

ZONING

480 Attachment 1

City of Monona

Sign District Standards¹

The location of the front elevation of the building determines which district standards must be followed.

Refer to the map showing the location of the Commercial, Broadway, Gateway, South Towne and Multifamily and Single-Family Residential Sign Districts.²

COMMERCIAL DISTRICT

Retail, commercial and industrial properties along Monona Drive, Femrite Drive, Edna Taylor Parkway, Copps Avenue, Bridge Road, and including commercial and industrial lands south of Gateway District.

BROADWAY DISTRICT

Includes all retail, commercial and industrial uses adjoining County Trunk Highway BW (Broadway) and signage directed towards BW (Broadway). Where the Broadway District overlaps with the Commercial District, the requirements of the Broadway District shall apply. All existing freestanding signs should come into conformance with this ordinance within 10 years of the date of when this section was adopted in 1988.

GATEWAY DISTRICT

Includes all retail, commercial and industrial uses adjoining Highway 12 and 18 and signage directed towards Highway 12 and 18 traffic.

SIGNAGE PLAN FOR SOUTH TOWNE MALL AND OUTLOTS

A separate set of sign regulations and standards shall apply to the area comprising the South Towne Mall and Outlots, as adopted by the Plan Commission on July 25, 1983.

Table of Sign District Standards

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Auxiliary	Flexible	Maximum 16 square feet per sign	Zoning Administrator	Pump price signs may be erected within pump island
Commercial variable message				Not allowed

¹ Amended at time of adoption of Code (see Ch. 1, Art. II, of the Code).

² Said map is on file and available for inspection in the City's offices.

MONONA CODE

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Construction	2	Maximum 32 square feet per sign in Commercial and 100 square feet in Broadway and Gateway Districts	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 25-foot-high flagpole	Zoning Administrator	
Freestanding (not allowed in Broadway and Commercial Districts)	1, if no other building identification sign off the building	Maximum 15% of front facade but not to exceed 200 square feet; 30-foot maximum height	Plan Commission	Must be at least 55 feet from right-of-way
Graphic	1 per use if no other building sign on the	Maximum 10% of facade but not to exceed 200 square feet	Plan Commission	
Landscape ground	1, if no other building identification sign off the building	Maximum 60 square feet, maximum 5 feet high, as measured from the closest of either the top of curb and gutter or the sidewalk	Plan Commission	Must be at least 15 feet from curb but not on right-of-way. Landscaping of sign to be integrated with site landscaping. Height requirement may be modified when unusual ground conditions exist and make the bench mark for computing the 5-foot maximum height unreasonable. In no case shall the sign be more than 5 feet above the adjacent ground
Noncommercial free speech, symbols or insignia	1, may be on or off the building	Maximum 15 square feet in Commercial, 60 square feet in Broadway and 100 square feet in Gateway Districts. If off the building, maximum height 5 feet in Commercial and Broadway, and 25 feet in Gateway Districts	Plan Commission in all cases except temporary wall signs, which may be approved by the Zoning Administrator	Shall not interfere with vehicular or pedestrian circulation. If off the building, shall be a minimum of 15 feet from curb but not on right-of-way

ZONING

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Off-premises advertising (not allowed in Commercial District)	500-foot minimum interval between off-premises advertising signs	Maximum 60 square feet in Broadway and 100 square feet in Gateway Districts for each face of a double-side sign. Maximum height is 5 feet in Broadway and 25 feet in Gateway Districts	Plan Commission	Same setback requirements as landscape ground signs in Broadway District and freestanding signs in Gateway District
Operational (amended per Ord. No. 1-11-624, adopted 2-7-2011)	Flexible - more than 3 will require Plan Commission approval	Maximum 4 square feet, 48 inches maximum height	Zoning Administrator	May contain commercial logo but not messages
Permitted off-premises signs	Flexible	Flexible	Zoning Administrator	
Political or campaign	Flexible	None	None	May be erected during election campaign period as defined in § 12.04, Wis. Stats.
Projecting	1 per use if no building identification	Maximum 12 square feet	Zoning Administrator	
Reader boards	1 per site, either attached to building or as permanent freestanding sign	Maximum 32 square feet, (included within maximum allowable area of total freestanding, projecting, or wall signs)	Plan Commission	A specific type of freestanding, wall or projecting sign within total regulated area allowed for that type of sign, with applicant demonstrating a unique business need
Real estate	1 per site	Maximum 16 square feet Commercial and 50 square feet Broadway and Gateway Districts	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way
Roof				Not allowed

MONONA CODE

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Temporary real estate open house	3	Maximum 12 square feet	None	Must not be erected within right-of-way on utility poles, trees or traffic control devices, and must be removed immediately after close of operation
Temporary wall	2	Maximum 32 square feet per sign	Zoning Administrator	Not to be used more than 28 days in any 6-month period. May only be placed on the building
Temporary window	Flexible	Maximum 50% of window area	None	Shall not be placed on door windows or windows needed for pedestrian safety
Wall	1 per use on front of building if no other building identification signs on the building. Where building fronts on more than one street and is designed with more than one front, additional wall signs may be approved	Maximum 10% of front facade but not to exceed 150 square feet total of all signs on building in Commercial, and 200 square feet in Broadway and Gateway Districts	Zoning Administrator, unless accompanying a need for a zoning permit according to § 480-55	Where multiple uses are located in one building or center, wall signage shall generally identify each use, while off-building signage shall identify the building only
Window	Flexible	Maximum 50% of window area	Zoning Administrator	

Multiple-Family Residential, Parks, Governmental, Public and Quasi-Public Use Districts

All multiple-family properties, parks, conservancy areas, governmental uses, schools, and religious uses.

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Auxiliary	Flexible	Maximum 25 square feet per sign	None	
Construction	1	Maximum 36 square feet per sign	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner

ZONING

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 25-foot-high flagpole	Zoning Administrator	
Freestanding	1 per governmental, school, religious or multiple-family site if no other building identification sign off the building	Maximum 36 square feet, maximum 25 feet high, maximum 10 feet from building	Plan Commission	Must be reviewed according to Plan Commission review criteria
Graphic	1 if no other building identification sign on the building	Maximum 15% of facade but not to exceed 100 square feet	Zoning Administrator	
Landscape ground	2 permitted per park conservancy area, if no other site identification sign off building. 1 for other uses, if no other site identification sign off building	Maximum 36 square feet, maximum 5 feet high	Plan Commission	Must be reviewed according to Plan Commission review criteria. Must be at least 15 feet from curb but not on right-of-way
Noncommercial free speech, symbols or insignia	1, may be on or off the building	Maximum 25 square feet. If off the building, maximum height 25 feet	Zoning Administrator	Shall not interfere with vehicular or pedestrian circulation
Permitted off-premises	1 wall sign or 1 freestanding sign, if no other freestanding sign on the site	Maximum 25 square feet	Zoning Administrator	
Political or campaign	Flexible	None	None	May be erected during election campaign period as defined in § 12.04, Wis. Stats.

MONONA CODE

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Real estate	1 per site	Maximum 8 square feet	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way, utility poles, trees or traffic control devices
Temporary wall	2	Maximum 16 square feet per sign	None	Shall be erected not more than 30 days before event and removed within 7 days after event
Temporary window	Flexible	Maximum 50% of window area	None	Shall not be placed on door windows or windows needed for pedestrian safety
Construction	1	Maximum 20 square feet per sign	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 20-foot-high flagpole	None	
Garage sale	As regulated in § 480-12			
Noncommercial free speech	1, may be on or off the building	Maximum 25 square feet. If off the building, maximum height 10 feet	None	Shall not interfere with vehicular or pedestrian circulation
Real estate	1 per site	Maximum 6 square feet	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way, utility poles, trees or traffic control devices