

15.6 Signs

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15.6.1 LEGISLATIVE FINDINGS.

It is the findings of the City Plan Commission and Common Council, after a comprehensive study and in conjunction with the Glendale Police Department and the Building Board, that reducing distractions and obstructions from signs will have a positive effect on traffic safety, and also will reduce hazards caused by signs projecting over or encroaching upon public right-of- ways. In addition, it has been found that the proper regulation of signs will serve to preserve and enhance the natural beauty and unique physical characteristics of the City as a community in which to live and work.

15.6.2 PURPOSE OF CHAPTER.

It is declared that the regulation of signs within the City of Glendale is necessary and in the public interest to:

- (a) Protect property value within the City.
- (b) Preserve the beauty and the unique character of the City by aesthetically complementing the development which it identifies.
- (c) Promote a healthy and properly designed business environment.
- (d) Safeguard the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs within the City.
- (e) Promote the public safety, welfare, convenience, and enjoyment of travel and the free flow of traffic within the City of Glendale.

15.6.3 REQUIREMENTS OF CONFORMITY.

It shall be illegal for a sign to be placed or maintained in the City of Glendale, except as provided in this Chapter:

- (a) All new signs maintained contrary to the provisions of this Chapter are declared to be illegal, subject to the penalties provided herein, and as may be provided by law.
- (b) Any person, firm or corporation violating any provisions of this Chapter or failing to comply with any order or regulations made hereunder shall be subject to the penalties hereof, and those otherwise provided by law.

15.6.4 DEFINITIONS.

- (a) The following definitions shall be applicable in this Chapter:
 - (1) **Abandoned Sign.** A sign located on a property which becomes vacant and is unoccupied for a period of sixty (60) days or more; any sign which pertains to a time, event or purpose which no longer applies; or a sign which no longer directs attention to a business, activity, service or product sold on the premises.
 - (2) **Action Signs.** Any sign, whether electronic or mechanical, that uses movement, motion, or change of lighting to depict or create motion, or create a special effect, or which broadcasts an audio moving picture, or is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or the surface of the sign, or whose message or display is presented with patterns of light, rotating or changing fascia, or other means that may be changed at intermittent intervals by an electronic or mechanical process. Such signs include, without limitation by enumeration herein, light emitting diode signs, electroluminescent or digital signs, signage in which a message is displayed on an electric or digital screen and which can be changed without modification to the exterior of the sign, LCD or plasma display panels, electronic billboards, projection screens, signs which remotely change and control content, liquid crystal displays, signage which changes a display electronically or mechanically without physical alteration of the sign or which alter the physical structure of the sign in less than 24 hour intervals..
 - (3) **Awning Sign.** A fireproof space frame structure with translucent flexible reinforced vinyl covering designed in awning form, but whose principal purpose and use is signage. Such signs may be internally illuminated by florescent or other light sources in fixtures approved under national and local electrical codes.
 - (4) **Area of Sign.** That area of copy enclosed by one continuous line, connecting the extreme points or edges of a sign. The area shall be determined using the largest sign area or silhouette visible at any one time from any point. This area does not include the main supporting sign

structure, but other ornamental attachments are to be included in determining sign area.

- (5) **Banner.** Any sign intended to be hung either with or without frames, possessing characters, letters, illustrations, or ornamentation's applied to paper, plastic, or fabric of any kind. National flags, flags of political subdivisions, and symbolic flags of any institution or business shall not be considered banners for the purpose of this Chapter.
- (6) **Building Front Foot.** The maximum building width measured at grade on a straight line parallel to the street at which the building is addressed.
- (7) **Building Orientation.** The position in which a building sits in reference to the street(s) and parking areas to which the building has access.
- (8) **Business Front Foot.** The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.
- (9) **Changeable Copy Sign.** A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or the surface of the sign.
- (10) **Contractor Signs.** Any sign giving the name or names of principal contractors, architects, and lending institutions responsible for construction on the site where the sign is placed, together with other information included thereon.
- (11) **Corner Properties.** A property located at the intersection of two (2) public streets with frontage on both public street right-of-ways.
- (12) **Directional Signs.** Signs which designate entrances, exits, parking areas and similar functional information without advertising other than the name or logo of the establishment.
- (13) **Electronic Message Board.** A type of changeable copy sign whose message or display is presented with patterns of lights or other means that may be changed at intermittent intervals by an electronic process.
- (14) **Fascia.** A parapet-type wall used as part of the fascia of a flat roofed building and projecting not more than six (6) feet from the building face immediately adjacent thereto. Such a wall shall enclose at least three (3) sides of the projecting flat roof and return to a parapet wall or the building.
- (15) **Flags.** Any fabric or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.
- (16) **Free-Standing Sign.** Any sign which is supported by a pole or pylon and is independent from any building.
- (17) **Grand Opening Sign.** A sign which calls attention to a new business or the announcement of a change in ownership.
- (18) **Holder of Permit.** Collectively, the owner(s) of the premises on which a sign is located and the lessee(s) of the premises to which such sign pertains, all of whom must sign the application for a sign permit.

- (19) **Height of Sign.** The overall height of a sign or sign structure as measured from the adjacent ground surface to the highest point of the sign or sign structure. In the case where a sign is to be located on a berm, the grade shall be determined by the average of the grades measured at the toes of slope at the front and back of the berm.
- (20) **Illegal Sign.**
- a. A sign without a permit.
 - b. A sign which does not conform to the letter of the ordinance or this Chapter.
 - c. Any sign which has not been granted legal status. In addition any sign except the following:
 1. A sign allowed by this Chapter and not requiring a permit.
 2. A sign allowed by this Chapter carrying a valid permit.
- (21) **Legal Nonconforming Sign.** A sign that did meet code regulations when it was originally erected, either by adherence to the previous sign ordinances of the City of Glendale or by a variance granted, but does not comply with all the present regulations of this Chapter.
- (22) **Maintenance.** The replacing or repairing of a part or portion of a sign made unusable by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of said copy.
- (23) **Master Identification Sign.** A free standing sign that identifies the name of a multi-tenant building or center but not the uses nor the tenants therein.
- (24) **Meaningful Open Space.** For the purpose of this Chapter, the area around the base of a sign, determined to be necessary for aesthetics and safety, by the Board or Plan Commission. Meaningful open space shall be no less than two hundred fifty (250) square feet unless otherwise specified and shall be landscaped.
- (25) **Monument Signs.** A sign independent from any building that has a structural base of not less than seventy-five percent (75%) of the width of the sign face. (Ex. A sign with a face of eight (8) feet wide would require a structural base of six (6) feet or more in length.) The structural base of a monument sign is defined as a base constructed of natural stone, rock, brick, or man-made masonry material, excluding formed foam, "faux," or other synthetic masonry facsimiles lacking the durability, resistance to damage, and permanence of stone or masonry materials. A singular solid pour of concrete material with no brick, stone, or design component, shall not qualify as masonry material under the definition as set forth in this section.
- (26) **Off-Premise Sign.** A sign which is not appurtenant to the use of the property where the sign is located, or a product sold or a service offered upon the property where the sign is located as purveyor of the merchandise or services advertised upon the sign.
- (27) **Parapet Wall.** A wall extending above the plate line of the building.

- (28) **Pennant/Streamers.** Any lightweight/plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.
- (29) **Permanent Sign.** Any sign which is intended to be and is so constructed as to be in a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position, and in permanent manner affixed to the ground, wall or building.
- (30) **Planned Sign Program.** The establishment of an identification program for any multi-tenant operation within the City. Office parks, industrial parks, multi-tenant office and retail establishments are included as needing Planned Sign Programs. The intent of a Planned Sign Program is to give a uniform theme to signs in a development by size and color. Each sign covered by a Planned Sign Program must be permitted separately.
- (31) **Plate Line.** The point at which any part of the main roof structure first touches or bears upon an external wall.
- (32) **Portable Sign.** Any sign not permanently attached to the ground or a building. Tailorized signs, sandwich board signs, vehicles and balloons are included in this definition.
- (33) **Projecting Signs.** Any sign other than a wall sign affixed to any building or wall, whose leading edge extends beyond such building or wall.
- (34) **Roof Line.** The highest point of the main roof structure or highest point on a parapet, but shall not include cupolas, pylons, projections or minor raised portions of the roof.
- (35) **Roof Sign.** A sign extending above the roof line.
- (36) **Seasonal Signs.** A sign used to identify seasonal commercial establishments, including but not limited to garden centers, Christmas tree lots and fruit and vegetable stands.
- (37) **Shingle Sign.** A sign used to identify a business whose front is under a roof overhang, covered walkway, covered porch, or open lattice walkway.
- (38) **Sign.**
 - a. Any device for visual communications and the structure which supports it, which is used or is intended to attract the attention of the public, when the display of this device is visible beyond the boundaries of the property upon which the display is made.
 - b. The term "sign" shall not include National flags, flags of political subdivisions, and symbolic flags of any institution or business or badge or insignia of the United States, State of Wisconsin, Milwaukee County, City of Glendale, foreign countries or official historic plaques.
- (39) **Temporary Identification Signs.** A sign, temporary in nature, that is used to identify a commercial establishment for a limited period of time.
- (40) **Temporary Sign.** Any sign, banner, valance of advertising constructed of cloth, canvas, wood, light fabric, cardboard, wallboard, plastic or other like materials, with or without frames, and any type sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only.

- (41) **Tenant Boards (Directory Signs).** A sign providing an exterior listing to pedestrians or motorists of individual tenants within a multi-tenant center.
- (42) **Wall Sign.** Any sign painted on or attached to and erected parallel to the face of or erected or confined within the limits of the outside wall of any building and supported by such wall or building and which displays only one advertising surface. This definition includes signs composed of individual letters or symbols,
- (43) **Window Sign.** Any sign placed inside or upon an interior window surface, and which is usually intended to be seen from the exterior. Nonconforming Signs.

15.6.5 LEGAL NONCONFORMING SIGNS.

- (a) All signs with a replacement value of Three Thousand Dollars (\$3,000.00) or more that became legal nonconforming in September 1991 shall be brought into conformance by September 2001. All signs with a replacement value of Three Thousand Dollars (\$3,000.00) or more that became legal nonconforming in September 1994 shall be brought into conformance by September 2004. The legal nonconforming schedule of events is as follows:

April/May 2000	Check all signs for sign ordinance conformance
May 2000	Send a newsletter, notice or postcard to owners of nonconforming signs, outlining a conformance schedule
June 2000	15 month countdown meeting with sign owners and sign businesses
September 2000	12 month countdown meeting with sign owners and sign businesses
March 2001	Send a newsletter, notice or postcard to owners of nonconforming signs, outlining the remaining six (6) month conformance schedule
September 2001	Conformance deadline
October 2001	Review the aforementioned steps, adjust as needed, and plan a conformance schedule for the September 2004 signs

- (1) Reasonable repairs and alterations may be made to legal nonconforming signs. However, in the event any such sign is hereafter damaged or altered to an extent exceeding fifty percent (50%) of the reproduction value according to appraisal thereof by competent appraisers, or is removed by any means whatsoever, including an act of God, such sign may be restored, reconstructed, altered or repaired only to conform with the provisions of this Chapter.
- (2) All non-conforming signs that do not have legal nonconforming status become illegal signs and must be removed by the owner within thirty (30) days from receipt of notice from a responsible official.
- (3) Any change in ownership or tenancy of a property which requires any change in the signs shall necessitate that the signs for the property or tenancy be brought into compliance with the provisions of this Chapter.

- (b) Notwithstanding any of the foregoing provisions, free-standing signs erected prior to July 1, 2002, shall be exempt from conformance to the provisions of this code until such time as replaced, repaired or altered as set forth in subsection (a)(1) above, or upon a change of ownership of the premises, or there is a change in 50% or more of the identifying information on the sign. After July 1, 2002, free-standing signs are prohibited except as part of a planned sign program as allowed by State statutes regulating political signs, or as temporarily allowed by the provisions of this code regulating temporary signs.

15.6.6 REVOCATION OF PERMITS.

- (a) The Community Development Planner, or designated official, shall have the authority to revoke any permit which has been granted when the City official has determined that the sign authorized by the permit has been constructed or is being maintained in violation of the permit.
- (b) Notice of the Community Development Planner's decision to revoke a sign permit shall be served upon the holder of the permit, and the owner of the premises:
 - (1) By delivering personally a copy of the notice to the holder of the permit, or to one of its officers, and to the owners of the premises; or
 - (2) By leaving a copy of the notice with any person in charge of the premises; or
 - (3) In the event that no such person can be found on the premises, by affixing a copy of the notice in a conspicuous position at an entrance to the premises and by the certified mailing of another copy of the notice to the last known post office address of the holder of the permit and the owner of the premises.
- (c) The holder of the permit or the owner of the premises may appeal to the Plan Commission the decision of the Community Development Planner to revoke the permit. This appeal must be made within fifteen (15) days from the date when the notice was served.
- (d) If no appeal has been taken by the end of the fifteen (15) day appeal period, then the permit is revoked and the sign is illegal. The Community Development Planner's then shall initiate the procedure for the removal of the illegal sign.

15.6.7 REMOVAL OF SIGNS.

- (a) **Responsible Official.** The Community Development Planner or designated official is hereby authorized to require removal of any illegal sign as defined by this Chapter.
- (b) **Notice.** Before bringing an action to require removal of any illegal sign, the Community Development Planner shall give written notice to the owner of the sign and the owner of the premises on which such sign is located. The notice shall state the reasons and grounds for removal, the deficiencies or defects in

such sign, the violations charged and specify that the sign must be removed or made to conform with the provisions of this Chapter within the notice period provided below. Service of notice may be made personally on the owner or lessee of the premises at the address specified in the permit or the last known address.

(c) **Notice Period.**

(1) The notice period for permanent signs shall be fifteen (15) days.

(2) The notice period for temporary signs shall be twelve (12) hours.

(d) **Re-Erection of Sign.** Re-erection of any sign or substantially similar sign on the same premises or on any other premises after a compliance notice has been issued shall be deemed a continuance of the original violation.

(e) **Abandoned Signs.** Signs advertising or identifying a business or organization which is either defunct or no longer located on the premises must be removed within thirty (30) days of the vacancy. The property owner and sign owner are responsible for the removal of the abandoned signs.

(f) **Violations.** If the owner or lessee of the premises upon which the sign is located has not demonstrated to the satisfaction of the Community Development Planner that the sign has been removed or brought into compliance with the provisions of the Chapter by the end of the notice period, then the Community Development Planner shall certify the violations to the City Attorney for prosecution. Violators shall be subject to Section 1-1-7 of this Code of Ordinances. Each act of violation shall be subject to a forfeiture of no less than Fifty Dollars (\$50.00) per day.

(g) **Removal of Any Sign.**

(1) The Community Development Planner is authorized to cause the removal of any sign existing in violation of this Section, provided actual notice has been provided as required by Subsection (c). All the actual costs and expenses of any such removal by the Community Development Planner shall be borne by the owner of such sign installation and the owner of the premises on which located, both of whom shall be required to affix their signatures to the application for the sign permit, which shall provide that they agree to be bound by the terms of this Chapter. Both shall be jointly and severally liable therefore.

(2) Both shall be subject to the penalties provided by the provisions of this Chapter.

15.6.8 REQUIREMENTS AND PROCEDURES.

(a) **Requirement of Permit.**

(1) A sign permit shall be required before the erection, re-erection, construction, alteration, repairs, replacement, maintaining or locating of all signs regulated by this Chapter. Where signs are illuminated electrically, a separate electrical permit shall be obtained as required by the Electrical Code of the City of Glendale. Upon renewal of any sign permit, or

application for any sign permit subsequent to June 1, 2000, such permit shall be inclusive for any and all signs on a single parcel. Thereafter, the permit shall be subject to each individual sign complying with the requirements of this Chapter.

- (2) A permit shall not be required for the following signs, provided, however, that such signs shall be subject to any and all applicable provisions of this Chapter, including the Building Board approval:
 - a. Name plate signs as allowed under Section 15-6-9(a).
 - b. Any sign four (4) square feet or less in an area not otherwise prohibited by this Chapter.
 - c. Repainting without changing wording, composition, or colors; or minor nonstructural repairs of less than Two Hundred Fifty Dollars (\$250.00) (except electrical repair).
 - d. Relocation of sign as required by City.
 - e. Political signs permitted as provided herein.
 - f. Window signs of a temporary nature in Section 15-6-10(k).
 - g. Residential sale and lease signs six (6) square feet or less.
 - h. Temporary construction signs. [See Section 15-6-1 I
 - i. Address marker/signs that exceed four (4) square feet in area require Plan Commission approval.
 - (3) Nothing contained herein shall prevent the erection, construction, and maintenance of official traffic, fire and police signs, signals, devices, and marking of the State of Wisconsin and the City of Glendale or other public authorities, or the posting of notices required by law.
 - (4) Sign permits must be renewed every three (3) years and the fee indicated above tendered in accordance therewith. Prior to a permit being renewed, the sign will be inspected to determine whether the sign is in conformance with this Chapter.
- (b) **Permit Application and Expiration.**
- (1) To obtain a permit, the applicant shall file an application on a form furnished by the City. All applications shall be accompanied by the written consent of the lessee and owner/agent or trustee having charge of the property on which the sign is proposed.
 - (2) Every permit issued by the Community Development Planner or after review by the Plan Commission under the provisions of this Chapter shall expire by limitations and become null and void, if the work authorized by such permit is not completed within one hundred twenty (120) days from the date of such permit. Before such uncompleted work can be continued, a new permit shall be first obtained to do so. The fee therefore shall be one-half (1/2) the amount required for new permit for such work, provided no changes have been made or will be made in the original plans and specifications for such work.
- (c) **Permit Fees.**
- (1) Before issuing any sign permit required by this Chapter, the City shall collect a fee in accordance with the following schedule:

NEW	4-25 Sq. Ft	26-50 Sq. Ft.	51-100 Sq. Ft.	100-150 Sq. Ft.
3 Years	\$ 50	\$ 75	\$ 100	\$ 150
2 Years	\$ 35	\$ 50	\$ 70	\$ 100
1 Year	\$ 20	\$ 25	\$ 40	\$ 50

Renew	
1-2 Tenants	\$ 50 for whole property
PSP	\$75 for whole property (currently \$150). Property owner should pay fee

PSP	
New	\$ 150 for whole property

- (2) The owner of a legal nonconforming sign which has been removed or brought into conformance according to the terms of this Chapter shall not be required to pay a permit fee in order to obtain a permit for a replacement sign.
 - (3) Where work, for which a permit is required by this Chapter, is begun before a permit has been obtained, the fees above specified shall be quadrupled. The payment of such quadrupled fee shall not relieve any persons from complying fully with the requirements of this Chapter in the execution of the work from any penalties prescribed herein.
 - (4) Sign permits must be renewed every three (3) years and the fee indicated above tendered in accordance therewith. Prior to a permit being renewed, the sign will be inspected to determine whether the sign is in conformance with the ordinance. Renewal fees not paid by September 30th of a given year will be charged a late fee of Ten Dollars (\$10.00). Fees not paid by November 15th will be placed on the tax rolls for the appropriate property with a surcharge of fifty percent (50%). Upon renewal, sign permits shall be renewed, effective three (3) years, commencing in the year 2002, 2005, and thereafter in the north zone; 2003, 2006 and each three (3) year period thereafter in the west zone; and 2001, 2004 and in three (3) year increments thereafter in the east zone.
- (d) **Requirement of Plans.** Two (2) copies of plans, renderings, or other pictorialization of non-residential signs and specifications shall be submitted with the application for each sign in excess of four (4) square feet regulated by this Chapter. One (1) copy shall be returned to the applicant at the time the permit is granted. Such plans shall show complete details; size of the sign, the method of attachment or support; locations and materials to be used; and the name, address of the person preparing the plans and specifications of such sign. Plans for supports for any sign subject to excessive stresses as determined by the Community Development Planner shall be accompanied by structural computations. Sufficient data shall be submitted to show that supporting surfaces and other members of an existing building to which the sign is to be attached are in good condition and are adequately strong to support the load, including the

proposed sign. Pictures of completed sign installation and final dimensions will be submitted upon completion of the work.

(e) **Plan Commission.**

- (1) Permits for signs requiring a permit, with the exception of directional sign permits or existing sign modification requests which shall be reviewed and approved by the Community Development Planner, shall not be issued unless all requirements of this Section of the Glendale Building Code are complied with and:
 - a. Approved by a majority vote of the Plan Commission, if required.
 - b. Are granted a variance by the Plan Commission through the Sign Permit Appeals process.
- (2) The Plan Commission shall determine that the sign by its color, size, placement, or other design factors is not a detriment in terms of its general harmony with the property or building on which it will be placed, or with other properties or buildings in the immediate neighborhood. Among the other design factors which shall be weighed, without limitation because of enumeration, are:
 - a. Overall excellence in sign design and appropriate usage of materials for the type of use and related architectural compatibility, and, in the case of monument signs, conformity to the requirements for the structural base as set forth in Section 15.6.4(a)(25) of this Chapter.
 - b. Sign placement in relation to street grade or property topography; parcel shape; primary and secondary streets; customer or other parking or loading; varying setbacks to avoid monotony along the street frontage;
 - c. Effective use of required or optional landscaping, and of graphic symbols in lieu of words to aid rapid comprehension by the motoring public.
 - d. The Plan Commission shall make reasonable effort to approve monument signs along the North Port Washington Road and West Silver Spring Drive corridors even where legal non-conforming free-standing signs remain. The Plan Commission shall further encourage, and may place reasonable conditions to effectuate, uniformity of theme as to the signage in the North Port Washington Road and West Silver Spring Drive corridors.
- (3) Notwithstanding any of the foregoing provisions, and as from time to time designated by the Common Council, the provisions of this title and chapter may be assigned to and applied by and under the jurisdiction of the Community Development Authority as to all signage in redevelopment areas selected by the Common Council of the City of Glendale. The Community Development Authority shall then have all procedural and approval authority as granted by this chapter only as to the extent provided in this chapter, and subject to all zoning regulations as from time-to-time adopted by the Common Council of the City of Glendale.

(f) **Construction Requirements.**

- (1) **Wind Pressure, Live Load and Dead Load Requirements.** All signs and other advertising structures shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area; and shall be constructed to receive all live and dead loads as required in the Building Code or other ordinances of the City of Glendale.
- (2) **Lighting,** Illumination shall be so installed to avoid any glare, spill or reflection into any adjacent property, or onto a street or alley to create a traffic hazard. Any sign creating a nuisance will be reviewed by the Community Development Planner or the Police Department for possible modifications or removal.
- (g) **Required Signs.** Every building or group of buildings must be identified by a street number.
- (h) **Location Requirements.**
 - (1) **Proximity to Street Right-of-Way.** No sign or part thereof shall be located or project closer than ten (10) feet from the established street right-of-way line, except approved traffic directional signs.
 - (2) **Obstruction of Exits.** No sign shall obstruct any door, window or fire escape of any building.
 - (3) **Signs Prohibited Within Limits of Any Street or Highway.**
 - a. No sign of any type whatsoever, shall be erected, placed, located, or maintained within the right-of-way limits of any street or highway. Highway limits include all the dedicated right-of-way, encompassing the traveled portion of the highway, the shoulders, ditches, and adjacent dedicated areas. This prohibition applies to free standing signs whether or not such sign predates enactment of this Section, and those placed on trees, utility poles, fence post stakes, and all other structures within the highway limits on which signs might be posted or placed.
 - b. Failure to comply with the provisions of this Section shall be a violation of Sec. 86.19, Wis. Stats., as well as this Chapter.
 - c. Any sign violating this Section shall be summarily removed by the Department of Public Works or the Police Department.
 - d. This prohibition shall not apply to signs placed within the limits of streets or highways by duly constituted municipal, county, or state authorities for the guidance or warning of traffic, as provided in Sec. 86.19(1) and (4), Wis. Stats. Nor shall it apply to mail boxes and paper boxes.
 - (4) **Construction Over Public Property.** No person, firm, or corporation shall erect or cause to be erected any sign which projects over any public sidewalk, street, alley or public place.
 - (5) **Signs on Vehicles.** No sign shall be erected or attached to any vehicle except for signs painted directly on the surface of the vehicle, magnetic signs, and bumper stickers. The primary use of such vehicles shall be in operation of the business and not in advertising or identifying the business premises. The vehicle shall be parked in a designated parking space, but shall not be parked in the right-of-way. Vehicles parked in a manner

considered by the Community Development Planner as a means of advertising shall be in violation of this Chapter. Cartop carrier signs of a political nature are not meant to be excluded by this Section.

- (i) **Inspections.** Unless waived by the Community Development Planner, all signs for which a permit is required shall be subject to the following inspections:
 - (1) Electrical inspection on all illuminated signs.
 - (2) Site inspection to insure that the sign has been constructed according to approved application and valid sign permit.
- (j) **Maintenance.**
 - (1) Each sign, including those specifically exempt from this Code in respect to permits and permit fees, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. The Community Development Planner or his/her designee shall have authority to inspect and shall have the authority to order the painting, repair, alteration, or removal of a sign which shall constitute a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, or obsolescence.
 - (2) The Community Development Planner shall follow the same procedure of notification described in Section 15-6-7 "Removal of Signs".

15.6.9 PERMITTED SIGNS BY USE.

- (a) **Single Family Residence.** A single-family residence is allowed a name plate sign not to exceed three (3) square feet. No business signs are permitted in a residential district. Signs in residential districts may not be illuminated. Temporary rummage sale signs are allowed. One (1) sign may be located on the property of the sale and two (2) additional directional signs may be located on private property with the permission of the property owner.
- (b) **Public Uses, Institutional Uses, Schools and Churches.**
 - (1) The total permanent sign area allowed for public uses, institutional uses, schools, and churches, shall be determined by the Plan Commission.
 - (2) Traffic directional signs are allowed.
- (c) **Residential Subdivisions, Condominiums, and Apartment Complexes.** Residential subdivisions, condominiums, and apartment complexes are allowed residential entry-way signs. These signs shall be approved by the Plan Commission.
- (d) **Office Buildings.**
 - (1) Office buildings with two (2) tenants or individually owned condominium suites, or less, are permitted a monument sign. In lieu of a monument sign on the property, each tenant or individually owned condominium suite with a separate exterior entrance may have a wall sign.
 - (2) Office buildings with three (3) or more tenants or individually owned condominium suites qualify for the Planned Signed Program and must meet the requirements set forth in Section 15-6-10(a).
 - (3) Traffic directional signs are allowed.
- (e) **Retail Establishments and Shopping Centers.**

- (1) Retail buildings with two (2) tenants or less are permitted either a free-standing sign or a monument sign unless otherwise provided in (3) below. In lieu of a free-standing sign or a monument sign on the property, each tenant may have a wall sign.
- (2) Retail centers with three (3) or more tenants qualify for the Planned Sign Program and must meet requirements set forth in Section 15-6-10(a).
- (3) Individual retail establishments that have more than twenty thousand (20,000) square feet of first floor building area are permitted a monument sign and a wall sign.
- (4) Traffic directional signs are allowed.
- (f) **Industrial Uses.**
 - (1) Industrial buildings with two (2) tenants or less are permitted a monument sign unless otherwise provided in Subsection (f)(3) below. In lieu of a monument sign on the property, each tenant may have a wall sign.
 - (2) Industrial buildings with three (3) or more tenants qualify for the Planned Sign Program and must meet requirements set forth in Section 15-6-10(a)
 - (3) An individual industry that has more than fifty thousand (50,000) square feet of first floor building area is permitted a monument sign and a wall sign.
 - (4) Traffic directional signs are allowed.
- (g) **Corner Properties.** (See Definitions) Commercial establishments located on corner properties that do not qualify for the Planned Sign Program will be allowed up to two (2) signs. Such properties will be allowed either:
 - (1) A monument sign and a wall sign, or;
 - (2) Two (2) wall signs to be placed on separate building fronts.
- (h) **Commercial Buildings.** All other commercial establishments not covered specifically by this Section will be governed by the sign restrictions provided in Section 15-6-10 hereof.
- (i) **Planned Developments.** Entrance markers must be approved by the Plan Commission. Signs shall be compatible with the development.

15.6.10 PERMITTED SIGNS BY DEFINITION AND REQUIREMENTS.

NOTE: Refer to Section 15-6-9 for Permitted Signs by Use.

- (a) **Planned Sign Program.** The program is developed for office, retail and industrial centers that have three (3) or more tenants. The program allows commercial centers to have one (1) free-standing sign (a Master Identification Sign) to identify the name of the center, not the individual businesses within the center. Businesses within the center are allowed a wall sign to advertise their location within the commercial center. The intent of the Planned Sign Program is to set forth a theme as to placement, lettering style, color and related design considerations of signs, while at the same time reducing sign clutter.
 - (1) **Master Identification Sign.**

- a. Master Identification Signs are free-standing signs which identify the name of a multiple-tenant building or center. Such signs shall not contain the names of tenants or occupants of the center. Only office, retail and industrial centers that qualify for the Planned Sign Program (see Section 15-6-9 for qualifications) will be permitted one (1) free-standing Master Identification Sign. This Section is not meant to preclude the identification of the center being given the name of a principal tenant. It is meant to prohibit the use of tenant boards as main identification signs.
 - b. The area of a Master Identification Sign shall be determined by the following formula:
 1. Centers of one hundred thousand (100,000) square feet of building area or under will be permitted one (1) free-standing sign of no more than one hundred fifty (150) square feet.
 2. Centers over one hundred thousand (100,000) square feet of building area will be subject to restrictions imposed by the Plan Commission.
 - c. Height of a Master Identification Sign.
 1. Height of a Master Identification Sign shall not exceed ten (10) feet and shall be a monument sign.
 2. Centers of over one hundred thousand (100,000) square feet of building area will be subject to height restrictions imposed by the Plan Commission.
 - d. No free-standing signs other than the Master Identification Sign will be permitted per center, except approved traffic directional signs.
 - e. A Master Identification Sign shall be located in a landscaped area of meaningful open space, of at least two hundred fifty (250) square feet.
- (2) **Wall Signs (Planned Sign Program).**
- a. Individual businesses within retail and industrial centers are permitted a wall sign in addition to the Master Identification Sign. In office centers, only tenants with separate exterior entrances will be permitted a wall sign.
 - b. The maximum area for each wall sign shall not exceed one hundred fifty (150) square feet. [A guideline to follow when determining wall sign size is one (1) square foot of signage per every lineal business front foot of tenant space].
- (3) **Tenant Board Signs (Planned Sign Program),** Tenant Board signs are permitted for all industrial uses and office centers. Retail establishments not having street frontage or exterior entrances will be permitted a Tenant Board sign. Tenant Board signs may be visible to internal traffic only. Sign letters identifying businesses may not exceed three (3) inches in height. Location and number of signs are to be determined by the Plan Commission.
- (4) **Traffic Directional Signs (Planned Sign Program),** Traffic directional signs are permitted for retail, industrial and office centers. The signs must

meet the size, height, and location requirements set forth in Section 15-6-10(g).

(5) **Requirements and Procedures of the Planned Sign Program.**

- a. All properties that qualify for the Planned Sign Program must submit to the Plan Commission a Planned Sign Program plan for their property. No sign permit shall be issued for an individual business located on a property that requires a Planned Sign Program, until such a program plan is submitted and approved by the Plan Commission. After the approval of a Planned Sign Program, no sign shall be erected, placed, painted, or maintained, except in conformance with the Planned Sign Program.
- b. The Planned Sign Program plan submittal must contain the following information:
 1. An accurate plot plan of the property indicating the location of buildings, building entrances, parking lots, driveways, landscaped areas and sign locations;
 2. A building elevation drawing or rendering of any building face to which signs are to be attached;
 3. A landscape plan for meaningful open space.
 4. Computation of the maximum allowable total sign area, and the maximum dimensions and area for individual signs;
 5. Standards for consistency among signs to be located on the property will be made with regard to:
 - a. Lettering or graphic style;
 - ii. Lighting.
 - iii. Material; and
 - iv. Color, or colors allowed.
- c. The Planned Sign Program may contain such other features and restrictions as the owners and the Plan Commission may reasonably determine and agree to.
- d. The approved Plan Sign Program shall be signed by all owners of the property or their authorized agents and the Community Development Planner as authorized by the Plan Commission.
- e. A Planned Sign Program may be amended by filing a revised Planned Sign Program for Plan Commission review and approval.

(b) **Free-Standing Signs.**

Except to the extent allowed in Section 15.6.5(b), or other specific provisions of the code relating to government or temporary signs, or the planned sign program, or by State laws regulating political signs, free-standing signs shall not be allowed. Where allowed, free-standing signs shall be subject to the following regulations:

- (1) **Identification.** A freestanding sign may identify the individual business, building, or building complex only by name, or by name and principal service offered, where the name does not identify the principal service offered. For all uses the sign may identify up to two (2) businesses that

occupy the same building and may identify the availability of an on-site automatic teller machine.

- (2) **Total Area.** A freestanding sign may be double faced. The area of each free-standing sign face shall be computed as .6 square foot times the lineal front foot of the property, to a maximum of one hundred fifty (150) square feet.
 - (3) **Placement and Construction Requirements.**
 - a. A freestanding sign shall be permanent in construction and subject to the requirements of the Building Code of the City of Glendale.
 - b. The height of a freestanding sign shall be no more than fifteen (15) feet.
 - c. The sign shall be located in a landscaped area of open space of at least one hundred (100) square feet.
 - d. Freestanding signs must be at least sixty (60) feet from monument signs and other freestanding signs.
 - e. A freestanding sign must be set back ten (10) feet from the front property line.
- (c) **Wall Signs.**
- (1) **Identification.** A wall sign may identify the individual business, building, or building complex only by name, or by name and principal service offered, where the name does not identify the principal service offered. For all uses the sign may identify up to two (2) businesses that occupy the same building.
 - (2) **Total Area.**
 - a. In business centers containing two (2) tenants or less the total area of wall signs shall be computed as .8 square foot times the building front foot, to a maximum of one hundred fifty (150) total square feet.
 - b. The area of each wall sign in centers that require a Planned Sign Program shall not exceed one hundred fifty (150) square feet.
 - c. In the case of corner properties, when two (2) wall signs or a monument sign and a wall sign are proposed, the area of each wall sign shall be computed as .5 square foot times the lineal front foot of the building. Wall signs cannot exceed one hundred (100) square feet in area.
 - (3) **Placement and Construction Requirements.**
 - a. A face of a wall sign may not project more than twelve (12) inches from the wall.
 - b. A wall sign that identifies a business must be placed on the wall of the structure which the business occupies.
 - c. No part of a wall sign shall extend above the roof line unless it is erected on a parapet wall or fascia which extends above the roof line of a flat roof on at least three (3) sides of a building.
 - d. A wall sign is allowed on a roof surface only if the roof surface is within twenty-five degrees (25°) of vertical (i.e. mansard roof).
- (d) **Monument Signs (See Definitions).**

- (1) **Identification.** A monument sign may identify the individual business, building, or building complex only by name, or by name and principal service offered, where the name does not identify the principal service offered. For all uses, the sign may identify up to two (2) businesses that occupy the same building.
- (2) **Total Area.**
 - a. The area of each monument sign face shall be computed as .6 square foot times the lineal front foot of the property, to a maximum of one hundred fifty (150) square feet.
 - b. A monument sign may have multiple faces.
 1. When the angle between sign faces measures forty-five degrees (45°) or less, the total sign area shall be computed by measuring the square footage of a single face.
 2. When the angle between sign faces measures greater than forty-five degrees (45°), the total sign area shall be computed by adding the square footage of each face.
 - c. In the case of corner properties, when a monument sign is proposed in conjunction with a wall sign, the area of a monument sign shall be computed as .4 square foot times the lineal front foot of the property. Monument signs on corner properties cannot exceed one hundred (100) square feet in area.
- (3) **Placement and Construction Requirements,**
 - a. A monument sign shall be permanent in construction and subject to the requirements of the Building Code of the City of Glendale.
 - b. Height of a monument sign shall be no more than ten (10) feet.
 - c. The sign shall be located in a landscaped area of open space, of at least one hundred (100) square feet.
 - d. Monument signs must be at least sixty (60) feet from free-standing signs and other monument signs.
 - e. A monument sign must be set back ten (10) feet from the front property line.
- (e) **Awning Signs (See Definitions).**
 - (1) The area of a non-illuminated awning sign shall be calculated as the area of the copy and/or logo enclosed by one (1) continuous line, connecting the extreme points of the copy and/or logo.
 - (2) When awning signs are entirely illuminated changing the appearance or characteristics of the awning in any manner, the entire area of the awning will be calculated as the sign area. Illuminated awnings will require Plan Commission approval.
 - (3) When only the area of the awning where the copy and/or logo is located and illuminated, the area of the sign will be measured as the length and height of the illuminated portion of the awning.

ADDITIONAL PERMITTED SIGNAGE:

Signage permitted in addition to the signs previously outlined in this Section.

- (g) **Traffic Directional Signs.** Traffic directional signs are permitted and located solely for the purpose of relieving traffic congestion and promoting the safe flow of traffic:
- (1) One single or double-faced free-standing sign shall be permitted for each driveway. Traffic directional signs may be located up to the property line and shall be no higher than five (5) feet above the established grade.
 - (2) The area of each side of a traffic directional sign shall not exceed six (6) square feet.
 - (3) Twenty-five percent (25%) of the area of each side of a traffic directional sign may be used for the business name or logo.
- (h) **Tenant Board Signs (Directory).** Exterior tenant or directory signs are to be used to guide visitors to individual businesses within a multiple-tenant commercial building. Only centers that meet the requirements of the Planned Sign Program will be permitted tenant board signs. Letters identifying businesses may not exceed three (3) inches in height. Location of the tenant board sign shall be determined by the Plan Commission.
- (i) **Flags (Commercial Properties).**
- (1) **Advertising Flag.**
 - a. Only one (1) flag may be utilized for advertising purposes.
 - b. Maximum area of a flag shall be twenty-four (24) square feet.
 - c. The flag must consist of the name of the individual business, building, or building complex.
 - (2) **Location and Height Requirements (all flags).**
 - a. A flag may only be suspended on a permanent, established flag pole that is no more than thirty-five (35) feet high, unless otherwise approved by the Plan Commission.
 - b. A flag pole shall be set back ten (10) feet from the front property line and located in a setting of meaningful open space.
- (j) **Shingle Signs (See Definitions).**
- (1) One (1) sign, not exceeding one (1) square foot in size; shall be allowed for each business front and shall be adjacent to the business which it identifies.
 - (2) The sign shall be suspended from a roof overhang, covered walkway, covered porch, or open lattice walkway. No part of a suspended sign shall extend beyond the edge of the overhang. Signs placed parallel to the street may be attached to the fascia. A minimum clearance of six (6) feet eight (8) inches shall be maintained between the bottom of the sign and the nearest grade or sidewalk.
- (k) **Window Signs (See Definitions).** Window signs do not need a permit if less than ten percent (10%) of the window is covered. Window signs that cover over ten percent (10%) of a window require a permit to be issued in accordance with this Section and in the sole discretion of the Community Development Planner. In no instance may more than twenty-five percent (25%) of an individual window panel be covered. Identical copy may not be repeated on the same face of the building. Window signs must be placed behind a clear glazed window opening and not in unglazed openings. A window sign permit will be valid for all window

signs of the establishment issued the permit. Permits for window signs will be issued for one (1) year and may be renewed annually.

- (l) **Neon Signs.** Neon window signs or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the building's architectural character and where their color has been selected to harmonize with the building's exterior colors. Such lighting shall be subject to review and approval of the City Plan Commission.
- (m) **Time and Temperature Signs.** Permitted only through review and approval by the Plan Commission.

15.6.11 TEMPORARY SIGNS.

- (a) **Permits.** Permits for temporary signs shall be issued by the Community Development Planner only when the sign is specifically allowed by this Chapter. A temporary sign permit shall be issued only for the active use period of the sign. Temporary signs shall be permitted in all zones unless otherwise specified. Temporary signs shall not be illuminated. Any temporary sign erected without a permit may be removed by the Community Development Planner upon expiration of the forty-eight (48) hour notice period. Renewals for any temporary signs shall be reviewed and subject to approval by the Plan Commission. The application for renewal must include a written statement of the reasons for renewal and the specific additional period of time requested. Any temporary sign proposal that cannot meet code requirements shall be reviewed by the Plan Commission. If approved, the proposal shall be returned to the Plan Commission for any extension prior to the expiration of the initial or previous sign permit. The same banner sign may be erected on two (2) separate, but non-continuous, occasions in one calendar year.
- (b) **Development Signs; Residential and Non-Residential.** Development signs are used to identify future development or a development under construction:
 - (1) A development may have one (1) free-standing sign on each street which the development abuts. The sign must be placed on the property being developed.
 - (2) Each development's sign may not exceed thirty-two (32) square feet in area. This sign may be single- or double-faced and may be perpendicular or parallel to the street.
 - (3) The sign may not exceed eight (8) feet in height.
 - (4) Sign permits shall expire upon completion of the development. The signs shall be removed no later than ten (10) days after the announced completion of the announced development or in the case of a residential development, after ninety percent (90%) of the units are sold.
- (c) **Sale, Lease, and Rent Signs.**
 - (1) Sale, lease and rent signs are temporary signs which indicate that some premises or vacant lot is for sale, lease, or rent.

- (2) Premises or vacant land for sale, lease or rent may have one (1) free-standing sign on each street which the development abuts. The sign must be placed on the property being sold, leased, or rented.
 - (3) This sign may be single- or double-faced.
 - (4) Non-residential signs will be originally permitted for ninety (90) day periods. Permits may be issued for additional ninety (90) day periods, if the premise is less than ninety percent (90%) occupied or vacant space of two thousand (2,000) square feet or more remains unoccupied. Upon ninety percent (90%) occupancy, or less than two thousand (2,000) square feet of vacant space remaining, the sign must be removed within seven (7) days. Permitted sign areas in non-residential zoned areas shall not exceed sixteen (16) square feet in area.
 - (5) Signs in residential zoned areas may be no larger than six (6) square feet and need not obtain a permit.
 - (6) Signs in residential zoned areas must be removed within seven (7) days of the final sale or rental of the property.
- (d) **Political Signs.**
- (1) A "political sign" is a temporary sign supporting the candidacy for office or urging action on any other matter on the ballot of a primary, general and special elections.
 - (2) The display of any such signs shall be limited to a period of thirty (30) days immediately preceding any primary, general or special elections to which they refer, except that upon residential property owned or occupied by the individual displaying such sign, the display of such signs shall be permitted during the period beginning on the first day for circulation of nomination papers by candidates, or the first day on which candidates would circulate nominate papers were papers to be required, and ending on the day of the election.
 - (3) Political signs shall not exceed six (6) square feet if such size limitation is necessary to insure traffic or pedestrian safety. In no event shall a political sign exceed eleven (11) square feet in area.
 - (4) The candidate, party or parties responsible for the erection or distribution of any such signs shall be jointly and severally liable for the removal of them within seven (7) days after the primary, general, or special election to which they refer. Noncompliance will subject the responsible party to a forfeiture of One Hundred Dollars (\$100.00).
 - (5) No permit shall be required for such a sign.
 - (6) Political signs are not permitted on public property, right-of-ways or within one hundred (100) feet from a polling place entrance.
- (e) **Contractor or Subcontractor Signs (See Definitions).**
- (1) A sign may be single- or double-faced.
 - (2) A sign may be free-standing; the area may be no more than sixteen (16) square feet per contractor or subcontractor.
 - (3) The sign may not exceed eight (8) feet in height.
 - (4) All contractor or subcontractor signs may be consolidated on one sign or incorporated within the development sign. The total combined area of all subcontractor signs on a consolidated sign cannot exceed thirty-two (32) square feet.
 - (5) If a consolidated sign is used, the sign permit shall expire upon completion of the project. If not consolidated on a single sign, individual contractor or

subcontractor signs shall be removed within two (2) days after the function of the contractor or subcontractor on the property is completed.

- (f) **Grand-Opening Signs (See Definition).**
 - (1) Signs of this type may be allowed subject to the approval of the Community Development Planner.
 - (2) The sign or signs shall not be displayed more than ten (10) days.
 - (3) There shall be only one (1) grand-opening sign allowed per business.
 - (4) Permits for grand-opening signs shall expire after ten (10) days.
- (g) **Banners (See Definitions).**
 - (1) Banners may not exceed thirty (30) square feet in area.
 - (2) Banners are subject to all of the rules and regulations for signs.
 - (3) Permits for banners shall expire after fifteen (15) days.
- (h) **Construction Signs.** Temporary construction signs used to guide patrons to a commercial establishment during periods of road or building construction are allowed upon approval by the Community Development Planner. All approved signs may be erected without permits, but must be removed immediately upon completion of the project or by direction of the Community Development Planner.
- (i) **Seasonal Signs.** Signs for seasonal commercial establishments shall be permitted if so approved by the Community Development Planner upon application therefore. The area of such signs shall not exceed thirty-two (32) square feet. Seasonal signs are only permitted in non-residential zoned areas. A permit for a seasonal sign shall expire after forty-five (45) days.
- (j) **Temporary Identification Signs.** A temporary sign may be used to identify a commercial establishment until such a time that a permanent sign is constructed. If requested, a temporary identification sign permit will be issued when an application and fee for a permanent sign is submitted. A permit for a temporary identification sign may be issued by the Community Development Planner and shall expire after thirty (30) days. The temporary sign shall not exceed eight (8) feet in height or thirty-two (32) square feet in area and must be set back at least ten (10) feet from the front property line. No fee is required for a temporary identification sign.

15.6.12 SIGN PERMIT APPEALS.

- (a) **Purpose of Appeals.** Sign variances are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. Nothing in this Section, however, is intended to permit the erection or maintenance of signs which are prohibited in this Chapter.
- (b) **Procedures.**
 - (1) Upon denial of a sign permit, requests for a hearing shall be made in writing to the Community Development Planner no less than twenty-one (21) days before the meeting of the Plan Commission or its designated entity or more than thirty (30) days from denial of a permit. An appeal fee in the amount of Three Hundred Dollars (\$300.00) shall be required of the applicant at the time that a request for hearing is made.

- (2) The Plan Commission or its designated entity shall make the final decision on appeals using the following criteria:
 - a. The basic rule of thumb should be that there be no public harm and there be a public benefit.
 - b. Variance considerations will include proposal for signs which would enhance the overall character of a neighborhood, or to mitigate unusual site conditions.
 - c. The sign as proposed will not result in an undue concentration of signage which renders it difficult or confusing to read existing signs.
 - d. The affect a proposed sign may have on depreciating property values of a neighborhood.
 - e. The Plan Commission in its deliberation of an adjustment may consider the location of the proposed sign, the height, the size, the appearance, number, and location of other signs in the vicinity of the proposed sign, and any other factor as the Plan Commission deems appropriate.
- (3) Should the Plan Commission approve a variance, the application will be forwarded to the Community Development Planner, with directions to issue a permit in accordance with the decision. If the Commission finds that a variance should not be granted, it shall inform the applicant of the reasons for such decision, in writing, within ten (10) days of the adoption of the Plan Commission minutes.

15.6.13 PROHIBITED LIGHTING AND SIGNS.

- (a) **Lighting.** Bare light bulbs shall not be permitted other than for time and temperature. Further, no flashing, blinking, or rotating lights shall be permitted to be attached to any sign or building.
- (b) **Signs.** It shall be unlawful to erect or maintain the following signs:
 - (1) Portable signs
 - (2) Off-premise signs
 - (3) Pennants or streamers or signs which move by any means except flags when permitted as provided in Section 15.6.10(i) herein and except time and temperature signs conforming hereto.
 - (4) Projecting signs
 - (5) Roof signs
 - (6) Sandwich Boards
 - (7) Billboards
 - (8) Window signs in excess of 25% of the window area
 - (9) Action signs as defined in Section 15.6.4(a)(2). An action sign mounted on a truck, or other moving vehicle, is a prohibited sign except when transported to and from a given destination, and provided further that such vehicle is not being employed or operated for advertising or display purposes. It shall be presumed that a sign which traverses a street at less than the speed limit, stops or engages in a pattern of stopping, standing,

or parking in a manner not required by regulations governing the street, or which vehicle traverses the same street on a repeated basis more than 2 times in a one hour period without visiting a destination, is displaying a prohibited sign, and is not engaged in the course of permitted travel within the City of Glendale. Notwithstanding any of the foregoing prohibitions, a sign as otherwise prohibited by this section may be permitted as part of a planned sign program in a planned unit development in a tax incremental financing district within the City of Glendale.

- (10) Signs, other than informational signs such as traffic, directions, or route information, on public structures such as rest stops, park benches, bus shelters or any similar structure.