

CHAPTER 7

SIGNS

<i>Section Number</i>	<i>Title</i>	<i>Ordinance Number</i>	<i>Date of Ordinance</i>
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SEC. 16-7-1 PURPOSE.

- (a) **Applicability.** This Chapter regulates all Signs in the Village of Caledonia that are readable/visible from the street right-of-way, public facilities, publicly owned or publicly managed trails and other recreation areas, and navigable waterways and Article IX of Chapter 20 of the Racine County Zoning Code entitled Signs shall no longer apply in the Village.
- (b) **Intent.** The Village of Caledonia has a tradition and reputation as a community with a rich mix of land uses that blend into a landscape of high aesthetic quality. Depending on their size, number, and character, Signs may attract or repel visitors, affect the visual quality enjoyed daily by residents, affect the safety of vehicular traffic, and define the character of the area. Thus aesthetic considerations impact economic values as well as public health, safety, and welfare. This Chapter sets standards for the following purposes:
- (1) Maintain and enhance the visual quality (aesthetics) of Signage and the community;
 - (2) Enhance the pedestrian environment and improve pedestrian and motorist safety by minimizing distractions and obstacles to directional or warning Signs, Signs pertinent to the Village's businesses, and clear views of the street;
 - (3) Protect and enhance economic viability;
 - (4) Protect property values and private/public investments in property;
 - (5) Protect views of the natural landscape and sky;
 - (6) Avoid personal injury and property damage from structurally unsafe Signs;
 - (7) Provide businesses with effective and efficient opportunities for advertising and identification;
 - (8) Create attractive gateways and enhance the image of the community; and

Inform the public of recreational opportunities, including for trails, within the Village.

SEC. 16-7-2 DEFINITIONS.

As used in this Chapter, the following words and phrases shall have the meanings as hereinafter set forth:

(a) **Signage Components.** The following words and phrases shall be regulated as a Signage Component, whether singularly or collectively, and shall have the meanings set forth below:

(1) **Sign.** Any object, device, display, structure or part thereof, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination or projected images.

As used herein *Sign* does not include the flag or emblem of any nation, organization of nations, or other governmental or municipal agencies or units; traffic control or other public agency Signs; community information Signs placed by a governmental entity; displays within the confines of a building; merchandise or models of products or services incorporated in a window display; works of art which in no way identify a product or service; temporary holiday decorations or displays with no commercial message; sculptural representations of an organization's or business's logo which do not contain any words and are not illuminated except that only one such representation of a particular business's or organization's logo is permitted; scoreboards located on athletic fields; and Signs mounted or painted on commercial vehicles incidental to the primary use of that vehicle as a mode of transportation.

(2) **Sign Copy Area.** The total area of a Sign Face which may be used for display of advertising, message, announcement, etc.

(3) **Sign Face.** The total surface of a Sign including the Sign Trim and Sign Copy Area.

(4) **Sign Trim.** A separate border or framing around the Sign Copy Area.

(5) **Vision Clearance Triangle.** The area in each quadrant of an Intersection that is bounded by the right-of-way lines of the roads and a vision clearance setback line connecting points on each right-of-way line that are located a distance back from the Intersection equal to the setback required for each right-of-way.

(6) **Intersection.** The point at which the right-of-way lines meet or, for highway interchanges, the beginning and ending points of the on and off ramps. A "T" intersection shall be considered the same as a four-way intersection in the determination of the required distance of Signs from said intersection.

(b) **Freestanding Sign.**

The following words and phrases shall be regulated as a Freestanding Sign, whether defined singularly or collectively, and shall have the meanings set forth below:

(1) **Agriculture Sign.** A Sign identifying the name of a specific farm.

- (2) **Directional Sign.** On-premises or off-premises Signs directing the public to governmental, cultural, religious, or charitable institutions and Signs that provide directions, e. g., enter, exit, parking, or location of any place or area on the same premises.
 - (3) **Freeway Sign.** A Sign within one-hundred fifty (150) feet of the Interstate 94 right-of-way. The road side edge of such Sign should be located as close to the interstate right-of-way as feasible, but shall maintain a minimum of five (5) feet from the public right-of-way. Freeway Signs shall be constructed as set forth in the Design Guidelines Manual and this ordinance.
 - (4) **Governmental Sign.** On-premises or Off-premises Signs of any public or governmental agency addressing traffic, railroads, trespassing, evacuation routes, danger, governmental service (including a welcome Sign) or safety including water dependent informational Signs with public health, safety or regulatory information that are no larger than necessary to accommodate the information that needs to be displayed.
 - (5) **Home Occupation Sign.** A Sign that advertises a permitted home occupation.
 - (6) **Monument Sign.** A Freestanding Sign mounted on a base and whose Sign Face is less than three (3) feet above the ground.
 - (7) **Off-premises Sign.** A Sign that directs attention to a place, business, commodity, service or entertainment conducted, sold, offered or located elsewhere other than upon the premises where the Sign is displayed.
 - (8) **Private Property Sign.** A Sign containing the words "no trespassing," "no hunting," "no entry," "private property" or similar language indicating an intent to deny entry to the general public. *Private Property Signs* include Signs erected to conform to s. 943.13(2)(a) or (b), Wis. Stats.
 - (9) **Private Trail Sign.** On-premises or Off-premises Signs that direct the people to privately owned trails, whether held open to the public or for private use by invitation only.
 - (10) **Public Trail Sign.** On-Premises or Off-premises Signs that direct the public to publicly owned or publicly managed trails.
 - (11) **Recreational Sign.** On-premises or Off-premises Signs indicating the direction and/or distance to a specific cottage, resort, residence, park or recreations facility.
 - (12) **Subdivision Sign.** A permanently installed Sign located on the subdivision property that identifies the subdivision name, etc.
 - (13) **Street Banner Sign.** A Sign affixed to a light pole or similar object.
 - (14) **Temporary Sign.** A Sign that is installed for a limited time period for the purpose of advertising a forthcoming event, e.g. retailer's Signs temporarily displayed for the purpose of informing the public of a sale or special offer, garage sale Signs, church or club event Signs, etc. A permanently mounted Sign shall not be considered as temporary even though the message displayed is subject to periodic changes. Temporary Signs include **construction, event, political, private sale, and real estate** Signs. These subtypes are further outlined in Section 16-7-9(d).
- (c) **Building Signs.** The following words and phrases shall be regulated as a Building Sign, whether singularly or collectively, and shall have the meanings set forth below:

- (1) **Awning or Canopy Sign.** A Sign consisting of letters or symbols applied to the top as well as the front of an awning. Canopy Sign may consist of individually mounted lettering or symbols or lettering and symbols applied to a background and mounted to a canopy.
- (2) **Projecting Sign.** A Sign which is attached to and projects out from a wall or a building.
- (3) **Wall Sign.** A Sign mounted on and parallel to a building wall or other vertical building surface.
- (4) **Window Sign.** A Sign consisting of painted or placed lettering or symbols presented in a way that does not significantly reduce the visual transparency of the window. Permanent Signage painted or printed on a background and placed in windows shall be avoided. Neon Signs may be used so long as the message it advertises relates to the business on the subject premises. Such Signs shall not be animated or flashing as stated in Section 16-7-3(h)(3).
- (d) **Billboard.** A Sign that advertises or directs attention to a business, commodity, good, product, facility, place, service, issue, activity or entertainment conducted, sold or offered elsewhere, regardless of the Sign's content with a Sign Face that is larger than thirty-two (32) square feet, except for a Freeway Sign, Monument Sign, Sponsorship Sign, or Governmental Sign, regardless of whether it is displayed on or off of the premises to which the sign relates.
- (e) **Pole Sign.** A Sign that is mounted on one (1) or more poles. A Freeway Sign shall not be considered a Pole Sign.
- (f) **Roof Sign.** A Sign that is erected or constructed wholly on or over the roof of a building, supported by the roof structure.
- (g) **Sponsorship Sign.** A Sign that is erected or constructed off-premises advertising the sponsorship of public facilities, such as parks, pavilions and fields, and publicly sponsored programs, such as youth baseball and soccer. Sponsorship Signs may be erected as Freestanding Signs or Building Signs. Sponsorship Signs shall be no larger than thirty-two (32) square feet and shall be subject to a sponsorship agreement, including maintenance requirements, with the Village and/or municipal entity who owns the public facility or runs the program.

SEC. 16-7-3 GENERAL RESTRICTIONS.

- (a) All Signs are prohibited in any zoning district, except as provided in this Chapter.
- (b) Signs as permitted in Section 16-7-6 are permitted to face a residential neighborhood or conservation district within one hundred (100) feet of such district boundary, except that Trail and Recreation Signs shall be allowed within and up to these districts.
- (c) No Sign may be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered in any Conservancy District, Shoreland Wetland Overlay District, or any Floodplain District, unless the Sign is a Governmental Sign, Public Trail Sign, Private Trail Sign or Recreational Sign.
- (d) All Signs in shoreland areas that are readable to stream or lake users at any time of the year may not exceed sixteen (16) square feet in area on one (1) side or thirty-two (32) square feet in area on all sides for any one (1) premises; the Sign may not exceed a height of ten

- (10) feet, may not be located closer than twenty-five (25) feet to any side lot lines, and may not be located closer than seventy-five (75) feet to the ordinary high water mark of any navigable water body, unless the Sign is a Governmental Sign, Public Trail Sign, Private Trail Sign or Recreational Sign. All Signs placed in a shoreland area shall comply with applicable Wisconsin Department of Natural Resources regulations.
- (e) Signage shall be integrated into and designed to be consistent with the building façade and site design. Similar materials, colors, and styles should be used to ensure the Signage is consistent with the building design.
- (f) No Sign may be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a zoning permit as required under this Chapter, except for normal maintenance and repair as allowed under Sec. 16-7-4.
- (g) Number of Signs shall be limited as follows:
- (1) Shopping centers and multi-tenant buildings may provide one (1) monument sign per street frontage. Shopping centers and multi-tenant buildings shall not install Pole Signs. Such facilities may also install one (1) Wall Sign, Awning or Canopy Sign, or Projecting Sign for each business in the building.
 - (2) Gasoline stations, service stations, convenience stores with pumps, or any combination thereof may provide a maximum of two (2) Monument Signs unless otherwise allowed under a conditional use permit or planned unit development by the Village Board as set forth in Section 16-7-9(a)(5). Building Signs may also be provided subject to requirements under Section 16-7-9(e). Signs advertising incidental products for sale that are located on the gasoline pumps, and are not readable from the street right-of-way, will not require permits or be regulated in number.
 - (3) For all other uses, total signs are limited to two (2) signs per street frontage and no use shall have both a Pole Sign and a Monument Sign on one street frontage.
 - (4) The total of all signs that require permits that are erected or placed on any one (1) premises may not exceed twelve hundred (1,200) square feet in total display area, except for multi-tenant shopping centers, which will be allowed an additional five hundred (500) square feet of display area for each anchor store beyond the first one, under subsection (1) above.
 - (5) As an alternative to limitations in subsections (1) through (4) above, the parcel owner may submit a master sign plan to the Zoning Administrator for review and approval by the Village Plan Commission and Village Board. This master sign plan must indicate the type, construction, location, and height of each proposed sign on the site. Approval of the master sign plan may modify the limitations so long as the total plan is consistent with the intent and goals identified in this chapter and the Design Guidelines Manual and such approval is required before issuance of the first sign permit for the property. After approval of a master sign plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision of this chapter. In cases of any conflict between the provision of such a plan and any other provision of this chapter, the chapter shall control.
 - (6) Any sign authorized in this chapter is allowed to contain non-commercial copy in lieu of any other copy.
- (h) The following items are prohibited:

- (1) Beacons, streamers, pennants, pinwheels, strings of lights not permanently mounted to a rigid background, and inflatable Signs and tethered balloons, unless specifically permitted as a Temporary Sign but not to exceed 30 days of use in each calendar year.
- (2) Signs affixed to a cart, trailer or other rolling mechanism are prohibited, unless specifically permitted as a Temporary Sign but not to exceed 30 days of use in each calendar year. This provision shall not prohibit Signs attached to a vehicle, trailer, farm wagon, or equipment if the Sign is incidental to the primary use of the vehicle, trailer, farm wagon, or equipment and the vehicle, trailer, farm wagon or equipment as a mode of transportation and are not parked for the purpose of advertising a product or directing people to a business or activity such that the Sign is readable from the street right-of-way; nor shall this provision prohibit any official Signs in the street right-of-way regulated by the federal, state, county, or local government.
- (3) Signs that revolve, are animated, or have moving parts, or Signs that contain, include, or are illuminated by flashing or moving lights, have a display that may appear to grow, melt, x-ray, up- or down-scroll, write-on, travel, inverse, roll, twinkle, snow, or present pictorials or other animation, or are externally illuminated other than by white lights. This section shall not prohibit changeable copy light emitting diode Signs and time and temperature Signs (collectively “LED Sign(s)”) on Monument Signs, Pole Signs and Freeway Signs so long as the LED Sign displays are steady in nature and each message lasts no less than five (5) seconds. No more than 30% of the Sign Copy Area shall be of an LED nature if such LED Sign is otherwise allowed with an intermittent change of display as authorized under this Chapter and as further described in the Design Guidelines Manual. LED signs shall not be allowed on other types of Signs. Digital signage with a changeable digital image may be allowed by the Village Board as a conditional use on Monument Signs and on a Freeway Sign so long as the changeable copy is static for at least fifteen minutes at a time and no more than 30% of the Sign Copy Area consists of the changeable digital image. Digital signage shall not be allowed on other types of Signs. LED Signs and Digital signage shall not be placed in a manner that interferes with a traffic control signal as determined by the Zoning Administrator and the Village Engineer.
- (4) Signs that resemble, imitate, or approximate the shape, size, form, location, or color of railroad or traffic Signs, Signals, or devices.
- (5) Signs that interfere with the effectiveness of railroad or traffic Signs, Signals, or devices, or that obstruct or interfere with traffic visibility by blocking sight lines for streets, sidewalks, or driveways, or are lighted in such a way as to cause glare or impair driver visibility upon public ways.
- (6) Signs that prevent free ingress to or egress from any door or window, or any other way required by the local building or fire codes.
- (7) Signs that contain characters, cartoons, statements, works or pictures of an obscene nature that are deemed to be obscene material as described in W.S.A. §944.21(2)(c).
- (8) Billboards, Pole Signs where the bottom of the Sign is more than eleven (11) feet above grade and Roof Signs.
- (9) Signs that are located in a vision corner or Vision Clearance Triangle unless

allowed as part of a conditional use permit or planned unit development by the Village Board, after review and recommendation by the Village Engineer and Village Plan Commission.

SEC. 16-7-4 EXISTING SIGNS.

- (a) Signs lawfully existing at the time of the adoption or amendment of this article may be continued, although the use, size, height, or location does not conform to the provisions of this Chapter. However, these Signs are deemed a nonconforming use or structure and the provisions of Section 20-186 et seq. of the Racine County Code of Ordinances apply.
- (b) A Sign loses its legal nonconforming status if the size, design, or structure of the Sign is altered in any way that makes the Sign less in compliance with requirements of this Chapter than it was before alteration.
- (c) Notwithstanding subsection 16-7-3(f), a zoning permit will be required for any structural alteration, addition, or repair to a legal nonconforming Sign.

SEC. 16-7-5 OBSOLETE SIGNS.

Upon vacating a commercial, industrial, agricultural, or institutional establishment, obsolete Signs must be removed within thirty (30) days by the owner, agent, or person having the beneficial use of the property, building, or structure upon which such Signs may be found. A Sign is obsolete for purposes of this Section when the advertised use, place or thing no longer exists at the site to which the Sign relates.

SEC. 16-7-6 ADMINISTRATION.

- (a) **Administrator.** This Chapter shall be administrated by the Village's Zoning Administrator, in consultation with the Village Engineer as indicated. Approval shall be by the Zoning Administrator unless otherwise specified. Sign administration in the Village of Caledonia is intended to provide clear instruction on the type of Signs in each zoning district and land use classifications, and whether specific Sign types are (a) allowed, (b) require a permit, or (c) do not require a permit. Detailed regulations regarding the size and style of Signs are set forth in Sections 16-7-7 through 16-7-9.
- (b) **Signs for which no permit is required.** A permit shall not be required for the following Signs:
 - (1) Nameplates not over two (2) square feet in area, provided the same is limited to one (1) for each premises, tenant, or family and the same is located at least five (5) feet from the outer limits of the street right-of-way and lot lines;
 - (2) Real Estate Signs meeting the requirements of Section 16-7-9(d)(5);
 - (3) Private Property Signs meeting the requirements of 16-7-9(a)(7);
 - (4) Property address markers assigned by the Village or Racine County and of a design approved by the Village;
 - (5) Tablets, grave markers, headstones, statuary, or monuments of persons or events

- that are noncommercial in nature;
- (6) Temporary Signs meeting the requirements of Section 16-7-9(d)(2, 3 and 4); and
 - (7) On-Premises Directional Signs that meet the requirements of Sec. 16-7-9(a)(2). The number of signs on one (1) premises shall be limited to the number necessary to safely direct traffic into the specific site as determined by the Zoning Administrator.
- (c) **Signage Charts.** The Village signage charts, incorporated herein by reference below, illustrate the permissible types of Signage in each land use classification. The charts are structured to reflect these associations and to determine the type of Signage for the planned land use classifications as specified in the Village's Land Use Plan. Zoning and the Land Use Plan classifications shall be used when reviewing and approving Signage in the Village. In all cases, consistency with the Land Use Plan classifications shall be a primary determinant of the recommendations and decisions made by the Village. However, this Chapter allows Signage for existing land uses (at the time of adoption), that match the existing zoning (at the time of adoption) even though the use may not match the land use classification for the subject parcel, unless otherwise restricted by Village Ordinance. In addition, this Chapter allows for Signage that is made nonconforming after adoption of this ordinance to be maintained in accordance with Sec. 16-7-4.

SEE CHARTS BELOW

SIGNAGE CHART: FREESTANDING SIGNAGE

Sign Type	Res. Neighborhood (RN)			Village Center (VC)			Mixed Use Arterial (AR)			Institutional (IN)			Countryside (CW, CE, CC)			Conservation (CA)
	S.N.A. ₁	N.P.R. ₂	P.R. ₃	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	
Agriculture	X			X			X			X						X
Directional	X				X			X			X			X		
Freeway	X					X ⁵	X			X			X			X
Home Occupation			X			X			X	X					X	X
Monument	X					X			X		X				X ⁴	
Off-Premise	X					X			X		X			X		X
Private Property		X			X			X			X			X		X
Recreation			X			X			X		X				X	
Sign Type	Res. Neighborhood (RN)			Village Center (VC)			Mixed Use Arterial (AR)			Institutional (IN)			Countryside (CW, CE, CC)			Conservation (CA)
	S.N.A. ₁	N.P.R. ₂	P.R. ₃	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	S.N.A.	N.P.R.	P.R.	S.N.A.
Street Banner	X					X			X	X					X ⁴	
Subdivision			X	X			X			X			X			X

Temporary (construction)			X			X			X			X			X	X
Temporary (event, political, private sale, real estate)		X			X			X			X			X		X
Trail			X			X			X			X			X	

NOTE

S

¹ S.N.A. -

Signage Not

Allowed

² N.P.R - No

Permit Required

³ P.R. - Permit

Required

⁴ Signage Only Allowed in

Countryside Crossroads District

⁵ Freeway Sign allowed only in Business Campus and Village Center

adjacent to I94

⁶ Events related only to the Conservancy or Park Corridor

SIGNAGE CHART: BUILDING SIGNAGE

Sign Type	Res. Neighborhood (RN)			Village Center (VC)			Mixed Use Arterial (AR)			Institutional (IN)			Countryside (CW, CE, CC)			Conservancy
	S.N.A. ¹	N.P.R. ²	P.R. ³	S.N.A. A.	N.P.R. R.	P.R.	S.N.A. .	N.P.R. R.	P.R.	S.N.A. .	N.P.R. R.	P.R. .	S.N.A.	N.P.R.	P.R.	
Awning Canopy	X					X			X			X			X ⁴	X
Projecting	X					X			X			X			X ⁴	X
Wall	X					X			X			X			X ⁴	X
Window	X					X			X			X			X ⁴	X

NOTE

S

¹ S.N.A. - Signage

Not Allowed

² N.P.R - No

Permit Required

³ P.R. - Permit
Required
⁴ Signage Only Allowed in
Countryside Crossroads District

- (d) **Design Guidelines Manual.** The applicant shall follow the Design Guidelines Manual, as published and revised by the Village from time-to-time. Among other features, these guidelines address the standards delineated under this Chapter and provide examples of Signs that meet the requirements of this Chapter. These guidelines are available from the Village Clerk.
- (e) **Sign Permit Application.** In addition to the requirements of Section 20-81 of the Racine County Code of Ordinances, a zoning permit application for a Sign must be submitted to the Village Zoning Administrator on forms provided by the Zoning Administrator for review and approval. The zoning permit application must contain or have attached thereto at least the following information:
- (1) Applicant's name, address, and telephone number.
 - (2) Location of building, structure, or lot to which or upon which the Sign is to be located.
 - (3) Type of Sign applicant wishes to erect.
 - (4) Zoning district and Land Use Classification from the Village's Land Use Plan in which the Sign will be erected.
 - (5) Name of person, firm, corporation, or association erecting the Sign.
 - (6) Written consent of the owner or lessee of the building, structure, or land to or upon which the Sign is to be located. Owner or lessee's Signature on the zoning permit application is considered written consent. The Signature of an owner's representative or agent is acceptable provided a letter of agency is on file with the Village.
 - (7) A drawing of such Sign indicating the materials to be used, the type of illumination, if any, and the method of construction and attachment. Said drawing must be drawn at a scale no smaller than one-tenth (1/10) inch equals one (1) foot or dimensions must be shown on the drawing.
 - (8) A drawing indicating the location and position of such Sign in relation to parcel boundary lines, nearby buildings and structures. Said drawing must include the Sign's height above finished yard grade. Said drawing must be at a scale no smaller than one (1) inch equals fifty (50) feet or dimensions must be shown on the drawing.
 - (9) Signs requiring state or federal approval must provide a copy of such approval with the Sign permit application.
 - (10) Additional information as may be required by the Zoning Administrator, the Village Planning Commission, Village Board or the Village Board of Appeals.
 - (11) For all Signs in excess of thirty-two (32) square feet, a photograph with the proposed Sign included in a digital representation that shows the Sign from a distance of 150 to 300 feet.
 - (12) All Submittals for a master sign plan under a conditional use or planned unit development shall also include the type, construction, location and height of each proposed sign. Approval of the master sign plan is required before issuance of the first sign permit for the property. After approval of a master sign plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision of this Chapter.

SEC. 16-7-7 CONSTRUCTION AND MAINTENANCE STANDARDS.

- (a) All Signs must be designed and constructed to withstand wind pressure of not less than forty (40) pounds per square foot of area and must be constructed to receive dead loads as required by the Village.
- (b) The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration, or maintenance of a Sign is permitted subject to the approval of the jurisdictional authority, provided that the space occupied is roped off, fenced off, or otherwise isolated as directed by said authority.
- (c) The owner of any Sign must keep it in good maintenance and repair which includes restoring, repainting, or replacing a worn or damaged Sign to its original condition; and must maintain the immediate premises on which the Sign is erected in a clean sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass.
- (d) No Sign or any part thereof or Sign anchor, brace, or guide rod may be attached, fastened, or anchored to any fire escape, fire ladder, or standpipe and no such Sign or any part of any such Sign or any anchor, brace, or guide rod may be erected, put up, relocated, or maintained so as to hinder or prevent ingress or egress through such door, doorway, fire escape, window, or opening designated by the local fire department, or so as to hinder or prevent the raising or placing of ladders against such building by the local fire department as necessity may require.
- (e) Upon request of the Zoning Administrator, it is the responsibility of the applicant to establish by competent evidence that the Sign meets any above stated standards or requirement.

16-7-8 MEASURING SIGNS.

- (a) In calculating the area of a Sign to determine whether it meets the requirements of this chapter, the Zoning Administrator must include the Sign copy and any border or frame surrounding that copy. Customary supporting members of a Sign will be excluded from the area calculation. The area of irregularly-shaped Signs or of Signs containing two (2) or more detached elements will be determined by the area of the smallest circle, square, triangle, rectangle, or combination thereof, that will encompass all elements of the Sign. Where individual letters, words, emblems, symbols, etc. are affixed to a building, a rectangle around the entire phrase or sentence will be measured to compute Sign area. Where the Sign background is made a different color from the building such as by painting, the area of different color will be measured. Back-to-back, side-by-side, bottom-on-top, and V-shaped Signs constitute one (1) Sign within the meaning of this article.
- (b) The Sign height shall be computed as the distance from the base of the Sign or structure to which it is attached at normal grade to the top of the highest attached component of the Sign. Normal grade shall be construed to be the lower of: (1) Existing grade prior to construction; or (2) The newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of elevating the Sign. In cases in which the normal grade cannot reasonably be determined, Sign height shall be computed on the assumption that the elevation of the normal grade at the base of the Sign is equal to the elevation of the nearest point of the crown of a street or the grade of the principal

- pedestrian entrance to the principal structure on the site, whichever is lower.
- (c) For Monument Signs, the structural elements and artistic elements without any advertising language or identification on them shall not exceed one hundred (100) square feet in area for each Sign face and are excluded from the square footage calculation for the Monument Sign. Such structural and artistic elements may exceed one hundred (100) square feet if approved through a site plan review by the Village Board upon review and recommendation by the Village Plan Commission Alternatively, such elements in excess of one hundred (100) square feet may be included as part of the total base of such Monument Signs, thereby reducing the available area.
 - (d) Spherical, free-form, sculptural, or other non-planar Sign area is fifty (50) percent of the sum of the areas using only the four (4) vertical sides of the smallest four-sided polyhedron that will encompass the Sign structure. Signs with more than four (4) faces are prohibited.

16-7-9 REQUIREMENTS.

The following requirements apply based on type of Sign and may be modified only by approval of the Village Board under a master sign plan under a conditional use permit or planned unit development upon review and recommendation by the Zoning Administrator, the Village Engineer and the Village Plan Commission. A submittal for a master sign plan shall include the additional information specified under Section 16-7-6(d)(12).

(a) **Freestanding Signs.**

- (1) **Agricultural Signs.** Agriculture Signs may not exceed twenty-four (24) square feet on one side and forty-eight (48) square feet on all sides. Agriculture Signs are limited to one Sign for any one farm. Such Signs must be located at least 10 feet from the outer limits of the street right-of-way, and may not exceed six (6) feet in height. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks).
- (2) **Directional Signs.** Directional Signs, including internal Public Trail Signs and Private Trail Signs, may not exceed twelve (12) square feet on one side and twenty-four (24) square feet on all sides, nor may such Signs be greater than five (5) feet in height. Directional Signs shall not be less than ten (10) feet from any property line or outer limits of the street right-of-way except Public Trail Signs and Private Trail Signs, if approved by the Village Administrator or Village Engineer when visibility of the Sign is frustrated by this requirement and in such case the placement of the sign shall be in a manner that does not create an obstacle for the right-of-way and does not interfere with drainage ways, plowing and snow plowing. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks).
- (3) **Freeway Signs.** Freeway Signs may be erected in those areas classified as Business Campus and Village Center within one-hundred fifty (150) feet of the State of Wisconsin Interstate 94 right-of-way with a permit and subject to the conditions specified in this Section and the Design Guidelines Manual. Freeway

Signs shall not be erected in any other part of the Village. Freeway Signs designed, intended or located in such a manner as to be visible to the traveling public on a freeway or expressway shall be limited to a height between thirty (30) and thirty-five (35) feet. Such height shall be measured from the centerline street grade of such freeway adjacent to where the freeway Sign is oriented or ground level at the freeway Sign location, whichever is higher. All freeway Signs shall have a masonry base with a minimum overall height of three (3) feet and a maximum of six (6) feet. No primary Sign area is to exceed one-hundred ninety-six (196) square feet on one side and three-hundred ninety-two (392) square feet on all sides. No secondary Sign area is to exceed eighty-four (84) square feet on one side and one-hundred sixty-eight (168) square feet on all sides. All lettering shall be a maximum of twenty-eight (28) inches in height. The road side edge of such Sign should be located as close to the interstate right-of-way as feasible, but shall maintain a minimum of five (5) feet from the public right-of-way. Illuminated freeway Signs shall be erected or maintained so that the beams or rays of light are effectively shielded so as not to cause glare or impair the vision of the driver of any motor vehicle and shall contain no flashing, intermittent or moving lights. Freeway Signs which are not designed, intended or located in a manner so as to be visible to the traveling public on freeways and expressways are prohibited. The owner of any freeway Sign shall keep it in sound condition, well-maintained, and in good appearance and repair which includes restoring, repainting, or replacement of a worn or damaged legally existing Freeway Sign to its original condition, and shall maintain the premises on which the freeway Sign is erected in a clean, sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, refuse, debris and weeds. To the extent possible, signage for businesses within a Business Campus and Village Center as defined under the Village's Land Use Plan shall consolidate signage to the Freeway Sign. The use of LED and Digital Signage on Freeway Signs is as regulated under Sec. 16-7-3(h)(3).

- (4) **Home Occupation Signs.** Home Occupation Signs shall not exceed four (4) square feet on all sides. Signs affixed to a yard light post or Signpost must be set back a minimum of five (5) feet from the street right-of-way line. Such Signs may include the name, address and type of home occupation.
- (5) **Monument Signs.** Monument type Signage should be consistent with the materials, colors and style of the building it advertises. The base of a monument Sign should be at least as wide as the rest of the Sign. Only individual letters and symbols should be internally illuminated. Monument Signs should not exceed eight (8) feet in height, and shall not exceed forty-eight (48) square feet on one side and ninety-six (96) square feet on all sides. External point source lighting may be used on non-illuminated Signage. Time and/or temperature devices may be erected on Monument Signs. Shopping centers and multi-tenant buildings may provide one (1) Monument Sign for each street frontage. Gasoline stations, service stations, convenience stores with pumps, or any combination thereof may provide a maximum of two (2) Monument Signs unless otherwise allowed under a conditional use permit or planned unit development by the Village Board upon review and recommendation by the Town Engineer and the Village Plan Commission. All others are limited to one monument unless otherwise approved under a Master Site

Plan for a conditional use or a planned unit development. If the Sign is located within the Village Center, Mixed-Use Arterial, Countryside Crossroads, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with Vision Clearance Triangles or pedestrian amenities (i.e. sidewalks). Governmental Signs shall not count toward the maximum number of allowable Signs on any one site. The use of LED and Digital Signage on Monument Signs is as regulated under Sec. 16-7-3(h)(3).

- (6) **Off-Premises Signs.** Off-Premises Signs not to exceed thirty-two (32) square feet in area on one side and sixty-four (64) square feet in area on all sides. Such Signs shall be located at least fifteen (15) feet from the outer limits of the street right-of-way or a side or rear lot line. Except for Recreational, Public Trail and Private Trail Signs, each entity erecting such a Sign is limited to three (3) in number under this Section. Such Signs are limited to a maximum height of eight (8) feet except that Sponsorship Signs may be higher upon approval of the Village. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks).
- (7) **Pole Signs.** Pole Signs may not exceed a height of fifteen (15) feet, except that Sponsorship Signs may be higher upon approval of the Village. The bottom of the Pole Sign face may not be more than eleven (11) feet above grade. The Pole Sign may not exceed thirty-two (32) square feet on one-side and may not exceed sixty-four (64) square feet on all sides. Only one (1) Pole Sign is allowed per premises. If the premises is part of a conditional use or planned unit development, signage shall be consolidated pursuant to a Master Sign Plan. Such Signs shall be located at least fifteen (15) feet from the outer limits of the street right-of-way or a side or rear lot line. If the sign is located within a Village Center, Mixed-Use Arterial or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere within Vision Clearance Triangles or pedestrian amenities (i.e. sidewalks). The use of LED Signs on Pole Signs is as regulated under Sec. 16-7-3(h)(3).
- (8) **Private Property Signs.** Private Property Signs may not encroach upon any street right-of-way and may not be greater than two (2) square feet on one side.
- (9) **Street Banner Signs.** Street banner Signage is permitted on light poles provided that the Signage does not block illumination from the streetlight. Street banner Signs shall be no larger than eight (8) square feet on one side and sixteen (16) square feet on all sides.
- (10) **Subdivision Signs.** Subdivision Signs not to exceed forty-eight (48) square feet in area on one (1) side and ninety-six (96) square feet in area on all sides, that are located at entrances to subdivisions or developments or along abutting streets or highways, identifying residential complexes or displaying the property addresses. Said Signs shall be located on an outlot, permanent easement, or other common area and they shall not be located closer than fifteen (15) feet to any street right-of-way, nor closer than ten (10) feet to any side or rear lot line, unless otherwise allowed by the Village Engineer to be located on a median island within a gateway entry to a subdivision. Such Signs may not exceed twelve (12) feet in height and the design shall be approved by the Village Engineer. No more than two (2) such Signs are

- permitted for any one (1) subdivision or development.
- (11) **Recreational Signs.** Recreational Signs shall not exceed two (2) in number and not exceed twelve (12) square feet in display area on one (1) side and twenty-four (24) square feet on all sides, five (5) feet in height and no closer than (10) feet to any right-of-way or property line. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks).
 - (12) **Public Trail Signs.** Public Trail Signs shall be uniform in color in a style determined by the Village to create uniform notice to trails that are open to the public. Public Trail Signs shall be placed no closer than (10) feet to any right-of-way or property line unless otherwise approved by the Village Administrator or Engineer if visibility of the Sign is frustrated by this requirement and in such case the placement of the Sign shall be in a manner that does not create an obstacle for the right-of-way and does not interfere with drainage ways and/or mowing and snowplowing. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks). The Village shall not be responsible for damage to any Sign placed closer than ten (10) feet to any right-of-way.
 - (13) **Private Trail Signs.** Private Trail Signs shall not be in the same color or style as the Village's Public Trail Sign. Private Trail Signs shall be placed no closer than (10) feet to any right-of-way or property line unless otherwise approved by the Village Administrator or Engineer if visibility of the Sign is frustrated by this requirement and in such case the placement of the Sign shall be in a manner that does not create an obstacle for the right-of-way and does not interfere with drainage ways and/or mowing and snowplowing. If the Sign is located within the Village Center, Mixed-Use Arterial, or Business Campus, it may be located within one (1) foot of the property line if the location does not interfere with vision clearance triangles or pedestrian amenities (i.e. sidewalks). The Village shall not be responsible for damage to any Sign placed closer than ten (10) feet to any right-of-way.
- (d) **Temporary Signs.**
- (1) **Construction.** Temporary Construction Signs for the purpose of designating a new building or development or for promotion of a subdivision may be permitted for a period up to two (2) years, and extensions may be granted for a period not to exceed five (5) years total. Signs may not exceed forty-eight (48) square feet in area on one (1) side and ninety-six (96) square feet in area on all sides; may not exceed eight (8) feet in height, and must be located not closer than fifteen (15) feet from any street right-of-way, nor closer than ten (10) feet to any side or rear lot line. Only one (1) such Sign is permitted per street frontage.
 - (2) **Events.** Temporary Event Signs for events sponsored by non-profit organizations or for a non-profit charitable event shall not exceed four (4) square feet in area and not more than five (5) feet in height. Such Signs must be located at least one (1) foot from the outer limits of the street right-of-way and one (1) foot from a side or rear lot line and outside of any Vision Clearance Triangle. Such Signs may be

erected thirty (30) days prior to the event, and must be removed within three (3) days after the event.

- (3) **Political.** Temporary Political Signs that promote a particular candidate or candidates for a particular election may be erected during an election campaign period if in compliance with Section 12.04. Wis. Stats. The person or organization responsible for the erection or distribution of any such Signs, or the owner or owner's agent of the property upon which such Signs may be located, shall be responsible for the proper erection or removal of said Signs. Such Signs must be located behind the outer limits of the street right-of-way line. Such Signs shall not exceed thirty-two (32) square feet in Sign area on one (1) side and sixty-four (64) square feet in area on all sides. A maximum of four (4) such Signs may be placed on a zoning lot.
 - (4) **Private Sale.** Temporary Private Sale Signs advertising occasional noncommercial sales of personal property such as "house sales", "garage sales", "rummage sales", and the like.
 - (5) **Real Estate.** Temporary Real Estate Signs that advertise the sale, lease, or rental of the structure(s) and/or property upon which said Signs are temporarily located are permitted on all properties advertised for sale, lease, or rent. Such real estate Signs are not to exceed nine (9) square feet in area on one (1) side and eighteen (18) square feet in area on all sides. These Signs shall be removed within thirty (30) days following sale, lease, or occupancy. Real estate Signs may be located not closer than ten (10) feet to any street right-of-way, nor closer than ten (10) feet to a side or rear lot line. Only one (1) such Sign is permitted per street frontage. Signs advertising the sale, lease, or rental of residential real estate may not exceed a height of six (6) feet. Signs advertising the sale, lease, or rental of commercial real estate may not exceed fifteen (15) feet in height.
- (e) **Building Signs.**
- (1) **Awning and Canopy.** Awning Signage may consist of letters or symbols applied to the top as well as the front. Both the lettering and the awning should be made of an opaque material. Canopy Signage may consist of individually mounted lettering or symbols applied to a background and mounted to a canopy. Awning and canopy Signs are permitted provided that the Signs do not extend vertically or horizontally beyond the limits of such awning or canopy. An awning or canopy for a shopping center may not extend beyond a point one (1) foot back from the vertical plane formed by the curbline in the shopping center. No awning or canopy may project into a required street yard, side yard, or rear yard, unless such structure already exists as an existing legal nonconforming structure or was approved by variance by the board of appeals and such Sign does not increase the dimensional nonconformity. Awnings shall not be lit from within; however, down cast lighting mounted beneath the awning to light a walkway below is allowed. Canopy lettering may be internally illuminated. External point source lighting may be used to light both awning and canopy Signage. Shopping centers and multi-tenant buildings may provide one (1) canopy Sign for each business in the building.
 - (2) **Projecting.** Projecting Signs fastened to, suspended from, or supported by structures may not extend more than six (6) feet from said structure; may not exceed a height of twenty (20) feet; and the bottom of the Sign may not be less than

ten (10) feet above the sidewalk or fifteen (15) feet above a driveway or an alley. Total area of all projecting Signs may not exceed one hundred (100) square feet in area for any one (1) premises, regardless of the number of projecting Signs on the site. One projecting Sign is permitted per tenant. Corner tenants are permitted one Sign per street frontage.

- (3) **Wall.** Wall Signs placed against the exterior walls of buildings may not extend more than twelve (12) inches outside of a building's wall surface and shall fit within a rectangular perimeter no greater than thirty-two (32) square feet in size. The wall Signs should be composed of individual letters or symbols mounted directly on background material acceptable to the Village. The letters/symbols may be internally illuminated but the background, if any, must be an opaque material. External point source lighting may be used on non-illuminated Signage.
- (4) **Window.** Window Signage should consist of painted or placed lettering or symbols directly on the window and presented in a way that does not significantly reduce the visual transparency of the window. Neon Signs may be used so long as the message it advertises relates to the business on the subject premises. Any neon Sign shall consist only of letters, numbers and symbols and fit within a rectangular perimeter no greater than eight (8) square feet in size. Window Signs may not occupy more than twenty (20) percent of the total window area or one hundred (100) square feet, whichever is less.