

VILLAGE OF SUSSEX
SUSSEX, WISCONSIN

Minutes of the Ordinance Review Workgroup meeting held on June 7, 2016.

Chairperson Goetz called the meeting to order at 2:00 p.m.

Members present: Greg Goetz, Annette Kremer and Amanda Schauer

Members absent: None

Others present: Kasey Fluet, Assistant Development Director and Jeremy Smith, Village Administrator.

Consideration and possible action on a recommendation for a revision to Chapter 17 Section 17.0800 entitled signs.

The committee reviewed the redlined changes to the code section made by staff which is recommended based on the U.S. Supreme Court ruling (copy attached).

The committee recommended changing the size of the allowed advertising face of the monument signs from 100 square feet to 75 square feet. The committee also recommended in the code to allow in some locations the setback to be 5 feet from a lot line or right-of-way.

A motion by Goetz, and seconded by Kremer to recommend to the Plan Commission approval of the Ordinance Chapter 17 Subsection 17.0800 with the recommended changes.

Motion carried.

A motion by Goetz, seconded by Kremer, to adjourn the meeting at 3:00 p.m.

Motion carried.

Respectfully submitted,
Kasey Fluet, Assistant Development Director

SECTION 17.0800 SIGNS

17.0801 PURPOSE AND INTENT

The intent of this Ordinance is to promote the public health, safety, and welfare by creating a framework for a comprehensive and balanced system of signs, and thereby to facilitate an easy and pleasant communication system between people and their environment. The Sign Code of the Zoning Ordinance has been put together after careful study of the Village's Comprehensive Plan, Design Standards, various plans and studies. With this purpose in mind, it is the intention of this section to establish standards for the construction, placement, typestyle, size, materials, and maintenance of signs, and authorize the use of signs which ~~are~~ promote traffic safety, community aesthetics, blight prevention, economic development, design creativity, prevent clutter, protect property values, enable and promote free speech, provide for legibility, and adhere to the standards and materials of adopted Design Standards of the Village.

- ~~A. Compatible with their surroundings;~~
- ~~B. Appropriate to the type of activity to which each pertains;~~
- ~~C. Legible in circumstances in which they are seen;~~
- ~~D. Constructed of high end approved materials and placed or fastened and electronically connected in compliance with all applicable codes and ordinances.~~
- ~~E. Adherence to the adopted Design Standards.~~

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17.0802 COMPLIANCE

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without conforming to the provisions of this Ordinance. Notwithstanding any other provision contained herein to the contrary, non-commercial messages may be contained on any authorized sign.

17.0803 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A PERMIT

The following signs with permission of the property owner are permitted in all zoning districts without a permit, subject to the following regulations.

- A. Any lot may have a sign or signs without a permit as long as the sign(s) meets all of the following standards:
 - A. The sign is less than 15 square feet in size and
 - B. The sign is more than 1 foot from a street yard and more than 5 feet from a side or rear lot line, and
 - C. The sign(s) are temporary in their placement such that a lot does not have sign(s) without a permit existing on the lot for more than 90 days in any calendar year, and
 - D. There are not more than one sign per lot for each 40 feet of street frontage, and
 - E. In the event that Wisconsin Statutes Section 12.04 would permit a sign that is larger than the size limitations described in this subsection, such sign, regardless of sign content, is allowed only for the period described in Wisconsin Statutes Section 12.04.
- B. Government Signage for Official traffic, safety and welfare, or notice/regulation compliance. A sign that is constructed, placed, or maintained by the Federal, State, or Local government or a sign that is required to be constructed, placed or maintained by the Federal, State, or Local Government either directly or to enforce a property owner's rights or the safety and welfare of the public. While no sign permit is required these signs shall adhere to best practices for sign design and placement, the Village Design

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standards, and may be placed within the rights of way with a right of way permit by the government agency with jurisdiction of the right of way.

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- ~~A. Real Estate Signs, not to exceed eight (8) square feet in area in a residential district or 32 square feet in other districts, which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located. No real estate sign shall be erected in a street right-of-way. Real estate signs shall be not closer than 10 feet to a side or rear lot line.~~
- ~~B. Name and Warning Signs not to exceed two (2) square feet located on the premises. Name and warning signs shall be not less than 10 feet from any street right-of-way, or any side or rear lot line.~~
- ~~C. Home Occupation and Professional Home Office Signs not to exceed two (2) square feet in area and mounted flush against the dwelling.~~
- ~~D. Election Campaign Signs provided that permission shall be obtained from the property owner, renter or lessee; and provided that such sign shall not be erected prior to the first day of the "election campaign period" as defined in Section 12.04 of the Wisconsin Statutes, and shall be removed within 4 days following the election. No campaign sign shall be erected in a street right-of-way. Campaign signs shall be not less than 10 feet from any side or rear lot line.~~
- ~~E. Rummage Sale and Garage Sale Signs provided that no such sign shall be erected or placed within a street right-of-way and further provided that such signs are removed within 24 hours following the sale.~~
- ~~F. Bulletin Boards for public, charitable or religious institutions not to exceed 32 square feet in area located on the premises. Bulletin boards shall be not less than 10 feet from any street right-of-way, or any side or rear lot line.~~
- ~~G. Memorial Signs, tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.~~
- ~~H. Official Signs, such as traffic control, parking restrictions, church and school directories, government building, and public notices.~~
- ~~I. Flags. The display of the national flag of any country, or the official flag of any state, or a flag displaying a business or industrial logo is permitted in any district without a permit provided that such flag is setback at least 10 feet from the street right of way in any residential district; and provided that the area of the flag does not exceed 60 square feet. Display of larger flags or closer to the street right away may be permitted only after the issuance of a permit by the Plan Commission.~~
- ~~J. Holiday Decorations. Are permitted on private property and shall not be placed within a street right-of-way and will not cause a hazard to traffic or adjoining properties. The Village may display decorations on Village owned property.~~
- ~~K. Seasonal Banners that have been approved as a part of a recognition program for the Village on Village owned property and approval for display made by the Village.~~

17.0804

SIGNS PERMITTED IN THE BUSINESS DISTRICTS (B-1, B-2, B-3, B-4, M-1, BP-1 and OP-1 and I-1) WITHOUT A PERMIT

The following signs with permission of the property owner are permitted in the business districts without a permit, subject to the following regulations.

17.0800

~~A. Civic, Nonprofit or Special Event temporary signage, one such sign is permitted per business must follow the applicable sign ordinance for the type of sign to be displayed regarding size and location. Permission from the Building Inspector must be granted if signage is being placed in the right of way. A period of no more than 3 weeks will be allowed for this type of signage.~~

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~~B. Sandwich Board Signs, One such type sign permitted per business. Maximum sign face size shall be 12 square feet, with a base not exceeding 2.5 feet in width and height not to exceed 5 feet. Signs shall not be illuminated or have reflective surface. Signs shall be setback 2 feet minimum from curb face, and in an unobstructed area for pedestrian traffic. Sign shall also not be a hazard to traffic or adjoining properties and should not be placed in the right of way unless permission is granted by the Building Inspector. Sign must be removed at the end of business day~~

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~~C. Incidental Signs advertising special sales which are two (2) square feet or less in area, and erected for a period of two weeks or less, may be erected as wall signs, projecting signs, or ground signs. There shall be no more than five (5) incidental signs on any one premise and the signs shall not to be placed in the right of way.~~

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~~DA. The temporary use of one on-premise portable sign for advertising the grand opening of a business in any district provided that the portable sign will not be located in any public right-of-way, will not be located any closer than 10-5 feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. A period of no more than 15 than 30 days will be allowed for this type of signage on any business district lot in any calendar year.~~

~~EB. Window Signs, except for painted signs and decals, shall be placed only on the inside of commercial buildings. Window signs shall not cover more than 1/3 of any window area and do not require a permit.~~

17.0805

SIGN PERMIT

A sign permit shall be required for erecting a sign structure as regulated under this ordinance and for changing or replacing a sign structure except for sign structures under 17.0803 and 17.0804. Sign applications that meet a Plan Commission approved sign plan for a development site may be approved by the Building Inspector without Plan Commission approval. Maintenance work such as repainting does not require a permit. More extensive maintenance when the cost exceeds over 50% of the cost of the sign must be brought to the Building Inspector to determine if a permit is required.

Applications for a sign permit shall be made on forms provided by the Building Inspector and shall contain or have attached thereto 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. Written Consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed.
- D. A Scale Drawing of such sign indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment.

- E. A Scale Drawing indicating the location and position of such sign in relation to nearby buildings or structures.
- F. Copies of any other permit required and issued for said sign, including the written approval by the Electrical Inspector, in the case of illuminated signs, who shall examine the plans and specifications, reinspecting all wiring and connections to determine if the same complies with the Village Electrical Code.
- G. Additional Information as may be required by the Building Inspector or Plan Commission.
- H. Sign Permit Applications shall be filed with the Building Inspector, who shall review the application for its completeness and accuracy. If the application is complete and meets the design guidelines approval may be granted by the Building Inspector, at the Building Inspector's discretion. If the application is deemed not to meet the design guidelines the Building Inspector shall within 45 days of receipt of said sign application deny, in writing, the application. The applicant can appeal to the Plan Commission to review the permit and make the determination of approval or denial. A sign permit shall become null and void, if work authorized under the permit has not been completed within six (6) months of the date of issuance.

17.0806

SIGNS PERMITTED IN ALL RESIDENTIAL DISTRICTS WITH A PERMIT

The following signs with permission of the property owner are permitted in any residential district and are subject to the following regulations.

- A. ~~Community Entrance~~ Monument Signs placed at the entrance to a subdivision or residential development ~~shall contain only the name of the subdivision or development,~~ shall be not less than ~~10-5~~ feet from a side or rear lot line and maybe placed in the right-of-way only within an easement granted for said purpose and upon approval of the Village for the same. The sign design shall follow the Design standards of the Village. ~~The~~ Plan Commission shall determine the appropriate size of the sign based on the design of the sign, its impact on traffic safety and its compatibility with adjacent land uses.

17.0807

SIGNS PERMITTED IN ALL INSTITUTIONAL, BUSINESS AND INDUSTRIAL DISTRICTS WITH A PERMIT

Signs are permitted in all business and manufacturing districts with permission of the property owner subject to the following restrictions, and approval by the Building Inspector or Plan Commission, as specified. In addition, all signs in the "Downtown Design and Development" area shall be subject to review and approval of the Architectural Review Board:

- A. ~~Commercial~~ Monument Signs may be erected, and are encouraged, in the Village Business and Industrial Districts. ~~Commercial~~ Monument Signs shall ~~state only the name or identity of the development, businesses in the development, and the~~ include the address of the property for public safety purposes. Monument signs shall not exceed 10 feet in height above the mean centerline street grade, except as follows: in the B-1, B-~~2-2-A~~, B-3 and B-4 districts, M-1, BP-1 and OP-1 ~~I-1~~ district the Plan Commission may allow a monument sign to up to 15 feet in height above the mean centerline street grade upon finding that the following conditions exist: (1) the parcel, landscaping and grounds are of substantial size so that the sign is not overly obtrusive; (2) the parcel topography is such that in order to have the sign be no more than 10 feet above the mean centerline street grade, a sign would have to be 6 ½ feet in height from the ground, or less; or the sign is co-locating off premise and on-

premise signage; (3) the sign is located not less than 15 feet from the road right-of-way; (4) landscaping at the base of the sign is determined to be substantial. In no case shall the sign be more than 10 feet in height from the ground. The advertising face of a monument sign shall not exceed ~~400-75~~ square feet in area on any side. The area of the base may be larger than the sign face as permitted by the Plan Commission. Monument Signs shall be located not less than 10 feet from a street right-of-way and not less than 5 feet from any other lot line. The number of ~~Commercial~~ Monument Signs per property shall be determined by the Plan Commission for appropriateness with traffic flow, ~~and adjacent uses pedestrian safety, and design of the site, and there shall be no more than two monument signs per property or more than one monument sign per street fronted by the property if the property has two or more street yards unless a conditional use is granted for the property to exceed said limit.~~

- B. ~~Directional Ground Signs to identify parking lot entrances and exits, or direct customers to drive-through windows,~~ may be placed adjacent to driveways provided that no directional ground sign shall be placed in the street right-of-way; shall be more than 5 feet in height; ~~and no entrance/exit sign face shall or~~ exceed 30 inches in length or more than ~~8-7~~ square feet. ~~Menu boards may be placed adjacent to driveways for drive-through facilities, provided that no menu board shall be more than six (6) feet in height and no more than six (6) feet in width. All ground signs shall be designed in a manner to minimize obstruction of motorists' vision. And shall Directional Signs shall be of such design to match the architecture of the building and signs already on or proposed for the site. Directional Signs shall not include any marketing or advertising except that the sign may take advantage of a business's logo's and arrows to simplify messages and assist the driver/pedestrian in locating how to get to a facility. The number of ground signs allowed per property shall be determined by the Plan Commission based upon traffic flow and pedestrian safety from the master plan for the site and the required traffic and site studies and plans submitted for the development or property.~~
- C. Electronic Message Signs are a special privilege sign granted under unique circumstances for orderly and pleasing development. The signs are intended to promote the effective display of brief messages in a clear and pleasing manner.
1. These signs are permitted for single tenant buildings in the B-2, B-3, BP-1, OP-1, OP-2, I-1 and M-1 Districts. The Plan Commission must find the following for a permit to be issued:
 - a. The message sign is part of a ground or monument sign. Electronic Message Signs that are time and temperature devices only may be allowed as a wall sign, or projecting sign, ~~or ground sign~~ although no time and temperature device shall be located closer than 750 feet from another time and temperature device.
 - b. The sign will not interfere with the visibility of any traffic signal.
 - c. The character and design of the sign is compatible with the general area and building, and that the impact of such a sign will not visually impact any nearby residential areas.
 - ~~d. The electronic message sign is an essential component of the operations of the business as determined by the sole discretion of the Plan Commission.~~
 - ~~e. All messages will be related to either the organization's sales information or for community events notification.~~
 2. These signs are a conditional use under Section 17.0506(A)(16) in the B-1, B-4, and I-1 Districts, and for multi-tenant buildings in the B-2, B-3, BP-1, OP-2, and M-1 Districts.

~~D. Ground Signs shall not exceed 10 feet in height above the mean centerline street grade, and shall not exceed 100 square feet in area on any sign face. Ground signs may have multiple sign faces provided that no two sign faces are visible from the same viewing point and connecting signs have an interior angle of less than 90 degrees between them. Except in the B-1 and B-4 Business Districts, signs shall be not less than 10 feet from a street right-of-way and not less than 5 feet from a side lot line. No ground sign in a B-1 or B-4 district shall extend into the street right-of-way or beyond a side lot line. All ground signs shall be located a minimum of 10 feet from a rear lot line. A minimum setback of 5 feet may be allowed if the Plan Commission finds that excessive right-of-way, parking, or building configuration, make the normal minimum setback impractical and such a reduction would not hinder the safety of the area.~~

~~The Plan Commission may allow a ground sign to exceed the 10 feet in height above the mean centerline street grade, but never allow the sign itself to exceed 10 feet in height, with the following conditions and findings.~~

- ~~1. The ground sign would be restricted to 8 feet or less with the general height restrictions.~~
- ~~2. The sign face shall not exceed 75 square feet in area.~~
- ~~3. The Plan Commission determines there is no reasonable location for the ground sign to meet the general provision as outlined in above.~~
- ~~4. The ground sign height would not hinder the safety of the area.~~
- ~~5. The ground sign has met the Design Standards as determined by the Architectural Review Board.~~

E. Marquee, Awning, or Canopy Signs affixed to the surface of a marquee, awning, or canopy is permitted provided that the sign does not extend vertically or horizontally beyond the limits of such marquee, awning, or canopy. A marquee, awning, or canopy may extend into the street right-of-way, but shall not extend beyond a point one (1) foot back from the vertical plane formed by the street curbline. No marquee, awning or canopy sign shall extend into a required side or rear yard. A ~~name~~ sign not exceeding two (2) square feet in area located immediately in front of the entrance to an establishment may be suspended from a marquee, awning or canopy provided that the ~~name~~ sign is at least 10 feet above the sidewalk.

F. Pole Signs shall not exceed 20 feet in height above the mean centerline street grade, and shall not exceed 100 square feet in any area on any sign face. In addition, a pole sign may feature a reader board not exceeding 24 square feet in area above or below the main sign for the purpose of conveying changeable sales information. Pole signs may have multiple sign faces provided that no two sign faces are visible from the same viewing point and connecting signs have an interior angle of less than 90 degrees between them. Except in the B-1 and B-4 business districts, pole signs shall be not less than 10 feet from a street right-of-way and not less than 10 feet from a side lot line. No pole sign located in a B-1 or B-4 district shall extend into the street right-of-way or beyond a side lot line. All pole signs shall be located a minimum of 10 feet from a rear lot line. Pole signs and attendant reader boards shall not be less than five (5) feet above the sidewalk or mean street grade nor less than five (5) feet above a driveway or parking lot grade, unless it is determined by the Building Inspector that the distance should increase because the height creates a traffic hazard. No new pole sign shall be erected in the Village after August 1, 1997. Any modification to an existing pole sign is subject to being submitted to and receiving the approval of the Plan Commission prior to the modification being made.

G. Projecting Signs fastened to, suspended from, or supported by structures shall not exceed ~~400-50~~ square feet in area for any one premises; shall not extend more

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than six (6) feet into any required yard; shall not extend more than three (3) feet into any public right-of-way; shall not be less than ~~10-5~~ feet from all side lot lines; shall not exceed a height of 20 feet above the mean centerline street grade; and shall not be less than 10 feet above the sidewalk nor 15 feet above a driveway or an alley.

H. Reader Boards are an aspect of a ~~monument, ground, or wallground sign or placed against the exterior walls of buildings sign~~. Reader boards that are placed on an exterior wall are allowed provided that they are not internally illuminated, are constructed of woodlike materials and do not exceed 24 square feet ~~for the purpose of conveying changeable sales information~~. Reader boards that are a part of a monument ground sign must receive Plan Commission approval under the same findings for electronic message signs.

~~I. Roof Signs shall not exceed 10 feet in height above the roof, shall meet all the yard and height requirements for the district in which they are located, and shall not exceed 300 square feet in area on any side.~~

J. Wall Signs placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface, shall not exceed 500 square feet in area for any one premise, and shall not exceed 20 feet in height above the mean centerline street grade. The Plan Commission may permit more than one wall sign ~~on a building per building tenant~~ when such multiple signs are deemed necessary to the orderly development of the building property in order to provide safe pedestrian and vehicle traffic operations, particularly with buildings that have more than one street yard. A multi-tenant building may allow the end tenant to have a sign of same size or smaller as the front signage located on the building side wall. The aggregate area of all wall signs on any one premise shall not exceed 500 square feet. On buildings exceeding 50,000 square feet in area, the Plan Commission may permit signs exceeding 500 square feet in area and may specify a maximum number of signs.

~~K. Combinations of any of the above signs shall meet all the requirements for the individual sign. The total number of signs on any one premise shall be limited as follows:~~

~~1. Shopping centers may provide one ground sign displaying the name of the shopping center, lists of individual stores, hours of operation, and/or special sales information for each 500 feet of street upon which the shopping center abuts. The shopping center may also provide one wall sign and/or one canopy sign for each business, and, in addition the shopping center may provide an additional wall sign for end tenants, so that end tenants may have a sign on the front and side of such business. Additional wall signs may be provided in accordance with the requirements of Section 17.0807(J) above.~~

~~2. Gasoline and/or service stations may provide one ground sign displaying the name of the station and the brand of gasoline sold. A gasoline and/or service station logo and the name of the establishment may also be affixed to an approved service island canopy. Signs affixed to service pumps shall not be included in the maximum sign count. Wall signs may also be provided as provided in Section 17.0807(J) above.~~

~~3. Multiple tenant buildings may provide one ground sign displaying the name of the building and a list of tenants. In addition, each tenant may provide a wall sign displaying the name of the tenant business.~~

~~4. For all other free standing businesses and industries, total signs shall be limited by the following table:~~

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Floor Area	Maximum Number of Signs Permitted
0 - 5,000 sq. ft.	2
5,001 - 20,000 sq. ft.	3
20,001 - 50,000 sq. ft.	4
More than 50,000 sq. ft.	5

~~NOTE: Additional wall signs may be permitted in a manner consistent with the regulation set forth in Section 17.0807(J), above.~~

~~5. Commercial Monument signs, Window signs, directional signs, awning, reader boards and canopy signs, and incidental signs shall not be subject to the limitation on numbers or square footage of signs.~~

L. Sign Setback Modifications. When the Plan Commission determines that there is excessive street right-of-way which will not be developed in the near future, and the sign setback required herein for such sign will unnecessarily interfere with the ~~purpose of~~ the sign, the Plan Commission may permit the sign applicant to measure the sign setback from a point 20 feet back from the curbline or pavement edge of the street, provided that the sign applicant shall enter into a "hold harmless" agreement with the Village that at such time roadway improvements are scheduled, the Village may order the removal of the sign, and the applicant agrees to remove said sign not less than 90 days prior to the commencement of street construction or street improvement at no cost to the Village and without damage for loss of use of the sign. The sign may be replaced at another location on the property which is in full compliance with the sign regulations.

M. Permanent Outdoor Banner Stand Signs. Approval of these types of signs must receive Plan Commission approval to determine the location of the sign(s), size and the number of signs allowed on the premises. ~~The number of signs is not subject to the requirements in Section 17.0807 (K) of the sign ordinance. The message area of the signs may change without approval from the Village but the message shall be related to either the organization's sales information or for community event notification.~~

17.0808 SIGNS PERMITTED IN ~~INSTITUTIONAL AND~~ PARK DISTRICTS WITH A PERMIT

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

~~A. Private Institutional and Park Name Signs when approved by the Plan Commission.~~

~~B. Public Institutional and Park Name Signs when approved by the Plan Commission after review and recommendation by the Park Board.~~

~~A.C. Any signs allowed under 17.0807 for Institutional, Business and Industrial Districts when approved by both the Village Park Board in a Village Park, or and the Plan Commission for non Village Park property .~~

17.0809 OFF-PREMISE SIGNS REQUIRING A PERMIT

Off-premise signs are prohibited in the Village with the following exceptions:

A. Signs under 17.0803. Official signs may be off-premise

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~~B. Election campaign signs on private property may be off-premise~~

~~C. Community Entrance Monuments when the Plan Commission finds that a Community Entrance Monument sign maybe within a street right-of-way after determining that the sign will not have an adverse impact on public safety.~~

~~D.B.~~ **Commercial Monument, and Ground, and Directional** signs on lands zoned for Business, Industrial, Park, and Institutional purposes when approved by ¾ vote of the entire Plan Commission. The Plan Commission in its review shall consider the following items:

1. The relationship of the proposed off-premises sign location to other off-premises signs, on-premises signs, existing man-made and natural features, and residential and agricultural zoned properties.
2. The impact of the proposed off-premises sign (content neutral) on existing residences in the surrounding area regardless of the zoning of the parcel on which said residences are located.
3. The relationship of the proposed off-premises sign on the development or redevelopment of the parcel on which it is proposed to be located and any traffic flow considerations. Signage shall only be located along a street or frontage road where traffic directly enters to gain access to the site.
4. The use of joint signage.
5. No off-premises sign shall be placed less than 100 feet from any residential or agricultural zoned lands nor shall an off-premise sign be located in an environmentally sensitive area.
6. No off-premises sign shall be located closer than 750 feet from any other off-premises sign. The Plan Commission may reduce this distance if they find a smaller distance to be necessary for the orderly development of a property.
7. Off-premises signs shall not be of the electronic message sign type ~~unless such a sign is determined to be an appropriate and safe by the Plan Commission.~~
- ~~8. Off-premises signs may have only the following information on them: Name of business and or logo, Address of Business, and Directional Information to business location. In no way shall an off-premises sign include additional information such as, but not limited to advertising items, sales information, phone numbers, etc.~~
- ~~9. To encourage collocation of signage when a sign has multiple businesses on the same sign and when the sign is located on premises of one of those business the following procedure applies: The portion of the sign related to the on-premises business shall follow the rules for on-premises signage, and the portion of the sign related to the off-premise business shall follow the off-premises rules.~~
- 408.** Off-Premises signage must meet all restrictions of this code as they relate to setbacks, size, color, etc.

17.0810

TEMPORARY DEVELOPMENT SIGNS REQUIRING A PERMIT

Temporary ~~development signs for the purpose of designating a new building or development, or for promotion of a subdivision~~ may be permitted by the Building Inspector in any district for a limited period of time not to exceed one year for a property where a building permit is open and construction is occurring. The Building Inspector shall determine the number, size, and location of temporary signs on any one property to ensure safety for traffic and pedestrians. Such Each temporary signs shall not exceed 48 square feet in area and shall not be less than ~~40~~ 5 feet from a street right-of-way, or any side or rear lot line. The Building Inspector may grant ~~an two, one year extensions~~ to the one-year limit when the reasonable development of a project requires such- or until occupancy is received for

17.0800

~~the building under construction on the property, whichever occurs first. additional use of temporary signs.~~ Off-premise temporary signs are prohibited.

~~The Building Inspector may permit the temporary placement of signs identifying contractors or financial institutions or products used on a development project provided that no such sign shall exceed 12 square feet in area; that not more than one sign per contractor is erected; and that the total number of contractor signs per lot does not exceed three. Contractor signs shall be removed within 10 days following occupancy of the building.~~

17.0811 BANNERS, PENNANTS, AND INFLATABLE ADVERTISING

- A. Banners and Pennants. The Building Inspector may permit the temporary use of banners and pennants in any business district for a period of not more than 30 days in any ~~calendar quarter~~**90 day period** provided that the banner or pennants will not be located in the street right-of-way and will not cause a hazard to traffic or adjoining properties. Banners shall not exceed 150 square feet in area. No new banner shall be displayed for at least 30 days following removal of the previous banner. Banners extending over the street right-of-way shall be permitted upon Plan Commission approval.
- B. Inflatable Advertising. The Building Inspector may permit the temporary use of inflatable advertising in any business district for a period of not more than 7 days in any ~~calendar quarter~~**90 day period** provided that the inflatable shall be located at least 15 feet from the street right-of way or property line and will not cause a hazard to traffic, pedestrian or adjoining properties. The size shall not exceed 15 feet in height and 8 feet in width.

17.0812 FACING

No sign except those permitted in Sections 17.0803 ~~and 17.0807~~ shall be permitted to face a residence within 100 feet of such residence.

17.0813 LIGHTING AND COLOR

- A. Interference with official signs. 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.
- B. Interference with public safety. Signs shall not 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 fire escape. Signs shall not be placed so as to obstruct or interfere with traffic visibility, nor be lighted in such a way as to cause glare or impair driver visibility upon public ways.
- C. Lighting. Signs may be illuminated, but such illumination shall only be allowed to a degree of brightness necessary for adequate visibility from the roadway. Signs determined by the Administrator to be of greater illumination than necessary for adequate visibility shall be adjusted in accordance with instructions from the Village. Signs in residential districts shall not be illuminated except for Community Entrance signs. Internally illuminated signs in the B-4 district must be approved by the Architectural Review Board. Adequate visibility shall mean those standards set by the Illuminating Engineering Society of North America.

~~Community Entrance and Commercial~~ Monument signs are required to be externally lit unless a finding is made by the Plan Commission that allowing internal illumination would be compatible with the general area, and that the impact of such

a sign will not visually impact any nearby residential areas

- D. Animation. Signs shall not revolve, flash, scroll, blink, chase, or otherwise be animated in nature. Flashing signs are those that change characters or blink more than once every ~~eight-three~~ (83) seconds. Electronic Message signs may fade over not less than three (3) seconds nor more than five (5) seconds to allow for the changing of messages, Pictures, characters, etc. may be part of an electronic message, but all images on an electronic message sign shall not be animated.
- E. Color and Material. Signs shall be designed to complement the architecture of the structure(s) they represent. Wherever possible, signs on multi-tenant buildings should be guided by an approved sign plan for the development with regards to size, font and color. Signs should have uniform letter coloring, size, and shape unless the Plan Commission finds that alternate color schemes appropriately complement the architecture and use of the structure. Monument and ground signs shall be constructed of brick, dimensional building stone, larger wood beams or other decorative building materials, and often feature landscaped element(s) within the sign design. The sign cabinet for ground and monument signs may be of a metal or quality plastic material if the appearance is found to be consistent with the quality of the rest of the sign and the architecture of the development.

17.0814 CONSTRUCTION AND MAINTENANCE STANDARDS

Signs shall be constructed in such a manner that they will not be a hazard to neighboring properties and will withstand the forces of severe weather. Signs shall be maintained in a clean and sanitary manner, shall be repainted or repaired when necessary, and all accessory features of signs--such as lighting--shall be maintained in an operable condition. Signs shall not be permitted to become aesthetically offensive in appearance. Signs shall be secured to buildings, poles, and posts, and shall not be placed in a manner which interferes with the provision of public services such as electrical service, telephone service, gas service, and fire protection.

17.0815 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 17.0900 of this Ordinance shall apply.