

ARTICLE VIII. SIGNS

Sec. 106-189. Purpose and intent of article.

The intent of this article is to provide for and regulate the location and safe construction of signs in a manner to ensure that signs are compatible with surrounding land uses, are well maintained, and express the identity of individual proprietors and the city as a whole. All sign permits, unless otherwise specified, shall be issued by the building inspector.

(Ord. No. OR98-24, § I(106.0801), 10-26-1998)

Sec. 106-190. Compliance.

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without conforming with the provisions of this article.

(Ord. No. OR98-24, § I(106.0802), 10-26-1998)

Sec. 106-191. Signs permitted in all districts without a permit.

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

- (1) Real estate signs, not to exceed eight 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 such signs are temporarily located. No real estate sign shall be placed in a street right-of-way. Real estate signs shall not be closer than ten feet to a side or rear lot line. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.
- (2) Personal name and warning signs not to exceed two square feet located on the premises. Personal name and warning signs shall be not less than ten feet from any street right-of-way or any side or rear lot line. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.
- (3) Home occupation and professional home office signs not to exceed two square feet in area and mounted flush against the dwelling.
- (4) Election campaign sign, 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 Wis. Stats. § 12.04, and shall be removed within two days following the election. No election campaign sign shall be placed in a street right-of-way. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.
- (5) Rummage sale and garage sale signs, provided that no such signs shall be erected or placed within a public right-of-way and further provided that such signs are removed within 24 hours following the sale. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.

- (6) Bulletin boards for public, charitable or religious institutions not to exceed eight square feet in area located on the premises. Bulletin boards shall be not less than ten feet from any street right-of-way or any side or rear lot line. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.
- (7) 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.
- (8) Official signs, such as traffic control, parking restrictions, information and notices.

(Ord. No. OR98-24, § I(106.0803), 10-26-1998)

Sec. 106-192. Signs permitted in all residential districts with a permit.

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

- (1) Permanent real estate development signs placed at the entrance to a subdivision or development. The plan commission shall determine the appropriate size of the sign based on the design of the sign and its compatibility with adjacent land uses. Residential development signs shall be not less than ten feet from any street right-of-way or any side or rear lot line. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.
- (2) Temporary development signs for the purpose of designating a new building or development or for promotion of a subdivision may be permitted. The plan commission shall specify the period of time the sign may remain based on the size of the development, allowing a reasonable time to market the development. Residential development signs shall be not less than ten feet from any street right-of-way or any side or rear lot line. Sign placement shall comply with the traffic visibility requirements set forth in section 106-151.

(Ord. No. OR98-24, § I(106.0804), 10-26-1998)

Sec. 106-193. Signs permitted in all commercial and industrial districts with a permit.

Signs are permitted in all commercial and industrial districts, subject to the following restrictions:

- (1) Wall signs placed against the exterior walls of buildings shall not extend more than 12 inches outside of a building's wall surface, shall not exceed 500 square feet in area for any one premises, and shall not exceed 20 feet in height above the mean centerline street grade.
- (2) Projecting signs fastened to, suspended from or supported by structures shall not exceed 100 square feet in area for any one premises; shall not extend more than six feet into any required yard; shall not extend more than three feet into

any public right-of-way; shall not be less than ten 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 ten feet above the sidewalk [nor less than] 15 feet above a driveway or an alley.

- (3) Ground signs shall not exceed ten feet in height above the mean centerline street grade, and shall not exceed 100 square feet on one side nor 200 square feet on all sides for any one premises. Ground signs, in all business and industrial districts except the C-1 downtown commercial district, shall be not less than 20 feet from the street right-of-way, and shall be not less than ten feet from a side or rear lot line. Ground signs in the C-1 district shall not be located within the street right-of-way. Sign placement, except in the C-1 district, shall comply with the traffic visibility requirements set forth in section 106-151.
- (4) Pole signs, except those pole signs facing Hwy 10, shall meet the height requirements for the district in which they are located; shall not be less than ten feet above the lot grade or sidewalk and not less than 15 feet above a parking lot, driveway or other area used by motor vehicles; shall not exceed 100 square feet on one side nor 200 square feet on all sides. Pole signs, in all industrial districts except the commercial districts, shall be not less than 20 feet from the street right-of-way, and shall be not less than ten feet from a side or rear lot line. Pole signs in the C-1 district shall not be located within the street right-of-way. There shall be no more than one pole sign on any property. Pole signs fronting on Hwy 10 shall not exceed 45 feet in height; shall not be less than ten feet above the lot grade or sidewalk and not less than 15 feet above a parking lot, driveway or other area used by motor vehicles; and shall not exceed 250 square feet on one side nor 500 square feet on all sides. Pole signs fronting on Hwy 10 shall be not less than 20 feet nor more than 150 feet from the highway right-of-way or any other street right-of-way, and shall be not less than ten feet from a side or rear lot line. Pole signs fronting on Hwy 10 shall be sited on properties with a minimum frontage on Hwy 10 of 250 feet, and there shall be no more than one pole sign on a property. No pole sign on Hwy 10 shall be located closer than 500 feet to another pole sign or billboard. Off-premises pole signs may be permitted on property fronting Hwy 10, provided that the business, industry or enterprise advertised is located within 1,500 feet of Hwy 10.
- (5) Roof signs shall not be permitted.
- (6) Window signs, except for painted signs and decals, shall be placed only on the inside of commercial buildings.
- (7) Billboards erected on or before the date of adoption of the ordinance from which this chapter is derived shall comply with the requirements for a ground sign or pole sign; shall only advertise a business, industry or enterprise located within the corporate limits of the city; shall be located adjacent to a freeway; shall not exceed 400 square feet in area; and shall be not more than 5,000 feet from the business, industry or enterprise. No permit for a billboard shall be issued until the plan commission has reviewed and approved the sign construction and site plans. No new billboards shall be placed or erected in the city after adoption of the ordinance from which this chapter is derived.

- (8) Combinations of any of the above signs shall meet all the requirements for the individual sign. The total number of signs on any one premises shall be limited as follows:
- a. Shopping centers may provide one ground or pole sign displaying the name of the shopping center, lists of individual stores, hours of operation and/or special sales information for each 300 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 in the shopping center.
 - b. Gasoline and/or service stations may provide one pole sign displaying two sign boards. One sign board may show the service station name and/or a product logo. The second signboard may display product prices and other services offered. The total aggregate area of signs on the pole sign shall not exceed 100 square feet on one side and 200 square feet on all sides. In addition, one wall sign may be provided. A maximum of two signs displaying the service station name and/or product logo may be placed on a service island canopy. The canopy signs shall not exceed 18 inches by 48 inches and shall not extend above or below the canopy. Product logos displayed on service pumps shall not be considered signs.
 - c. For all other freestanding businesses and industries, total signs shall be limited by the following table:

TABLE INSET:

Floor Area (in square feet)	Maximum Number of Signs Permitted
0--5,000	2
5,001--20,000	3
20,001--50,000	4
More than 50,000	5

- d. Window signs shall not be subject to the limitation on numbers of signs.

(Ord. No. OR98-24, § I(106.0805), 10-26-1998)

Sec. 106-194. Signs permitted in park districts with a permit.

The following signs are permitted in park districts and are subject to the following regulations:

- (1) Private park name signs when approved by the city park and recreation commission/common council.
- (2) Public park name signs when approved by the city park and recreation commission after review and recommendation by the park commission/common council.

(Ord. No. OR98-24, § I(106.0806), 10-26-1998)

Sec. 106-195. Portable signs.

The common council may permit the temporary use of a portable sign for advertising purposes in any district, provided that the portable sign will not be located in any public right-of-way, will not be located closer than ten feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Portable sign permits shall not be granted for a period of more than 60 days in any 365-day period. The permit required in section 106-200 shall be required for portable signs.

(Ord. No. OR98-24, § I(106.0807), 10-26-1998)

Sec. 106-196. Facing.

No sign except those permitted in sections 106-203 and 106-205 shall be permitted to face a residence within 100 feet of such residence.

(Ord. No. OR98-24, § I(106.0808), 10-26-1998)

Sec. 106-197. Lighting and color.

Signs shall not resemble, imitate or approximate the shape, size, form or color of traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of traffic signs, signals or devices. Signs shall not be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. 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. Signs may be illuminated but nonflashing. Signs shall not be revolving or animated; however, copy on time and temperature devices may be cyclical. Signs in residential districts shall not be illuminated.

(Ord. No. OR98-24, § I(106.0809), 10-26-1998)

Sec. 106-198. Construction and maintenance standards.

- (a) *Wind pressure and dead load requirements.* All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than 40 pounds per square foot of area; and shall be constructed to receive dead loads as required in the city building code or other ordinance.
- (b) *Protection of the public.* 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 that the space occupied is roped off, fenced off or otherwise isolated.
- (c) *Maintenance.* The owner of any sign shall keep it in good maintenance and repair which includes restoring, repainting or replacement of a worn or damaged legally existing sign to its original condition; and shall maintain the premises on which the sign

is erected in a clean, sanitary and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds and grass. Banners, pennants and balloons used for advertising shall be securely attached to a building or other stable sign support, and torn, deflated or damaged signs shall be promptly repaired or removed.

- (d) *Supporting members or braces.* Supporting members or braces of all signs shall be constructed of galvanized iron, properly treated wood, steel, copper, brass or other noncorrosive, incombustible material. Every means or device used for attaching any sign shall extend through the walls of the building should the building inspector determine that the safe and permanent support of such sign so requires, and shall be securely anchored by wall plates and nuts to the inside of the walls in accordance with instructions given by the building inspector. Small flat signs containing less than ten feet of area may be attached to a building by the use of lag bolts or other means to the satisfaction of the building inspector.
- (e) *No signs.* No sign 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 of the city, as necessity therefor may require.

(Ord. No. OR98-24, § I(106.0810), 10-26-1998)

Sec. 106-199. Existing signs.

Signs lawfully existing at the time of the adoption or amendment of the ordinance from which this article is derived may be continued although the use, size or location does not conform with the provisions of this article. However, all nonconforming signs shall be deemed to have exhausted their economic life after seven years from the time they became nonconforming. Nonconforming signs, after this seven-year period, shall either be made to conform to the terms of this article or shall be removed by the owner, agent or person having beneficial use of the property. Nonconforming signs during the seven-year grace period shall be kept in good repair, but the cost of maintenance shall not be considered grounds for their continued use beyond the seven-year period. The building inspector shall, after the seven-year grace period, notify the owner, agent or person having beneficial use of the property, of the expiration of the grace period. After 30 days, if the sign has not been made to conform to this article or removed, the building inspector shall initiate appropriate punitive action. Signs which are not repaired, painted or maintained pursuant to written notification and orders by the building inspector shall also be subject to punitive action.

(Ord. No. OR98-24, § I(106.0811), 10-26-1998)

Sec. 106-200. Sign permit.

- (a) Application for a sign permit shall be made on forms provided by the building inspector or city clerk/treasurer and shall contain or have attached thereto the following information:

- (1) 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.
 - (2) Name of person, firm, corporation or association erecting the sign.
 - (3) Written consent of the owner or lessee of the building, structure or land to which or upon which the sign is to be affixed.
 - (4) 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 including the position of such sign in relation to nearby buildings or structures.
 - (5) Copies of any other permit required and issued for such sign, including the written approval by the building 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 city electrical code.
 - (6) Additional information as may be required by the building inspector or city plan commission.
- (b) Sign permit applications shall be filed with the building inspector, who shall review the application for its completeness and accuracy and approve or deny, in writing, the application within 30 days of receipt from the applicant, unless the time is extended by written agreement with the applicant. A sign permit shall become null and void, if work authorized under the permit has not been completed within six months of the date of issuance.
- (c) The sign permit fee shall be equal to \$10.00 plus \$1.00 per square foot.
- (Ord. No. OR98-24, § I(106.0812), 10-26-1998)

Sec. 106-201. Measuring signs.

In calculating the area of a sign to determine whether it meets the requirements of this article, the building inspector shall include the sign copy and any border or frame surrounding that copy. Supporting members of a sign shall be excluded from the area calculation. Area of irregular shaped signs or signs containing two or more detached elements shall be determined by the area of the smallest regular polygon that will encompass all elements of the sign.

(Ord. No. OR98-24, § I(106.0813), 10-26-1998)

Sec. 106-202. Signs permitted in institutional district with a permit.

The following signs are permitted in institutional districts and are subject to the following regulations:

- (1) Private facility name signs when approved by the city plan commission.
- (2) Public facility name signs when approved by the city plan commission.

(Ord. No. OR01-09, § I, 9-10-2001)

Secs. 106-203--106-219. Reserved.