

Chapter 8

BUILDINGS AND BUILDING REGULATIONS

ARTICLE 5: SIGN REGULATIONS

DIVISION 1. GENERALLY

Sec. 8-191. Purpose.

Regulations governing signs are established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment, to minimize adverse effects on nearby property, and protect the public health, safety, and welfare.

Sec. 8-192. Scope of regulations.

The sign regulations set forth in this chapter shall apply to all structures and all land uses. This Article describes the signage standards for permitted and conditional uses in all zoning districts. Specific additional regulations are established for signs which are unique in purpose and not easily addressed by district regulations. No person shall place, erect or maintain a sign, nor shall a lessee or owner permit property under their control to be used for such sign, which does not conform to the requirements of this article, and all other applicable regulations.

Secs. 8-193-8.210. Reserved.

DIVISION 2. ADMINISTRATION

Sec. 8-211. Sign permit required.

(a) Any placement or installation of a new sign, temporary or permanent, or, if any modification of an existing sign that changes the location, size, height, method or intensity of lighting, or bulk of the sign, or, any maintenance that involves removal, temporary or permanent, or replacement of any part of the sign cabinet, and/or the sign's supports, attachment or structure shall require a sign permit. Temporary removal of the sign face for installation of a new sign face shall require a sign permit, but will not require the sign to be brought into conformance with the regulations of this article.

(b) A sign permit will be issued by the city after application for such permit on a form provided by the city along with any plans, certifications or other attachments requested by the city, and the finding by city officials the application is in conformance with the regulations of this article.

(c) Sign permits shall become null and void if the sign is not installed 180 days after the issuance of a permit.

Sec. 8-212. Exempt signs.

The following signs shall be exempt from the regulations of this article.

1. Official public notices or warning signs required by local, state or federal law, including but not limited to traffic control and other regulatory purpose signs.
2. Religious symbols or works of art that do not contain a commercial message.
3. Any temporary for sale or for rent sign that advertises the sale or rental of the premises upon which the sign is located as long as the sign is not illuminated and does not exceed 6 sq. ft. in area on properties within single family residential zoning districts or 16 sq.f.t in area within all other zoning districts. For sale or for rent signs must be removed from single family residential properties within seven days from the date of sale closing or execution of a lease agreement. Within business or industrial zoning districts, for sale or for rent signs must be removed within twelve months from the date of vacancy and within multiple family residential zoning districts, these signs are permitted for a maximum of fourteen days, four times per calendar year. However, for sale or for rent signs may be incorporated into a permanent sign in any zoning district except single family residential as long as that portion of the sign does not exceed 25% of the total sign copy.
4. Any sign display or device allowed under this article may contain, in lieu of other copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit, or to a commodity or service for sale, and that complies with the size, height and lighting requirements of this article.
5. Any political campaign sign in compliance with Minnesota Statute 211B.045.
6. Home security signs not exceeding 2 sq. ft. in area.
7. Street identification numbers in all zoning districts of a minimum of five inches in height, placed on contrasting background as required for emergency responses.

Sec. 8-213--8-230. Reserved.

DIVISION 3. RESTRICTIONS

Sec. 8-231. Prohibited signs.

The following signs shall be prohibited in all zoning districts.

1. Signs with moving or swinging parts and portable signs on trailers.
2. Flashing signs, and electronic or other signs that change copy or graphic displays where the message change sequence is accomplished immediately or periodically by means of fade, re-pixelization or dissolve modes or similar transitions occurring at intervals of less than thirty minutes, except in the business zoning districts when used to provide

primarily time and temperature or other public service information and not to exceed 25% of the area of the sign face.

3. Roof signs
4. Off premise, billboard or advertising signs, or any sign that directs attention to a business, service, product or event not related to or on the premises where the sign is located, except for those identified in section 8-236 (a), (b), and (c). Signs attached to trees or telephone poles are also prohibited.
5. Any sign not constructed, wired, assembled, attached or supported in conformance with applicable building or other codes and regulations.
6. Painted wall signs including signs painted on the face of a structure.
7. Any sign not specifically permitted in this article.
8. Abandoned signs and signs in disrepair.

Sec. 8-232. Regulation by zoning district.

Signs will be regulated according to zoning district.

Sec. 8-233. Removal of abandoned signs and signs in disrepair.

All signs shall conform to the following standards.

- (a) *Sign maintenance and repair.* The owner, lessee, or manager of any sign, and the owner of the land upon which the sign is located, are responsible for the following. All signs shall be kept in good repair and free from peeling paint, rust, damaged or rotted supports or framework, broken or missing faces, facing or missing letters. Faded or torn canopies, awnings and banners shall be removed or replaced. If faded or torn canopies, awnings and banners are not removed or replaced by the owner within 30 days of notification by the city, the city may remove them and assess the cost of removal to the property.
- (b) *Maintenance grounds.* Vegetation around, in front of, behind, and underneath the base of ground signs for distance of 10 feet shall be neatly trimmed and free of weeds, and no rubbish or debris shall be permitted under or near the sign.
- (c) *Abandoned signs.* Any sign and/or its supporting sign structure which remains without a message or whose display surface remains blank for a period of ninety (90) days or more; or any sign which pertains to a time; event or purpose which no longer applies, shall be deemed to have been abandoned. Any sign remaining after demolition of a principal structure shall be deemed to be abandoned. An abandoned sign is prohibited and shall be removed by the owner of the premises within 30 days after notification. If compliance with the provisions of this section is not achieved within 30 days, the sign shall be deemed a public nuisance by following the procedure as specified in Section 16

of the Long Lake City Code. If an abandoned sign remains in good condition and without holes or other evidence of disrepair or damage, the sign shall not be considered as abandoned for a period of one year.

Sec. 8-234. Permitted sign type, area, height and illumination by sign district.

(a) *Conformity.* All signs, unless specifically regulated in section 8-234, shall conform to the applicable standards in Table One. Signage for Planned Unit Developments must conform to those requirements outlined in Section 5 of the Zoning Ordinance.

TABLE ONE: STANDARDS BY ZONING DISTRICT

	R-1, R-1A, R-2, R-3 & R-4	R-5 & R-6	B-1, B-2 VC-1 & PUD	B-2A & B-3	I-1, I-2 & Inst.
WALL					
MAX AREA(a)	1.5	32	45	120	60
MAX HEIGHT(b)	8	14	14	not above roof	not above roof
LIGHTING(c)	not permitted	not permitted	E I B	E I B	E I B
PROJECTING					
MAX AREA	not permitted	not permitted	12 (d)	not permitted	not permitted
MAX HEIGHT	not permitted	not permitted	not above roof	not permitted	not permitted
MIN HEIGHT	not permitted	not permitted	12	not permitted	not permitted
LIGHTING	not permitted	not permitted	E (h)	not permitted	not permitted
FREESTANDING					
MAX AREA	not permitted	32	30 (e)	80(e)	30 (f)
MAX HEIGHT	not permitted	6	13	15	8
LIGHTING	not permitted	E I	E I B	E I B	E I
MONUMENT					
MAX AREA	45 (g)	45 (g)	45 (g)	not permitted	not permitted
MAX HEIGHT	6	6	6	not permitted	not permitted
LIGHTING	not permitted	not permitted	not permitted	not permitted	not permitted
AUXILIARY					
MAX AREA					
wall	not permitted	4	8	8	8
freestanding	not permitted	4	8	8	8
MAX HEIGHT					
wall	not permitted	8	8	8	8
freestanding	not permitted	4	8	8	8

(a) The area of all signs shall be area of the smallest rectangle, circle or triangle that contains the sign copy. Permitted sign area is in square feet.

- (b) The maximum height of all signs in feet shall be measured from grade at the base of the sign or the elevation of the nearest edge of the nearest roadway, whichever is greater.
- (c) E = external, I = Internal, B = backlit, see B. 2 of this Subdivision.
- (d) Projecting signs are only permitted when projecting over a public right of way, maximum projection is 4 ft.
- (e) See special design requirement in section 8-236 for freestanding signs in the Highway Commercial Districts
- (f) See special design requirement in section 8-236 for freestanding signs in the Industrial Districts.
- (g) See special design requirements in section 8-236 for monument signs.
- (h) See special design requirements in section 8-236 for externally lighting projecting signs within the B-1, B-2, VC-1 & PUD districts.

(b) Definition of permitted sign types and lighting.

(1) Sign types

- a. *Wall sign* means a sign mounted parallel to the building facade. Wall signs may not extend more than 18" from the wall they are attached to. Wall signs shall include tenant identification, tenant logo, shopping center name, shopping center logo, or any combination of the four.
- b. *Projecting sign* means a sign, other than a wall sign, that is attached to and projects from the building facade. Projecting signs are only permitted when projecting over a public right of way. Projecting signs may extend not more than 4 ft. into any right of way and an encroachment permit must be acquired. In no case may a projecting sign extend beyond the top of the wall to which it is attached. Projecting signs shall include tenant identification, tenant logo, shopping center name, shopping center logo, or any combination of the four.
- c. *Roof sign* means a sign mounted on the roof of a building or on a parapet wall. Roof signs are not permitted.
- d. *Freestanding sign* means a self supporting sign on poles, standards or any other base anchored to the ground. No more than one freestanding sign is permitted on any site. See the special design requirements for freestanding signs in the highway commercial districts in section 8-236. Freestanding signs must be located to provide at least a 5 ft. setback from any property line. If the bottom edge of the sign copy is not located more than 10 ft above the ground with supports that do not encroach on the clear vision of approaching traffic from any exit from the site, the sign must be located to preserve the following clear vision area. The clear vision area shall be an area within a triangle created beginning at the intersection of the mid point of the driveway and the curb or edge of pavement line of the street, and extending 35 ft. in the direction of approaching traffic and 25 ft toward the interior of the property, and then a line connecting

these two points.

- e. *Auxiliary sign* means a sign solely providing direction for internal circulation, parking or entry; restrictions on parking; or security warnings. Only non illuminated auxiliary signs are permitted, and no part of the sign may display a product or logo message.
- f. *Monument sign* means a sign not supported by exposed posts or poles which is architecturally designed and located directly at grade where the base width dimension is 50% or more of the greatest width of the sign.

(2.) *Sign lighting.*

- a. *External.* A sign is illuminated externally if it is illuminated by means of external light fixtures directed at the sign.
- b. *Internal.* A sign is internally lighted if it is illuminated by a light source located inside of the sign. Only the letters other symbols are illuminated within an opaque background. This includes neon and/or channel letter signs.
- c. *Backlit.* A sign is backlit if the message is applied to a translucent panel, through which light is directed from a source behind the sign face, illuminating the copy and background of the sign.

Sec. 8-235. Allocation of permitted sign type and sign area in multi-tenant developments and sites.

- (a) In multi-tenant buildings or sites the permitted sign area and sign types, except for permitted freestanding signs, may be installed by each individual business establishment that has exclusive use of some portion of the street or otherwise primary level of the building and unless located in a center with a common mall or atrium, must have direct access to the outside. The management and ownership of any business establishment proposing to install signage must be separate and distinct from the management and ownership of any other establishment in the same building or on the same building lot. Each establishment must be separated from all other establishments by party walls having no openings or passages. Signage for establishments occupying a multi tenant building or site, but not located on the street or primary level of the building must be provided from the allocation of sign area and type to the occupants of the street or primary level of the building.
- (b) Only one freestanding sign is permitted for each development or parcel whether occupied by a single or by multiple tenants. In the case of multiple tenant sites, the permitted freestanding sign area in table one, section 8-234, for the single permitted freestanding sign must be allocated by the owner of the site among its tenants.

Sec. 8-236. Special sign types.

- a. *Service area canopy signs.* Each edge of a service area canopy facing a street is permitted 25 sf of sign area in addition to all other sign area permitted on the site. Such signage may be illuminated externally, internally, or backlit, but no other part of the face of the canopy shall be illuminated.
- b. *Awning or sun canopy.* No part may be less than 8 ft. or greater than 12 ft above grade. Any sign area on the awning, if illuminated, will be deducted from the permitted wall sign area. The fabric or material used for the awning or canopy must be opaque and no internal illumination is permitted.
- c. *Design of freestanding signs in the highway commercial districts.* Freestanding signs in the Highway Commercial Sign Districts may not be supported by poles or columns. They must be monument type ground signs with the copy resting on and supported by a solid base of brick or rock faced block in a color similar to or complementary to the main structure on the site. The material of the base must extend at least one half way up the sides of the sign copy. Freestanding signs shall include tenant identification, tenant logo, shopping center name, shopping center logo, or any combination of the four.
- d. *Design of freestanding signs in the industrial districts.* Decorative, freestanding monument signs are permitted for industrial lots within an I-1 or I-2 zone that have a minimum frontage of 150 feet. They must be monument type, ground mounted signs with the copy resting on and supported by a solid base of brick or rock faced block in a color similar to or complementary to the main structure on the site. The material of the base must extend at least one half way up the sides of the sign copy. The sign copy may not be backlit and the maximum area of the copy is 30 square feet. Only one monument sign of this type is permitted per qualifying lot. The sign may include copy for multiple tenants, and may not exceed 8 feet in height. The sign shall include tenant identification, tenant logo, shopping center name, shopping center logo, or any combination of the four.
- e. *Design of monument signs.* Monuments signs are allowed as development identifiers when they are designed with decorative themes and materials that relate to the development they identify. The sign structure is allowed a six feet in height limit and 45 square feet of vertical surface area. Within the 45 square feet of vertical surface area, the sign copy shall be placed. Copy area shall not extend outside the vertical surface area.
- f. *Externally lighting projecting signs within the B-1, B-2 , VC-1 and PUD Districts.* External lighting integrally designed as part of the sign, not as a separate fixture, is permitted for projecting signs on commercial businesses. No more than one projecting sign per business is permitted. External lighting must comply with the lighting requirements outlined within City Ordinances.

- g. *Internal lighting projecting signs within the B-1, B-2, VC-1 and PUD Districts.* An internally lighted projecting sign illuminated by a light source located inside of the sign is allowed. Only the letters and symbols may be illuminated within an opaque background. No more than one projecting sign per business is permitted. Internal lighting must comply with the lighting requirements outlined within the City Ordinances.

Sec. 8-237. Temporary Signs.

Temporary signs, including but not limited to streamers, banners, painted window signs and pennants, are permitted for a total of 60 days per calendar year by a temporary sign permit. Temporary sign messages must relate to on-premise product or services, or any noncommercial message. The area of the temporary signs may not exceed 50% of the maximum sign area permitted at the site in table one, section 8-234. Certain temporary signs may be further restricted as follows:

(a) Off-premises real estate marketing signs are permitted as follows:

- 1) must be at least five feet from the edge of the public street and must not obstruct driver visibility at intersections;
- 2) may not be on the right of way;
- 3) are limited to one per intersections per real estate listing;
- 4) must receive permission from the underlying property owner;
- 5) may only be displayed on Saturdays and Sundays between 12:00 noon and 6:00pm;
- 6) must be less than 3 square feet.

(b) Off-premises garage sale signs are permitted as follows:

- 1) must be at least five feet from the edge of the public street and must not obstruct driver visibility at intersections;
- 2) may not be on the right of way;
- 3) are limited to one per intersection per garage sale;
- 4) must receive permission from the underlying property owner;
- 5) may only be displayed Thursdays through Saturdays;
- 6) must be less than 3 square feet.

(c) Off-premises "**special event**" signs are permitted as follows:

- 1) the event must meet the criteria for a "special event permit";
- 2) "special event permit" approval is required by the City Council prior to display of signs;

- 3) no more than four signs are permitted within the City limits of Long Lake;
- 4) each sign must not exceed 32 SF in size and 64 SF of sign area (both sides);
- 5) must be at least five feet from the edge of the public street and must not obstruct driver visibility at intersections;
- 6) may not be on the right of way;
- 7) must receive permission from the underlying property owner; and
- 8) may only be displayed up to six weeks prior to the event and removed the day following the last day of the event.

(d) Off-premises **event** signs are permitted as follows:

1. the event does not require a "special event permit";
2. no more than four signs are permitted within the City limits of Long Lake;
3. each sign must not exceed 32 SF in size and 64 SF of sign area (both sides);
4. must be at least five feet from the edge of the public street and must not obstruct driver visibility at intersections;
5. may not be on the right of way;
6. must receive permission from the underlying property owner; and
7. may only be displayed up to two weeks prior to the event and removed the day following the last day of the event.

(e) Sandwich Board Signs are permitted, subject to the following regulations:

1. Sandwich Board Signs are self-supporting A-shaped freestanding temporary signs with only two visible sides that are situated adjacent to a business, typically on a sidewalk, that contains commercial speech.
2. The maximum area shall be six (6) square feet per side of sign with the maximum height being (42) inches.
3. Acceptable primary sandwich board sign materials include the following: steel, iron, metal, and wood. Synthetic materials such as chalkboard and whiteboard are acceptable accent materials but are limited to 50 percent of sign area on each side.
4. Only one sandwich board sign per business shall be permitted. Sandwich Board Signs shall not be placed more than six (6) feet from the front primary entrance of the business.
5. Sandwich Board Signs shall not be placed so as to cause the width of the sidewalk to be reduced below four (4) feet in width, nor shall they be erected or maintained in a manner that prevents free ingress or egress from any door, window or fire escape.

6. A temporary sign permit is required prior to the installation of the sign. Only one temporary sign permit for a sandwich board sign is allowed per business and such permit is not transferable. Permits are valid for one calendar year beginning January 1, and ending December 31. If the sign is to be located within the public right-of-way, business owners shall sign a disclaimer that indemnifies the City of any liability for use of said public right-of-way.
7. A sketch including dimensions, content, materials, and location of the sandwich board sign must be attached to the permit application. The permit application must be approved and signed by the City Staff before the sandwich board sign may be displayed. If a sign is displayed prior to obtaining a sandwich board sign permit, application may be denied.
8. Sandwich board signs shall not be illuminated, nor shall they contain moving parts or have balloons, streamers, pennants, or similar adornment attached to them. Attaching sandwich board signs to structures, poles, objects, signs, etc. by means of chains, cords, rope, wire, cable, etc. is prohibited. They shall be removed from public sidewalks if there is any snow accumulation (the sign may not be displayed until the snow is removed) except those located on private property. Signs shall only be displayed during business operating hours.
9. Sandwich board signs placed in violation of this section will result in immediate removal of the sign and the business's temporary sign permit privileges will be denied for the remainder of that year. Sandwich board signs displayed without approved permits shall be disposed of at owner's expense.
10. Sandwich board signs within the public right-of-way may be moved/removed by the City for municipal purposes. (i.e. code enforcement, snow removal, traffic issues, maintenance, etc.).
11. Right of Way along Highway 12 (W. Wayzata Blvd) and County Road 146 (Brown Road) are under the jurisdiction of the Minnesota Department of Transportation or Hennepin County; the City of Long Lake will enforce its own sign regulations along those streets and not those of other agencies or jurisdictions.

Sec. 8-237. Sign adjustments.

Adjustment to the height, area, location, or other design elements of a sign or signs may be approved by variance pursuant to Section 27 of the Zoning Ordinance of the City. If:

There are site conditions which require a sign adjustment to allow the sign to be reasonably visible from a street immediately adjacent to the street or there are other unique circumstances and the variance may be granted without substantial detriment to another person or the public good, or inconsistent with the purpose and intent of the sign ordinance.

A variance or deviation from the design standards (materials, lighting, etc.) may be authorized by the Council upon a finding of the Council that the strict application of the design rules would prevent implementation of a design which, in terms of meeting the intent of the sign ordinance, is equal or superior to the design alternatives allowed by the ordinance or which are warranted by unusual conditions with respect to a specific building or lot which requires the installation of a unique sign to match or complement the building or lot.

Amended April 15, 2008 by the City Council of Long Lake