



City of White Bear Lake
Community Development Department
4701 Highway 61 N.
White Bear Lake, Minnesota 55110
651-429-8561 | www.whitebearlake.org

COMMERCIAL SIGNS

This handout is a summary of the permit & inspection process as well as standard requirements based on City Regulations and State Building Code regarding signs. Plans are subject to review and approval by the City Zoning Administrator and Building Inspector for compliance with Code Requirements. Information contained herein does not contain all of the specific codes for construction, and shall only be used as a guide. For signs outside of commercial and industrial zoning districts, see Municipal Code Section 1202.040 Subd. 1.

Permit Submission Requirements:

- Completed sign permit application.
- Two copies of a mock-up (a graphic rendering of the sign, showing location, appearance, materials, illumination and installation details and any additional information that may be required).
- During busy times, permit approval may take approximately 7 to 10 business days. Please plan accordingly.

Permit Fees: See the current fee schedule at www.whitebearlake.org

Inspection Requirements: The inspection card and approved plans must be on site upon the start of work until the final inspection has been performed and passed. All construction work shall remain accessible and exposed for inspection until approved by the Building Inspection Department.

All required inspections will be listed on the permit card. A final inspection is required upon completion of project and approvals for all other inspections have been complete; please call 651-429-8518 to schedule an inspection. A minimum of 24-hour notice is required for all inspections (period may lengthen during busy times).

Information and Guidelines:

No sign, wall or freestanding, may flash, scroll or otherwise mimic movement.

Wall Signs:

- **Single Tenant Buildings.** For single tenant buildings (buildings with one or two tenants), wall signs are permitted on the front, side or rear of a building, except that wall signs may not face abutting residential property on the side or rear of a building. Wall signs may cover a maximum of 10% of the gross wall area of the main or front building wall, and may cover a maximum of 5% of the gross wall area of the side and/or rear building walls. Up to 2 signs may be placed on each building facade. In no case shall the total square footage of all wall signs exceed the sign area maximums stated below:

S.F. of Building	Maximum Sign Area for Building
Under 5,000 s.f.	80 s.f.
5,000 – 10,000 s.f.	100 s.f.
10,001 – 20,000 s.f.	150 s.f.
Over 20,000 s.f.	200 s.f.

- **Multi-Tenant Buildings with Individual Entrances.** For multi-tenant buildings including shopping centers, each tenant having a private entrance is permitted one wall sign at a maximum of 7% of the exterior wall area pertaining to that tenant, and shall be displayed on that wall area. Tenant signs shall have a consistent display format and be constructed of similar materials. Regardless of the wall area pertaining to a tenant, each tenant is permitted a

minimum of a 30 sq. ft. wall sign. Endcap tenants, where a side elevation faces a street, a secondary wall sign is permitted on the side elevation not to exceed 3.5% of that wall area or 30 square feet.

- **Multi-Tenant Buildings with a Common Entrance** may have two building identification signs: one monument sign (up to 35 square feet and 10 feet high) and one wall sign up to 35 square feet.

The type, materials, design and colors of signs to be permitted on the building must be coordinated to ensure a consistent display format across the building. Each sign subsequently erected on the property must conform to the established display format or receive special approval from the Zoning Administrator.

Permanent window signs, canopy signs, and awning signs are considered wall signs, but have additional regulations.

Freestanding Monument Signs: Except for in the B-1 district and portions of the B-5 District, one monument sign shall be permitted per property or development. Such sign shall be a maximum of 35 sq. ft. per side. The sign shall be architecturally compatible with the principal building, with a brick, masonry or similar base, and shall be a maximum of 10 ft. high and shall be set back from all property lines and driveways a minimum of 10 ft. Landscaping consisting of a mulched shrub and perennial bed shall be installed around the base of the sign, with a landscaping plan to be approved by City staff. No monument signs are permitted in the B-1 district. In the B-5 district, one monument sign, meeting the above-mentioned criteria shall be permitted only on those parcels having a minimum of 150 lineal feet of frontage along the Highway 61 right-of-way.

Properties in the B-2, B-3, B-4, DBD, PZ, I-1, I-2 and BW zoning districts may incorporate a dynamic display type sign into a freestanding monument sign. See Section 1202.040 of the municipal code, available on the City's website under "Official Plans and Documents", then "Municipal Code" then "Article XII Building Regulations" then "Sign Code". Applications for dynamic display signs must include a signed acknowledgement of dynamic display regulations.

Temporary Banners: Properties without dynamic display signs may have up to 4 banners permitted per property per calendar year, but not to exceed 60 consecutive days for any one banner and not more than 1 banner at a time for single tenant buildings. The total number of banner display days shall not exceed more than 120 days per calendar year. For shopping centers without dynamic displays, each tenant is permitted up to 3 banner signs per calendar year, not to exceed 60 consecutive days per banner or 90-banner display days total per calendar year. No more than 2 banners shall be displayed in a shopping center at any given time.

Each banner displayed on the site on any given day will be counted as a banner display day. A sign permit is not required but all banners must be registered with the Zoning Administrator by calling 651-429-8534. Banners shall be a maximum of 32 square feet in area, and shall be attached to a building or other approved structure (not a tree or fence).

Sandwich Board Signs: Sandwich board signs are permitted in the B-1 through B-6 and DCB zoning districts only, on properties without dynamic display signs, subject to the following requirements:

- 1) One (1) sandwich board sign is permitted per business, a maximum of six (6) square feet per side.
- 2) The sign shall be professionally painted and maintained in a neat and readable manner.
- 3) Signs shall be placed on private property only.
- 4) Signs shall not obstruct vehicular or pedestrian traffic or visibility and shall not create a safety hazard.
- 5) Signs shall not be lit and shall not utilize noise amplifiers.
- 6) In the B-5, Central Business District only, sandwich boards may be placed on public sidewalks, directly in front of the business being advertised.

Temporary Window Signs: Temporary window signs are allowed, but may not obscure more than 50% of the square footage of such windows. Temporary and permanent window signs may not cover more than 75% of the total square footage of the windows. Temporary signs are allowed for a maximum of 90 days per each twelve month period, and must be registered with the Zoning Administrator by calling 651-429-8534.

This document is for informational purposes only and is not intended to address every situation for the permitting and plan review process.

ALLOWED

Banners on buildings, or attached to an existing freestanding sign, temporary window signs and A-frame signs.



NOT ALLOWED



Banners on fences, flag signs, signs that are 100% reader board, signs that stake into the ground, inflatables, and signs attached to roofs.

