

PUBLICATION NO.

ORDINANCE NO. 06-0438

**AN ORDINANCE AMENDING SECTION 154.137 OF THE HUTCHINSON
MUNICIPAL CODE TO CHANGE LANGUAGE REGULATING SIGNAGE IN
THE MAIN STREET AREA**

City of Hutchinson, MN Code

Section 154.137

(E) *Signs permitted in the Main Street area district.* Signage in the Main Street area, which is defined as the area located between the east side of Franklin Avenue from the Crow River to Fourth Avenue SW and the west side of Hassan Street from the Crow River to Fourth Avenue SE, shall be subject to the following additional requirements. Signage shall be designed to enhance and complement the character of buildings within the district. All new signs, or the replacement, alteration, painting and so forth of an existing sign, require a sign permit application and may require review by the Downtown Design Review Committee if the sign does not specifically meet these requirements.

(1) *Size and placement.*

(a) Within the Main Street area, name and business signs are permitted, provided the aggregate square footage of sign per lot shall not exceed the sum of two square feet per front linear foot of building. On corner lots, the allowable square footage on the side exposure will be the same as the front, provided that side contains a major building entrance. Where the sign consists of any combination of individual letters, panels, numbers, figures, illustrations, logos or of a line or lines, to form display or sign, the area of the sign shall be computed using the outside dimensions of the various words, figures, numbers or illustrations composing the entire sign. For multi-faced signs, each face shall be measured except in the case of a sign with two identical sides.

(b) Signs shall be positioned so that they are an integral design feature of the building, which means that signs shall help define and enhance the architectural features of the building and shall be placed so that they do not destroy architectural details such as, but not limited to, stone arches, glass transom panels or decorative brickwork.

(c) No sign shall be placed to project above the roof or parapet wall line of a building except by conditional use permit.

(d) Signs may be placed only in the horizontal lintel sign space or within window glass, or on the awnings. In buildings that do not have a traditional lintel sign area, signs shall be placed no higher than 36 inches above the building openings. ~~Signs attached to a marquee shall not extend beyond the vertical surface of the marquee. No sign shall be placed on the roof of a marquee. Only the name of the owner and business conducted on the premises may be placed on any awning or canopy.~~

(e) Wall signs shall not extend more than 24 inches from an exterior wall surface and shall not cover more than 15% of that business's wall. Projecting signs are allowed. Projecting signs shall not exceed 16 square feet in area, project more than 4 feet into the public right-of-way, and not be lower than 8 feet above the public sidewalk. No sign shall create any traffic sight hazard.

(f) All signs are to be placed within 60 days of the issuance of the sign permit and be kept in good repair and avoid a weather condition resulting in illegibility, missing parts or words and the like.

(g) Marquees, canopies and awnings. Signs attached to a marquee shall not extend beyond the vertical surface of the marquee. No sign shall be placed on the roof of a marquee. Only the name of the owner and business conducted on the premises may be placed on any awning or canopy. Internally lighted awnings or canopies are not permitted. Awnings and canopies must be made of canvas or a similar product, plastic awnings are prohibited. Awnings shall not project more than 4 feet into the public right-of-way and not be lower than eight feet above the public sidewalk, unless they are retractable.

(2) *Lettering.* Lettering styles shall be legible and relate to the character of the property's use. Raised letters are highly encouraged. No sign shall contain more than two lettering styles. Franchise logo signs meeting all other ordinance requirements are permitted. Letter height shall be no more than 75% of the lintel height.

(3) *Colors.* Sign colors shall blend with the building facade to which the sign is attached and be compatible with the property's use. No more than two letter colors are permitted, ~~including black and white,~~ and, for this purpose, black and white are not considered colors. No more than ~~three~~ four colors shall be used for the entire sign, unless authenticity requires minimal use of additional colors.

(4) *Message.* The sign message shall be legible and relate to the nature of the use. These requirements may be accomplished through the use of words, pictures, names, symbols and logos.

(5) *Illumination.*

(a) External illumination of signs is permitted. Lighted signs shall emit a continuous light that prevents direct light from shining onto the street.

(b) Backlit plastic panel signs are not permitted. ~~If they are designed in the character with the era of the original building construction.~~ Backlit individual letters are permitted.

(c) Exposed external conduit wiring is not permitted, unless a special hardship exists, and it is approved by the Downtown Design Review Committee.

(d) Neon or similar lighting meeting all other ordinance requirements is permitted. Neon or similar lights shall emit a continuous light.

(e) All moving electronic signs must be approved by the Downtown Design Review Committee.

(6) *Freestanding signs.* All freestanding signs in the C-3 district shall be located, sized and landscaped so that they do not obscure the view of adjacent properties. All freestanding signs shall conform to all sections of this chapter. Freestanding signs shall not exceed 27 feet in height and must be set back at least five feet from any property line. Regulations for tenant lists and major tenant logos on freestanding signs are set forth in §§ 154.136(J) and 154.136(K) of this code.

(7) *Signs for pedestrian traffic.* A sign in addition to that otherwise allowed in this section is permitted. The sign shall be no larger than six square feet (three feet maximum on each side) and be placed so the bottom of the sign has no less than six feet, eight inches of clearance. This type of sign shall be allowed to project two feet into the public right-of-way. The square footage of pedestrian signs shall be deducted from the total allowable sign area for that building. Pedestrian signs shall conform to all sections of this subchapter.

(8) *Rear building signs.* Signs shall be allowed on the rear of a building. The square footage of rear building signs shall be ~~limited to one half square foot per rear linear foot of building.~~ subject to the same requirements as front building signs.

(9) *Signs on exterior walls.* Signs shall not be painted on an exterior wall of any building or structure.

(10) *Murals.* Murals require review by the Downtown Design Review Committee and an approved conditional use permit by the City Council.

(11) *Banners.* One or more banners not exceeding two square feet per front linear foot of building are allowed on the primary side of the building for no more than 45 days in a calendar year.

(12) *Appeals.* Upon notice of any application being rejected by the city staff, the applicant shall have access to appeal to the Downtown Design Review Committee, and if rejected by the Downtown Design Review Committee the applicant shall have the appeal procedure pursuant to this chapter.

(F) *Downtown design review.* A sign requires review by the Downtown Design Review Committee if the sign does not specifically meet any of the requirements of divisions (E)(3), (E)(5) or (E)(10) above.

('89 Code, § 11.10.14) (Ord. 01-296, passed 8-14-01; Am. Ord. 03-334, passed 4-8-03; Am. Ord. 03-338, passed 4-8-03) [Penalty, see § 10.99](#)

EFFECTIVE DATE OF ORDINANCE. This ordinance shall take effect upon is adoption and publication.

Adopted by the City Council this 11th day of July, 2006.

Attest:

Gary D. Plotz
City Administrator

Steven W. Cook
Mayor