

SECTION 14. SIGNS

14.1 Permit Required

No sign shall hereafter be located, erected, moved, extended or enlarged, without a building permit, except those signs permitted under Section 14.2, and without being in conformity with the provisions of this Ordinance and Section 84.30 of the Wisconsin Statutes. The sign shall also meet all the structural requirements of local and state building codes. Normal maintenance and routine repair of signs, including changes in sign copy or message, shall be allowed without a building permit.

14.2 Signs Permitted In All Districts Without A Building Permit

The following signs are permitted in all zoning districts without a permit subject to the following regulations.

(1) Signs Over Show Windows or Doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor, not to exceed two (2) feet in height and ten (10) feet in length.

(2) Agricultural Signs pertaining to the sale of agricultural products on a farm or to membership in agricultural or agricultural-related organizations, not to exceed thirty-two (32) square feet in display area on one side for any one farm.

(3) Real Estate Signs not to exceed thirty-two (32) square feet in display area on one side which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located.

(4) Name, Occupation, and Warning Signs not to exceed two (2) square feet in display area located on the premises, and not closer than fifty (50) feet between signs.

(5) Bulletin Boards of public, charitable, or religious institutions not to exceed thirty-two (32) square feet in display area on one side located on the premises.

(6) Memorial Signs, tablets, name of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.

(7) Official Signs, such as traffic control, parking restrictions, information, and notices.

(8) Temporary Signs or banners when authorized by the Planning and Zoning Committee.

14.3 Signs Permitted In All Business and Industrial Districts

The following signs are permitted in the Business and Industrial Districts with a permit and are subject to the following regulations:

(1) Wall Signs placed against the exterior walls of buildings shall not extend more than eighteen (18) inches beyond a building's wall surface, shall not exceed two hundred (200)

square feet in display area, or 10% of the wall surface, whichever is the greatest, for any one premises, and shall not extend beyond any building wall upon which it is erected.

(2) Projecting Signs fastened to, suspended from, or supported by building structures shall not exceed two hundred (200) square feet in display area on all sides for any one premises; shall not extend more than ten (10) feet from the building wall; shall not exceed a height of six (6) feet above the roof line; and shall not be less than ten (10) feet above a sidewalk or other pedestrian way nor fifteen (15) feet above a driveway or alley.

(3) On-Premise Ground Signs shall be limited to one sign for each individual business premises which advertises the business names, services offered, or products sold on the premises, shall not extend into the public right-of-way, and shall not exceed three hundred (300) square feet in display area on any one side nor six hundred (600) square feet in display area on all sides for any one premises.

(4) Off-Premise Ground Signs shall require a permit from the Building Inspector and shall be located within private lot lines and not extend into the existing or proposed right-of-way of any state or county trunk highway or any town road measured horizontally along a line normal or perpendicular to the center of the highway; shall not be located within five hundred (500) feet of any other off-premise ground sign, located on the same side of the road; shall not exceed forty (40) feet in height; and shall not exceed six hundred (600) square feet in display area on any one side nor twelve hundred (1200) square feet in display area on all sides.

(5) Window Signs shall be placed only on the inside of commercial buildings and shall not exceed fifty (50) percent of the glass area of the pane upon which the sign is displayed.

(6) Combinations of any of the above signs shall meet all the requirements for the individual signs.

14.4 Facing

No sign except those permitted in Section 14.2 shall be permitted to face a Residential District within one hundred (100) feet of such district boundary.

14.5 Traffic

Signs shall not resemble, imitate, or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape; and no sign shall be attached to a standpipe or interfere with traffic visibility nor be lighted in such a way as to cause glare or impair driver visibility upon public ways.

14.6 Existing Signs

Signs lawfully existing at the time of the adoption or amendment of this Ordinance may be continued although the use, size, or location does not conform with the provisions of this Ordinance. However, it shall be deemed a non-conforming use or structure and the provisions of Section 11.0 shall apply.

14.7 Insurance

Every person, firm or corporation, to whom a sign building permit is issued, shall carry public liability and property damage insurance with a company licensed to do business in the State of Wisconsin with limits of at least \$500,000 per person and \$1,000,000 per event. A certificate of such insurance coverage shall be filed with the Town Clerk on an annual basis.

14.8 Movable or Temporary Signs

No movable or temporary signs shall be permitted. This prohibition shall include signs mounted on trucks, trailers, or other objects permanently affixed to the real estate. Any motor vehicle used on a regular basis for a bona fide business other than advertising is excepted from the above prohibition.

14.9 Roof-Mounted Signs

Signs erected on the roof of the building shall be prohibited by this Ordinance.

14.10 Lighting and Movement Restrictions

All signs shall be subject to the following restrictions upon illumination and flashing:

(1) No blinking or flashing light, or group of lights shall be allowed as part of a sign, unless such device conforms to the following requirements:

(A) The device is, or was, constructed as an integral part of a sign, and is not merely attached thereto.

(B) No flashing impulse shall exceed 30 flashes per minute for single flashing segments of any signs, and the brightness of bulbs used therein shall not exceed 60 watts. No more than 250 flashes per minute shall be allowed within chasing and scintillating actions, and in such signs no bulb shall be brighter than 15 watts. Neon signs may flash up to 250 flashes per minute, and enclosed fluorescent and incandescent signs within a translucent enclosure may flash up to 60 flashes per minute. All other flashing signs not specifically allowed in this title are prohibited.

(C) No flashing or blinking lights shall be located within a distance of 70 feet from a traffic signal.

(2) Rotating signs shall be limited to a maximum of eight revolutions per minute, and shall not flash or have traveling bulb effects.

14.11 Areas of Special Control

Areas of special control may be designated by the Town Board. In such areas, the Town Board may establish special regulations for signs which may be more or less restrictive than this section. The areas of special control shall be as follows:

(1) Integrated centers of intensive business areas over 5 acres whose character indicates that signs should be permitted under regulations which are different from those which would otherwise be applicable under this Ordinance.

14.12 Permit Fees

Signs less than 200 square feet in area	\$10.00
Signs 200 square feet or larger in area	\$20.00