

3. Building facade colors on all four sides should be non-reflective, subtle, neutral or earth tone. The use of high intensity colors, metallic colors, black or fluorescent colors on facade and roof areas should not be permitted. Colors should relate to existing community and neighborhood patterns.

(c) Industrial Buildings.

1. Buildings should be unified in design throughout a structure and compliment other buildings in the area. Building height and roof lines should contain some variability. Public entryways should be clearly defined by the use of porticos, overhangs, and projections. Mechanicals should be hidden from view. Accessory structures should be compatible with principle structures in terms of character, roof shapes, building materials, colors, and architectural details. Exterior walls should not be greater than 200 feet in length without an architectural break.

2. Building facades should have unified and complimentary finished materials. Acceptable materials include glass, brick, concrete panel, concrete block, or wood on at least 33% of the building. Decorative architectural metal may be permitted. Buildings should be faced with concrete or brick masonry, stone, or other similar material across the full front of the building and extending a distance not less than 20 feet on each side of the front of the building, or 10% of the building depth, whichever is greater. The facing should have a minimum height of 33% of the height of the building to the average gutter line height.

3. Building facade colors on all four sides should be non-reflective, subtle, neutral or earth tone. The use of high intensity colors, metallic colors, black or fluorescent colors on facade and roof areas should not be permitted. Colors should relate to existing community and neighborhood patterns.

(d) Signs

1. All ground signs shall be panel signs and shall be a minimum of 20% of materials similar to the building materials of the principal structure. Sign composition, building material, color, and company logos shall be compatible with the building architecture and color.

2. The maximum height of any ground sign shall be 22'.

3. No more than one ground sign shall be permitted for each street abutting the parcel and no more than two ground signs shall be permitted on a parcel.

4. At the base of each ground sign shall be a landscaped area of the same size as the area of the copy. Where a ground sign is located within a paved area, then the landscaped area shall be located within the nearest unpaved area.

5. (Am. Ord. #2541 – 11/1/04) The area of copy of any ground sign shall not exceed 100 sq. ft. per side with a total allowable area of 200 sq. ft. for multi-sided signs, except that on a parcel with a principal structure more than 50,000 sq. ft. in area, the area of copy shall not exceed 250 sq. ft. per side with a total allowable area of 500 sq. ft.

6. Wall signs shall not extend above the second story windowsill or extend above the roofline, whichever is lower.

7. Wall signs shall be limited to one per building side and no more than two per building.

8. Single pole ground signs are not permitted.

17.48 SIGNS (Cr. Ord. #2360 - 2/28/00). (1) DEFINITIONS. For purposes of this section, the following terms are defined as indicated: (a) Abandoned Sign. A sign which no longer correctly advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises where the sign is displayed or elsewhere.

(b) Animated Sign. A sign which creates an illusion of movement or motion. Not to include a flashing sign which is separately defined.

(c) Area of Copy. The entire area within a single, continuous perimeter which encloses the extreme lights of advertising message, announcement or decoration of a sign.

(d) Area of Sign. The area of the largest single face of the sign within a perimeter which forms the outside shape, by excluding the necessary supports or upright on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregular shaped sign area shall be computed using the actual sign face surface. In the case of individual letters, the area of copy will be cubed off and used.

(e) Awning. A hood or type of covering over doors or windows. May be fixed or adjustable.

(f) Awning Sign. That area of an awning occupied by signage.

(g) Billboard. See "Off-Premises Signs."

(h) Building Facia. That portion of a building which is parallel or nearly parallel to the abutting roadway.

(i) Business Identification Sign. Any sign which promotes the name and type of business only on the premises where it is located.

(j) Canopy Sign. Any sign attached to or constructed in, on or under a canopy or marquee. For the purpose of this section, canopy signs shall be controlled by the rules governing projecting signs.

(k) Changeable Message Sign. A sign such as a manual reader board where copy changes. Any sign may be, or included as part of it, a changeable message sign.

(l) Construction Sign. A sign which warns persons of construction or demolition for a project or describes the project and the contractors involved.

(m) Copy. The message, announcement, words, letters, numbers, pictures, art, other information or decoration displayed on a sign.

(n) Directional Sign. Any sign which serves to designate the location or direction of any place or area on the same premises, i.e., enter, exit, parking, etc. These signs should contain no advertising other than 50% of the sign may contain the business name or logo, up to 24 square feet in area and not to exceed 8 feet in height.

(o) Electronic Message Sign. A changeable message sign whose message is electrically activated such as with light bulbs or mechanical flip discs.

(p) Flashing Sign. Any sign which contains an intermittent or flashing light source or which includes the illusion of intermittent light source, not including electronic message signs or time and temperature signs.

(q) Frontage. The length of the property line of any one premises parallel to and along each public right of way it borders. Said public right of way may be known as a frontage road.

(r) Ground Sign. A sign erected on one or more freestanding supports or uprights and not attached to any building.

(s) Gross Area. The area of a sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, their areas shall be totaled. If the modules are formed in the shape of letters or symbols, the rules for "area" or "copy" apply. The area of any module or section shall be calculated on one face only.

(t) Height of Sign. The vertical distance measured from the grade at the street right of way line where the sign is located to the highest point of such sign. If a sign is located near 2 streets, the height is measured from the lower street.

(u) Illuminated Awning. An internally illuminated awning fabricated from a translucent material. May be used for an awning sign.

(v) Illuminated Sign. A sign designed to incorporate artificial light.

(w) Legal Nonconforming Sign. A nonconforming sign that did meet code regulations when it was originally installed.

(x) Nonconforming Sign. A sign that does not meet the regulations of this section.

(y) Off-Premises Sign. A sign owned or leased by a person other than the owner or occupant of the principal structure on the parcel on which the sign is located.

(z) On-Premises Sign. Any sign identifying or advertising a business, person, activity, goods, products or services located on a premises where the sign is installed and maintained.

(zm) Panel Sign. (Cr. Ord. #2541 – 11/1/04). A freestanding ground sign with 20% of the sign consisting of materials similar to the building materials of the principal structure. The sign is designed to be compatible with the principal building and shall contain a top cap (or similar treatment) on signs with sign panels five feet and wider. The sign is generally the same width from the ground to the top of the sign. All sign components are no less than two-thirds of the width of the base, and the base is at least as wide as the narrowest sign panel. Also known as a “monument sign.”

(aa) Portable Sign. Any sign not permanently attached to the ground or a building.

(bb) Projecting Sign. A sign, normally double faced, which is attached to and projects from a structure or building facia. The area of projecting signs are calculated on one face only.

(cc) Real Estate Sign. A temporary on-premises sign pertaining to the sale, lease or rental of land and buildings.

(dd) Roof Sign. A sign erected upon, against or above a roof.

(ee) Sign. Any emblem, painting, banner, pennant, placard, design, identification, description, illustration or device, illuminated or non-illuminated, to advertise, identify, convey information or direct attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise. For the purpose of removal, signs shall also include all sign structures, but not including any buried foundations.

(ff) Sign Contractor. Any person, partnership or corporation engaged in whole or in part of the erection or maintenance of signs, excluding the business which the sign advertises.

(gg) Sign Structure. Any device or material which supports, has supported or is capable of supporting a sign in a stationary position, including decorative covers.

(hh) Swinging Sign. A sign installed on an arm or mast or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.

(ii) Time and Temperature Sign. An electrically controlled sign alternately displaying time and temperature for public service information. May be incorporated into a business identification sign.

(jj) Wall Sign. A sign attached to the wall of a building with the face in a parallel plane to the plane of the building wall. This includes signs painted directly on a wall.

(kk) Window Sign. A sign installed on a window for purposes of viewing from outside the premises.

(2) PERMIT REQUIRED. Except as otherwise provided in sub. (3), it shall be unlawful to erect, construct, enlarge, or modify a sign in the city, or cause or permit the same to be done, without first obtaining a sign permit therefor from the Administrator. Site plan approval shall be a condition of the permit. A sign permit shall not be required for a change of copy, provided the colors are not changed, or for repainting, cleaning, and other normal maintenance and repair.

(3) SIGNS NOT REQUIRING A PERMIT. The following signs shall not require a permit: (a) Construction Signs. One construction sign per construction site, not exceeding 32 square feet in area each, which shall be confined to the site of construction and shall be removed 30 days after completion of construction or prior to occupancy, whichever is sooner.

(b) Directional Signs. Directional and instructional non-electric signs which provide instruction or direction and are located entirely on a property to which they pertain and do not exceed 6 square feet each in area and do not in any way advertise a business. This includes such signs as those identifying rest rooms, telephones, parking areas, entrances and exits.

(c) Government Signs. Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs and signs of public utilities

indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his public duty.

(d) Home Occupation Signs. Signs associated with a home occupation as defined in the Zoning Code provided such signs are non-illuminated wall signs that do not exceed 2 square feet in area.

(e) House Numbers and Name Plates. House numbers and name plates not exceeding 2 square feet in area for each residential, commercial or industrial building.

(f) Interior Signs. Signs located within the interior of any building or structure which are not visible from the public right of way. This does not, however, exempt such signs from the structural, electrical or material specifications of this chapter.

(g) Memorial Signs and Plaques. Memorial signs or tablets, names of buildings and dates of erection which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other nonconvertible material not more than 4 square feet in area.

(h) No Trespassing or No Dumping Signs. No trespassing or no dumping signs not to exceed 1-1/2 square feet in area per sign.

(i) Public Notices. Official notices posted by public officers or employers in the performance of their duties.

(j) Political and Campaign Signs. Signs containing a political message as defined in Section 12.04, Stats., provided that said signs are subject to the following regulations:

1. Signs may be erected not earlier than the beginning of the election campaign period as defined in Section 12.04, Stats., and shall be removed within 15 days following the end of the election campaign period.

2. No sign, except billboards, shall exceed 16 square feet in any nonresidential zoning district.

3. No sign shall exceed 11 square feet in a residential zoning district unless the sign is affixed to a permanent structure and does not extend beyond the perimeter of the structure and does not obstruct a window, door, fire escape, ventilation shaft or other area which is required to remain unobstructed.

4. No sign shall be located in or over any street right of way nor within the vision clearance triangle as established in the Zoning Code.

(k) Real Estate Signs. One real estate sales sign on any lot or parcel which is currently for sale or lease, provided such sign is located entirely within the property to which the sign applies and is not directly illuminated.

1. In residential districts, such signs shall not exceed 6 square feet in area and shall be removed within 15 days after the sale, rental or lease has been accomplished.

2. In all other districts, such signs shall not exceed 32 square feet in area and shall be removed within 30 days after the sale, rental or lease has been accomplished.

3. No such sign shall be located in or over any street right of way nor within the vision clearance triangle as established in the Zoning Code.

4. If there are any other signs on the lot or parcel, the real estate sign shall be attached to or made part of such other sign.

(l) Temporary Window Signs. In business, commercial and industrial districts, the inside surface of any window may be used for attachment of temporary signs. The total area of such signs, however, shall not exceed 50% of the total window area and shall not be placed on door windows or other windows needed to be clear for pedestrian safety.

(m) Vehicular Signs. Trucks, busses, trailers or other vehicles, while operating in the normal course of business, which is not primarily the display of signs.

(n) Temporary Signs. Temporary signs shall be permitted not more than 2 times per year for a total of not more than 6 weeks per year on any lot or parcel of land provided that:

1. The owner gives the Zoning Administrator advance written notice of the nature and location of the signs and the dates on which they will be placed and removed; and

2. The signs do not violate, or cause or create a violation of, any other provision of this Code.

(4) **GENERAL REQUIREMENTS**. In addition to the other requirements of this section, all signs shall comply with the following requirements: (a) All ground and roof sign structures shall be self supporting structures and permanently attached to sufficient foundations.

(b) All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads as follows, with correct engineering adjustments for the height of the sign above grade:

1. For solid signs, 30 pounds per square foot.

2. For skeleton signs, 30 pounds per square foot of the total face cover of the letters and other sign surfaces, or 10 pounds per square foot of the gross area of the sign as determined by the overall dimensions of the sign, whichever is greater.

(c) No sign, the highest point of which is more than 6 feet above the surface over which it is suspended, shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs over 6 feet shall be anchored to prevent any lateral movement that could cause wear on supporting members or connections.

(d) Supports and braces shall be an integral part of the sign design. Angle irons, chains or wire used for supports or braces shall be hidden from public view to the extent technically feasible.

(e) All signs shall be marked with the manufacturer's name in a size which is easily visible from the ground and electrical information as required in the National Electric Code.

(f) No ground sign may be closer than 5 feet to the nearest lot line or right of way line. The distance to the lot line or right of way line shall be measured horizontally to the nearest point of the sign.

(g) 1. Except as provided in sub. 2 of this paragraph, any ground sign within 25 feet of any street right of way shall be supported by no more than 2 uprights and shall have a minimum vertical distance of 12 feet between the bottom of the sign and the grade at the nearest right of way line or shall be not more than 2 feet in height.

2. Sub. 1 of this paragraph does not apply to a sign within 25 feet of a street right of way if it is more than 25 feet from the nearest driveway, alley, or other right of way and it is more than 25 feet from the nearest property boundary other than the right of way boundary.

3. If a property boundary or driveway is created within 25 feet of a sign, the sign must be removed within 10 days if it does not conform to the requirements of sub. 1 of this paragraph.

(h) If a sign projects over a parking lot or driveway where there is vehicular traffic, there must be 14 feet 6 inches or more of clearance between the bottom of the sign and the surface beneath it.

(i) Wall signs shall not project more than 18 inches from the wall.

(j) Projecting and Canopy Signs.

1. Clearance. All projecting and canopy signs shall maintain a minimum vertical distance of 8 feet between the sign and the ground or other surface beneath the sign.

2. Projection. Projecting signs may not extend more than 8 feet from the building to which they are attached.

(k) Roof Signs.

1. Height. A roof sign may not extend above the highest point of the roof on which it is installed.

2. Clearance. A minimum vertical distance of 3 feet must be maintained between the bottom of the sign and the roof.

3. Construction. Roof signs and their supports shall be constructed entirely of noncombustible materials.

(l) (Am. Ord. #2493 - 8/25/03). No sign shall be located in or project over any street or highway right of way except as provided in subsection (9).

(m) 1. The total area of wall signs on any one wall shall not exceed 10% of the area of the wall.

2. The area of copy of wall signs shall not exceed 200 square feet on any wall.

(n) The total sign area of ground signs on any tax key parcel shall not exceed 2 square feet for each foot of frontage of the tax key parcel. For lots having frontage on 2 or more streets, frontage shall be measured only along the street on which the parcel has the longest frontage.

(o) The total area of any signs on any tax key parcel shall be limited in each residential zoning district as follows:

<u>Zoning District</u>	<u>Maximum Sign Area Per Parcel</u>
RS-1	20 square feet
RS-2	20 square feet
RS-3	20 square feet
RS-4	20 square feet
RD-1	20 square feet
RD-2	20 square feet
RM-1	32 square feet
RM-2	32 square feet
RM-3	32 square feet
RM-4	32 square feet

(p) The total area of signs attached to a building shall not exceed 15% of the area of the surface of the building to which they are attached.

(q) (Cr. Ord. #2541 – 11/1/04). Residential development signs are not required to be panel signs. A residential development can have more than one sign identifying the residential development if approved by Plan Commission and if in conformance with all other sign requirements.

(5) PROHIBITED SIGNS. The following signs are prohibited in the City: (a) Abandoned signs.

- (b) Animated signs
 - (c) Signs with flashing, scintillating, blinking, or traveling lights of more than 15 watts per lamp.
 - (d) Swinging signs
 - (e) Signs with any moving component
 - (f) Reflection illuminated signs whose light source is positioned so that 25% or more of its light intensity is visible from a public right of way by vehicular traffic or whose light source is visible from residential property or a public right of way.
 - (g) Signs which are an imitation of, or resemble in shape, size, copy or color, an official traffic sign or signal.
 - (h) Signs with any light flashing more than 10 times per minute.
 - (i) Portable signs except for temporary signs as permitted in this section.
 - (j) Inflatable advertising devices or signs.
 - (k) Signs which are painted on, or attached or affixed to, rocks, trees or other living vegetation.
 - (l) Signs not specifically permitted by this section.
- (6) OFF-PREMISES SIGNS. All off-premises signs are prohibited in the City, except as provided in this subsection. (a) Off-premises sign may be located in commercial, industrial, and institutional districts only and must be more than 200 feet from the nearest residential district.
- (b) Off-premises signs shall be located only within 100 feet of Federal aid primary highways.
 - (c) No off-premises sign shall be located within a radius of 1,000 feet of any other off-premises sign.
 - (d) The area of sign for off-premises signs shall be limited to 32 square feet or less.
 - (e) No off-premises sign may be located within 150 feet of any intersection.
 - (f) No permit may be issued for an off-premises sign unless the applicant provides such proof as the Zoning Administrator may require that the applicant has obtained

any permit which may be required by the State for the sign and that the applicant owns the land or has a lease, easement or other interest in the land permitting construction of the sign.

(7) MAINTENANCE; REMOVAL. (a) Every sign, including, but not limited to, those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign.

(b) The Building Inspector shall require compliance with all standards of this section. If the sign is not modified to comply with safety standards outlined in this section, the Building Inspector shall require its removal in accordance with this section.

(c) Abandoned Sign. All signs or sign messages shall be removed by the owner or lessee of the premises upon which an on-premises sign is located when the business it advertises is no longer conducted or, for an off-premises sign, when lease payment and rental income are no longer provided. If the owner or lessee fails to remove the sign, the Building Inspector shall give the owner 60 days written notice to remove said sign. Upon failure to comply with this notice, the City may cause removal to be executed, the expenses of which will be assessed to the property on which the abandoned sign is located as a special tax.

(d) Deteriorated or Dilapidated Signs. The Building Inspector shall cause to be removed any deteriorated or dilapidated signs under the provisions of Section 66.0413 (1), Wis. Stats.

(e) Any sign which is in violation of this section or other provision of this chapter or the State statutes shall be considered a nuisance and may be removed by the City and the costs of removal charged to the property on which the sign is located as a tax.

(8) INTERPRETATION. The requirements and restrictions of this section are in addition to, and not in lieu of, other provisions of this chapter. This section shall be strictly construed to limit signs in the City.

(9) PROJECTING SIGNS (Am. Ord. #2493 - 8/25/03). Awning signs, canopy signs, projecting signs and wall signs for which a privilege has been issued under Section 12.24 are exempt from the requirements of sub. (4)(1) as long as the privilege remains in effect. A sign for which a permit has been issued under this section is exempt from the requirements of Sections 12.22 and 12.24 (6) (c).

(10) ELECTRONIC MESSAGE SIGNS (Cr. Ord. #2541 – 11/1/04).

(a) Location Restrictions.

1. Electronic message signs are prohibited in all residential zoning districts.

2. Electronic message signs shall not be located within 100 feet of a residential zoning district, unless approved by the Plan Commission after a Class 1 public hearing.

3. Electronic message signs shall not be located within 150 feet of a major street intersection as determined by the Zoning Administrator.

(b) Requirements.

1. All electronic message signs shall be adequately screened from view of all residential structures within 200 feet of the sign if the residential structure is located within a residential zoning district.

2. The area of copy of an electronic message sign shall not exceed 16 sq. ft. per side and the total area of copy on all electronic message signs shall not exceed 32 sq. ft. per parcel unless approved by the Plan Commission after a Class 1 public hearing.

3. Electronic message signs shall provide a minimum 3 second time interval between changes of words and/or messages.

17.49 (Cr. Ord. #2606 - 2/26/07). COORDINATED DEVELOPMENT GATEWAYS OR SIGNS (1) DEFINITIONS. For purposes of this section, the following terms are defined as indicated: (a) Coordinated Development Gateway or Sign. A sign or structure erected for the purpose of identifying the name of a coordinated development and sub-components or businesses located within a development.

(b) Coordinated Development. A development with integrated physical design for which a planned-unit development site plan or a master plan for a MXD Mixed Use District has been approved by the City Plan Commission..

(2) INTENT. The purpose of permitting coordinated development gateways or signs in the City is: (a) To allow a sign or gateway structure to be located at, or near, the entrance(s) of a development in order to identify the development name and sub-components or businesses within the coordinated development.

(b) To reduce the number of signs needed to advertise businesses within a coordinated development.

(c) To minimize the impact of signage on adjoining uses.

(d) To improve the aesthetics and effectiveness of development signage by coordinating sign design and sharing sign locations.

(3) GENERAL CONDITIONS AND APPROVALS. (a) All coordinated development gateways or signs shall comply with Sections 17.47(4)(d) and 17.48 of this Code except as authorized by the Zoning Administrator in accordance with Subsection. (4);