

Article XII  
**Signs, Canopies, Awnings and Billboards**

**§ 480-60 Purpose and review authority.**

- A. Purpose. The purpose of this article is to establish standards for the display of all signs specified within this chapter. Signs shall be regulated to promote public safety, minimize conflict with vehicular and pedestrian traffic and other signs, and promote harmonious appearance which will encourage a healthy business environment. Approval of a sign permit for specific signs by the Zoning Administrator or Plan Commission shall be required as indicated by the Table of Sign District Standards.
- B. Review authority. The Plan Commission shall review all freestanding signs and landscape ground signs, all signs accompanying changes in use or new use which must receive approval of a zoning permit, and all proposed signs which would require approval of a special exception to the sign district requirements. The Plan Commission may require submittal and approval of a comprehensive signage plan for a site or sites which will have more than one sign viewed together as part of a group of signs. This may be required with a zoning permit for change of use or a sign permit. All signs which require approval of a sign permit by the Zoning Administrator or Plan Commission shall be reviewed according the following evaluation factors:
- (1) Conformance to the zoning and sign code.
  - (2) Minimization of conflict with vehicular or pedestrian circulation.
  - (3) Compatibility with the building characteristics, adjacent uses and adjacent signs.
  - (4) Compatibility with specific physical site conditions which warrant approval of the proposed sign.
  - (5) Materials and maintenance aspects.
  - (6) Legibility and visual clarity.
- C. Exceptions to requirements. The Plan Commission may grant special exceptions to this article upon demonstration of due cause. Every applicant for a special exception to the sign district requirements shall submit a written statement to the Plan Commission which explains the reason for the request and how it meets the evaluation factors.
- D. Temporary districts. The Plan Commission shall have the authority to establish special temporary geographic districts for the purpose of reviewing all the signs within a specific area and establishing a signage plan for the district to improve the overall appearance of signs in the district. Before designation of the boundaries of a special district, all property owners with land in the proposed district shall be notified, and the Plan Commission shall hold a public hearing to make a finding of need for the temporary district. Adoption and review of special districts shall be based on the following factors:
- (1) The proposed district has a concentration of obsolete signs or signs in deteriorated condition.
  - (2) The proposed district will be a part of other planned projects or improvements by the City or its agencies.
  - (3) District boundaries will be used to develop a physical improvement plan for the neighborhood.
- E. Hearings. The Plan Commission shall adopt guidelines for any special requirements for signs in a special district only after holding a public hearing.
- F. Review of Sign Code. The Plan Commission shall review the Sign Code every two years, effective

February 20, 1984. The Plan Commission shall suggest to the Common Council any changes in the ordinance which would improve the administration and regulations of the Sign Code.

**§ 480-61 Definitions.**

The following definitions shall be applicable in this article (refer to district regulations for permitted signs, specific site regulations and permit requirements):

**ABANDONED SIGNS**

Any sign advertising a business, commodity, service, entertainment or activity conducted, sold or offered on the premises where the sign is located, where the business, sale of commodity, offer of service or entertainment, or activity has been discontinued.

**AUXILIARY SIGN**

A sign which provides secondary information such as price, sales information, hours of operation, warning or directories of tenants in buildings.

**BUILDING IDENTIFICATION SIGN**

A sign which promotes the name of the building, building tenant and/or type of business on the premises where the sign is located. Each site may have one sign on the building per use and one sign off the building. These may include the following types of signs:

- A. Signs on the building. Includes wall signs, projecting signs and graphic signs.
- B. Signs off the building. Includes freestanding signs and landscape ground signs.

**BUILDING SITE**

A single building and its associated contiguous parking and circulation. The Plan Commission shall make the final determination of the boundaries of a building site if there is any disagreement.

**CHANGEABLE COPY SIGNS**

A blank sign, either permanently mounted to a building as a wall sign or self-supporting as a freestanding sign, allowing letters to be affixed to its face so that messages may be changed by manual replacement of the letters. The changeable letters shall be an integral part of the business identification sign, letters shall be all one color with the background consistent with the business sign, and the combined area of the changeable message sign and business sign shall not exceed the total allowable sign area for that district.

**COMMERCIAL VARIABLE MESSAGE SIGN (CEVMS)**

A sign which may be manual, electronic or electrically controlled, capable of showing a series of different messages in a predetermined sequence.

**CONSTRUCTION SIGN**

A sign which is confined to the site of construction, gives information such as the builder and contractor and is removed 30 days after completion of construction or prior to occupancy, whichever is sooner.

**DANGEROUS, DETERIORATED OR DILAPIDATED SIGNS**

Signs which are an imitation of or resemble in shape, size, copy or color an official traffic sign or signal or which block traffic visibility or which, through age, neglect or weather, are determined to be unsafe by the Zoning Administrator.

**FACADE**

The portion of a building facing the street from which it has its main access, and defined by the area between the entrance grade and the bottom of the roof edge or fascia.

**FLAGPOLES AND FLAGS**

Poles and flags for the United States, State of Wisconsin or City of Monona or one free-speech flag or insignia, which meet size restrictions in the district regulations. Flags and poles other than the permitted types may be specifically permitted by the Plan Commission with approval of a zoning permit.

**FLASHING OR MOVING SIGNS**

Signs which are artificially lighted with blinking or traveling lights or animated signs, except for changeable message signs; or signs with physical moving components visible from the right-of-way, except for those which revolve around a vertical axis at speeds less than eight revolutions per minute.

**FLOODLIGHTED SIGNS**

Reflection illuminated signs whose light source is positioned so that 25% or more of light intensity directly from the light source is visible from a public right-of-way by vehicular traffic or whose light source is visible from residential property.

**FREESTANDING SIGN**

A self-supporting sign resting on or supported by means of poles, standards or any other type of base on the ground.

**GARAGE SALE SIGN**

A sign to advertise garage sales, yard sales and similar merchandise sales by nonprofit, philanthropic or civic organizations.

**GRAPHIC SIGN**

A sign which is an integral part of a building facade. The sign is painted directly on, carved in or otherwise permanently embedded in the facade.

**LANDSCAPE GROUND SIGN**

A freestanding sign which designates a project, business or building; is no higher than five feet high as measured from the closest of either the top of the curb gutter or sidewalk; is designed of materials complementary to and harmonious with the building and site; and is closely integrated with site landscaping.

**NONCOMMERCIAL FREE SPEECH SYMBOLS OR INSIGNIA, RELIGIOUS SYMBOLS, COMMEMORATIVE PLAQUES OF RECOGNIZED HISTORIC AGENCIES**

Identification emblems of religious orders or historic agencies or statements of speech which do not advertise a business, entertainment or sale of service. This may include wall, projecting, graphic, freestanding, landscape and temporary wall signs or a flag.

**OFF-PREMISES ADVERTISING SIGNS**

Signs which advertise goods, products or services on a different location from where the sign is located, excepting signs which direct motorists to educational, cultural, public, religious or historical sites located on premises other than where the sign is located.

## **OPERATION SIGN**

Directions to parts of the site or building such as entries or exits, addresses of buildings, designation of parking areas.

## **PERMITTED OFF-PREMISES SIGNS**

Signs which direct motorists to educational, cultural, public, religious or historical sites located on premises other than where the sign is located.

## **POLITICAL OR CAMPAIGN SIGNS**

Signs on behalf of candidates for public office or measures on election ballots, which shall be erected not earlier than 30 days prior to the primary election and removed within seven days following the general election.

## **PORTABLE SIGNS**

Any pennants, streamers, banners, posters, sandwich board signs, attention-getting devices or other signs which are not permanently attached to the ground or building.

## **PROJECTING SIGN**

A sign other than a wall sign which is attached to the building, whose leading edge extends beyond the wall to a maximum of four feet from the wall. Projecting signs shall have a minimum clearance from the ground of eight feet and shall be no higher than the top of the lower edge of the roof or building eave line. The area of double-faced projecting signs is calculated by measuring one face of the sign only.

## **REAL ESTATE SIGN**

A sign which advertises that the land or building on which the sign is located is for sale, rental or lease, provided the sign is removed within seven days after the sale, rental or lease is confirmed.

## **ROOF SIGN**

A sign erected above the lower edge of the roof or building eave line; or if the roof is flat, a sign on top of the roof which shall not exceed the maximum height above the roof as designated in the district standards.

## **SIGN**

Any emblem, painting, design, sculpture, identification, description, illustration or device, illuminated or nonilluminated, to advertise, identify, convey information or direct attention to a product, service, place, activity, person, institution, business or solicitation. For the purpose of removal, "sign" shall also include sign structures.

## **SIGN AREA**

The entire area within the smallest simple geometric shape (rectangle, circle or triangle) which encompasses the extreme limits of advertising message, announcement or decoration of the sign. In a two-faced (-sided) freestanding sign, the area of each face may be allowed to be the maximum size stated in the size requirements of the Sign Districts Standards table. On multiple-faced freestanding signs, the total area of all faces shall not exceed the area of the total of the two faces of an allowable two-sided sign.

## **SIGN STRUCTURE**

Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.

## **TEMPORARY WALL SIGN**

Special events signs which announce events such as sales or grand openings for a period not to exceed 28 calendar days in any six-month period; signs which pertain to drives or events of civic, philanthropic, educational, religious organizations, provided such signs are posted not more than 30 days before said event and removed within seven days after the event; or signs which are considered noncommercial free speech.

## **TEMPORARY WINDOW SIGNS**

In business, commercial and industrial districts, the inside surface of any ground-floor window may be used for attachment of temporary signs. The sign shall not be placed on door windows or other windows needed to be clear for pedestrian safety.

## **WALL SIGN**

A sign mounted parallel to and on the building facade, which identifies the building or business, does not extend beyond the edge of any wall or other surface to which it is mounted, and does not project more than 18 inches from the wall.

## **WINDOW SIGN**

A sign installed on a window for purposes of viewing from outside the premises.

### **§ 480-62 Prohibited signs in all districts.**

A. The following signs are prohibited in all zoning districts:

- (1) Abandoned signs.
  - (2) Dangerous, deteriorated or dilapidated signs.
  - (3) Roof signs.
  - (4) Flashing or moving signs.
  - (5) Floodlighted signs.
  - (6) Portable signs - prohibited except for those signs permitted under temporary wall and window signs.
  - (7) Commercial variable message signs (CEVMS).
- B. No illuminated sign shall be located near or in the direct line of vision of a traffic control signal having red, green or amber illumination.

### **§ 480-63 Nonconforming signs.**

A. Notification of nonconformance. After original enactment of this article, the Zoning Administrator shall survey the City of Monona to inventory all signs. Upon determination that a sign is nonconforming, the Zoning Administrator shall use reasonable efforts to so notify, either personally or in writing, the user or owner of the property on which the sign is located of the following:

- (1) The sign's nonconformity.
  - (2) Whether the sign is eligible for characterization as a legal nonconforming sign or is unlawful.
- B. Signs eligible for characterization as legal nonconforming. Any sign located within the City of Monona limits on the date of original adoption of this article or located in an area annexed to the City of Monona hereafter, which does not conform with the provisions of this article, is eligible for characterization as a legal nonconforming sign and is permitted, providing it also meets the

following requirements:

- (1) The sign is erected under authority of proper sign permits prior to the date of original adoption of this article.
  - (2) If no permit was required under applicable law for the sign in question and the sign was in all respects in compliance with applicable law on the date of original adoption of this article.
- C. Loss of legal nonconforming status.
- (1) A sign loses its legal nonconforming status if one or more of the following occurs:
    - (a) The sign is altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with requirements of this article than it was before alteration.
    - (b) The sign is relocated.
    - (c) The sign fails to conform to this article regarding maintenance and repair, abandonment or dangerous or defective signs.
    - (d) The property's use changes or the property is transferred to a new ownership.
  - (2) On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this article, with a new permit secured therefor, or shall be removed.
- D. Legal nonconforming sign maintenance and repair. Nothing in this article shall relieve the owner or user of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this article regarding safety, maintenance and repair of signs.

**§ 480-64 Maintenance and repair of signs.**

- A. Every sign, including but not limited to those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign.
- B. The Zoning Administrator shall require compliance with all standards of this article. If the sign is not modified to comply with safety standards outlined in this article, the Zoning Administrator shall require its removal in accordance with this article.

**§ 480-65 Abandoned signs.**

All abandoned signs determined to be nonconforming or legal nonconforming signs as defined in § 480-61, Definitions, shall be removed within 90 days of the date of discontinuance of the business, sales, entertainment or activity.

**§ 480-66 Deteriorated or dilapidated signs.**

The Zoning Administrator shall cause to be removed any deteriorated or dilapidated signs under the provisions of § 66.0413, Wis. Stats.

**§ 480-67 Administration.**

The Zoning Administrator will enforce the provisions of this article. The Zoning Administrator shall examine all applications for permits for the erection of signs, issue permits and denials, authorize the continued use of signs which conform with the requirements of this article, record and file all applications for permits with any accompanying plans and documents, make inspections of signs in the City of Monona and make such reports as the City may require.

**§ 480-68 Application procedures.**

- A. Any sign which requires approval of the Zoning Administrator or Plan Commission shall be required to submit a completed application, which shall include the following submittals:
- (1) Completed sign permit application form.
  - (2) A dimensioned plot plan drawn to scale showing the location of the lot, building or structure on which the proposed sign is to be attached or erected.
  - (3) A photograph showing the location of the proposed sign and its relationship to the building to which it is to be mounted or surrounding area if it is not a wall sign.
  - (4) A scale drawing of the proposed sign showing the message to be displayed, sign area, height, material composition, colors, visual representation of the sign in relation to the building, and landscaping coordinated with site landscaping for landscape ground signs.
  - (5) Written consent of the owner (or authority to act on behalf of such owner) of the building, structure and land on which the sign is to be erected.
  - (6) A description of all electrical equipment and attachments if the sign is to be lighted or illuminated.
  - (7) Applications for temporary signs, as defined herein, shall include a written statement of the dates on which the sign is to be displayed.
- B. The property owner and applicant shall sign the sign permit application and/or application for special exception. Payment of a fee based on sign area is required before issuance of any sign permit by the Zoning Administrator. The fee shall be as set forth in the City's Fee Schedule for all signs.

**§ 480-69 Structural requirements.**

- A. Windload. All permanent signs shall be designed to withstand 30 pounds per square foot horizontal windload when all surface areas are covered with 1/2 inch of ice and shall be suitably anchored, guyed, imbedded or fastened accordingly. The Building Inspector may require structural calculations to be submitted, and all freestanding signs 20 feet in height or taller shall be required to submit sign construction plans stamped by a licensed engineer for approval by the Building Inspector.
- B. Electrical permit. All lighted and illuminated signs shall require an electrical permit from the Building Inspector.

**§ 480-70 Awnings and canopies.**

- A. Permitted awnings. No awnings shall be erected or maintained, except such awnings as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- (1) Support. Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback line.
  - (2) Height. All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than eight feet above the level of the surrounding grade or building entrance.
  - (3) Setback from curblines. No awning shall extend into the right-of-way.
  - (4) Advertising. No advertising shall be placed on any awning, except as allowed in this article.
- B. Permitted canopies. No canopies shall be erected or maintained, except such canopies as comply with the following requirements, and then only if the permit required hereunder is first obtained, and the same conform to the regulations of the zoning district in which the same are to be located:

- (1) **Support.** The structural support of all canopies shall be designed by a licensed professional engineer and approved by the Building Inspector as in compliance with the Building Code of the City. All frames and supports shall be of metal and designed to withstand a wind pressure as provided in § 480-69. All canopies shall be attached to a building, and no supports shall exist beyond the setback line between the canopy and the sidewalk or ground below.
- (2) **Height above sidewalk.** All canopies shall be constructed and erected so that the lowest portion thereof shall not be less than eight feet above the level of the surrounding grade or building entrance.
- (3) **Setback from curb.** No canopy shall extend beyond a point four feet from the face of a wall or building.
- (4) **Advertising.** No advertising shall be placed on any canopy, except as allowed in this article.

**§ 480-71 Enforcement.**

Noncompliance with any of the requirements or standards of this article will result in fines and penalties per § 1-4 of the Code.

**Attachments:**

[Attachment 1 - Sign District Standards](#)

[Attachment 2 - Site Design Standards for Parking, Landscaping, and Lighting](#)

[Attachment 3 - Access Management Guidelines for Commercial and Multifamily Properties](#)



ZONING

480 Attachment 1

City of Monona

Sign District Standards<sup>1</sup>

The location of the front elevation of the building determines which district standards must be followed.

Refer to the map showing the location of the Commercial, Broadway, Gateway, South Towne and Multifamily and Single-Family Residential Sign Districts.<sup>2</sup>

COMMERCIAL DISTRICT

Retail, commercial and industrial properties along Monona Drive, Femrite Drive, Edna Taylor Parkway, Copps Avenue, Bridge Road, and including commercial and industrial lands south of Gateway District.

BROADWAY DISTRICT

Includes all retail, commercial and industrial uses adjoining County Trunk Highway BW (Broadway) and signage directed towards BW (Broadway). Where the Broadway District overlaps with the Commercial District, the requirements of the Broadway District shall apply. All existing freestanding signs should come into conformance with this ordinance within 10 years of the date of when this section was adopted in 1988.

GATEWAY DISTRICT

Includes all retail, commercial and industrial uses adjoining Highway 12 and 18 and signage directed towards Highway 12 and 18 traffic.

SIGNAGE PLAN FOR SOUTH TOWNE MALL AND OUTLOTS

A separate set of sign regulations and standards shall apply to the area comprising the South Towne Mall and Outlots, as adopted by the Plan Commission on July 25, 1983.

Table of Sign District Standards

Type of Sign	No. of Signs Allowed Per Site	Size Requirements	Approval Required	Other Requirements
Auxiliary	Flexible	Maximum 16 square feet per sign	Zoning Administrator	Pump price signs may be erected within pump island
Commercial variable message				Not allowed

1 Amended at time of adoption of Code (see Ch. 1, Art. II, of the Code).

2 Said map is on file and available for inspection in the City's offices.

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<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Construction	2	Maximum 32 square feet per sign in Commercial and 100 square feet in Broadway and Gateway Districts	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 25-foot-high flagpole	Zoning Administrator	
Freestanding (not allowed in Broadway and Commercial Districts)	1, if no other building identification sign off the building	Maximum 15% of front facade but not to exceed 200 square feet; 30-foot maximum height	Plan Commission	Must be at least 55 feet from right-of-way
Graphic	1 per use if no other building sign on the	Maximum 10% of facade but not to exceed 200 square feet	Plan Commission	
Landscape ground	1, if no other building identification sign off the building	Maximum 60 square feet, maximum 5 feet high, as measured from the closest of either the top of curb and gutter or the sidewalk	Plan Commission	Must be at least 15 feet from curb but not on right-of-way. Landscaping of sign to be integrated with site landscaping. Height requirement may be modified when unusual ground conditions exist and make the bench mark for computing the 5-foot maximum height unreasonable. In no case shall the sign be more than 5 feet above the adjacent ground
Noncommercial free speech, symbols or insignia	1, may be on or off the building	Maximum 15 square feet in Commercial, 60 square feet in Broadway and 100 square feet in Gateway Districts. If off the building, maximum height 5 feet in Commercial and Broadway, and 25 feet in Gateway Districts	Plan Commission in all cases except temporary wall signs, which may be approved by the Zoning Administrator	Shall not interfere with vehicular or pedestrian circulation. If off the building, shall be a minimum of 15 feet from curb but not on right-of-way

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<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Off-premises advertising (not allowed in Commercial District)	500-foot minimum interval between off-premises advertising signs	Maximum 60 square feet in Broadway and 100 square feet in Gateway Districts for each face of a double-side sign. Maximum height is 5 feet in Broadway and 25 feet in Gateway Districts	Plan Commission	Same setback requirements as landscape ground signs in Broadway District and freestanding signs in Gateway District
Operational (amended per Ord. No. 1-11-624, adopted 2-7-2011)	Flexible - more than 3 will require Plan Commission approval	Maximum 4 square feet, 48 inches maximum height	Zoning Administrator	May contain commercial logo but not messages
Permitted off-premises signs	Flexible	Flexible	Zoning Administrator	
Political or campaign	Flexible	None	None	May be erected during election campaign period as defined in § 12.04, Wis. Stats.
Projecting	1 per use if no building identification	Maximum 12 square feet	Zoning Administrator	
Reader boards	1 per site, either attached to building or as permanent freestanding sign	Maximum 32 square feet, (included within maximum allowable area of total freestanding, projecting, or wall signs)	Plan Commission	A specific type of freestanding, wall or projecting sign within total regulated area allowed for that type of sign, with applicant demonstrating a unique business need
Real estate	1 per site	Maximum 16 square feet Commercial and 50 square feet Broadway and Gateway Districts	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way
Roof				Not allowed

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<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Temporary real estate open house	3	Maximum 12 square feet	None	Must not be erected within right-of-way on utility poles, trees or traffic control devices, and must be removed immediately after close of operation
Temporary wall	2	Maximum 32 square feet per sign	Zoning Administrator	Not to be used more than 28 days in any 6-month period. May only be placed on the building
Temporary window	Flexible	Maximum 50% of window area	None	Shall not be placed on door windows or windows needed for pedestrian safety
Wall	1 per use on front of building if no other building identification signs on the building. Where building fronts on more than one street and is designed with more than one front, additional wall signs may be approved	Maximum 10% of front facade but not to exceed 150 square feet total of all signs on building in Commercial, and 200 square feet in Broadway and Gateway Districts	Zoning Administrator, unless accompanying a need for a zoning permit according to § 480-55	Where multiple uses are located in one building or center, wall signage shall generally identify each use, while off-building signage shall identify the building only
Window	Flexible	Maximum 50% of window area	Zoning Administrator	

**Multiple-Family Residential, Parks, Governmental, Public and Quasi-Public Use Districts**

All multiple-family properties, parks, conservancy areas, governmental uses, schools, and religious uses.

<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Auxiliary	Flexible	Maximum 25 square feet per sign	None	
Construction	1	Maximum 36 square feet per sign	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner

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<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 25-foot-high flagpole	Zoning Administrator	
Freestanding	1 per governmental, school, religious or multiple-family site if no other building identification sign off the building	Maximum 36 square feet, maximum 25 feet high, maximum 10 feet from building	Plan Commission	Must be reviewed according to Plan Commission review criteria
Graphic	1 if no other building identification sign on the building	Maximum 15% of facade but not to exceed 100 square feet	Zoning Administrator	
Landscape ground	2 permitted per park conservancy area, if no other site identification sign off building. 1 for other uses, if no other site identification sign off building	Maximum 36 square feet, maximum 5 feet high	Plan Commission	Must be reviewed according to Plan Commission review criteria. Must be at least 15 feet from curb but not on right-of-way
Noncommercial free speech, symbols or insignia	1, may be on or off the building	Maximum 25 square feet. If off the building, maximum height 25 feet	Zoning Administrator	Shall not interfere with vehicular or pedestrian circulation
Permitted off-premises	1 wall sign or 1 freestanding sign, if no other freestanding sign on the site	Maximum 25 square feet	Zoning Administrator	
Political or campaign	Flexible	None	None	May be erected during election campaign period as defined in § 12.04, Wis. Stats.

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<b>Type of Sign</b>	<b>No. of Signs Allowed Per Site</b>	<b>Size Requirements</b>	<b>Approval Required</b>	<b>Other Requirements</b>
Real estate	1 per site	Maximum 8 square feet	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way, utility poles, trees or traffic control devices
Temporary wall	2	Maximum 16 square feet per sign	None	Shall be erected not more than 30 days before event and removed within 7 days after event
Temporary window	Flexible	Maximum 50% of window area	None	Shall not be placed on door windows or windows needed for pedestrian safety
Construction	1	Maximum 20 square feet per sign	None	Must be removed within 30 days after completion of construction or occupancy, whichever is sooner
Flagpoles and flags	1 flagpole	Maximum 24 square feet per flag, maximum 20-foot-high flagpole	None	
Garage sale	As regulated in § 480-12			
Noncommercial free speech	1, may be on or off the building	Maximum 25 square feet. If off the building, maximum height 10 feet	None	Shall not interfere with vehicular or pedestrian circulation
Real estate	1 per site	Maximum 6 square feet	None	Must be removed within 7 days after the sale, rental or lease is accomplished. Must not be placed on right-of-way, utility poles, trees or traffic control devices