

Prohibited Signage

There are a number of signs (listed below) that are specifically prohibited by ordinance. Some of the signs listed below may be allowed with a temporary special event sign permit.

- *Bench signs*
- *Bus Shelter signs*
- *Flying signs such as blimps or kites*
- *Home occupation signs*
- *Inflatable signs, including balloons*
- *Motion signs*
- *Odor– signs which may emit any odor, noise, or visible matter other than light*
- *Off-site signs*
- *Painted signs. Signs painted directly on a building, fence, tree, stone or similar object.*
- *Pennants*
- *Pornographic signs*
- *Portable signs*
- *Projecting signs*
- *Signs in the right of way*
- *Roof signs*
- *Signs bearing misleading or false information, or information inconsistent with the zoning or other regulations*
- *Signs located on utility poles*
- *Vehicle signs (a vehicle may not be used as a sign or as the base for a sign where the primary purpose of the vehicle is to be used as a sign)*

The purpose of this brochure is to provide Woodbury businesses with information that may assist them with advertising decisions, outdoor displays/events and general compliance with local ordinances.

Further ordinance information may be found online at woodburymn.gov/ordinances.

The Code Enforcement Division is responsible for permitting and enforcing all items found included in this brochure.

Questions?

Contact the Code Enforcement Division at (651) 714-3533, or email:

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Temporary Signage, Window Signage, Exterior Storage and Displays in Woodbury



A summary of ordinances that commonly impact local businesses



Exterior Storage and Displays

Local ordinance requires all materials and equipment to be located indoors or be fully hidden from view. Merchandise on display without a permit is considered exterior storage and is prohibited except where specifically allowed by zoning district regulations.

If a business is interested in holding an outdoor special event a permit is required. Examples of outdoor special events include temporary outdoor sales, tent sales, sidewalk sales or similar.

Requirements for outdoor special events

- Allowed 10 days per calendar year.
- Allowed for each tenant or business.
- Location must be approved by the city.
- Adequate parking and circulation for both vehicles and pedestrians must be maintained.
- A permit is required (no fee).

For non-profit organizations:

- Allowed 20 days per year at each location
- Does not count toward sale/event dates of resident business.

Window Signage

Many businesses utilize window signage as an advertising medium. While a permit is not required for window signage, there is a maximum amount of signage allowed.

Window Signage: any sign placed on the interior of a window, or painted on a window, such that it can be read from the outside of the building.

How much window signage is allowed?

Window signs may occupy 30 percent of the window area with a maximum of 80 square feet per frontage.

How to Calculate

Multiply the dimensions of the window by 0.3. If this exceeds 80 square feet, 80 square feet is your max.

Example

10 feet x 20 feet = 200 square feet x 0.3 = **60 square feet allowed**

Temporary Signage

The City of Woodbury understands that many businesses wish to erect temporary signage for any number of reasons. While local ordinance does regulate temporary signage, it is allowed when erected accordingly.



Banners

Banners are a common temporary sign used by businesses and are allowed as follows:

- Must be maintained in good condition and be kept taut so as to prevent them from sagging or flapping in the wind.
- One banner per building or tenant elevation (on multitenant buildings).
- Can be displayed for up to six months per calendar year.
- Least restrictive of either 32 square feet or 5 percent of area of the wall, up to 80 square feet.
- Must be securely fastened on a building wall.
- A permit (no fee) is required.



Temporary Special Event Signage

Temporary signage is often used when businesses wish to advertise a sale or event. Such signage requires a permit (no fee) and is often freestanding in nature.

Each business is allotted 20 days per calendar year for temporary special event signage. Up to four signs may be erected on-site during the term of the permit.

Examples of temporary event signage

- Banners (may not be more than 80 square feet)
- Pennants (may not be more than 200 lineal feet)
- Flying signs (may not more than 100 feet off the ground)
- Air-inflated devices (must be placed on the ground, may not be attached to a building and may not exceed 40 feet in height)
- Search lights
- Other signs approved by the city.

Help Wanted signs

Help wanted signs are often erected by our local businesses. A business may erect one help wanted sign without a permit. Such signage may not exceed 6 square feet in area.

Motion signs

Motion signs are prohibited. A common violation found is the use of flashing or scrolling "open" signs.