SIGN CODE

SECTION 700
OF
CHAPTER 66
OF THE
MUNICIPAL CODE
OF THE
VILLAGE OF
SISTER BAY, WISCONSIN

Last Revised:
August 21, 2018

SECTION 700 - SIGNS

Please Note: This entire section was revised by Ordinance 185-041211, but in accord with the ruling of the Supreme Court in the case entitled, "Reed v. Town of Gilbert", Ordinance 244-100416 further amended and recreated it in the following fashion:

Sec. 66.0700 Purpose and Intent

(a) The purpose of this Sign Section is to provide the legal framework and minimum standards to safeguard life, property, public welfare by regulating and controlling the number, size, quality of materials, construction, location, illumination, installation and maintenance of all signs as compatible with zoning regulations.

(b) This chapter recognizes the need for well-maintained and attractive sign displays within the Village and the need for adequate business identification, advertising and communication. Because of the unique qualities of the Village of Sister Bay, which need to be protected and enhanced, a high degree of control over the construction materials of signs is deemed to be an important public purpose.

(c) This chapter authorizes the use of signs on public and private property, provided the signs are:

(1) Compatible with the Zoning District regulations.

(2) Compatible with the approved Architectural Design Manual and other approved guides and manuals.

(3) Designed, constructed, installed and maintained in such a manner that they do not endanger public safety or traffic safety.

(4) Legible, readable, visible and well designed for the circumstances in which they are used.

(5) Respectful of the reasonable rights of other advertisers.

(6) Not covering any major architectural detail.

Sec. 66.0701 Design Guidelines

(a) The Village recognizes the decision of the United States Supreme Court, as outlined in Reed v. Gilbert. As such, section 66.0701 is intended to act as a set of suggestions to sign producers and property owners on what types of signs the Village would prefer to see in order to preserve the small town charm of the community.

(b) Signs are one of the most prominent visual elements of a street. Well-designed signs add interest and variety to building facades and help to attract customers. In general, the sign is the best representation of the business to the passing pedestrian or motorist. The design guidelines shall be used as an important part of sign review and approval.

(c) Before starting to design a sign, take a careful look at the building. Is there an obvious space on the building where the sign would look appropriate without covering architectural details? Some of the Village's older buildings were designed with a horizontal "sign space" stretching across the top of the storefront which should be used. If this "sign space" does not exist perhaps, there is adequate wall area for a wall sign with appropriate space for a projecting sign.

(d) Take a look at neighboring buildings. Is there a predominant type of sign or a size precedent? In designing a sign, it is important to have an understanding not only of the building but also of the compatibility within the neighborhood. The basis for decisions on sign type, size and location should come from architectural concerns. The specific definitions and regulations governing the various types of signs in this section should be studied before actual design begins.

(e) To achieve the objective of these guidelines for sign details include the following:

(1) Simplicity.
An effectively designed sign with bold, easily recognized symbols and clear crisp lettering will identify a business or activity efficiently and attractively, enhance the area in which it is located and complement the general appearance of the street and Village.

(2) Color.
Restraint should be exercised when selecting colors. On most signs, no more than three colors should be used: one for background, a

contrasting color for lettering, and a third for perhaps emphasis (such as for borders, motifs, or shading of letters to give it a three-dimensional look). Colors should be chosen which complement each other as well as the general tone of the building.

(3) Messages.
Messages should be simple for rapid comprehension by the public. Pictures, symbols, and logos can add individuality and character to signs, in addition to making them easier to read.

(4) Materials.
Sign materials shall be compatible with the surrounding area. Sign materials shall be consistent with or at least complement the original construction materials and architectural style of the building façade on which they are to be displayed.

(5) Lettering.
Lettering styles should complement the style and period of the building on which they appear. Traditional block and curvilinear styles, which are easy to read, are preferred. Generally, different type styles should not be used on the same sign to avoid a cluttered appearance.

Sec. 66.0710 Business District Signage with Permit

(a) <u>In General.</u>
Signs are permitted in all business districts subject to the requirements in this Chapter.

(b) <u>Determination of allowable signage.</u>
The area of each building's signage shall be the lineal feet of the front of the building multiplied by the story factor below. A basement shall not count as a story. See Section 66.0753(g) on the manner to determine the linear front footage. No single projecting or ground sign may exceed 24 square feet in area per side.

The following table shall be used to calculate the area of allowable signage. Measure the width of the building and use the proper multiplier for the building width range to determine the allowable square feet of signage permitted.

Building Width Range in Feet	***Multiplier***		
	One Story	***Two Story***	***Three Story***
0	0.750	0.830	0.900
5	0.750	0.830	0.900
10	0.750	0.830	0.900
15	0.750	0.830	0.900
20	.750	.830	.900
25	.750	.830	.900
30	.750	.830	.900
35	0.721	0.798	0.865
40	0.711	0.787	0.853
45	0.701	0.776	0.842
50	0.692	0.765	0.830
55	0.682	0.754	0.818
60	0.672	0.743	0.807
65	0.663	0.733	0.795
70	0.653	0.722	0.783
75	0.643	0.711	0.772
80	0.633	0.700	0.760
85	0.624	0.689	0.748
90	0.614	0.678	0.737
95	0.604	0.668	0.725
100	0.594	0.657	0.713
105	0.585	0.646	0.702
110	0.575	0.635	0.690
115	0.565	0.624	0.678
120	0.556	0.613	0.667
125	0.546	0.602	0.655
130	0.536	0.592	0.643
135	0.526	0.581	0.632
140	0.517	0.570	0.620
145	0.507	0.559	0.608
150	0.497	0.548	0.597
155	0.488	0.537	0.585
160	0.478	0.527	0.573
165	0.468	0.516	0.562
170	0.458	0.505	0.550
175	0.449	0.494	0.538
180	0.439	0.483	0.527
185	0.429	0.472	0.515
190	0.419	0.462	0.503
195	0.410	0.451	0.492
200	0.400	0.440	0.480
Over 200	0.390	0.429	0.468

(c) Window Signs.
All businesses are allowed window signs, which may be placed only on the inside of buildings and shall not exceed 25 percent of the glass area of the windows fronting on a public street.. Window signs as specified above shall not require a permit.

(d) Awning Signage.
All businesses are allowed signage on awnings subject to permit. Awning signage may include logos, business names, symbols and wording placed only on the flap. Awning/canopy covering pedestrian or vehicle access areas signs shall provide no less than eight feet vertical clearance between the bottom of the sign and the ground, (finished surface), directly beneath the awning/canopy. Signage on awnings shall not count towards total signage.

(e) Signage at the Entrance of Tenant Spaces.
One sign placed at the entrance of the space for each separate tenant space in multi-tenant buildings may be placed on the building and each directory sign shall not exceed two square feet per side. In lieu of one entrance directory sign for each separate tenant space, a single wall sign may be permitted. The area of the wall sign shall be no larger than the cumulative amount of the permitted separate entrance directory signs. The in lieu of sign shall be in addition to the sign areas allowed in (b) above and shall conform to all of the requirements of this section.

(f) Certain Sandwich Board Signs.
See Section 66.0713.

(g) Permitted Types of Signs.
A business may divide the total permitted signage into any combination of the four types listed below, not to exceed the total permitted area limits set forth in (b) above.

(1) Wall signs placed flat against the exterior walls of a building shall not extend above the roofline. Wall signs shall not extend beyond the ends of the wall to which they are attached.

(2) Projecting signs fastened to, suspended from or supported by structures, shall not extend more than six feet into the required yard area, shall not extend into any public right-of-way, shall not extend over any driveway and, shall be at least ten feet from all side lot lines. Except in areas where there are public sidewalks which are cleared of snow by the Village, the projecting sign shall not be located at a point higher than 75% of the wall measured from the top of the foundation where it is located. In those areas where the sidewalks are cleared of snow by the Village, there shall be a minimum clearance of 92" from the bottom of projecting signs to the sidewalk.
(Amended Ordinance No. 260-082118.)

(3) Ground signs shall not exceed eight feet in height. Ground signs shall be located at least ten feet from any street right-of-way and at least ten feet away from any side or rear lot line except as specified in (a) below. Ground signs shall comply with the traffic visibility requirements set forth in section 66.0401 [See page 84]. All ground signs shall include landscaping at the base of the sign.

a. In the B-3 Downtown Business District ground signs may be located no closer than ten feet from the face of the curb, if the existing building and/or terrain is not suitable for the setback as specified above.

b. All parcels shall be limited to one ground sign, regardless of the number of businesses, buildings on the site or the number of street frontages abutting the property.

(4) Vending machines.
Only vending machines without internal illumination are permitted in all business districts.

Sec. 66.0711 Commercial Center Signage with Permit *(Amended Ord. 234-122914)*
A commercial center is defined as a multi-tenant, multi-building commercial and retail development under common ownership or management and located in the B-1 zoning district. The shopping center may be permitted the following signage in addition to the approved building signage as specified in Section 66.0710.

(a) Signs used for Commercial Centers shall be allowed as follows:
  (1) Two (2) marque ground signs may be provided. Two (2) marque ground signs may be permitted along the State Highway abutting a commercial center.
  (2) The marque signs shall not exceed 72 square feet per side in total area and not exceed 12 feet in height. The location shall be approved by the Plan Commission prior to the issuance of a sign permit.

(b) Business or Tenant Signage.
Signage specified in Section 66.0710(g)(1) and (2) may be provided for each individual tenant business in a commercial center. In a multi-tenant building, each business shall be permitted signage up to twelve (12) square feet per side. In a single tenant building the business shall be permitted signage up to sixteen (16) square feet per side on the interior of the shopping center.

(c) Additional On Premise Signage
(Amended Ord. 193-050812)
One additional ground sign on the shopping center property may be permitted subject to the following restrictions:
  (1) The maximum size of the sign shall not exceed 36 square feet per side.
  (2) The location shall be approved by the Plan Commission prior to the issuance of a Sign Permit.

Sec. 66.0712 Off-Premise Signage with Permit

This section shall only apply to businesses not located on a State highway. Off-premise directional signs shall only be allowed for entities located within the Village limits. All off-premise signs shall require a sign permit and shall be restricted to the following uses:

(a) Off-premise directional signs on Highway 42 or 57.
  (1) Traffic control devices on private or public property must be erected and maintained to comply with the Manual on Uniform Traffic Control Devices adopted in this state and if not adopted by this state with the Manual on Uniform Traffic Control Devices adopted by the Federal Highway Administration.
  (2) Off-premise signs on either state highway require a permit.
  (3) The basis of approval shall be as follows:
    a. Plan Commission shall approve of sign locations.
    b. There shall be only one sign on the highway for each entity requesting such signage

Sec. 66.0713 Sandwich Board Signage with Permit

Sandwich board signs are permitted subject to the following conditions:

(a) Entities may use sandwich board signs on their property in front of their properties in the B-1, B-2, B-3, I-1 and P-1 districts as permitted provided that the sandwich board signs will not be located on any sidewalk or bikeway if one is present or in any public right-of-way.

(b) Sandwich board sign impact on total permitted signage.
  (1) A sandwich board where the messages and content change on a weekly basis shall not count towards the total signage allowed under Section 77.0710..
  (2) A sandwich board where the wording or image is unchanging shall count towards the total signage allowed under Section 77.0710. Any sandwich board permitted under this subsection shall also comply with (c)—(g) below.

(c) The sandwich board sign must be located in front of the property, and will not cause a hazard to traffic or adjoining properties. These signs shall require a permit and shall not exceed six (6) square feet in area on one side or 12 square feet on all sides..

(d) The sandwich board sign must be removed from its display location whenever the permit holder is not open to the public. Festivals, non-profits, organizations and businesses under contract with the Village may use sandwich board signs on Village owned property or other property in any district as permitted provided that the sandwich board signs will not be located on any sidewalk or bikeway if one is present or in any public right-of-way.

(e) The Plan Commission shall establish a Sandwich Board Design, Guide which will reflect various preferred designs and

colors. The Guide shall be updated periodically.

(f) After May 1, 2011, the cost for a temporary sandwich board sign permit shall be $20.00 except for existing sandwich board permit holders.

Sec. 66.0720 On-Premise Signs without Permit

Except as prohibited in section 66.0770 of this chapter, the following signs are permitted in all zoning districts without a permit, subject to the following regulations:

(a) Temporary Signs.
These signs are not to exceed six square feet in area on one side and 12 square feet in area on all sides. These signs shall be located no closer than ten feet to any street right-of-way, nor closer than ten feet to a side or rear lot line. Temporary signs shall be displayed for no longer than 30 days, and shall be permitted no more than 6 times per year.

(a)(1) Construction Area Signage
Temporary signs on a property during a period of construction may be placed on a construction site without a permit, provided that there shall be no more than one such sign located on the premises; no sign shall exceed 18 square feet in area on one side or 36 square feet on all sides; and the sign shall be removed within 72 hours following the issuance of an occupancy permit. Temporary signs issued as part of a development agreement shall be removed as specified in that agreement.

(b) Bulletin boards.
Bulletin boards are not to exceed four square feet in area on one side located on the building.

(c) Signs Cut Into Buildings.
Signs and tablets when cut into any masonry surface or when constructed of metal and affixed flat against a structure will count towards total allowable signage, and be reviewed by the Plan Commission as an Architectural Feature and approved or denied based on total allowable signage.

Official signs.
Official signs, such as traffic control, parking restrictions, Village welcome signs and related entrance signs, and public notices when approved by the Zoning Administrator.

(d) Illuminated Signs.

(e) When fluorescent tubes are used for the interior illumination of a sign, such illumination shall not exceed: two square feet.

(f) Lot signs.
On-premise signs located at the entrance and exit of a driveway or street shall not exceed two square feet.

(g) Parking signs.
Signs in the parking lot shall be mounted no less than four feet from the ground and shall not exceed 24 inches high by 30 inches wide.

(h) Flags.
Property owners shall be permitted up to three flags of no more than 15 square feet each.

(i) Signs on external walls.
One sign on an external wall is allowed per commercially zoned unit. The maximum allowable size for such sign is four square feet. If it is over four square feet in size the sign's area shall be included in the total signage calculation. All signs must be mounted on the building. Erasable blackboards or glass-enclosed cases are acceptable.

Sec. 66.0721 On/Off-Premise Signs without Permit

(a) Temporary signs- Designated Events.
During the 30 day period leading up to a designated festival or event (including the day/days of the event) by the Village Parks Committee a property owner may be allowed:
(1) Only one additional sign per lot.
(2) The sign shall be set back a minimum of 10 feet from all lot lines.
(3) The sign area shall not exceed 24 square feet.
(4) The sign shall not exceed six feet in height.

(b) Temporary Signs- Other Events.
The temporary use of banners, balloons, streamers, pennants, and other similar signage in any district may be allowed provided that the media will not be located on any sidewalk or bikeway if one is present or in any public right-of-way. The signs cannot be erected more than 14 days before the event and must be removed within 2 days after the event. The property owner must grant permission in

writing for the placement of the sign/media. The sign/media, will not be located closer than ten feet to an adjacent property; driveway, and will not cause a hazard to traffic or adjoining properties. These sign/media shall not require a permit and shall not exceed 24 square feet in area on one side or 48 square feet on all sides.

(c) Failure to Comply with Standards.
Any entity utilizing (a) or (b) above that fails to follow the standards shall be notified in writing that all future seasonal, special event and fund raising signage shall require a regular sign permit and shall be issued a fine in the amount of $50.00 at the discretion of the Village Administrator.

Sec. 66.0722 Other On/Off-Premise Signs with Permit

(a) Reserved.

(b) Changeable copy signs.
Changeable copy signs, fixed or moveable, may be permitted If approved by the Plan Commission. Price signs will be considered permitted additional signage.

Sec. 66.0730 Residential Districts Signage with Permit

The following signs are permitted in any residential district and are subject to the following regulations:

(a) Signs.
Signs authorized on a property are not to exceed six feet in height and 24 square feet in area on one side and 48 square feet in area on all sides, placed at the entrance to a subdivision or development. The sign shall be located no closer than ten feet to any street right-of-way, nor closer than ten feet to any side or rear lot line.

(b) Temporary signs.
Temporary signs for the purpose of designating a new building or development may be permitted for a limited period of time provided that the sign shall not exceed 18 square feet in area on one side and 36 square feet in area on all sides and shall be located not closer than ten feet from any street right-of-way, nor closer than ten feet to any side or rear lot line. The Developer may use such signage to market the development provided that the sign shall not be in place for more than 60 days of the issuance of an occupancy permit. Projects covered by a development agreement may specify the date for the removal of the sign.

(c) Other signs.
Signs over show windows or doors or a non-conforming business establishment not to exceed eight square feet in area.

Sec. 66.0731 Countryside District Signage with Permit

The following on-premise signs are permitted in the CS-1 district:

(a) All signs permitted in the residential districts.

(b) On-premise signs which do not exceed 24 square feet in area. There shall be no more than one such sign for each highway upon which the property faces. If attached to the building, such signs shall be no higher than the roofline. If located on the ground, such signs shall not be higher than eight feet above the ground.

(c) Ground signs which do not exceed 24 square feet in area on one side or 48 square feet on all sides.

Sec. 66.0732 Institutional and Park Districts Signage with Permit

The following signs are permitted in the Institutional and Park districts and are subject to the following regulation:

(a) Private and public institutional when approved by the Plan Commission.

(b) Signs on publicly owned land shall meet the following criteria:

(1) Such signs shall be securely fastened, constructed and continuously maintained in such a manner as to prevent damage from the natural elements.

(2) Such signs shall be located in such a manner to minimize visual impacts to areas located outside of the park facilities.

(3) Such signs shall be permitted for the sole purpose of generating funds for Village authorized programs and facilities. In all cases, the overall aesthetics of the park and the surrounding area shall be significant consideration in the placement and design of the signs.

(4) An agreement between the Village and the sign sponsor shall be

executed specifying annual fees and a maintenance schedule.

(5) Such signs shall be permitted subject to Plan Commission discretion.

Sec. 66.0750 Sign Permit

Application for a sign permit shall be made on forms provided by the Zoning Administrator and shall contain or have attached thereto at least the following information:

(a) Name, address and telephone number of the applicant. Location of building, structure, or lot to which or upon which the sign is to be attached or erected.

(b) Name of person, firm, corporation, or association erecting the sign.

(c) In cases where more than one business occupies a single building, the assignment of on-building sign area to the various businesses shall be at the discretion of the property owner. This allocation shall be specified in the Sign Application.

(d) Written consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed.

(e) A scale drawing of such sign indicating the dimensions, the materials to be used, the colors on the sign, the type of illumination, if any, and the method of construction and attachment. The drawing shall be drawn at a scale no smaller than one-eighth inch equals one foot and shall be prepared, signed and sealed by a registered professional engineer when required by the Zoning Administrator.

(f) A scale drawing indicating the location and position of such sign in relation to nearby buildings or structures. The drawing shall be at a scale no smaller than one inch equals 50 feet.

(g) Copies of any other permits required.

(h) Signs requiring state approval shall provide a copy of such approval with the sign permit application.

(i) Additional information may be required by the Zoning Administrator or Plan Commission.

(j) Sign permit applications shall be filed with the Zoning Administrator who may approve or deny the application, in writing, within 20 working days after submittal. A sign permit shall become invalid, if work authorized under the permit has not been completed within six months of the date of issuance.

(k) At the time of the filing of the application for a permit, the applicant shall furnish to the Zoning Administrator the fee for the permit in accordance with the current fee schedule set by the Village Board.

(l) Waiver of some requirements.
The Zoning Administrator may waive the requirements for certain plans, specification, data, or drawings when the application is to execute minor alterations or repairs to a sign, provided that the proposed construction, alteration, or repair is sufficiently described in the application for the permit.

(m) The sign permit fee shall be established annually by the Village.

Sec. 66.0751 Construction Standards

(a) <u>Sign Materials.</u>
Signs should be constructed predominantly of natural materials, such as rough cedar, pine or other types of wood. Stained glass may also be used. Manufactured materials that give the appearance of natural materials are also permitted. Signs with relief are encouraged. Supporting members or braces of all signs shall be constructed of approved materials.

(b) <u>Covering Architectural Details.</u>
Signs shall not cover architectural details such as, but not limited to arches, sills, moldings, cornices and transom windows. It may be required that existing signboards or sign bands be used for placement of signs.

(c) <u>Construction Standards.</u>
The applicant shall be responsible for obtaining the necessary permits to comply with Village and State building, electric and WisDOT codes.

(d) <u>Protection of the public.</u>
The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration or maintenance of a sign is permitted provided the space occupied is roped off, fenced off or otherwise isolated. The Zoning Administrator shall be notified at least 24 hours in advance of such proposed obstruction.

(e) <u>Sign Location Affecting Egress</u>
No signs or any part thereof or sign anchors, braces, or guide rods shall 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 shall be erected, put up, or maintained so as to hinder or prevent ingress or egress through such door, doorway, or window or so as to hinder or prevent the raising or placing of ladders against such building by the Fire Department, as necessity may require.

Sec. 66.0752 Color and Lighting

(a) Colors that are of the Neon of Fluorescent families may not be used as they do not promote the historic preservation of the Village.

(b) Signs shall not resemble, imitate or approximate the shape, size, form or color of traffic signs, signals or devices. Signs may be illuminated, but non-flashing.

(c) Signs in residential districts shall not be illuminated.

(d) No sign shall be illuminated except as follows:

(1) Natural illumination or background illumination from street lighting or parking lot lighting.

(2) Shielded spotlights designed to focus the light only on the sign.

(3) The maximum permitted illumination on the face shall not exceed five foot-candles.

(e) Searchlights may not be used in the Village without a permit. The Plan Commission may permit the temporary use of a searchlight for advertising purposes in business districts, provided that the searchlight will not be located in any public right-of-way, will not be located closer than twenty feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Searchlight permits shall not be granted for a period of more than five days in any six-month period. If, however, representatives of federal, state or local government agencies wish to operate a searchlight in the Village for official business, no permit will be required.

Sec. 66.0753 Measuring Signs

(a) Area of Sign.

Measurement of sign area shall be calculated as the sum of the area within the smallest regular rectangle that will encompass all elements of the actual sign face, including any writing, logos, representations, emblems, or any figures or similar characters, together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed.

(b) Wall Sign.

For a sign painted on or applied to a building or to a freestanding wall, the area shall be considered to include all lettering, wording, and accompanying designs or symbols, together with any background of a different color than the natural color, or finish material of the building or architectural wall. The architectural wall shall be subject to Plan Commission approval of the site and landscaping plan. The main supporting sign structure (i.e., brackets, posts, foundation, etc.) shall not be included in the area measurement.

(c) Letter Signs.

The gross surface area of a skeleton letter wall sign consisting of individual letters and/or symbols shall be determined by calculating the horizontal length of the combined areas of the smallest rectangles, which encompass each word, letter, figure and emblem on the sign by the vertical height of the outside dimensions of the whole sign.

(d) Two-sided Sign.

When a sign has two or more faces, the area of all faces shall be included in determining the area, except that where two faces are placed back to back and the angle between the faces measures 45 degrees or less, the total sign area shall be computed by measuring the square footage of a single face. When the angle between sign faces measures greater than 45 degrees, the total sign area shall be computed by adding the square footage of each face.

(e) Sign height.

Maximum or minimum sign height shall be measured from the ground surface adjacent to the center of the bottom of the structure supporting the sign to the top of the sign surface being regulated.

(f) Length of Lineal Building Front Foot.

The length of the front wall of the building adjacent and parallel or closely parallel to any abutting street or public right-of-way. If the building is located on a corner lot then the side of the building used for addressing purposes shall be deemed the front of the building. If the front of the building is uneven then that portion of the

building that is adjacent and parallel to the abutting street that is within 25 feet of the primary front wall shall be included in the total length of the lineal building front foot.

Sec. 66.0754 Maintenance of Signs

(a) Maintenance and repair.
Every sign, including, but not limited to those signs for which permits are required, shall be maintained in 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 such sign.

(b) Compliance standards.
The Zoning Administrator shall require compliance with all standards of this section. If the sign is not modified to comply with the standards outlined in this section, the Zoning Administrator shall require its removal in accordance with subsection (d) of this section.

(c) Abandoned signs.
All signs or messages shall be removed by the owner or lessee of the premises upon which an on-premise sign is located when the business it advertises is no longer conducted or, for an off-premise sign, when the lease payment and rental income are no longer provided, unless there is evidence that the owner or agent is marketing the property for sale or lease. If the owner or lessee fails to remove the sign, the Zoning Administrator shall give the owner 30 days written notice to remove such sign. Upon failure of the owner or lessee to comply with this notice, the Village may cause the sign to be removed and all costs of such removal shall be collected as a special assessment on the next succeeding tax roll.

(d) Deteriorated or dilapidated signs.
The Zoning Administrator shall give the owner or lessee of any premises on which a deteriorated or dilapidated sign is located, 60 days written notice to repair any deteriorated or dilapidated signs and remove such condition, without enlarging or structurally altering such signs.

(1) If it is determined that such deteriorated or dilapidated signs cannot be repaired without structurally altering or changing the sign, then the owner or lessee of such sign shall obtain a permit from the Zoning Administrator for such changes or alterations.

(2) Upon failure of the owner or lessee to comply with the notice set forth in subsection (c) of this section, or in the event of the failure of the owner or lessee to obtain a permit as set forth in section 66.0750, [See page 117] the Village may cause the sign to be removed and all costs of such removal shall be collected as a special assessment on the next succeeding tax roll.

Sec. 66.0770 Prohibited Signs

The following signs are prohibited in all districts:

(a) Abandoned signs.
Any sign advertising or identifying a business or organization, which is either defunct or no longer located on the premises. Exceptions are granted to landmark signs, which may be preserved and maintained even if they no longer pertain to the present use of the premises.

(b) Flashing, alternating, rotating or swinging signs or devices, whether illuminated or not, visible from the right-of-way.

(c) Floodlighted or reflection illuminated signs of which the light source is positioned so that its light sources is visible from a public right-of-way by the vehicular traffic or which the light source is visible from adjoining property.

(d) Internally illuminated signs, neon and back lighted signs other than OPEN signs.

(e) Flashing signs, signs with an intermittent or flashing light source, signs containing moving parts, and signs containing reflective elements, which sparkle or twinkle in the sunlight.

(f) Electronic message centers, variable message signs that utilize computer generated messages or some other electronic means of changing copy, including displays using incandescent lamps, LED's, LCD's or a flipper matrix.

(g) Unclassified signs:

(1) That is a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property.

(2) No sign shall resemble, imitate or approximate the shape, size, form or color of a traffic sign, signal or device.

(3) No sign shall be located to interfere with the visibility or effectiveness of any official traffic sign or signal or with driver vision at the access point of any intersection.

(4) No sign shall be erected, relocated or maintained to prevent free ingress or egress from any door, window or fire escape, and no sign shall be attached to a standpipe, fire escape or utility pole.

(5) No sign shall contain, include or be illuminated by flashing light or by any light directed toward a neighboring residence, roads or highways.

(6) No sign shall contain, include or be composed of any conspicuous animated part.

(7) No sign shall be painted on rocks.

(h) Inflatable advertising devices or signs.

(i) Murals shall be a conditional use and shall be reviewed and approved by the Plan Commission for location, size and material only without regard to artistic content and shall be limited to no more than 24 square feet.

(j) Billboard signs larger than the maximum permitted square footage per face.

(k) Signs taller than eight feet in height.

(l) A "V" sign shall be prohibited unless the backs of both signs display no letters or symbols and are landscaped to screen their backsides.

(m) Reflective lights.

(n) Mobile signs unless permitted as a temporary use.

(o) No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered in the Wetland W-1 district.

Sec. 66.0780 Legal Non-conforming Signs

(a) Notification of non-conformance.

Upon determination that a sign is non-conforming, the sign administrator shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the sign is located of the following:

(1) The sign's non-conformity.

(2) Whether the sign is eligible for characterization as a legal non-conforming sign or is unlawful.

(b) Signs eligible for characterization as legal non-conforming.

Any sign located within the Village limits or located in an area annexed to the Village hereafter, which does not conform to the provisions of this chapter, is eligible for characterization as a legal non-conforming sign and is permitted, providing it also meets the following requirements:

(1) The sign was covered by a sign permit prior to the date of adoption of the prior zoning ordinance, this ordinance or amendment.

(2) If no permit was required by the Village at the time, the sign was erected, and the sign was not changed or altered after the effective date of this ordinance or a prior zoning ordinance in a manner that under this chapter would have caused a loss of non-conforming status.

(3) An existing sign located closer than ten feet to the street right-of-way in the B-3 district shall not be deemed non-conforming solely on that basis.

(c) Loss of legal non-conforming status.

A sign loses its legal non-conforming status when any one of the following occurs:

(1) The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with the requirements of this section then it was before alteration.

(2) The sign is damaged to such an extent that the cost to repair or reconstruct such sign exceeds 50 percent of the assessed value of the sign.

(3) The design, logo or wording of the sign is altered.

(4) The replacement of a non-conforming sign with an identical sign may be allowed, subject to obtaining a permit. The new sign must utilize permitted materials.

(d) Legal non-conforming sign maintenance and repair.

Nothing in this section shall relieve the owner or user of a legal non-conforming sign, or the owner of the property in which the sign is located, from the provisions of this section regarding safety, maintenance

and repair of the sign. All work, including repainting, requires a permit.

Sec. 66.0790 Historic Signs

(a) Signs of historic significance which make a contribution to the cultural, or historic quality of the Village because of their unique construction materials or unique design, unusual age, prominent location within the Village, or unique craftsmanship from another period of time may be exempted from any or all size, height, animation, lighting, or setback requirements of the section, when the Plan Commission finds the following conditions exist:

(1) The sign is of exemplary technology, craftsmanship, or design of the period in which it was constructed; uses historic sign materials (wood, metal, or paint applied directly to a building) and means of illumination (neon or incandescent fixtures); and is not significantly altered from its historic period. If the sign has been altered, it must be restored to its historic function and appearance.

(2) The sign is integrated into the architecture of a period building.

(3) A sign not meeting the criteria listed above may be considered if it demonstrates extraordinary aesthetic quality, creativity or innovation in design.

(b) Historic signs are exempt from the requirements of section 66.0780 "Legal Non-conforming Signs." [See page 120]

Sec. 66.0791 Compliance

Except as otherwise authorized, no sign visible from a state or county road, from any Village street, from a private street, from a public parking lot, from a private parking lot, from the water or from any adjacent property shall be located, erected, moved, repainted with different colors, reconstructed, extended, enlarged or structurally altered, including the placement of various components of the sign, until a permit has been reviewed and approved by the Plan Commission or designated representative and a permit has been issued to the property owner or building occupant by the Zoning Administrator. Signs located on a property or location with multiple buildings or businesses under common or separate ownership shall not be exempt from the requirements of this Code. Additions to and alterations of existing signs and support structures require a new permit.

SECTION 1800 – SANDWICH BOARD GUIDE

Sec. 66.1800 Illustrations

Examples of Unacceptable Designs

Unacceptable Designs:
Figures 1 through 5 represent examples of sandwich board signs that the Plan Commission has deemed unacceptable. The reasons include plain letters on a completely white background signboard, unchanging messages and lack of character.

Figure 22

Figure 2

Figure 3

Figure 4

Figure 5

Examples of Acceptable Designs

Acceptable Designs:
Figures 6 through 16 represent examples of sandwich boards that the Plan Commission feels are acceptable. The shape of each board is unique or different enough to create an eye-catching message. Even though some of the figures do not contain changeable messages they are included because of the shape of the board, the colors and fonts used to create visual appeal.

Figure 6

Figure 7

Figure 8

Figure 9

Figure 10

Examples of Acceptable Designs

Figure 11

Figure 12

Figure 13

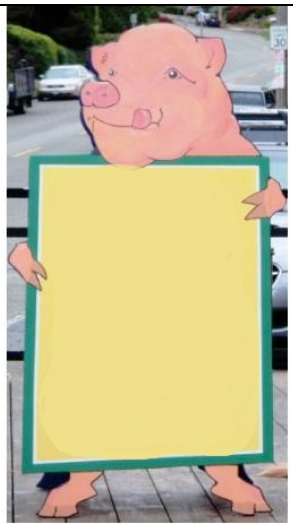

Figure 14

Figure 15

Figure 16