

Figure 480-70(1): Permanent Business Sign Group ^{2, 4}

Sign Categories & Sign Types	Sign Permit and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Residential	Other	Small-Scale	Large-Scale
							SF, TF	MF, CON, P, CEM	NSB, RB	CDD, C/I
A. Freestanding Sign Category ¹										
1. Monument Sign ^{1, 4}	Yes: For each new sign. City Staff approval.	1 for each site.	15' from the street curb face. ⁹	See Sign Type definition. ⁷	See footnote. ^{5, 6}	None. Use maximum area.	Not allowed ⁶	60 sf area 5 ft height ¹²	60 sf area 5 ft height ¹²	60 sf area 5ft height ¹²
2. Pylon Sign ^{1, 4}	Yes: For each new sign. P.C. approval.					Maximum 15% of front façade up to 200 sf total area.	Not allowed ³	Not allowed ³	Not allowed ³	Maximum 200 sf area & 30' height ¹¹
B. On-Building Sign Category ¹ Note: All On-Building Signs on the same building façade must be the same Type of Sign (1-5), below. ¹³										
1. Wall Sign ^{1, 7, 8, 13}	Yes: For each new sign. City Staff approval.	1 for each business on each bldg façade that abuts a public street frontage. ¹³	Sign shall not extend above parapet or fascia. Minimum overhang rules. ^{8, 9}	Any durable, all-weather material.	See footnote. ⁵	1 sf of sign area for every foot of building's façade length. ⁷	Not allowed ³	100 sf area	150 sf area	
2. Canopy Sign ^{1, 8, 13}							Not allowed ³	12 sf area		40 sf area
3. Marquee Sign ^{1, 8, 10}					Not allowed ³		Not allowed ³		100 sf area	
4. Awning Sign ^{1, 8}					Not allowed ³		12 sf area		75 sf area	
5. Projecting Sign ^{1, 8}					Not allowed ³		Not allowed ³		12 sf area	
C. Pedestrian Sign Category ¹ Note: All Pedestrian Signs on the same building façade must be the same Type of Sign (1-2), below.										
1. Blade Sign ^{1, 8}	Yes: For each new sign. City Staff approval.	1 for each customer entrance.	Minimum overhang rules. ^{8, 9}	Any durable, all-weather material.	Gooseneck	None. Use maximum area.	6 sf area			
2. Suspended Sign ^{1, 8}										
D. Daily Notice Sign Category ¹										
1. Menu Board Sign ¹	Yes: For each new sign. City Staff approval.	1 for each customer entrance.	Within 10' of customer entrance. ⁹	Any durable, all-weather material.	Internal.	None. Use maximum area.	Not allowed ³	3 sf area		
2. Order Board Sign ^{1, 10}	Yes: For each new sign. City Staff approval.	1 for each business.	Per C.U.P. ¹⁰		See footnote. ⁵			Per C.U.P. ¹⁰		

Footnotes Containing Additional Development Requirements For The Permanent Business Sign Group:										
1. Refer to Section 480-64 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2. Available to land uses identified in Section 480-24 to 480-33 (Article V).										
3. New signs of this Sign Type are not allowed. Signs of this Sign Type existing before the effective date of the applicable Sign Ordinance are legal nonconforming signs. See Section 480-94.										
4. Electronic Message Signs are not permitted.										
5. Individual channel letters or silhouette style sign faces are preferred, in addition to ambient, backlit, or gooseneck lighting forms. Internal illumination with opaque cabinet fields and a translucent message are acceptable.										
6. Religious Institutions and schools are allowed to construct monument signs within the Single-Family and Two-Family Zoning Districts. All lighting must be approved by the Plan Commission.										
7. Sign must be designed of materials complementary to and harmonious with the building and site, and must be closely integrated with site landscaping. See Section 480-92.										
8. Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level- surface; and a maximum 4 feet from the building. Wall Signs shall not project more than 18 inches horizontally beyond the edge of any wall or other surface to which they are mounted.										
9. Signs must be placed on-premise. If the sign location is within the right-of-way adjacent to the site's street frontage (outside of the vision triangle), it must be approved by Plan Commission through a revocable Occupancy Permit granted by the City. Off-premise Freestanding Signs are not permitted.										
10. A Conditional Use Permit is required for this Sign Type. See Section 480-52.										
11. Only allowed on parcels identified on the City of Monona Pylon Sign Parcel Map (See Section 480-65); must be oriented to, visible from, and a minimum of 50 ft from the US Highway 12/18 right-of-way; and is required to have architectural elements incorporated into the design of the pole and signage.										
12. Monument Signs can only exceed 5 feet in height if the site is over 20 acres in area and exceeds 1,000 feet of street frontage, with approval from the Plan Commission.										
13. Where the building fronts on more than one street, the main channel of the Yahara River, or a parcel zoned Conservation Zoning District or Park Zoning District and is designed with more than one front, additional wall signs may be approved. Wall Signs and Canopy Signs can be used together, but they cannot exceed the maximum square footage requirements.										
Abbreviations: P.C. = Plan Commission C.U.P. = Conditional Use Permit ft = feet max = maximum min = minimum sf = square feet										

Example Sign Diagrams:

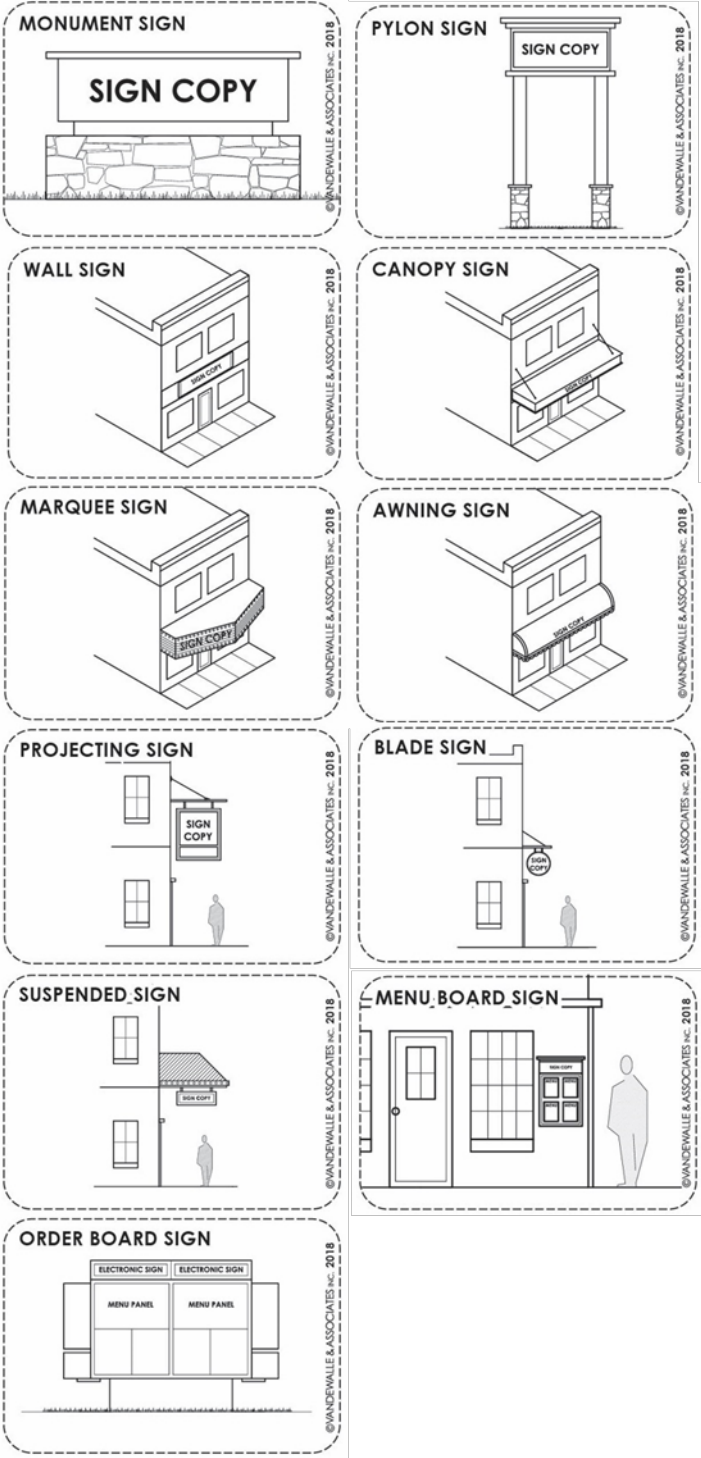


Figure 480-70(2): Temporary Business Sign Group ²

Sign Categories & Sign Types	Sign Permit and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Residential	Other	Small-Scale	Large-Scale	
							SF, TF	MF, CON, P, CEM	NSB, RB	CDD, C/I	
A. Window Sign Category ^{1, 2, 4} No time limit on the display of these signs.											
1. Window Sign ^{1, 2, 4}	No Sign Permit required.	Not to exceed maximum coverage percentages. ⁴	Only allowed on the inside of the window.	Paper, Vinyl, or similar lightweight material.	Ambient only; + 1 internally illuminated sign	Based on the percent of glass area covered. →	Not allowed	50% ⁴	50% ⁴	50% ⁴	
B. Temporary Board & Banner Sign Category ^{1, 2, 3} Display limit of 30 consecutive days, two times per calendar year.											
1. Board Sign ^{1, 2}	Not allowed			Plywood or similar rigid, all-weather material.	Ambient only.	None. Needed. Use maximum sign area limit. →	Not allowed				
2. Sandwich Board Sign ^{1, 2, 3, 7}	Yes. For each new sign. City Staff approval.	1 for each business	Within 10 feet of the pedestrian entrance ⁷	Any durable, all-weather material.			Not allowed	8 sf area / 4 ft height / 2 ft width			
3. Banner Sign ^{1, 2}			On-Building	Vinyl, Fabric, or similar lightweight all-weather material.				16 sf maximum area	32 sf maximum area 8 feet maximum height		
4. Feather Sign ^{1, 2, 3}	Not allowed						Not allowed				
C. Temporary Approved Development Sign Category ^{1, 2, 3} Display limit is based on the period of active development. ^{5, 6}											
1. Active Building or Plat Sign ^{1, 2, 3, 5, 6}	No Sign Permit required.	1 for each development team member.	On-Building; or Freestanding; and clustered in a single location approved by Public Works Director.	Plywood or similar rigid, all-weather material.	Ambient only.	None Needed. Use maximum aggregate sign area limit. →	200 sf area for all combined signs 10 feet maximum height				
D. Prohibited Temporary Sign Category ¹ Display of the following signs is always prohibited in all zoning districts.											
1. Any sign resembling any traffic control sign, as determined by the Public Works Director.											
2. Any sign in a required vision triangle near a street intersection or driveway apron, as determined by the Public Works Director.											
3. Signs that project above the building parapet or eave.											
4. Signs that flutter, undulate, swing, rotate, or otherwise move, e.g. inflatable signs, wind socks/tubes, pennants, streamers, festoons, & pinwheels; except signs permitted in A-C, above.											
5. Flashing, scrolling, or animated signs (including signs that change their appearance more often than once per 10 seconds), beacon, search lights, and strobe lights.											
6. Human-held or human-worn signs including costumes, that are related to the on-site land use. (Messages on clothing are not signs.)											
7. Signs mounted on platforms, with wheels or runners, such as trailer signs or sled signs											
8. Off-premise signs, including billboards.											
Footnotes Containing Additional Development Requirements For The Temporary Business Sign Group:											
1. Refer to Section 480-64 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).											
2. Available to land uses identified in Section 480-24 to 480-33 (Article V).											
3. Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area). No sign shall be placed in a manner that would impede vehicular or pedestrian safety, or impede access or visibility.											
4. A “Window” is the total area within a single window pane.											
5. Period of active building development is between the issuance of the building permit and the issuance of the first building occupancy permit.											
6. Period of active plat development is between the recording of the final plat to the issuance of building permits for 90% of the lots; as applied to each development phase in the final plat.											
7. Businesses operating on a temporary basis with a certified vendor permit through the City of Monona are exempt from the number of signs allowed and sign location within this chapter.											
Abbreviations: P.C. = Plan Commission C.U.P. = Conditional Use Permit ft = feet max = maximum min = minimum sf = square feet											

Example Sign Diagrams:



Figure 480-70(3): Permanent Miscellaneous Sign Group ²							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Residential	Other	Small- Scale	Large-Scale
							SF, TF	MF, CON, P, CEM	NSB, RB	CDD, C/I
A. City-Required Sign Category ^{1, 2, 5}										
1. Address Sign ^{1, 2, 5}	No Sign Permit required.	1 per address. ⁵	On-building, and visible from street. ⁸	Any durable, all-weather material.	Ambient only.	None needed. Use maximum sign area limit. →	4 square feet maximum area 8 feet maximum mounted height			
2. Building Management		1 per building. ⁵	On-building, and next to main entry. ⁸				4 square feet maximum area 6 feet maximum mounted height ^{10, 11}			
3. On-Site Warning Sign ^{1, 2, 5, 12}	Yes. For each new sign. City Staff approval.	Per City Staff approval.	On-building, or freestanding. ^{5, 8}				4 square feet maximum area 4 feet maximum post mounted height 6 feet maximum building or fence mounted height ¹⁰			
4. On-Site Directional Sign ^{1, 2, 5, 12}	Yes. For each new sign. City Staff approval.	Determined by C.U.P. ⁹					4 square feet maximum area 4 feet maximum post mounted height 6 feet maximum building or fence mounted height ^{10, 11}			
B. Optional Miscellaneous Sign Category ^{1, 2, 5}										
1. Institutional Information Sign ^{1, 3, 4, 5}	Yes. For each new sign. City Staff approval.	1 per site with a C.U.P. ³	Sign setback shall be at least max. sign height. ⁵	Any durable, all-weather material.	Standard. ^{6, 7}	None. Needed. Use maximum sign area limit. →	200 square feet maximum area 5 feet maximum height			
2. Metal Plaque Sign ^{1, 2, 5}	Yes. For each new sign. City Staff approval.	Up to 3 per historic building, property, or district.	On-building or freestanding. ^{5, 8}	Bronze, aluminum, or stainless steel.	Standard. ⁷		6 square feet maximum area 6 feet maximum mounted height			
3. Flag Sign ^{1, 2, 5, 8, 12, 13}		Maximum 3 flagpoles per site.	On a Flag Pole	Vinyl, Fabric, or similar lightweight all- weather material	Standard. ⁷		Maximum 60 sf per flag and 35-foot flagpole height			
Footnotes Containing Additional Development Requirements For The Permanent Miscellaneous Sign Group:										
^{1.} Refer to Section 480-64 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
^{2.} Available to land uses identified in Section 480-24 to 480-33 (Article V).										
^{3.} Institutional Information Signs are only allowed for Institutional land uses and require a Conditional Use Permit.										
^{4.} Electronic Message Signs (of up to 33% of the sign area) may be permitted as part of an Institutional Information Sign through the Conditional Use Permit process. They can only be placed on sites used for municipal buildings or academic facilities located within a Multi-Family, Neighborhood Small Business, Conservancy, Public Facilities, Cemetery, Retail Business, Community Design District, or Commercial/Industrial Zoning District.										
^{5.} Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area), or vision triangle.										
^{6.} Individual channel letters or silhouettes, internal illumination with opaque cabinet fields, and a translucent message are preferred.										
^{7.} “Standard” means the following forms of sign lighting: ambient, backlit, internal cabinet, internal character, and gooseneck.										
^{8.} Any decorations that are incidentally and customarily associated with any national holiday or religious holiday, or with any community festival or similar event are not considered signs and are not subject to										
^{9.} A Conditional Use Permit is required for this Sign Type. See Section 480-52.										
^{10.} Signs can be located and attached to a wall, post, or fence.										
^{11.} Sign can include either the name, logo, or symbol of the destination, if it is less than or equal to 1 sf in size.										
^{12.} Freestanding, City-Required, and Flag Signs must be placed on-premise, outside of the vision triangle, and a minimum of 15 feet from the street curb face.										
^{13.} A maximum of three Flag Signs per site. Maximum flag sizes could be increased for larger sites based on P.C. approval.										
Abbreviations: P.C. = Plan Commission C.U.P. = Conditional Use Permit ft = feet max = maximum min = minimum sf = square feet										

Example Sign Diagrams:

ADDRESS SIGN



©VANDERWALLE & ASSOCIATES INC. 2018

BUILDING MANAGEMENT
IDENTIFICATION SIGN



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ON-SITE WARNING SIGN



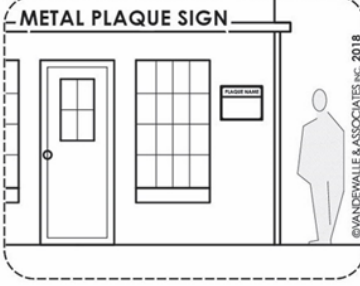
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ON-SITE DIRECTIONAL SIGN



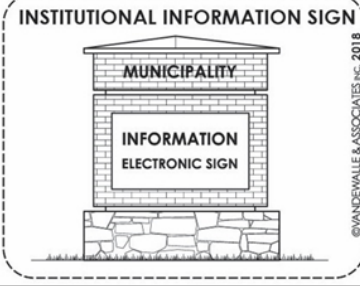
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METAL PLAQUE SIGN



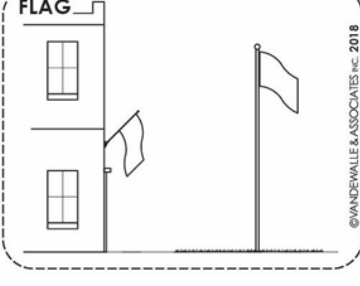
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INSTITUTIONAL INFORMATION SIGN



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FLAG



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Example Sign Diagrams:

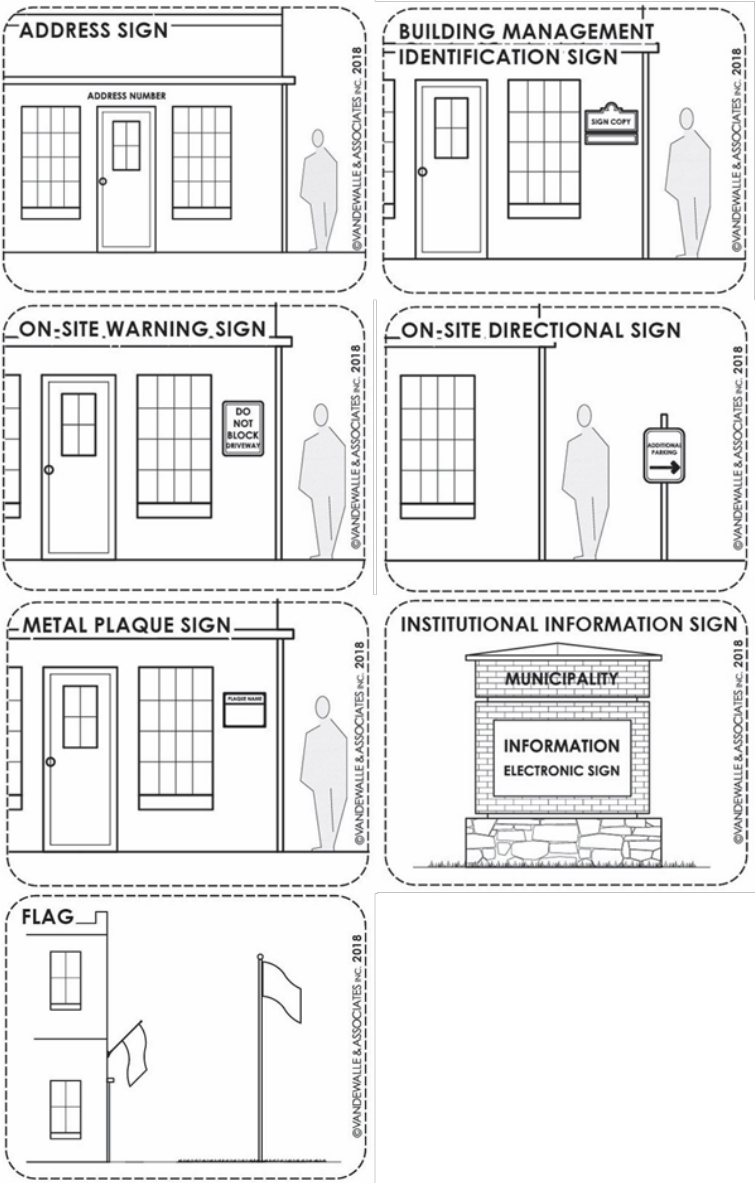
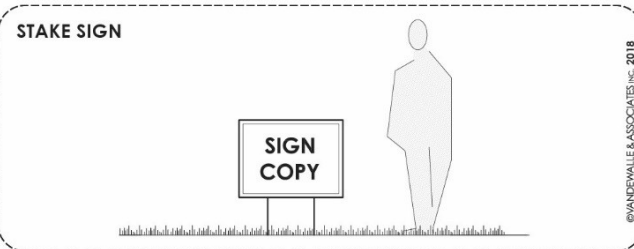


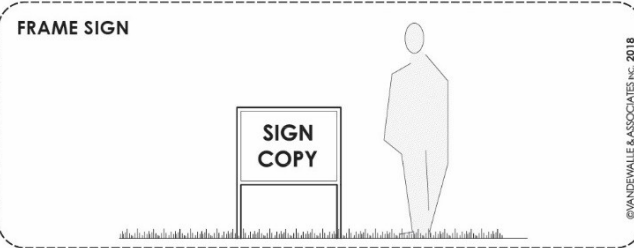
Figure 480-70(4): Temporary Miscellaneous Sign Group ²							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Residential	Other	Small-Scale	Large-Scale
							SF, TF	MF, CON, P, CEM	NSB, RB	CDD, C/I
A. Yard Sign Category ^{1, 2, 3, 4, 5}										
1. Stake Sign ^{1, 2, 3, 4, 5}	No. Sign Permit required.	1 per site. ^{5, 6}	Must be located on-site. ³	Any material.	Ambient only.	None needed. Use maximum sign area limit. →	6 square feet maximum area 4 feet maximum height			
2. Frame Sign ^{1, 2, 3, 4, 5}										
3. Arm & Post Sign ^{1, 2, 3, 4}							10 square feet maximum area 6 feet maximum height			
Footnotes Containing Additional Development Requirements For Temporary Miscellaneous Sign Group:										
^{1.} Refer to Section 480-64 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
^{2.} Available to land uses identified in Section 480-24 to 480-33 (Article V).										
^{3.} Signs must be placed on-premise. If the sign location is within the right-of-way adjacent to the site's street frontage (outside of the vision triangle), it must be a minimum of 2' from the back of the curb or 2' from the back of the sidewalk, whichever is applicable. Off-premise Yard Signs are not permitted.										
^{4.} A Yard Sign may be displayed permanently, but typically is not.										
^{5.} For electoral purposes only, a maximum of 1 Yard Sign per candidate or 2 Yard Signs per each referendum issue on the ballot is permitted within a period of 30 days prior to, and 7 days following, any local, state, or federal election hosted by the City.										
^{6.} A Yard Sign must be removed within 7 days after a sale, rental, or lease is accomplished.										
^{7.} One additional Yard Sign is allowed on sites facing more than one street, Lake Monona, or the Yahara River.										
Abbreviations: P.C. = Plan Commission C.U.P. = Conditional Use Permit ft = feet max = maximum min = minimum sf = square feet										

Example Sign Diagrams:

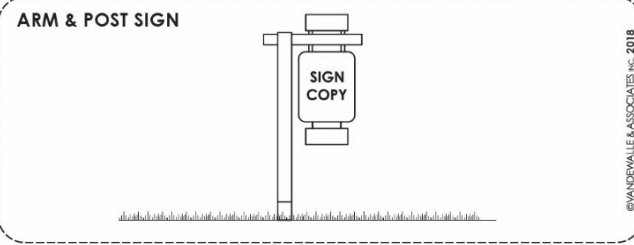
STAKE SIGN



FRAME SIGN

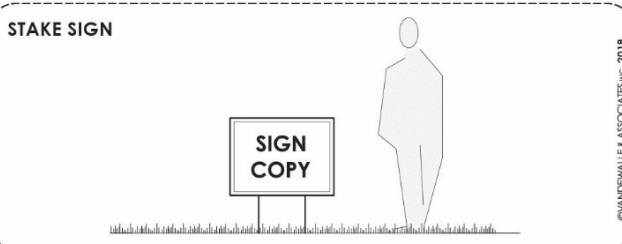


ARM & POST SIGN

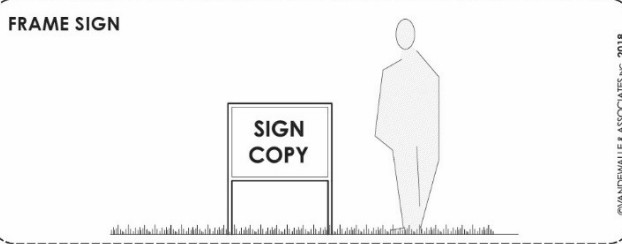


Example Sign Diagrams:

STAKE SIGN



FRAME SIGN



ARM & POST SIGN

