

SECTION 19. SIGNS

SUBDIVISION 19.1 FINDINGS.

Subd. 19.1 Findings. The Becker Joint Planning Board hereby finds as follows:

1. Exterior signs have a substantial impact on the character and quality of the environment.
2. Signs provide an important medium through which individuals may convey a variety of messages.
3. Signs can create traffic hazards, aesthetic concerns and detriments to property values, thereby threatening the public health, safety and welfare.
4. The Town's zoning regulations include the regulation of signs in an effort to provide adequate means of expression and to promote the economic viability of the business community, while protecting the Town and its citizens from a proliferation of signs of a type, size, location and character that would adversely impact upon the aesthetics of the community and threaten the health, safety and welfare of the community. The regulation of the physical characteristics of signs within the Town has had a positive impact on traffic safety and the appearance of the community.

SUBDIVISION 19.2 PURPOSE AND INTENT.

Subd. 19.2. Purpose and Intent. It is not the purpose or intent of this sign ordinance to regulate the message displayed on any sign; nor is it the purpose or intent of this article to regulate any building design or any display not defined as a sign, or any sign which cannot be viewed from outside a building. The purpose and intent of this article is to:

1. Regulate the number, location, size, type, illumination and other physical characteristics of signs within the Town in order to promote the public health, safety and welfare.
2. Maintain, enhance and improve the aesthetic environment of the Town by preventing visual clutter that is harmful to the appearance of the community.
3. Improve the visual appearance of the Town while providing for effective means of communication, consistent with constitutional guarantees and the Town's goals of public safety and aesthetics.
4. Provide for fair and consistent enforcement of the sign regulations set forth herein under the zoning authority of the Town.

SUBDIVISION 19.3 EFFECT.

Subd. 19.3. Effect. A sign may be erected, mounted, displayed or maintained in the Town if it is in conformance with the provisions of these regulations. The effect of this sign ordinance, as more specifically set forth herein, is to:

1. Allow a wide variety of sign types in commercial and industrial zones, and a more limited variety of signs in other zones, subject to the standards set forth in this sign ordinance.
2. Allow certain small, unobtrusive signs incidental to the principal use of a site in all zones when in compliance with the requirements of this sign ordinance.
3. Prohibit signs whose location, size, type, illumination or other physical characteristics negatively affect the environment and where the communication can be accomplished by means having a lesser impact on the environment and the public health, safety and welfare.
4. Provide for the enforcement of the provisions of this sign ordinance.

SUBDIVISION 19.4 SEVERABILITY.

Subd. 19.4. Severability. If any section, subsection, sentence, clause, or phrase of this Sign Ordinance is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this Sign Ordinance. The Town Board hereby declares that it would have adopted the Sign Ordinance in each section, subsection, sentence or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid.

SUBDIVISION 19.5 DEFINITIONS.

Subd. 19.5. Definitions. The following words and terms, when used in this Sign Ordinance, shall have the following meanings, unless the context clearly indicates otherwise:

Abandoned Sign – Any sign and/or its supporting sign structure which remains without a message or whose display surface remains blank for a period of one (1) year or more, or any sign which pertains to a time, event or purpose which no longer applies, shall be deemed to have been abandoned. Signs applicable to a business temporarily suspended because of a change in ownership or management of such business shall not be deemed abandoned unless the property remains vacant for a period of one (1) year or more. Any sign remaining after demolition of a principal structure shall be deemed abandoned. Signs which are present because of being legally established nonconforming signs or signs which have required a conditional use permit or a variance shall also be subject to the definition of abandoned sign.

Awning – A roof-like cover, often of fabric, plastic, metal or glass designated and intended for protection from the weather or as a decorative embellishment, and which projects from a wall or roof of a structure primarily over a window, walk, or the like. Any part of an awning which also projects over a door shall be counted as an awning.

Awning Sign – A building sign or graphic printed on or in some fashion attached directly to the awning material.

Balloon Sign – A sign consisting of a bag made of lightweight material supported by helium, hot, or pressurized air which is greater than twenty-four (24) inches in diameter.

Building – Any structure used or intended for supporting or sheltering any use or occupancy.

Building Sign – Any sign attached or supported by any structure used or intended for supporting or sheltering any use or occupancy.

Cabinet Sign – Any wall sign that is not of a channel or individually mounted letter construction.

Canopy – A roof-like cover, often of fabric, plastic, metal, or glass on a support, which provides shelter over a doorway.

Canopy Sign – Any sign that is part of or attached to a canopy, made of fabric, plastic, or structural protective cover over a door or entrance. A canopy sign is not a marquee and is different from service area canopy signs.

Changeable Copy Sign – A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. Changeable copy signs do not include signs upon which characters, letters or illustrations change or rearrange only once in a 24-hour period.

Commercial Speech – Speech advertising a business, profession, commodity, service or entertainment.

Elevation – The view of the side, front, or rear of a given structure(s).

Elevation Area – The area of all walls that face any lot line.

Erect – Activity of constructing, building, raising, assembling, placing, affixing, attaching, creating, painting, drawing, or any other way of bringing into being of establishment.

Flag – Any fabric or similar lightweight material attached at one end of the material, usually to a staff or pole, so as to allow movement of the material by atmospheric changes and which contains distinctive colors, patterns, symbols, emblems, insignia, or other symbolic devices.

Flashing Sign – A directly or indirectly illuminated sign which exhibits changing light or color effect by any means, so as to provide intermittent illumination which includes the illusion of intermittent flashing light by means of animation. Also any mode of lighting which resembles zooming, twinkling, or sparkling.

Freestanding Sign – Any sign which has supporting framework that is placed on, or anchored in, the ground and which is independent from any building or other structure.

Frontage – The line of contact of a property with the public right-of-way.

Grade – Grade shall be construed to be the final ground elevation after construction. Earth mounding criteria for landscaping and screening is not part of the final grade for sign height computation.

Ground Sign – Any freestanding sign with its sign face mounted on the ground or mounted on a base at least as wide as the sign and which has a total height not exceeding eight (8) feet.

Height of Sign – The height of the sign shall be computed as the vertical distance measured from the base of the sign at grade to the top of the highest attached component of the sign.

Hotel, Motel, Motor Hotel – Any building or combination of buildings containing six or more rooms used for sleeping purposes by guests on a transient basis.

Illumination Sign – Any sign which contains an element designed to emanate artificial light internally or externally.

Interior Sign – A sign which is located within the interior of any building, or within an enclosed lobby or court of any building, and a sign for and located within the inner or outer body, court or entrance of any theater.

Issuing Authority – The Town of Becker Zoning Administrator and/or Building Inspector.

Legally Established Nonconforming Sign – Any sign and its support structure lawfully erected prior to the effective date of this ordinance which fails to conform to the requirements of this ordinance. A sign which was erected in accordance with a variance granted prior to the adoption of this ordinance and which does not comply with this ordinance shall be deemed a legal nonconforming sign. A sign which was unlawfully erected shall be deemed to be an illegal sign.

Marquee – Any permanent roof-like structure projecting beyond a theater building or extending along an projecting beyond the wall of that building, generally designed and constructed to provide protection from the weather.

Marquee Sign – Any building sign painted, mounted, constructed or attached in any manner, on a marquee.

Monument Sign – Any freestanding sign with its sign face mounted on the ground or mounted on a base at least as wide as the sign and which has a height exceeding eight (8) feet.

Multiple Tenant Site – Any site which has more than one (1) tenant, and each tenant has a separate ground level exterior public entrance.

Non-Commercial Speech – Dissemination of messages not classified as Commercial Speech which include, but are not limited to, messages concerning political, religious, social, ideological, public service and informational topics.

Off-Premise Sign – A commercial speech sign which directs the attention of the public to a business, activity conducted, or product sold or offered at a location not on the same premises where such business sign is located. For purposes of this sign ordinance, easements and other appurtenances shall be considered to be outside such platted parcel of land and any sign located or proposed to be located in an easement or other appurtenance shall be considered an off-premise sign.

On-Premise Messages – Identify or advertise an establishment, person, activity, goods, products or services located on the premises where the sign is installed.

Parapet (Wall) – That portion of building wall that rises above the roof level.

Pole Sign – See Pylon Sign.

Portable Sign – Any sign which is manifestly designed to be transported, including by trailer or on its own wheels, even though the wheels of such sign may be removed and the remaining chassis or support is converted to another sign or attached temporarily or permanently to the ground since this characteristic is based on the design of such a sign.

Porte Cochere – A roofed structure or roof-like cover, extending from the entrance of a building and which provides shelter over a doorway.

Principal Building – The building in which the principal primary use of the lot is conducted. Lots with multiple principal uses may have multiple principle buildings, but storage buildings, garages, and other clearly accessory uses shall not be considered principal buildings.

Projecting Sign – Any sign which is affixed to a building or wall in such a manner that its leading edge extends more than two (2) feet beyond the surface of such building or wall face.

Property Owner – Legal owner of property as officially recorded by Sherburne County.

Public Notices – Official notices posted by public officers, employees or their agents in the performance of their duties, or as directed by such officers, employees or agents.

Public Street Right-of-Way – The planned right-of-way for a public street.

Pylon Sign – Any freestanding sign which has its supportive structure(s) anchored in the ground and which has a sign face elevated above ground level by pole(s) or beam(s) and with the area below the sign face open.

Residential District – Any district zoned for residential uses.

Roof – The exterior surface and its supporting structure on the top of a building or structure. The structural make-up of which conforms to the roof structures, roof construction and roof covering sections of the International Building Code.

Roof Line – The upper-most edge of the roof or in the case of an extended façade or parapet, the upper-most height of said façade.

Roof Sign – Any sign erected and constructed wholly on and above the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.

Roof Sign, Integral – Any building sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, so that no part of the sign extends vertically above the highest portion of the roof and so that no part of the sign is separated from the rest of the roof by a space of more than six (6) inches.

Rotating Sign – A sign or portion of a sign which turns about on an axis.

Setback, Front – The minimum horizontal distance permitted between the public right-of-way and a structure on the premises. In instances in which a property fronts on more than one (1) street, front setbacks are required on all street frontages.

Setback, Rear – The minimum horizontal distance permitted between the property line opposite the principal street frontage and a structure on the premises.

Setback, Side – The minimum horizontal distance permitted between the side lot line and a structure on the premises.

Shimmering Sign – A sign which reflects an oscillating sometimes distorted visual image.

Sign – Any letter, word or symbol, poster, picture, statuary, reading matter or representation in the nature of advertisement, announcement, message or visual communication, whether painted, posted, printed, affixed or constructed, including all associated brackets, braces, supports, wires and structures, which is displayed for informational or communicative purposes.

Sign Face – The surface of the sign upon, against, or through which the message of the sign is exhibited.

Sign Structure – Any structure including the supports, uprights, bracing and framework which supports or is capable of supporting any sign.

Site – A plot or parcel of land, or combination of contiguous lots or parcels of land, which are intended, designated, and/or approved to function as an integrated unit.

Stringer – A line of string, rope, cording, or an equivalent to which is attached a number of pennants.

Suspended Sign – Any building sign that is suspended from the underside of a horizontal plane surface and is connected to this surface.

Temporary Sign. “Temporary Sign” shall mean any sign, banner, pennant or other display constructed of cloth, canvas, light fabric, cardboard, wall board, or other light material, with or without frames, including portable signs, intended to be displayed for a limited period of time.

Total Site Signage – The maximum permitted combined area of all freestanding and wall identification signs allowed on a specific property.

Visible – Capable of being seen by a person of normal visual acuity (whether legible or not) without visual aid.

Wall – Any structure which defines the exterior boundaries or courts of a building or structure and which has a slope of sixty (60) degrees or greater with the horizontal plane.

Wall Sign – Any building sign attached parallel to, but within two (2) feet of a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one (1) sign surface.

Window Sign – Any building sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

SUBDIVISION 19.6 PERMIT REQUIRED.

Subd. 19.6. Permit Required. No sign shall be erected, altered, reconstructed, maintained or moved in the Town without first securing a permit from the Town. The content of the sign shall not be reviewed or considered in determining whether to approve or deny a sign permit.

Application for a permit shall be in writing addressed to the issuing authority and shall contain the following information.

- a. Names and addresses of the owners of the display structure and property;
- b. The address at which any signs are to be erected;
- c. The lot, block and addition at which the signs are to be erected and the street on which they are to front;
- d. A complete set of plans showing the necessary elevations, distances, size and details to fully and clearly represent the construction and place of the signs;
- e. For all freestanding or pylon signs over 50 square feet a registered certificate of survey certified by a Minnesota Registered Land Surveyor clearly showing at a minimum: dimensions of all lot lines and all easements of record, location of all public utilities, names of abutting streets, location of all structures, parking and drive areas on the site, proposed sign location, and grade elevations ten (10) feet on each side of the proposed sign location. Stakes showing property lines and sign location shall be established by the surveyor with submission of the certificate of survey. Maintenance of the stakes throughout the sign permit process is required and is the responsibility of the applicant;

- f. The cost of the sign;
- g. Type of sign (i.e. wall sign, monument sign, etc.); and
- h. Certification by the applicant indicating the application complies with all requirements of the sign ordinance.

The issuing authority shall approve or deny the sign permit in an expedited manner no more than 60 days from the receipt of the complete application, including applicable fee. All permits not approved or denied within 60 days shall be deemed approved unless written notice of extension is provided to the applicant prior to the 60 day deadline. If the permit is denied, the issuing authority shall prepare a written notice within 10 days of its decision, describing the applicant's appeal rights.

SUBDIVISION 19.7 EXEMPTIONS.

Subd. 19.7. Exemptions. The following signs shall not require a permit. These exemptions, however, shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this ordinance or any other law or ordinance regulating same.

- a. The changing of the display surface on a painted or printed sign only. This exemption, however, shall apply only to poster replacement and/or on-site changes involving sign painting elsewhere than directly on the building.
- b. Signs twelve (12) square feet or less in size.

SUBDIVISION 19.8 FEES.

Subd. 19.8. Fees. Sign permit fees are established by Resolution of the Town Board and updated on a regular basis.

SUBDIVISION 19.9 REPAIRS.

Subd. 19.9. Repairs. Any sign located in the Township which may now be or hereafter become out of order, rotten or unsafe, and every sign which shall hereafter be erected, altered, resurfaced, reconstructed or moved contrary to the provisions of this section, shall be removed or otherwise properly secured in accordance with the terms of this section by the owners thereof or by the owners of the grounds on which said sign shall stand, upon receipt of property notice so to do, given by the issuing authority. No rotten or other unsafe sign shall be repaired or rebuilt except in accordance with the provisions of this section and upon a permit issued by the issuing authority.

SUBDIVISION 19.10 REMOVAL.

Subd. 19.10. Removal. In the event of the failure of the owner or person, company or corporation having control of any sign, or the owner of the grounds on which the sign is located, to remove

or repair said sign within 60 days after the use is terminated, a notice shall be given and the sign may be removed by the Town at the expense of the owner or manager of the sign, or the owner of the ground upon which the sign stands.

SUBDIVISION 19.11 VIOLATIONS.

Subd. 19.11. Violations. Violation of this section is a misdemeanor. Each day that the violation continues is a separate offense.

SUBDIVISION 19.12 GENERAL STANDARDS.

Subd. 19.12. General Standards.

- A. Except as hereinafter provided, no signs shall be erected or maintained at any angle to a building or structure which sign extends or projects over the sidewalk, street, highway, or right-of-way.
- B. Multi-faced signs shall not exceed two (2) times the allowed square footage of single faced signs.
- C. No sign that exceeds two hundred (200) square feet in area or 25 feet in height shall be erected if:
 - 1. It would prevent any traveler on any street from obtaining a clear view of approaching vehicles on the same street from a distance of five hundred (500) feet.
 - 2. It would be closer than five hundred (500) feet to a national, state or local park structure, historic site, picnic or rest area, church or school.
 - 3. It would be closer than one hundred-fifty (150) feet to any residential structure.

SUBDIVISION 19.13 ELECTRIC SIGNS.

Subd. 19.13. Electrical Signs. Electrical signs must be installed in accordance with the current electrical code and a separate permit from the State Electrical Inspector must be obtained prior to placement.

SUBDIVISION 19.14 TEMPORARY SIGNS.

Subd. 19.14. Temporary Sign. Temporary signs are subject to the following regulations.

- A. Temporary signs in residential zoning districts shall not exceed a total of sixteen (16) square feet in area. There is no limit to the amount of time a temporary sign is allowed to be displayed.
- B. Temporary signs in commercial and industrial zoning districts shall not exceed thirty two (32) square feet in area.

1. The advertisement contained on any temporary sign shall only identify or advertise an establishment, person, activity, goods, products or services located on the premises where the sign is installed.
2. One on-premises temporary or portable sign is allowed per business, as allowed by the Town Zoning Administrator or their designee subject to the following:
 - a. Signs may not be displayed for more than ninety (90) calendar days per calendar year.
 - b. Signs may not be displayed without a permit. Up to four permits per year may be issued to a business, not to exceed the number of days allowed in subsection 2a of this section. Each permit must indicate the number of days the sign is to be displayed. A fee and deposit at a level established by Resolution of the Becker Town Board is required. The deposit is refundable if the sign meets all requirements and is removed on time.

SUBDIVISION 19.15 UNAUTHORIZED SIGNS.

Subd. 19.15. Unauthorized Signs. The following signs are unauthorized signs:

- A. Any sign, signal, marking or device which purports to be or is an imitation of or resembles any official traffic control device or railroad sign or signal, or emergency vehicle signal, or which attempts to direct the movement of traffic or which hides from view or interferes with the effectiveness of any official traffic-control device or any railroad sign or signal.
- B. All off-premise signs.
- C. Signs painted, attached or in any other manner affixed to trees, rocks, or similar natural surfaces, or attached to public utility poles, meter posts, bridges, towers, traffic posts, stakes or similar structures in any street right-of-way.

SUBDIVISION 19.16 AREA.

Subd. 19.16. Area. The area within the frame shall be used to calculate the square footage except that the width of a frame exceeding 12 inches shall constitute sign face, and if such letters or graphics be mounted directly on a wall or fascia or in such way as to be without a frame the dimensions for calculating the square footage shall be the area extending six inches beyond the periphery formed around such letters or graphics in a plane figure bounded by straight lines connecting the outermost points thereof. Each surface utilized to display a message or to attract attention shall be measured as a separate sign and shall be calculated in the overall square footage.

SUBDIVISION 19.17 CANOPIES, MARQUEES, AND FIXED AWNINGS.

Subd. 19.17. Canopies, Marquees, and Fixed Awnings. Canopies, marquees and fixed awnings are an integral part of the structure to which they are attached. They are allowed in the Commercial and Industrial Districts if they meet the following requirements and the applicable square footage requirements.

1. An awning, canopy or marquee may not project into the public right-of-way;
2. Awnings, canopies or marquees may have no part of the structure other than supports nearer the ground surface than seven feet;
3. The architectural style of the awning, canopy or marquee must be consistent with the building being served; and
4. Awnings, canopies, or marquees projecting into the required yards may not be enclosed except with a transparent material permitting through vision.

SUBDIVISION 19.18 ILLUMINATION.

Subd. 19.18. Illumination. External illumination for signs shall be so constructed and maintained that the source of light is not visible from the public right-of-way or residential property.

SUBDIVISION 19.19 RETROACTIVE AFFECT.

Subd. 19.19. Retroactive Affect. This sign ordinance shall apply to all sign applications applied for and/or pending prior to its enactment.

SUBDIVISION 19.20 NON-COMMERCIAL SPEECH.

Subd. 19.20. Non-Commercial Speech. Notwithstanding any other provisions of this sign ordinance, all signs of any size containing political campaign Non-Commercial Speech may be posted from August 1 in any general election year until ten (10) days following the general election and thirteen (13) weeks prior to any special election until ten (10) days following the special election. All other Non-Commercial signs shall not be regulated by these timeframes but must adhere to all other provisions of this Ordinance.

SUBDIVISION 19.21 PERMITTED SIGNS BY DISTRICT.

Subd. 19.21. Permitted Signs by District.

A. Residential Districts

1. Within residential zoning districts signs are permitted as follows:

<u>District</u>	<u>Maximum Sign Area of Single Sign</u>	<u>Total Area of All Signs</u>
AG	32 square feet per surface	64 square feet
Gen-R	16 square feet per surface	32 square feet

2. Maximum Height: No sign shall exceed eight (8) feet above grade.

3. Setback: Any sign over two (2) square feet shall be located at least ten (10) feet from any property line.

4. The following types of signs are not permitted in the General Rural (Gen-R) zoning districts:

- Awning signs;
- Balloon signs;
- Canopy signs;
- Flashing signs;
- Marquee signs;
- Pole-signs;
- Pylon signs; and
- Shimmering signs

B. Commercial, Neighborhood Commercial Districts

1. Within Commercial, and Neighborhood Commercial zoning districts signs are permitted as follows:

- a. Except as provided herein, the total square footage of sign area for each lot shall not exceed one and one-half square feet of sign area for each lineal foot of lot frontage. However, where a location is a corner lot, the amount may be increased by one (1) square foot of sign per front foot of public right-of-way along said lot line.
- b. Area: No sign, or combination of signs on one lot, shall exceed the maximum allowed area as set forth in Table 1.
- c. Height: No sign shall exceed the height of the primary structure on the lot said sign is located. In no event shall the maximum height exceed that set forth in Table 1.
- d. Setback: Any sign over six (6) square feet shall be placed at least ten (10) feet from any front, side and rear property line. In no event shall any part of a sign be closer than two (2) feet to a vertical line drawn at

the property line. All signs over one hundred (100) square feet shall be placed at least one hundred fifty (150) feet from any residential or agricultural district.

Table 1.

TRAFFIC SPEED ALLOWED	MAXIMUM ALLOWED SIGN AREA	MAXIMUM ALLOWED HEIGHT
25 - 30 mph	75 sq ft	25 ft
35 - 45 mph	150 sq ft	30 ft
50 + mph	200 sq ft	35 ft

C. Industrial Districts

Within the Industrial 1, Industrial 2, and Heavy Industrial zoning districts signs are permitted as follows:

- a. Except as provided herein, the total square footage of sign area for each lot shall not exceed two (2) square feet of sign area for each lineal foot of lot frontage. However, where a location is a corner lot, the amount may be increased by one (1) square foot of sign per front foot of public right-of-way along said lot line.
- b. Area: No sign, or combination of signs on one lot, shall exceed four hundred (400) square feet in area.
- c. Height: No sign shall exceed the height of the primary structure on the lot said sign is located or forty-five (45) feet in height above grade, whichever is less.
- d. Setback: Any sign over ten (10) square feet shall be placed at least ten (10) feet from any property line. In no event shall any part of a sign be closer than two (2) feet to a vertical line drawn at the property line. All signs over one hundred (100) square feet shall be placed at least one hundred fifty (150) feet from any residential or agricultural district.

SUBDIVISION 19.22 NON-CONFORMING SIGNS.

Subd. 19.22. Non-conforming Signs: Compliance. It is recognized that signs exist within the zoning districts which were lawful before this sign ordinance was enacted, which would be prohibited, regulated or restricted under the terms of this chapter or future amendments. It is the intent of this sign ordinance that nonconforming signs shall not be enlarged upon, expanded or extended, nor be used as grounds for adding other signs or uses prohibited elsewhere in the same district. It is further the intent of this sign ordinance to permit legal nonconforming signs existing on the effective date of this sign ordinance, or amendments thereto, to continue as legal nonconforming signs provided such signs are safe, are maintained so as not to be unsightly, and have not been abandoned or removed subject to the following provisions:

- a. No sign shall be enlarged or altered in a way which increases its nonconformity.
- b. Should such sign or sign structure be destroyed by any means to an extent greater than fifty (50) percent of its replacement cost and no building permit has been applied for within 180 days of when the property was damaged, it shall not be reconstructed except in conformity with the provisions of this ordinance.
- c. Should such sign or sign structure be moved for any reason for any distance whatsoever, it shall thereafter conform to the regulations for the zoning district in which it is located after it is moved.
- d. No existing sign devoted to a use not permitted by the zoning code in the zoning district in which it is located shall be enlarged, extended or moved except in changing the sign to a sign permitted in the zoning district in which it is located.
- e. When a structure loses its nonconforming status all signs devoted to the structure shall be removed and all signs painted directly on the structure shall be repainted in a neutral color or a color which will harmonize with the structure.

SUBDIVISION 19.23 NONCOMMERCIAL SPEECH SUBSTITUTION CLAUSE.

Subd. 19.23. Noncommercial Speech Substitution Clause. The owner of any sign which is otherwise allowed by this sign ordinance may substitute non-commercial copy in lieu of any other commercial or non-commercial copy. This substitution of copy may be made without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over non-commercial speech, or favoring of any particular non-commercial message over any other non-commercial message. This provision prevails over any more specific provision to the contrary.