

SECTION 12.0 - SIGNS

12.1 Permit Required.

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a Zoning Permit, except those signs permitted under Section 12.2, and without being in conformity with the provisions of this Ordinance and Section 84.30 of the Wisconsin State Statutes. The sign shall also meet all the structural and requirements of local and state building codes. Normal maintenance and routine repair of signs, including changes to sign copy or messages shall be allowed without a Zoning Permit.

12.2 Signs Permitted In All Districts Without A Zoning Permit.

The following signs are permitted in all zoning districts without a Zoning 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 provided they are set back so as to not obstruct the view.
- (3) Real Estate Signs not to exceed sixteen (16) square feet in display area 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 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) Political Signs for political candidates which shall not be larger than thirty-two (32) square feet provided that they are put up no earlier than 30 days before the election and removed within 5 days after the election.
- (9) Temporary Signs or banners when authorized by the Planning & Zoning Committee.

12.3 Signs Permitted in all Business and Industrial Districts.

The following signs are permitted in the business and industrial districts with a Zoning Permit and are subject to the following regulations:

- (1) Wall Signs placed against the exterior wall of a building shall not extend more than twelve (12) inches from the wall, and shall not extend above the roofline. The maximum area of all wall signs shall not extend beyond an area equal to three (3) square feet for each lineal front foot of the building.
- (2) Projecting Signs fastened to, suspended from, or supported by structures shall not exceed one hundred (100) square feet in display area on all sides for any one premises; shall not extend more than six (6) feet in any required yard; shall not be less than (10) feet from all lot lines; shall not extend 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 an alley.
- (3) On-Premise Ground Signs shall be limited to one sign for each individual business on a premises and advertise the business name, services offered or products sold; shall not exceed sixty (60) square feet in display area on any one side nor one hundred twenty (120) square feet in display area on all sides of any one premises; shall have a maximum height of thirty (30) feet; and shall be at least fifty (50) feet from the boundary of any residential district.
- (4) Two (2) Wall Signs, Projecting Signs, and/or On-Premise Ground Signs shall be permitted for each business or industrial use. The total sign area for both signs shall not exceed the greatest maximum area allowed.
- (5) Window Signs shall be placed only on the inside of commercial buildings and shall not exceed twenty five (25) percent of the glass area of the pane upon which the sign is displayed.

- (6) Off-Premise Ground Signs shall require a Conditional Use Permit from the Planning & Zoning Committee. Such signs shall not be located within fifty (50) feet of the existing or proposed right-of-way of any state or county trunk highway or any town road measured horizontally along a line perpendicular to the center of the highway; shall not be located within one thousand (1,000) feet of any other off-premise ground sign located on the same side of the road; shall not exceed thirty (30) feet in display area on any one side nor six hundred (600) square feet in display area on all sides; shall conform to all yard and setback requirements of the district in which it is located; and shall not be located within five hundred (500) feet of a residential district.

12.4 Signs Allowed by Conditional Use Permit in Agricultural and Residential Districts.

- (1) Subject to the limitations set forth in this Section, upon issuance of a Conditional Use Permit by the Planning and Zoning Committee, on-premise ground or wall signs may be placed in an agricultural or residential district for the purpose of advertising any of the following lawful or legal nonconforming uses in those districts:
 - (A) Churches
 - (B) Public Schools
 - (C) Group Day Care Centers
 - (D) Montessori Schools
 - (E) Colleges
 - (F) Universities
 - (G) Business and Vocational Schools
 - (H) Charitable and Philanthropic Institutions
 - (I) Hospitals
 - (J) Clinics
 - (K) Sanitariums
 - (L) Libraries
 - (M) Museums and other community buildings
 - (N) Private Clubs
 - (O) Fraternities
 - (P) Any non-commercial use which is substantially similar in character to the uses listed above.
- (2) Any sign permitted with a Conditional Use Permit hereunder shall not require a separate Zoning Permit under this Section, but the Planning and Zoning Committee may, in its discretion, require the applicant to comply with any requirements that would be imposed upon an applicant for a Zoning Permit under this Section.
- (3) Any application for a Conditional Use Permit for a sign hereunder shall include a drawing showing the size, design, and proposed location of the sign.

- (4) Any Conditional Use Permit for a sign hereunder shall require compliance with the following minimum standards:
- (A) Lighting: Lighting of signs shall be permitted at the discretion of the Planning and Zoning Committee only if such lighting will not cause unnecessary annoyance to neighbors. Light fixtures, if permitted, in addition to complying with other lighting restrictions set forth in this Section, shall be fully shielded to eliminate all horizontal or upward projection of glare. Under no circumstances shall flashing lights or animated messages be permitted.
 - (B) Content: The content of any such sign shall be limited to the name of the institution or organization conducting operations on-site or the professional name and profession of a professional individual conducting business on-site, the address, contact information, hours of operation, and notices of non-commercial events or activities occurring on-site.
 - (C) Professional Office in a Residence: A sign advertising a professional office in an agricultural district is subject to all of the restrictions set forth above except to the extent a more restrictive provision appears in this subsection. A sign for a professional office in a residence in the Rural Residential district shall be permitted only as a wall or door plaque or attached to a mailbox, shall not exceed 2 square feet in size, and shall advertise only the name and profession of the individual.
 - (D) Traffic: The sign shall comply with all standards set forth in Section 12.5.
 - (E) Number of Signs: No more than one sign is permitted for each individual premises unless a particularized need for additional signs is shown and the Planning and Zoning Committee is satisfied that additional signs will not create unnecessary clutter.
 - (F) Size: No sign shall exceed 32 square feet per side, or a total of 64 square feet for a two-sided sign, unless a particularized need for a larger sign is shown and the Planning and Zoning Committee is satisfied that a larger sign will not unduly detract from the aesthetic atmosphere of the neighborhood.
 - (G) Height: No ground sign shall exceed 72 inches in height, measured from ground level to the highest point on the sign, unless a particularized need for a higher sign is shown and the Planning and Zoning Committee is satisfied that a higher sign will not unduly detract from the aesthetic atmosphere of the neighborhood.

(H) Setback:

1. No sign shall be located closer than 10 feet from the right-of-way of any federal, state, county, or town highway unless a particularized need for a sign with a lesser setback is shown and the Planning and Zoning Committee is satisfied that a sign will neither unduly detract from the aesthetic atmosphere of the neighborhood nor cause a traffic hazard. The setback shall be measured horizontally along a line perpendicular to the center of the highway. The Committee may require a sign with a setback of less than 10 feet to be reduced in size from the size that would otherwise be permitted.
2. No sign, other than a small sign of less than 2 square feet located on a mailbox, shall be located closer to an adjacent lot than the distance permitted for accessory buildings under the side yard setback provisions of this Ordinance.

(I) Aesthetic Considerations: The Planning & Zoning Committee shall give due consideration to the overall appearance of any sign in determining whether to grant a Conditional Use Permit under this subsection, and may choose to deny a permit if the shape, size, coloring, or general design of the sign is of a type that may unnecessarily detract from the appearance of the neighborhood.

(J) General Neighborhood Considerations: The Planning & Zoning Committee may, in its discretion, deny a Conditional Use Permit for a sign under this subsection if it finds that the character of the neighborhood in which the sign is proposed to be erected is such that a sign will detract from the character and appearance of the neighborhood.

(K) Decorative Lettering: Decorative architectural lettering attached to the wall of a building which states only the name and/or address of the institution or organization shall be permitted in any case and shall not be deemed a sign under the terms of this Section.

- (L) Substantial Change of Use: In the event a sign is allowed by Conditional Use Permit under this subsection and there is a substantial change in the nature of the activity or use constituting the purpose for which the sign was created, the Conditional Use Permit shall become invalid unless and until the Planning & Zoning Committee approves the use of the sign for the new activity or use. Such approval shall be dependent upon the reasonable satisfaction of the Committee that the original Conditional Use Permit would have been issued if the new use or activity had been the original use or activity. If an activity or use for which the Planning & Zoning Committee has approved use of the sign is terminated, and no application for a different activity or use is made within 90 days, the sign shall be removed upon order of the Town Board.

12.5 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.

12.6 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 nonconforming use or structure and the provisions of Section 9 shall apply.

12.7 Bonds.

Every applicant for a Zoning Permit for a sign shall, before the Zoning Permit is granted, execute a surety bond in the sum to be fixed by the Town Board, but not to exceed Twenty-Five Thousand Dollars (\$25,000); and it shall be of a form and type approved by the Town Attorney; indemnifying the municipality against all loss, cost damages or expense incurred or sustained by or recovered against the municipality by reason of the erection, construction, or maintenance of such sign. A liability insurance policy issued by an insurance company authorized to do business in the State of Wisconsin, and conforming to the requirements of this Section, may be permitted by the Town Attorney in lieu of a bond.

12.8 Moveable or Temporary Signs.

No moveable or temporary signs shall be permitted. This prohibition shall include signs mounted on trucks, trailers, or other objects which are not permanently affixed to the real estate. Any motor vehicle used on a regular basis for a bonafide business purpose other than advertising is exempted from the above prohibition.

12.9 Lighting of Signs.

Illuminated signs are permitted when the lighting is one sustained impulse. No blinking lights or group of lights shall be allowed as part of a sign after the effective date of this Ordinance.

12.10 Roof-mounted Signs.

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

12.11 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) Architectural, historic, or scenic areas whose special and unique characteristics or whose natural beauty requires special sign regulations to insure that all signs used within the area are compatible with each other and with the area.
- (2) 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.