

**MAUSTON - LEMONWEIR
EXTRATERRITORIAL ZONING ORDINANCE**

ARTICLE 8: SIGN REGULATIONS

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ARTICLE 8: SIGN REGULATIONS**1.801 PURPOSE**

The purpose of this Article is to establish standards for the fabrication, erection, and use of signs and signage for all properties within the Extraterritorial Zoning District. This Article regulates the location, type, size, and height of signage in order to protect and promote the public welfare, health, and safety of persons within the community; to aid in the development and promotion of business and industry; and to ensure implementation of the Comprehensive Plans of Mauston and Lemonweir. The adoption of this Article reflects the formal finding of fact on the part of Mauston and Lemonweir and the Joint Committee that regulation of signage furthers four compelling governmental interests:

- (1) To promote the public welfare, health, and safety of all persons using the public thoroughfares and right-of-ways within the Extraterritorial Zoning District as to the signage displayed thereon, or overhanging, or projecting into such public spaces;
- (2) To advance the aesthetic goals of the Extraterritorial Zoning District, and to ensure the effectiveness and flexibility in the design of, and the creativity of, the use of such devices without creating detriment to the general public;
- (3) To reduce the visual clutter caused by advertising signage which is a significant cause of unsafe traffic and visibility conditions; and
- (4) To limit the spread of unattractive strip commercial development, of which signs are a primary contributor, so as to be respectful of the reasonable rights of other advertisers and business entities whose messages are also displayed in such areas.

Furthermore, this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayed on such advertising signage, namely, print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit any prohibitions on commercial speech on exterior signage.

1.802 RESERVED FOR FUTURE USE**1.803 SIGN PERMITS**

- (1) **PERMIT REQUIRED:** Except as otherwise provided in Subsection (2) below, it shall be unlawful for any person to erect, install, construct, enlarge, alter, move, or convert any sign in the Extraterritorial Zoning District, or cause the same to be done, without first obtaining a sign permit for each sign from the Zoning Administrator as required under this Article. This Section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure for which a permit has been previously issued. This Section shall not apply for a repainting with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure. No new permit is required for existing signs which have permits on the date on which this Chapter was adopted and which conform with the requirements of this Article on the date of its adoption unless and until the sign is altered or relocated in any way.
- (2) **EXCEPTIONS TO PERMIT:** The following sign uses and purposes are permitted in all zoning districts without the need for a sign permit. Such signs shall not count as part of the maximum permitted sign area as regulated herein.
 - (a) Address numerals and identification signs not exceeding two (2) square feet in area.
 - (b) Government signs.
 - (c) Memorial signs and monuments displayed in cemeteries.
 - (d) On-premise directional signs which bear no advertising, except the business name or logo, and which are under four (4) square feet.

- (e) Temporary signs which conform to the requirements of Section 1.809(8).
- (3) **APPLICATION PROCEDURE:** See, Section 1.907.
- (4) **PERMIT FEES:** See, Section 1.907(11).

1.804 **RESERVED FOR FUTURE USE**

1.805 **DEFINITIONS AND RULES OF INTERPRETATION** *(renumbered per Ord. 1003)*

- (1) **“SIGN” DEFINED:** Any object, device, display, structure, or part thereof, situated outdoors and in view of the general public, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, logos, symbols, fixtures, or projected images. Signs do not include: (i) flags or emblems of any nation, organization of nations, state, city, religious, fraternal, or civic organization; (ii) merchandise and pictures or models of products or services incorporated in a window display; (iii) works of art which in no way identify a product; or (iv) scoreboards located on athletic fields. Building colors and outline lighting which convey a logo or message specific to the use may be considered, in the discretion of the Zoning Administrator, to be signs. Definitions of particular functional, locational, and structural types of signs are listed in this Article.
- (2) **EXCLUDED ITEMS:** “Signs” do not include the following:
 - (a) Flags or emblems of any nation, organization of nations, state, city, religious, fraternal, or civic organization;
 - (b) Merchandise and pictures or models of products or services incorporated into a window display;
 - (c) Works of art which do not identify a product;
 - (d) Scoreboards located on athletic fields, provided the advertising thereon does not exceed 50% of the size of the scoreboard area; and
 - (e) Signage located within an outdoor athletic facility’s walls or fences, provided (i) the sign is mounted upon the walls or fences, (ii) the sign does not extend above or beyond the height or width of the wall or fences to which it is affixed, and (iii) the sign is designed to be viewed by persons sitting in the area designed for spectators (e.g. signs on outfield fences of a baseball field, which face the bleachers, are not controlled by this Code, but signs on the fences which faces away from the bleachers on which extend above the fences, are controlled by this Code). *(Amended per Ord. 1003)*
- (3) **“SIGN PURPOSES” DEFINED:** In general, “sign purposes” refers to how a sign is used or the kind of message contained on the sign. For purposes of this Chapter, all signs are divided into the following categories of “sign purposes:”
 - (a) **Billboards:** See, “Off-premises sign,” Section 1.805(2)(h)
 - (b) **Business signs (a/k/a On-premise signs):** A permanent sign which directs attention to a business, commodity, service, entertainment, or governmental activity conducted, sold, offered, or manufactured upon the premises where the sign is located. (See Section 1.809(1)).
 - (c) **Changeable Copy Signs:** Signs which are designed to electronically, mechanically or manually change messages on a regular basis (e.g. time and temperature signs, gasoline price signs, school or church event signs). Changeable copy signs do not include billboards which change faces no more than 3 times per calendar year. (See Section 1.809(2)).

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1. **Community information signs:** A type of changeable copy sign which is owned by a governmental, religious, educational or philanthropic entity and which is limited to the display of information of interest to the general community regarding scheduled public events and public activities. Such signs shall only display information regarding events and information of general interest to the general public. Copy which may be considered as advertising a product, a private or restricted participation event, or an activity for private profit, shall be prohibited.
2. **Business Information Signs:** A type of changeable copy sign which is owned by a private entity and which is used to advertise products or services, in addition to the display of information of interest to the general public (e.g. Bank sign which provides time and temperature as well as promoting services of the Bank such as interest rates).
- 1.805(3) (d) **Directional signs:** (See Section 1.809(3))
1. **Off-premise:** A sign, owned, installed and maintained by the City or the Township, for the purpose of providing guidance to the traveling public to important points of general public interest (e.g. government buildings, libraries, medical facilities, schools, churches, recreational facilities, parks, etc.).
2. **On-premise:** A sign which indicates only the name, logo (if under one sq. ft.), and or direction of a pedestrian or traffic facility, or a particular building within a complex of structures, on the property on which said facility or building is located.
- (e) **Government Signs:** Signs or other legal notices erected by a governmental entity or public utility, for the control of traffic, railroads, or other regulatory purposes, and typically located within the right-of-way of a street or highway. (“Government signs” do not include non-regulatory signs, such as signs which identify a government building or agency, e.g. signs which identify the Town Hall, the Courthouse, the Mauston High School, etc. Such signs are “business signs.” (See Section 1.809(4)).
- (f) **Group signs:** A sign displaying the collective name of a group of uses such as the title of a shopping center, office park, industrial park or apartment complex. A group sign may display the names of individual tenants, but those portions of the sign containing names of individual tenants shall be considered as part of the area of a group sign. No sales or price information shall be permitted on a group sign. (See Section 1.809(5)). (*Amended per Ord. 984*)
- (g) **Identification signs:** A sign indicating the street number and/or street name for a particular property, or a sign indicating the name, address and/or telephone number of a project, property owner, tenant and/or manager of the property. (See Section 1.809(6)).
- (h) **Off-premise advertising signs (a/k/a Billboards):** A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is displayed. Off-premise signs include signs commonly referred to as billboards. (See Section 1.809(7)) Off-premise signs do not include “temporary business signs.” (See, Section 1.805(2)(i)8. below). (*Amended per Ord. 931*)
- (i) **Temporary signs:** A sign intended to be displayed for a limited period of time. A sign with a permanent display area on which changeable messages are displayed, is not a temporary sign, but instead, is a changeable copy sign. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose. (See Section 1.809(8)). The following are the most common types of temporary signs:

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- 1.805(3)(i)**
- 1. Political Signs:** Any sign concerning a candidate, political party, levy, referendum, or other political matter whatsoever, to be voted upon in any general, primary or special election, or any sign advocating any type of political action.
 - 2. Real Estate Signs:** Any sign which advertises real estate for sale or for rent/lease, by the owner, the occupant or a realtor.
 - 3. Construction Signs:** Any sign, located on a construction site, which identifies and/or describes the proposed future development on the site, and/or which identifies the contractors, engineers, architects, products, owners and/or sponsors of the development.
 - 4. Advertising Displays:** Any sign or device (e.g. festoons, pennants, banners, pinwheels, inflatable devices and similar devices), erected by a commercial or industrial use, intended to advertise a particular business, product, service or event, at a special price, rate, size or quantity, for a limited time.
 - 5. “For Sale” Signs:** Signs which advertise garage sales, yard sales, or the sale of vehicles, boats, campers, ATV’s or other similar personal property (but not the sale of real estate), by the owner who is not in the business of selling such property from the location where such property and sign is located.
 - 6. Personal greeting / congratulatory signs:** Any sign which is limited to a non-commercial, personal greeting or message used to announce, congratulate, or greet members of a family or work staff. A temporary sign which is limited to thirty-two (32) square feet.
 - 7. Event Signs:** Signs which advertise a special public event, e.g. “Sidewalk Days,” “Juneau County Fair,” or “Grand Opening.” Such signs shall not advertise a particular product or business, except as a sponsor of the event.
 - 8. Temporary Business Signs:** Temporary business signs direct customers around or through construction work which, in the opinion of the Zoning Administrator, impairs the average customer's ability to find a safe and efficient route to said business. *(Amended per Ord. 931)*
- (j) Warning Signs:** Signs which are intended to warn of regulations, restrictions or safety hazards affecting the property (e.g. “No Trespassing” signs, “Beware of Dog” signs, “No Parking” signs, “No Dumping” signs, etc.). (See Section 1.809(9)).
- (k) Group Development signs:** Signs for Group Developments approved as per Section 1.44. *(Amended per Ord. 984)*
- (4) “SIGN TYPES” DEFINED:** In general, “sign types” refers to how the sign is constructed, erected and/or held in place. For purposes of this Ordinance, all signs are divided into the following categories of “sign types:”
- (a) On-Building Signs:** This type of sign is affixed to and supported by a building which has some function other than the purpose of holding the sign. There are seven (7) types of “on-building” signs:
- 1. Awning sign:** A type of projecting, on-building sign consisting of a fabric or fabric-like sheathing material.
 - 2. Canopy Sign:** A type of on-building sign that is a part of or attached to a canopy or similar structure over an outdoor service area (e.g. canopy over gas pumps). *(Amended per Ord. 931)*
 - 3. Marquee sign:** A type of projecting, on-building sign sheltering the entrance and/or entrance approaches of a theater, auditorium, fairground,

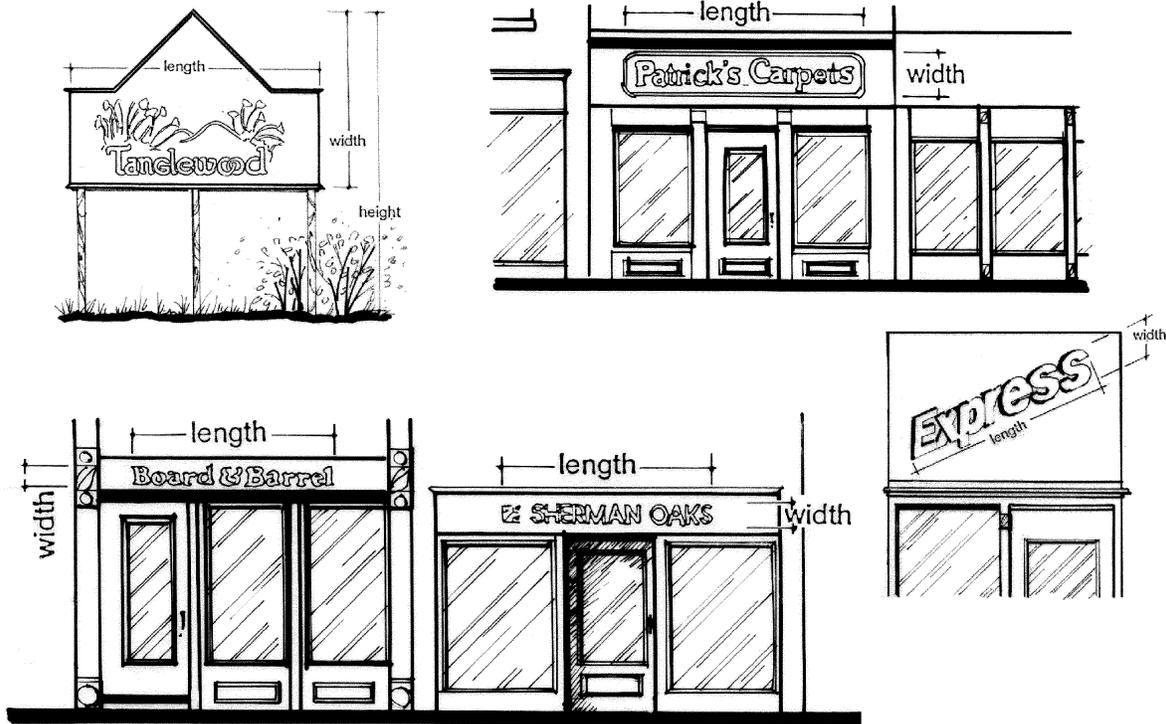
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- museum or other similar use, which advertises present and scheduled events.
- 1.805(4)(a)**
4. **Projecting sign:** A type of on-building sign, other than a wall sign, which is attached to and projects more than one foot from the building, generally perpendicular from the building face. See sections 1.807(2)(d)&(e) regarding the restrictions on projecting signs over public and private property.
 5. **Wall sign:** A type of on-building sign mounted parallel to a building facade or other vertical building surface, which projects less than one foot from the building surface and which does not extend beyond the horizontal or vertical edge of any wall or other surface to which it is mounted.
 6. **Window Sign:** A type of sign mounted inside a building, either on the face of a window, or within 24 inches of the window, so that the sign can be viewed through a window by persons outside the building. Window signs are to be distinguished from window advertising displays, which are displays of stock-in-trade.
 7. **Roof Sign:** A type of on-building sign which is mounted to the roof of a building and which projects above the roof-line of the building. Signs mounted to the roof, but which do not project above the roof, are considered wall signs.
- (b) **Free-standing signs:** A self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground, the sole purpose of which is to support the sign. There are two types of free-standing signs: monument signs and pylon signs.
1. **Monument sign:** A type of freestanding sign whose bottom edge is located within one foot of a ground-mounted pedestal and whose top edge is located no more than six feet high.
 2. **Pylon sign:** A type of freestanding sign whose bottom edge is located more than one foot above a ground-mounted pedestal or whose top edge is located more than six feet high.
- (c) **Mobile signs:** A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage. It does not include signs on vehicles used for transportation or delivery services, but does include vehicle or trailers primarily used for storage in one location (e.g. a trailer parked in one location for an extended period).
- (5) **SIGN MEASUREMENTS:** The following explains how the dimensions of a sign are determined.
- (a) **“Ground level” defined:** The average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
 - (b) **Sign “area” defined:** Sign area shall be measured in the following manner:
 1. For marquee signs, changeable copy signs, and signs placed within a frame or other structure, sign area shall consist of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign, including the supports of monument signs not used for copy, shall not be counted as a part of the sign face area unless such structure or bracing is made a part of the sign's message. Where a freestanding on premise sign (monument or pylon) has two or more

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- display faces, the total area of all of the display faces which can be viewed from any single location shall be considered the sign face area.
- 1.805(5)(b)**
2. In the case of a sign whose message is fabricated together with the background which borders or frames that message, sign face area shall be the total area of the entire background. If the sign is framed in lights, the lights shall be included in the sign's area.
 3. In the case of a sign whose message is applied to a background which provides no border or frame (such as individual letters to a building face or awning), sign face area shall be the combined areas of the smallest rectangle(s) which can encompass each word, letter, figure, emblem, and other element of the sign message per a scaled, fully dimensioned drawing approved by the Zoning Administrator. Where such drawing is not provided, said area shall be the smallest area of the entire message enclosed in a single rectangle.
 4. When measuring neon signs (e.g. window beer signs), the size shall be determined by measuring the height of the sign at its highest point, by the width of the sign at its widest point.
 5. Landscape features such as plant materials, berms, boulders and similar natural landscape features are encouraged, and are not counted as part of the sign for purposes of measuring the size of the sign.
 6. Signs which have an unusual shape may be divided into component parts by the Zoning Administrator, who may calculate the total size of the sign by adding together the sizes of the component parts of the sign. Where the sign is an erratic shape, which does not lend itself to an easy calculation of size, the Zoning Administrator need not compute size exactly, and is authorized to determine the size by measuring the outermost dimensions of the component parts of the sign. Nothing herein shall prevent the sign owner from submitting a detailed calculation of the sign's size to assist the Zoning Administrator in making these calculations.
 7. When several signs are mounted on the same structure, only the signs shall be measured and not the structure.
 8. Signs less than one square foot in area are not regulated by this Article.
 9. For group signs, portions of a sign containing the names of individual tenants shall be considered as part of the area of the group sign.
 10. The following illustration demonstrates how sign face area is measured.

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- 1.805(5) (c) **Sign Setback Measurements:** Setback measurements for signs shall be determined in the same fashion as setback measurements for all other structures except that setback measurements for pylon signs shall be determined as follows: the pedestal(s) supporting a pylon sign shall comply with the setback requirements of this Article, but the sign which is placed upon the pedestal(s) may intrude into 50% of the setback area, provided the lowest edge of the sign is at least 8 ft above ground level. (Example: In an area having an 8 ft. setback for signs, the pedestal of a pylon sign shall be 8 ft from the edge of the property, but the sign on the pedestal may project 4 ft (50%) into the 8 ft. setback area, provided the lowest edge of the sign is at least 8 ft above ground level.) (Amended per Ord. 984)

1.806 RESERVED FOR FUTURE USE

1.807 GENERAL SIGNAGE REGULATIONS

- (1) **PROHIBITED SIGNS:**
- (a) **Traffic Interference:** No sign shall use any word, phrase, symbol, shape, form, lighting or character in such manner as to interfere with or create confusion for moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors, and signs which are illuminated by lights which shine into drivers' eyes.
 - (b) **Traffic Visibility:** No sign shall be erected or placed so that it obstructs, impedes or confuses visibility for safe pedestrian and/or vehicular traffic.
 - (c) **Moving Signs:** Except for sequin-like eye catcher devices and temporary signs, no fluttering, undulating, swinging, rotating, animated or otherwise moving signs or other moving decorations shall be permitted.

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- 1.807(1)**
- (d) **Flashing Signs:** No sign shall be illuminated by or contain any flashing, intermittent, or moving light(s). Flashing signs are those which change their appearance more than once every 60 seconds. Electronic message center signs and time/temperature signs are permitted with a conditional use permit. Chasing lights shall not be allowed.
 - (e) **Illuminated Signs:** No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element (except neon signs) is not visible from (i) any property within a residential zoning district and (ii) any public street or highway. No sign may be so illuminated as to obscure or interfere with the effectiveness of an official traffic sign, signal or device. All illuminated signs shall comply with the State Electrical Code.
 - (f) **Mobile Signs:** No mobile signs shall be permitted, except for political signs and government signs.
 - (g) **Inflatable Signs:** No inflatable signs shall be permitted, except as temporary signs.
 - (h) **Vehicle Signs:** No persons shall park any vehicle or trailer on a public right-of-way or on any private property so as to be seen from a public right-of-way, which has attached thereto or located thereon any sign or advertising device which advertises products or directs people to a business activity. Licensed business vehicles and trailers which contain typical business signage and which are actively driven or towed on a daily basis for business purposes, are exempt from this prohibition.
 - (i) **Signs on Natural Objects:** No sign shall be attached to or painted on natural objects, such as trees or rocks.
 - (j) **Wall Painted Signs:** Signs painted directly on a wall or other portion of an exterior surface of a building are not permitted.
 - (k) **Price/Product Information:** No sales, price or product information shall be permitted on any signs, except on
 - (1) Changeable Copy Business Information Signs,
 - (2) Temporary advertising Display Signs, and
 - (3) Temporary "For Sale" Signs.
 - (l) **Business Closings:** Closed businesses must remove their signs within 60 days of closing.
 - (m) **Off-premise advertising signs:** Off-premise advertising signs are not permitted in the Extraterritorial Zoning District. (Cf. Off-premises directional signs.) Existing off-premise advertising signs made nonconforming by this Article shall be permitted to continue as legal, nonconforming structures. However, such signs may not be relocated, structurally modified, or replaced if damaged over 50%. (See, Section 1.810 regarding nonconforming signs).
 - (n) **Roof Signs:** Roof signs are prohibited.

1.807 (2) SIGN LOCATION REGULATIONS:

- (a) **Traffic Interference:** No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, any authorized traffic control sign, signal or device. Freestanding signs and projecting signs may not locate within vision triangles nor otherwise impede traffic or pedestrian visibility. Freestanding sign setbacks from right-of-way lines vary by zoning district.
- (b) **Bufferyards:** No sign shall be located within a required bufferyard or within a Natural Resource Overlay District.

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- (c) **Natural Resource Overlay Districts:** No sign shall be located within a Natural Resource Overlay District.
 - (d) **Private Property:** No person shall erect, construct, or maintain any sign, temporary or otherwise, upon any private property or building without the express consent of the owner or person entitled to possession of the property or building or their authorized representative. Furthermore, no person shall erect, construct, or maintain any sign, temporary or otherwise, which projects or hangs over any private property or building without the express written consent of the property owner.
 - (e) **Public Property:** Privately owned signs shall not be placed, grounded, anchored or allowed to project over any public property, easement or road right-of-way, except that projecting signs and awning signs may project over a public sidewalk in the NO, PO, NB, PB, and CB zoning districts, provided that projecting signs are at least 10 feet above the sidewalk and awning signs are at least 8 feet above the sidewalk, and further provided that both awning and projecting signs do not project more than 4 feet from the building.
 - (f) **Freestanding signs:** Except where another distance is specifically provided in this Ordinance, freestanding signs shall be located a minimum of eight (8) feet from property lines, except that on premise directional signs less than 36 inches tall may be located a minimum of one foot from a property line. *(Repealed and recreated per Ord. 931)*
 - (g) **Awnings:** Awnings made only of cloth or cloth-like materials are permitted. Such awnings may use backlighting and may contain signs. Such awnings, when located over pedestrian ways, shall be a minimum of 7 1/2 feet for the fabric, and 8 feet for the frame.
- (3) **SIGN APPEARANCE AND MAINTENANCE REGULATIONS:**
- (a) **Maintenance:** All signage within the jurisdiction of this Article shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper, wires, braces or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof. All lighted signs shall be maintained so that all intended lighting is fully functional. Any signs which are, or may hereafter become rotted, unsafe, or in a state which is not properly maintained, shall be repaired or removed by the licensee or owner of the sign, or owner of the property upon which the sign stands upon notice of the Zoning Administrator.
 - (b) **Landscaping:** The base of signs shall be landscaped so as to conceal footings, mountings, brackets, and related structural elements. The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut, and debris and rubbish cleaned up and removed from the lot on which the sign is located.
 - (c) **Pylon Signs:** All supporting columns shall be enclosed in a decorative material which shall be integrated into the sign as a whole. Bare wooden posts or poles shall not be permitted.
- (4) **SIGN SIZE REGULATIONS:** (See, Definitions in Section 1.805(4))
- (a) **Gross Sign Area:** The total area of all Signage on a lot shall be the lesser of either (i) the combined total of all signs listed under Section 1.809 below, or (ii) the combined total established by conditional use, planned development, deed restriction or other site-specific regulation, restriction or requirement.

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(b) **Window Signs:** Window signs shall not exceed more than 25 percent (25%) of all combined window area on the street level of the same facade of the structure. Window signs shall not be placed in upper level windows and the window area on upper level floors shall not be counted in determining the total window area available for signs. Furthermore, the area devoted to all sign purposes (except for temporary signs) within windows shall not count toward the sign area maximum permitted for the use.

1.807 (5) SIGN ALLOCATION AMONG TENANTS: The owner of property containing more than one tenant shall allocate the number and size of signs to the tenants, up to the allowed maximum for the entire property. This provision will allow the property owner to allocate all of the allowed signage to one tenant and none to another tenant if the owner sees fit to do so.

(6) **SIGNS FOR CONDITIONAL USES:** If the land use for which a particular sign is requested, is a land use that has been permitted by the granting of a conditional use, then the signs for such land use shall also be granted by conditional use, provided that the terms and conditions of the conditional use for the sign may not exceed the signage permitted by right in the zoning district of the subject property.

(7) **SIGNS FOR LEGAL NONCONFORMING USES:** If the land use for which a particular sign is requested, is a land use that is a legal non-conforming use in its present location, then the signs for such legal non-conforming use shall be granted only by conditional use, provided that the terms and conditions of the conditional use for the sign may not exceed the signage permitted by right in the zoning district of the subject property.

(8) **STATE CODES:** All signs shall be constructed and maintained so as to comply with State Building Codes and State Electrical Codes.

(9) **CHANGE OF SIGN OR LAND USER:** Whenever there is a change in the sign user (excluding off-premise signs), sign owner, or owner of the property on which the sign is located, the new sign user, owner, or new property owner shall forthwith notify the Zoning Administrator of the change. No new sign permit is required unless there is modification of the sign face or sign structure.

1.808 RESERVED FOR FUTURE USE

1.809 REGULATIONS FOR DIFFERENT SIGN PURPOSES

(1) BUSINESS SIGNS:

(a) **For ER-1, SR-3, SR-4, TR-6, MR-8, MR-10 and RR Zoning Districts:** Business signs are not permitted in these districts, however, in the case of (i) legal non-conforming commercial uses or (ii) institutional land uses existing in these districts, business signs shall be allowed by conditional use, provided such signs shall not exceed the requirements for such signs in the PO District. *(Amended per Ord. 946)*

(b) **For RR, PO, GI, HI, PI, and AG Zoning Districts:** *(Amended per Ord. 931 and 946)*

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1. **Permitted Sign Type:** Wall or Awning Sign:
 - a. **Max. No. per Lot:** One (1) sign per each business fronting on that wall, for each exposed side of the principal use building not directly adjacent to a residentially zoned property, plus one additional sign per customer entrance.
 - b. **Max. Area:** One (1) square foot of signage for every linear foot of exposed exterior wall length on that supporting wall, or 50 square feet per building, whichever is greater.
 2. **Permitted Sign Type:** Monument or Pylon Sign:
 - a. **Max. No. per Lot:** One (1) two-faced pylon or monument sign per lot.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every foot of the adjacent public street frontage selected for the lot—up to a maximum sign area of 100 square feet for all combined sign faces seen at one time.
 - c. **Max. Height of Pylon Sign:** Twelve (12) feet or height of principal structure, whichever is lower. (*Amended per Ord. 946*)
 - d. **Setback:** Eight (8) feet, or equal to sign height, whichever is greater.
- 1.809(1) (c) **For NB Zoning Districts:**
1. **Permitted Sign Type:** Wall or Awning Sign:
 - a. **Max. No. per Lot:** One (1) sign per each business fronting on that wall, for each exposed side of the principal use building not directly adjacent to a residentially zoned property, plus one additional sign per customer entrance.
 - b. **Max. Area:** One (1) square foot of signage for every linear foot of exposed exterior wall length on that supporting wall, or 50 square feet per building, whichever is greater.
 2. **Permitted Sign Type:** Monument or Pylon Sign:
 - a. **Max. No. per Lot:** One (1) two-faced pylon or monument sign per lot.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every foot of the adjacent public street frontage selected for the lot—up to a maximum sign area of 100 square feet for all combined sign faces seen at one time.
 - c. **Max. Height of Pylon Sign:** Eight (8) feet or height of principal structure, whichever is lower.
 - d. **Setback:** Eight (8) feet, or equal to sign height, whichever is greater.
 3. **Permitted Sign Type:** Window:
 - a. **Max. No.:** Unlimited.
 - b. **Max. Area:** 25% of widow area for “window signs,” but unlimited area for window displays.
- (d) **For PB and GB Zoning Districts:**
1. **Permitted Sign Type:** Wall, Marquee or Awning Sign:
 - a. **Max. No.:** Multiple signs are permitted on each building, on each wall not directly adjacent to a residentially zoned property, provided that the signs do not collectively exceed the maximum area allowed on the wall upon which they are placed as described below, and provided the signs comply with the following theme

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requirements. The signage plan, required by section 1.907, shall identify the size, location, illumination, landscaping, and other pertinent factors for each and every exterior sign. If more than one sign is proposed, the signage plan shall also present a signage theme which must provide for coordinated and complimentary exterior sign locations, configurations, sizes, styles and colors throughout the development, so that sign materials and design compliment the building's exterior and so that a unified theme is conveyed among all the signs. *(Amended per Ord. 984)*

1.809(1)(d)

2. **Permitted Sign Type:** Monument or Pylon Sign:
 - a. **Max. No. per Lot:** One (1) two-faced pylon or monument sign may be erected on each lot. However, for lots which exceed 6 acres and which adjoin more than one street/highway, such lots may have one (1) two-faced pylon or monument sign for each adjoining street/highway, provided *(Amended per Ord. 984)*
 1. each sign must be located to serve a separate street/highway, and
 2. all such signs must be a minimum of 300 feet apart.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every foot of the adjacent public street frontage selected for the lot—up to a maximum sign area of 200 square feet for all combined sign faces seen at one time.
 - c. **Max. Height of Pylon Sign:** 20 feet.
 - d. **Setback:** 8 feet from the right-of-way of the street/highway and 50 feet from all side lot lines, but if 50 feet is not practically feasible, then the location shall be established by conditional use. *(Amended per Ord. 984)*
3. **Permitted Sign Type:** Canopy:
 - a. **Max. No. per Lot:** One (1) on each face of canopy.
 - b. **Max. Area per Sign:** Nine (9) square feet per sign face. (Note: Corporate logos, e.g. the McDonald's "M" or the BP Helios, are considered signs when located on a canopy or any other structure). *(Repealed and recreated per Ord. 931)*
 - c. **Max. Height :** Shall be mounted on face of canopy and shall not project above or below horizontal lines of canopy.
4. **Permitted Sign Type:** Window:
 - a. **Max. No:** Unlimited.
 - b. **Max. Area:** 25% of widow area for “window signs,” but unlimited area for window displays.

(e) **For CB Zoning District:**

1.809(1)(e)

1. **Permitted Sign Type:** Wall, Awning, or Marquee Sign:
 - a. **Max. No. per Lot:** One (1) On-Building Sign per each business fronting on that wall, for each exposed side of the principal use building not directly adjacent to a residentially zoned property.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every linear foot of exposed exterior wall length on that supporting wall or 50 square feet, whichever is greater.
2. **Permitted Sign Type:** Canopy:
 - a. **Max. No. per Lot:** One (1) on each face of canopy.
 - b. **Max. Area per Sign:** Nine (9) square feet per sign face. (Note: Corporate logos, e.g. the McDonald's "M" or the BP

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Helios, are considered signs when located on a canopy or any other structure). *(Repealed and recreated per Ord. 931)*

- c. **Max. Height:** Shall be mounted on face of canopy and shall not project above or below horizontal lines of canopy.
 - 3. **Permitted Sign Type:** Monument or Pylon Sign: *(Repealed and recreated per Ord. 931)*
 - a. **Max. No. per Lot:** One (1) two-faced pylon or monument sign per lot.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every foot of the adjacent public street frontage selected for the lot—up to a maximum sign area of 100 square feet for all combined sign faces seen at one time.
 - c. **Max. Height of Pylon Sign:** 10 feet.
 - d. **Setback:** As determined by Conditional Use, but not less than a 2 ft setback on front, side and rear lot lines, and provided the sign may not project over any building or similar structure.
 - 4. **Permitted Sign Type:** Window:
 - a. **Max. No:** Unlimited.
 - b. **Max. Area:** 25% of window area for “window signs,” but unlimited area for window displays.
 - 5. **Sign Type by Conditional Use:** Projecting:
 - a. **Max. No. per Lot:** In lieu of a Wall, Awning or Marquee Sign, one (1) on the principal structure, located approximately in the middle of the structure or directly over the business entrance.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every linear foot of exposed exterior wall length on that supporting wall—up to a maximum sign area of 12 square feet.
 - c. **Max. Height :** Shall be mounted so that the top of the sign is no more than 16 feet above the ground and the bottom of the sign is no less than 10 feet above the ground.
 - d. **Lighting:** Shall not be internally illuminated.
 - (f) **For NO Zoning District:**
 - 1. **Permitted Sign Type:** Wall, Awning:
 - a. **Max. No. per Lot:** One (1) On-Building Sign per each business fronting on that wall, for each exposed side of the principal use building not directly adjacent to a residentially zoned property.
 - b. **Max. Area per Sign:** One (1) square foot. of signage for every linear foot of exposed exterior wall length on that supporting wall—up to a maximum sign area of 50 square feet.
 - 2. **Permitted Sign Type:** Monument Sign:
 - a. **Max. No. per Lot:** One (1) monument sign per lot.
 - b. **Max. Area per Sign:** One (1) square foot of signage for every foot of the adjacent public street frontage selected for the lot, up to a maximum sign area of 25 square foot for all combined sign faces seen at one time.
 - c. **Setback:** 8 feet.
- 1.809 (2) **CHANGEABLE COPY SIGNS:**
- (a) **Community Information Signs:** Community Information signs are allowed as a conditional use in all zoning districts, subject to the requirements of this Chapter and the following additional restrictions:
 - 1. **Type:** Marquee, Wall, Monument.

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2. **Size:** The proposed size, configuration, and design of the sign shall be described as part of the conditional use requirements. As a conditional use, the Committee may revoke the designation of an approved community information sign if such sign fails to comply with the requirements of this Article. Such action shall proceed per the requirements of Article 9.
 3. **Area:** Such signs may, but need not be counted as adding to the area of signage on the subject property for the purposes of regulating sign area.
- (b) **Business Information Signs:** Changeable copy business information signs are allowed as a conditional use only in the following zoning districts, subject to the requirements of this Ordinance and the following additional restrictions:
1. **For PB, GB, and CB Zoning Districts:**
 - a. **Type:** Wall, Marquee, Monument and Pylon.
 - b. **Max No:** One (1), which may be 2-sided.
 - c. **Max. Area:** Calculated as part of the area of other wall, marquee, monument or pylon signs.
 - d. **Max height of Pylon Sign:** 12 feet.
 - e. **Setbacks:** 8 feet.

1.809 (3) **DIRECTIONAL SIGNS:**

- (a) **Off-Premise Directional Signs:** Off-Premise Directional Signs are not permitted in the Extraterritorial Zoning District, except that only Mauston and Lemonweir may erect Off-Premise Directional Signs, provided however that existing Off-Premise Advertising Signs (a/k/a billboards) which are legal, non-conforming uses, may continue to be used as off-premise directional signs.
- (b) **On-Premise Directional Signs:** On-premise directional signs are permitted by right in all zoning districts of the Extraterritorial Zoning District, subject to the requirements of this Ordinance and the following additional restrictions. On-premise directional signs shall not advertise a product or business, except the business name or business logo may be placed on each sign, provided the name or logo does not exceed 1 square foot.
 1. **Entrance/Exit Signs:** All land uses which provide off-street parking to customers, employees or tenants, or which provide drive-thru service to customers, may have on premise directional signs which identify the location of each entrance and exit to the parking and/or to the drive-thru, subject to the following:
 - a. **Type:** Wall, Window, Pylon or Monument.
 - b. **Max. No:** 1 one-sided or 1 two-sided sign per entrance and exit.
 - c. **Max. Area:** 9 sq. ft. per sign face.
 - d. **Max. Height of pylon signs:** 3 ft.
 2. **Parking Area Signs:** All land uses which provide off-street parking to customers or tenants, may have on premise directional signs which list the conditions applicable to the parking area.
 - a. **Type:** Wall, Window, Pylon or Monument.
 - b. **Max. No:** 1 one-sided sign per 20 parking spaces.
 - c. **Max. area:** 9 sq. ft. per sign face.
 - d. **Max. Height of pylon signs:** 8 ft.
 3. **Other Directional Signs:** Except for entrance/exit signs and for parking area signs which are regulated above, additional on premise directional signs are permitted by right for all legal conforming commercial uses,

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transportation uses and industrial uses, subject to the following regulations.

- a. **Type:** Wall, Window, Pylon or Monument.
- b. **Max. No:** Unlimited.
- c. **Max. Area:** 9 sq. ft. per sign face; 50 sq. ft total area per lot (or more by conditional use).
- d. **Max. Height of pylon signs:** 8 ft. (or more by conditional use).

- (4) **GOVERNMENT SIGNS:** Government signs are permitted by right in all zoning districts in the Extraterritorial Zoning District, subject to the following regulations:

- a. **Type:** Wall, Pylon, Projecting or Monument.
- b. **Max. No:** Unlimited.
- c. **Max. Area:** Unlimited.
- d. **Max. Height of pylon signs:** Unlimited.

- (5) **GROUP SIGNS:** Group signs are allowed only by conditional use and only in the zoning districts listed below, subject to the requirements of this Chapter and the following additional restrictions:

- (a) **For All Residential Districts (RH, ER-1, SR-3, SR-4, TR-6, MR-8, MR-10):**

1. **How Permitted:** By conditional use.
2. **Type:** Monument.
3. **Max. No:** One (1) two-sided sign per group.
4. **Max. Area:** 50 sq. ft. per side, calculated as part of the area of other monument signs. *(Amended per Ord. 984)*

- (b) **For All Non-Residential Districts (NO, PO, NB, PB, GB, CB, PI, GI, HI, AG):** *(Amended per Ord. 931)*

1. **How Permitted:** By conditional use.
2. **Type:** Monument, Pylon or Wall.
3. **Max. No:** One (1) two-sided sign per group.
4. **Max. area:** For institutional land uses, 50 sq. ft. per side, and for commercial, storage/disposal, transportation and industrial land uses, 200sq. ft. per side, calculated as part of the area of other monument, pylon or wall signs. *(Amended per Ord. 984)*
For Commercial, Storage/disposal, transportation and industrial land uses, 200sq. ft. per side.

1.809 (6) **IDENTIFICATION SIGNS:**

- (a) **Street Names and Address Numbers:** Street numbers are required for each principal residential, commercial and industrial building located on each lot in the Extraterritorial Zoning District. Such street numbers shall be in a location and of a minimum size to be clearly visible from the street. Street names are optional.

1. **Zoning Districts:** All.
2. **Type:** Awning, Canopy, Wall, Window, Monument.
3. **Max. No:** 1 per street frontage.
4. **Max area:** 1 sq. ft. per 50 ft. of setback from street.

- (b) **Owner/manager Identification:** A sign stating the name, address, telephone number and/or location of the owner or manager of the property is permitted by right, only for the land uses listed below, subject to the requirements of this Chapter and the following additional restrictions: *(Amended per Ord. 984)*

1. **For RH, ER-1, SR-3, SR-4, and TR-6 Districts:**

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- a. **Type:** Wall, Window.
 - b. **Max. No:** One (1) per building.
 - c. **Max. Area:** 2 sq. ft.
 2. **For MR-8 and MR-10 Districts:**
 - a. **Type:** Wall, Window, Canopy, awning, or Monument.
 - b. **Max. No:** 1 monument, plus 1 wall or canopy.
 - c. **Max. Area:** 24 sq. ft. per sign, 48 sq. ft. total.
 3. **For NO, PO, NB, GB, PB, CB, PI, GI, HI, and AG Districts:**
(Amended per Ord. 931)
 - a. **Type:** Wall, Window, Canopy, awning, or Monument.
 - b. **Max. No:** One (1), (more per Plat or Conditional Use).
 - c. **Max. Area:** 32 sq. ft. per sign, (more per Plat or Conditional Use).
- 1.809 (7) OFF-PREMISE ADVERTISING SIGNS (a/k/a BILLBOARDS):** Off-premise advertising signs are not permitted in any zoning district in the Extraterritorial Zoning District.
- (8) TEMPORARY SIGNS:**
- (a) **Political Signs:** Political signs are permitted by right in all zoning districts, subject to the requirements of this Chapter and the following additional restrictions:
 1. **Zoning districts:** All.
 2. **Permitted Sign Types:** Wall, Window, Monument, Pylon, or Mobile.
 3. **Time limitations:** Signs for particular elections, referenda, or other events scheduled for a particular date shall not be erected more than 6 months prior to the date, and shall be removed within 30 days after the date.
 4. **Size Limitations:**
 - a. **For residential and agriculture districts:** 25 sq. ft.
 - b. **For Non-residential districts:** 100 sq. ft.
 - (b) **Real Estate Signs:** Real estate signs are permitted by right in all zoning districts in the Extraterritorial Zoning District, subject to the requirements of this Chapter and the following additional restrictions:
 1. **Permitted Sign Types:** Wall, Window, Monument, or Pylon.
 2. **In all residential and agricultural zoning districts,** the following restrictions shall apply:
 - a. Property having 1-5 dwelling units shall be entitled to have one 2-sided sign, with 10 square feet on each side, except that corner lots may have two (2) such signs.
 - b. Property having 6 or more dwelling units may have one 2-sided sign, consisting of 32 square feet on each side, or two 1-sided signs, consisting of 32 square feet on each side.
 3. **In all non-residential zoning districts,** the following restrictions shall apply:
 - a. Property having less than 50 feet of lineal street frontage shall be entitled to one 2-sided sign or two 1-sided signs, with each side not to exceed 25 square feet.
 - b. Property having more than 50 but less than 150 lineal feet of street frontage shall be entitled to one 2-sided sign or two 1-sided signs, with each side not to exceed 50 square feet.

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- c. Property having more than 150 feet of lineal street frontage shall be entitled to two 2-sided signs or three 1-sided signs, with each side not to exceed 100 square feet.
 - d. Larger signs for property having more than 300 lineal street frontage may be authorized as a conditional use.

- 1.809(8) (c) **Construction Signs:** Construction signs are permitted by right in all zoning districts subject to the requirements of this Chapter and the following additional restrictions:
 - 1. **Zoning districts:** All.
 - 2. **Permitted Sign Types:** Wall, Monument, Pylon, or Window.
 - 3. **Max. No:** Two 1-sided signs, or one 2-sided sign per construction site.
 - 4. **Size:**
 - a. **For residential and agricultural districts:** 50 sq. ft. per sign side.
 - b. **For non-residential districts:** 100 sq. ft. per sign side.
 - 5. **Removal:** All construction signs shall be removed within sixty (60) days after completion of construction.

- (d) **Advertising Displays:** Advertising displays are permitted by right subject to the requirements of this Chapter and the following additional restrictions:
 - 1. **For GB, CB, PB Districts:**
 - a. **Permitted Sign Types:** Wall, Monument, Pylon, or Canopy:
 - (i) **Max. No:** One (1) sign.
 - (ii) **Max. Area:** 50 sq. ft.
 - (iii) **Max. Time:** No one sign shall remain for more than 30 days, but one temporary advertising display sign may be immediately replaced with another, provided that no two signs shall be the same during any calendar year.
 - b. **Permitted Sign Type:** Window:
 - (i) **Max. No:** Unlimited.
 - (ii) **Max. Area:** 25% of widow area for “window signs,” but unlimited area for window displays.
 - (iii) **Max. Time:** Unlimited.
 - 2. **For NB Districts:**
 - a. **Permitted Sign Type:** Window:
 - (i) **Max. No:** Unlimited.
 - (ii) **Max. Area:** 25% of widow area for “window signs,” but unlimited area for window displays.
 - (iii) **Max. Time:** Unlimited.

- (e) **“For Sale” Signs:** “For Sale” signs are permitted by right in all zoning districts subject to the requirements of this Chapter and the following additional restrictions:
 - 1. **Time Limit:** All “For Sale” signs shall be removed within 2 days after completion of the sale.
 - 2. **Type:** Wall, Window, or Monument.
 - 3. **Max. No:** One (1) per lot.
 - 4. **Size:** 4 sq. ft. per side.
 - 5. **Max. Height:** 8 ft.

- 1.809(8) (f) **Personal Greeting/Congratulatory Signs:** Personal greeting/congratulatory signs are permitted by right in all zoning districts subject to the requirements of this Chapter and the following additional restrictions:

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1. **Time Limit:** All such signs shall not be permitted for more than 7 days.
 2. **Type:** Wall, Window or Monument.
 3. **Max. No:** One (1) per lot.
 4. **Size:** 32 sq. ft. per side.
 5. **Max. Height:** 8 ft.
- (g) **Special Event Signs:** Special Event Signs are permitted by right in all zoning districts subject to the requirements of this Chapter and the following additional restrictions:
1. **Time Limit:** All such signs shall not be permitted for more than 30 days before the event, and shall be removed within 5 days after the event, unless a different period of time is approved by the Joint Committee. *(Amended per Ord. 984)*
 2. **Type:** Wall, Canopy, Monument, Pylon, or Window.
 3. **Max. No:** Two (2) two-sided signs on the event site. Up to 5 additional two-sided signs may be located off-premises subject to the following conditions:
 - a. All off-premise signs shall be approved by the Zoning Administrator, and such approval may cover more than one (1) year. *(Repealed and recreated per Ord. 931)*
 - b. Written permission of the property owner must be obtained each time an approved sign is placed.
 4. **Size:** 50 sq. ft. per side.
 5. **Max. Height:** 8 ft.
- (h) **Temporary Business Signs:** Temporary business signs are permitted by right in all zoning districts, subject to the requirements of this Chapter and the following additional restrictions: *(Created per Ord. 931)*
1. **Time Limit:** All such signs shall be permitted for not more than five (5) days before the commencement of construction, and shall be removed within five (5) days after the completion of construction or after the customary route to the business is open to traffic, whichever occurs first.
 2. **Type:** Pylon, monument or wall.
 3. **Number, Height and Location:** The number, height and location of signs shall be determined by the Zoning Administrator, based upon the nature and extent of the construction project and its relationship to the business in question.
 4. **Size:** The size of signs shall be determined by the Zoning Administrator, but shall not exceed 4 sq. ft. per sign face.
- (9) **WARNING SIGNS:** Warning Signs are permitted by right in all zoning districts subject to the requirements of this Chapter and the following additional restrictions:
- (a) **Time Limit:** For hazards which are temporary, all warning signs shall be removed within 5 days after the hazard is removed.
 - (b) **Type:** Wall, Window, Pylon, or Monument.
 - (c) **Max. No:** Two signs per hazard or warning.
 - (d) **Size:** 4 sq. ft. per side.
 - (e) **Max. Height:** 8 ft.
 - (f) **Conditional Use:** Additional signs, larger signs and higher signs may be obtained by conditional use.
- 1.809 (10) **GROUP DEVELOPMENT SIGNS:** Group Development signs are allowed only for Group Developments, approved as per Section 1.414. The regulations of this Chapter

shall apply to all signage in and for Group Developments, except as specifically modified below:

- (a) **Signage Plan and Theme:** A signage plan, containing the information required by Section 1.907 for all exterior signage, shall be reviewed and approved a part of the site plan process for all Group Developments. The signage plan shall identify the size, location, illumination, landscaping, and other pertinent factors for each and every exterior sign. The signage plan shall also present a signage theme which must provide for coordinated and complimentary exterior sign locations, configurations, sizes, styles and colors throughout the development, so as to convey a unified theme among all the signs. All free-standing signs shall compliment on the on-building signs, and vice versa. Sign materials and design shall compliment the building's exterior. No exterior signs may be erected until a signage plan, containing a signage theme, has been reviewed and approved for the Group Development by conditional use.
- (b) **Sign Regulations:** The regulations contained in 1.809(1) through (9) shall apply to all signs in Group Developments, except as follows:
- (1) **Multiple Wall or Awning Business Signs for Multiple Tenants:** Group developments with multiple tenants shall be entitled to have at least 1 exterior wall or awning business sign for each tenant. The total square footage of all exterior wall or awning business signs shall not exceed double the square footage of "Max. Area" allowed for wall or awning signs under the standard formulas set forth in the regulations contained in section 1.809(1) above. This available square footage shall be divided among the tenants as the owner deems appropriate, subject to the following limitations: the maximum area of all wall or awning signs for a particular tenants may not be larger than the great of (i) 50 square feet, or (ii) the percentage of that tenant's occupancy of the whole building, multiplied times the "Max. Area" of available signage under the standard formulas set forth in 1.809(1).

Example: Assume a building located in the PB District which is 100 ft. by 200 ft., for a total of 20,000 sq. ft. The building has 10 tenants, who all want signage on the wall facing the street, which is 200 feet long. The "Max. Area" of signage under the standard formula for Business Signs in the PB District is 200 sq ft. (200 lineal ft of frontage x 1 sq. ft of signage = 200 sq. ft of signage). Double the standard formula would entitle the owner to 400 sq. ft. of signage. One tenant (the "anchor" tenant) has 9,000 sq. ft. of the total building, or 45% of the total building. All the other tenants have small spaces, each under 2,000 sq. ft or less than 10% of the total building. The owner may divide the signage as he wishes subject to the following limitations. Each of the small tenants may not have more than 50 sq. ft. of signage because each tenant's percentage of occupancy (under 10%) would not entitle the tenant to exceed the 50 sq. ft maximum (e.g. 10% x 200=20 sq. ft of signage). However, the anchor tenant's percentage of occupancy exceeds the maximum of 50 sq ft. The anchor tenant occupies 45% of the building and so the anchor is entitled to 45% of 200 sq. ft., or 90 sq. ft., of signage. If the owner gives the anchor tenant the maximum of 90 sq. ft., then the remaining 9 tenants must divide up the remaining 310 sq. ft. of total signage available for the whole building (400 sq. ft. -90 sq. ft. = 310 sq. ft.) If the remaining signage area is divided equally among the tenants, each tenant will receive 34 sq. ft. However, if the owner gives one of the small tenants the maximum of

50 sq. ft. of signage, then the remaining 8 tenants must divide up the remaining 260 sq. ft. of signage (400 sq. ft. - 90 sq. ft. for the anchor - 50 sq. ft. for a small tenant = 260 sq. ft. remaining). If the remaining signage area is divided equally among the remaining 8 tenants, each tenant will receive 32.5 sq. ft. (*Amended per Ord. 984*)

1.810 **NONCONFORMING SIGNS** (*Amended per Ord. 984*)

(1) **DEFINITIONS:**

- (a) **“Legal Nonconforming Sign” defined:** Signs legally existing as of the effective date of this Chapter but which do not conform to the provisions of this Article, shall be legal nonconforming signs.
- (b) **“Illegal Nonconforming Sign” defined:** Signs which were illegal as of the effective date of this Chapter shall remain illegal nonconforming signs
- (c) **“Alteration” Defined:** For purposes of this Section, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, its frame, its supporting structure, or its lighting including (but not limited to) changing the message (except for marquee, changeable copy, or off-premise advertising signs), or changing the symbols, color, material, height, location, or any other alteration as determined by the Zoning Administrator. Alterations require a sign permit.
- (d) **“Maintenance” defined:** For purposes of this Article, maintenance of a sign consists of the ordinary and customary repairs and upkeep of an existing sign, which results in absolutely no meaningful change in the appearance of the sign from that originally approved, as determined by the Zoning Administrator. Maintenance includes (but is not limited to) the removal or repair of loose materials (e.g. peeling paint, paper or other materials), or the painting or patching of the sign, or the repair or replacement of the structural components of the sign (e.g. frames, pylons, supports, mounts, etc), provided such work causes neither an alteration to the sign nor a change in the appearance of the sign from what was originally approved. Maintenance does not require a sign permit.

(2) **REGULATIONS:** (*Amended per Ord. 984*)

- (a) **Illegal Nonconforming Signs:** All illegal nonconforming signs shall be immediately removed.
- (b) **Legal Nonconforming Signs:**
 - 1. **Maintenance Permitted:** Legal nonconforming signs may be maintained as required by Section 1.807(3)(a) above.
 - 2. **Alteration:** Legal nonconforming signs shall not be altered without the entire sign being brought into compliance with the requirements of this Article, except as follows:
 - a. A legal nonconforming sign, which consists of a back-lighted sign, may be altered as follows: that part of the sign face which fits into a permanent frame and through which the light is designed to shine, may be altered (e.g. an illuminated sign advertising “Amoco” may have the face changed to advertise “Shell”), but the structure, frame, size or height of the sign may not be altered without bringing the entire sign into compliance with this Article; or
 - b. A legal nonconforming pylon or monument sign, which is nonconforming **only** because its pedestal violates the setback requirements of this Article, may be altered as follows: a new

sign may be placed on top of an existing pylon or monument pedestal provided the new sign does not exceed the height or size of the previous sign and provided that the new sign does not extend over or across any property line or right-of-way.

3. **Removal upon change of Land Use:** Legal nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use.
- (c) **Signs for Legal Nonconforming Land Uses:** Existing signs for legal nonconforming uses may be continued, and if continued, shall be maintained, but such signs shall not be altered, except that the Plan Commission may permit, by conditional use, any alteration which moves the sign closure toward conformity with the signage requirements of the zoning district in which the nonconforming use is located..
- (d) **Signs on Legal Nonconforming Structures:** Existing signs on legal nonconforming structures may be continued, and if continued, shall be maintained, but additional new signs shall not be allowed to be affixed to that portion of the structure which is nonconforming, nor shall existing signs which are affixed to that portion of the structure which is nonconforming be altered.