

ATTACHMENT A

Sign Regulations

Zoning Code Section 21.14 Signs

21.14 A. PURPOSE

The intent of this ordinance is to acknowledge that the reasonable display of signs is appropriate as a public service and necessary to the conduct of competitive commerce and industry. Provisions of the ordinance are intended to establish minimum standards which regulate the design, erection and display of signs based on land use, public safety, neighborhood values and aesthetic quality.

21.14 B. GENERAL PROVISIONS

1. **Permit Required.** No sign shall be erected, replaced, relocated or structurally modified unless a permit therefor is first obtained by the owner or his agent from the Building Inspector. However, as specified in Section 21.14 C. of this ordinance, a permit shall not be required for real estate signs, construction and subdivision development signs, building nameplates, window signs, flags, community event and political signs.
2. **Exceptions.** The provisions of this Section 21.14 shall not apply to signs erected and maintained pursuant to and in discharge of any function of government, or required by law, including public or quasi-public signs which are intended to welcome visitors to the Village of North Fond du Lac or advertise the Village, provided that such signs are designed, erected and maintained in a manner so as to be compatible with the surrounding development.
3. **Number of Signs.** The total number of signs permitted on any lot shall be as set forth in Column 2 of Schedule X.
4. **Sign Area.**
 - a. Maximum permitted size of signs shall be as set forth in Columns 3 and 4 of Schedule X.
 - b. When more than one sign of any type (ground, wall, projecting) is permitted, the aggregate area of all signs shall not exceed the maximum gross surface area as specified in Columns 3 and 4 of Schedule X.
 - c. Ground signs and wall signs: Sign area shall be calculated as the surface area within the sign frame or cabinet, inclusive of all accessory pictorial matter, ornamentation, corporate logos and changeable copy devices.

- d. Individual letters and/or pictorial matter: Sign area shall be calculated as the surface area defined by the smallest rectangle to encompass advertising or identification text and/or pictorial matter or devices not to exceed total square feet allowed in schedule X.
 - e. Double-faced and multiple-sided signs: Sign area shall include the surface area of only one sign face, where the surface area is the same on each face.
5. **Sign Height.** Sign height shall be measured to the top of the sign, inclusive of all ornamental, architectural or structural elements, as set forth in Column 6 of Schedule X.
6. **Sign Projections.**
 - a. All Signs: A sign shall not extend beyond a property line. A sign shall not encroach into and/or over the public right-of-way except as may be approved by the Plan Commission.
 - b. Projecting Signs: A projecting sign shall be not less than 8 feet above the ground and shall not extend above the highest point of the building wall.
 - c. Wall Signs, Individual Letters and Pictorial Matter: Signage shall not extend above a building wall except where integrated into the building design as a structural element or architectural feature.
7. **Painted Signs.** Signs shall not be painted on the exterior wall of any building. Existing painted wall signs shall not be repainted and shall be removed upon a change of building occupant or as new signage is installed.
8. **Illumination.** An illuminated sign or lighting device shall not employ flashing, rotating or moving light. In no event shall an illuminated sign or lighting device be situated to direct or beam light onto adjacent residential land or onto a public right-of-way, waterway or air corridor, or premises adjacent to any of these, so as to cause glare or reflection that may constitute a nuisance or traffic hazard.
9. **Vision Clearance Triangle.** Ground signs within the vision triangle shall include not more than two posts or standards 8 inches or less in diameter. The minimum clearance for all signs (ground, wall, projecting) shall be not less than 8 feet above the grade of the intersection of the street centerlines and shall be situated so as not to obscure the vision of motorists approaching the street intersection.
10. **Roof Signs.** Roof signs shall not be permitted in any zoning district.

11. **Off-Premises Advertising Sign.**

- a. U.S. Highway 41. Off-site signs shall be restricted to the Special Highway 41 Sign district, pursuant to the provisions of Section 21.14 E. of this ordinance. The plan commission will review all off premise sign requests before the Building Inspector will issue a permit. The plan commission will require a colored sketch of the sign, a detailed site plan, and may require other information as needed. The plan commission will adopt sign review criteria periodically to ensure the off - premise signs fit well with the adjacent properties.
- b. U.S. Highway 175 (Prospect Avenue). Off-site signs shall be restricted to the U.S. Highway 175 Sign district, pursuant to the provisions of Section 21.14 E. of this ordinance. The plan commission will review all off premise sign requests before the Building Inspector will issue a permit. The plan commission will require a colored sketch of the sign, a detailed site plan, and may require other information as needed. The plan commission will adopt sign review criteria periodically to ensure the off - premise signs fit well with the adjacent properties.

12. **Removal.** In any district all signs and/or sign structures must be removed when the business or activity identified or advertised by such signs has not been conducted for a period of 6 months or more, or when a sign structure remains unused for a period of 6 months or more. The owner or lessee of the premises on which said signs and/or sign structures are located shall accomplish removal within 60 days from the date of mailing of a notice by the Building Inspector. If not removed within the said period, such signs may be removed by the Village at the owner's expense.

21.14 C. **SPECIAL SIGNS AND DEVICES**

1. **Real Estate.** One sale or lease sign per street frontage is permitted for a property. Signs shall not exceed 6 square feet in size for properties in residential zones and 32 square feet in all other zones. Signing shall be located entirely on the property to which it relates and shall not encroach into and/or over a public right-of-way.
2. **Construction.** Three signs to identify a project and list pertinent information about the project shall be permitted, to be removed upon completion of construction. Aggregate sign area shall not exceed 96 square feet. All signs shall be located entirely on the property to which they relate and shall not encroach into and/or over a public right-of-way.
3. **Subdivision Development.** Two signs to advertise a new subdivision or residential development shall be permitted, the aggregate area of which shall not exceed 64 square feet. Signs shall be removed within two years following the first occupancy within the development. All signs shall be located entirely

on the property to which they relate and shall not encroach into and/or over a public right-of-way.

4. **Subdivision Identification.** A subdivision of more than 20 lots, or an identified neighborhood, may erect one permanent sign to identify the development or area. The sign shall not exceed 20 square feet in area and shall be placed in a landscaped area situated at least 5 feet from a lot line.
5. **Building Identification.** Nameplates to denote the name and address of occupants of the premises shall not exceed 168 square inches in area per tenant or resident space.
6. **Directional and Instructional.** Signs to provide information such as "entrance", "exit", "parking", etc. may be utilized provided that signage is located entirely on the property to which it relates, with no encroachment into and/or over a public right-of-way. A maximum of four signs are permitted, each not to exceed 3 square feet in area, 4 feet in height and not more than 30 percent of the sign area dedicated to advertise a business, logo or project.
7. **Memorial Plaques.** A building name and construction date may be cut into a masonry surface or permanently affixed to an exterior wall when said sign is constructed of bronze or a noncombustible material. Memorial signs shall not exceed 4 square feet in area.
8. **Marquees.** Permitted when accessory to a hotel, theater, restaurant or transportation terminal. A marquee structure shall be set back at least 24 inches from the vertical line of any curb face and maintain a minimum height of 10 feet. Plan Commission approval is required for encroachment into and/or over a public right-of-way.
9. **Awnings.** Signs area for lettering and/or pictorial matter affixed to the facade of an awning to advertise or identify a place of business shall constitute a wall sign and shall comply with the provisions of Section 21.14 B. of this ordinance. Such sign area shall be charged to the total area permitted for a use. Where awning signage is limited to one line of non-illuminated lettering on the awning fascia and a logo on the awning facade, such sign area shall not be charged to the total permitted for a use.
10. **Freestanding Canopy.** One business name and one logo may be situated within the fascia area of a canopy structure. Such signage shall be limited to canopy facades which face a public right-of-way and shall not exceed fifty percent of the fascia to which the signs are affixed. Canopy signage shall not be charged to the allowable sign area of a use.
11. **Window Signs.** Signs attached to or painted on window surfaces shall not exceed more than twenty-five percent of the window area. No window signs shall be affixed to the outside surface of any window.

12. **Special Community Events and Political Signs.** Temporary signs and banners and sign devices may be erected for a period not to exceed 40 days, upon consent of the property owner or occupant of the premises where such signing is placed. No sign shall encroach into and/or over a public right-of-way. Signage shall not be attached to fences, trees, traffic signs, directional signs or utility poles. Temporary signs shall not be illuminated or situated so as to obstruct or impair vision or traffic, or in any manner create a nuisance, hazard or disturbance to the health and welfare of the general public. The temporary signs and banners and sign devices must be removed within 72 hours after the event.
13. **Grand Opening Displays.** To advertise the opening of a new business, outdoor advertising devices may be utilized on the property where the business is located. An outdoor display shall be permitted for one 15-day period, upon issuance of a permit from the Building Inspector. An outdoor display may include two of the following elements: streamers, pennants, one banner, one portable sign, one inflatable or 3-dimensional product sign. Advertising devices shall not be mounted on a roof or attached to fences, trees, traffic signs, directional signs or utility poles. No part of a display shall encroach into and/or over the public right-of-way or be situated so as to obstruct or impair vision or traffic, or in any manner create a nuisance, hazard or disturbance to the health and welfare of the general public.
14. **Banners, Pennants, Streamers, Inflatables, Portable Signs.** To advertise a special sale or event for a business, a temporary outdoor display may be utilized on the property where the business is located. An outdoor display shall be permitted quarterly for a 15-day period, upon issuance of a permit from the Building Inspector. An outdoor display may include two of the following elements: streamers, pennants, one banner, one portable sign, one inflatable or 3-dimensional product sign. Advertising devices shall not be mounted on a roof or attached to fences, trees, traffic signs, directional signs or utility poles. No part of a display shall encroach into and/or over the public right-of-way or be situated so as to obstruct or impair vision or traffic, or in any manner create a nuisance, hazard or disturbance to the health and welfare of the general public.
15. **Commercial Flags.** Decorative flags to advertise or identify a business are permitted on the property where the business is situated when pole-mounted on a building wall, or affixed to a freestanding flag pole or privately owned light pole. Flags shall be maintained in good condition. No part of a flag display shall encroach into and/or over the public right-of-way or be situated so as to obstruct or impair vision or traffic.

16. Electronic Message Center. A permanent sign whose informational content can be changed or altered by electronic means to denote time, day, date, temperature, public service information, or to display commercial messages that pertain to on-site products or services for a business. **An Electronic message Center shall be allowed to contain a static graphic display which does not change with the message.** The changing sign message shall consist of letters and numerals only. The minimum interval between copy changes shall be not less 2 seconds. Electronic Message Centers shall be allowed as an accessory use to allowable signage as permitted by Section 2 1.14 H Schedule X. Electronic message centers shall be permitted in residential districts only upon Village Board approval of a Special Use Permit. (O-2005-02)

21.14 D. PROHIBITED SIGNS

Prohibited in the Village of North Fond du Lac are signs which:

1. Exhibit or convey statements, words or pictures of an obscene or pornographic nature.
2. Display advertising matter which is untruthful.
3. Employ visible moving parts or any portion of which moves, or gives the illusion of motion.
4. Emit audible sound, odor or visible matter.
5. Imitate or resemble an official traffic sign or signal, or bear the words "Stop", "Go Slow", "Caution", "Danger", or similar commands.
6. Billboards are not permitted in any district. Existing billboards shall be treated as nonconforming structures. (O-2009-06)

21.14 E. SPECIAL SIGN DISTRICT

1. **Purpose.** The purpose of this section is to establish special regulations for signs related to land uses along U.S. Highway 41 and U.S. Highway 175 (Prospect Avenue). The provisions of this district reflect special requirements of non-local traffic, a characteristic which makes this corridor unique and different from all other areas in the city.
2. **Boundaries.** To be included under the special provisions of this section is all commercially zoned land within 1,000 feet either side of the center line of U.S. Highway 41 and within a circle with a radius of 1,500 feet centered upon the U.S. 41 interchange or overpass. The U.S. 175 (Prospect Avenue) Sign District boundary is from the Lincoln Street right of way south 900 feet and 75 feet either side of the centerline of U.S. Highway 175 (Prospect Avenue).
3. **Sign Height.**
 - a. Properties not included in interchange zones, located in an area 500 feet either side of the center line of U.S. 41: 35 feet.
 - b. Properties not included in interchange zones, located in an area 1,000 feet either side of the center line of U.S. 41: 45 feet.

- c. Properties included in interchange zones: 55 feet.
- d. Properties included in the U.S. Highway 175 (Prospect Avenue): 20 feet

4. **Sign Area.**

- a. **Ground signs:** Freestanding signs shall be allowed on lots which have at least 100 feet of frontage. One square foot of sign area for each lineal foot of lot frontage is permitted, with a maximum sign area not to exceed 200 square feet. Exception: The Highway 175 (Prospect Avenue) Sign District will have to meet all ground sign requirements specified in Schedule X for B-1 Zoned Districts.
- b. **Wall signs:** The size and number of signs permitted on any lot shall be as set forth in Column 3 of Schedule X.

21.14 F. CONSTRUCTION AND MAINTENANCE

1. **Construction Standards.**

- a. Ground signs shall be self supporting and permanently attached to a foundation. For signs over 8 feet in height, foundations shall be installed below the frost line.
- b. No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that could cause wear on supporting members.
- c. Ground signs and projecting signs shall be installed to withstand wind loads of at least 30 pounds per square foot of the largest exposed surface.

2. **Maintenance.**

- a. All signs shall be kept clean, in good order and repair, and maintained in a safe condition so as not to be detrimental to the public health or safety.
- b. In the event the Building Inspector determines that any sign regulated by this Section 21.14 is unsafe or is a hazard to the public, the owner of the sign and the owner of the premises upon which the sign is erected shall be served notice to remove or repair the said sign. Removal or repair shall be accomplished within 14 days from the mailing date of the Building Inspector's notice. If not removed or repaired by the owner within the said 14 day period, such signs may be removed by the Village at the owner's expense.

The Building Inspector may cause any sign which is a source of immediate peril to person or property to be removed summarily and without notice. If not removed by the owner, such sign may be removed by the Village at the owner's expense.

21.14 G. REVOCATION

In the event of a violation of any of the foregoing provisions, the Building Inspector shall give written notice specifying the violation to the named owner of the sign and the named owner of the premises on which the sign is located. The sign shall thereupon be brought into conformance by the owner or removed within 30 days from the mailing date of said notice. In the event the violation is not corrected within said 30 day period, the sign shall be removed by the owner or by the Village at the owner's expense.

21.14 H. SCHEDULE X: DESIGN STANDARDS AND SPECIFICATIONS FOR SIGNS.

1		2		3		4		5	6	7	8	9	10	11
District	Use	Allowable Signage Total Number of Signs Permitted on any lot	Maximum Gross Surface Area Permitted (In Square Feet)				Projecting Sign	Ground Sign				Lighting Permitted		
			Wall and/or Projecting Sign		Ground Sign			Maximum Projection From Wall	Height		Minimum Setback		Yes	No
			Max.	Min.*	From Front Line	From Side Line								
All Dis- tricts	Home Occupation	1 ground sign OR 1 wall sign OR 1 projecting sign per lot.	1 square foot		1 square foot		18"	5'		5'	5'			X
	Educational and Institutional	1 ground sign OR 1 wall sign OR 1 projecting sign facing each street.	0.1 per lineal foot of the longest street lot line with a TOTAL maximum of 50 SF.		0.1 per lineal foot of the longest street lot line with a TOTAL maximum of 40 SF.		36"	10'		5'	5'	X		
	Private Parking Lot	1 ground sign OR 1 wall sign OR 1 projecting sign facing each street.	0.1 per lineal foot of the longest street line with a TOTAL maximum of 25 SF.		0.1 per lineal foot of the longest lot line with a TOTAL maximum of 25 SF.		40"	20'	8'	5'	5'	X		
	Non-conforming land use	1 wall sign.	0.5 per lineal foot of main building facade with a TOTAL maximum of 25 SF.		Not permitted.									X
R-6, MH	Multiple Family Dwelling -- Mobile Home Park	1 ground sign PLUS: 1 wall sign.	15 square feet		0.5 per dwelling unit with a TOTAL maximum of 25 SF.			10'		10'	10'	X		
B-1 BF	Business	1 wall sign PLUS: 1 projecting sign for each tenant space.	0.5 per lineal foot of main building facade with a TOTAL maximum of 25 SF per tenant space. On the side street side of a corner lot or on a side adjacent to a parking lot, wall signs shall be allowed at 0.5 sq. ft. per lineal foot of building facade, but shall in no case exceed the square footage allowed on the main building facade.		1.0 per lineal foot of main building facade with a maximum of 75 SF. For lots with a frontage of 150 feet or more, a maximum of 120 square feet.		40"	20'	8'	5'	5'	X		
O	Business	1 projecting sign OR wall sign for each tenant space PLUS: 1 ground sign.	0.5 per lineal foot of main building facade with a TOTAL maximum of 50 SF per tenant space. On the side street side of a corner lot or on a side adjacent to a parking lot, wall signs shall be allowed at 0.5 sq. ft. per lineal foot of building facade, but shall in no case exceed the square footage allowed on the main building facade.		0.5 per lineal foot of main building facade with a maximum of 25 SF.		18"	20'	8'	5'	5'	X		
B-2	Business	Wall signs and ground sign.	2.0 per lineal foot of main building facade. On the side street side of a corner lot or on a side adjacent to a parking lot, wall signs shall be allowed at 2.0 sq. ft. per lineal foot of building facade, but shall in no case exceed the square footage allowed on the main building facade.		See Section 21.14 E.		See Section 21.14 E.	See Section 21.14 E.	See Section 21.14 E. 8'	See Section 21.14 E. 5'	See Section 21.14 E. 5'	X		

