

## ARTICLE 33 SIGNS

### Sec. 26-862 Purpose and Intent

**Purpose.** The purpose of this Article is to establish reasonable regulations for the design, construction, installation and maintenance of all exterior signs in land use districts where signs are allowed in order to:

- (1) Balance the right of individuals to identify their businesses and convey messages with the community's right to restrict unregulated billboards, sign construction, or placement;
- (2) Further the objectives of the Crosslake Comprehensive Plan;
- (3) Protect the public health, safety and welfare;
- (4) Reduce traffic hazards;
- (5) Facilitate the creation of an aesthetically pleasing and harmonious community and preserve the characteristics of the commercial, rural and residential character of the community;
- (6) Protect property values; and
- (7) Promote economic development.

### Sec. 26-863 Administration

- (1) Permit required. With the exception of signs listed in Section 26-863 (2) below, no sign shall be erected, altered, reconstructed, maintained or moved in the city without first securing a permit from the Department.
- (2) Exemptions. The following signs shall not require a permit:
  - a) The changing of the display surface on an existing painted or printed sign.
  - b) On-premises real estate and contractor/financial/institutional signs six square feet or less in size.
  - c) Campaign signs.
  - d) Generic real estate, off-premises directional signs.
  - e) No more than two off-premises directional signs for public and non-profit organizations shall be allowed. Signs shall not exceed 2 square feet in size and shall not be illuminated.
  - f) Signs advertising the sale or lease of the real property upon which the sign is displayed.
  - g) Signs identifying the property owner and/or tenant and /or facility name located on the premises in a residential district.
  - h) Holiday decorations. Decorations or banners, and similar items used to celebrate holidays.
  - i) "Private Property" signs; "No Hunting" signs; on-site directional, regulator and parking signs; and 911 address signs, street signs, or warning signs. Such signs shall not be considered in calculating the sign area of permitted signs. No such signs shall exceed three square feet in area, and shall not exceed eight feet in height.
  - j) Historical signs. No historical signs shall exceed eight square feet in area and shall not exceed eight feet in height. No sign shall be recognized as an historical sign unless authenticated in writing from the Crosslake Area Historical Society recognizing the historical significance of the event, structure, or site being memorialized.

- k) Garage/yard sale signs.
  - l) Two temporary signs for community events (not to exceed 30 sq ft total) which shall be removed no later than 10 days after the event.
  - m) Temporary commercial signs allowed in Section 26-865 (9) below.
- (3) Prohibited signs. The following signs are prohibited:
- a) Any sign, signal, marking or device which is an imitation of or resembles any official traffic control device or emergency vehicle signal, or which attempts to direct the movement of traffic or which hides from view or interferes with the effectiveness of any official traffic-control device;
  - b) New commercial billboards erected after March 1 2015 except for a Multi-Business Pylon Sign pursuant to Section 26-864 (18) of this ordinance;
  - c) Signs with flashing or blinking lights;
  - d) Moving or stationary searchlights;
  - e) All new private off-premises signs advertising a business or commercial service;
  - f) Signs painted, attached, or in any other manner affixed to trees, rocks, or similar natural surfaces, or attached to public utility poles, bridges, towers, or similar public structures;
  - g) Roof-mounted signs;
  - h) Electronic changing message signs;
  - i) Real estate directional signs that are not white with black letters reading "Property for Sale" with a black, directional arrow not to exceed a total of three square feet in size;
  - j) Notwithstanding part (2) e) above, new blue directional special service signs erected by Crow Wing County.

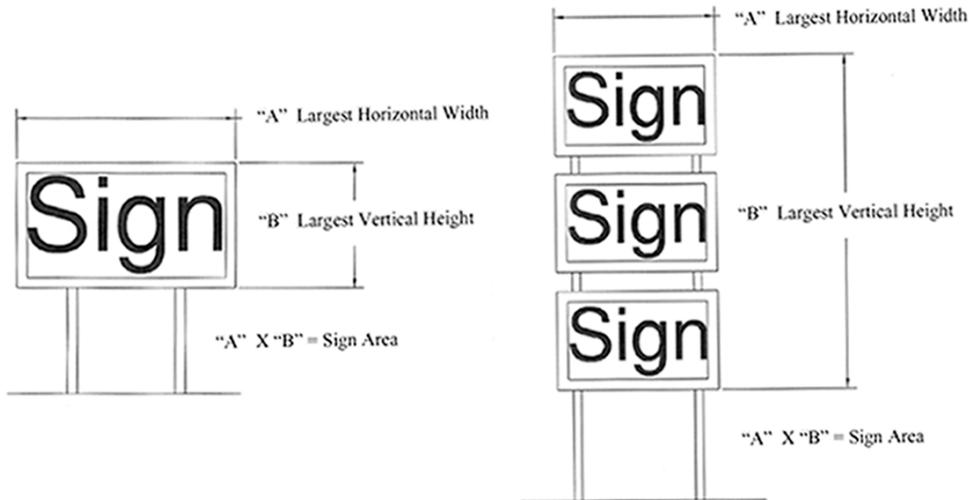
#### Sec. 26-864 Sign Requirements

- (1) Signs, logos, or other advertising materials are permitted on awnings or canopies when they are constructed of a durable, non-glowing material. This signage or advertising material shall be included in the calculation of total sign area for wall fascia or attached signs.
- (2) Any lighting used for signs, awnings or canopies must be directed downward and the source of illumination (lenses and filaments) screened from view.
- (3) **Height.** Unless otherwise regulated within this division, no freestanding or attached sign shall be higher than 15 feet in a 39-mile-per-hour or less zone and 20 feet in a 40-mile-per-hour or higher zone, as measured from the average existing grade underneath the sign to the highest point of the sign, including all supporting members.
- (4) **Existing commercial billboards** erected on or before March 1, 2015 shall be considered legal nonconforming signs and shall be regulated pursuant to Section 26-866 of this Article.
- (5) **Freestanding signs.** Freestanding signs shall be supported by one or more columns or uprights, which are firmly embedded in the ground. Exposed guy wires, chains or other connections shall not be used to support a freestanding sign.
- (6) **Illuminated signs.**
  - a) Internally illuminated sign cabinets that allow letters and/or logos to be illuminated shall be allowed. Internally illuminated sign cabinets that allow the entire sign face to illuminate are prohibited.
  - b) The lighting for externally lit signs shall be directed downward and away from adjacent properties and public road rights-of-way. Lights used for external lighting

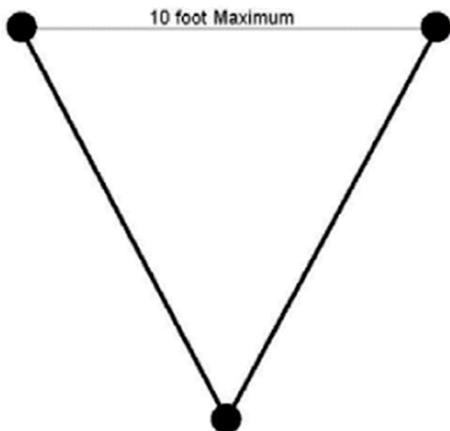
of signs shall be shielded or screened from any roadway to prevent distraction to driver vision. The source of illumination shall not be visible.

- c) Light emanating from a business or property shall not exceed the light maximums established in this Section 26-739, (2) of this Chapter.

**(7) Sign area.** Sign area is the maximum area enclosed within a connected geometric shape completely enclosing all individual signs. (See diagram below.)



**(8) Signs with two exposures.** The area of the sign will be calculated by using the area of one side of the sign; however, both sides of the sign may be used for advertising. If site conditions dictate, the Administrator may permit the area of the sign with two exposures to be on separate sign faces that must be connected at one point and not more than ten feet apart at the furthest extension in order to optimize the sign exposure. (See diagram here.)



**(9) Wall fascia or attached signs.** Wall fascia, suspended sign or attached signs shall be firmly attached to the exterior wall of the building and shall not project more than two feet from the building, nor be higher than the eave line of the building. The sign surface shall be composed of non-glow and non-reflective materials.

**(10) Window signs.** Interior window signs shall not be considered in computing the allowable sign size. Lighted signs are allowed.

**(11) Real Estate signs.**

- a) In all land use districts, one temporarily Real Estate sign advertising sale, rental, or lease may be located on a property adjacent to a road or street. On riparian properties, one additional Real Estate sign may be located facing a lake or river.
- b) Temporary on-premises Real Estate signs shall not be located on public rights-of-way, in public waters, on docks, or other structures over public waters.

- c) The height of temporary Real Estate signs shall not exceed six feet
- d) The area of temporary Real Estate signs shall not exceed six square feet.
- e) In lieu of the sign specified in 26-864 (12) a) above, one temporary Real Estate sign may be placed on a new development or subdivision advertising the sale of the combined lots, units, or tracts provided the sign does not exceed 32 square feet in size and the height does not exceed ten feet.
- f) Temporary off-premises Real Estate directional signs are allowed at road intersections provided:
  - i. The sign has a white background with black letters, reading "Property For Sale" with a black, directional arrow;
  - ii. The sign does not exceed a total area of three square feet;
  - iii. Only one such directional sign per Real Estate company is allowed at each road intersection; and,
  - iv. Temporary off-premises Real Estate directional signs shall not create traffic hazards, restrict driver visibility, or interfere with the effectiveness of any official traffic-control device.
- g) The time limit for placement of a temporary Real Estate sale sign is three years, or 2 months after the respective property is sold, rented, or leased, whichever is less.
- h) A one-inch by three-inch label shall be affixed to all temporary Real Estate signs sign listing the name, company, address, and phone number of the sign owner.
- i) Permanent signs naming or identifying a development shall require a sign permit.

**(12) Yard/garage sales.** Placement of a yard/garage sale sign on residential property is allowed provided it is not in place for more than 12 days per year. Each yard/garage sale sign shall not be more than six square feet in size and shall contain the date of sale and the location of the sale and the name, address, and phone number of the sign owner. Signs shall not be placed where they create a traffic hazard and must be removed immediately after the sale.

**(13) Contractor/financial/institutional signs.** Signs pertaining to construction and other construction related services are allowable without permits on the premises of the project. Only one sign per business is allowed per lot and shall not be more than six square feet in size for residential properties. Only one sign per business is allowed per lot and shall not be more than 32 square feet in size for commercial properties. These signs shall only be placed on the premises of the project site. Each sign must be removed within ten days after completion of construction.

**(14) Political/Campaign signs.** Signs, posters or banners which pertain to an upcoming election of a candidate and/or political issue shall be permitted in all districts, provided the property owner has given permission to place the sign on the premises. Such signs or posters shall remain in place no longer than 90 days before and ten days after the election for which they are posted, or in the case of general state elections, from August 1 preceding the election until ten days after the election unless otherwise provided pursuant to Minnesota Statutes, Chapter 211B.045. Such signs or posters shall not be placed within public road rights-of-way or where they may create traffic hazards.

**(15) Church, synagogue, other religious institutions.** Any sign, symbol, logo, tablet, plaque, or similar memorial or informational material shall be limited to a cumulative total

of 250 square feet on the premises. One freestanding sign shall be permitted for display of the organization name, affiliation, hours of worship, and similar general information. A second freestanding sign may be permitted only if the cumulative street frontage exceeds 250 lineal feet. No sign shall exceed 150 square feet. Temporary signs to market events or special ceremonies may be displayed for a period not to exceed 14 continuous days.

**(16) Community sign.** A community information sign with changeable copy may be permitted to advertise and promote civic and special events of community significance. The maximum size of the sign shall be 128 square feet.

**(17) No more than two sides per sign.** No sign shall have more than two faces on which text, graphics or other material, which delivers a message, may be displayed.

**(18) Multi Business Pylon Signs (MBPS):** MBPS shall require a conditional use permit and shall only be allowed in the Limited Commercial, Downtown Commercial and Commercial/Light Industrial Land Use Districts. The following standards shall apply to MBPS:

- a. Clustering of two or more area identification and/or commercial business identification signs may be allowed on a single MBPS in exchange for separate pylons on each business site.
- b. Commercial business identification on approved MBPS for developments and/or businesses located within a 3/4 mile radius of the MBPS location on adjacent parcels with shared access and/or parking.
- c. Architectural standards for MBPS shall be required to achieve an “up north” look which would incorporate natural wood, stone, brick or manufactured like products in the pylon structure
- d. The applicant(s) shall submit diagrams, drawings, pictures and other information as requested by City staff describing each MBPS proposed, the location of each MBPS and the identity of each property proposed to be included in the MBP Plan including the name of the property owner, and the size and location of each property proposed to utilize the MBPS.
- e. After the City’s approval of an MBPS Plan via a conditional use permit, no sign pylons other than those included in the approved Plan shall be kept, erected, placed or maintained on the properties covered by the Plan.
- f. The permissible height of any MBPS shall be no greater than 24 ft. with a minimum clear zone below the sign of 8 feet unless approved as a monument type sign and a maximum sign width of 16 feet. Pylon height shall be measured from the curb height closest to the MBPS site.
- g. Total permissible sign face area on MBPS shall be no greater than 200 square feet per face, and shall be limited to 32 square feet per business.
- h. Setback standards in all applicable land use districts will be as follows:
  - i. The outer-most edge of the sign face must be a minimum of 10 feet from any road right-of-way
  - ii. The outer-most edge of the sign face must be a minimum of 40 feet from any side lot line when the adjacent property’s land use classification is Shoreland District or Rural Residential 5 District.
  - iii. The outer-most edge of the sign face must be a minimum of 10 feet from any commercial land use district
- i. Each MBPS Plan shall consist of a development of at least 2 contiguous businesses. In addition thereto, each business displayed on the MBPS must be within the City of Crosslake.

- j. No signage shall be allowed on any MBP other than area identification and commercial business identification signs for developments and/or businesses located within the City of Crosslake on property covered by the MBPS Plan under which such MBPS is approved. No sign advertising any product (rather than identifying an area or business) shall be allowed on any MBP.

#### Sec. 26-865 Commercial District Signs

Signs within commercial land use districts shall comply with the following standards:

- (1) Up to ten percent of any building facade area, which directly abuts a public road right-of-way, may be dedicated to signs. Facade area used to calculate allowable signs must only include that area associated with the respective building or business use. Only one freestanding sign per lot or one freestanding sign per building for multi-use buildings shall be allowed, whichever is a smaller number. Commercial uses that depend on patrons arriving by watercraft may have two freestanding signs with a limit of one placed on the roadside of the property and one placed on the lakeside of the property.
- (2) No advertising signs or supporting facilities for signs may be placed in or upon public waters. Signs conveying information or safety messages may be placed in or on public waters by a public authority or under a permit issued by the Crow Wing County sheriff.
- (3) Signs placed on the lakeside of a property must be designed and sized to be the minimum necessary to convey needed information. They must only convey the location and name of the establishment and the general types of goods or services available. The signs must be located higher than ten feet above the ground, must not be located in the shore impact zone, and must not exceed 32 square feet in area.
- (4) The setback for all on-premises signs shall be a minimum of five feet from a public road right-of-way.
- (5) The sign for each permitted use shall be no more than ten percent of the facade. The permitted sign area for wall fascia or attached signs may be split up into several signs on the facade or used for one sign. In multi-tenant buildings, each tenant may place a separate sign on that portion of the building facade that corresponds to the interior portion of the building that the tenant occupies. Such tenant sign area shall be limited to ten percent of the area of the facade occupied by such tenant.
- (6) A sign protruding from the front of the building more than two feet shall have a maximum area of 20 square feet.
- (7) All signs must be coordinated to create a consistent and uniform appearance. Multiple tenant, freestanding signs must have a singular border/sign structure to tie all tenants together. Buildings with multiple tenant spaces may have separate wall fascia signs or attached signs that shall not exceed the maximum sign area for the facade of each respective tenant space.
- (8) The sign area allowed for a freestanding sign shall be dependent upon the speed limit of the roadway in front of the building. Buildings located in a 40-mile-per-hour zone or higher shall have a maximum sign area of 128 square feet. Buildings located in an area with a speed limit of 39 miles per hour or less shall have a maximum sign area of 75 square feet.
- (9) Temporary signs.
  - a) Two temporary signs/banners/pennants at a time may be allowed per property or business, with a total sign area not to exceed 32 square feet.
  - b) One temporary sign that is portable (e.g., flipper sign) and is 16 square feet or less in area and a height not to exceed 10 feet shall be permitted; however the

signs shall not obstruct pedestrian walkways or driver visibility and shall not be illuminated.

#### Sec. 26-866 Legal Nonconforming Signs

It is recognized that signs exist which were lawful before this Article was enacted, which would be prohibited, regulated, or restricted under the terms of this Article or future amendments to this Chapter. It is the intent of this Section that nonconforming signs shall not be enlarged upon, expanded or extended, nor be used as grounds for adding other signs or uses prohibited elsewhere in the same land use district. It is further the intent of this Section to permit legal nonconforming signs existing on March 1, 2015 to continue as legal nonconforming signs, provided such signs are safe, are maintained so as not to be unsightly, and have not been abandoned or removed subject to the following provisions:

- (1) No sign shall be enlarged or altered in a way that increases its nonconformity.
- (2) Should such sign or sign structure be destroyed and no land use permit has been applied for within 180 days of when the property was damaged, it shall not be reconstructed except in conformity with the provisions of this Section.
- (3) If a nonconforming sign or sign structure is moved, except to become more conforming with setbacks, it shall thereafter conform to the regulations for the land use district in which it is located.

#### Secs. 26-867—26-897 Reserved