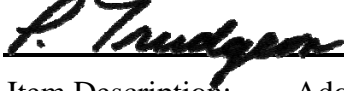



REQUEST FOR CITY COUNCIL ACTION

DATE: **06/18/12**

ITEM NO: 9.a

Department Approval:



City Manager Approval:



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

1.0 BACKGROUND

- 1.1 Over the past year and a half, the Planning Division has been reviewing, modifying, and correcting language specific to signs and the regulations thereof.
- 1.2 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.
- 1.3 On May 14, 2012, the City Council was introduced to the sign regulations amendments and had a number of questions of the City Planner. At this meeting the Council also indicated a few typos and a few areas that could be tweaked or modified further.
- 1.4 Since the May 14, 2012 meeting the City Planner has made the requested and/or appropriate corrections.
- 1.5 The proposed ordinance document includes **black** highlighting for the proposal as presented on May 14th and **red** highlight for the proposed corrections/changes suggested/directed by the City Council.

2.0 SUGGESTED ACTION

ADOPT an Ordinance amending Chapter 1010, Sign Regulations.

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

Attachments: A. Draft Ordinance and Summary Ordinance

- 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 June 18, 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 (also referred to as streamer): Pieces of cloth, paper, or plastic that do not
136 include any written or graphical, or other form of copy and are intended to be
137 individually supported or attached to each other by means of rope, string or other
138 material, and are intended to be hung on buildings or other structures or between
139 poles.
- 140 28. Permanent Sign: Any sign that is displayed or intended for display for an indefinite
141 period of time.
- 142 29. Pole Sign: A sign that is mounted at or near the top of a single or ~~double~~ multiple
143 poles.
- 144 30. Political Sign: A sign announcing candidates seeking political office or issues to be
145 voted upon at a political election.
- 146 31. Portable Sign: See Mobile Sign
- 147 32. Projecting Sign: A wall sign that protrudes horizontally more than 1 foot from the
148 wall to which it is attached.
- 149 33. Pylon Sign: A freestanding sign supported by its own structure and not attached to
150 any building.
- 151 34. Readerboard Sign: A sign where the message is changeable with letters or numbers.
- 152 35. Real Estate Sign: Any sign pertaining to the sale, lease, or rental of land or buildings.
- 153 36. Searchlight: A powerful light or lights equipped with a reflector to produce a bright
154 beam or beams.
- 155 37. Special Event Device: Any sign, searchlight, laser display, or other attention-getting
156 device used in conjunction with a special event.
- 157 38. Temporary Sign: A sign that is designed or intended to be displayed for a short
158 period of time and is not permanently installed. This includes A or T - frame signs,
159 sandwich, curb signs, and balloons.

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

174 **1010.03: General Provisions**

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

199 of normal wind pressure.

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

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

206 D. Non-Conforming Signs

207 All nonconforming signs in existence on June 18, 2012 may continue subject to the provisions of
208 Chapter 1011 of this Title and State Law.

209 E. Sign Permit Process:

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

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

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

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

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

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

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

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

238 **1010.04. Maintenance, Removal of Signs, Fines**

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

- 280 with or without an approved permit.
- 281 2. Those property owners and/or business that have signs deemed a perpetual violation
- 282 shall be deemed a public nuisance and abated through Chapter 407 of the City Code.
- 283 For purposes of this Code requirement perpetual violation shall refer to 5 violations in
- 284 a calendar year.
- 285 F. Appeal: Should the property owner, business owner, tenant, renter, and/or proprietor
- 286 object to the Community Development Director or Designee decision regarding the
- 287 perpetual violation ruling, an appeal may be filed within 10 days following the receipt of
- 288 a letter indicating the perpetual violation by the Community Development Director or
- 289 Designee. The appeal shall follow the requirements listed in Section 1009.08 of this
- 290 Code.

291 **1010.05. On-Premise Signs**

- 292 A. On-Premise Sign: All wall and/or freestanding signs in all districts shall be subject to the
- 293 following requirements. Signs shall not be permitted within the public right-of-way or
- 294 easements except on benches and shelters that have received permits as per Section
- 295 703.05 of this Code, and newspaper and cabstands, all of which shall be as governed by
- 296 Chapter 901 and Section 703 of this Code. City, county, state, and federal traffic
- 297 directional signs are permitted.

298

299 **SIGNS ALLOWED IN RESIDENTIAL DISTRICTS**

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

301

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location & Height</i>	<i>Restrictions</i>
Home Occupation	1	6 sq. ft.	On a wall or in front yard w/10 foot minimum setback and 4 foot maximum height	Non-illuminated
Nameplate	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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303

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

305

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location & Height</i>	<i>Restrictions</i>
Complex “project” Signage	1 per complex or residential	50 sq. ft.	15 foot minimum from a property line.	Can be located on building

	development.		6 foot maximum height.	front or be freestanding.
Nameplate	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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**SIGNS ALLOWED IN COMMERCIAL and MIXED USE DISTRICTS, EMPLOYMENT DISTRICTS, and INSTITUTIONAL DISTRICTS
NB, I, and INST Districts**

<i>Type</i>	<i>Maximum Number Allowed</i>	<i>Maximum Sign Area Allowed</i>	<i>Placement, Location & Height</i>	<i>Restrictions</i>
Wall Sign	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).
Freestanding Signs	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>
Wall Sign	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).
Freestanding Signs	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	

315

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

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

323 2. Off-site directional signs are prohibited.

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

326 **1010.06: Sign Area Computation**

327 A. Computation of Sign Surface Area of Individual Cabinet or Panel Sign: To compute the
328 area for a cabinet or panel sign face: Compute by means of the smallest square, rectangle,
329 circle, triangle, or combination thereof that will encompass the extreme limit 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 or structure against which it is attached or affixed, but not including
333 any support framework, bracing, or decorative fence or wall when such fence or wall
334 otherwise meets the pertinent zoning regulations and is clearly incidental to the display
335 itself.

336 B. Computation of Sign Surface Area of Individual Signs Mounted Letters or Symbols:
337 When a sign is composed of individual mounted letters or symbols, the sign surface area

338 shall be determined by means of the total or the smallest contiguous square, rectangle,
339 circle, triangle, or combination thereof that will encompass each letter, representation,
340 logo, emblem or other display.

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

347 **1010.07: Temporary Signs**

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

350 1. The Community Development Department may issue a Temporary Sign Permit
351 ~~permits~~ for temporary signs in commercial, employment, and institutional districts,
352 including grand opening signs, and special event signage. ~~and other attention getting~~
353 ~~devices such as searchlights and/or balloons.~~

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

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

360 4. Duration: During any calendar year, temporary signs, grand opening signs, special
361 event signs, and other attention getting devices may be in place no more than 60 days,
362 which duration may be broken into multiple events/days not exceeding a total of 60
363 days per calendar year.

364 5. Number: A use shall be limited to two temporary signs, and the City reserves the right
365 to limit/regulate, through the Temporary Sign Permit, the number of temporary signs
366 on multi-tenant, malls, and/or unified development sites.

367 ~~6. A business activity may only be issued one permit at any given time. A separate~~
368 ~~permit is required for each display period~~

369 7. Location: Freestanding temporary signs shall be set back a minimum of 15 feet from
370 a property line.

371 ~~8. Searchlights must not be directed into residential areas or onto streets and are not to~~
372 ~~be permitted more than six days per calendar year.~~

373 9. Penalty: Twenty days will be subtracted as a penalty from a business activity's
374 allotted number of days when that activity maintains a temporary sign past the
375 expiration date for the permit, irrespective of compliance during the period under the
376 Chapter. If the business activity has fewer than 20 allotted temporary sign days
377 remaining for the calendar year in which the penalty is imposed, the balance of those
378 penalty days will be subtracted from that activity's allotted temporary sign days in the

379 following calendar year.

380 10. Temporary Sign Permits may be issued for one or more events on a single permit as
381 long as each events date/duration is specific on the permit.

382 E. Other approved attention getting devices:

383 1. The Community Development Department may issue a Temporary Attention
384 Getting Device Permit for attention getting devices such as searchlights, balloons,
385 pennants/streamers, or inflatables (or others as approved by the Community
386 Development Department).

387 2. Balloons shall not exceed 2 feet in diameter, be limited to an inflatable height of
388 20 feet, be limited to a grouping of no more than 5, and not be permitted more
389 than 15 days or 5 events (whichever is less) per calendar year.

390 3. Inflatables shall be limited to 24 square feet in size, a maximum height of 6 feet,
391 be ground mounted, and not be permitted more than 15 days or 5 events
392 (whichever is less) per calendar year

393 4. Searchlights must not be directed into residential areas or onto streets and are not
394 to be permitted more than six days per calendar year, and a site/property is limited
395 to one searchlight unit per event.

396 **1010.08: Real Estate Signs**

397 A. The Community Development Department may issue a sign permit for the sale, rental,
398 and/or leasing of a property in the medium and high density residential, commercial,
399 employment, and institutional districts as listed below:

400 B. Within low, medium, and high density residential zoning districts, temporary real estate
401 signs shall comply with the following requirements:

402 1. 6 square foot maximum area

403 2. 6 foot maximum height

404 3. One sign per property

405 4. Shall be removed within 7 days after execution of rental or lease agreement or the
406 closing of a sale.

407 C. Within commercial, employment, and institutional zoning districts, temporary real estate
408 signs shall comply with the following requirements:

409 1. Multi-tenant buildings and unified developments where new signage is requested,
410 said real estate/leasing sign shall be made part of the required Master Sign Plan as
411 require in Section 1010.11 of this chapter.

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

- 418 3. In situations where the selling, renting, and/or leasing sign is desired on vacant
 419 land/property, a freestanding sign not exceeding 32 square feet, limited to 8 feet in
 420 height, and setback a minimum of 15 feet from a property line (or as approved by the
 421 Community Development Department) shall be allowed.
- 422 4. Unless explicitly stated, the number of real estate signs shall be limited to one sign
 423 per lot, except multi-fronted or through lots, which may be permitted an additional
 424 sign on the second street frontage, or as approved by the Community Development
 425 Department.
- 426 D. Leasing signs shall be removed within 7 days after execution of rental or lease agreement
 427 or the closing of a sale.

428 **1010.09: Other Signs**

- 429 A. No permit or permit fee shall be required for the following types of temporary signs,
 430 however, all other provisions of this Chapter shall apply.
- 431 1. Nameplate Signs
- 432 2. Construction Signs: Construction signs shall be confined to the site of construction,
 433 alteration, or repair and shall be constructed of high-quality material maintained in
 434 good repair. No more than one sign is permitted on each street frontage the project
 435 abuts. The sign shall be removed within 180 days of the date of the issuance of a
 436 building permit for the work. A conditional use permit is required for a contractor
 437 sign to remain in place longer than allowed by this subsection. Construction signs are
 438 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

- 439 3. Flags
- 440 4. Garage/Yard Sale Signs: The sign shall only be displayed during the term of the sale
 441 and must be removed when the sale is completed.
- 442 5. Holiday signs may be displayed over a period not to exceed a total of 60 days per
 443 calendar year. The aggregate total area of such signs shall not exceed 50 square feet.
- 444 6. Political signs to the extent that the following criteria are met:
- 445 a. In years when a state general election is held, political signs may be posted from
 446 August 1 until 10 days following the state general election. Any such signs must
 447 be removed by those responsible for their being posted.
- 448 b. In years when no state general election is held, if there is a primary for any office,
 449 political signs for all offices may be posted no more than 21 days before the
 450 primary election. When there is no primary for any office, such signs may be
 451

- 452 posted not more than 21 days before the general election. All such signs must be
453 removed by those responsible for their being posted within five days following the
454 general election. Said political signs shall not exceed 12 square feet gross area.
- 455 c. Political signs shall be set back at least 15 feet from the outside edge of any street
456 or back of curb of all city and county streets.
- 457 d. Political signs shall not be placed so as to cause a hazard to public safety.
- 458 e. Political signs shall not be placed on any property without permission of the
459 property owner.
- 460 f. Political signs shall not be located on any city owned property.
- 461 g. Signs in violation of the above provisions may be removed by city staff and stored
462 for two weeks. After two weeks, unclaimed signs will be disposed of by the city.
- 463 7. Real estate signs to the extent that the following criteria are met:
- 464 a. Low Density Residential 1 and 2 (LDR1 and LDR2) Property: For the purpose of
465 selling, renting or leasing any LDR1 and LDR2 property, a real estate sign not in
466 excess of ten square feet in gross surface area in single and two-family districts
467 may be placed within the front yard or in the public street right of way beyond the
468 front yard. No part of the sign shall be closer than 6 feet from the curb. If there is
469 a sidewalk, no part of the sign shall be closer than two feet from the edge of the
470 sidewalk.
- 471 8. Security System Signs: Signs identifying the presence of a security or alarm system
472 are allowed not to exceed two square feet.
- 473 9. Window Signs: Signs affixed to or painted on windows or placed within 36 inches of
474 a window to be viewed from the exterior of the building shall not occupy more than
475 25% of the total window area, nor shall they be placed in a location that would block
476 the view into the building from a public street of the clerk's or cashier's area. Under
477 no circumstances shall the total area of window signage exceed ½ the allowable area
478 of wall signage for the affected building.
- 479 10. Signs that are affixed to City-owned light poles or standards that contain information
480 advertising the City itself or City events, provided the signs are located in non-
481 residential areas, have been approved by the City Council and City Public Works
482 Director or the Director's designee. (Ord. 1367, 5-12-2008)

483 **1010.10: Dynamic Displays**

- 484 A. Dynamic Display: Any sign using a dynamic display, in whole or in part, must meet the
485 following operational standards:
- 486 1. Duration: In all districts, the full sign image or any portion thereof must have a
487 minimum duration of 25 seconds and must be a static display. No portion of the
488 image may flash, scroll, twirl, change color, or in any manner imitate movement.
- 489 2. Transition: In all districts where the full sign image or any portion thereof changes,
490 the change sequence must be accomplished by means of instantaneous repixelization.

- 491 Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of
492 movement is prohibited.
- 493 3. Brightness: The dynamic display sign must not exceed a maximum illumination of
494 5,000 nits (candelas per square meter) during daylight hours and a maximum
495 illumination of 500 nits (candelas per square meter) between dusk to dawn as
496 measured from the sign's face at maximum brightness.
- 497 4. Dimmer Control: Electronic graphic display signs must have an automatic dimmer
498 control to produce a distinct illumination change from a higher illumination level to a
499 lower level for the time period between one half-hour before sunset and one half-hour
500 after sunrise.
- 501 5. Fluctuating or Flashing Illumination: No portion of any dynamic display sign may
502 fluctuate in light intensity or use intermittent, strobe or moving light or light that
503 changes in intensity in sudden transitory bursts, streams zooms, twinkles, sparkles, or
504 in any manner that creates the illusion of movement.
- 505 6. Video Display: No portion of any dynamic display sign may change its message or
506 background in a manner or by a method of display characterized by motion or
507 pictorial imager, or depict action or a special effect to imitate movement, or the
508 presentation of pictorials or graphics displayed in a progression of frames that give
509 the illusion of motion or the illusion of moving objects, moving patterns, or bands of
510 light or expanding or contracting shapes.
- 511 7. Time and Temperature: A display of time, date, and temperature must remain for at
512 least 60 seconds before changing to a different display. However, individually, the
513 time, date, or temperature information may change no more often than once every 10
514 seconds.

515 **1010.11: Master Sign Plans**

- 516 A. Purpose: The purpose of a Master Sign Plan is to establish a fair and equitable process for
517 complex signage situations that accommodate the need for a well-maintained, safe, and
518 attractive community, and the need for effective communications including business
519 identification.
- 520 B. Effect of Master Sign Plan: Upon approval of a Master Sign Plan, all future signs shall
521 conform to the Master Sign Plan. Modifications to the provisions of the Master Sign Plan
522 may be granted only with the approval of an amended Master Sign Plan.
- 523 C. Required: A Master Sign Plan is required for:
- 524 1. Building complexes
525 2. Multi-tenant structures
526 3. Covered mall buildings, shopping centers, or strip malls
527 4. Planned unit developments
528 5. Area identification signs
529 6. Churches/places of worship/institutions/schools
530 7. Unified Development

- 531 D. Guideline: Where applicable the underlying signage requirements of Section 1010.05
532 shall be used as the minimum base standard for signage in the proposed Master Sign
533 Plan.
- 534 E. Criteria: To assist property owners and their tenants with signage needs, the City has
535 established the following criteria that shall be used in developing, reviewing, and
536 approving each Master Sign Plan.
- 537 1. Location: No freestanding sign shall be located closer than five feet to a property line,
538 roadway easement, or other public easement. No freestanding sign shall be erected
539 that, by reason of position, shape, or color, would interfere in any way with the proper
540 functioning or purpose of a traffic sign or signal. No freestanding sign shall be
541 located within the Traffic Visibility Triangle. No freestanding sign shall
542 impede/impair traffic.
 - 543 2. Quality: All signage shall improve the aesthetics or functional use of the site. All
544 freestanding signs shall include materials that complement the architectural
545 design/existing building materials, including but not limited to face brick, natural or
546 cut stone, integrally colored concrete masonry units/rock faced block, glass, pre-
547 finished metal stucco or similar cementation coating, and/or factory finished metal
548 panels. Landscaping may be integrated into any freestanding sign.
 - 549 3. Type: All types of signs are permitted except those prohibited by Section 1010.03C of
550 this Chapter.
 - 551 4. Size: The size of all signage (building wall and free standing) shall be limited to 2
552 times the maximum allowed under Section 1010.05 of this Chapter
 - 553 5. Height: The height of any free standing sign shall be limited to 40 feet.
 - 554 6. Number: The number of freestanding signs shall be reasonably related to the number
555 of access points to public streets and/or the number of tenants within the multi-tenant
556 structure.
- 557 F. Master Sign Plan Process: The following has been established by the City of Roseville
558 for reviewing and approving Master Sign Plans:
- 559 1. Application Requirements: The property owner, his/her agent/manager, a design,
560 architectural, or consulting firm, or a sign company, acting on behalf thereof, shall
561 submit a completed Master Sign Plan Application to the Community Development
562 Department. A completed application includes completion of the application form,
563 submittal of all applicable proposed plans and specifications, and the submittal of the
564 required fee as set-forth in Chapter 314 of this Code.
 - 565 2. Submittal Review: Upon submittal of a Master Sign Plan application, the
566 Community Development Department will review the information provided for
567 completeness and determine whether modifications and/or clarification is necessary.
568 Once an application has been determined complete, the Community Development
569 Department will set the administrative hearing before the Master Sign Plan
570 Committee (MSPC).
 - 571 3. Establishment of Administrative Hearing and Notice: The Community Development
572 Department will provide notice (postcard) to the applicant and contiguous/effected

573 property owners not less than one week prior to a Master Sign Plan hearing. The
574 Community Development Department may notify additional property owners if a
575 determination is made that such additional notification is merited.

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

581 G. Appeal: Should the applicant or a contiguous property owner object to the Community
582 Development Director or Designee decision on the Master Sign Plan, an appeal may be
583 filed within 10 days following the administrative decision by the Community
584 Development Director or Designee. The appeal shall follow the requirements listed in
585 Section 1009.08 of this Code.

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

588 Passed this 18th day of June, 2012

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City of Roseville

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ORDINANCE SUMMARY NO. _____

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**AN ORDINANCE AMENDING TITLE 10, ZONING ORDINANCE, OF THE CITY CODE ELIMINATING
AND/OR REPLACING IN ITS ENTIRETY SECTION 1010 SIGN REGULATIONS**

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The following is the official summary of Ordinance No. ____ approved by the City Council of
Roseville on June __, 2012:

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The Roseville City Code, Title 10, Zoning Ordinance, has been amended to eliminate outdated
wording and references; to reformat for greater readability; to create greater flexibility and control;
and to update and include new language providing the City with greater enforcement, control,
flexibility, and clarity for Chapter 1010, Sign Regulations.

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A printed copy of the ordinance is available for inspection by any person during regular office
hours in the office of the City Manager at the Roseville City Hall, 2660 Civic Center Drive,
Roseville, Minnesota 55113. A copy of the ordinance and summary shall also be posted at the
Reference Desk of the Roseville Branch of the Ramsey County Library, 2180 Hamline Avenue
North, and on the Internet web page of the City of Roseville (www.ci.roseville.mn.us).

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Attest: _____
William J. Malinen, City Manager

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