

Proposed amendment to City Code, Chapter, 202 – Signs

Creation of new subsection, 202-6, D (6) allowing signs through a Master Sign Plan Permit

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Create new subsection, 202-6, D (6):

Master sign plan. In the I-1, Light Industrial District and I-2, General Industrial District, businesses located on adjoining industrial zoned lots, or within the same subdivision or development, may submit a master sign plan for review and recommendation of the Plan Commission and approval by the Common Council. The following standards shall apply to the master sign plans:

- (a) No more than one sign shall be allowed per street frontage major street abutting the development; no sign may be greater than 240 square feet in area; no business shall be allowed more than 60 sq. ft. of sign area per sign; and no sign shall be greater in height than 20 feet above the first floor elevation of the nearest building in the development.
- (b) Individual freestanding signs shall not be allowed on the separate lots of the individual businesses in the business development, except as provided in subsection 202-6, D (6) (c).
- (c) Businesses may have one freestanding sign per lot, no greater than 32 sq. ft. in area and six feet in height, to be located near the primary entrance to the lot to identify businesses located on that specific lot.
- (d) Wall signage must comply with Section 202-6, D, (1) of this section.
- (e) Upon approval of a master plan, all future signs shall conform to the master plan. Modifications to the provisions of the master plan may be granted only with the approval of a new master plan.
- (f) Approved master street plans must be recorded at the St. Croix County Register of Deeds office.