

**AN ORDINANCE AMENDING TABLE 23-14A IN CHAPTER 23 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO SIGN CODE: AREA, HEIGHT, AND NUMBER OF INDIVIDUAL SIGNS BY ZONING DISTRICT.**

(City Plan Commission – 1-7-15)

The Common Council of the City of Appleton does ordain as follows:

**Section 1:** That Table 23-14A in Chapter 23 of the Municipal Code of the City of Appleton, relating to the City of Appleton Sign Code: area, height, and number of individual signs by zoning district, is hereby amended as follows:

**Table 23-14A. Area, Height, and Number of Individual Signs by Zoning District.**

Sign Type	AG	R1A, R1B, R-1C & R2	R-3, NC	P-I & C-O	C-1 & C-2	CBD	M-1	M-2
<i>Ground</i>								
Area (sq. ft) <sup>a</sup>	-	-	-	150	150	150	150	150
Height (feet) <sup>b</sup>	-	-	-	28	28	28	28	28
Number Permitted <sup>c, d</sup>	-	-	-	1	1	1	1	1
<i>Building</i>								
Wall sign area (whichever is less)	-	-	-	350 or 35%	350 or 35%	350 or 35%	10%	10%
Portable sign <sup>e</sup>	-	-	-	4x8	4x8	4x8	4x8	4x8
Temporary sign <sup>f</sup>	-	-	-	2½ x 3½	2½ x 3½	2½ x 3½	2½ x 3½	2½ x 3½

- a. In residential zones, signs are permitted for specific uses identified in §23-508. The area of a ground sign may increase in size, according to exceptions allowed in §23-529.
- b. In residential zones, signs are permitted for specific uses identified in §23-508. The height of ground signs may increase in size, according to exceptions allowed in §23-529.
- c. In residential zones, signs are permitted for specific uses identified in §23-508.
- d. More than one (1) sign may be allowed per lot, subject to §23-522 and §23-529.
- e. Portable signs are allowed for one hundred twenty (120) days total per year.
- f. Temporary signs are allowed one per street frontage in setback, unlimited on balance.

On the tables in this ordinance, which are organized by zoning district, the headings have the following meanings:

- |  |                                      |
|--|--------------------------------------|
| AG Agricultural District   | C-1 Neighborhood Commercial District |
| R-1A, R-1B, R-1C R-2 Residential, Single and Two-Family District | C-2 General Commercial District      |
| R-3 Residential, Multifamily District                            | CBD Central Business District        |
| P-I Public and Institutional District                            | M-1 Industrial Park District         |
| NC Nature Conservancy  | M-2 General Industrial District      |
| C-O Commercial - Office District                                 |                                      |

**Section 2:** This ordinance shall be in full force and effect from and after its passage and publication.

**2-15**

**AN ORDINANCE AMENDING SECTION 23-504 OF CHAPTER 23 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO DEFINITIONS AND INTERPRETATION.**

(City Plan Commission – 1-7-15)

The Common Council of the City of Appleton does ordain as follows:

**Section 1:** That Section 23-504 of Chapter 23 of the Municipal Code of the City of Appleton, relating to definitions and interpretation, is hereby amended by adding or changing the following to include:

**Sec. 23-504. Definitions and interpretation.**

Words and phrases used in this ordinance shall have the meanings set forth in this section. In addition, the definition section of the zoning ordinance may supplement the sign code. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this ordinance.

***Ghost sign.*** A hand-painted sign that remains from an earlier time or advertises the use of a building wall on or before January 22, 2000, and is still present on the wall, indicating a previous use of the building, or advertising a product or activities of the community.

***Mural*** means a wall sign that is a work of graphic art painted or applied to building walls.

***Painted wall sign*** means a wall sign or mural, hand-painted or drawn directly on the exterior wall surface of a building.

***Party wall*** means a wall without openings located on a lot line between adjacent buildings.

***Wall area*** means the vertical exterior wall surface of a building, not including the area of a party wall, consisting of the solid portion that forms the sides of the building envelope, including walls, doors and window area, that is not the roof or floor.

**Section 2:** This ordinance shall be in full force and effect from and after its passage and publication.

**AN ORDINANCE AMENDING SECTION 23-505 OF CHAPTER 23 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO PROHIBITED SIGNS.**

(City Plan Commission – 1-7-15)

The Common Council of the City of Appleton does ordain as follows:

**Section 1:** That Section 23-505 of Chapter 23 of the Municipal Code of the City of Appleton, relating to prohibited signs, is hereby amended to read as follows:

**Sec. 23-505. Prohibited signs.**

All signs not expressly permitted or exempt under this article are prohibited in any location in the City. Prohibited signs include, but are not limited to:

- (a) Animated signs.
- (b) Beacon.
- (c) Billboards.
- (d) Off-premises signs.
- (e) Roof signs.
- (f) A sign or advertising device attached to or painted onto a parked vehicle or trailer and being used as an on-premises or off-premises sign.
- (g) Signs, handbills, posters, notices or similar attention gathering devices posted or affixed on traffic control boxes, traffic signs, utility poles, traffic control support structures or otherwise in the public right-of-way.
- (h) Signs marked, tacked or otherwise affixed to trees or other vegetation.
- (i) Signs containing statements, words, or pictures of an obscene or pornographic nature.
- (j) Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal, or which bear the words “stop”, “caution”, “warning”, or similar words and/or colors normally associated with official signs.
- (k) Swinging signs.
- (l) Umbrellas with advertising copy.

**Section 2:** This ordinance shall be in full force and effect from and after its passage and publication.

**4-15**

**AN ORDINANCE AMENDING SECTION 23-523(c) OF CHAPTER 23 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO SIGN FACE CALCULATION; WALL SIGN CALCULATION.**

(City Plan Commission – 1-7-15)

The Common Council of the City of Appleton does ordain as follows:

**Section 1:** That Section 23-523(c) of Chapter 23 of the Municipal Code of the City of Appleton, relating to sign face calculation; wall sign calculation, is hereby amended to read as follows:

**Sec. 23-523. Sign face calculation.**

(c) Wall sign calculation. For purposes of maximum area for wall signs, this calculation shall include awning, marquee, canopy, permanent window and projecting signs.

- (1) In the P-I, C-O, C-1, C-2, and CBD zoning districts, the maximum area of wall signage shall be calculated as follows:
  - a. For each building wall, thirty-five percent (35%) of the building wall area or three hundred fifty (350) square feet whichever is less.
- (2) In the M-1 and M-2 zoning districts, the maximum area of wall signage shall be calculated as ten percent (10%) of each building wall.

**Section 2:** This ordinance shall be in full force and effect from and after its passage and publication.

**5-15**

**AN ORDINANCE AMENDING SECTION 23-529 OF CHAPTER 23 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO DESIGN STANDARD EXCEPTIONS.**

(City Plan Commission – 1-7-15)

The Common Council of the City of Appleton does ordain as follows:

**Section 1:** That Section 23-529 of Chapter 23 of the Municipal Code of the City of Appleton, relating to design standard exceptions, is hereby amended to read as follows:

**Sec. 23-529. Design standard exceptions.**

(a) ***Hospital exceptions.*** In a C-2 commercial district, the following design standard exceptions for PD planned development zoning for hospitals will apply:

- (1) A ground, medical campus identification sign shall be allowed for every five hundred (500) feet of frontage subject to size, height and setback restrictions in accordance with Division 4. If located by an entrance, an identification sign can be combined with a site information sign.
- (2) Emergency entrance signage may be included in the medical campus identification or site information signage to give clear direction to the emergency room.
- (3) Each entrance to the hospital campus shall be allowed a ground, site information sign to identify parking, emergency, hospital, and clinic entrances. Site information signs shall be limited to seventy (70) square feet and shall meet all height and setback restrictions in accordance with Division 4.
- (4) At each entrance door to the hospital or clinic, a wall sign will be allowed not to exceed forty (40) square feet to identify the function beyond the door.
- (5) All hospital related signs may be lighted for nighttime identification.
- (6) A hospital may request off-premises signage attached to City street signs for directional purposes. These signs are subject to City approval and installed by the City.

(b) ***Central business district (CBD) exceptions.*** Permitted signs in the CBD central business district are the same as in the C-2 District, with the following conditions and exceptions:

- (1) Signs on pedestrian skywalks are limited to businesses that have long-term leases to maintain the skywalks. The area of all skywalk signs per side may be a maximum of twenty percent (20%) of the skywalk face.
- (2) Parking ramps, library, children's museum, post office, YMCA, hotels, City Center Plaza, and other major landmarks may have off-premises signage attached to existing street signage and light poles subject to review and

approval by the City.

(c) **41 and 441 freeway exceptions.** The following ground sign design standard exceptions for C-2, M-1, and M-2 zoned land will apply to freeway-oriented, on-premises signs.

- (1) A ground sign may exceed twenty-eight (28) feet in height by two (2) feet for each additional foot the sign is set back from a minimum of ten (10) feet from the freeway right-of-way. No ground sign shall exceed sixty (60) feet in height above the abutting freeway's centerline grade.
- (2) A ground sign may exceed one hundred fifty (150) square feet in area by ten (10) square feet for each additional foot the sign is set back from a minimum of ten (10) feet from the freeway right of-way. No ground sign shall exceed two hundred (200) square feet in area per sign face.
- (3) If a single parcel exceeds nine (9) acres, a second ground sign not exceeding twenty-eight (28) feet in height and one hundred fifty (150) square feet in size shall be allowed at the parking lot entrance on the access street.

(d) **Places of worship and nursing home exceptions.** Places of worship and nursing homes will be allowed one (1) ground sign not to exceed sixteen (16) feet in height and forty-eight (48) square feet per sign face for each street frontage as calculated for multiple-faced signage §23-524(b). One (1) wall sign will also be allowed per street frontage subject to design standards in accordance with Division 4.

(e) **Educational institution signs.** An educational institution shall be allowed one (1) wall sign per street frontage. A substitute for the one (1) wall sign may be a reader board, attached to the face of an educational institution building, not to exceed forty-eight (48) square feet, for the purpose of conveying information related to public events held on the premises. Educational institution sites shall also be allowed one (1) ground sign as calculated for multiple-faced signage §23-523(b) (or reader board if none exists as a wall sign) set back at least twenty (20) feet from the public right-of-way. The ground sign shall not exceed fifteen (15) feet in height and shall not exceed forty-eight (48) square feet per face.

(f) **Automobile RV, truck, cycle, boat sales and dealerships.** Dealerships selling new vehicles shall be allowed one (1) ground sign for each fifty thousand (50,000) square feet of hard-surfaced, outdoor display.

(g) **Real estate marketing sign.** One (1) sign per street frontage, eighty (80) square feet maximum, is allowed for the purpose of marketing a new subdivision, apartment, condominium, or planned development. Such permit will be issued for one (1) year and may be renewed for one (1) additional year.

(h) **Ghost Sign.** Ghost signs that existed on a building wall prior to January 22, 2000, as on file with the Inspections Division, still present on the

wall, are exempt from these requirements and deemed conforming. Ghost signs may be maintained, restored and repainted but no size alterations, new information or images may be added to the existing sign. Prior to a permit being issued for restoration of a ghost sign, documentation of the sign's existence shall be provided to the Inspections Supervisor. This may include photographs or permits originally issued for the sign.

**Section 2:** This ordinance shall be in full force and effect from and after its passage and publication.