

9.03 BILLBOARDS & SIGNS

Signs are a permitted use in all districts subject to the following regulations:

(1) DEFINITIONS.

(a) AWNING: A temporary cover which projects from the wall of the building which can be retracted, folded or collapsed against the face of a supporting structure.

(b) BANNER: Any sign of lightweight fabric or similar material that is mounted to a pole or building at one or more edges.

(c) BILLBOARD: A sign which directs attention to a business, community service or entertainment not exclusively related to the premises where such a sign is located.

(d) BLANKETING: The unreasonable obstruction of view of a sign caused by the placement of another sign.

(e) CANOPY: A hood or cover which projects from the wall of the building.

(f) DIRECTLY ILLUMINATED SIGN: Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating with or on such a sign.

(g) DIRECTORY SIGN: A sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories.

(h) ELECTRONIC MESSAGE UNIT SIGN: Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.

(i) FLASHING SIGN: Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.

(j) FREE STANDING SIGN: Any such sign which is supported by structures or supports in or upon the ground and independent of support from any building. (Also referred to as Ground or Pole sign.)

(k) IDENTIFICATION SIGN: Any sign which carries only the name of the firm, major enterprise or occupant of the lot, institution or principal products offered for sale on the premises, or combination of these.

(l) INDIRECTLY ILLUMINATED SIGN: A sign that is illuminated from a source outside of the actual sign.

(m) MARQUEE: A roof like structure projecting from a building.

(n) NAMEPLATE SIGN: A sign which states the name or address or both of the business or occupant of the lot where the sign is placed, or may a directory listing the names, addresses and business occupants.

(o) NONCONFORMING SIGN: Any sign which does not conform to the regulations of this chapter or code.

(p) OBSOLETE SIGN: A sign which advertises a business which is no longer being conducted.

(q) PORTABLE SIGN: Any sign not permanently attached to the ground which is designed to be easily moved from one location to another.

(r) PROJECTING SIGN: A sign which is fastened to, suspended from or supported by a building, extending from the building more than 18 inches.

(s) REAL ESTATE SIGN: Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.

(t) ROOF SIGN: Any sign erected upon or over the roof or parapet of the building.

(u) SIGN: The term sign shall mean any written announcement, declaration, demonstration, display, illustration, insignia or illumination used to advertise or promote the interest of any person when the same is displayed or placed outdoors in view of the general public and shall included every detached sign.

(v) SIGN-GROSS AREA OF: The area within the frame shall be used to calculate the gross area except that the width of the frame in excess of 12 inches shall be added thereto. When letters or graphics are mounted without a frame the gross area shall be the area bounded by straight lines 6 inches beyond the periphery of said letters or graphics. Each surface utilized to display a message or to attract attention shall be measured as a separate sign. However, only one side of a double-faced sign shall be measured in computing the gross area thereof.

(w) TEMPORARY SIGN: Any sign intended to be displayed for a short period of time, including real estate, political, or construction site signs and banners, decorative-type displays or anything similar to the aforementioned.

(x) WALL SIGN: Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen inches from such wall.

(y) WINDOW SIGN: Any such sign located completely within an enclosed building and visible from a public way.

(2) GENERAL.

(a) Private signs are prohibited within the public right of way or easement except that the Village Board may grant a conditional use permit to locate signs and decorations on or within the right of way for a specified time not to exceed 60 days. Extensions may be granted upon review. No obstruction of sidewalk or visibility is permitted.

(b) For purposes of selling, renting or leasing property, a sign not in excess of 32 square feet may be placed within the front yard of such property to be sold or leased. Such a sign shall not be less than 15 feet from the right of way line unless flat against the structure.

(c) For the purpose of selling or promoting a residential project of 6 or more dwelling units, a commercial area of 3 acres or more or an industrial area of 10 acres or more, one sign not to exceed 100 square feet of advertising surface may be erected upon the project site. Such sign shall not be less than 15 feet from the right of way line.

(d) No sign may be erected that, by reason of position, shape or color, would interfere in any way with the proper functioning or purpose of a traffic sign or signal.

(e) There shall be no flashing or revolving sign in the front setback area or within 125 feet of a street intersection. No flashing or revolving signs are permitted in windows.

(f) There shall be no use of revolving beacons, beamed lights or similar device that would so distract automobile traffic as to constitute a safety hazard.

(g) Advertising signs may be painted directly on the outside wall of a building or fence or similar structure in commercial and industrial districts only. Paper, banners and similar signs shall not be attached directly to a building wall, with the exception of temporary public notice and event signs.

(h) The area within the frame shall be used to calculate square footage, exceeding 12 inches shall constitute advertising space, or should such letters or graphics be mounted directly on a wall or fascia or in such a way as to be without a frame, the dimensions for calculating the square footage shall be the area extending 6 inches beyond the periphery formed around such letters or graphics in a plane figure bonded by straight lines connecting the outermost points thereof, and each surface utilized to display a message or to attract attention shall be measured as a separate sign, and symbols, flags, pictures, wording, figures or other forms of graphics painted on or attached to windows, walls, awnings, freestanding structures, suspended by balloons or kites or on persons, animals or vehicles shall be considered as a sign to be included in calculating the overall square footage.

(i) PROJECTING SIGNS: One dual faced projecting sign per business is allowed, up to two per building. These cannot extend more than four feet over the right of way and are limited to 20 square feet per face. They must be at least 10 feet above the sidewalk or 15 feet above a driveway or alley.

(j) AWNINGS: Professionally painted letters not exceeding six inches in height would be allowed on valances in addition to the above signs. The lowest part of the awning must be at least 80 inches above the sidewalk.

(k) BILLBOARDS: Must comply with Chapter 12, Section 12.04 of the Wisconsin Statutes.

(l) BANNERS: Are temporary signs that require sign permits. Such permits shall not exceed 30 days.

(m) CANOPIES: A canopy must be 8 feet above the sidewalk and may not extend more than 4 feet into the right of way.

(n) INFORMATIONAL SIGNS: A permit is required for electronic informational signs.

(o) PORTABLE SIGNS. All signs which may be portable shall be prohibited except within the commercial district where one (1) portable sign per business may be allowed during business hours. For a sign to be permanent (not portable) it must be anchored to the ground or another permanent structure. Portable signs are subject to the following regulations:

1. No portable signs shall be placed on the sidewalk.

2. Signs shall not exceed three (3) feet wide by five (5) feet high as calculated in Section 12.08(2)(i) of the Wisconsin Statutes.

3. Sign shall be placed so as not to be a hazard to pedestrian or vehicle traffic.

4. Sign construction shall be of appropriate strength, mounting and design so as not to become a safety hazard.

5. Sign shall comply with all other applicable ordinances, e.g. vision obstruction, lights, etc.

6. A temporary portable sign may be placed in a parking lot in a commercial district subject to the following conditions:

a. Sign shall not exceed four (4) feet by eight (8) feet as calculated in Section 12.08.32(2)(i) of the Wisconsin Statutes.

b. All other requirements of Chapter 12.08.32 of the Wisconsin Statutes shall apply.

c. Temporary signs (rummage, garage, sidewalk, etc.) may not be more than two (2) feet high and must be placed behind the sidewalk and shall not obstruct the sidewalk.

(p) Symbols, statues, sculptures and integrated architectural features on non-residential buildings may be illuminated by flood lights provided that the direct source of the light is not visible from the public right of way or adjacent residential district.

(q) Special occasion signs (birth announcements, birthday, etc.) are exempt from the provisions of this ordinance, but are limited to a seven (7) day period of display.

(r) Public and institutional uses within a Residential District may be allowed one sign regardless of current regulations upon investigation and approval of the village board, taking into consideration the size, design, location and lighting of the sign, and its impact on the aesthetics of the neighborhood, visibility and any other safety factors

(3) SIGNS IN "R" DISTRICTS.

Within the "R" District the following signs are permitted:

(a) One nameplate sign for each dwelling and such signs shall not exceed ten square feet in area per surface.

(b) Illuminated or flashing signs shall not be permitted within the "R" Residential Districts.

(c) Election signs must comply with the election campaign period as designated in Section 12.07 of the Wisconsin Statutes.

(d) One nameplate sign for each dwelling group of 3 or more units, and such sign shall not exceed twelve (12) square feet in area per surface and no sign shall be constructed as to have more than two (2) surfaces for advertising purposes.

(4) SIGNS IN BUSINESS & INDUSTRIAL DISTRICTS.

Signs are permitted in all business and industrial districts with a permit, subject to the following restrictions:

(a) Wall signs placed against the exterior walls of the building 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.

(b) 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.

(c) Free Standing signs shall comply with the height restrictions for the zoning district in which they are located. Free standing signs shall not exceed 100 square feet on one side nor 200 square feet on all sides for any one premises. Free standing signs, in all business and industrial districts, shall not be placed so that any portion of the sign is within the street right of way, and shall not be less than 10 feet from a side or rear lot line. Sign placement shall comply with all traffic visibility requirements.

(d) Roof signs shall not be permitted except as a conditional use by permit granted under Section 9.01(13)(b) of this Code subject to the following standards:

1. Maximum size of the roof sign shall be 400 square feet.
2. Motion signs shall not be allowed.
3. The maximum number of sides shall be two (2) sides.
4. No inflatable roof signs shall be allowed.
5. All roof signs shall require stamped engineered plans that include a structural analysis that ensures that the sign is structurally sound and doesn't compromise the structural integrity of the sign or building.
6. The maximum height of the sign shall be 10'.
7. The sign shall be dimmed to 500 illumines from 11 p.m. - 5 a.m.

(e) Window signs, except for painted signs and decals, shall be placed only on the inside of commercial buildings.

(f) 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:

1. Shopping center may provide one free standing sign displaying the name of the shopping center, lists of the individual stores, hours of operation and/or one canopy sign for each business in the shopping center.

2. Gasoline and/or service stations may provide one free standing sign displaying two sign boards. One signboard may show the service station name and/or product logo. The second signboard may display product prices and other services offered. The total aggregate area of the signboards on the free standing sign shall not exceed 100 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.

For all other businesses and industries, the total number of free standing signs shall be regulated by the following table:

<u>Floor Area (Square Feet)</u>	<u>Maximum Number of Signs Permitted</u>
0 - 5,000	2
5,001 - 20,000	3
20,001 - 50,000	4
More than 50,000	5

Window signs shall not be subject to the limitation on the number of signs.

(6) PERMIT REQUIRED. Except as otherwise proved for in this Chapter, no signs shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit and without being in conformity with the provisions of this Chapter. The sign shall also meet all other structural requirements of other applicable codes and ordinances of the Village of Hilbert. Qualifying charitable organizations will be exempt from the sign permit fee, but all other regulations shall apply.

(a) Any person, firm, corporation or organization desiring to place, erect, alter or relocate a sign as herein defined, except an exempt sign, shall make an application to the Building Inspector and shall provide in writing the following information:

1. The name, address and telephone number of the applicant.
2. The name, address and telephone number of the owner or owners of the premises upon which the sign is to be attached or erected.
3. The street number and street name or parcel number of the land upon which the sign is to attached or erected.
4. A clear and legible scale drawing of the proposed sign and a map of the lot or parcel of land on which it is to be erected, showing the intended location of the sign.
5. The name, address and telephone number of the owner/user of the sign if he or she is neither the applicant nor the owner of the premises on which the sign is to be attached or erected.
6. Such other information as the Building Inspector may require in order to indicate compliance with this Chapter and all other ordinances of the Village of Hilbert.

(7) EXISTING SIGNS. All signs permanently erected, put up, installed or constructed prior to August 10, 2004, which are in compliance with the regulations in effect immediately prior to that time and which are not in compliance with the provisions of these regulations shall be deemed a legal non-conforming sign. A legal non-conforming sign may remain in place until such a time as it is removed or structurally changed, damaged to the extent of more than 50 percent of its replacement value at the time of the damage or in a state of disrepair or is a hazard as determined by the Building Inspector. IN the event of any of the above, the sign shall be removed or replaced with a sign conforming with these regulations.