

SECTION 17.0800 SIGNS

17.0801 PURPOSE AND INTENT

The intent of this Ordinance is to promote the public health, safety, and welfare by creating a framework for a comprehensive and balanced system of signs, and thereby to facilitate an easy and pleasant communication system between people and their environment. The Sign Code of the Zoning Ordinance has been put together after careful study of the Village's Comprehensive Plan, Design Standards, various plans and studies. With this purpose in mind, it is the intention of this section to establish standards for the construction, placement, style, size, materials, and maintenance of signs, and authorize the use of signs which promote traffic safety, community aesthetics, blight prevention, economic development, design creativity, prevent clutter, protect property values, enable and promote free speech, provide for legibility, and adhere to the standards and materials of adopted Design Standards of the Village.

17.0802 COMPLIANCE

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without conforming to the provisions of this Ordinance. Notwithstanding any other provision contained herein to the contrary, non-commercial messages may be contained on any authorized sign.

17.0803 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A PERMIT

The following signs with permission of the property owner are permitted in all zoning districts without a permit, subject to the following regulations:

- A. Any lot may have a sign or signs without a permit as long as the sign(s) meets all of the following standards:
 - 1. The sign is less than 15 square feet in size and
 - 2. The sign is more than 1 foot from a street yard and more than 5 feet from a side or rear lot line, and
 - 3. The sign(s) are temporary in their placement such that a lot does not have sign(s) without a permit existing on the lot for more than 90 days in any calendar year, and
 - 4. There are not more than one sign per lot for each 40 feet of street frontage, and
 - 5. In the event that Wisconsin Statutes Section 12.04 would permit a sign that is larger than the size limitations described in this subsection, such sign, regardless of sign content, is allowed only for the period described in Wisconsin Statutes Section 12.04.

- B. Government Signage for Official traffic, safety and welfare, or notice/regulation compliance. A sign that is constructed, placed, or maintained by the Federal, State, or Local government or a sign that is required to be constructed, placed or maintained by the Federal, State, or Local Government either directly or to enforce a property owner's rights or the safety and welfare of the public. While no sign permit is required, these signs shall adhere to best practices for sign design and placement, the Village Design standards, and may be placed within the rights of way with a right of way permit by the government agency with jurisdiction of the right of way.

17.0804 SIGNS PERMITTED IN THE FOLLOWING DISTRICTS (B-1, B-2, B-3, B-4, M-1, BP-1, OP-1 and I-1) WITHOUT A PERMIT

The following signs with permission of the property owner are permitted in the business districts without a permit, subject to the following regulations:

- A. The temporary use of one on-premise portable sign provided that the portable sign will not be located in any public right-of-way, will not be located any closer than 5 feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. A period of no more than 30 days will be allowed for this type of signage on any business district lot in any calendar year.
- B. Window Signs, except for painted signs and decals, shall be placed only on the inside of commercial buildings. Window signs shall not cover more than 1/3 of any window area.

17.0805

SIGN PERMIT

A sign permit shall be required for erecting a sign structure as regulated under this ordinance and for changing or replacing a sign structure except for sign structures under 17.0803 and 17.0804. Sign applications that meet a Plan Commission approved sign plan for a development site may be approved by the Building Inspector without Plan Commission approval. Maintenance work such as repainting does not require a permit. More extensive maintenance when the cost exceeds over 50% of the cost of the sign must be brought to the Building Inspector to determine if a permit is required.

Applications for a sign permit shall be made on forms provided by the Building Inspector and shall contain or have attached thereto the following information:

- A. Name, Address, and telephone number of the applicant. Location of building, structure, or lot to which or upon which the sign is to be attached or erected.
- B. Name of Person, firm, corporation, or association erecting the sign.
- C. Written Consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed.
- D. A Scale Drawing of such sign indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment.
- E. A Scale Drawing indicating the location and position of such sign in relation to nearby buildings or structures.
- F. Copies of any other permit required and issued for said sign, including the written approval by the Electrical Inspector, in the case of illuminated signs, who shall examine the plans and specifications, re-inspecting all wiring and connections to determine if the same complies with the Village Electrical Code.
- G. Additional Information as may be required by the Building Inspector or Plan Commission.
- H. Sign Permit Applications shall be filed with the Building Inspector, who shall review the application for its completeness and accuracy. If the application is complete and meets the design guidelines approval may be granted by the Building Inspector, at the Building Inspector's discretion. If the application is deemed not to meet the design guidelines the Building Inspector shall within 45 days of receipt of said sign application deny, in writing, the application. The applicant can appeal to the Plan Commission to review the permit and make the determination of approval or denial. A sign permit shall become null and void, if work authorized under the permit has not been completed within six (6) months of the date of issuance.

17.0806

SIGNS PERMITTED IN ALL RESIDENTIAL DISTRICTS WITH A PERMIT

The following signs with permission of the property owner are permitted in any residential district and are subject to the following regulations.

- A. Monument Signs placed at the entrance to a subdivision or residential development shall be not less than 5 feet from a side or rear lot line and may be placed in the right-of-way only within an easement granted for said purpose and upon approval of the Village for the same. The sign design shall follow the Design standards of the Village. The Plan Commission shall determine the appropriate size of the sign based on the design of the sign, its impact on traffic safety and its compatibility with adjacent land uses.

17.0807

SIGNS PERMITTED IN ALL INSTITUTIONAL, BUSINESS AND INDUSTRIAL DISTRICTS WITH A PERMIT

Signs are permitted in all business and manufacturing districts with permission of the property owner subject to the following restrictions and approval by the Building Inspector or Plan Commission as specified. In addition, all signs in the "Downtown Design and Development" area shall be subject to review and approval of the Architectural Review Board:

- A. Monument Signs may be erected, and are encouraged, in the Village Business, Institutional and Industrial Districts. Monument Signs shall include the address of the property for public safety purposes. Monument signs shall not exceed 10 feet in height above the mean centerline street grade, except as follows: in the B-1, B-2, B-3 and B-4 districts, M-1, BP-1, OP-1, and I-1 districts the Plan Commission may allow a monument sign to up to 15 feet in height above the mean centerline street grade upon finding that the following conditions exist: (1) the parcel, landscaping and grounds are of substantial size so that the sign is not overly obtrusive; (2) the parcel topography is such that in order to have the sign be no more than 10 feet above the mean centerline street grade, a sign would have to be 6 ½ feet in height from the ground, or less; or the sign is co-locating off premise and on-premise signage; (3) the sign is located not less than 15 feet from the road right-of-way; (4) landscaping at the base of the sign is determined to be substantial. In no case shall the sign be more than 10 feet in height from the ground. The advertising face of a monument sign shall not exceed 75 square feet in area on any side. The area of the base may be larger than the sign face as permitted by the Plan Commission. Monument Signs except in the B-4 shall be located not less than 10 feet from a street right-of-way and not less than 5 feet from any other lot line. No monument sign in a B-4 district shall extend into the street right-of-way or beyond a side lot line. All ground signs shall be located a minimum of 10 feet from a rear lot line. A minimum setback of 5 feet from a street right of way may be allowed if the Plan Commission finds that excessive right-of-way, parking, or building configuration, make the normal minimum setback impractical and such a reduction would not hinder the safety of the area. The number of Monument Signs per property shall be determined by the Plan Commission for appropriateness with traffic flow, pedestrian safety, and design of the site, and there shall be no more than two monument signs per property or more than one monument sign per street fronted by the property if the property has two or more street yards unless a conditional use is granted for the property to exceed said limit.
- B. Ground Signs may be placed adjacent to driveways provided that no ground sign shall be placed in the street right-of-way; shall be more than 5 feet in height; or exceed 30 inches in length or more than 7 square feet. All ground signs shall be designed in a manner to minimize obstruction of motorists' vision And shall be of such design to match the architecture of the building and signs already on or proposed for the site. The number of ground signs allowed per property shall be

determined by the Plan Commission based upon traffic flow and pedestrian safety from the master plan for the site and the required traffic and site studies and plans submitted for the development or property.

- C. Electronic Message Signs are a special privilege sign granted under unique circumstances for orderly and pleasing development. The signs are intended to promote the effective display of brief messages in a clear and pleasing manner.
 - 1. These signs are permitted for buildings in the B-1, B-2, B-3, B-4 BP-1, OP-1, OP-2, I-1 and M-1 Districts. The Plan Commission must find the following for a permit to be issued:
 - a. The message sign is part of a ground or monument sign. Electronic Message Signs that are time and temperature devices only may be allowed as a wall sign, or projecting sign, although no time and temperature device shall be located closer than 750 feet from another time and temperature device.
 - b. The sign will not interfere with the visibility of any traffic signal.
 - c. The character and design of the sign is compatible with the general area and building, and that the impact of such a sign will not visually impact any nearby residential areas.
 - d. Multi-tenant buildings shall coordinate such that only one electronic message sign shall be allowed for the Development.
- D. Marquee, Awning, or Canopy Signs affixed to the surface of a marquee, awning, or canopy is permitted provided that the sign does not extend vertically or horizontally beyond the limits of such marquee, awning, or canopy. A marquee, awning, or canopy may extend into the street right-of-way, but shall not extend beyond a point one (1) foot back from the vertical plane formed by the street curb line. No marquee, awning or canopy sign shall extend into a required side or rear yard. A sign not exceeding two (2) square feet in area located immediately in front of the entrance to an establishment may be suspended from a marquee, awning or canopy provided that the sign is at least 10 feet above the sidewalk.
- E. Pole Signs shall not exceed 20 feet in height above the mean centerline street grade, and shall not exceed 100 square feet in any area on any sign face. In addition, a pole sign may feature a reader board not exceeding 24 square feet in area above or below the main sign for the purpose of conveying changeable sales information. Pole signs may have multiple sign faces provided that no two sign faces are visible from the same viewing point and connecting signs have an interior angle of less than 90 degrees between them. Except in the B-1 and B-4 business districts, pole signs shall be not less than 10 feet from a street right-of-way and not less than 10 feet from a side lot line. No pole sign located in a B-1 or B-4 district shall extend into the street right-of-way or beyond a side lot line. All pole signs shall be located a minimum of 10 feet from a rear lot line. Pole signs and attendant reader boards shall not be less than five (5) feet above the sidewalk or mean street grade nor less than five (5) feet above a driveway or parking lot grade, unless it is determined by the Building Inspector that the distance should increase because the height creates a traffic hazard. No new pole sign shall be erected in the Village after August 1, 1997. Any modification to an existing pole sign is subject to being submitted to and receiving the approval of the Plan Commission prior to the modification being made.
- F. Projecting Signs fastened to, suspended from, or supported by structures shall not exceed 50 square feet in area for any one premises; shall not extend more than six (6) feet into any required yard; shall not extend more than three (3) feet into any public right-of-way; shall not be less than 5 feet from all side lot lines;

shall not exceed a height of 20 feet above the mean centerline street grade; and shall not be less than 10 feet above the sidewalk nor 15 feet above a driveway or an alley.

- G. Reader Boards are an aspect of a monument, ground, or wall sign. Reader boards that are placed on an exterior wall are allowed provided that they are not internally illuminated, are constructed of woodlike materials and do not exceed 24 square feet. Reader boards that are a part of a monument ground sign must receive Plan Commission approval under the same findings for electronic message signs.
- H. Wall Signs placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface, shall not exceed 500 square feet in area for any one premise, and shall not exceed 20 feet in height above the mean centerline street grade. The Plan Commission may permit more than one wall sign per building tenant when such multiple signs are deemed necessary to the orderly development of the building/property in order to provide safe pedestrian and vehicle traffic operations, particularly with buildings that have more than one street yard. A multi-tenant building may allow the end tenant to have a sign of same size or smaller as the front signage located on the building side wall. The aggregate area of all wall signs on any one premise shall not exceed 500 square feet. On buildings exceeding 50,000 square feet in area, the Plan Commission may permit signs exceeding 500 square feet in area and may specify a maximum number of signs.
- I. Sign Setback Modifications. When the Plan Commission determines that there is excessive street right-of-way which will not be developed in the near future, and the sign setback required herein for such sign will unnecessarily interfere with the sign, the Plan Commission may permit the sign applicant to measure the sign setback from a point 20 feet back from the curb line or pavement edge of the street, provided that the sign applicant shall enter into a "hold harmless" agreement with the Village that at such time roadway improvements are scheduled, the Village may order the removal of the sign, and the applicant agrees to remove said sign not less than 90 days prior to the commencement of street construction or street improvement at no cost to the Village and without damage for loss of use of the sign. The sign may be replaced at another location on the property which is in full compliance with the sign regulations.
- J. Permanent Outdoor Banner Stand Signs. Approval of these types of signs must receive Plan Commission approval to determine the location of the sign(s), size and the number of signs allowed on the premises.

17.0808

SIGNS PERMITTED IN PARK DISTRICTS WITH A PERMIT

The following signs are permitted in the Park Districts and are subject to the following regulation:

- A. Any signs allowed under 17.0807 for Institutional, Business and Industrial Districts when approved by the Village Park Board in a Village Park, or the Plan Commission for non-Village Park property.

17.0809

OFF-PREMISE SIGNS REQUIRING A PERMIT

Off-premise signs are prohibited in the Village with the following exceptions:

- A. Signs under 17.0803.
- B. Monument and Ground signs on lands zoned for Business, Industrial, Park and

Institutional purposes when approved by $\frac{3}{4}$ vote of the entire Plan Commission. The Plan Commission in its review shall consider the following items:

1. The relationship of the proposed off-premises sign location to other off-premises signs, on-premises signs, existing man-made and natural features and residential and agricultural zoned properties.
2. The impact of the proposed off-premises sign (content neutral) on existing residences in the surrounding area regardless of the zoning of the parcel on which said residences are located.
3. The relationship of the proposed off-premises sign on the development or redevelopment of the parcel on which it is proposed to be located and any traffic flow considerations. Signage shall only be located along a street or frontage road where traffic directly enters to gain access to the site.
4. The use of joint signage.
5. No off-premises sign shall be placed less than 100 feet from any residential or agricultural zoned lands nor shall an off-premise sign be located in an environmentally sensitive area.
6. No off-premises sign shall be located closer than 750 feet from any other off-premises sign. The Plan Commission may reduce this distance if they find a smaller distance to be necessary for the orderly development of a property.
7. Off-premises signs shall not be of the electronic message sign type.
8. Off-Premises signage must meet all restrictions of this code as they relate to setbacks, size, color, etc.

17.0810

TEMPORARY SIGNS REQUIRING A PERMIT

Temporary signs may be permitted by the Building Inspector in any district for a limited period of time not to exceed one year for a property where a building permit is open and construction is occurring. The Building Inspector shall determine the number, size, and location of temporary signs on any one property to ensure safety for traffic and pedestrians. Each temporary sign shall not exceed 48 square feet in area and shall not be less than 5 feet from a street right-of-way, or any side or rear lot line. The Building Inspector may grant two, one year extensions to the one year limit or until occupancy is received for the building under construction on the property, whichever occurs first. Off-premise temporary signs are prohibited.

17.0811

BANNERS, PENNANTS AND INFLATABLE ADVERTISING

- A. Banners and Pennants. The Building Inspector may permit the temporary use of banners and pennants in any business district for a period of not more than 30 days in any 90 day period provided that the banner or pennants will not be located in the street right-of-way and will not cause a hazard to traffic or adjoining properties. Banners shall not exceed 150 square feet in area. No new banner shall be displayed for at least 30 days following removal of the previous banner. Banners extending over the street right-of-way shall be permitted upon Plan Commission approval.
- B. Inflatable Advertising. The Building Inspector may permit the temporary use of inflatable advertising in any business district for a period of not more than 7 days in any 90 day period provided that the inflatable shall be located at least 15 feet from the street right-of-way or property line and will not cause a hazard to traffic, pedestrian or adjoining properties. The size shall not exceed 15 feet in height and 8 feet in width.

17.0812

FACING

No sign except those permitted in Sections 17.0803 shall be permitted to face a residence

within 100 feet of such residence.

17.0813

LIGHTING AND COLOR

- A. Interference with official signs. Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or traffic signs, signals, or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices.
- B. Interference with public safety. Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape; and no sign shall be attached to a standpipe or fire escape. Signs shall not be placed so as to obstruct or interfere with traffic visibility, nor be lighted in such a way as to cause glare or impair driver visibility upon public ways.
- C. Lighting. Signs may be illuminated, but such illumination shall only be allowed to a degree of brightness necessary for adequate visibility from the roadway. Signs determined by the Administrator to be of greater illumination than necessary for adequate visibility shall be adjusted in accordance with instructions from the Village. Signs in residential districts shall not be illuminated except for Community Entrance signs. Internally illuminated signs in the B-4 district must be approved by the Architectural Review Board. Adequate visibility shall mean those standards set by the Illuminating Engineering Society of North America.

Monument signs are required to be externally lit unless a finding is made by the Plan Commission that allowing internal illumination would be compatible with the general area, and that the impact of such a sign will not visually impact any nearby residential areas

- D. Animation. Signs shall not revolve, flash, scroll, blink, chase, or otherwise be animated in nature. Flashing signs are those that change characters or blink more than once every three (3) seconds. Electronic Message signs may fade over not less than three (3) seconds nor more than five (5) seconds to allow for the changing of messages, Pictures, characters, etc. may be part of an electronic message, but all images on an electronic message sign shall not be animated.
- E. Color and Material. Signs shall be designed to complement the architecture of the structure(s) they represent. Wherever possible, signs on multi-tenant buildings should be guided by an approved sign plan for the development with regards to size, font and color. Signs should have uniform letter coloring, size, and shape unless the Plan Commission finds that alternate color schemes appropriately complement the architecture and use of the structure. Monument and ground signs shall be constructed of brick, dimensional building stone, larger wood beams or other decorative building materials, and often feature landscaped element(s) within the sign design. The sign cabinet for ground and monument signs may be of a metal or quality plastic material if the appearance is found to be consistent with the quality of the rest of the sign and the architecture of the development.

17.0814

CONSTRUCTION AND MAINTENANCE STANDARDS

Signs shall be constructed in such a manner that they will not be a hazard to neighboring properties and will withstand the forces of severe weather. Signs shall be maintained in a clean and sanitary manner, shall be repainted or repaired when necessary and all accessory features of signs--such as lighting--shall be maintained in an operable condition. Signs shall not be permitted to become aesthetically offensive in appearance. Signs shall

be secured to buildings, poles, and posts and shall not be placed in a manner which interferes with the provision of public services such as electrical service, telephone service, gas service and fire protection.

17.0815

EXISTING SIGNS

Signs lawfully existing at the time of the adoption or amendment of this Ordinance may be continued although the use, size or location does not conform with the provisions of this Ordinance. However, it shall be deemed a nonconforming use or structure; and the provisions of Section 17.0900 of this Ordinance shall apply.