only as a Short-term Temporary Signs • Must meet the size, location, height, clearance standards, <i>and</i> amount standards of sign types as stated (e.g. wall, freestanding, or banner sign)
Short-term Temporary Searchlights, beacons, or laser source light fixtures	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Allowed only as a Short-term Temporary Signs
Interim Temporary Signs	Staff Approval only (no permit fee required)	<ul style="list-style-type: none"> • Must meet the size, location, height, clearance standards, <i>and</i> amount standards of sign types as stated above (e.g. wall, freestanding, or banner sign)
Changeable temporary signs	Yes (permit required for initial sign)	<ul style="list-style-type: none"> • Must meet the standards of sign types as stated above (e.g. changeable wall freestanding, or banner sign)

Section 310.16 Definitions

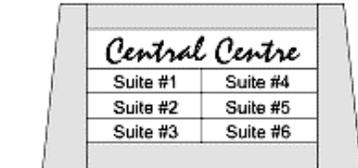
Advertising Sign	See Commercial Sign
Animated Signs	A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display. This includes but is not limited to dynamic signs.
Architecturally Incorporated Features	Artwork, corner stones, dates and names on cornice or incorporated into other parts of the structure in brick, stone, or other permanent means into the architecture of a structure
Artwork	Two or three-dimensional representation of a creative idea that is expressed in a form and manner as to provide aesthetic enjoyment for the viewer rather than to specifically convey the name of the business or a commercial message about the products or services offered on the property upon which the artwork is displayed. This includes images integrated into the structure via brick, stone, or other architectural detail.
Awning	<p>A rooflike structural element (also called a Marquee) to provide shelter from the weather constructed of rigid or non-rigid materials on a supporting framework which either</p> <ol style="list-style-type: none"> 1. projects from and is supported entirely by the exterior wall of a building typically over a window or doorway, or 2. projects from and is supported on one end from the building and on the outer end by not less than one stanchion, pillar, or post . (see also Canopy) <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
Awning Sign	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>A sign that is incorporated into an awning by either print or directly adhering to the awning material.</p> </div> </div>
Backlit Cutout Sign	<p>A sign that is lit from behind or within where the sign message is cutout or clear to allow the light to shine through only in those locations (as opposed to a backlit sign with a translucent glowing sign face).</p> <div style="text-align: right;">  </div>

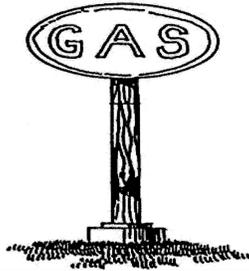
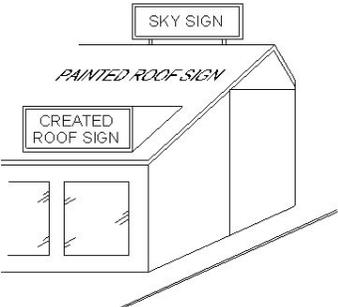
Backlit Sign/Halo	<p>An illuminated message (sign copy) with an open or translucent back, so light from the copy is directed against the surface behind the copy producing a halo lighting effect around the copy. Also referred to as Silhouette lighted or halo lighted.</p> 
Balloons, inflatables, dancing wind, wind, air blades or wind blade signs, dynamic flags, dynamic tubes,	<p>Typically made of nylon or other flexible material which use blowers, helium, or natural wind is used to inflate or create movement to attract attention to the premise or sign</p>
Banner/commercial flag	<p>A sign made of fabric, plastic, vinyl or other non-rigid material which has no enclosing framework. May be painted, screen-printed, digitally printed or decorated with decals and may be used for either permanent or temporary signage.</p>
Bench Sign	<p>A freestanding sign located on the seat or back of a bench or seat or other type of street furniture.</p>
Box Sign	<p>See cabinet sign</p>
Building Mounted Sign	<p>A sign that is applied or attached to a building. (see also wall signs)</p>
Business	<p>For the purpose of determining the maximum number of signs per structure or business, a separate business is considered any operation that has a different name than other businesses in the same location. Individual dwelling units would qualify for the same amount of signage as individual businesses.</p>
Cabinet Sign	<p>A sign which is totally enclosed and which may have internal lighting. Most box signs have translucent plastic portions carrying text on one or more faces.</p>
Canopy	<p>A roof like shelter which is (unlike an awning) supported entirely by stanchions, pillars, or posts and is not connected to a building. (see also awning)</p>
Canopy Sign	<p>A sign that is incorporated into or attached to a canopy, typically along the horizontal sides of a canopy roof.</p> 

Changeable Copy Panel		A section of a sign that functions as a changeable copy sign.
Changeable Copy Sign (permanent)	A sign composed of individual letters panel-mounted in or on a track system, chalk or white boards where the message may be regularly altered, but where the sign face and sign structure is permanent (including portable signs that are displayed in a permanent manner)	
Changeable Temporary Sign	The use of temporary type signs (such as banners) that are permanently displayed, but periodically changed to advertise different messages (i.e. for seasonal events, sale events, daily specials, or changing products or exhibits).	
Channel Letter	Fabricated or formed three-dimensional letter that may accommodate a light source (also referred to as a can letter)	
Civic, non-profit, or charitable events	A special event (as opposed to an ongoing operation) that is sponsored and/or organized by a Government or charitable organization registered as a 501c3 with the IRS.	
Commercial Message/Sign	Any wording, logo, or other representation or image as part of a sign that directly or indirectly names, advertises, or calls attention to a product, service, sale or sales event or other commercial activity.	
Conforming Sign	A sign that is legally installed in accordance with federal, state, and local laws and ordinances.	
Copy	The words or message displayed on a sign.	
Copy Area	Areas that enclose the actual copy on a sign. (See also Section 310.09 "Measuring a Sign").	
Coverage	A total amount of area of signage covering a wall, message covering a sign, or a similar comparison described as a percentage or as a number.	
Decal	Words, graphics or a combination of the two screen printed on the non-adhesive side of vinyl film, then cut to a specified shape using a plotter or die and (when used as a sign) adhered to a surface for display.	
Direct Illuminated Sign		A sign that is illuminated by an external light source that is directed towards, and shines on the face of a sign as opposed to internal illumination.

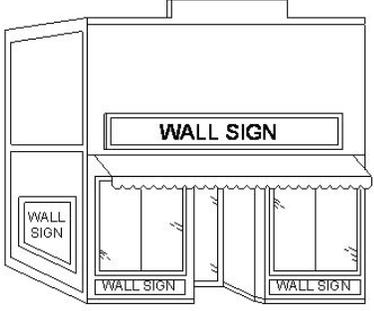
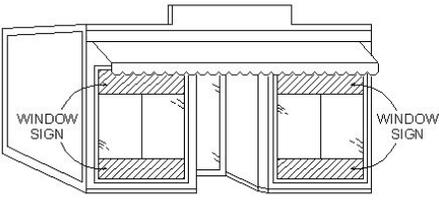
Directional Sign	Signs designed to provide direction to pedestrian and vehicular traffic including guide signs that show community or neighborhood identification, designations, routes, directions, distances, services, points of interest, and other geographical, recreational, or cultural information.
Directory Sign	A sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings. (see also multi-tenant sign)
Displayed permanently	See "Permanent Sign"
Double-Faced Sign	A sign with two parallel opposing (back-to-back) faces.
Dynamic /Digital Sign	Signage where content is displayed in a digital format usually consisting of a computer or playback device connected to a digital screen such as an LCD or plasma display.
Electronic Message Center	A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.
Face (sign)	The decorated surface of a sign the area on which the sign copy, logo, and other design is placed.
Fascia sign	See Wall sign
Flag	The flag of the United States of America or any officially adopted state, local, or organizational flag of a non-commercial nature.
Flag Sign	See also "Banners"  
Freestanding sign	A sign that is not attached to a building but is permanently attached to the ground and not portable.
Frontage	See public frontage
Illuminated sign	A sign that emits or reflects light from either an internal (electric) source or external floodlights.
Inflatable	See "Balloons, inflatables.... Etc"
Interim Temporary Sign	A temporary sign that is used in lieu of a permanent sign and typically used prior to the placement of a permanent sign
Internally Illuminated Signs	A sign that is illuminated by a light source that is contained inside the sign, as opposed to directly illuminated from an outside source. 

internal illuminated cabinet sign

Logo	A design that represents goods, identity or service. Traditionally, any group of type characters such as a company name or product name linked or grouped and displayed in a fixed format and not to be confused with company symbols, abstract or pictorial. The term is currently used to describe any design or symbol, with or without supporting lettering, prepared for a corporation or organization which forms the centerpiece of its corporate identity.
Maintenance (of a sign)	Repair of individual elements of a sign or sign structure up to fifty (50) percent of its replacement value over the life of the sign which do not include relocation or enlargement of the sign. Repair includes re-painting or the replacement of a damaged sign face.
Marquee sign	See "awning sign"
Monument sign	 <p>A free standing sign sitting directly on the ground or mounted on a low base.</p>
Multi-tenant /Directory sign	 <p>An exterior sign that identifies names and locations of tenants in a multi-tenant building or development of a group of buildings.</p>
Non-commercial message	Any message which is not a commercial message.
Non-conforming Sign	Any sign that does not conform to the requirements of this ordinance.
Off-premise Signage	Signs containing commercial messages which pertain to businesses, products, services, or events which are not sold or available on the property or premise where the sign is located. Also known as Outdoor Advertising.
On-Premise Sign	A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property as there the sign is erected.
Permanent Sign	A sign which is not temporary in nature (see temporary sign definition) and is intended to be used for the duration of the use of the site. This includes portable signs that do not meet the definition of temporary sign.
Permanently Attached Sign	A sign attached to a building, structure, or the ground in a manner that enables the sign to resist normal environmental loads, such as wind, and precludes ready removal or movement of the sign.

Porcelain Sign	A traditional type of metal sign utilizing porcelain enamel paints topped by a ceramic slip to create a durable, glass like surface that is impervious to the environments, particularly popular in the early 20th century.
Portable Sign	A sign not permanently secured or attached to the ground or surface upon which it is located but supported by its own frame or pole and capable of being easily repositioned by means of lifting and moving or rolling on attached wheels. These include but are not limited yard signs, sandwich boards, and flag signs.
Post Sign	 <p data-bbox="1102 533 1406 779">A freestanding sign similar to a pole/pylon sign but shorter than 8 feet in height and (unlike a yard sign) placed permanently on site.</p>
Projected Image Sign	A commercial message which is projected through light onto a building or similar structure surface.
Projecting Sign	A sign which projects at right angles to a wall and is designed to be viewed from up or down the street. Projecting signs usually have graphics on either side. A building mounted sign with the faces of the sign perpendicular to the building fascia.
Public Frontage	That part of a lot or parcel that directly abuts a public right-of-way.
Public Right-of-way	Publicly owned or controlled streets, alleys, trails or other travel ways held open for public use.
Pylon/Pole Sign	 <p data-bbox="967 1159 1406 1463">A permanent freestanding sign 8 feet or taller, with visible support structure, usually double-faced, mounted on one or more round poles, square tubes or other fabricated members without any type of secondary support.</p>
Roof Sign	<p data-bbox="659 1470 971 1793">A building mounted sign erected on the roof of a building, including “sky signs”, “painted” (or applied) and “created” roof signs</p> 

Short Term Temporary Sign	A temporary sign that is not permanently attached to a building or permanent freestanding sign structure where there is a limited amount of time allowed for display and which may contain an off-premise message unless off-premise signs are specifically prohibited in that district (e.g. sale or special event sign)
Sidewalk Sign	A portable sign not secured or attached to or into the ground or surface upon which it is located, but supported by its own frame. These include A-frame or sandwich board signs as well as other small portable freestanding signs not necessarily placed on the sidewalk or within a right-of-way.
Sight Visibility Triangle	the area of visibility required on a corner to allow for the safe operation of vehicles, trains, pedestrians, and cyclists in the proximity of intersecting streets, rail lines, sidewalks, and bicycle paths.
Sign	Any presentation or representation by letter, symbol, number or combination thereof which does not meet the definition of “Artwork” or Architecturally Incorporated Feature” as defined in this ordinance and is placed on a property for the purpose of making something known outside of the structure. Signs include, but are not limited to, figures, devices, pennants, emblems and pictures. Signs do not include the interior of buildings or the delineative elements thereof with the exception of “window signs” as defined herein. (For a list of “signs” not regulated by this ordinance see Section 310.07 “Exemptions & Exceptions”).
Sign Plan	One or more drawings and accompanying lists that illustrate all signage planned for a building or site, indicating locations, size, style and other information of signs proposed
Suspended Sign	A sign which is suspended underneath an awning, canopy, or overhanging roof structure by means of brackets, hooks, chains or similar means
Temporary Sign	A sign that is displayed for a specified period of time, typically for a periodic or one time special event. This includes “Interim”, “Short-term” and “Changeable” signs.
Three dimensional freestanding sign	A permanent structure separate of a building that provides a sign, which is a three dimensional figure
Three Dimensional sign	This includes any spherical, free-form, sculptural, or other non-planar advertising device either freestanding, hanging, or projecting from a structure

<p>Wall sign</p>	<p>A sign that is painted on a wall or flat signs that are placed on or attached to the wall of a building.</p> 
<p>Wind signs</p>	<p>See “Balloons, inflatables.... Etc”</p>
<p>Window sign</p>	 <p>A sign that is directly applied to the window (as in paint) or adhered to the window (glass or frame) by means such as decals, glue, or other adhesives</p>
<p>Yard Sign</p>	<p>A portable sign with an unchangeable permanent sign face of up to 9 square feet posted on wire, wooden, plastic, metal, or similar stakes, frame, poles or posts (with or without metal anchors) placed on or inserted into the ground without cement or other similar permanent anchoring techniques.</p> 
<p>Year</p>	<p>Calendar year from January to January</p>
<p>Zoning Districts</p>	<p>Zoning Districts as used to regulate sign locations are defined in the Wabasha Zoning & Shoreland Ordinance as adopted or modified.</p>