



# REQUEST FOR CITY COUNCIL ACTION

DATE: **05/14/12**  
ITEM NO: 13.a

Department Approval:

City Manager Approval:

Item Description: Adoption of amendments to Chapter 1010, Sign Regulations, of the Roseville Zoning Ordinance (**PROJ0013**).

## 1.0 BACKGROUND

- 1.1 In 2006/2007 a committee of the Planning Commission was created to work closely with the City Planner on developing new standards for signs and signage throughout Roseville and on May 21, 2007 the City Council adopted new Sign Regulations for Roseville.
- 1.2 Like with all new regulations it took the Planning Division a number of months to become familiar with the updated nuance of the sign regulations code. However, after a few years it became evident to the Planning Division that amendments were necessary.
- 1.3 In 2008 the City Council adopted amendments to Sign Regulations including revised language for temporary signs, real estate signs, and master sign plans.
- 1.4 Over the past two years (2009 – 2011) the Planning Division has been evaluation the Sign Regulations section of the Code and through extensive research specific areas such as enforcement/fines, electronic/dynamic display, and purpose/findings (to name a few) the Division developed a draft amendment for discussion with the Planning Commission.
- 1.5 On May 4, 2011, the Planning Division submitted to the Planning Commission for review and comments a proposal to amend the Sign Regulations chapter of the Zoning Code, which amendments included the elimination, clarification, and/or inclusion of new text throughout the chapter. The Planning Commission provided ample questions, comments and a few concerns regarding the submitted draft, and instructed the Planning Staff to keep working on the amendments proposal.
- 1.6 Since that time, the Division has sought additional information from other municipal codes and has worked with the City Attorney on appropriate code modifications.
- 1.7 On March 7, 2012 the City Planner brought forth a revised amendment document that attempted to address the concerns and questions raise in 2011. The Planning Commission considered the draft amendment to the Sign Regulations and had a few questions and comments to the Planning Division.
- 1.8 On April 4, 2012 the Planning Commission held the public hearing regarding the proposed amendments to Chapter 1010 Sign Regulations of the Zoning Ordinance, voting 5-0 to recommend approval of the text amendment to the City Council.
- 1.9 For the purpose of providing some background/context to what has transpired over the past year, the proposed amendment includes colored highlighting: **black** is the existing regulations; **red** is the proposed language; and **blue** are statements on where

chapter/section have been moved/eliminated, and comments regarding context and/or modified language for consideration. A clean version of the draft ordinance (no strike-out/underlining) has also been provided for City Council consideration.

## 2.0 SECTION 1010.01 - PURPOSE AND FINDINGS

**While there is nothing inherently wrong with this section or the statements under each subsection, the Planning Division, through its research and discussion, has determined that a new purpose statement and findings will better reflect the City's vision and/or values regarding signage in Roseville, and, in turn, provide better clarity.**

### 1010.01: ~~PURPOSE AND FINDINGS~~ **Purpose and Findings**

~~A. Purpose: The purpose of this Chapter is to create a comprehensive and balanced system of signs which will facilitate communication. It is the intent of the Chapter to authorize the use of signs which:~~

- ~~1. Encourage a desirable urban character.~~
- ~~2. Preserve and improve the appearance of the city as a place to live, work and visit.~~
- ~~3. Work to eliminate confusing, distracting, or dangerous sign displays which interfere with vehicular traffic.~~
- ~~4. Promote commerce.~~
- ~~5. Provide for fair and equal treatment of sign users.~~
- ~~6. Promote efficient administration of the sign ordinance through a complete and understandable sign ordinance.~~
- ~~7. Provide for eventual elimination of pre-existing non-conforming signs on a fair and equitable basis.~~

~~B. Findings:~~

- ~~1. Signs are an essential element of any community. Their location, number, size, design and relationship to each other and to other structures have a significant influence upon a community's appearance and welfare, and a resultant effect upon a viewer's perception of the community. Signs serve a useful purpose in communicating a message, whether commercial or otherwise.~~
- ~~2. Where signs are not properly regulated, they contribute to visual clutter, confusion, aesthetic blight, and create an unpleasant impression. They may cause traffic hazards and impede rather than enhance commerce. In such situations, signs may fail to achieve their original objective of communication. Failure to appropriately regulate signs may adversely affect the public health, safety and welfare.~~
- ~~3. Property and facilities located within the public right of way, such as utility poles, benches, hydrants, bridges, sidewalks, traffic sign posts, and similar structures are not by tradition or designation a forum for communication by the general public. The city wishes to preserve these structures for their intended purpose, which is the safe, efficient and pleasant movement of vehicular and pedestrian traffic, and the safe operation of utility systems.~~
- ~~4. The regulations and prohibitions of the chapter are necessary to preserve items and structures located within the public right of way for their intended purposes, and to prevent the visual clutter, blight, and traffic hazards caused by signs.~~

~~(Ord. 1359, 1-28-2008)~~

**A. Purpose:** The sign ordinance is intended to establish a comprehensive and balanced system of sign control that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification. It is the intent of this section to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public, and to use signs that meet the City's goals by authorizing:

1. Permanent signs that establish a high standard of aesthetics;
2. Signs that are compatible with their surroundings;
3. Signs that are designed, constructed, installed, and maintained in a manner that does not adversely impact public safety or unduly distract motorists;
4. Signs that are large enough to convey the intended message and to help citizens find their way to intended destinations;
5. Signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
6. Permanent signs that give preference to the on-premise owner or occupant; and
7. Temporary commercial signs and advertising displays that provide an opportunity for grand openings and occasional sales events while restricting signs that create continuous visual clutter and hazards at public right-of-way intersections.

**B. Findings:** The City of Roseville finds it is necessary for the promotion and preservation of the public health, safety, welfare, and aesthetics of the community that the construction, location, size, and maintenance of signs be controlled. Further, the City finds that:

1. Permanent and temporary signs have a direct impact on and relationship to the image of the community;
2. The manner of installation, location, and maintenance of signs affects the public health, safety, welfare, and aesthetics of the community;
3. An opportunity for viable identification of community businesses and institutions must be established;
4. The safety of motorists, cyclists, pedestrians, and other users of public streets and property is affected by the number, size, location, and appearance of signs that divert the attention of drivers;
5. Installation of signs suspended from, projecting over, or placed on the tops of buildings, walks, or other structures may constitute a hazard during periods of high winds and an obstacle to effective fire-fighting and other emergency service;
6. Uncontrolled and unlimited signs adversely impact the image and aesthetic attractiveness of the community and thereby undermine economic value and growth;
7. Uncontrolled and unlimited signs, particularly temporary signs that are commonly located within or adjacent to public right-of-way or are located at driveway/street intersections, result in roadside clutter and obstruction of views of oncoming traffic. This creates a hazard to drivers and pedestrians and also adversely impacts a logical flow of information;
8. Commercial signs are generally incompatible with residential uses and should be strictly limited in residential zoning districts; and
9. The right to express noncommercial opinions in any zoning district must be protected, subject to reasonable restrictions on size, height, location, and number.

### 3.0 SECTION 1010.02 – GENERAL PROVISIONS

In review, the General Provisions section was not as much a Provisions section as it was a Definitions section and as such we have proposed this change. The Planning Division also summoned its institutional memory from the past five years to assist in eliminating certain definitions deemed unnecessary, modifying existing definitions, and creating new definitions for greater clarity and for where new items are being proposed such as dynamic display. In discussions with the City Attorney it was also determined that some items need not be defined, especially if they are prohibited. Therefore, the Division has taken a “less is more” approach to this section, which it feels provides clear, concise, and more understandable definition statements. Unless otherwise noted, the strikethrough language has been eliminated.

#### 1010.02: ~~GENERAL PROVISIONS~~ Definitions

- A. Definitions: As used in this Chapter, the following words and terms shall have the meanings ascribed to them in this section:
1. ~~Sign: A sign is a name, identification, description, display, illustration or device which is affixed to, painted or represented directly or indirectly upon the outside of a building or other surface other than a flag as defined in this section and which directs attention to an object, product, place, activity, person, institution, organization or business. A sign shall be considered as a structure or a part of a structure for the purpose of applying yard and height regulations. Any writing, pictorial presentation, number, illustration or decoration, flag, or other device that is used to announce, direct attention to, identify, advertise, or otherwise make anything known. The term “sign” shall not be deemed to include the terms “building” or “landscaping,” or any architectural embellishment of a building not intended to communicate information.~~
  2. Area Identification Sign: A freestanding sign that identifies the name of, including but not limited to, a residential development, a multiple residential complex, a shopping center or shopping area, a business park, an industrial park, a building complex, or any combination thereof.
  3. ~~Auxiliary canopy: A roof-like structure projecting over, including but not limited to, gasoline pump islands, drive through banking or any canopy with a drive through lane. An auxiliary canopy provides weather protection for more than the building entrance or windows. Auxiliary canopies may be attached or detached from the principal building. For sign purposes auxiliary canopies shall be considered a separate structure~~
  3. Balloon: A flexible, nonporous bag inflated with air or a gas lighter than air, such as helium.
  5. ~~Banner: A temporary sign constructed of cloth, paper, plastic, or other material upon which copy is written and supported either between poles or fastened to buildings or other structures.~~
  6. ~~Billboard: A sign that is erected and used for the purpose of selling or leasing advertising space or for the purpose of selling goods/services other than those offered on the premises.~~

4. Building Canopy or Awning: A sign constructed of flexible translucent or fabric-type material that incorporates a written message or logo on the exterior. ~~A roof-like structure projecting from the building over an entrance or window that provides weather protection for the entry or window and may include the immediately adjacent area.~~ Building canopies shall be considered part of the wall area and thus shall not warrant additional sign area.
5. Building Complex: A group of two or more buildings, planned or developed in a joint manner with shared parking facilities, regardless of whether such buildings or uses are located on the same lot or parcel.
6. Commercial Sign: ~~A communicative device~~ Any sign that advertises or identifies a product, business, service, event, or any other matter of a commercial nature, and that seeks to draw attention to or promote a commercial, business, or economic interest or activity in contrast to a noncommercial sign that expresses an opinion or viewpoint of a social or political nature.
7. Construction Sign: Any non-illuminated sign that displays information regarding the construction or development of the site on which it is displayed. ~~announcing the names of architects, engineers, contractors or other individuals or firms involved with the construction, alteration or repair of a building or property or announcing the character of the building enterprise or purpose for which the building is intended but not including the advertisement of any product.~~
8. Directional Sign: A sign that contains no advertising and is intended to facilitate the safe movement of pedestrians and vehicles into, out of, and around the site on which the sign is located.
9. 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 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.
10. Flags: A piece of cloth or bunting varying in color and design, attached to a pole, used as a symbol, standard, emblem or insignia, or containing text other than that associated with a commercial, business, or economic interest or activity.
13. ~~Flashing sign: A sign on which artificial light is not maintained stationary or constant in intensity, form or color at all times including but not limited to video signs, electronic message boards, animated signs, electronic display screens and scrolling signs. Flashing signs shall not include signs where artificial light changes in intensity, form or color three times or less in a 24 hour period.~~
11. Freestanding Sign: Any sign not affixed to a building including but not limited to a ground sign, pole sign, pylon sign, or monument sign.
12. Ground Sign: A sign mounted on the ground attached either to footings or a base with an open space between the ground and the sign face.

13. Height of Freestanding Sign: The actual distance from the grade to the highest point of the sign, including any structure or architectural component of the sign.
- ~~17. Holiday sign: A sign or display which contains or depicts messages pertaining to a national, state or religious holiday and no other matter.~~
14. Home Occupation Sign: A sign located at a residence advertising a business conducted in the residence or by persons residing in the residence.
15. **Illumination, Internal: A light source within the sign.**
16. **Illumination, External: A light source that is not internal to the sign.**
17. Illuminated Sign: A sign on or from which artificial light is directed.
18. **Logo: An identifying graphic that may or may not be a registered trademark.**
19. Master Sign Plan: Written document describing all proposed signs regarding a specific site, development, or complex, submitted by the owner/manager, including all types of signs/signage desired, reviewed, and approved by the City, and shall at a minimum include sign type, location, and size illustrations.
- ~~20. Menu/Order Board Sign: A sign installed in a drive-through facility and intended for drive-through customers advertising the products available at the facility.~~
21. Mobile Sign (also referred to as Portable Sign): A sign designed or intended to be moved or transported. ~~Examples of mobile signs are included, but not limited to, A or T frame signs, sandwich signs and signs designed to be transported by trailer or on wheels.~~ A sign may be a mobile sign even if it has wheels removed, was designed without wheels, or is attached temporarily to the ground, a structure, or other sign. Signs mounted on a vehicle for advertising purposes, when the vehicle is parked and visible from public right-of-way, except signs identifying a business when the vehicle is being used in the normal day-to-day operation of that business.
22. Monument Sign: A freestanding sign located directly at grade.
23. Nameplate Sign: A wall sign that states only the name or address or both of the business or occupant of the lot where such sign is placed. Letters and/or numbers must be at least 4 inches in height, and the maximum sign area shall not exceed 4 square feet.
24. Non-commercial Sign: Communicative devices that express an opinion or viewpoint of a social or political nature in contrast to commercial signs that seek to draw attention to or promote a commercial, business, or economic interest or activity.
25. Non-conforming Sign: A sign that lawfully existed prior to May 21, 2007, but does not conform to this chapter.
26. Off-site Sign: A sign that advertises any business, product, person, event, or service conducted, sold, manufactured, or located off the premises where the sign is located.
27. Painted Sign: A sign painted directly on the outside wall or roof of a building or on a fence, rock, or similar structure or feature in any zoning district.
28. Pennants: Pieces of cloth, paper, or plastic that do not include any written or graphical, or other form of copy and are intended to be individually supported or attached to each other by means of rope, string or other material, and are intended to be hung on buildings or other structures or between poles.

29. Permanent Sign: Any sign that is displayed or intended for display for an indefinite period of time.
30. Pole Sign: A sign that is mounted at or near the top of a single or double pole.
31. Political sign: A sign announcing candidates seeking political office or issues to be voted upon at a political election.
32. Portable Sign: See Mobile Sign
33. Projecting Sign: A wall sign that protrudes horizontally more than 1 foot from the wall to which it is attached.
34. Pylon Sign: A freestanding sign supported by its own structure and not attached to any building.
35. Readerboard Sign: A sign where the message is changeable with letters or numbers.
36. Real Estate Sign: Any sign pertaining to the sale, lease, or rental of land or buildings.
- ~~37. Roof sign: Any sign erected upon or projecting above the roofline of a structure to which it is attached. For purposes of this code, the "roofline" shall be considered the top of the cornice of a flat roof, the eave line of a pitched roof and the bottom edge of any sloping section of a mansard roof.~~
- ~~38. Rotating sign: A rotating sign is a sign or display which rotates on its axis by mechanical means.~~
37. Searchlight: A powerful light or lights equipped with a reflector to produce a bright beam or beams.
38. Special Event Device: Any sign, searchlight, laser display, or other attention-getting device used in conjunction with a special event.
39. Temporary Sign: ~~Any sign designed or intended to be displayed for limited periods of time.~~ A sign that is designed or intended to be displayed for a short period of time and is not permanently installed. This includes A or T - frame signs, sandwich, curb signs, and balloons.
- ~~42. Traffic visibility triangle: The area created by drawing an imaginary line between points 30 feet back (residential) or 40 feet back (commercial) from where the curb lines of the intersection quadrant meet. **Found in 1011.06**~~
40. Under Canopy Sign: Any sign hanging below a building canopy, awning, or building overhang.
41. Unified Development: A development of three or more principal structures with common characteristics as determined by the City. Common characteristics may include shared access, similar architecture, single ownership, or history of site plan review approval.
42. Wall Sign: A sign constructed on a panel attached to a structure or raised letters or symbols attached to a wall or combination thereof. No part of such a sign is painted on the wall surface.
- ~~45. Whirling device: Any attention-getting device that twirls or spins by control of wind or mechanical means.~~
43. Window Sign: Any sign placed on the interior of a window or painted on a window such that it can be read from the outside of the building.

44. Windsock: A large roughly conical device open at both ends and attached to a stand by a pivot so that the wind blows through it, not including devices used for navigational purposes.
- ~~B. Diagrams: The inclusion of diagrams is for illustrative purposes only. Where a diagram conflicts with text, the text shall control.~~
- ~~C. Prohibited Signs: The following signs are prohibited in all zoning districts:  
 Any sign not specifically allowed by this Ordinance is strictly prohibited in all zoning districts, including off-site, flashing signs, mobile signs, roof signs, rotating signs, painted signs, and billboards. The following signs are permitted in residential districts for non-commercial purposes only: Banners, balloons, pennants, spinners, windsocks, streamers, ribbons, whirling devices, or light bulb strings. Revised/relocated to 1010.03C~~
- ~~D. Signs Conflicting With Traffic Signals: No sign shall be erected that, by reason of position, shape or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. All displays shall be shielded to prevent light from being directed at oncoming traffic in such brilliance as to impair the vision of any driver. This includes indoor signs which are visible from public streets (also see Section 1009.02A42).~~
- ~~E. Placement of Signs: Signs are subject to all height and setback requirements listed in Section 1010.05 and 1010.08 (charts) of this Title and in no case shall a building sign extend above the height of a building to which it is attached or be placed on the roof of a structure. Signs shall not be permitted within the public right of way or easements except on benches and shelters which have received permits as per Section 703.05 of this code, and newspaper and cabstands, all of which shall be as governed by Chapter 901 and Section 703 of this code. City, county and state traffic directional signs are permitted. (Ord. 1359, 1-28-2008) Revised/relocated to 1010.05 and 1010.06.~~

#### 4.0 SECTION 1010.03 – PERMITS

**While the current section may, in some manner, function as a section detailing the nuances of the permit process (limited in current form), it more closely resembles or should resemble a General Provisions section that includes specific information on various items. The proposal by the Planning Division has located or relocated information/details regarding permits, prohibited signs, corner and through lots, and non-conforming signs in this section. The following includes the strikeouts of existing section language with new and/or revised language, as well as section relocation references where applicable.**

#### **1010.03 PERMITS General Provisions**

- ~~A. Required: A sign permit is required prior to the improvement, erection, construction, enlargement, alteration or repair of any sign unless exempt by this Chapter.~~
- ~~1. Permanent Sign:
 
    - ~~a. Permit Required: A permit is required for all permanent signage, including those approved through the Master Sign Plan process.~~~~
  - ~~2. Governmental Signs: Except for traffic related signage, all permanent city, or other governmental unit signage including flags must be approved by the City Council.~~

- A. Permit Required: The following general provisions are applicable to all signs. It shall be unlawful for any person to erect, alter, replace, or relocate any sign or other advertising structure without first obtaining a permit and paying the required fees, except as herein otherwise provided, including those approved through the Master Sign Plan process.
- B. Exempted Signs: The following signs are exempt from the requirements of this Chapter:
1. Signs erected by a public agency in and/or above or overhanging a public right-of-way.
- C. Prohibited Signs
1. No sign will be attached to trees or utility poles.
  2. No sign will be painted directly on any exterior building surface. Sign letters and symbols may be attached directly to a wall by adhesive or mechanical means.
  3. No sign will overhang the public right-of-way, sidewalk easement, walkway easement, or bicycle path easement except a bus bench or approved trash container at a designated public transportation pick-up location.
  4. No sign will extend above the roof line of a building (roof sign).
  5. Projecting signs must not project further than 30 inches from the wall to which they are anchored.
  6. No sign will be installed that by reason of position, movement, shape, illumination, or color would constitute a traffic hazard by obstructing a driver's vision or by interfering, confusing, or misleading traffic.
  7. No sign will noticeably move either by mechanical means (rotating sign) or as a result of normal wind pressure.
  8. The following specific signs shall be prohibited: off-site, flashing, mobile/portable, roof, rotating, and painted signs, banners, and billboards. The following signs are permitted in residential districts for non-commercial purposes only: banners, balloons, pennants, spinners, windsocks, streamers, ribbons, whirling devices, or light bulb strings.
  9. All other signs not expressly permitted by this Chapter.
- D. Non-Conforming Signs

**1010.07: NONCONFORMING SIGNS:**

All nonconforming signs in existence on ~~May 21, 2007~~     , 2012 may continue subject to the provisions of Chapter 1011 of this Title and State Law. (~~Ord. 884, 7-27-1981~~) (~~Ord. 1359, 1-28-2008~~)

E. Sign Permit Process:

1. Permit Application: An application for a sign permit shall be made on the application provided by, or located in the Community Development Department, and state or have attached thereto the name and address of the applicant or person or company that will be erecting the sign; the address/location of the building, structure, or lot on which the sign is to be erected; the written consent of the property owner of the land on which the sign is to be erected; and any other pertinent information the

Community Development Department considers necessary. These requirements may be waived by the City Planner where they are not applicable.

Permit Review: All sign permits will be reviewed by the Community Development Department to determine completeness. Should a permit be deficient in appropriate/applicable items necessary to process the sign permit, an email and/or letter will be composed to the applicant indicating the deficiencies of the permit. No permit will be acted upon until all requested/required information is submitted/received and/or reviewed.

2. Fees: Every applicant must pay a fee for each sign regulated by this Chapter before being granted a permit.
  - a. The City Council will establish the permit fee by resolution.
  - b. A double fee will be charged if a sign is erected without first obtaining a permit for such sign.
4. Revocation of Permit: The Community Development Department is hereby authorized to revoke a sign permit upon failure of the holder thereof to comply with any provision of this Chapter. Any party aggrieved by such revocation may appeal the action to the Board of Adjustment and Appeals within 10 days after the revocation.
5. Expiration of Permit: A permit expires if the sign is not erected within 180 days after issuance and no permit fees or inspection fees for such sign will be refunded.
6. Inspection: Sign installations for which a permit is required may be subject to inspection by the Community Development Department to ensure that such signs are erected according to the approved permit.

**The sub-sections below have been relocated (1010.03, 07, 08, 09, and 11), modified, and/or eliminated**

~~3. — Temporary Signs: a. Permit Required: Permits for temporary signs, grand opening signs, special event signage and other attention getting devices may be issued for searchlights and/or balloons not exceeding two feet in the largest dimension, tents, laser light shows and similar attention getting devices may be issued. Temporary signs shall be comprised/constructed of durable all weather materials (such as but not limited to plywood, coreplast (plastic foam core) alumacore, and polycarbonate (Lexan) mounted to the building wall or be freestanding.~~

~~b. Duration: During any calendar year, temporary signs, grand opening signs, special event signs, and other attention getting devices may be in place no more than 20 days, which duration may be broken into multiple events/days not exceeding a total of 20 days per calendar year~~

~~c. Size: The surface area of any temporary sign shall not exceed 32 square feet. This area shall be in addition to permanent, window or other signage allowed elsewhere in this Chapter.~~

~~d. Location: Freestanding temporary signs shall be set back a minimum of 15 feet from a property line.~~

~~B. Not Required: A permit is not required for the following signs:~~

- ~~1. — One noncommercial sign no larger than 6 square feet and no higher than 6 feet tall may be displayed on any lot in all zoning districts without obtaining a permit.~~

- 2. ~~Where this Chapter allows any commercial sign, a noncommercial sign meeting the same size, location, and other standards shall be allowed without obtaining a permit.~~
- 3. ~~Signs including electronic message devices within the interior of buildings, or signs which are not intended to be visible beyond the premises on which the signs are located are not subject to the regulations set forth in this Chapter. (Ord. 1163, 7-24-1995)~~
- 4. ~~Nameplate Signs~~
- 5. ~~Construction Signs: Construction signs shall be confined to the site of construction, alteration or repair and shall be constructed of high quality material maintained in good repair. No more than one sign is permitted on each street frontage the project abuts. The sign shall be removed within 180 days of the date of the issuance of a building permit for the work. A conditional use permit is required for a contractor sign to remain in place longer than allowed by this subsection. Construction signs are allowed in zoning districts in accordance with the following criteria:~~

<b>ZONING DISTRICT</b>	<b>SIZE</b>	<b>HEIGHT</b>	<b>PLACEMENT/SETBACK</b>
<b>R-1 &amp; R-2</b>	<b>16 sq. ft.</b>	<b>8 foot maximum</b>	<b>5 feet from property line/zero if attached to security fence</b>
<b>All other Districts</b>	<b>32 sq. ft. per street frontage</b>	<b>12 foot maximum</b>	<b>5 feet from property line/zero if attached to security fence</b>

- 6. ~~Directional Signs: Directional signs may be incorporated into a development including information such as traffic directions, house numbers, management office location or other information necessary to direct persons to facilities or areas within the development; provided however, that such signs shall not exceed 4 ½ square feet in size and 6 feet in height and are not closer than 1 foot from a public street right of way. Off site directional signs are prohibited.~~
- 7. ~~Flags~~
- 8. ~~Garage/Yard Sale Signs: The sign shall only be displayed during the term of the sale and must be removed when the sale is completed.~~
- 9. ~~Holiday signs may be displayed over a period not to exceed a total of 60 days per calendar year. The aggregate total area of such signs shall not exceed 50 square feet.~~
- 10. ~~Political signs to the extent that the following criteria are met:
 
  - a. ~~In years when a state general election is held, political signs may be posted from August 1 until 10 days following the state general election. Any such signs must be removed by those responsible for their being posted.~~
  - b. ~~In years when no state general election is held, if there is a primary for any office, political signs for all offices may be posted no more than 21 days before the primary election. When there is no primary for any office, such signs may be posted not more than 21 days before the general election. All such signs must be removed by those responsible for their being posted within five days following the general election. Said political signs shall not exceed 12 square feet gross area.~~
  - c. ~~Political signs shall be set back at least 15 feet from the outside edge of any street or back of curb of all city and county streets.~~
  - d. ~~Political signs shall not be placed so as to cause a hazard to public safety.~~
  - e. ~~Political signs shall not be placed on any property without permission of the property owner.~~~~

~~f. Political signs shall not be located on any city owned property.~~  
~~g. Signs in violation of the above provisions may be removed by city staff and stored for two weeks. After two weeks, unclaimed signs will be disposed of by the city.~~

~~11. Real estate signs to the extent that the following criteria are met:~~

~~a. Single and Two-Family Residential Property: For the purpose of selling, renting or leasing any single or two family residential property, a real estate sign not in excess of ten square feet in gross surface area in single and two family districts may be placed within the front yard or in the public street right of way beyond the front yard. No part of the sign shall be closer than 6 feet from the curb. If there is a sidewalk, no part of the sign shall be closer than two feet from the edge of the sidewalk.~~

~~b. Multiple Family Residential Property: For the purpose of selling or promoting a multiple-family residential property of six or more dwelling units, a sign not to exceed 35 square feet and not more than eight feet in height or a combination of a freestanding sign and wall mounted signs not to exceed 70 square feet may be erected upon the site not less than 15 feet from a property line.~~

~~c. Business and Industrial Property: For the purpose of selling, renting, and or leasing business/industrial properties, the following shall apply:~~

~~—— 1. Single tenant buildings shall be allowed a real estate sign not exceeding 32 sq. ft. mounted on the building wall or incorporated into an existing freestanding sign.~~

~~2. Multi tenant buildings where new signage is requested, said real estate/leasing sign shall be made part of the required Master Sign Plan in Section 1010.03D.~~

~~3. In situations where the selling, renting and/or leasing sign is desired on vacant land/property, a freestanding sign not exceeding 32 sq. ft. shall be allowed.~~

~~(Ord. 1359, 1-28-2008)~~

~~d. Number of Signs: Only one sign is permitted per lot, except double fronted or through lots may be permitted an additional sign on the second frontage and lots with lakeshore frontage may be allowed an additional sign on the lake side of the lot at least 25 feet back from the shoreline of the lake.~~

~~e. Removal of Signs: Real estate signs shall be removed within seven days following the lease or real estate closing.~~

~~12. Security System Signs: Signs identifying the presence of a security or alarm system are allowed not to exceed two square feet.~~

~~13. Window Signs: Signs affixed to or painted on windows or placed within 36 inches of a window to be viewed from the exterior of the building shall not occupy more than 25% of the total window area, nor shall they be placed in a location that would block the view into the building from a public street of the clerk's or cashier's area. Under no circumstances shall the total area of window signage exceed 1/2 the allowable area of wall signage for the affected building.~~

~~14. Signs which are affixed to City owned light poles or standards which contain information advertising the City itself or City events, provided the signs are located in non-residential areas, have been approved by the City Council and City Public Works Director or the Director's designee. (Ord. 1367, 5-12-2008)~~

~~C. Permit Process:~~

~~1. Administration: Administration, enforcement, permits, fees and inspections shall be as established for building permits in Title 9 of the City Code. Exception: Written permit applications are not required for no-fee temporary special events.~~

~~2. Variance: A sign permit applicant or permit holder may appeal an order or determination by making an application for a variance. A variance request must follow the procedures~~

established in Section 1013.02, and shall be processed in accordance with Minnesota Statutes Section 15.99 and Section 1014.04 of this Code.

~~D. Master Sign Plan:~~

~~1. Purpose. The purpose of the Master Sign Plan is to establish fair and equitable criteria for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification.~~

~~2. Effect of Master Sign Plan. Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of a new Master Sign Plan.~~

~~3. Required. A Master Sign Plan is required for:~~

- ~~a. Building complexes~~
- ~~b. Multi-tenant structures~~
- ~~c. Covered mall buildings, shopping centers or strip malls~~
- ~~d. Planned unit developments~~
- ~~e. Area identification signs~~
- ~~f. Churches/places of worship/institutions/schools~~

~~4. Criteria. The following criteria should be used when developing a Master Sign Plan.~~

~~a. Guideline. If possible, the underlying zoning district regulations (pertaining to signage and listed in Section 1010.10) should be used as a guideline with minimum variations as needed to meet the intent of this Chapter. (Ord. 1359, 1-28-2008)~~

~~b. Location. No freestanding sign shall be located closer than five feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.~~

~~c. Quality. All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that compliment the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally colored concrete masonry units/rock faced block, glass, pre-finished metal stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.~~

~~d. Type. All types of signs are permitted except those prohibited by Section 1010.02C. (Ord. 1359, 1-28-2008)~~

~~e. Size. The size of all signage (building wall and free-standing) shall be limited to 1.5 times the maximum allowed under Section 1010.08 (Wall Signage). (Ord. 1359, 1-28-2008)~~

~~f. Height. The height of any free-standing sign shall be limited to a height of 40 feet.~~

~~g. Number. The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.~~

~~5. Approval Process: Submittal of a Master Sign Plan application, appropriate/applicable information, and fee (\$250 residential and \$350 commercial/industrial) is required with the Office of Community Development. The Planning Division shall hold an administrative hearing and take appropriate action on requests for Master Sign Plan approvals. The following shall apply:~~

- ~~a. The City Planner shall schedule an administrative hearing before a subset of the Development Review Committee, to include the Community Development Director, Permits Coordinator, City Planner, Associate Planner and/or City Department~~

representatives as determined by the Community Development Director, hereinafter referred to as the Master Sign Plan Committee (MSPC), the time and place for which shall be set by the City Planner, to consider the proposed Master Sign Plan with respect to the criteria in Section 1010.03D4 of this title. (Ord. 1359, 1-28-2008)

~~b. The applicant and contiguous/effectuated property owners shall be notified by the City Planner of such time and place in writing not less than ten days prior to such hearing. The City Planner may notify additional property owners if a determination is made that such additional notification is merited.~~

~~c. The MSPC shall hold the administrative hearing as scheduled by the City Planner.~~

~~d. The MSPC shall render and forward a recommendation to the Community Development Director or Designee for approval and the Community Development Director or Designee shall make the final decision.~~

e. Should the applicant or a contiguous property owner object to the Community Development Director or Designee decision on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall be made in writing and shall be addressed to the City Manager. The City Council shall take up the appeal at a regular board meeting within 45 days on the appeal. The Master Sign Plan appeal shall follow notice requirements and other procedures contained in Chapter 108 of the Title. (Ord. 1359, 1-28-2008) (Ord. 1371, 7-28-2008)

## 5.0 SECTION 1010.04 – SIGN AREA COMPUTATION

The current section with the above title is proposed to be relocated to 1010.06 and has been modified. The new section 1010.04 proposed below is renamed Maintenance and Removal of Signs, since there are limited (very) requirements on the maintenance and removal of signs, as well as good enforcement mechanisms to assist staff in the future with the troublesome businesses and sites.

### 1010.04 SIGN AREA COMPUTATION Maintenance, Removal of Signs, Fines

- A. All signs must be maintained by the sign owner in a safe, neat, clean, and attractive condition. A sign must be replaced or refurbished so as to restore the original appearance thereof whenever it begins to fade, chip or discolor, rust, cease to be in good repair, or become unsightly.
- B. Removal of signs will be governed by the following:
  - 1. On-premises signs shall be removed from the building and property by the owner of such property within 14 days after the use is terminated.
  - 2. Off-premises signs shall be removed within 30 days after discontinuation of use of the sign. A sign shall be considered discontinued if the message is removed, the subject of the message no longer exists, or the sign is not maintained.
- C. If the Community Development Department finds that any sign is unsafe, a detriment to the public, not maintained, or constructed, erected, or maintained in violation of the provisions of this Chapter, the sign shall be deemed a public nuisance and abated under Chapter 407.06 of the City Code.

D. Removal of Abandoned Signs, Signs in Disrepair, and Signs Located in Public Right-of-Way.

1. Abandoned signs and signs in disrepair: An abandoned sign or sign in disrepair is prohibited and shall be removed by the owner of the premises within 10 business days after notification. If compliance with this provision is not met, the matter will be abated through the requirements of Chapter 407 of the City Code.
2. Signs on public property or within public right-of-way: The city may at any time and without notice impound signs that have been installed on public property or within public right-of-way or easement. The sign owner may retrieve the signs according to the following:
  - a. A fee must be paid to the city as established in city code section 710. For each subsequent impoundment in a calendar year, the specified fee shall be doubled;
  - b. The sign may be retrieved from a designated impound area during routine business hours and within 15 days from the date of impounding. After 15 days, the city will dispose of the sign; and
  - c. The city may not be held liable for any damage to impounded signs.

E. Fines for Sign without Permit, Illegal /Prohibited Sign, and Perpetual Violation of Code:

1. All signs, including temporary signs, shall have an approved permit prior to installation. Signs installed in any fashion without a permit shall receive a notice to remove within 5 business days of the receipt of a letter from Community Development Department. Should the sign not be removed within the 5 business days, the Community Development Department will issue a fine of \$50.00 and another 5 business days to remove. Should the sign remain a fine of \$100 will be issued and an immediate request sought. Should the sign not be removed and/or the fine fee not paid, the Community Development Department will thereafter seek compliance through the public nuisance chapter 407 of the City Code. The same fines and process shall be applied to situations where illegal/prohibited signs are installed with or without an approved permit.
2. Those property owners and/or business that have signs deemed a perpetual violation shall be deemed a public nuisance and abated through Chapter 407 of the City Code.

**6.0 SECTION 1010.05 – RESIDENTIAL DISTRICT SIGNS AND 1010.08 REGULATIONS FOR B, SC AND I DISTRICTS**

**In an attempt to create what the Planning Division would term as “user friendly,” the Residential District Signs and Regulations for B, SC, and I Districts have been combined into the new section titled On-Premise Signs and said section has been modified, including elimination of certain language/requirements that were deemed unnecessary, confusing, or inappropriate.**

**~~1010.05 RESIDENCE DISTRICT SIGNS and 1010.08 REGULATIONS FOR B, SC AND I DISTRICTS:~~ On-Premise Signs**

~~A. Sign Regulations: The following signs are permitted in residence districts (also refer to chart on next page):~~

1. ~~Single Family, Duplex: Exclusive of house numbers, 1 nameplate sign for each single family or duplex dwelling unit which shall not exceed three square feet in area per surface and no sign shall be so constructed as to have more than two display surfaces and must be at least ten feet from the street right-of-way line. Permitted home occupations may have a business sign not to exceed six square feet and such sign shall not be illuminated. (Ord. 723, 4-12-1974; amd. 1995 Code)~~

2. ~~Multiple Family Units: Exclusive of house numbers, one nameplate sign for each dwelling group of 6 to 12 units which shall not exceed 6 square feet in area per surface. One nameplate sign for each dwelling group of 12 to 24 units which shall not exceed 24 square feet in area per surface. One nameplate sign for each dwelling unit group above 24 units which shall not exceed 1 square foot per unit in the dwelling group to a maximum of 100 square feet in area per surface. Such nameplate signs may be attached to the wall of a building or may be freestanding. In no case shall more than 1 sign be allowed for each dwelling group. All such signs shall conform to setback requirements of the Code. No sign shall be constructed so as to have more than two display surfaces. Said signs may indicate the names of the buildings, project names, may be a directory for occupants or state any combination of the permitted information. (Ord. 878, 3-23-1981)~~

~~B. Institutional Uses: Churches, schools and other permitted institutional uses in residence districts may have an illuminated nameplate sign not greater than 50 square feet in gross surface area.~~

A. All wall and/or freestanding signs in all districts shall be subject to the following requirements. ~~Placement of Signs: Signs are subject to all height and setback requirements listed in Section 1010.05 and 1010.08 (charts) of this Title and in no case shall a building sign extend above the height of a building to which it is attached or be placed on the roof of a structure. Signs shall not be permitted within the public right-of-way or easements except on benches and shelters that have received permits as per Section 703.05 of this code, and newspaper and cabstands, all of which shall be as governed by Chapter 901 and Section 703 of this code. City, county, state, and federal traffic directional signs are permitted. (Ord. 1359, 1-28-2008)~~

**SIGNS ALLOWED IN RESIDENCETIAL DISTRICTS**

**R-1 and R-2 Districts**

**LDR-1 and LDR-2 Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Home Occupation</b>	1	6 sq. ft.	On a wall or in front yard <u>w/10 foot minimum setback</u> and 4 foot maximum height for freestanding sign.	Non-illuminated
<b><u>Nameplate</u></b>	<u>1</u>	<u>4 sq. ft.</u>	<u>On wall or in front yard w/10 foot minimum setback and 4 foot maximum height</u>	<u>Internally illuminated</u>

**R-3, R-3A, R-4, R-5, R-6, R-7, and R-8 Districts**

**MDR, HDR-1, and HDR-2 Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Complex “project” Signage</b>	1 per complex or residential development.	50 sq. ft.	15 foot minimum from a property line. 6 foot maximum height.	Can be located on building front or be freestanding.
<b><u>Nameplate</u></b>	<u>1 for each dwelling group</u>	<u>24 sq. ft.</u>	<u>On wall or in front yard w/10 foot minimum setback and 4 foot maximum height</u>	<u>Internally Illuminated</u>
<b>Institutional Use Signs (school/church)</b>	1 per specified use within the structure or campus. EXCEPT on corner lot where a Master Sign Plan is required.	50-sq. ft. maximum on a single sided sign or 100-sq. ft. maximum on a double sided sign.	15-foot minimum from a property line. 6-foot maximum height.	Illumination allowed.

**1010.08: REGULATIONS FOR B, SC AND I DISTRICTS:**

- a. Within the Business, Shopping Center and Industrial Districts the following requirements pertaining to wall and freestanding signs shall apply (see chart next page). (Ord. 1359, 1-28-2008)

**SIGNS ALLOWED IN BUSINESS, EMPLOYMENT, AND INSTITUTIONAL COMMERCIAL and MIXED USE DISTRICTS, EMPLOYMENT DISTRICTS, and INSTITUTIONAL DISTRICTS**

**B-1, B-1-B and I Districts**

**NB, I, and INST Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Wall Sign</b>	Multiple	1 sq. ft. per lineal foot of tenant space or building front (main public entry as per determination by Community Development Department).	Installed on exterior building wall or facade	Sign area for all sides of building (including fuel canopy) is capped at the Maximum Sign Area Allowed (column 3).
<b>Freestanding Signs</b>	1 on interior lot, 2 on through lot or multiple frontage lot; or as approved w/master sign plan.	75 sq. ft. maximum for single sided sign or 150 sq. ft. maximum on a double sided sign.	15 foot minimum from a property line. 20 foot maximum height	

**~~B-2, B-3, B-4, B-6, and SC Districts~~  
CB, RB, O/BP, and CMU Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement Location</i>	<i>Restrictions</i>
<b>Wall Sign</b>	Multiple	1.5 sq. ft. per lineal foot of tenant space or building front (main public entry as per determination by Community Development Department).	Installed on exterior building wall or facade	Sign area for all sides of building (including fuel canopy) is capped at the Maximum Size Allowed (column 3).
<b>Freestanding Signs</b>	1 on interior lot, 2 on through lot or multiple frontage lot; or as approved w/master sign plan.	100 sq. ft. maximum on a single sided sign or 200 sq. ft. maximum on a double sided sign.	15 foot minimum from a property line. 25 foot maximum height	

B. Directional Signs: Directional signs may be incorporated into a development including information such as traffic directions, house numbers, management office location, or other information necessary to direct persons to facilities or areas within the development.

1. Directional signs shall not exceed 8 square feet in size and 8 feet in height and are not closer than 1 foot from a public street right-of-way, unless approved as a component of a Master Sign Plan.
2. Off-site directional signs are prohibited.
3. Where applicable, directional signs are required to be incorporated into an approved Master Sign Plan.

**7.0 SECTION 1010.06 - SIGN AREA COMPUTATIONS**

**This section has been relocated from 1010.04 and not altered. However, the existing section 1010.06 has to be eliminated since it has been relocated and revised.**

**~~1010.06: THROUGH AND CORNER LOTS:~~**

~~In the case of through lots and/or corner lots, the square footage of signs shall be allowed for all wall areas facing said street based on the requirements as outlined in Section 1010.08 of this Chapter, except that one freestanding sign shall be allowed per interior or corner lot, two freestanding signs for through lots or triple-fronted lots and three freestanding signs for lots surrounded on all sides by public street frontage. (Ord. 1116, 10-12-1992) (Ord. 1359, 1-28-2008)~~

#### **1010.06: ~~SIGN AREA COMPUTATION~~ Sign Area Computation**

- A. Computation of Sign Surface Area of Individual Cabinet or Panel Sign: To compute the area for a cabinet or panel sign face: Compute by means of the smallest square, rectangle, circle, triangle, or combination thereof that will encompass the extreme limit of the copy, representation, logo, emblem, or other display, together with any material or color forming an integral part of the background or the display or used to differentiate the sign from the backdrop or structure against which it is attached or affixed, but not including any support framework, bracing, or decorative fence or wall when such fence or wall otherwise meets the pertinent zoning regulations and is clearly incidental to the display itself.
- B. Computation of Sign Surface Area of Individual Signs Mounted Letters or Symbols: When a sign is composed of individual mounted letters or symbols, the sign surface area shall be determined by means of the total or the smallest contiguous square, rectangle, circle, triangle, or combination thereof that will encompass each letter, representation, logo, emblem or other display.
- C. Computation of Sign Surface Area of Awning or Canopy: To compute the area of an awning or canopy sign: compute by means of the smallest square, rectangle, circle, triangle or combination thereof that will encompass the extreme limits of the copy, representation, logo, emblem or other display, together with any material or color forming an integral part of the background or the display or used to differentiate the sign from the backdrop.

#### **8.0 SECTION 1010.07 – NON-CONFORMING SIGNS**

**The section regarding non-conforming signs has been relocated to 1010.03 General Provisions and has also been modified. The new section or reconstituted section that follows is regarding Temporary Signs. Perhaps one of the most misunderstood and/or violated sections of the Code, temporary signs have been a focal point the past few years specifically regarding enforcement, but also with types allowed. The proposed draft, which creates a specific chapter to provide easy access (and hopefully better clarity), has been researched by the Planning Division to determine how others enforce/permit such signs. Staff has made applicable modifications it feels best fit in Roseville.**

#### **1010.07: ~~NON-CONFORMING SIGNS~~ Temporary Signs**

##### **3. ~~Temporary Signs:~~**

- a. ~~Permit Required: Permits for temporary signs, grand opening signs, special event signage and other attention getting devices may be issued for searchlights and/or balloons not exceeding two feet in the largest dimension, tents, laser light shows and similar attention getting devices may be issued. Temporary signs shall be comprised/constructed of durable all-weather materials (such as but not limited to~~

~~plywood, coreplast (plastic foam core) alumacore, and polycarbonate (Lexan) mounted to the building wall or be freestanding.~~

~~b. Duration: During any calendar year, temporary signs, grand opening signs, special event signs, and other attention getting devices may be in place no more than 20 days, which duration may be broken into multiple events/days not exceeding a total of 20 days per calendar year~~

~~e. Size: The surface area of any temporary sign shall not exceed 32 square feet. This area shall be in addition to permanent, window or other signage allowed elsewhere in this Chapter.~~

~~d. Location: Freestanding temporary signs shall be set back a minimum of 15 feet from a property line.~~

A. A or T - frame signs, sandwich, curb signs, balloons, searchlights, fabricated and/or manufactured signs on stands or posts, and other approved attention getting devices:

1. The Community Development Department may issue permits for temporary signs in commercial, employment, and institutional districts, including grand opening signs, special event signage, and other attention getting devices such as searchlights and/or balloons.
2. Temporary signs shall be comprised/constructed of durable all-weather materials (such as but not limited to plywood, coreplast [plastic foam-core] alumacore, and polycarbonate [Lexan]) mounted to the building wall or they may be freestanding.
3. Size: The surface area of any temporary sign shall not exceed 32 square feet. This area shall be in addition to permanent, window, or other signage allowed elsewhere in this Chapter.
4. Duration: During any calendar year, temporary signs, grand opening signs, special event signs, and other attention getting devices may be in place no more than 60 days, which duration may be broken into multiple events/days not exceeding a total of 60 days per calendar year.
5. Number: A use shall be limited to two temporary signs, and the City reserves the right to limit/regulate, through the Temporary Sign Permit, the number of temporary signs on multi-tenant, malls, and/or unified development sites.
6. A business activity may only be issued one permit at any given time. A separate permit is required for each display period.
7. Location: Freestanding temporary signs shall be set back a minimum of 15 feet from a property line.
8. Searchlights must not be directed into residential areas or onto streets and are not to be permitted more than six days per calendar year.
9. Penalty: Twenty days will be subtracted as a penalty from a business activity's allotted number of days when that activity maintains a temporary sign past the expiration date for the permit, irrespective of compliance during the period under the Chapter. If the business activity has fewer than 20 allotted temporary sign days remaining for the calendar year in which the penalty is imposed, the balance

of those penalty days will be subtracted from that activity's allotted temporary sign days in the following calendar year.

## **9.0 1010.08 - REGULATIONS FOR B, SC, AND I DISTRICTS**

**The Regulations section covering B, SC, and I Districts (charts) was relocated to Section 1010.05 On-Premises Signs. The section (below) Real Estate Signs that takes its place is similar to the above section Temporary Signs. It is a section that has been in need of thorough review and modifications and easy access. Below are additional clarifications to assist better with these signs.**

### **1010.08: ~~REGULATIONS FOR B, C, AND I DISTRICTS~~ Real Estate Signs**

- A. The Community Development Department may issue a sign permit for the sale, rental, and/or leasing of a property in the medium and high density residential, commercial, employment, and institutional districts as listed below:
- B. Within low, medium, and high density residential zoning districts, temporary real estate signs shall comply with the following requirements:
  - 1. 6 square foot maximum area
  - 2. 6 foot maximum height
  - 3. One sign per property
  - 4. Shall be removed within 7 days after execution of rental or lease agreement or the closing of a sale
- C. Within commercial, employment, and institutional zoning districts, temporary real estate signs shall comply with the following requirements:
  - 1. Multi-tenant buildings and unified developments where new signage is requested, said real estate/leasing sign shall be made part of the required Master Sign Plan as require in Section 1010.11 of this chapter.
  - 2. Single tenant buildings shall be allowed a real estate sign not exceeding 32 square feet mounted on the building wall or incorporated into an existing freestanding sign. If it is determined by the Community Development Department that either a wall sign or incorporation into existing freestanding sign is not conducive, the site will be allowed one freestanding real estate not exceeding 32 square feet, limited to 8 feet in height, and setback a minimum of 15 feet from a property line.
  - 3. In situations where the selling, renting, and/or leasing sign is desired on vacant land/property, a freestanding sign not exceeding 32 square feet, limited to 8 feet in height, and setback a minimum of 15 feet from a property line (or as approved by the Community Development Department) shall be allowed.
  - 4. Unless explicitly stated, the number of real estate signs shall be limited to one sign per lot, except multi-fronted or through lots, which may be permitted an additional sign on the second street frontage, or as approved by the Community Development Department.

D. Leasing signs shall be removed within 7 days after execution of rental or lease agreement or the closing of a sale.

**10.0 1010.09 – SEVERABILITY**

**This section has been eliminated since we have a severability clause for the whole Zoning Ordinance found in section 1001.10. In place of this section, the Planning Division has created a separate section regarding Other Temporary Signs, which is currently located under Section 1010.03 Permits. The section Other Temporary Signs has also been modified to eliminate items no longer necessary/applicable, and some items/statement have been relocated to other sections of the proposal.**

**1010.09: ~~SEVERABILITY:~~ Other Signs**

~~Each part of the Section is hereby declared to be independently operative, and if any provisions of the Section is determined to be facially invalid, or invalid as applied to a particular set of circumstances, the remaining parts and the application of such parts to any person or circumstance other than those held invalid, shall not be affected thereby, and it is hereby declared that such parts would have been passed independently of parts known to be invalid.~~

A. No permit or permit fee shall be required for the following types of other signs, however ,all other provisions of this Chapter shall apply.

~~B. Not Required:~~ A permit is not required for the following signs:

- ~~1. One noncommercial sign no larger than 6 square feet and no higher than 6 feet tall may be displayed on any lot in all zoning districts without obtaining a permit.~~
- ~~2. Where this Chapter allows any commercial sign, a noncommercial sign meeting the same size, location, and other standards shall be allowed without obtaining a permit.~~
- ~~3. Signs including electronic message devices within the interior of buildings, or signs which are not intended to be visible beyond the premises on which the signs are located are not subject to the regulations set forth in this Chapter. (Ord. 1163, 7-24-1995)~~
4. Nameplate Signs
5. Construction Signs: Construction signs shall be confined to the site of construction, alteration, or repair and shall be constructed of high-quality material maintained in good repair. No more than one sign is permitted on each street frontage the project abuts. The sign shall be removed within 180 days of the date of the issuance of a building permit for the work. A conditional use permit is required for a contractor sign to remain in place longer than allowed by this subsection. Construction signs are allowed in zoning districts in accordance with the following criteria:

ZONING DISTRICT	SIZE	HEIGHT	PLACEMENT/SETBACK
LDR1 &	16 sq. ft.	8 foot	5 feet from property line/zero if attached

LDR2		maximum	to security fence
All other Districts	32 sq. ft. per street frontage	12 foot maximum	5 feet from property line/zero if attached to security fence

6. ~~Directional Signs: Directional signs may be incorporated into a development including information such as traffic directions, house numbers, management office location or other information necessary to direct persons to facilities or areas within the development; provided however, that such signs shall not exceed 4 1/2 square feet in size and 6 feet in height and are not closer than 1 foot from a public street right of way. Off site directional signs are prohibited.~~
7. Flags
8. Garage/Yard Sale Signs: The sign shall only be displayed during the term of the sale and must be removed when the sale is completed.
9. Holiday signs may be displayed over a period not to exceed a total of 60 days per calendar year. The aggregate total area of such signs shall not exceed 50 square feet.
10. Political signs to the extent that the following criteria are met:
- In years when a state general election is held, political signs may be posted from August 1 until 10 days following the state general election. Any such signs must be removed by those responsible for their being posted.
  - In years when no state general election is held, if there is a primary for any office, political signs for all offices may be posted no more than 21 days before the primary election. When there is no primary for any office, such signs may be posted not more than 21 days before the general election. All such signs must be removed by those responsible for their being posted within five days following the general election. Said political signs shall not exceed 12 square feet gross area.
  - Political signs shall be set back at least 15 feet from the outside edge of any street or back of curb of all city and county streets.
  - Political signs shall not be placed so as to cause a hazard to public safety.
  - Political signs shall not be placed on any property without permission of the property owner.
  - Political signs shall not be located on any city owned property.
  - Signs in violation of the above provisions may be removed by city staff and stored for two weeks. After two weeks, unclaimed signs will be disposed of by the city.
11. Real estate signs to the extent that the following criteria are met:
- ~~Single and Two Family~~ Low Density Residential 1 and 2 (LDR1, LDR2) Property: For the purpose of selling, renting or leasing any ~~single or two family residential property~~ LDR1 or LDR2 property, a real estate sign not in excess of ten square feet in gross surface area in single and two-family

districts may be placed within the front yard or in the public street right of way beyond the front yard. No part of the sign shall be closer than 6 feet from the curb. If there is a sidewalk, no part of the sign shall be closer than two feet from the edge of the sidewalk.

~~b. Multiple Family Residential Property: For the purpose of selling or promoting a multiple family residential property of six or more dwelling units, a sign not to exceed 35 square feet and not more than eight feet in height or a combination of a freestanding sign and wall mounted signs not to exceed 70 square feet may be erected upon the site not less than 15 feet from a property line.~~

~~c. Business and Industrial Property: For the purpose of selling, renting, and or leasing business/industrial properties, the following shall apply:~~

~~1. Single tenant buildings shall be allowed a real estate sign not exceeding 32 sq. ft. mounted on the building wall or incorporated into an existing freestanding sign.~~

~~2. Multi-tenant buildings where new signage is requested, said real estate/leasing sign shall be made part of the required Master Sign Plan in Section 1010.03D.~~

~~3. In situations where the selling, renting and/or leasing sign is desired on vacant land/property, a freestanding sign not exceeding 32 sq. ft. shall be allowed.~~

~~(Ord. 1359, 1-28-2008)~~

~~d. Number of Signs: Only one sign is permitted per lot, except double fronted or through lots may be permitted an additional sign on the second frontage and lots with lakeshore frontage may be allowed an additional sign on the lake side of the lot at least 25 feet back from the shoreline of the lake.~~

~~e. Removal of Signs: Real estate signs shall be removed within seven days following the lease or real estate closing.~~

12. Security System Signs: Signs identifying the presence of a security or alarm system are allowed not to exceed two square feet.

13. Window Signs: Signs affixed to or painted on windows or placed within 36 inches of a window to be viewed from the exterior of the building shall not occupy more than 25% of the total window area, nor shall they be placed in a location that would block the view into the building from a public street of the clerk's or cashier's area. Under no circumstances shall the total area of window signage exceed ½ the allowable area of wall signage for the affected building.

14. Signs that are affixed to City-owned light poles or standards that contain information advertising the City itself or City events, provided the signs are located in non-residential areas, have been approved by the City Council and City Public Works Director or the Director's designee. (Ord. 1367, 5-12-2008)

#### ~~E. Permit Process:~~

~~3. Administration: Administration, enforcement, permits, fees and inspections shall be as established for building permits in Title 9 of the City Code. Exception: Written permit applications are not required for no fee temporary special events.~~

~~4.Variance: A sign permit applicant or permit holder may appeal an order or determination by making an application for a variance. A variance request must follow the procedures established in Section 1013.02, and shall be processed in accordance with Minnesota Statutes Section 15.99 and Section 1014.04 of this Code.~~

## 11.0 DYNAMIC SIGNS

**This new section has been created to address/clarify electronic signs and message centers currently referred to as flashing signs under our Code.**

### **1010.10 Dynamic Displays**

- A. Dynamic Display** Any sign using a dynamic display, in whole or in part, must meet the following operational standards:
- 1. Duration:** In all districts, the full sign image or any portion thereof must have a minimum duration of 25 seconds and must be a static display. No portion of the image may flash, scroll, twirl, change color, or in any manner imitate movement.
  - 2. Transition:** In all districts where the full sign image or any portion thereof changes, the change sequence must be accomplished by means of instantaneous repixelization. Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of movement is prohibited.
  - 3. Brightness:** The dynamic display sign must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.
  - 4. Dimmer Control:** Electronic graphic display signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one half-hour before sunset and one half-hour after sunrise.
  - 5. Fluctuating or Flashing Illumination:** No portion of any dynamic display sign may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams zooms, twinkles, sparkles, or in any manner that creates the illusion of movement.
  - 6. Video Display:** No portion of any dynamic display sign may change its message or background in a manner or by a method of display characterized by motion or pictorial imager, or depict action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns, or bands of light or expanding or contracting shapes.
  - 7. Time and Temperature:** A display of time, date, and temperature must remain for at least 60 seconds before changing to a different display. However, individually, the time, date, or temperature information may change no more often than once every 10 seconds.

## 12.0 MASTER SIGN PLANS

Currently, Master Sign Plan requirements are located within the 1010.03, Permits section. The Planning Division through the years has seen both a need for additional clarity and regulation, as well as an increase in applications. Through our discussions with applicants and knowing what works and what does not, we have proposed the following to assist both land owners and the Division with the continued increase/processing of these signage plans.

### 1010.11 Master Sign Plans

- A. ~~1.~~ Purpose: The purpose of a Master Sign Plan is to establish a fair and equitable process criteria for complex signage situations that accommodate the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification.
- B. ~~2.~~ Effect of Master Sign Plan: Upon approval of a Master Sign Plan, all future signs shall conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan may be granted only with the approval of an new amended Master Sign Plan.
- C. ~~3.~~ Required: A Master Sign Plan is required for:
1. Building complexes
  2. Multi-tenant structures
  3. Covered mall buildings, shopping centers, or strip malls
  4. Planned unit developments
  5. Area identification signs
  6. Churches/places of worship/institutions/schools
  7. Unified Development
- D. Guideline: Where applicable the underlying signage requirements of Section 1010.05 shall be used as the minimum base standard for signage in the proposed Master Sign Plan.
- E. ~~4.~~ Criteria: The following criteria should be used when developing a Master Sign Plan. To assist property owners and their tenants with signage needs, the City has established the following criteria that shall be used in developing, reviewing, and approving each Master Sign Plan.
- a. ~~Guideline. If possible, the underlying zoning district regulations (pertaining to signage and listed in Section 1010.10) should be used as a guideline with minimum variations as needed to meet the intent of this Chapter. (Ord. 1359, 1-28-2008)~~
  1. ~~b.~~ Location: No freestanding sign shall be located closer than five feet to a property line, roadway easement, or other public easement. No freestanding sign shall be erected that, by reason of position, shape, or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal. No freestanding sign shall be located within the Traffic Visibility Triangle. No freestanding sign shall impede/impair traffic.

2. e. Quality: All signage shall improve the aesthetics or functional use of the site. All freestanding signs shall include materials that compliment the architectural design/existing building materials, including but not limited to face brick, natural or cut stone, integrally colored concrete masonry units/rock faced block, glass, pre-finished metal stucco or similar cementation coating, and/or factory finished metal panels. Landscaping may be integrated into any freestanding sign.
  3. d. Type: All types of signs are permitted except those prohibited by Section 1010.02C. (Ord. 1359, 1-28-2008) 1010.03C of this Chapter.
  4. e. Size: The size of all signage (building wall and free standing) shall be limited to ~~1.5~~ 2 times the maximum allowed under Section 1010.08 (Wall Signage). (Ord. 1359, 1-28-2008) 1010.05 of this Chapter
  5. f. Height: The height of any free standing sign shall be limited to a height of 40 feet.
  6. g. Number: The number of freestanding signs shall be reasonably related to the number of access points to public streets and/or the number of tenants within the multi-tenant structure.
- E. 5. Approval Master Sign Plan Process: The following has been established by the City of Roseville for reviewing and approving Master Sign Plans: Submittal of a Master Sign Plan application, appropriate/applicable information, and fee (\$250 residential and \$350 commercial/industrial) is required with the Office of Community Development. The Planning Division shall hold an administrative hearing and take appropriate action on requests for Master Sign Plan approvals. The following shall apply:
1. Application Requirements: The property owner, his/her agent/manager, a design, architectural, or consulting firm, or a sign company, acting on behalf thereof, shall submit a completed Master Sign Plan Application to the Community Development Department. A completed application includes completion of the application form, submittal of all applicable proposed plans and specifications, and the submittal of the required fee as set forth in Chapter 314 of this Code.
  2. a. ~~The City Planner shall schedule an administrative hearing before a subset of the Development Review Committee, to include the Community Development Director, Permits Coordinator, City Planner, Associate Planner and/or City Department representatives as determined by the Community Development Director, hereinafter referred to as the Master Sign Plan Committee (MSPC), the time and place for which shall be set by the City Planner, to consider the proposed Master Sign Plan with respect to the criteria in Section 1010.03D4 \_\_\_\_\_ of this title. (Ord. 1359, 1-28-2008)~~ Submittal Review: Upon submittal of a Master Sign Plan application, the Community Development Department will review the information provided for completeness and determine whether modifications and/or clarification is necessary. Once an application has been determined complete, the Community Development Department will set the administrative hearing before the Master Sign Plan Committee (MSPC).
  3. b. Establishment of Administrative Hearing and Notice: The Community Development Department will provide notice (postcard) to ~~the applicant and contiguous/effected property owners shall be notified by the City Planner of such time and place in writing not less than ten days~~ one week prior to such a Master

Sign Plan hearing. The ~~City Planner~~ Community Development Department may notify additional property owners if a determination is made that such additional notification is merited.

~~e. The MSPC shall hold the administrative hearing as scheduled by the City Planner.~~

4. ~~d.~~ Hearing and Approval: The MSPC shall hold an administrative hearing for each Master Sign Plan proposal, take public comment, and render and provide a recommendation forward a recommendation to the Community Development Director or Designee for approval. ~~and t~~ The Community Development Director or Designee shall make the final decision and provide written approval of a Master Sign Plan to the applicant.
5. ~~e.~~ Appeal: Should the applicant or a contiguous property owner object to the Community Development Director or Designee decision on the Master Sign Plan, an appeal may be filed within 10 days following the administrative decision by the Community Development Director or Designee. The appeal shall follow the requirements listed in Section 1009.08 of this Code. ~~be made in writing and shall be addressed to the City Manager. The City Council shall take up the appeal at a regular board meeting within 45 days on the appeal. The Master Sign Plan appeal shall follow notice requirements and other procedures contained in Chapter 108 of the Title. (Ord. 1359, 1 28 2008) (Ord. 1371, 7 28 2008)~~

## **5.0 PLANNING COMMISSION CONSIDERATION**

- 5.1 On April 4, 2012, the Roseville Planning Commission held the duly noticed public hearing regarding the proposed sign regulation modifications, at which hearing no citizens were present to address the Commission.
- 5.2 Commissioners did have questions of the City Planner from which a few minor corrections were made to the proposal (menu board removed form definitions; other temporary signs heading changed to other signs; clarification of exterior illumination in residential districts; and typographical corrections).
- 5.3 The Planning Commission voted 6-0 to recommend approval of the proposed amendments to chapter 1010, Sign Regulations of the Roseville City Code as modified by the Commission.

## **6.0 SUGGESTED ACTION**

Provide the City Planner feedback on the proposed amendment to Chapter 1010, Sign Regulations. However, if the City Council is inclined, a draft clean ordinance has been attached for approval.

**Prepared by: City Planner Thomas Paschke; 651-792-7074**

- Attachments: A. PC Minutes  
B. Draft Resolution

**Extract of the Planning Commission Regular Meeting  
City Council Chambers, 2660 Civic Center Drive  
Draft Minutes - Wednesday, April 04, 2012**

1

2 **1. Public Hearing**

3 **PROJECT FILE 0013**

4 **Consideration of Comprehensive Amendments to most sections of Chapter 1010 (Sign**  
5 **Regulations) of the Roseville City Code**

6 Chair Boerigter opened the Public Hearing at approximately 6:41 p.m.

7 City Planner Paschke reviewed the redlined copy and reformatting, as well as the proposed final  
8 formatting, with the new Purpose and Findings (Section 1010.01); all as detailed in the Request  
9 for Planning Commission Action dated April 4, 2012.

10 Member Strohmeier questioned if there was anything in the revised version that addressed  
11 signage, such as speed wagons.

12 Mr. Paschke advised that the sign ordinance did not address those types of signs, as they were  
13 considered "public" versus "private" signs; and this ordinance wasn't intended as an enforcement  
14 mechanism for right-of-way signs, but only referenced in the code. Mr. Paschke advised that the  
15 sign ordinance did not speak to "prohibited" signs either that may be placed in a right-of-way,  
16 since those signs and their placement were regulated and enforced by different divisions of the  
17 City than the Community Development Department, namely the Police and/or Public Works  
18 Departments.

19 Chair Boerigter expressed his confusion on how residential signs were regulated; or if they were  
20 exempted from the sign permit process (e.g. celebratory signs for graduations or other special  
21 events in a private residential yard).

22 Mr. Paschke advised that it depended on what Chair Boerigter meant by a "residential" sign,  
23 whether for a home occupation or a sign in the front yard.

24 Chair Boerigter clarified that one area of concern was related to the proposed ordinance's  
25 reference and definition of "name plate" signs.

26 Mr. Paschke advised that such signage was exempted under the City's Building Code or  
27 addressed in other sections of City Code (e.g. street numbers and their sizes); and other  
28 standards addressed by the City's Building Code. Mr. Paschke advised that signage, using a  
29 protest sign as an example, in a residential front yard was addressed by free speech issues; and  
30 the proposed sign ordinance does not speak to those.

31 Chair Boerigter referenced Section 1010.09 (Other Temporary Signs) as well as Section 1010.03  
32 (General Provisions), with the General Provisions stating that it was unlawful to erect a sign  
33 without a permit unless addressed in the ordinance; and asked staff to provide the location in the  
34 proposed ordinance that it clearly stated that a permit was not required for a name plate or other  
35 examples.

36 Mr. Paschke advised that the chart shown after line 293 of the proposed ordinance showed  
37 allowed signs for residential districts, with both signage for home occupation and name plates  
38 addressed.

39 Chair Boerigter questioned if a name plate was defined as a "temporary sign;" with Mr. Paschke  
40 advising that it would be considered "permanent."

41 Chair Boerigter suggested that Section 1010.09 be renamed to "Other Signs" rather than "Other  
42 Temporary Signs;" since not all signs addressed therein were considered temporary.

43 Mr. Paschke concurred that the Section could be re-titled as "Other Signs," since some were  
44 temporary and some not.

45 By consensus, Members concurred that Lines 406-208 and the title of that section be revised to  
46 remove the word, "temporary."

**Regular Planning Commission Meeting**

**Minutes – Wednesday, April 4, 2012**

**Page 2**

47 Chair Boerigter opined that the dimensions for residential signs seemed small; and questioned  
48 how the size compared to dimensions for a sign other than for an address; and questioned if a  
49 four (4) square foot sign was sufficient.

50 Mr. Paschke advised that the dimensions were different.

51 Member Strohmeier provided examples of that size, with consensus of the Commissioners that  
52 the size was sufficient for the purpose.

53 Chair Boerigter questioned the residential district sign restrictions that they be “non-illuminated;”  
54 and if that was for external or internal illumination. Chair Boerigter noted the number of existing,  
55 and anticipated, nameplates and addresses that were illuminated by a spotlight or other means,  
56 and whether this was a preference for emergency response to a residential property.

57 Mr. Paschke clarified that “illuminated” referenced an internal means of lighting the sign, not  
58 external means.

59 Chair Boerigter noted, however, that the proposed code did not specify external; and questioned  
60 if the City Code didn’t require address numbers clearly visible on homes.

61 Mr. Paschke advised that such regulations would be addressed in the City’s Building Code; and  
62 spotlights on sight to highlight them were permitted. To avoid confusion, Mr. Paschke suggested  
63 that language in the chart under Section 1010.05 (On-Premise Signs) for LDR-1 and LDR-2  
64 Residential Districts be clarified as “Non-Internal Illumination.”

65 Member Lester suggested that this change be applied to MDR, HDR-1 and HDR-2 Districts in the  
66 subsequent chart between lines 294 and 297 of that same section.

67 Chair Boerigter noted that nameplate signs in that chart were allowed to be up to a maximum of  
68 twenty-four (24) square feet and opined that they seemed to indicate a different type of sign.  
69 However, he suggested that the same thing could apply, with spotlights used on those signs to  
70 advertise such a multi-family complex.

71 Mr. Paschke opined that, in most cases, he would concur that the same thing would apply; and  
72 was not aware of any internally illuminated signs as an example, with spotlights used to highlight  
73 most of those types of signs. Mr. Paschke advised that staff would support using similar language  
74 for MDR, HDR-2 and HDR-2 Districts.

75 Member Olsen noted a minor typographical error in Section 1010.04, Line 276, changing the first  
76 word from “issues,” to “issued.”

77 Chair Boerigter questioned the compliance status of existing signs in the City.

78 Mr. Paschke advised that some were in compliance, while some were not; and staff currently  
79 worked through the City’s existing public nuisance ordinance. However, Mr. Paschke noted that  
80 enactment of this revised sign ordinance would provide staff with the ability to regulate and/or  
81 enforce those sign laws throughout the community.

82 At the request of Chair Boerigter, Mr. Paschke confirmed that the “Fine” (Section 1010.04 –  
83 Maintenance, Removal of Signs, Fines) was entirely new; and further provided a process for  
84 enforcement not currently available.

85 If existing signs were not in compliance, Chair Boerigter questioned how property owners were  
86 advised; with Mr. Paschke advising that, as staff became aware of issues, property owners were  
87 sometimes noticed in writing of their lack of compliance. Mr. Paschke noted that staff was aware  
88 of a number of existing signs that were not in compliance and that a number of them remained  
89 out-of-compliance with limited staff resources to address them.

90 At the request of Chair Boerigter, Mr. Paschke advised that “sandwich board” signs were  
91 currently prohibited; but that the new sign ordinance would allow them, provided a temporary sign  
92 permit was applied for. Mr. Paschke advised that the intent was that, if temporary sign permits  
93 were required for temporary signs, and the time frame expanded from 20 to 90 days for their  
94 utilization for special events, it would diminish or eliminate their use on a continual basis and  
95 potential violations.

96 At the request of Chair Boerigter, Mr. Paschke confirmed that those temporary signs would then  
97 be regulated and enforced by the Community Development Department, not through the Building  
98 Permit process.

99 At the request of Member Gisselquist, Mr. Paschke advised that temporary signs were currently  
100 reported to staff by others seeking to do the same thing, or reporting non-compliance concerns.  
101 Mr. Paschke advised that those types of calls to staff were very frequent, along with calls about  
102 right-of-way versus private yard signage regulations.

103 Chair Boerigter questioned the signs using people standing in front of a business or on a  
104 sidewalk, and questioned how those were regulated.

105 Mr. Paschke advised that they were not regulated in the proposed sign ordinance as they were  
106 usually in the public right-of-way; and staff was unaware of other provisions for their regulation,  
107 noting the difficulty in monitoring them as well.

108 At the request of Member Strohmeier, Mr. Paschke addressed campaign signs, noting that those  
109 were specifically regulated by MN State Statute, with the City Code modified several years ago to  
110 mirror statute.

111 Chair Boerigter noted that specific language in Section 1010.09, Section 6, Items a-g, addressing  
112 political signs.

113 Considerable discussion ensued regarding Section 1010.10 (Dynamic Displays) related to current  
114 provisions and the current code regulations that were very limiting for those types of signage (e.g.  
115 number of display changes limited to 3 times within a 24-hour period) and the need to upgrade  
116 the City's ordinance to facilitate ever-increasing technological advances in dynamic signage, and  
117 their various types, light colors and/or intensity, and flashing capabilities. Mr. Paschke further  
118 noted that the City's current Code didn't do justice to electronic message centers that stayed  
119 static; with most technologies far in advance of the existing code. Mr. Paschke noted that the  
120 proposed code language was more applicable to current legislation, based on recent case law for  
121 other communities (e.g. City of Minnetonka, MN), and what made sense with those newer  
122 technologies without allowing those technologies to cause great distractions.

123 Chair Boerigter concurred that when the sign code was previously revised, he considered it overly  
124 restrictive for those dynamic signs; and questioned how time/temperature signs had been  
125 addressed.

126 Mr. Paschke advised that the proposed code addressed those signs (e.g. banks, Walgreens Drug  
127 Stores) and if not spoken to in past ordinance language were then considered to be prohibited;  
128 but now would be covered in Section 1010.10 for dynamic displays.

129 At the request of Member Lester, Mr. Paschke advised that a television monitor at a gas pump,  
130 as an example, would be a separate issue and not fall under the sign ordinance regulations. Mr.  
131 Paschke further advised that those types of items, as well as menu boards, would be reviewed  
132 and permitted in conjunction with Site Plan review and approval on an individual basis. Mr.  
133 Paschke advised that consideration, during those reviews, addressed whether or not there were  
134 major distractions to traffic on the streets, as well as how internal circulation was addressed; and  
135 the amount of internal signage needed for direction on a case-by-case basis. While partially  
136 covered in City Code, Mr. Paschke advised that final regulation would be addressed as part of the  
137 Site Plan review and approval, with some sites requiring more identification than others.

138 At the request of Chair Boerigter, Mr. Paschke clarified that menu/order board signs were spoken  
139 to in City Code, but not regulated under the sign ordinance, but reviewed as part of the Site Plan  
140 process, or Building Permit process in some cases, depending on whether they were part of the  
141 overall site signage. Mr. Paschke clarified that there were no requirements for setbacks, heights,  
142 or square footage regulating those signs as part of the proposed sign ordinance.

143 If that was the case, Chair Boerigter suggested removal of that definition under Section 1010.02,  
144 #20, since it was not applicable.

145 Mr. Paschke advised that staff would review that specific definition, and if not referenced  
146 elsewhere in the proposed ordinance, it would be eliminated.

147 Chair Boerigter closed the Public Hearing at approximately 7:14 p.m. with no one appearing for or  
148 against.

149 **MOTION**

150 Member Olsen moved, seconded by Member Gisselquist to recommend approval of the  
151 amendments to Chapter 1010, Sign Regulations, as detailed in the staff report dated April  
152 4, 2012; *amended as follows:*

- 153 • **Section 1010.02, Definitions, #20, Menu/Order Board Signs**  
154 *Staff was directed to review whether or not this definition was referenced elsewhere in*  
155 *the text and if not, consider its removal as previously discussed;*
- 156 • **Section 1010.04, Maintenance, Removal of Signs, Fines**  
157 *Line 276, correct “issue” to “issued;”*
- 158 • **1010.05, On-Premise Signs, CHARTS between Lines 293-294 and 294-297**  
159 *Revise to read “Non-Internal Illuminated” for Signs Allowed in Residential Districts,*  
160 *LDR-1 and LDR-2 Districts; as well as in MDR, HDR-1 and HDR-2 Districts*
- 161 • **1010.09 “Other Temporary Signs,” Lines 406-408**  
162 *Revise Title and any other references in this section to “Other Signs,” and eliminate*  
163 *any other references to “temporary” signs.*

164 **Ayes: 6**

165 **Nays: 0**

166 **Motion carried.**

167 At the request of Chair Boerigter, Mr. Paschke advised that this case was anticipated for  
168 consideration by the City Council at a May of 2012 meeting.

169 **2. Adjourn**

170 With no further business to come before the Commission, Chair Boerigter adjourned the meeting  
171 at approximately 7:15 p.m.

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 10 OF THE CITY CODE,  
SPECIFICALLY SECTION 1010 SIGN REGULATIONS**

**THE CITY OF ROSEVILLE ORDAINS:**

**SECTION 1. Purpose:** The Roseville City Code, Title 10, Section 1010 Sign Regulations is hereby amended as follows:

**Chapter 1010. Sign Regulations**

**1010.01: Purpose and Findings.**

A. Purpose: The sign ordinance is intended to establish a comprehensive and balanced system of sign control that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification. It is the intent of this section to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public, and to use signs that meet the City's goals by authorizing:

1. Permanent signs that establish a high standard of aesthetics;
2. Signs that are compatible with their surroundings;
3. Signs that are designed, constructed, installed, and maintained in a manner that does not adversely impact public safety or unduly distract motorists;
4. Signs that are large enough to convey the intended message and to help citizens find their way to intended destinations;
5. Signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
6. Permanent signs that give preference to the on-premise owner or occupant; and
7. Temporary commercial signs and advertising displays which provide an opportunity for grand openings and occasional sales events while restricting signs which create continuous visual clutter and hazards at public right-of-way intersections.

B. Findings: The City of Roseville finds it is necessary for the promotion and preservation of the public health, safety, welfare, and aesthetics of the community that the construction, location, size, and maintenance of signs be controlled. Further, the City finds that:

1. Permanent and temporary signs have a direct impact on and relationship to the image of the community;
2. The manner of installation, location, and maintenance of signs affects the public health, safety, welfare, and aesthetics of the community;
3. An opportunity for viable identification of community businesses and institutions must be established;
4. The safety of motorists, cyclists, pedestrians, and other users of public streets and

- 38 property is affected by the number, size, location, and appearance of signs that divert  
39 the attention of drivers;
- 40 5. Installation of signs suspended from, projecting over, or placed on the tops of  
41 buildings, walks, or other structures may constitute a hazard during periods of high  
42 winds and an obstacle to effective fire-fighting and other emergency service;
- 43 6. Uncontrolled and unlimited signs adversely impact the image and aesthetic  
44 attractiveness of the community and thereby undermine economic value and growth;
- 45 7. Uncontrolled and unlimited signs, particularly temporary signs that are commonly  
46 located within or adjacent to public right-of-way or are located at driveway/street  
47 intersections, result in roadside clutter and obstruction of views of oncoming traffic.  
48 This creates a hazard to drivers and pedestrians and also adversely impacts a logical  
49 flow of information;
- 50 8. Commercial signs are generally incompatible with residential uses and should be  
51 strictly limited in residential zoning districts; and
- 52 9. The right to express noncommercial opinions in any zoning district must be protected,  
53 subject to reasonable restrictions on size, height, location, and number.

#### 54 **1010.02: Definitions**

- 55 A. Definitions: As used in this Chapter, the following words and terms shall have the  
56 meanings ascribed to them in this section:
- 57 1. Sign: Any writing, pictorial presentation, number, illustration or decoration, flag, or  
58 other device that is used to announce, direct attention to, identify, advertise, or  
59 otherwise make anything known. The term “sign” shall not be deemed to include the  
60 terms “building” or “landscaping,” or any architectural embellishment of a building  
61 not intended to communicate information.
- 62 2. Area Identification Sign: A freestanding sign which identifies the name of, including  
63 but not limited to, a residential development, a multiple residential complex, a  
64 shopping center or shopping area, a business park, an industrial park, a building  
65 complex, or any combination thereof.
- 66 3. Balloon: A flexible, nonporous bag inflated with air or a gas lighter than air, such as  
67 helium.
- 68 4. Building Canopy or Awning: A sign constructed of flexible translucent or fabric-type  
69 material that incorporates a written message or logo on the exterior. Building  
70 canopies shall be considered part of the wall area and thus shall not warrant additional  
71 sign area.
- 72 5. Building Complex: A group of two or more buildings, planned or developed in a joint  
73 manner with shared parking facilities, regardless of whether such buildings or uses  
74 are located on the same lot or parcel.
- 75 6. Commercial Sign: Any sign that advertises or identifies a product, business, service,  
76 event, or any other matter of a commercial nature, and that seeks to draw attention to  
77 or promote a commercial, business, or economic interest or activity in contrast to

- 78 noncommercial signs that expresses an opinion or viewpoint of a social or political  
79 nature.
- 80 7. Construction Sign: Any non-illuminated sign that displays information regarding the  
81 construction or development of the site on which it is displayed
- 82 8. Directional Sign: A sign which contains no advertising and is intended to facilitate  
83 the safe movement of pedestrians and vehicles into, out of and around the site on  
84 which the sign is located.
- 85 9. Dynamic Display: Any characteristics of a sign that appear to have movement or that  
86 appear to change, caused by any method other than physically removing and  
87 replacing the sign or its components, whether the apparent movement or change is in  
88 the display, the sign structure itself, or any other component of the sign. This includes  
89 a display that incorporates a technology or method allowing the sign face to change  
90 the image without having to physically or mechanically replace the sign face or its  
91 components. This also includes any rotating, revolving, moving, flashing, blinking, or  
92 animated display and any display that incorporates rotating panels, LED lights  
93 manipulated through digital input, "digital ink," or any other method or technology  
94 that allows the sign face to present a series of images or displays.
- 95 10. Flags: A piece of cloth or bunting varying in color and design, attached to a pole,  
96 used as a symbol, standard, emblem or insignia, or containing text other than that  
97 associated with a commercial, business, or economic interest or activity.
- 98 11. Freestanding Sign: Any sign not affixed to a building including but not limited to a  
99 ground sign, pole sign, pylon sign, or monument sign.
- 100 12. Ground Sign: A sign mounted on the ground attached either to footings or a base with  
101 an open space between the ground and the sign face.
- 102 13. Height of Freestanding Sign: The actual distance from the grade to the highest point  
103 of the sign, including any structure or architectural component of the sign.
- 104 14. Home Occupation Sign: A sign located at a residence advertising a business  
105 conducted in the residence or by persons residing in the residence.
- 106 15. Illumination, Internal: A light source within the sign.
- 107 16. Illumination, External: A light source that is not internal to the sign.
- 108 17. Illuminated Sign: A sign on or from which artificial light is directed.
- 109 18. Logo: An identifying graphic that may or may not be a registered trademark.
- 110 19. Master Sign Plan: Written document describing all proposed signs regarding a  
111 specific site, development, or complex, submitted by the owner/manager, including  
112 all types of signs/signage desired, reviewed, and approved by the City, and shall at a  
113 minimum include sign type, location, and size illustrations.
- 114 20. Mobile Sign (also referred to as Portable Sign): A sign designed or intended to be  
115 moved or transported by trailer or on wheels. A sign may be a mobile sign even if it  
116 has wheels removed, was designed without wheels, or is attached temporarily to the  
117 ground, a structure, or other sign. Signs mounted on a vehicle for advertising

- 118 purposes, when the vehicle is parked and visible from public right-of-way, except  
119 signs identifying a business when the vehicle is being used in the normal day-to-day  
120 operation of that business.
- 121 21. Monument Sign: A freestanding sign located directly at grade.
- 122 22. Nameplate Sign: A wall sign that states only the name or address or both of the  
123 business or occupant of the lot where such sign is placed. Letters and/or numbers  
124 must be at least 4 inches in height, and the maximum sign area shall not exceed 4  
125 square feet.
- 126 23. Non-Commercial Sign: Communicative devices that express an opinion or viewpoint  
127 of a social or political nature in contrast to commercial signs that seek to draw  
128 attention to or promote a commercial, business, or economic interest or activity.
- 129 24. Non-Conforming Sign: A sign that lawfully existed prior to April 23, 2012, but does  
130 not conform to this chapter.
- 131 25. Off-Site Sign: A sign that advertises any business, product, person, event, or service  
132 conducted, sold, manufactured, or located off the premises where the sign is located.
- 133 26. Painted Sign: A sign painted directly on the outside wall or roof of a building or on a  
134 fence, rock, or similar structure or feature in any zoning district.
- 135 27. Pennants: Pieces of cloth, paper, or plastic that do not include any written or  
136 graphical, or other form of copy and are intended to be individually supported or  
137 attached to each other by means of rope, string or other material, and are intended to  
138 be hung on buildings or other structures or between poles.
- 139 28. Permanent Sign: Any sign that is displayed or intended for display for an indefinite  
140 period of time.
- 141 29. Pole Sign: A sign that is mounted at or near the top of a single or double pole.
- 142 30. Political Sign: A sign announcing candidates seeking political office or issues to be  
143 voted upon at a political election.
- 144 31. Portable Sign: See Mobile Sign
- 145 32. Projecting Sign: A wall sign that protrudes horizontally more than 1 foot from the  
146 wall to which it is attached.
- 147 33. Pylon Sign: A freestanding sign supported by its own structure and not attached to  
148 any building.
- 149 34. Readerboard Sign: A sign where the message is changeable with letters or numbers.
- 150 35. Real Estate Sign: Any sign pertaining to the sale, lease, or rental of land or buildings.
- 151 36. Searchlight: A powerful light or lights equipped with a reflector to produce a bright  
152 beam or beams.
- 153 37. Special Event Device: Any sign, searchlight, laser display, or other attention-getting  
154 device used in conjunction with a special event.
- 155 38. Temporary Sign: A sign that is designed or intended to be displayed for a short  
156 period of time and is not permanently installed. This includes A or T - frame signs,

- 157 sandwich, curb signs, and balloons.
- 158 39. Under Canopy Sign: Any sign hanging below a building canopy, awning, or building  
159 overhang.
- 160 40. Unified Development: A development of three or more principal structures with  
161 common characteristics as determined by the City. Common characteristics may  
162 include shared access, similar architecture, single ownership, or history of site plan  
163 review approval.
- 164 41. Wall Sign: A sign constructed on a panel attached to a structure or raised letters or  
165 symbols attached to a wall or combination thereof. No part of such a sign is painted  
166 on the wall surface.
- 167 42. Window Sign: Any sign placed on the interior of a window or painted on a window  
168 such that it can be read from the outside of the building.
- 169 43. Windsock: A large roughly conical device open at both ends and attached to a stand  
170 by a pivot so that the wind blows through it, not including devices used for  
171 navigational purposes.

172 **1010.03: General Provisions**

- 173 A. Permit Required: The following general provisions are applicable to all signs. It shall be  
174 unlawful for any person to erect, alter, replace, or relocate any sign or other advertising  
175 structure without first obtaining a permit and paying the required fees, except as herein  
176 otherwise provided, including those approved through the Master Sign Plan process.
- 177 B. Exempted Signs: The following signs are exempt from the requirements of this Chapter:
- 178 1. Signs erected by a public agency in and/or above or overhanging a public right-of-  
179 way.
- 180 C. Prohibited Signs.
- 181 1. No sign will be attached to trees or utility poles.
- 182 2. No sign will be painted directly on any exterior building surface. Sign letters and  
183 symbols may be attached directly to a wall by adhesive or mechanical means.
- 184 3. No sign will overhang the public right-of-way, sidewalk easement, walkway  
185 easement or bicycle path easement except a bus bench or approved trash container at  
186 a designated public transportation pick-up location.
- 187 4. No sign will extend above the roof line of a building (roof sign).
- 188 5. Projecting signs must not project further than 30 inches from the wall to which they  
189 are anchored.
- 190 6. No sign will be installed that by reason of position, movement, shape, illumination, or  
191 color would constitute a traffic hazard by obstructing a driver's vision or by  
192 interfering, confusing, or misleading traffic.
- 193 7. No sign will noticeably move either by mechanical means (rotating sign) or as a result  
194 of normal wind pressure.

195 8. The following specific signs shall be prohibited: off-site, flashing, mobile/portable,  
 196 roof, rotating, and painted signs, banners, and billboards. The following signs are  
 197 permitted in residential districts for non-commercial purposes only: banners,  
 198 balloons, pennants, spinners, windsocks, streamers, ribbons, whirling devices, or light  
 199 bulb.

200 9. All other signs not expressly permitted by this Chapter.

201 D. Non-Conforming Signs

202 All nonconforming signs in existence on April 23, 2012 may continue subject to the provisions  
 203 of Chapter 1011 of this Title and State Law.

204 E. Sign Permit Process:

205 1. Permit Application: An application for a sign permit shall be made on the application  
 206 provided by, or located in the Community Development Department, and state or  
 207 have attached thereto the name and address of the applicant or person or company  
 208 that will be erecting the sign; the address/location of the building, structure, or lot on  
 209 which the sign is to be erected; the written consent of the property owner of the land  
 210 on which the sign is to be erected; and any other pertinent information the  
 211 Community Development Department considers necessary. These requirements may  
 212 be waived by the City Planner where they are not applicable.

213 2. Permit Review: All sign permits will be reviewed by the Community Development  
 214 Department to determine completeness. Should a permit be deficient in  
 215 appropriate/applicable items necessary to process the sign permit, an email and/or  
 216 letter will be composed to the applicant indicating the deficiencies of the permit. No  
 217 permit will be acted upon until all requested/required information is  
 218 submitted/received and/or reviewed.

219 3. Fees: Every applicant must pay a fee for each sign regulated by this Chapter before  
 220 being granted a permit.

221 a. The City Council will establish the permit fee by resolution.

222 b. A double fee will be charged if a sign is erected without first obtaining a permit  
 223 for such sign.

224 4. Revocation of Permit: The Community Development Department is hereby  
 225 authorized to revoke a sign permit upon failure of the holder thereof to comply with  
 226 any provision of this Chapter. Any party aggrieved by such revocation may appeal the  
 227 action to the Board of Adjustment and Appeals within 10 days after the revocation.

228 5. Expiration of Permit: A permit expires if the sign is not erected within 180 days after  
 229 issuance and no permit fees or inspection fees for such sign will be refunded.

230 6. Inspection: Sign installations for which a permit is required may be subject to  
 231 inspection by the Community Development Department to ensure that such signs are  
 232 erected according to the approved permit.

233 **1010.04. Maintenance, Removal of Signs, Fines**

234 A. All signs must be maintained by the sign owner in a safe, neat, clean, and attractive

- 235 condition. A sign must be replaced or refurbished so as to restore the original appearance  
236 thereof whenever it begins to fade, chip or discolor, rust, cease to be in good repair, or  
237 become unsightly.
- 238 B. Removal of signs will be governed by the following:
- 239 1. On-premises signs shall be removed from the building and property by the owner of  
240 such property within 14 days after the use is terminated.
- 241 2. Off-premises signs shall be removed within 30 days after discontinuation of use of  
242 the sign. A sign shall be considered discontinued if the message is removed, the  
243 subject of the message no longer exists, or the sign is not maintained.
- 244 C. If the Community Development Department finds that any sign is unsafe, a detriment to  
245 the public, not maintained, or constructed, erected, or maintained in violation of the  
246 provisions of this Chapter, the sign shall be deemed a public nuisance and abated under  
247 Chapter 407.06 of the City Code.
- 248 D. Removal of Abandoned Signs, Signs in Disrepair, and Signs Located in Public Right-of-  
249 Way.
- 250 1. Abandoned signs and signs in disrepair: An abandoned sign or sign in disrepair is  
251 prohibited and shall be removed by the owner of the premises within 10 business days  
252 after notification. If compliance with this provision is not met, the matter will be  
253 abated through the requirements of Chapter 407 of the City Code.
- 254 2. Signs on public property or within public right-of-way: The city may at any time and  
255 without notice impound signs that have been installed on public property or within  
256 public right-of-way or easement. The sign owner may retrieve the signs according to  
257 the following:
- 258 a. A fee must be paid to the city as established in city code section 710. For each  
259 subsequent impoundment in a calendar year, the specified fee shall be doubled;
- 260 b. The sign may be retrieved from a designated impound area during routine  
261 business hours and within 15 days from the date of impounding. After 15 days,  
262 the city will dispose of the sign; and
- 263 c. The city may not be held liable for any damage to impounded signs.
- 264 E. Fines for Sign without Permit, Illegal /Prohibited Sign, and Perpetual Violation of Code:
- 265 1. All signs, including temporary signs, shall have an approved permit prior to  
266 installation. Signs installed in any fashion without a permit shall receive a notice to  
267 remove within 5 business days of the receipt of a letter from Community  
268 Development Department. Should the sign not be removed within the 5 business  
269 days, the Community Development Department will issue a fine of \$50.00 and  
270 another 5 business days to remove. Should the sign remain a fine of \$100 will be  
271 issued and an immediate request sought. Should the sign not be removed and/or the  
272 fine fee not paid, the Community Development Department will thereafter seek  
273 compliance through the public nuisance chapter 407 of the City Code. The same fines  
274 and process shall be applied to situations where illegal/prohibited signs are installed  
275 with or without an approved permit.

276 2. Those property owners and/or business that have signs deemed a perpetual violation  
277 shall be deemed a public nuisance and abated through Chapter 407 of the City Code.

278 **1010.05. On-Premise Signs**

279 A. On-Premise Sign: All wall and/or freestanding signs in all districts shall be subject to the  
280 following requirements. Signs shall not be permitted within the public right-of-way or  
281 easements except on benches and shelters that have received permits as per Section  
282 703.05 of this Code, and newspaper and cabstands, all of which shall be as governed by  
283 Chapter 901 and Section 703 of this Code. City, county, state, and federal traffic  
284 directional signs are permitted.  
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**SIGNS ALLOWED IN RESIDENTIAL DISTRICTS  
LDR-1 and LDR-2 Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Home Occupation</b>	1	6 sq. ft.	On a wall or in front yard w/10 foot minimum setback and 4 foot maximum height	Non-illuminated
<b>Nameplate</b>	1	4 sq. ft.	On wall or in front yard w/10 foot minimum setback and 4 foot maximum height	Internally illuminated

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**MDR, HDR-1, and HDR-2 Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Complex “project” Signage</b>	1 per complex or residential development.	50 sq. ft.	15 foot minimum from a property line. 6 foot maximum height.	Can be located on building front or be freestanding.
<b>Nameplate</b>	1 for each dwelling group	24 sq. ft.	On wall or in front yard w/10 foot minimum setback and 4 foot maximum height	Internally Illuminated

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294 **SIGNS ALLOWED IN COMMERCIAL and MIXED USE DISTRICTS, EMPLOYMENT**  
 295 **DISTRICTS, and INSTITUTIONAL DISTRICTS**  
 296 **NB, I, and INST Districts**  
 297

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location &amp; Height</i>	<i>Restrictions</i>
<b>Wall Sign</b>	Multiple	1 sq. ft. per lineal foot of tenant space or building front (main public entry as per determination by Community Development Department).	Installed on exterior building wall or facade	Sign area for all sides of building (including fuel canopy) is capped at the Maximum Sign Area Allowed (column 3).
<b>Freestanding Signs</b>	1 on interior lot, 2 on through lot or multiple frontage lot; or as approved w/master sign plan.	75 sq. ft. maximum for single sided sign or 150 sq. ft. maximum on a double sided sign.	15 foot minimum from a property line. 20 foot maximum height	

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**CB, RB, O/BP, and CMU Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement Location</i>	<i>Restrictions</i>
<b>Wall Sign</b>	Multiple	1.5 sq. ft. per lineal foot of tenant space or building front (main public entry as per determination by Community Development Department).	Installed on exterior building wall or facade	Sign area for all sides of building (including fuel canopy) is capped at the Maximum Size Allowed (column 3).
<b>Freestanding Signs</b>	1 on interior lot, 2 on through lot or multiple frontage lot; or as approved w/master sign plan.	100 sq. ft. maximum on a single sided sign or 200 sq. ft. maximum on a double sided sign.	15 foot minimum from a property line. 25 foot maximum height	

301 B. Directional Signs: Directional signs may be incorporated into a development including  
 302 information such as traffic directions, house numbers, management office location, or  
 303 other information necessary to direct persons to facilities or areas within the

304 development.

305

306 1. Directional signs shall not exceed 8 square feet in size and 8 feet in height and are not  
307 closer than 1 foot from a public street right-of-way, unless approved as a component  
308 of a Master Sign Plan.

309 2. Off-site directional signs are prohibited.

310 3. Where applicable, directional signs are required to be incorporated into an approved  
311 Master Sign Plan.

### 312 **1010.06: Sign Area Computation**

313 A. Computation of Sign Surface Area of Individual Cabinet or Panel Sign: To compute the  
314 area for a cabinet or panel sign face: Compute by means of the smallest square, rectangle,  
315 circle, triangle, or combination thereof that will encompass the extreme limit of the copy,  
316 representation, logo, emblem, or other display, together with any material or color  
317 forming an integral part of the background or the display or used to differentiate the sign  
318 from the backdrop or structure against which it is attached or affixed, but not including  
319 any support framework, bracing, or decorative fence or wall when such fence or wall  
320 otherwise meets the pertinent zoning regulations and is clearly incidental to the display  
321 itself.

322 B. Computation of Sign Surface Area of Individual Signs Mounted Letters or Symbols:  
323 When a sign is composed of individual mounted letters or symbols, the sign surface area  
324 shall be determined by means of the total or the smallest contiguous square, rectangle,  
325 circle, triangle, or combination thereof that will encompass each letter, representation,  
326 logo, emblem or other display.

327 C. Computation of Sign Surface Area of Awning or Canopy: To compute the area of an  
328 awning or canopy sign: compute by means of the smallest square, rectangle, circle,  
329 triangle or combination thereof that will encompass the extreme limits of the copy,  
330 representation, logo, emblem or other display, together with any material or color  
331 forming an integral part of the background or the display or used to differentiate the sign  
332 from the backdrop.

### 333 **1010.07: Temporary Signs**

334 A. A or T-frame signs, sandwich, curb signs, balloons, searchlights, fabricated and/or  
335 manufactured signs on stands or posts, and other approved attention getting devices:

336 1. The Community Development Department may issue permits for temporary signs in  
337 commercial, employment, and institutional districts, including grand opening signs,  
338 special event signage and other attention getting devices such as searchlights and/or  
339 balloons.

340 2. Temporary signs shall be comprised/constructed of durable all-weather materials  
341 (such as but not limited to plywood, coreplast [plastic foam-core] alumacore, and  
342 polycarbonate [Lexan]) mounted to the building wall or they may be freestanding.

- 343 3. Size: The surface area of any temporary sign shall not exceed 32 square feet. This  
 344 area shall be in addition to permanent, window, or other signage allowed elsewhere in  
 345 this Chapter.
- 346
- 347
- 348 4. Duration: During any calendar year, temporary signs, grand opening signs, special  
 349 event signs, and other attention getting devices may be in place no more than 60 days,  
 350 which duration may be broken into multiple events/days not exceeding a total of 60  
 351 days per calendar year.
- 352 5. Number: A use shall be limited to two temporary signs, and the City reserves the right  
 353 to limit/regulate, through the Temporary Sign Permit, the number of temporary signs  
 354 on multi-tenant, malls, and/or unified development sites.
- 355 6. A business activity may only be issued one permit at any given time. A separate  
 356 permit is required for each display period.
- 357 7. Location: Freestanding temporary signs shall be set back a minimum of 15 feet from  
 358 a property line.
- 359 8. Searchlights must not be directed into residential areas or onto streets and are not to  
 360 be permitted more than six days per calendar year.
- 361 9. Penalty: Twenty days will be subtracted as a penalty from a business activity's  
 362 allotted number of days when that activity maintains a temporary sign past the  
 363 expiration date for the permit, irrespective of compliance during the period under the  
 364 Chapter. If the business activity has fewer than 20 allotted temporary sign days  
 365 remaining for the calendar year in which the penalty is imposed, the balance of those  
 366 penalty days will be subtracted from that activity's allotted temporary sign days in the  
 367 following calendar year.

368 **1010.08: Real Estate Signs**

- 369 A. The Community Development Department may issue a sign permit for the sale, rental,  
 370 and/or leasing of a property in the medium and high density residential, commercial,  
 371 employment, and institutional districts as listed below:
- 372 B. Within low, medium, and high density residential zoning districts, temporary real estate  
 373 signs shall comply with the following requirements:
- 374 1. 6 square foot maximum area
- 375 2. 6 foot maximum height
- 376 3. One sign per property
- 377 4. Shall be removed within 7 days after execution of rental or lease agreement or the  
 378 closing of a sale.
- 379 C. Within commercial, employment, and institutional zoning districts, temporary real estate  
 380 signs shall comply with the following requirements:
- 381 1. Multi-tenant buildings and unified developments where new signage is requested,

382 said real estate/leasing sign shall be made part of the required Master Sign Plan as  
383 require in Section 1010.11 of this chapter.

384 2. Single tenant buildings shall be allowed a real estate sign not exceeding 32 square feet  
385 mounted on the building wall or incorporated into an existing freestanding sign. If it  
386 is determined by the Community Development Department that either a wall sign or  
387 incorporation into existing freestanding sign is not conducive, the site will be allowed  
388 one freestanding real estate not exceeding 32 square feet, limited to 8 feet in height,  
389 and setback a minimum of 15 feet from a property line.

390

391 3. In situations where the selling, renting, and/or leasing sign is desired on vacant  
392 land/property, a freestanding sign not exceeding 32 square feet, limited to 8 feet in  
393 height, and setback a minimum of 15 feet from a property line (or as approved by the  
394 Community Development Department) shall be allowed.

395 4. Unless explicitly stated, the number of real estate signs shall be limited to one sign  
396 per lot, except multi-fronted or through lots, which may be permitted an additional  
397 sign on the second street frontage, or as approved by the Community Development  
398 Department.

399 D. Leasing signs shall be removed within 7 days after execution of rental or lease agreement  
400 or the closing of a sale.

#### 401 **1010.09: Other Temporary Signs**

402 A. No permit or permit fee shall be required for the following types of temporary signs,  
403 however, all other provisions of this Chapter shall apply.

404 1. Nameplate Signs

405 2. Construction Signs: Construction signs shall be confined to the site of construction,  
406 alteration, or repair and shall be constructed of high-quality material maintained in  
407 good repair. No more than one sign is permitted on each street frontage the project  
408 abuts. The sign shall be removed within 180 days of the date of the issuance of a  
409 building permit for the work. A conditional use permit is required for a contractor  
410 sign to remain in place longer than allowed by this subsection. Construction signs are  
411 allowed in zoning districts in accordance with the following criteria:

ZONING DISTRICT	SIZE	HEIGHT	PLACEMENT/SETBACK
LDR1 & LDR2	16 sq. ft.	8 foot maximum	5 feet from property line/zero if attached to security fence
All other Districts	32 sq. ft. per street frontage	12 foot maximum	5 feet from property line/zero if attached to security fence

412

413 3. Flags

414 4. Garage/Yard Sale Signs: The sign shall only be displayed during the term of the sale  
415 and must be removed when the sale is completed.

- 416 5. Holiday signs may be displayed over a period not to exceed a total of 60 days per  
417 calendar year. The aggregate total area of such signs shall not exceed 50 square feet.
- 418 6. Political signs to the extent that the following criteria are met:
- 419 a. In years when a state general election is held, political signs may be posted from  
420 August 1 until 10 days following the state general election. Any such signs must  
421 be removed by those responsible for their being posted.
- 422 b. In years when no state general election is held, if there is a primary for any office,  
423 political signs for all offices may be posted no more than 21 days before the  
424 primary election. When there is no primary for any office, such signs may be  
425 posted not more than 21 days before the general election. All such signs must be  
426 removed by those responsible for their being posted within five days following the  
427 general election. Said political signs shall not exceed 12 square feet gross area.
- 428 c. Political signs shall be set back at least 15 feet from the outside edge of any street  
429 or back of curb of all city and county streets.
- 430 d. Political signs shall not be placed so as to cause a hazard to public safety.
- 431 e. Political signs shall not be placed on any property without permission of the  
432 property owner.
- 433 f. Political signs shall not be located on any city owned property.
- 434 g. Signs in violation of the above provisions may be removed by city staff and stored  
435 for two weeks. After two weeks, unclaimed signs will be disposed of by the city.
- 436 7. Real estate signs to the extent that the following criteria are met:
- 437 a. Low Density Residential 1 and 2 (LDR1 and LDR2) Property: For the purpose of  
438 selling, renting or leasing any LDR1 and LDR2 property, a real estate sign not in  
439 excess of ten square feet in gross surface area in single and two-family districts  
440 may be placed within the front yard or in the public street right of way beyond the  
441 front yard. No part of the sign shall be closer than 6 feet from the curb. If there is  
442 a sidewalk, no part of the sign shall be closer than two feet from the edge of the  
443 sidewalk.
- 444 8. Security System Signs: Signs identifying the presence of a security or alarm system  
445 are allowed not to exceed two square feet.
- 446 9. Window Signs: Signs affixed to or painted on windows or placed within 36 inches of  
447 a window to be viewed from the exterior of the building shall not occupy more than  
448 25% of the total window area, nor shall they be placed in a location that would block  
449 the view into the building from a public street of the clerk's or cashier's area. Under  
450 no circumstances shall the total area of window signage exceed ½ the allowable area  
451 of wall signage for the affected building.
- 452 10. Signs that are affixed to City-owned light poles or standards that contain information  
453 advertising the City itself or City events, provided the signs are located in non-  
454 residential areas, have been approved by the City Council and City Public Works  
455 Director or the Director's designee. (Ord. 1367, 5-12-2008)

**456 1010.10: Dynamic Displays**

- 457 A. Dynamic Display: Any sign using a dynamic display, in whole or in part, must meet the  
458 following operational standards:
- 459 1. Duration: In all districts, the full sign image or any portion thereof must have a  
460 minimum duration of 25 seconds and must be a static display. No portion of the  
461 image may flash, scroll, twirl, change color, or in any manner imitate movement.
  - 462 2. Transition: In all districts where the full sign image or any portion thereof changes,  
463 the change sequence must be accomplished by means of instantaneous repixelization.  
464 Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of  
465 movement is prohibited.
  - 466
  - 467 3. Brightness: The dynamic display sign must not exceed a maximum illumination of  
468 5,000 nits (candelas per square meter) during daylight hours and a maximum  
469 illumination of 500 nits (candelas per square meter) between dusk to dawn as  
470 measured from the sign's face at maximum brightness.
  - 471 4. Dimmer Control: Electronic graphic display signs must have an automatic dimmer  
472 control to produce a distinct illumination change from a higher illumination level to a  
473 lower level for the time period between one half-hour before sunset and one half-hour  
474 after sunrise.
  - 475 5. Fluctuating or Flashing Illumination: No portion of any dynamic display sign may  
476 fluctuate in light intensity or use intermittent, strobe or moving light or light that  
477 changes in intensity in sudden transitory bursts, streams zooms, twinkles, sparkles, or  
478 in any manner that creates the illusion of movement.
  - 479 6. Video Display: No portion of any dynamic display sign may change its message or  
480 background in a manner or by a method of display characterized by motion or  
481 pictorial imager, or depict action or a special effect to imitate movement, or the  
482 presentation of pictorials or graphics displayed in a progression of frames that give  
483 the illusion of motion or the illusion of moving objects, moving patterns, or bands of  
484 light or expanding or contracting shapes.
  - 485 7. Time and Temperature: A display of time, date, and temperature must remain for at  
486 least 60 seconds before changing to a different display. However, individually, the  
487 time, date, or temperature information may change no more often than once every 10  
488 seconds.

**489 1010.11: Master Sign Plans**

- 490 A. Purpose: The purpose of a Master Sign Plan is to establish a fair and equitable process for  
491 complex signage situations that accommodate the need for a well-maintained, safe, and  
492 attractive community, and the need for effective communications including business  
493 identification.
- 494 B. Effect of Master Sign Plan: Upon approval of a Master Sign Plan, all future signs shall  
495 conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan  
496 may be granted only with the approval of an amended Master Sign Plan.

- 497 C. Required: A Master Sign Plan is required for:
- 498 1. Building complexes
- 499 2. Multi-tenant structures
- 500 3. Covered mall buildings, shopping centers, or strip malls
- 501 4. Planned unit developments
- 502 5. Area identification signs
- 503 6. Churches/places of worship/institutions/schools
- 504 7. Unified Development
- 505 D. Guideline: Where applicable the underlying signage requirements of Section 1010.05
- 506 shall be used as the minimum base standard for signage in the proposed Master Sign
- 507 Plan.
- 508
- 509
- 510 E. Criteria: To assist property owners and their tenants with signage needs, the City has
- 511 established the following criteria that shall be used in developing, reviewing, and
- 512 approving each Master Sign Plan.
- 513 1. Location: No freestanding sign shall be located closer than five feet to a property line,
- 514 roadway easement, or other public easement. No freestanding sign shall be erected
- 515 that, by reason of position, shape, or color, would interfere in any way with the proper
- 516 functioning or purpose of a traffic sign or signal. No freestanding sign shall be
- 517 located within the Traffic Visibility Triangle. No freestanding sign shall
- 518 impede/impair traffic.
- 519 2. Quality: All signage shall improve the aesthetics or functional use of the site. All
- 520 freestanding signs shall include materials that complement the architectural
- 521 design/existing building materials, including but not limited to face brick, natural or
- 522 cut stone, integrally colored concrete masonry units/rock faced block, glass, pre-
- 523 finished metal stucco or similar cementation coating, and/or factory finished metal
- 524 panels. Landscaping may be integrated into any freestanding sign.
- 525 3. Type: All types of signs are permitted except those prohibited by Section 1010.03C of
- 526 this Chapter.
- 527 4. Size: The size of all signage (building wall and free standing) shall be limited to 2
- 528 times the maximum allowed under Section 1010.05 of this Chapter
- 529 5. Height: The height of any free standing sign shall be limited to 40 feet.
- 530 6. Number: The number of freestanding signs shall be reasonably related to the number
- 531 of access points to public streets and/or the number of tenants within the multi-tenant
- 532 structure.
- 533 E. Master Sign Plan Process: The following has been established by the City of Roseville
- 534 for reviewing and approving Master Sign Plans:
- 535 1. Application Requirements: The property owner, his/her agent/manager, a design,
- 536 architectural, or consulting firm, or a sign company, acting on behalf thereof, shall
- 537 submit a completed Master Sign Plan Application to the Community Development

538 Department. A completed application includes completion of the application form,  
539 submittal of all applicable proposed plans and specifications, and the submittal of the  
540 required fee as set-forth in Chapter 314 of this Code.

541 2. Submittal Review: Upon submittal of a Master Sign Plan application, the  
542 Community Development Department will review the information provided for  
543 completeness and determine whether modifications and/or clarification is necessary.  
544 Once an application has been determined complete, the Community Development  
545 Department will set the administrative hearing before the Master Sign Plan  
546 Committee (MSPC).

547 3. Establishment of Administrative Hearing and Notice: The Community Development  
548 Department will provide notice (postcard) to the applicant and contiguous/effected  
549 property owners not less than one week prior to a Master Sign Plan hearing. The  
550 Community Development Department may notify additional property owners if a  
551 determination is made that such additional notification is merited.

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553 4. Hearing and Approval: The MSPC shall hold an administrative hearing for each  
554 Master Sign Plan proposal, take public comment, and provide a recommendation to  
555 the Community Development Director or Designee for approval. The Community  
556 Development Director or Designee shall make the final decision and provide written  
557 approval of a Master Sign Plan to the applicant.

558 F. Appeal: Should the applicant or a contiguous property owner object to the  
559 Community Development Director or Designee decision on the Master Sign Plan, an  
560 appeal may be filed within 10 days following the administrative decision by the  
561 Community Development Director or Designee. The appeal shall follow the requirements  
562 listed in Section 1009.08 of this Code.

563 **SECTION 2. Effective Date.** This ordinance amendment to the Roseville City Code shall take  
564 effect upon passage and publication.

565 Passed this \_\_ day of May, 2012

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