SECTION 7.0 SIGNS

7.1 Purpose. The purpose of this chapter is to set forth the village's requirements for signs, to provide adequate means of communication while maintaining and enhancing the attractive visual appearance of the village, to protect the public health, safety, general welfare and orderly development of the community through the regulation of signs and sign structures.

7.2 Definitions. The following words and terms shall, for the purposes of this chapter and as used elsewhere in this ordinance, have the meanings shown herein.

ABANDONED SIGN. A sign structure that has ceased to be used for the display of sign copy.

ADJACENT STREET GRADE. The height of the crown of the road.

ANIMATED SIGN. A sign employing actual motion or the illusion of motion. Animated signs include the following types:

Electronically activated.	A sign producing the illusion of movement by means of electronic input or illumination capable of simulating movement.
Flashing sign.	A sign which is directly or indirectly illuminated on which the artificial light is not constant in intensity and color at all times when such sign is in use. Flashing signs shall include Chaser signs in which the copy scrolls across the sign and signs in which the copy changes at a rate of greater than once in five minutes.
Environmentally Activate	A sign or devices motivated by wind, thermal changes or other natural environmental input. Includes spinners, pinwheels, pennant strings, or other devices that respond to naturally occurring external motivation.
Mechanically Activated	A sign employing repetitive motion or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

ARCHITECTURAL PROJECTION. Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building.

AWNING. An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid (including but not limited to shingles and other standard roofing materials) or non-rigid materials on a supporting framework that may be either permanent or retractable.

AWNING SIGN. A sign displayed on or attached flat against the surface or surfaces of an awning. (See also "Wall Sign.")

BACKLIT AWNING. An awning with a translucent covering material and a source of illumination behind or beneath the awning.

BANNER. A free-standing sign of lightweight fabric, paper, plastic or similar material mounted either with or without a frame on which copy or graphics may be displayed.

BANNER SIGN. A sign utilizing a banner as its display surface.

BILLBOARD. An "Off-premise sign" greater than 32 square feet.

BUILDING ELEVATION. The entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

CANOPY (Attached). An overhead structure or architectural projection supported by attachments to a building on one or more sides and supported by columns at additional points.

CANOPY (Freestanding). An overhead structure supported by columns, but not enclosed by walls.

CANOPY SIGN. A sign affixed to the visible surface(s) of an attached or freestanding canopy.

CHANGEABLE SIGN. A sign with the capability of content change by means of manual or remote input. A sign in which copy changes at a rate greater than once every five minutes shall be defined as an "Animated Sign."

COPY. Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message.

DIRECTIONAL SIGN. Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

DOUBLE FACED SIGN. A sign with two faces, back to back with copy. If the sign is thicker than 10 inches, it shall be considered a multiple faced sign and the area of all vertical faces of the sign shall be included in the total area.

ELECTRONIC MESSAGE SIGN OR CENTER. An electrically activated changeable sign whose variable message capability can be electronically programmed. See: Changeable Sign.

EXTERIOR SIGN. Any sign placed outside a building.

FLAG. See Banner.

FLASHING SIGN. See "Animated Sign.

FRONTAGE (Building). The length of an exterior building wall or structure of a single premise orientated to the public way or other properties that it faces.

FRONTAGE (Street). The length of the property(s) line of any single premise along a street, public parking lot, or public way.

FRONTAGE (Property). The length of the property line(s) of any single premise along either a public way or other properties on which it borders.

GLARE. To shine intensely and conspicuously. To stand out obtrusively.

GROUND SIGN (Freestanding Sign). A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground.

ILLUMINATED SIGN. A sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

INTERIOR SIGN. Any sign placed within a building.

MANSARD. An inclined decorative roof-like projection that is attached to an exterior building facade and projects above the structural roof.

MENU BOARD SIGN. A sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than 20 percent of the total area for such a sign utilized for business identification.

MULTIPLE-FACED SIGN. A sign containing three or more faces with copy.

OFF-PREMISES SIGN. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the lot where the sign is displayed.

ON-PREMISES SIGN. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered upon the lot or building where the sign is displayed.

PARAPET. A vertical wall-like extension of a building facade above the line of the structural roof.

POLE SIGN. See "Ground Sign.

POLITICAL SIGN. A temporary sign intended to advance a political statement, cause or candidate for office.

PORTABLE SIGN. Any sign mounted on wheels or skids, or not permanently attached to the ground or to a building or building surface.

PROJECTING SIGN. A sign that is attached to or projects greater than or equal to 4 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.

REAL ESTATE SIGN. A temporary sign advertising the sale, lease or rental of the property or premises upon which it is located.

REAL ESTATE SUBDIVISION SIGN. A temporary development sign identifying the name, location, and/or developer of an ongoing subdivision development.

ROOF LINE. The top edge of a peaked roof or, in the case of an extended facade, mansard, or parapet, the uppermost point of said facade, mansard, or parapet.

ROOF SIGN. A sign mounted on the main roof portion of a building or above the uppermost edge of a parapet wall of a building. Signs mounted on mansards, canopies or awnings, and not projecting above the uppermost edge of a parapet wall of a building, shall not be considered to be roof signs.

SIGN. A device that displays either commercial or noncommercial messages intended to identify, promote, call attention to, or invite patronage.

SIGN AREA. The total area of the sign. See Sign Area Computation Figure B.

SIGN STRUCTURE. Any structure supporting a sign.

TEMPORARY SIGN. A sign approved for display for a period not to exceed four weeks.

TENANT DIRECTORY SIGN. A sign which has a purpose limited to group listing and identification of offices or business establishments within a single building, industrial or commercial "park" or otherwise singularly-planned development.

UNDER CANOPY, UNDER AWNING, OR UNDER EAVE SIGNS. A sign attached to the underside of a canopy, awning, or eave.

VEHICLE SIGN. A sign mounted, applied, painted, or in any other way attached to a self-propelled device.

WALL SIGN. A sign mounted on or parallel to a building facade or other vertical building surface, not extending beyond the edge of any wall or other surface to which it is mounted. It shall project less than four inches from that wall or surface. Wall signs can include awning, canopy, fascia signs, and exterior window signs.

WINDOW SIGN. An interior sign intended to be visible to and readable from the public way or from adjacent property.

7.3 SUBMITTAL REQUIREMENTS

7.3.1 No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a zoning permit except as specifically exempted in Section 7.4

7.3.2 Application for a zoning permit shall include the following information regarding proposed signage:

a. Written summary and calculation of area of all existing signs on the premises.
b. Plans and elevations of proposed signage, including dimensions, location on property, material, color, lighting, format, letter face, and copy. Submittal shall include full color graphic display accurately illustrating proposed signage.
c. Refer to section 2.05 of this Ordinance for additional Zoning submittal requirements.

7.4 EXEMPT SIGNS

7.4.1 The following signs shall be exempt from the submittal requirements of this ordinance. No sign shall be exempt from the Restrictions and Prohibitions of section 7.6.

7.4.2 Exempt in all Zoning Districts

a. Official Signs authorized by a court, public body or public safety official, such as traffic control, parking restrictions, information, and notices.

7.4.3 Exempt in all Zoning Districts , excluding S-1 Village & Extraterritorial School Zoning District:

a. Political Signs that conform with Section 12.04 of Wisconsin State Statutes.
b. Temporary Signs including portable signs or banners, when authorized by the Plan Commission in the Village, or by the Joint Extraterritorial Zoning Committee when in the extraterritorial area.

7.4.4 Exempt in Zoning Districts R-1 thru R-9, AP, AT, ARN, and ARE.

a. Real Estate Signs not to exceed eight (8) square feet in area per premises which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located.
b. Name, Home, Occupation, Professional Office, and Warning Signs not to exceed two (2) square feet per premises located on the premises.
c. Farm Signs giving the name of the farm, farm owner or commodities produced and not to exceed twenty (20) square feet in total area.
d. Memorial Signs, tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.

7.4.5 Exempt in Zoning Districts B-1 thru B-8, and M-1.

a. Window Signs to be displayed for a period not to exceed 3 months.

7.4.6 Existing Signs:

a. Signs lawfully existing at the time of adoption or amendment of the 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 8.0 shall apply.

b. Existing Signs whose operation causes the sign to be defined as an Animated Sign shall be modified or operated to not employ motion or the illusion of motion.

7.5 TOTAL PERMITTED SIGN AREA

7.5.1 The total area of all signs on a premises shall not exceed the following limits:

a. Street Frontage is less or equal to one hundred (100) feet

1. One hundred (100) square feet

or

2. Fifty (50) square feet plus Twenty-five(25) square feet per tenant, not to exceed Two hundred (200) square feet per premises.

b. Street Frontage is greater than one hundred (100) feet and less than four hundred (400) feet.

1. Two hundred (200) square feet

or

2. One hundred (100) square feet plus Fifty (50) square feet per tenant, not to exceed Three hundred (300) square feet per premises.

c. Street Frontage is greater than four hundred (400) feet.

1. Four hundred (400) square feet

or

2. Two hundred (200) square feet plus Fifty (50) square feet per tenant, not to exceed Five hundred (500) square feet per premises.

7.6 RESTRICTIONS AND PROHIBITIONS

7.6.1 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. No sign shall 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. No sign shall be placed so as to obstruct or interfere with traffic visibility.

7.6.2 Signs shall be twenty (20) feet maximum above the adjacent street grade.

7.6.3 Signs shall meet setback requirements of the zoning district. Projecting signs 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, and shall not be less than ten (10) feet from all side lot lines.

7.6.4 No sign shall be added to an official sign, official sign post, utility pole or attached to a tree.

7.6.5 At the termination of an advertised use, all copy advertising that use shall be removed from public view within 30 days.

7.6.6 No Animated signs, Backlit Awning signs, or Roof signs shall be permitted.

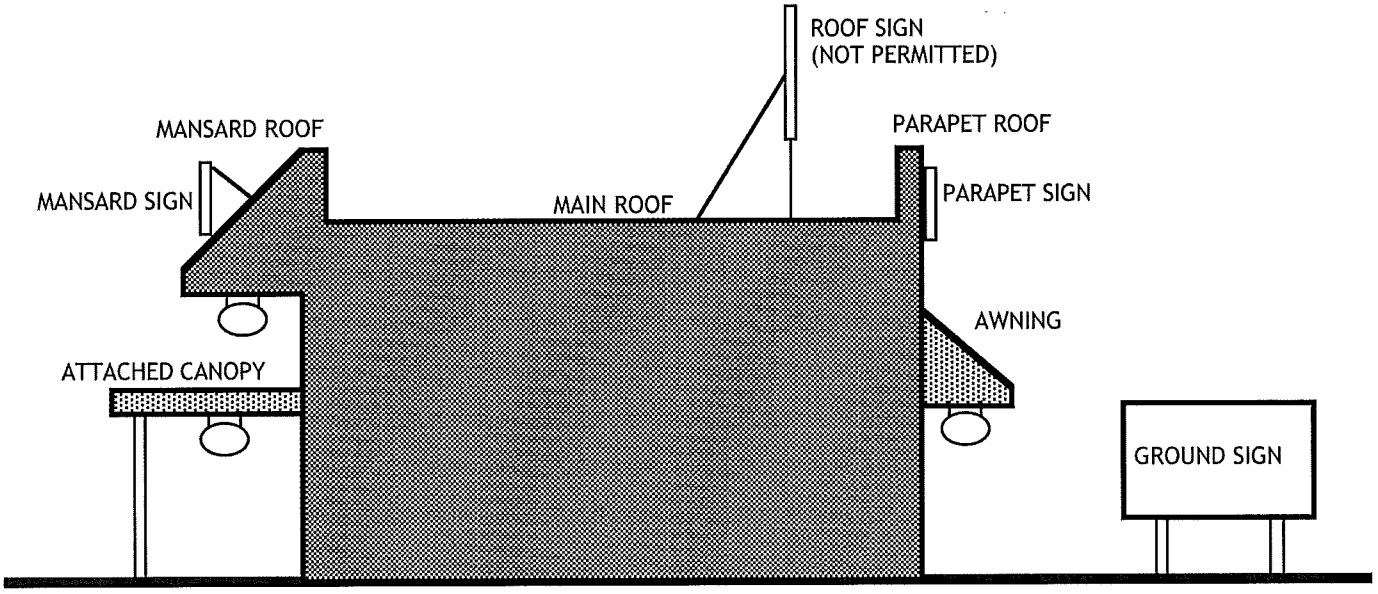
7.6.7 Signs constructed, erected or put in place in violation of this ordinance shall be removed by the property owner, or by the lessee of the property if the sign is constructed, erected or put in place by a lessee, within 24 hours of written notice from the Village if in a public right of way, or within 10 days of written notice from the Village if not in a public right of way. If such sign is not removed, the sign may be removed by the Village and all costs and expenses thereof shall be paid by the property owner or lessee and the Village shall not be responsible for any loss or damage to such sign as the result of its removal. A sign removed by the Village pursuant to this provision shall not be returned to the property owner or lessee until the costs and expenses of removal together with any forfeiture are paid in full.

7.6.8 Signs Permitted as Conditional Uses

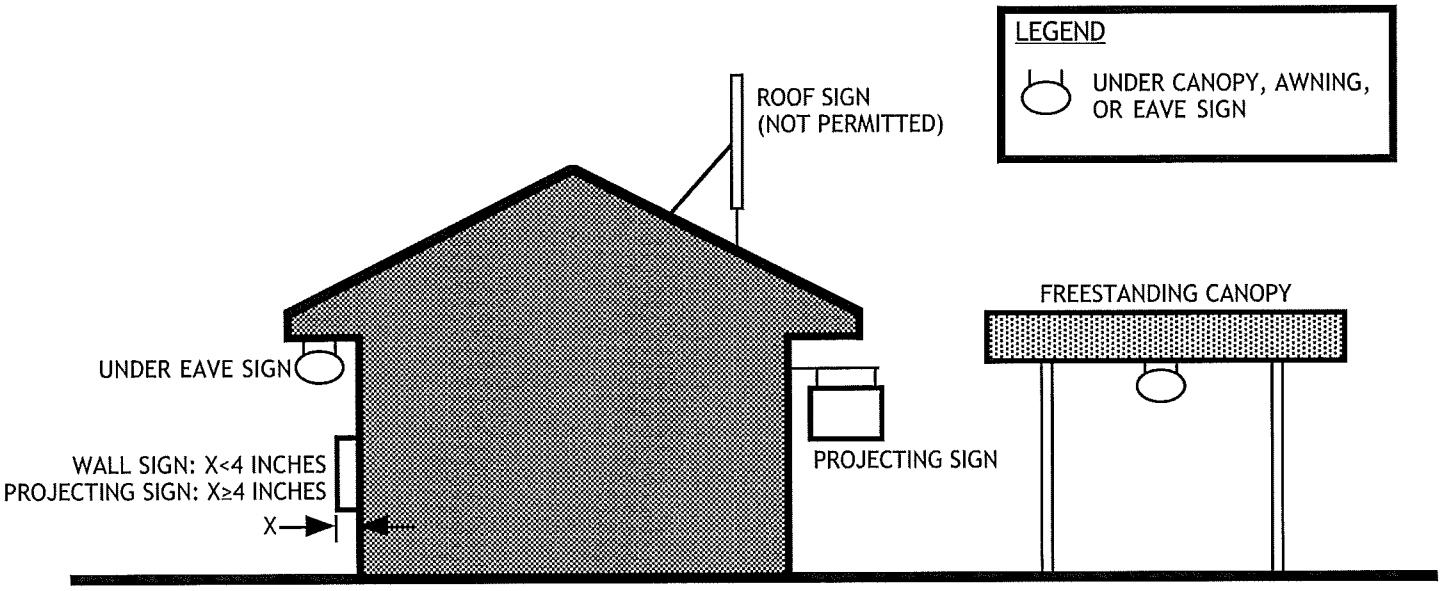
7.6.9 Specific sign types are subject to the following restrictions:

Sign Type	Max. Area per sign (Square Feet)	Max. Quantity per premises	Notes
Billboard	100 (per premises)	2	a
Changeable Sign, Electronic Message Sign or Center	10	2	a
Directional Sign	12	b	a,c
Double Faced Sign	A	a	a,d
Illuminated Sign	50 (per premises)	a	a,e
Mansard Sign	50 (per premises)	2	a, j
Menu Board Sign	50	2	a,f
Multiple Faced Sign	A	a	a,g
Portable Sign, Temporary Sign	32	2	a,h
Projecting Sign	10	2	a, j
Real Estate Sign	10	2	a
Real Estate Subdivision Sign	32	2	a,i
Under Canopy, Under Awning, or Under Eave Signs	10	2	a, j
Vehicle Sign	a	a	a,k
Wall sign, Parapet sign, Mansard sign	10% of building elevation area	a	j, l

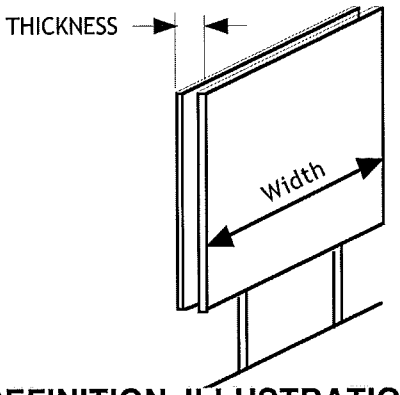
a. *Total Area of all signs on premises shall not exceed the limits set in section 7.5.1*
b. *Permitted as required per site layout. Proposed directional signage must be submitted for zoning permit.*
c. *Only area of Directional Signs utilized for business identification shall be included in the Total Area.*
d. *Area of Double-Faced Sign shall be calculated as the area of one side.*
e. *Shall not produce glare or project light exceeding 1 foot-candle beyond the property line and shall not be lit during hours when business is closed.*
f. *Area of Menu Board Sign utilized for business identification shall be included in the Total Area, the remaining area of the sign shall not be included.*
g. *The area of each face of the sign shall be counted toward the Total Area.*
h. *As specifically authorized by the Plan Commission in the Village, or by the Joint Extraterritorial Zoning Committee when in the extraterritorial area. Approval period for specific temporary or portable signs may not exceed four weeks. Authorization for signs shall not be granted if the proposed signs are judged to potentially conflict with the objectives stated in Section 7.1 PURPOSE.*
i. *Signs will be issued a permit only after review by the Plan Commission. A permitted sign advertising lots for sale will be issued a permit that requires renewal after five (5) years. A permitted sign only identifying the subdivision will be issued a permanent permit, maximum area per subdivision limited in area as defined in section 7.5.1*
j. *Signs shall not be less than nine (9) feet above a sidewalk or other pedestrian way nor fifteen (15) feet above a driveway or an alley*
k. *Vehicle Signs on vehicles operated by public bodies or public safety officials shall not be limited by this ordinance. Vehicle Signs identifying the business operating a vehicle shall be allowed and shall not be calculated in the Total Area unless the Vehicle Sign covers more than 50% of a vehicle side and the vehicle is consistently parked in a location visible from the public way.*
l. *Cumulative area of all Wall signs, Parapet signs, and Mansard signs shall not exceed 10% of the building elevation area. Each building elevation shall be considered separately.*



SCHEMATIC BUILDING SECTION



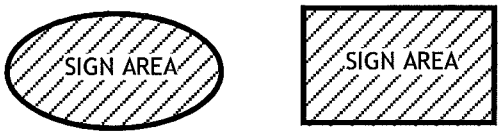
SCHEMATIC BUILDING SECTION



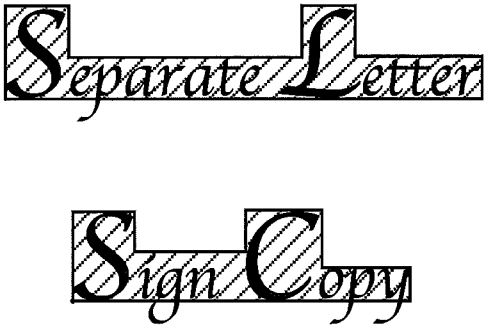
If sign is thicker than 10 inches, it shall be considered a multiple faced sign and the area of all vertical faces of the sign shall be included in the total area.

DOUBLE FACED SIGN

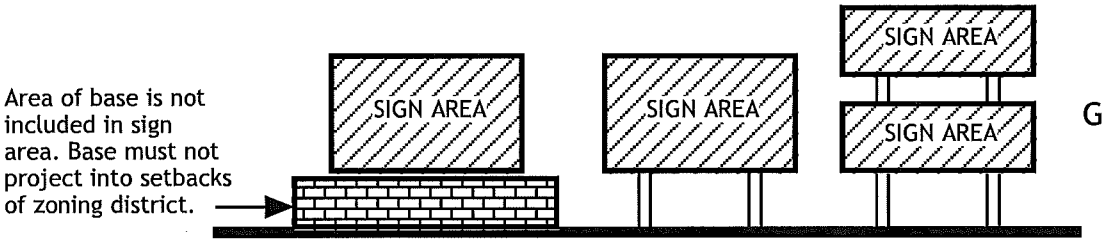
SIGN DEFINITION ILLUSTRATIONS
FIGURE A



TYPICAL SIGN:
Compute area inside defined border or inside constrasting color area



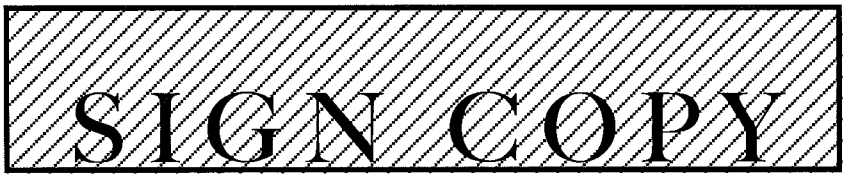
SEPARATE LETTER COPY:
Compute area as shown, include ascenders or descenders, but not both. Calculate super ascenders separately as indicated.



GROUND SIGNS

Include area of separate letter copy when less than or equal to 25% of total awning, banner, canopy, mansard, parapet or wall area.

AWNING, BANNER, CANOPY, MANSARD, PARAPET, AND WALL SIGNS



Include full area of awning, banner, canopy, mansard, parapet or wall when sign copy area is greater than 25% of surface.

SIGN AREA COMPUTATION
FIGURE B

New Signage Submittal Worksheet

Owners Name _____

Address of Site _____

Zoning District _____

Street Frontage _____

Existing Premises signage area _____

Proposed signage area _____

Building Elevation A:
Building Elevation area _____ Wall + Parapet + Mansard signs cumulative area _____

Building Elevation B:
Building Elevation area _____ Wall + Parapet + Mansard signs cumulative area _____

Building Elevation C:
Building Elevation area _____ Wall + Parapet + Mansard signs cumulative area _____

Building Elevation D:
Building Elevation area _____ Wall + Parapet + Mansard signs cumulative area _____

Proposed Signage type (check all that apply):

____ Animated Sign: Not Permitted
____ Awning Sign
____ Backit Awning Sign: Not Permitted
____ Banner
____ Banner Sign
____ Billboard
____ Canopy Sign
____ Changeable Sign
____ Directional Sign
____ Double-Faced Sign
____ Electronic Message Sign or Center
____ Ground Sign
____ Illuminated Sign
____ Mansard Sign
____ Menu Board Sign
____ Multiple-Faced Sign
____ Parapet Sign
____ Portable Sign
____ Projecting Sign
____ Real Estate Sign
____ Real Estate Subdivision Sign
____ Roof Sign: Not Permitted
____ Temporary Sign
____ Tenant Directory Sign
____ Under Canopy, Under Awning, or Under Eave Sign
____ Vehicle Sign
____ Wall Sign
____ Other

Applicant is responsible for all submittals & requirements of other governing authorities. *7/27/07*