

CHAPTER 23. SIGNS

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9-23-1 Purpose.

The City Council of the City of Savage finds and declares that it is necessary to regulate the construction, erection, maintenance, electrification, illumination, type, size, number and location of signs in order to:

- A. Protect the health, safety, property, and welfare of the public.
- B. Maintain a clean, neat, orderly and attractive appearance within the City.
- C. Provide for the safe erection and maintenance of signs.
- D. Eliminate signs that demand, rather than invite, public attention.
- E. Provide for a strong and competitive business climate for local businesses.

9-23-2 Definitions.

For the purpose of this Title, the following terms, as used herein, shall have the meanings stated in this Section:

Advertising sign/billboard. A billboard, poster panel board, painted bulletin board, or other communicative device which is used to advertise products, goods and/or services, any part of which is not exclusively related to the premises on which the sign is located.

Awning. A roof-like cover, often of fabric, plastic, metal or glass designed and intended for protection from the weather or as a decorative embellishment, and which projects from a wall or roof of a structure primarily over a window, walk, or the like. Any part of an awning which also projects over a door shall be counted as an awning.

Balloon. A flexible, nonferrous inflated bag in various shapes and colors.

Banners and pennants. Attention-getting devices that resemble flags and are nonpermanent paper, cloth or plastic-like consistency.

Bench sign. A sign affixed to a bench.

Business sign. Any sign which identified a business or group of businesses, either retail or wholesale, or any sign which identifies a profession or is used in the identification or promotion of any principal commodity or service, including entertainment, offered or sold upon the premises where such sign is located.

Campaign/political sign. A temporary sign promoting the candidacy of a person running for a governmental office, or promoting an issue to be voted on at a governmental election.

Changeable copy sign. A sign or portion thereof which has a reader board for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device and may be changed or re-arranged manually or mechanically with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

Civic sign. Signs advertising special functions sponsored, in whole or in part, by the City or by religious, charitable, nonprofit or public service groups.

Construction sign. A non-illuminated sign placed at a construction site identifying the project or the name of the architect, engineer, contractor, financier or other involved parties, or announcing the character of the building enterprise or the purpose for which the building is intended.

Development project sign. A sign placed at a development site for the purpose of selling or promoting the project.

District. Refers to a specific zoning district as defined in the Zoning Title.

Dynamic Display. Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking, or animated display or portion thereof and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays.

Employment signs. A temporary sign to announce employment opportunities in commercial and industrial zoning districts.

Electronic variable message signs. Signs whose message may be changed at reasonable intervals by electronic process or remote control and whose movement is the periodic changing of information against a solid, colorless background, engineered for maximum legibility and readability, and having a constant light level and glare reduced screens.

Freestanding sign. A sign which is placed in the ground and not affixed to any part of any structure.

Governmental sign. A sign which is erected by a governmental unit for the purpose of directing or guiding traffic.

Illuminated sign. Any sign which is illuminated by an artificial light source.

Lot frontage. Means the least width of a lot.

Marquee and/or canopy. Shall mean a roof like structure projecting from and attached to a building.

Monument sign. A freestanding sign that is intended to be incorporated into some form of landscaping design scheme or planter box, is attached to the ground by means of a free-standing support structure, is solid from grade to the top of the structure, has materials that are constructed of the same primary building materials of the principal structure, is placed directly on the ground or on an interior planter base which is incorporated into a design arrangement.

Multi-faced sign. Any sign with a sign face orientated to more than two (2) directions.

Nameplate or identification sign. Any sign which states the name or address or both of a business or occupancy of the lot where the sign is placed, including a directory listing of names, addresses and businesses of occupants.

Nonconforming sign. A sign which lawfully existed prior to the adoption of this Title (June ?, 2001*) but does not conform to the newly enacted requirements of this Title.

Opaque. Impervious to the passage of light.

Off-premise advertising sign. A billboard, poster panel, painted bulletin board or other communicative device which is used to advertise products, goods, services, ideas or noncommercial speech which are not exclusively related to the premises or owner of the property on which the sign is located.

Off-premise directional sign. A directional sign located upon property other than the lot of a development or use for which off-site direction is intended.

On-premise directional sign. A sign erected on private property which contains no advertising, and is specifically intended to facilitate the safe movement of pedestrians and vehicles into, out of and circulating upon the site on which such signs are located.

Parapet. A low protective wall which is located along the edge of a roof on a building.

Permanent sign. Any sign which is not a temporary sign.

Portable sign. A sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T- frames; balloons used as advertising, umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicles is used in the normal day-to-day operations of the business.

Projecting sign. A sign, any part of which extends over public property more than twelve inches.

Pylon sign. A sign erected on a post or posts, or freestanding shafts, walls or piers which are solidly affixed to the ground and not attached to a building. A pylon sign shall be considered as one sign though it may have two (2) faces. The degree of angle off a parallel line of the faces of said sign so as to form a V sign shall be no greater than thirty (30) degrees.

Real estate sign. A sign placed upon a property advertising that particular property for sale, for rent or for lease offering property (land and/or buildings) for sale, lease or rent.

Roof sign. A sign erected upon or above a roof or parapet of a building or above the eaves in the case of a hip, gable or mansard roof where the plane of the roof are less than sixty (60) degrees from the horizontal.

Sandwich board sign. An advertising device which is ordinarily in the shape of an "A" or some variation thereof, located on the ground, easily moveable, not permanently attached thereto and which is usually two-sided.

Sign. Any written announcement, declaration, demonstration, display, illustration, insignia, or illumination used to advertise or promote the interest of any person or persons when the same is displayed or placed out of doors in view of the general public on a pylon, exterior wall or building surface, or inside of a building within three (3) feet of a transparent window. A sign shall be considered as a structure or a part of a structure for the purpose of applying yard and height regulations except as hereinafter stipulated.

Sign area. That area that includes the smallest rectangle around each line of copy for individually mounted letter signs and the entire face of a sign, including the advertisement surface and any framing, trim, or molding but not including the supporting structure for all other signs. The maximum sign area is the maximum allowable gross surface area in square feet of a sign or signs. The maximum number of signs cannot be arranged and integrated so as to create a cumulative gross sign area in excess of such requirements as may be applicable.

Sign, gross area. The area within the frame which shall be used to calculate the gross area except that the width of the frame in excess of twelve (12) inches shall be added thereto. When letters or graphics are

mounted directly to a wall without a frame, the gross area shall be the area bounded by straight lines around the periphery of said letters or graphics. Each surface utilized to display a message or to attract attention shall be measured by a separate sign.

Sign structure. Any structure which supports or is capable of supporting any sign as defined in this Title. A sign structure may be a single pole and may or may not be an integral part of the building.

Silhouette: That area within the outline drawing of a building but not including screen walls.

Street frontage. The side of a lot abutting one (1) or more streets. An interior lot has one street frontage and a corner lot, two such frontages. For purposes of this Title, any reference to street herein shall mean any street or roadway, public or private, but not to include private driveways.

Temporary sign. Any sign that is not of a permanent nature placed on any lot or parcel of land for a period not to exceed thirty (30) days of any twelve (12) month period.

Vehicle sign. A sign mounted, painted or otherwise placed on a trailer, truck, automobile or other vehicle so parked or placed so that the sign thereon is visible from a public street or right-of-way and is so parked primarily for the purpose of displaying advertising signage.

Wall. The surface of a building that does not deviate more than thirty (30) degrees from the vertical plane, including decorative features which constitute its silhouette, but not to include retaining or screen walls.

Wall sign. A sign which is affixed to the exterior wall of a building and which is parallel to the building wall. A wall sign does not project more than twelve (12) inches from the surface to which it is attached, nor extend beyond the top of the parapet wall. Banners do not qualify as a wall sign.

Window sign. A temporary sign affixed to the outside or inside of a window or inside the building within three (3) feet of a window in view of the general public. This does not include merchandise on display. Window signage shall not include business and logo signs

9-23-3 Exemptions.

The following signs shall not require a sign permit but shall conform to all other applicable provisions of this code and shall be permitted in all zoning districts in which the use is identified as permitted. Unless otherwise noted, no such sign shall be placed on fences, trees or other vegetation, public street/traffic signs, utility poles, city/public property, or within public road right-of-way. Signs in violation of this Section may be removed by City personnel at their discretion, without advance notice to the sign owner.

- A. Signs not exceeding two (2) square feet in area and bearing only property numbers, post box numbers, names of occupants of premises, or other identification of premises not having commercial connotations.
- B. One nonilluminated sign not exceeding two (2) square feet in area for permitted home occupations. Said sign shall be mounted flat against the wall of the primary structure.
- C. Signs directing and guiding traffic and parking on private property, not to exceed six (6) square feet in area and limited to one sign per driveway entrance or street frontage. Other signs to designate reserved parking spaces or related traffic or parking regulations limited to two (2) square feet. Parking lots not contiguous to their business may have one sign per street frontage which includes the business name and is up to twelve (12) square feet in area.
- D. Nonilluminated sign for buildings under construction; message limited to identification of architects, engineers, contractors, and other individuals or firms involved with the construction and/or development, and the name of building, purpose for which intended, and expected completion date. The sign shall be limited to the construction site and shall be removed when the building is ready for occupancy.
- E. Signs indicating an open house for the sale, lease or promotion of a property are allowed the day of the open house only.
- F. Garage sale signs are permitted one day prior to sale event and on days of event. Such signs

must be located on private property with the owner's permission. Garage sale signs must be removed immediately after the event has ceased.

- G. Memorial signs or tablets, name of buildings, and/or date of erection when cut into masonry surface or when constructed on bronze or other noncombustible material, or heavy timber with routed letters which has been treated or has natural resistance to decay, not to exceed ten (10) square feet in area.
- H. Government Signs. Signs of a public, noncommercial nature including safety signs, danger signs, community identification signs, signs indicating scenic or historical points of interest and the like, when these signs are erected by or on order of a public officer or employee in the performance of official duty. Government signs may be located within the public right-of-way.
- I. Political/campaign signs, not exceeding thirty-two (32) square feet purporting to advertise candidates or issues, may be erected on private property with owner's permission during the campaign for a period of sixty (60) days prior to the election in which such candidates or issues are to be voted upon. Such signs shall be removed no later than the seventh (7th) day following such election.
- J. Civic event signs, including banners, sixty (60) square feet or less advertising special functions sponsored, in whole or in part, by the City or by religious, charitable, nonprofit or public service groups may be erected on private property with the owner's permission or on City property with the approval of the Zoning Administrator or designee. All such signs shall be non-illuminated and shall be allowed thirty (30) days prior to the event and must be removed within five (5) days following the event.
- K. Signs in the show window of a business which are part of a display of merchandise or display relating to sales on the premises, provided such signs are not to be displayed for a period exceeding thirty (30) consecutive days. Such sign shall not exceed twenty-five (25) percent of each individual window area facing the street.
- L. Signs limited to four (4) square feet in area on display racks or on merchandise for sale, located near the building and not intended to attract attention from the public right of way. The signs must be weather resistant, securely attached and properly maintained.
- M. Signs at service stations attached to the gas pumps or canopy supports, limited to four (4) square feet in area, to advertise special services or sales. Signs must be weatherproof, securely attached, and properly maintained.
- N. Bench signs but only at designated bus stops and provided such bench is not within the bus shelter. Each bench sign shall not exceed ten (10) square feet and shall only be affixed to either or both sides of the back rest of the bench.
- O. On-premise Christmas and other religious/holiday decorations provided they are not displayed more than ninety (90) days.
- P. Real Estate Signs. Property for sale or lease signs shall be wall or freestanding on-premise signs and shall be removed within ten (10) days after the closing on a property.
 - 1. Such signs shall be professionally designed and painted on all sides, including support posts. Freestanding signs shall be properly anchored into the ground.
 - 2. Such signs shall be limited to one (1) per street frontage of the property.
 - 3. The content of the commercial message on these signs shall include an offer of the property for sale or lease, the company name, the phone number and other information related to the sale.
 - 4. Such signs shall not measure more than twelve (12) square feet in R-1, R-2, R-3, PRD and PMD districts and shall not measure more than forty (40) square feet in all other districts. The forty (40) square feet limitation may be increased to sixty-four (64) square feet, provided a permit is issued and the following standards are met:
 - a. The sign shall be a maximum height of twelve (12) feet.

- b. The sign shall be set back from the property line no less than ten (10) feet.
 - c. The sign shall be non-illuminated.
- Q. Temporary signs for organized showcase events promoting new construction model homes are allowed as off-premise signs provided that such signs do not exceed five (5) square feet and are removed within thirty (30) days from beginning date of event.

9-23-4 Prohibited Signs.

The following signs or advertising structures are prohibited in all zoning districts.

- A. Signs which bear or contain statements, words or pictures of an obscene, indecent, or immoral character, such as is likely to offend public morals or decency.
- B. Painting signs or advertising directly on any exterior building surface.
- C. Vehicle signs. Signs placed on vehicles, trailers or other equipment being used in such a manner that advertising is a principal use of the equipment.
- D. Dynamic Displays, except as permitted in Sections 9-23-18 and 9-23-19.
- E. Banners except as permitted in Section 9-23-9-E.
- F. Signs which are erected at the intersection of any street in such a manner as to substantially obstruct free and clear vision of the traveling public; or at any location where, by reason of the position, shape, color or animation, it may interfere with, obstruct or be confused with any authorized traffic sign or highway identification sign; or which makes use of the words: "STOP", "LOOK", "DANGER", or any other words, phrase, symbol, character, or animation in such manner as is reasonably likely to interfere with, mislead or confuse vehicle operators.
- G. <Repealed>
- H. Rooftop signs.
- I. Signs and their structures which identify, advertise or provide direction to a use, business, industry or service which has ceased existence for ninety (90) days or more. Such signs shall be removed within thirty (30) days after written notice from the Zoning Administrator or his/her designee.
- J. Off-premise advertising signs except as permitted in Section 9-23-5 below.
- K. Any sign which contains or consists of pennants, ribbons, flags, streamers, balloons, and air inflatable devices, spinners or similar outdoor advertising devices.
- L. Portable signs unless otherwise expressly permitted within this Chapter.
- M. Multi-faced signs.
- N. Signs supported by guy wires.
- O. Signs erected, placed or maintained on fences, trees, utility poles or the supports thereof.
- P. Illuminated signs in which the light reflects direct rays of light onto adjacent property or public streets. Signs which use incandescent lamps on exterior surfaces which exceed fifteen (15) watts during nighttime hours.

9-23-5 Signs by Conditional Use Permit.

The following signs shall be allowed only by approval of a conditional use permit by the City Council after a public hearing is held by the Planning Commission and a recommendation made to the City Council:

- A. Advertising signs, as defined by Section 9-23-2, shall be permitted as follows:
 - 1. *Cap and Replace.* No additional billboards shall be permitted in Savage, except that the owner of a billboard in existence on June 1, 1991 may relocate the sign area of that billboard to a new structure within the Permitted Billboard Area (PBA). Such relocation to

- or within the PBA shall be subject to the following conditions:
- a. For each square foot of sign area removed within the PBA, one (1) square foot of new sign area may be constructed.
 - b. The City shall keep a record of all signs removed and built, and shall maintain a current balance of available sign area.
2. *Permitted Billboard Area.* Billboards shall be permitted only within five-hundred (500) feet of the centerline of the east/west portions of Highway 13 and Highway 101 within these areas:
- a. On the north side of Highway 13 from the east City limits to seven-hundred fifty (750) feet east of Dakota Avenue.
 - b. On the south side of Highway 13 from Toledo Avenue to Louisiana Avenue, and on the south side of Highway 101 from Wyoming Avenue to Flag Avenue.
 - c. No billboard may be constructed within a seven-hundred fifty (750) foot radius of the centerpoint of the intersection of Highway 13 and Dakota Avenue.
 - d. No billboard may be constructed on a residentially zoned parcel or a parcel containing a residential use.
3. *Sign structure.*
- a. Maximum sign area shall be seven-hundred fifty (750) square feet, except on developed parcels of one-hundred (100) feet or less in width, the maximum sign area shall be four-hundred (400) square feet.
 - b. Maximum height of the sign above the grade of Highway 13 or 101, or the grade at the base of the sign, shall be forty (40) feet.
 - c. Signs shall be constructed on a single steel pole.
 - d. No signing other than the advertising sign shall be installed on the sign structure.
 - e. The sign owner shall be responsible for maintenance of the structure and shall not allow the structure to deteriorate or present an unsightly appearance.
4. *Sign site.*
- a. The building setbacks which apply to buildings along the above highways shall apply to advertising signs.
 - b. No part of any sign may overhang a structure.
 - c. No advertising sign on the north side of Highway 13 may be located within one-hundred (100) feet of another advertising sign on the same side of the same roadway. No advertising sign on the south side of Highways 13 and 101 may be located within fifteen-hundred (1,500) feet of another advertising sign on the same side of the same roadway. There shall be at least three-hundred thirty (330) feet between signs on the opposite sides of the same roadway.
 - d. No advertising sign shall be located on a public easement.
 - e. Signs removed because of public improvement projects may be relocated according to the same requirements. All expenses relating to removal and relocation shall be the responsibility of the sign owner.
 - f. The site on which the sign is located shall be kept free of waste material and debris. If the area contains landscape improvements, the sign location shall be maintained in a manner consistent with surrounding land uses.
- B. Off-premise signs for the purpose of providing direction to a public, religious, or non-profit institution, or to any use which, in the determination of the City Council, incurs substantial hardship from lack of reasonable identification as a result of its location, may be allowed by conditional use

permit. Such sign shall not exceed fifty (50) square feet per face and shall conform to the sign setback requirements of the zoning district in which it is located.

9-23-6 Master Signage Plans.

A master signage plan shall be included in any non-residential development plan, site plan/building permit review, exterior remodel, non-residential planned development district, exterior remodel or other official plan for developments with more than one individual business or tenant. No permit shall be issued for an individual sign requiring a permit in a commercial and/or industrial zoning district where more than one business or industry will be located until a master signage plan has been approved by the City.

- A. The owner/agent shall submit a master signage plan containing the following information:
 - 1. A scaled site plan showing location of buildings, parking lots, driveways and landscaped areas and an accurate indication on the site plan of the proposed location of present and future signs of any type, whether requiring a permit or not.
 - 2. Scaled color drawings clearly showing location of sign on building elevation.
 - 3. Computation of the maximum total sign area, the maximum area for individual signs and the height of signs.
 - 4. Specifications for color scheme, lettering or graphic style, lighting, location of each sign on the building, materials and sign proportions.
- B. The maximum numbers of signs affixed to a building by each business within the building shall be controlled by the master signage plan.
- C. Other provisions of the plan may contain such other restrictions as the owner of the development or building may reasonably determine.
- D. The plan shall be signed by all owners or their authorized agents in such form as required by the City.
- E. All building signs shall have sign band, materials and/or colors identical to the main primary business sign.
- F. A master signage plan may be amended by filing a new master signage plan that conforms with all requirements of this Chapter.
- G. If a new or amended master signage plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into compliance, within two (2) years, all signs not conforming to the proposed amended plan or requirements of this Chapter in effect on the date of submission.
- H. After approval of a master signage plan, no sign shall be erected, placed, painted or maintained, except in conformance with approved master signage plan and such plan may be enforced in the same way as provisions of this Title. In case of any conflict between the provisions of such a plan and this code, the code shall govern.

9-23-7 Free Standing Sign Regulations.

In addition to other applicable regulations of this Title, freestanding signs shall be regulated as follows:

- A. *Maximum height measurements.* Actual height of freestanding signs shall be measured from the grade of the roadway from which the sign gains its principal exposure or from the grade level at the sign location except that in no case shall a freestanding sign exceed thirty (30) feet above grade at the base of the sign.
- B. *Setback.* Freestanding signs, except advertising signs, shall be set back at least ten (10) feet from any property line. Freestanding signs shall be located no closer than five (5) feet from driveway or parking spaces. These requirements pertain to any portion of the sign whether it is the sign board or the supporting structure.

9-23-8 Monument Signs for Residential Developments.

A monument sign intended to permanently identify a residential development shall be permitted under the following conditions:

- A. There shall be an entity established to the satisfaction of the City such as a homeowners association, which shall be clearly responsible for the perpetual maintenance of said monument sign.
- B. The monument sign shall not exceed six (6) feet in height and shall not exceed forty (40) square feet of sign area.
- C. The monument sign shall be a minimum of thirty (30) feet from any existing or future residence.
- D. The City, at the discretion of the City Council, may deny a permit for a monument sign where it is determined that the monument sign may create an undue burden upon the City by virtue of its size, location, building materials or potential need for maintenance.

9-23-9 Temporary Signs.

Temporary signs other than campaign signs, construction signs and real estate signs may be permitted on a lot no more than four (4) times in any calendar year for a time period not exceeding a total of thirty (30) days in any calendar year. Temporary signs are regulated as follows:

- A. Such signs shall not exceed thirty-two (32) square feet and the advertisement contained on any temporary sign shall pertain to the business conducted on the premises on which the sign is erected.
- B. Temporary signs shall maintain a ten (10) foot setback from all property lines.
- C. There shall be no more than one (1) temporary sign per business at any one time.
- D. No temporary signs shall be erected in a residential zoned district.
- E. Banners are allowed only for business grand openings and employment signs. Banners shall be professionally designed and constructed and shall be attached to the principal building. Banners shall not be placed above the roofline of the building or across windows.
- F. If any temporary sign is not removed by the expiration date of the permit, the Zoning Administrator or his/her designee may remove it and charge the costs of removal to the individual or enterprise responsible or property owner.

9-23-10 Development Project Signs.

Sign permits are required for temporary on and off-premise signs for the purpose of selling/promoting a development project and for providing direction to the project. Regulations pertaining to such signs shall be as follows:

- A. On-premise signs shall not exceed forty-eight (48) square feet in area per sign; two (2) signs are permitted if the development is five (5) acres or larger or if the development has more than one (1) street frontage.
- B. Off-premise signs shall not exceed thirty-two (32) square feet in area per sign; evidence of permission of the property owner for erecting such sign shall be required; there shall be no more than one (1) sign per development at any street intersection; where signs for two (2) or more developments are located in close proximity, they shall be placed so as not to obscure the line of vision to the signs from the roadway motorist.
- C. On and off-premise signs shall be setback ten (10) feet from all property lines. Such signs shall be removed when ninety (90) percent of the units are occupied.

9-23-11 Permanent Signs.

The following signs are permitted in each specific district and shall be regulated as to size, location and character according to the requirements set forth as follows:

ZONING DISTRICT	PERMITTED SIGNAGE	MAXIMUM SIGN AREA FOR LOT	MAX. SIGN AREA FOR TYPE OF SIGNAGE (SQ. FT.)		FREESTANDING SIGN SETBACKS		NOTES
			Wall Signs	Freestanding Sign	Maximum Height	Minimum Setback	
R-1, R-2, R-3 and PRD Non-residential land uses	One (1) monument sign; wall signs	NA	32 sq. ft.	32 sq. ft per side	6 feet	10 feet	
R-1, R-2, R-3 and PRD One & two family dwellings	One (1) wall sign for each housing unit	NA	2 sq. ft.	NA	NA	NA	message limited to name & address
R-1, R-2, R-3 and PRD Subdivision / area identification	One (1) monument sign per development or one (1) monument sign per arterial street frontage	NA	NA	40 sq. feet	6 feet	10 feet	Sign shall be 30 feet from any existing or proposed structure
I-1, I-2 Individual businesses	one freestanding sign wall signs	1.5 sq. ft. per lineal foot of lot frontage	20% of the wall area where sign(s) is/are located not to exceed 150 sq. ft.	100 sq. ft.	20 ft.	10 ft.	
I-1, I-2 Multi-tenant	one freestanding sign per development each tenant allowed wall signage	1.5 sq. ft. per lineal foot of lot frontage	20% of tenant's individual wall area not to exceed 150 sq. ft.	200 sq. ft. per side	25 feet	10 feet	Master Signage Plan required
C-1, C-3, P-1 and P-2 Individual businesses	one freestanding sign wall signs	1.5 sq. ft. per lineal foot of lot frontage	20% of the wall area where sign(s) is/are located not to exceed 150 sq. ft.	100 sq. ft. per side	20 ft.	10 ft.	Hamilton Overlay District regulations govern
C-1, C-3 Multi-tenant	one freestanding sign per development each store allowed wall signage		20% of the wall area where sign(s) is/are located not to exceed 150 sq. ft.	200 sq. ft. per side	30 feet	10 feet	Hamilton Overlay District regulations govern Master Signage Plan required

C-2 Individual businesses	one freestanding sign wall signs	2 sq. ft. per lineal foot of lot frontage	20% of the wall area where sign(s) is/are located not to exceed 150 sq. ft.	150 sq. ft. per side	25 feet	10 feet	Hamilton Overlay District regulations govern
C-2 Multi-tenant	one freestanding sign per development each store allowed wall signage	2 sq. ft. per lineal foot of lot frontage	20% of the wall area where sign(s) is/are located not to exceed 150 sq. ft.	200 sq. ft. per side	30 feet	10 feet	Master Signage Plan required
BP Individual businesses	one monument sign wall signs	1.5 sq. ft. per lineal foot of lot frontage	10% of wall area which fronts a public street not to exceed 200 sq. ft.	80 sq. ft. per side	6 feet	10 feet	
BP Multi-tenant	one monument sign wall signs	1.5 sq. ft. per lineal foot of lot frontage	10% of wall area which fronts a public street not to exceed 200 sq. ft.	80 sq. ft. per side	6 feet	10 feet	Master Signage Plan required

9-23-12 Planned Development Districts.

- A. City Council approval of a Planned Unit Development District (PDD) may specify that sign regulations of a particular zoning district shall apply to the new PUD, or such approval may incorporate separate sign regulations tailored to the needs of the new Planned Unit Development.
- B. In the event new sign standards are approved for a phased development, subsequent sign applications shall be reviewed by Zoning Administrator to determine compliance with PUD sign regulations.

9-23-13 Sign Permits.

- A. *Permits.* Except as provided in Section 9-23-3 of this Chapter, no person, company, organization or club shall hereinafter install, erect, alter, remodel or move any sign in the corporate limits of Savage without first obtaining from the City a sign permit as provided in this code. In addition, freestanding signs are considered to be structures and shall meet requirements of the Building Code including inspection by Building Inspector. A sign permit may be issued to the owner or occupant of the premises/property on which a sign is to be installed or displayed, or to the owner or installer, or to a licensed contractor upon completion of application form and payment of fees.
- B. *Fees.* Permit fees shall be as established by resolution of the City and shall be in such amounts as the Council determines in its reasonable discretion to be necessary to finance the administration and enforcement of this Title.
- C. *Application for Issuance of Sign Permit.*
 - 1. Application for a sign permit shall be made to the City on a prescribed application form, obtainable from the Planning Department office, containing the following information:
 - a. Name, address, and telephone number of the applicant.
 - b. Location of building structure or lot to which or upon which the sign or other advertising structure is to be attached or erected.

- c. A drawing showing the method of attachment, construction, design, and other information such as stress as may be necessary so that the Zoning Administrator may determine the compliance of the sign with this Title.
 - d. Height above grade of sign, dimensions and square footage of sign area.
 - e. Underwriter Laboratories label if an electrical sign.
 - f. Name of person, firm, corporation or association erecting structure.
 - g. Such other information as may be required by the Zoning Administrator.
2. It shall be the duty of the Zoning Administrator upon filing of an application for a sign permit, to examine such plans and specifications and other data; and if it appears that the proposed structure is in compliance with all requirements of this Title and all other laws and Titles of the City, then he/she shall grant the sign permit. In addition, all illuminated signs shall be subject to the provisions of the State Electrical Code and shall comply with the Underwriter's standard as defined in the current Underwriter Laboratories Standard for safety, electric sign.
- D. *Double Fees.* Where work for which a permit is required by this Title is started or proceeded with prior to obtaining a permit, the fee as provided by the Sign Title shall be doubled. Payment of such double fee shall neither relieve any persons from fully complying with the requirements of this Title in the execution of the work nor from any other penalties prescribed herein.
- E. *Permits Null and Void.* If the work authorized under a sign permit has not been completed within six (6) months after the date of issuance, said permit shall expire automatically and renewal of the permit shall be required.

9-23-14 Non-Conforming Signs.

Existing signs and advertising signs which do not meet the requirements of this Title at the time of its adoption shall be considered as nonconforming and shall comply with the following regulations:

- A. Nonconforming temporary signs and signs for establishments no longer in business at the location of the sign shall be removed along with unsightly projections or protrusions within ninety (90) days by the business or owner of the property. If such is not removed or altered to comply with the standards set herein, the Zoning Administrator or designee may cause such sign to be removed or altered to comply at the expense of the owner of the sign or property upon which it is located.
- B. All non-conforming signs are subject to the requirements of this Title regarding safety, maintenance and repair. However, any nonconforming sign damaged in excess of fifty (50) percent or more shall not be replaced except by a conforming sign.
- C. Any nonconforming sign which is structurally altered, relocated or replaced shall comply with the provisions of this Title.
- D. Nonconforming off-premise advertising signs may be removed by eminent domain powers of the City.

9-23-15 Design, Construction and Maintenance.

All signs shall be designed, constructed and maintained in accordance with the following standards:

- A. All signs shall comply with applicable provisions of the Building Code and Electrical Code.
- B. Unless otherwise noted all signs shall be constructed of permanent materials and shall be permanently attached.
- C. All signs shall contain current information. Outdated signs or signs outdated with information shall be removed by the property owner.
- D. Painting, repainting, cleaning, and normal maintenance and repair of a sign or sign structure is

required to protect the sign and prevent its deterioration and maintain its neat appearance. Such maintenance is allowed without permit unless a structural change is made.

- E. All signs shall be maintained in good condition and the areas around them kept free from debris, high weeds and from anything else that would constitute a nuisance.

9-23-16 Enforcement.

The Zoning Administrator or designee is hereby authorized and directed to enforce all of the provisions of this Title. The Zoning Administrator or designee may enter, at reasonable time, any building, structure or premise in the City of Savage in order to perform his/her duty as imposed by this Title.

- A. *Notification.* The Zoning Administrator or designee shall notify the applicant for any sign permit of any violation of this Title. The applicant shall then correct such violation within the time specified on such written notice.
- B. *Violations and Fines.* If the Zoning Administrator or designee shall find that any sign or signs regulated by this Title is or are prohibited as to size, location, content, type, number, height or method of construction, or are unsafe, insecure or a menace to the public, or if any sign has been constructed or erected without a permit first being granted to the installer of said sign or to the owner of the property upon which said sign has been erected, or is improperly maintained, or is in violation of any other provision of this Title, he or she shall give written notice of such violation to the owner or permittee thereof. If the permittee or owner fails to remove or alter the sign so as to comply with the provisions set forth in this Title within five (5) calendar days following receipt of this notice:
 - 1. Such sign shall be deemed to be a nuisance and may be abated by the City by proceedings taken under Minnesota Statutes, Chapter 429, and the cost of abatement, including administration expenses, may be levied as a special assessment against the property upon which the sign is located; or
 - 2. Any person who violates any of the provisions of this code shall be guilty of a misdemeanor. Each day such violation continues shall be considered as a separate offense.

9-23-17 Special Permits and Variances.

The procedures for obtaining approval for signs requiring conditional use permits and for variances from the provisions of this Title shall be as established by Sections 9-2-7 and 9-2-9 respectively.

9-23-18 Dynamic Displays.

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

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

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

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

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

A. *Regulations.* Dynamic displays on signs are allowed subject to the following conditions:

1. Dynamic displays are allowed only on advertising/billboard, monument and pylon signs. Dynamic displays may occupy no more than 35 percent of the actual copy and graphic area. The remainder of the sign must not have the capability to have dynamic displays, even if not used. Only one, contiguous dynamic display area is allowed on a sign face.
2. A dynamic display may not change or move more often than once every 20 minutes, except one for which changes are necessary to correct hour-and-minute, date, or temperature information. Time, date, or temperature information is considered one dynamic display and may not be included as a component of any other dynamic display. A display of time, date, or temperature must remain for at least 20 minutes before changing to a different display, but the time, date, or temperature information itself may change no more often than once every three seconds. The face of a sign displaying time, date or temperature may not exceed fifty (50) square feet.
3. The images and messages displayed must be static, and the transition from one static display to another must be instantaneous without any special effects.
4. The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.
5. Every line of copy and graphics in a dynamic display must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more. If there is insufficient room for copy and graphics of this size in the area allowed under clause 1 above, then no dynamic display is allowed.
6. Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the dynamic display when notified by the city that it is not complying with the standards of this ordinance.
7. Dynamic displays must comply with the brightness standards contained in Section 9-23-19.
8. Dynamic displays existing on April 7, 2008 must comply with the operational standards listed above. An existing dynamic display that does not meet the structural requirements in

clause 1 may continue as a non-conforming development subject to Section 9-4-3. An existing dynamic display that cannot meet the minimum size requirement in clause 5 must use the largest size possible for one line of copy to fit in the available space.

- B. *Incentives.* Off premise advertising signs within the Permitted Billboard Area do not need to serve the same way-finding function as do on-premises signs. Further, such signs are restricted in the city, and there is no potential that they will proliferate. Finally, such signs are in themselves distracting and their removal serves public safety. The city is limited in its ability to cause the removal of such signs. This clause is intended to provide incentives for the voluntary and uncompensated removal of off premise advertising signs in certain settings. This removal results in an overall advancement of one or more of the goals set forth in this Section and offsets any additional burden caused by the incentives.
1. A sign owner may obtain a permit to modify one face of an off premise advertising sign, already existing within the Permitted Billboard Area, to an enhanced dynamic display if the requirements of this Section are met including but not limited to the requirements of Section 9-23-18 A-1 through A-8. The enhanced dynamic display permit will allow a dynamic display to occupy 100 percent of the potential copy and graphic area of the sign face and to change no more frequently than once every twenty minutes. The designated sign must also meet all other requirements of this ordinance. The applicant must comply with the following requirements:
 - a. The applicant agrees in writing to permanently remove, within 15 days after issuance of the permit, at least one other outdoor advertising sign in the Permitted Billboard Area that is owned or leased by the applicant, and that satisfies the criteria of parts (b) through (d) of this subsection. This removal must include the complete removal of the structure and foundation supporting the sign. The applicant must agree that the city may remove the sign if the applicant does not timely do so, and the application must be accompanied by a cash deposit or letter of credit acceptable to the city attorney sufficient to pay the city's costs for that removal. The applicant must also agree that it is removing the sign voluntarily and that it has no right to compensation for the removed sign under any law.
 - b. The city has not previously issued an enhanced dynamic display permit based on the removal of the particular sign relied upon in this permit application.
 - c. The removed copy and graphic area is equal to or greater than the area of the copy and graphic area for which the enhanced dynamic display permit is sought.
 - d. If the removed sign is one for which a state permit is required by state law, the applicant must surrender its permit to the state upon removal of the sign. The sign that is the subject of the enhanced dynamic display permit cannot begin to operate until proof is provided to the city that the state permit has been surrendered.
 - e. The applicant must agree in writing that no dynamic displays will ever be used on one additional outdoor advertising sign it owns within the Permitted Billboard Area. This agreement will be binding on the applicant and all future owners of the sign. If the sign is subsequently removed or destroyed and not replaced, the holder of the enhanced dynamic display permit is not required to substitute a different sign for the one that no longer exists.

9-23-19 Brightness Standards.

- A. All signs must meet the following brightness standards in addition to those in Section 9-23-4:
 1. No sign may be brighter than is necessary for clear and adequate visibility.

2. No sign may be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.
 3. No sign may be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device or signal.
- B. The person owning or controlling the sign must adjust the sign to meet the brightness standards in accordance with the city's instructions. The adjustment must be made immediately upon notice of non-compliance from the city. The person owning or controlling the sign may appeal the city's determination through the following appeal procedure:
1. After making the adjustment required by the city, the person owning or controlling the sign may appeal the city's determination by delivering a written appeal to the city clerk within 10 days after the city's non-compliance notice. The written appeal must include the name of a person unrelated to the person and business making the appeal, who will serve on the appeal panel.
 2. Within five business days after receiving the appeal, the city must name a person who is not an official or employee of the city to serve on the appeal panel. Within five business days after the city names its representative, the city's representative must contact the sign owner's representative, and the two of them must appoint a third member to the panel, who has no relationship to either party.
 3. The appeal panel may develop its own rules of procedure, but it must hold a hearing within five business days after the third member is appointed. The city and the sign owner must be given the opportunity to present testimony, and the panel may hold the hearing, or a portion of it, at the sign location. The panel must issue its decision on what level of brightness is needed to meet the brightness standards within five business days after the hearing commences. The decision will be binding on both parties.
- C. All signs installed after April 7, 2008 that will have illumination by a means other than natural light must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions. These signs must also be equipped with a means to immediately turn off the display or lighting if it malfunctions, and the sign owner or operator must immediately turn off the sign or lighting when notified by the city that it is not complying with the standards in this section.