

GENERAL ORDINANCE NO. 23-10

AN ORDINANCE  
AMENDING CHAPTER 13,  
GREEN BAY MUNICIPAL CODE,  
REGARDING BUSINESS FLAGS

THE COMMON COUNCIL OF THE CITY OF GREEN BAY DOES ORDAIN AS FOLLOWS:

**SECTION 1.** Section 13-304, Green Bay Municipal Code, is amended by adding the following definition of Business Flags:

**13-304. Sign definitions.** This section defines sign types and sign-related words listed in Chapter 13-2000, Signs. General definitions are listed in Section 13-302. Definitions of land uses listed in this ordinance are listed in Section 13-303.

**Business Flags:** A wall-mounted flag made of a durable fabric that contains graphics limited to business name, logo and advertising used to promote products and services for the premises.

**SECTION 2.** Section 13-2021, Flag Signs, Green Bay Municipal Code, is created as follows:

**13-2021. Business Flags.** Business Flags may be used with the following restrictions:

(a) Business Flags may be permitted in the following zoning districts: Downtown One and Two (D1, D2), General Commercial (C1), Neighborhood Center (NC), Office/Residential (OR), Public/Institutional (PI); and must meet the following standards:

(1) Sign face area shall not exceed twenty (20) square feet per side (a 4 foot by 5 foot sign).

(2) A 7-foot underclearance for all flags shall be maintained and shall not significantly interrupt or block the pedestrian zone along a public sidewalk.

(3) All Business Flags shall be securely mounted to the wall of the primary structure and shall not exceed the height of the highest point of the primary structure. Mounting may be directly against the face of the building, but at no more than a 90 degree angle measured from the top of the building. Business Flags shall not be mounted to the ground.

**(4) Business Flags shall not be colored traffic yellow, construction zone orange, or reflective in nature. Symbols that are similar to traffic control devices, i.e., octagon, similar to STOP, YIELD signs, etc are prohibited.**

**(5) A maximum of one Business Flag is permitted per every 15 feet of building frontage.**

**(5) Business Flags shall be manufactured to a professional standard of construction, finish, graphics, and shall be maintained in good repair.**

**(7) Business Flags shall not obstruct drivers' sight lines and shall be placed a minimum of 25 feet, measured from the right-of-way, from an intersection.**

**(8) Business Flags may extend into the right-of-way with approval by the City, but signs shall not be closer than 2 feet from the face of the street curb.**

**(9) A sign permit and associated fee is not applicable to Business Flags.**

**SECTION 3.** All ordinances, or parts of ordinances, in conflict herewith are hereby repealed.

**SECTION 4.** This ordinance shall not take effect until a public hearing is held thereon as provided by Section 13-204, Green Bay Municipal Code, and the adoption and publication of this ordinance and has no financial impact on the City.

Dated at Green Bay, Wisconsin, this 17<sup>th</sup> day of August, 2010.

APPROVED:

/s/James J. Schmitt  
Mayor

ATTEST:

Chad J. Weininger  
Clerk

First Reading: 07/20/10  
Effective Date: 08/21/10