

ZONING

720 Attachment 8

City of Fond du Lac

Schedule VIII

Design Standards and Specifications for Signs

[Amended 5-14-2014 by Ord. No. 3547; 6-25-2014 by Ord. No. 3553; 2-24-2016 by Ord. No. 3598; 4-27-2016 by Ord. No. 3604; 4-25-2018 by Ord. No. 3663; 5-27-2020 by Ord. No. 3708; 8-26-2020 by Ord. No. 3721; 2-28-2024 by Ord. No. 3783]

Zoning District	Allowable Signage Total Number of Signs Permitted on Any Lot	Maximum Gross Surface Area Permitted (square feet) ¹			Projecting Sign Maximum Projection From Wall (inches)	Ground Sign (feet)			
		Wall and/or Projecting Sign	Ground Sign	Electronic Message Center ²		Height		Minimum Setback	
					Maximum	Minimum ³	Front	Side	
All districts: Educational Hospital Institutional Religious	1 ground sign per street frontage plus 1 wall sign per building	1.0 per linear foot of building facade; 50 square feet maximum	1.0 per linear foot of lot frontage; 80 square feet maximum; for lots with a frontage of 200 feet or more, 150 square feet maximum	1 EMC per property; ground sign only		10		10	10
R-1 Condominium development, more than 8 buildings	1 ground sign		25 square feet			6		10	10
R-3 and R-4 Multifamily dwelling Mobile home park	1 ground sign or 1 wall sign	15 square feet	0.5 per linear foot of main building facade; 25 square feet maximum			10		10	10
O C-R	1 wall sign for each tenant space plus 1 ground sign	0.5 linear foot of building facade	0.5 per linear foot of main building facade; 50 square feet maximum	1 EMC permitted per property, except for a residential land use		20	8	10	10

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		Wall and/or Projecting Sign	Ground Sign	Electronic Message Center ²		Height		Minimum Setback	
					Maximum	Minimum ³	Front	Side	
C-1	1 projecting sign plus wall signs See § 720-83	Wall sign: 2.0 per linear foot of building façade Projecting sign: 8 square feet, except 12 square feet for a building façade greater than 40 linear feet			40				
C-2	1 projecting sign plus wall signs plus 1 ground sign for each lot	1.0 per linear foot of building façade	1.0 per linear foot of main building façade with a maximum of 75 square feet; for lots with a frontage of 150 feet or more, 150 square feet maximum	1 EMC permitted per property	40	20	8	5	5
	1 ground sign for a shopping center (lot area greater than 15 acres) or multi- tenant commercial building greater than 25,000 square feet in area, plus 1 monument sign for each outlot or satellite lot	1.0 per linear foot of building façade	1.0 per linear foot of main building façade with a maximum of 350 square feet; for outlot or satellite lot, 1.0 per linear foot of main building façade with a maximum of 75 square feet	1 EMC permitted per shopping center		40 8	8	15 15	15 15
M-1	1 ground sign per street frontage plus wall signs	1.0 per linear foot of building façade	1.0 per linear foot of main building façade; 150 square feet maximum	1 EMC permitted per property		20	8	10	10
M-BP	1 ground sign plus wall signs	0.5 per linear foot of building façade; 100 square feet maximum	50 square feet			20	8	10	10

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		Wall and/or Projecting Sign	Ground Sign	Electronic Message Center ²		Height		Minimum Setback	
						Maximum	Minimum ³	Front	Side
Special Highway 41 District ⁴	1 ground sign for each property plus wall signs	1.0 per linear foot of building facade	1.0 per linear foot of lot frontage; 200 square feet maximum	1 EMC permitted per property		35 ⁵ 55 ⁶	8 8	10 20	10 20
Downtown Sign District	See § 720-83	See § 720-83							
Billboard/off- premises sign	See § 720-75		See § 720-75			30		15	
Special Sign Overlay District, see § 720-84.1									
NMU	1 projecting sign plus wall sign per commercial tenant	Projecting sign: 15 square feet Wall sign: 1 per linear foot of main building facade; 50 square feet maximum			40				
	1 ground sign for site		1.0 per linear foot of building facade; 50 square feet maximum; if site is a mixed-use multi-tenant site, 75 square feet maximum			10		10	10

NOTES:

¹ Ground signs: Area shall be based on the linear dimension of the exterior wall of a building or structure that directly abuts a public street; where sign area is based on lot frontage, the allowable total shall be based on the linear dimension of the lot line of the property for which the sign will be sited. Sign area shall include the surface area of only one sign face, where the surface area is the same for each face. For a monument sign, area shall include the surface area of the entire structure.

Wall signs: Allowable sign area shall be based on the linear dimension of the building facade to which the sign is affixed. Wall signage is allowed on a facade that directly abuts a public street, the private parking lot that serves the affected property, or the shared driveway of a shopping center. Signage, including individual letters and pictorial matter, shall not extend above the top of a building wall except where integrated into the building design as a structural element or an architectural feature. Where signage has no background frame or cabinet, sign area shall be calculated as the surface area defined by the smallest rectangle or combination of rectangles to encompass the outer limits of the advertising message, announcement, logo or decoration; for signs with multiple areas of text, advertising or decoration, each area of signage may be calculated separately.

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Projecting signs: Allowable sign area shall be based on the linear dimension of the building facade to which the sign is affixed. A projecting sign is allowed on a facade that directly abuts a public street, parking lot, or the shared driveway of a shopping center. Sign area shall include the surface area of only one sign face, where the surface area is the same for each face.

² See also § 720-84N.

³ Minimum height to bottom of sign within the vision triangle: the bottom of all signs must be a minimum of eight feet above ground. Outside of the vision triangle there shall be no height minimum except that any ground sign located within 10 feet of a driveway shall have a clearance of eight feet above ground.

⁴ The boundaries of the district include all commercially zoned land within 500 feet of either side of the center line of U.S. Highway 41.

⁵ Allowable height for properties within 500 feet of either side of the center line of U.S. Highway 41.

⁶ Allowable height for properties located within the interchange zones of U.S. Highway 41 and STH 23, Military Road and Hickory Road. The interchange zone is land located within a radius of 1,500 feet of the center line of the interchange.