

## 24.307 SIGNS AMENDMENT

- (1) Signs are a permitted accessory use in all Zoning Districts, subject to the following regulations:
  - (A) DEFINITIONS.
    1. SIGN. A name, identification, description, display, illustration, structure or device which is affixed to, or painted, or represented directly or indirectly upon a building or other outdoor surface or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization or business, and may be a single-face, double-face, or “V” type structure.
    2. SIGN – ADVERTISING. A sign which directs attention to a business or profession or to the primary commodity, service or entertainment not sold or offered upon the premises where such sign is located or to which it is attached.
    3. SIGN – BILLBOARD. A sign which advertises goods, products or facilities, or services not on the premises where the sign is located or directs persons to a different location from where the sign is located.
    4. SIGN – BUSINESS. A sign which directs attention to a business or profession or to the primary commodity, service or entertainment sold or offered upon the premises where such sign is located or to which it is attached.
    5. SIGN – BUSINESS (OFF-PREMISE BANNER OR PLATE). A sign which directs attention to an off-premise business or profession or to the primary commodity, service or entertainment sold or offered.
    6. SIGN – IDENTIFICATION (NAMEPLATE). A sign identifying a resident, school, church, or other non-business use.
    7. SIGN – ILLUMINATED. Any sign which has characters, letters, figures, design or outline illuminated by electric lights or luminous tubes as part of the sign proper.
    8. SIGN – ILLUMINATED FLASHING SIGNS. Any illuminated sign on which the artificial light is not maintained stationary and/or constant in intensity and color at all times when such sign is in use.
    9. SIGN – MOBILE. Any sign mounted on any type of frame, chassis, or trailer, whether on wheels, skids, or otherwise mounted, designed to be easily relocated or driven for the primary purpose of advertising. These are sometimes referred to as a mobile sign, portable sign or relocatable sign. These exclude signs such as real estate signs, garage/yard sale signs, or sandwich board signs directly adjacent to the business it advertises.
    10. SIGN – REVOLVING. A sign, which does not remain stationary and revolves at a rate faster than one revolution per minute.
    11. SIGN – TEMPORARY. A sign that is not solidly affixed to the ground or to a building and displayed not more than 60 days within a six (6) month period. This includes garage or yard sale signs, banners, and sale advertisements.

12. MURAL – Painted artwork constructed with the consent of the building owner that is Stockbridge historical, cultural in nature and be enhancing to the community.

- (B) A sign is considered a structure or a part of a structure for the purpose of applying yard and height regulations.
- (C) Except for traffic control, signs and parts of the superstructure may not extend into the required yards and right-of-way without a revocable special permit for temporary signs and decorations granted by the Village, subject to the laws of the State of Wisconsin.
- (D) Illuminated flashing signs or devices giving off an intermittent or rotating beam consisting of a collection or concentration of rays of light shall not be permitted in any district. (Note)- Does not mean a sign cannot be lighted, means it cannot have a beam or spot light.
- (E) For the purpose of selling or leasing property in any district, a sign not in excess of 32 square feet per surface (10 square feet in Residential Districts) may be placed within the front yard of such property to be sold or leased. Such signs shall not be less than 15 feet from the right-of-way line unless flat against the structure.
- (F) The area within the frame shall be used to calculate the square footage except that width of a frame exceeding 12 inches shall constitute advertising space, or should such letters or graphics be mounted directly on a wall or fascia or in such a way as to be without a frame, the dimensions for calculating the square footage shall be the area extending 6 inches beyond the periphery formed around such letters or graphics in a plane figure, bound by straight lines connecting the outer-most points thereof, and each surface utilized to display a message or to attract attention shall be measured as a separate sign. Any symbols, flags, pictures, wording, figures or other forms of graphics painted on or attached to windows, walks, awnings, free standing structures, suspended by balloons or kites or on persons, animals or vehicles shall be considered as a sign.
- (G) Except for temporary signs, signs shall not be attached by an adhesive or painted on a building or fence but shall be on a separate frame or attached by a permanent fixture. Permanent window signs (painted or vinyl occupying no more than 25% of the glazed portion of a window) and awning signs are excluded.
- (H) The source of light for any illuminated sign shall not be directed into any street or property used or zoned for residential purposes.
- (I) Election signs are permitted in all districts; however, they shall be removed within 15 days following election days. Election signs shall not be greater than 32 square feet per surface (10 square feet in Residential Districts).
- (J) No sign shall be placed in the vision triangle as described in 24.310 (D).
- (K) Recreational directory signs indicating the direction to a cottage, resort, residence or similar use. Such signs shall not be more than 12 square feet in gross area. Where a common posting is provided all such signs shall be attached to the standard directional directory. The resulting composite signs shall not exceed 32 square feet in gross area. Signs may be placed at the right of way line of the street or highway but

cannot cause a safety vision problem. Recreational directory signs are allowed in all zoning districts.

- (2) MURAL STANDARDS. Within all zoning districts, the following details regarding murals must be followed:
  - (A) All mural artists, commissions or committees must attend a Village Board meeting with the following details:
    1. Written consent of the building owner to display the mural or the owner of the building must be in attendance at the Village Board meeting to verbalize consent.
    2. A draft or rendering of the mural artwork to present to the Village for review and approval.
    3. A description of the installation method of the mural, materials used and explanation of sealants that will resist vandalism and weathering.
    4. A warranty description of the mural.
  - (B) All murals must be installed in a manner to ensure that it is structurally sound if being anchored to a wall.
  - (C) All murals shall use material, coatings, and sealers that will resist vandalism, weathering by sun, water and rain to the greatest degree feasible.
  - (D) All murals must be historical or cultural in nature with no written advertising and be viewed as enhancing to the community.
  - (E) All murals must be maintained by the building owner for the life of the mural or until the mural is removed.
- (3) RESIDENTIAL (R-1) (R-2) (R-3) (RR-1) (RR-2) DISTRICTS. Within the R Districts, the following signs are permitted:
  - (A) One (1) nameplate sign for each dwelling and such sign shall not exceed three (3) square feet in area per surface, and no sign shall be so constructed as to have more than two (2) surfaces for advertising purposes.
  - (B) One (1) nameplate sign for each dwelling group of three (3) or more units, and such sign shall not exceed three (3) square feet in area per surface and no sign shall be so constructed as to have more than two (2) surfaces for advertising purposes.
  - (C) One (1) unlighted sign not over three (3) square feet in area for home occupations.
  - (D) Public and institutional uses within a Residential District may be allowed a sign in excess of three (3) square feet as a conditional use, taking into consideration the size, design, location and lighting of the sign, and its impact on the aesthetics of the neighborhood, visibility and any other safety factors.
  - (E) Symbols, statues, sculptures and integrated architectural features on non-residential buildings may be illuminated by flood lights provided the direct source of light is not visible from the public right-of-way or adjacent residential district.
  - (F) Temporary signs shall not exceed three (3) square feet in area per surface.
  - (G) Signs near water and intended to be read from the water shall be set back a minimum of 50 feet from the normal highwater mark and shall not exceed 32 square feet in gross area per side of sign.
- (4) COMMERCIAL (C-1) (C-2) (C-3) DISTRICTS. Within the Commercial Districts, nameplate signs and business signs are permitted subject to the following regulations:

- (A) The aggregate square footage of signage per lot shall not exceed the sum of three (3) square feet for each front foot of building plus one square foot for each front foot of building siding on a street. Signs directing ingress, egress, and traffic flow (directional signs) are exempt from the aggregate square footage limits; however, each directional sign shall be no greater than three (3) square feet per surface.
- (B) No individual sign shall exceed 200 square feet of area per surface.
- (C) Any sign in the (C-1) Zoning District with no front yard setback shall have a clearance of (10) feet from the lowest point of the sign to the ground below the sign.
- (D) Off-Premise Signs, Billboards, Displays and Devices shall be permitted only by Conditional Use subject to the following:
  - 1. Must be a minimum of 100 feet from Residential District property line.
  - 2. Must be a minimum of 100 feet from an intersection.
  - 3. Must be a minimum of 350 feet from a church or school.
  - 4. Must be a minimum of 1,000 feet from another billboard on the same side of the street.
  - 5. Must be a minimum of five (5) feet from the right-of-way and from any property line.
  - 6. Must be erected on a free-standing structure – no back bracing or guy wires are allowed.
  - 7. Must meet all federal, state and local requirements prior to issuance of permit.
  - 8. The maximum size shall be 32 square feet per side of sign.
  - 9. No off premise, sign shall be permitted within 60 feet of the right-of-way or 110 feet of centerline, whichever is greatest on all streets within the Village limits.
  - 10. Height of sign shall not exceed principal building on lot; if a vacant lot, the height of the sign shall not exceed fifteen (15) feet.
- (E) Off-Premise Banner or Plate Signs shall be permitted only by Conditional Use subject to the following:
  - 1. Must be attached or affixed to a permanent building structure.
  - 2. The sign cannot exceed the set back of the principal building.
  - 3. The sign cannot exceed the height of the principal building.
  - 4. The maximum size of the sign shall be 32 square feet, taking into consideration the size, design, location and lighting of the sign, provided it does not exceed the allowable square footage for signs in commercial or industrial zoning.
  - 5. The sign must be one sided.

- (F) Mobile Signs are limited to thirty-two (32) square feet per side and shall be setback from the right-of-way fifteen (15) ft. Mobile Signs may be lighted but cannot flash or strobe.
- (5) INDUSTRIAL (I) DISTRICTS. Within the industrial Districts, nameplate signs and business signs and advertising signs shall be permitted subject to the following regulations:
- (A) The aggregate square footage of sign space per lot shall not exceed the sum of 4 square feet per front foot of building, plus one square foot per front foot of property not occupied by a building. No individual sign surface shall exceed 250 square feet except advertising signs permitted as an accessory use shall not exceed 250 square feet of surface and shall be counted toward square footage permitted.
  - (B) Off-Premise Signs, Billboards, Displays and Devices shall be permitted only by Conditional Use.
  - (C) Mobile Signs are limited to thirty-two (32) square feet per side and shall be setback from the right-of-way fifteen (15) ft. Mobile Signs may be lighted but cannot flash or strobe. Mobile Signs shall not be in place more than 60 consecutive days in one year.
- (6) AGRICULTURAL (A-1) DISTRICTS. Signs on or attached to Agricultural, buildings advertising a business conducted or a service available on the premises, either attached to the building or a free standing pylon type sign. Such signs shall not be more than 200 square feet in total area. Those signs shall have 10 feet of vision clearance under them, frames or supports for those signs shall be counted against the square footage if they are more than 12 inches wide. Signs with more than 10 feet clearance under them may be allowed 5 feet from the right of way. Signs shall follow the setback in the district they are located in if they do not have the 10 foot vision clearance below them. No sign shall be higher than the allowed height in the (A-10) zoning district. No sign shall be allowed in the vision triangle 24.310 (D) and needs approval by the DOT if on a state highway. Scrolling or flashing signs must not be so bright as to cause a public safety hazard. Permit required.
- (7) PUD DISTRICT (PUD) All signs in the PUD district shall be approved as part of the PUD district.
- (8) DANGEROUS AND ABANDONED SIGNS
- (A) REMOVAL. Except as otherwise herein provided, all dangerous and abandoned billboards and/or sign messages shall be removed by the owner or lessee of the premises upon which a sign or billboard is located when the business it advertised is no longer conducted where advertised or when, in the judgment of the City, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove the sign or billboard, the City Council or its designee, shall give the owner thirty (30) days written notice to remove and sign or billboard. Thereafter, upon the owner's or lessee's failure to comply, the City Council or its designee, may remove such sign or billboard, any costs for which shall be charged to the owner of the property or may be assessed as a special assessment against the property, and/or the City Council, or its designee, may take any other appropriate legal action necessary to attain compliance. The owner may appeal the City's or its designee's decision to the Board of Appeals.

- (B) ALTERATIONS. For signs erected before the adoption of this Sign Code, said signs shall be rebuilt or relocated to conform to this Article if the cost of reconstruction or relocation is fifty percent (50%) or more of its replacement value.
  - (C) VIOLATIONS. All signs maintained in violation of any of the provisions of this Code are hereby declared public nuisances within the meaning of this Code of Ordinances. In addition to the above penalty provisions for violation of this Chapter, the Village Board or its designee may bring an action to abate the nuisance in the manner set forth in the Wisconsin Statutes.
- (9) VIOLATIONS OF SIGN CODE
- (A) Any person, firm or corporation who begins, erects or completed the erection or construction of any sign controlled by this Code prior to the granting of a permit shall be in violation of this Chapter.
  - (B) If the Village finds any sign regulated herein unsafe or insecure or is a menace to the public, it shall give written notice to the sign owner and to the property owner to bring the sign to a safe condition.
  - (C) If such sign owner fails to remove or alter the sign so as to comply with the standards herein set forth within thirty (30) days after such notice, the Village Board may cause such sign to be removed or altered at the expense of the owner of the sign or the owner of the property upon which it is located so as to comply with the provisions of this Code.
  - (D) Any person, firm or corporation who violates any provision of this Code shall be subject to the penalties prescribed in 24.504. Each day, or portion thereof, that such violation continues is hereby deemed to constitute a separate offense.

This ordinance shall take effect upon passage and publication in accordance of law.

Upon a roll call of votes, thereon, the results were as follows:

Votes Cast	<u>6</u>
Votes Aye	<u>6</u>
Votes Nay	<u>0</u>

President, Amy Zahringer declared Chapter No. 24.307 (2) (A-E) adopted, approved and signed the same this 6th day of February, 2019.

  
 AMY ZAHNINGER., President

COUNTERSIGNED:

  
 LISA AVERKAMP, Clerk-Treasurer