

CHAPTER 87

SIGNAGE REGULATIONS

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CHAPTER 87

SIGNAGE REGULATIONS

SECTION 87.01 Purpose.

- (a) The purpose of this Chapter is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the Village of Cross Plains. The adoption of this Chapter reflects the formal finding of fact by the Village of Cross Plains Plan Commission and Village Board that regulation of signage advances the following compelling governmental interests:
 - (1) Promote the public welfare, health, and safety of all persons using public thoroughfares and right-of-ways within the Village of Cross Plains in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (2) Advance the aesthetic goals of the Village throughout the community, and to ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
 - (3) Reduce signage which the Village has determined is a cause of unsafe traffic and visibility conditions, or which negatively affects the overall attractiveness of the community.
- (b) Furthermore, this regulation leaves ample and adequate alternative channels of commercial speech communication for the messages portrayable on such advertising signs – namely, distributed print media, broadcast media, and point-of-purchase display, and is narrowly defined so as to limit said prohibition to commercial speech on exterior signage.
- (c) The penalties of the Village of Cross Plains Municipal Code may be applicable to violations of the provisions of this Chapter.

SECTION 87.02 Definition of a Sign.

- (a) **Definition of a “Sign”.** In this Chapter, the word “sign” means any object, device, display, structure, or part thereof, situated or visible from outdoors, 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, designs, logos, symbols, fixtures, colors, illumination, or projected images.
- (b) Signs do not include:
 - (1) Any flag or emblem of any nation, organization of nations, state, or city, or any religious, fraternal, or civic organization.
 - (2) Merchandise, pictures, or models of products or services incorporated in a window display.
 - (3) Works of art which in no way identify a product including wall murals.

- (4) Scoreboards located on athletic fields.
- (5) Building colors and outline lighting which do not convey a logo or message specific to the use therein (as determined by the Zoning Administrator).
- (6) Traffic control and other public agency messages located within a right-of-way.

SECTION 87.03 Definitions and Rules Related to Sign Purposes. This section describes the various purposes for signage. Figure 87.05a establishes in which district(s) each sign purpose will be permitted.

- (a) **Advertising Sign, Off-Premise.** 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. The premises shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership, and under the jurisdiction of this Chapter. Off-premise advertising signs include billboards but do not include community information signs.
- (b) **Auxiliary Sign.** A sign which provides special information such as price, hours of operation, or warning and which does not include brand names, or information regarding product lines or services. Examples of such signs include “no trespassing” signs and signs which list prices of gasoline.
 - (1) Auxiliary signs may contain a business logo if the logo is less than one square foot in area.
 - (2) Auxiliary signs listing gasoline prices may list up to one price per type of fuel, which must be displayed on a single structure.
 - (3) With the exception of fuel price signs, the combined area of all auxiliary signs on any lot shall not exceed 50 square feet. Fuel price signs may not exceed 100 square feet per sign.
- (c) **Business Sign, On-Premise.** A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the premises where the sign is located. The premises shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this Chapter.
- (d) **Community Information Sign.** A permanent sign which is limited to the display of information of interest to the general community regarding scheduled public events, public activities, and public facilities. Community information signs do not include bulletin boards.
 - (1) A monument sign is the only allowable configuration for community information signs.
 - (2) The following entities are eligible to have a community information sign: villages, county, state, or federal facilities; school district facilities; nonprofit organizations; and properties containing meeting rooms commonly open to public use.

- (3) Community information signs may be located on private or public property, including rights-of-way, but must meet the visibility requirements of Section 84.103.
 - (4) Only information regarding public events, public facilities, and public information of general interest to residents may be displayed on community information signs.
 - (5) Community information signs may have changeable copy or be configured as a variable message sign.
 - (6) Community information signs shall not exceed 100 square feet or ten feet in height.
 - (7) Community information signs are exempt from the requirements of Figure 87.05b.
 - (8) Community information signs shall not be counted as adding to the area of signage on the property on which it is placed for the purposes of regulating sign area.
- (e) **Directional Sign, On-Premise.** A sign which indicates only the name, logo, or symbol of a specific business destination within a development or lot and a directional arrow or symbol to that destination. The premises shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this Chapter.
- (1) One on-premise directional sign permitted for each vehicular entrance/exit and one parking restrictions/conditions sign for each parking area.
 - (2) On-premise directional signs shall not exceed eight square feet.
- (f) **Directional Sign, Off-Premise.** A sign which indicates only the name, logo, or symbol of a specific business destination and a directional arrow or symbol to the destination.
- (1) Off-premise directional signs shall not exceed eight square feet.
 - (2) Each lot is permitted two off-premise directional signs.
 - (3) Off-premise directional signs shall not count toward the total permitted number and area of signs on the lot where the sign is located or on the subject property.
- (g) **Group or Large Development Sign.** A sign displaying the collective name of a group of uses defined as either a group or large development under Section 84-118, and/or the names and/or logos of individual occupants of the group development.
- (1) Each business shall be eligible for integration into a group or large development sign. The allocation of permitted sign area (see Subsection (3)) for the group sign shall be determined by tenants.
 - (2) Group and large development signs shall be freestanding signs per Section 87.04(a).
 - (3) The permitted sign area for group and large development signs may be double that permitted for a freestanding sign the district in which it is located.

- (h) **Temporary Sign.** Refer to Section 87.07 of this Chapter.
- (i) **Variable Message Sign.** A sign which displays words, lines, logos, graphic images, or symbols, which may be changed manually or electronically to provide different information, and which includes computer signs, electronic reader boards with changeable letters, LCD signs and other video display signs, and electronic time and temperature signs.
 - (1) All variable message signs shall be included in the calculation of total permitted sign area for the type of on-premise sign (on-building or freestanding) and the zoning district in which the sign is located.
 - (2) Messages and non-text images shall not change appearance more than once every 15 seconds and transitions between messages shall be via instantaneous change. Use of variable message signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered flashing, scrolling, or animated signs, which are prohibited per Section 87.09(a)(4).
 - (3) All variable message signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
 - (4) All variable message signs shall comply with the lighting requirements of Section 84.106, and shall contribute to the measurement of other exterior light sources.
 - (5) All variable message signs shall be maintained so as to be able to display messages in a complete and legible manner.
 - (6) In addition to standard setback requirements, if applicable, no variable message sign shall be located less than 50 feet from any parcel within a residential zoning district.

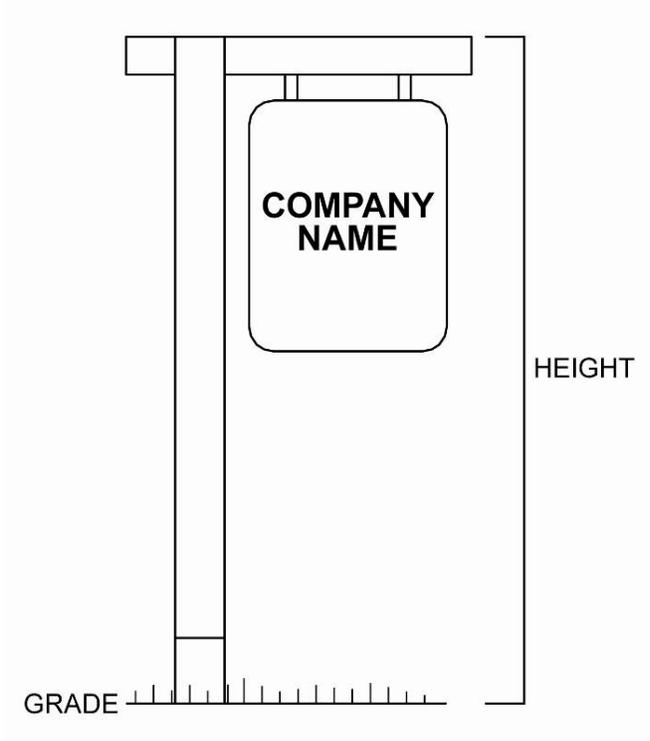
SECTION 87.04 Definitions and Rules Related to Sign Configurations.

- (a) **Freestanding Signs.** A sign resting on or supported by means of post, pylons, or any other type of base on the ground. The following freestanding sign configurations are addressed by this Chapter:
 - (1) **Arm/Post Sign.** A type of small scale freestanding sign mounted on a post or posts, either with a bracket arm extending outward to support a hanging sign, with the sign attached directly to the side of the post, or with the sign mounted between two posts.
 - (2) **Monument Sign.** A type of freestanding sign with a bottom edge located within one foot of a ground-mounted pedestal.
 - (3) **Pylon Sign.** A type of freestanding sign erected upon one or more pylon, pole, or post, generally of a scale that is larger than an arm/post sign.
 - (4) **Rules for all freestanding signs.**
 - a. Freestanding signs shall not be erected so as to impede visibility for safe pedestrian and/or vehicular circulation.

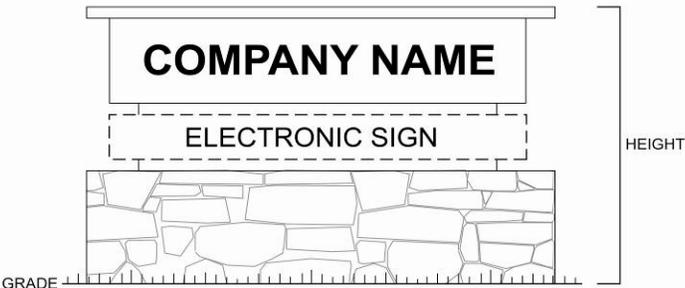
- b. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing.
 - c. The footing and related supporting structure of a freestanding sign, including bolts, flanges, and brackets, shall be concealed by landscaping.
- (b) **On-Building Signs.** A type of sign permanently affixed to an outside wall of a building. The following on-building sign configurations are addressed by this Chapter:
- (1) **Awning/Canopy Sign.** A sign that is directly affixed via sewing, painting, or similar method to a non-rigid removable awning or canopy which is mounted to the facade of a building.
 - a. Text and/or logos shall be centered on the vertical face of the lower part of an awning/canopy and shall not project below or above the vertical awning/canopy surface.
 - b. Text and/or logos on an awning shall be limited to 12 inches vertically and shall not exceed 10 percent of the awning/canopy area.
 - (2) **Marquee Sign.** A sign mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance and/or entrance approaches to a building.
 - a. Marquee signs shall be mounted parallel to the vertical surface of the marquee and not project more than 18 inches beyond the vertical surface of the marquee.
 - b. No part of a marquee sign shall extend beyond the top, bottom, or side edges of the vertical face of the marquee surface.
 - (3) **Projecting Sign.** A sign mounted at any angle other than parallel to the wall on which it is mounted and/or extends beyond 18 inches from the wall.
 - a. Projecting signs shall not project more than 6 feet from the wall on which it is mounted.
 - b. No portion of a projecting sign shall extend higher than 20 feet above the mean center line street grade.
 - c. No portion of a suspended sign shall extend lower than 10 feet above the ground, measured from the grade immediately below the sign.
 - d. No projecting sign shall extend above the top most edge of an exterior wall.
 - (4) **Suspended Sign.** A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.
 - a. No portion of a suspended sign shall extend lower than 10 feet above the ground, measured from the grade immediately below the sign.
 - (5) **Wall Sign.** A sign mounted parallel to and directly on a building facade or other vertical building surface.
 - a. Wall signs shall not project more than 16 inches beyond the edge of any wall or other surface to which they are mounted.

- b. The top of the sign shall not extend above the top edge of the vertical wall or above the lowest edge of a roof line of the portion of the building to which it is mounted.
- (c) **Moveable Signs.** A type of permanent sign that may be moved. The following moveable sign configurations are addressed by this Chapter:
 - (1) **Advertising Vehicle Sign.** A vehicle or trailer parked on a public right-of-way or private property so as to be seen from a public right-of-way, attached to which or located or painted thereon is any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premise. Business vehicles which contain typical business signage and which are actively used for business purposes are not considered advertising vehicle signs. Advertising vehicle signs are prohibited per Section 87.09(7).
 - (2) **Mobile Sign.** 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. Mobile signs are prohibited per Section 87.09(5).
 - (3) **Portable Sign.** A sign not permanently attached to the ground that is designed to be moved from one location to another. Portable signs are prohibited per Section 87.09(5).
 - (4) **Daily Notice Signs.** Daily notice signs include freestanding Sandwich Board Signs and on-building Menu Board Signs. See Section 87.08 for regulations.
- (d) **Window Sign.** A type of sign located within a building that is attached to the inside face of an exterior window and visible from the exterior of the building. See Section 87.08 for regulations.

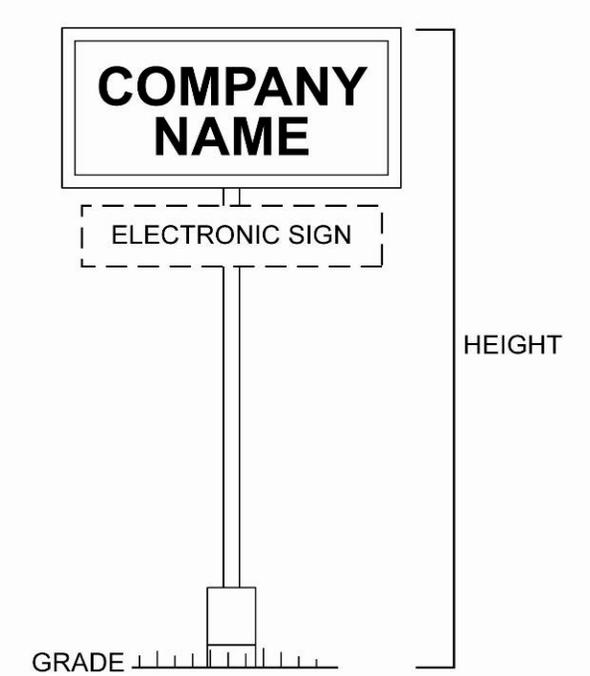
Figure 87.04: Sign Configuration Illustrations and Photo Examples
Arm/Post Sign



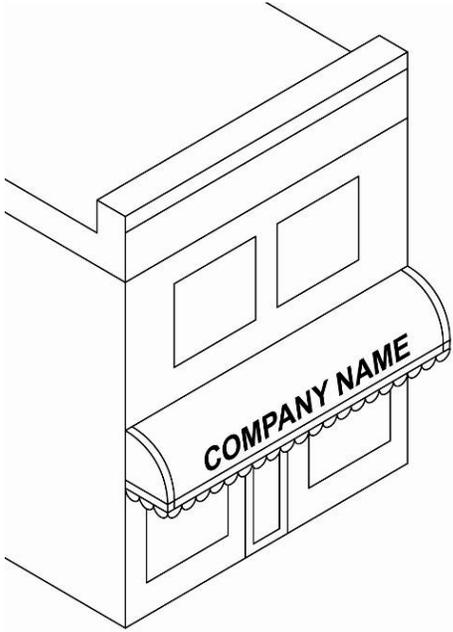
Monument Sign



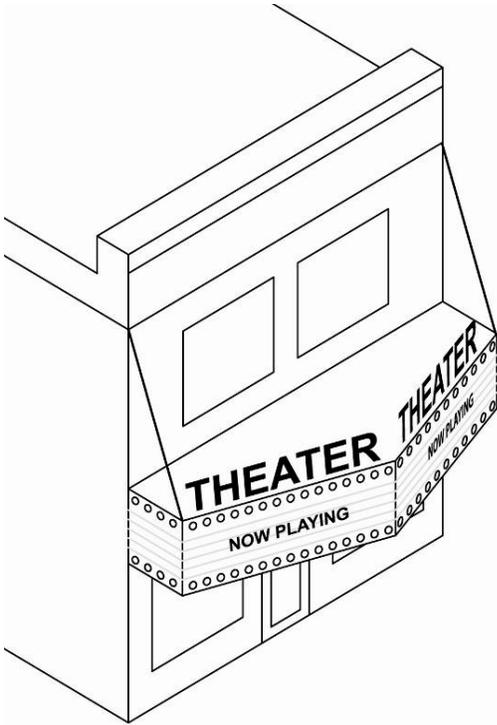
Pylon Sign



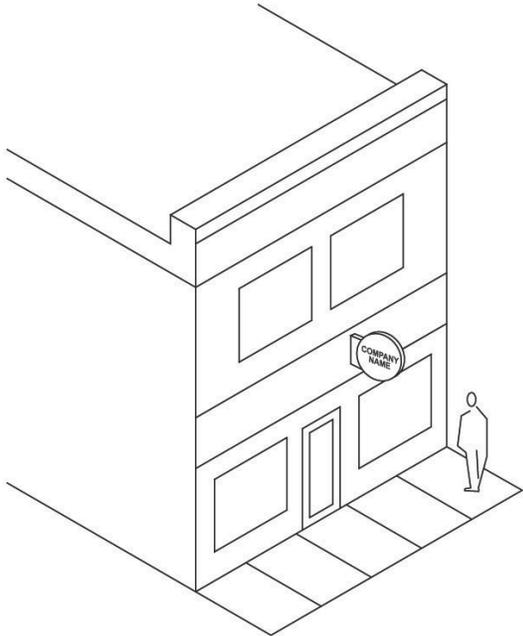
Awning/Canopy Sign



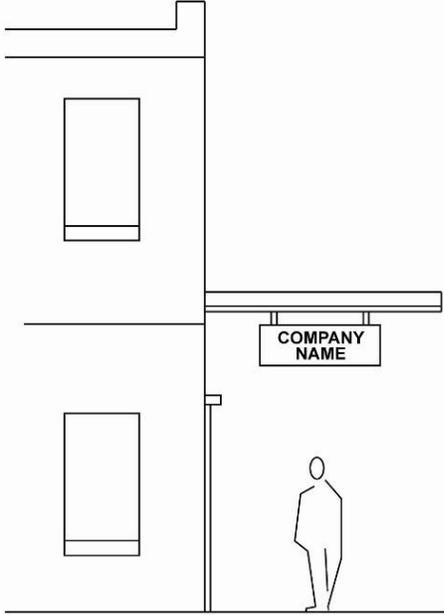
Marquee Sign



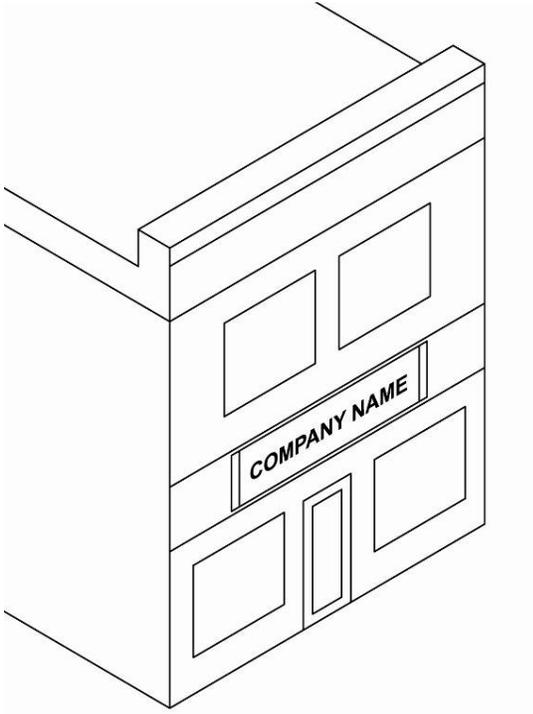
Projecting Sign



Suspended Sign



Wall Sign



SECTION 87.05 Permitted Signs by Zoning District.

- (a) The purpose and configuration of signs shall be allowed on private property in the Village in accordance with Figure 87.05a. If the letter “Y” appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning districts represented by that column. If the letter “P” appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning districts represented by that column. Special conditions may apply in some cases. If the letter “N” appears for a sign type in a column, such a sign is not allowed in the zoning districts represented by that column under any circumstances.
 - (1) Although permitted under Subsection (a) of this section, a sign designated by an “Y” or “P” in Figure 87.05a shall be allowed only if:
 - a. The sum of the area of all building and freestanding signs on the zoning lot conforms with the maximum permitted sign area as determined by the formula for the zoning district in which the lot is located and with any additional limitations in other applicable sections of this Chapter.
 - b. The size, location, and number of signs on the lot conform with the requirements of Table A and Table B, which establish permitted sign dimensions and characteristics by sign type, and with any additional limitations in other applicable sections of this Chapter.
 - (2) Signage for all uses in the Planned Development zoning districts shall be permitted per the base zoning district or as modified in the approved Specific Implementation Plan’s signage plan in Section 84.177(d)(1)(g).
 - (3) Key to Figure 87.05a and Figure 87.05b. On the tables in this Chapter which are organized by zoning district, the headings have the following meanings:

Abbreviations (Used in Figure 87-05a on the following page)	Zoning Districts	1999 Zoning Districts
SFDs	Residential, single-family detached districts, including SR-1, SR-3, SR-4, and SR-5	R1 and R2
MFDs	Residential, duplex and multifamily districts, including DR-6, MR-8, MR-16.	RM and MB
INS	All institutional uses in all districts, including conservation lands	
RH & NMU	Rural and neighborhood districts, including RH-35, NMU, ME	A, C and BN
MSMU	Main Street mixed use, including MSMU	BC (Overlay)
CMU & BP	Community and urban mixed use districts, including CMU, BP, and PD	BG
INDs	Industrial and business districts, including LI and GI	I and BOR

Figure 87.05a: Permitted Signs by Purpose/Configuration and Zoning District

	Zoning Districts/Land Use						
	SFDs	MFDs	INS ¹	RH & NMU	MSMU	CMU & BP	INDs
Sign Purpose							
• Advertising Sign, Off-Premise	N	N	N	N	N	N	N
• Business Sign, On-Premise	P	P	P	P	P	P	P
• Auxiliary Sign	Y	Y	Y	Y	Y	Y	Y
• Community Information Sign	Y	Y	Y	Y	Y	Y	Y
• Directional Sign, Off-Premise	N	N	Y ²	N	N	N	N
• Directional Sign, On-Premise	Y	Y	Y	Y	Y	Y	Y
• Group or Large Development Sign	N	N	Y	Y	Y	Y	Y
• Temporary Sign ³	Y	Y	Y	Y	Y	Y	Y
• Variable Message Sign	C	C	P	P	P	P	P
Sign Configuration – Freestanding							
• Arm/Post Sign	N	P	P	P	P	P	P
• Monument Sign	P	P	P	P	P	P	P
• Pylon Sign	N	N	N	N	N	N	N
Sign Configuration – On-Building							
• Awning /Canopy Sign	N	N	P	P	P	P	P
• Marquee Sign ⁴	N	N	P	P	P	P	P
• Projecting Sign ⁴	N	N	P	P	P	P	P
• Suspended Sign ⁴	N	N	P	P	P	P	P
• Wall Sign	P	P	P	P	P	P	P
Sign Configuration – Moveable							
• Daily Notice Sign	Y	Y	Y	Y	Y	Y	Y
• Mobile/Portable Sign	N	N	N	N	N	N	N
• Advertising Vehicle Sign	N	N	N	N	N	N	N
Signs Permitted without a Permit – See Section 87.08							
<p>“Y” = Sign is allowed without prior permit approval. “P” = Sign is allowed only with prior sign permit approval. “C” = Sign is allowed only with prior conditional use permit approval “N” = Sign is not allowed in the zoning districts represented by that column under any circumstances</p> <p>Notes to Figure 87.05a:</p> <ol style="list-style-type: none"> 1. This column does not represent a zoning district. It applies to institutional uses as defined in Section 84.57 in all zoning districts. Such uses may include but are not necessarily limited to schools, churches, universities, government facilities, and assisted living facilities. 2. Off-premise directional signs for institutional uses may be located in any zoning district. 3. No commercial message allowed on sign, except for a commercial message drawing attention to an activity legally offered on the premises. 4. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner agreeing to hold the Village harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the Village may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least \$500,000.00 per occurrence per sign. 5. All illuminated signs shall comply with the lighting requirements of Section 84.106. 							

Figure 87.05b: Permitted Sign Characteristics by Zoning District¹

	Zoning Districts						
	SF	MF	INS ²	RH/NMU	MSMU	CMU/ BP	IND
Freestanding (permanent)							
Sign Area Calculation	1 sq ft of sign area per one foot of public right-of-way frontage or at least 60 sq ft per lot ⁶						
Maximum Area of all Freestanding Signs	60 sq ft	60 sq ft	100 sq ft	100 sq ft	100 sq ft	100 sq ft	200 sq ft
Maximum Height – Arm/Post or Monument Sign ³	8 feet	8 feet	10 feet	8 feet	12 feet	12 feet	12 feet
Maximum Height – Pylon Sign	Pylon signs are not permitted.						
Number per Lot ⁴	1 per lot						
On-Building (permanent)							
Maximum Area and Mounting Height per Building Façade	1 sq ft of sign area per 1 foot of building frontage length for every floor that contains Institutional and Commercial land uses and at least 50 sq ft and no more than 200 sq ft per business. Maximum mounting height is the adjacent ceiling height. ⁵						
Number per Tenant	1 per public right-of-way frontage			1 per public right-of-way frontage; 1 for non-frontage wall with adjacent customer parking of 8 or more spaces			
Sign types not contributing to maximum area or number of signs are listed in Section 87.08.							
<p>Notes to Figure 87.05b:</p> <ol style="list-style-type: none"> 1. See Section 87.04 for additional regulations for specific sign types. 2. This column does not represent a zoning district. It applies to institutional uses as defined in Section 84.57 in all zoning districts. Such uses may include but are not necessarily limited to schools, churches, universities, government facilities, and assisted living facilities. 3. See Sections 87.06 and 87.14 for sign height measurement. 4. No lot may have both a group and large development sign and any separate freestanding sign. 5. Regardless of the length of the building façade, each tenant with exterior frontage is allowed a minimum of 50 square feet for on-building signage. 6. For lots with narrow public right-of-way frontages, an alternative method, based on the width of the lot at the building façade, may be used to calculate maximum freestanding sign area. See Figure 87.06c. 							

SECTION 87.06 Sign Setback, Height, Measurement, and Flexibility.

- (a) **Sign Setback.** All freestanding signs shall meet the yard requirements for the district in which it is located, or be set back a minimum of 3 feet from the front property line, whichever is less.
- (b) **Sign Height.**
 - (1) The height of a freestanding sign shall be measured from the average ground level adjacent to the sign to the top of the sign, or from the centerline grade of the nearest adjacent public road, if such information is supplied with the permit application and confirmed by the Zoning Administrator, whichever is higher.

- (2) The average ground level is defined as 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.
- (c) **Minimum Ground Clearance.** All projecting, marquee, and canopy/awning signs shall have a minimum clearance of 8 feet from grade to the bottom of the sign and shall not project into any vehicle circulation area, beyond any public street curb line, or beyond any public street pavement edge if no curb is present.
- (d) **Measurement of Sign Area.** The measurement of sign area is based on the arrangement of sign copy and sign background:
 - (1) For signs comprised of individual letters and related copy which are attached to a background surface with one or more neutral surface colors, sign area shall be measured as the sum of the smallest rectangle enclosing each letter or related copy. (See Example 1 in Figure 87.06b.)
 - (2) For signs comprised of individual letters and related copy which are attached to a background surface with one or more non-neutral background colors, sign area shall be measured as the sum of the smallest rectangles and right triangles enclosing entire sign message and any and all non-neutral background color areas. (See Example 2 in Figure 87.06b.)
 - (3) For signs comprised of letters and related copy surrounded by one or more sign background colors on a single panel, sign area shall be measured as the smallest single rectangle enclosing the entire sign message and any and all background color areas. (See Example 3 in Figure 87.06b.)
 - (4) For signs comprised of individual letters and related copy surrounded by one or more sign background colors on individual panels, sign area shall be measured as the smallest single rectangle enclosing the entire sign message and any and all background color areas. (See Example 4 in Figure 87.06b.)
 - (5) For signs comprised of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.
 - (6) In the case of a freestanding sign (including three-dimensional objects), sign area shall include the total sign areas per 1-4 above, that can be viewed from any single vantage point (i.e., for a typical freestanding sign which faces two directions, only one face of the sign shall comprise the sign area). Sign area shall not include any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign message. Examples of parts of a freestanding sign structure which are exempt from the sign area include the sign base and the supporting columns, posts, or poles.
- (e) **Flexibility.** The Village shall allow the following flexibility for signage:
 - (1) **Location of On-Building Signs:** Signs may be relocated from one permitted wall to another permitted wall as long as the total sign area does

not exceed the maximum sign area permitted for that wall (see Figure 87.06a).

- (2) **Area of On-Building Signs:** See Subsection (d), above, for flexibility in measuring sign area.

Figure 87.06a: Location of On-Building Signs

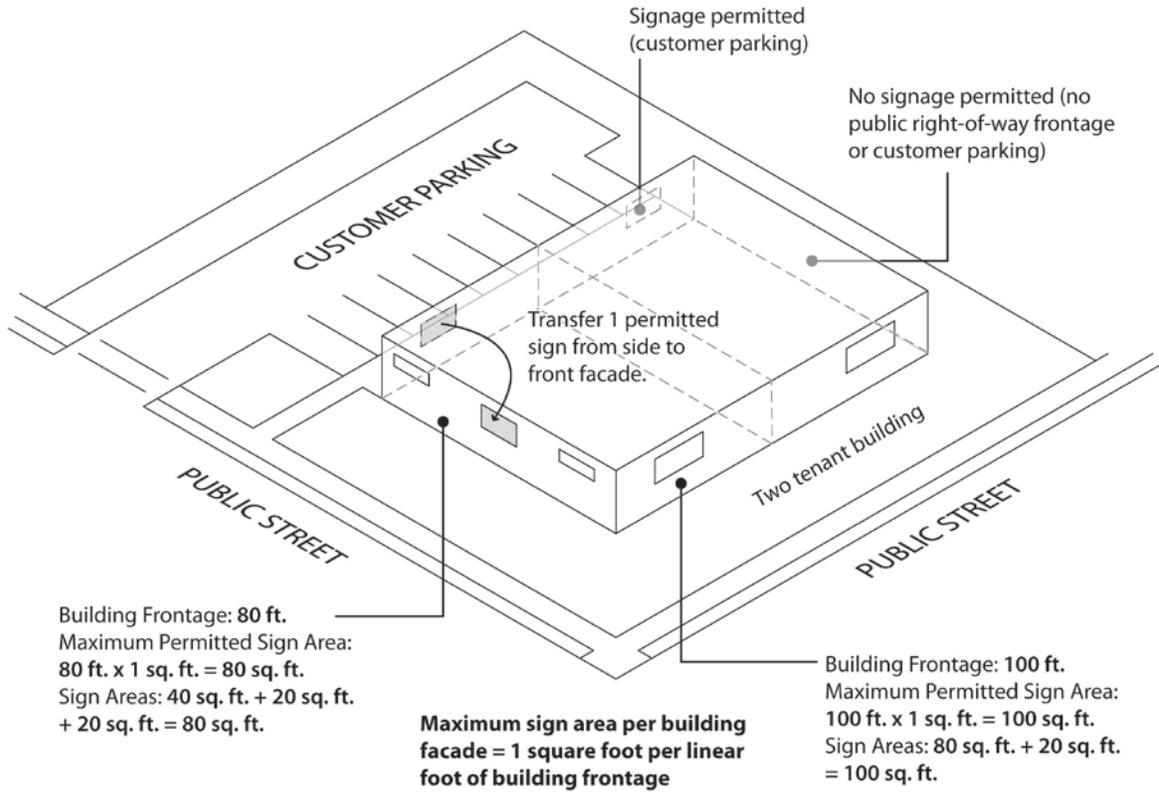


Figure 87.06b: Measurement of Sign Area



Example 1:
Individual letters on a
neutral surface

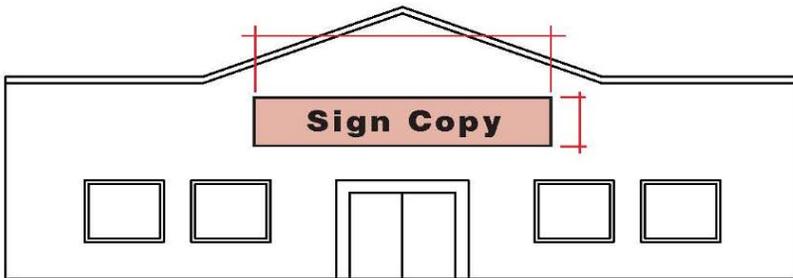
Sum of smallest rectangles

Background color limited
to 40% of signable area



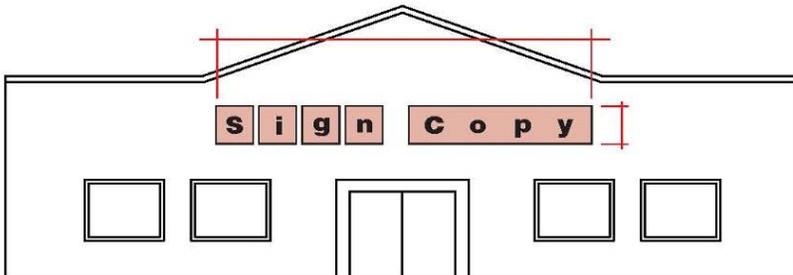
Example 2:
Individual letters on a
colored background

Sum of smallest rectangles
and right triangles



Example 3:
Individual letters or words
grouped on one or more
panels

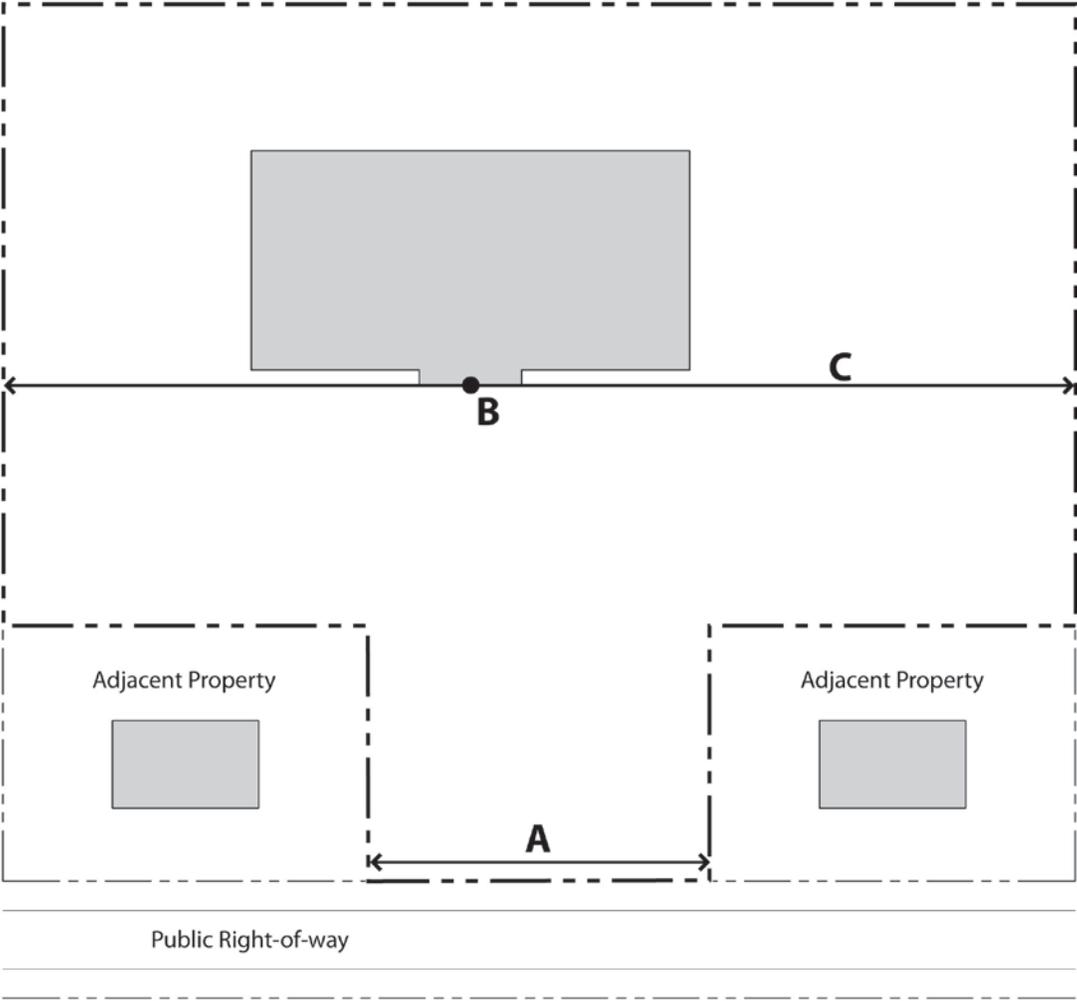
Smallest single rectangle



Example 4:
Individual letters on
separate panels

Smallest single rectangle

Figure 87.06c: Alternative Measurement of Maximum Freestanding Sign Area



- A** = Actual width of public right-of-way frontage
- B** = Point on building facade closest to public right-of-way frontage
- C** = Line parallel to A, used to calculate maximum sign area

Original Sign Area Calculation: 1 square foot of sign area per 1 linear foot of public right-of-way frontage.

Alternative Sign Area Calculation: 1 square foot of sign area per 1 linear foot of "C" as depicted in this diagram.

SECTION 87.07 Temporary Signs.

- (a) **Definition.** A sign or advertising display (including banners, signs supported by wood or metal stakes, festoons, pennants, pinwheels and similar devices) intended to be displayed for a certain limited period of time. Included in the definition of “temporary signs” are retailers’ signs temporarily displayed for the purpose of informing the public of a “sale” or special offer. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose.
- (b) **General Regulations.**
- (1) A sign permit shall not be required for all temporary signs that meet the requirements of this Chapter.
 - (2) Except as may be allowed below, any one business or other user on a lot is permitted to display no more than one temporary sign at a single time.
 - (3) All temporary signs shall be anchored and supported in a manner which reasonably prevents the possibility of the signs becoming hazards to the public health and safety.
 - (4) Except as indicated below or as otherwise approved by the Zoning Administrator, no temporary sign may be placed in or over any public right-of-way.
- (c) **Regulations for Specific Temporary Sign Types.**
- (1) **Real Estate Sign.** Sign used to offer for sale, lease, or rent the property upon which the sign is placed.
 - a. One non-illuminated real estate sign is allowed per street frontage.
 - b. Such sign shall be removed within 30 days of the sale or lease of the single space it is advertising or of at least 90 percent of the total land or space available for sale or lease on the property.
 - c. Such sign shall not exceed 8 square feet area in residential districts and 32 square feet in area in non-residential districts.
 - (2) **Construction/Future Tenant Sign.**
 - a. Two construction/future tenant signs permitted per construction site.
 - b. Sign shall not exceed 8 square feet in residential districts and 100 square feet in nonresidential districts.
 - c. Such signs shall be confined to the site of construction and shall be removed 30 days after completion of construction prior to occupancy, whichever is sooner.
 - (3) **Street Banners.** Banners promoting public events of village-wide interest displayed over a public street, alley, or highway when approved by the Zoning Administrator.
 - a. Such signs shall not be erected more than 30 days before the event and shall be removed within 5 days after the event.

- b. Such signs shall be erected only in locations approved by the Zoning Administrator.
- (4) **Personal Greeting or Congratulatory Sign.** One personal greeting or congratulatory sign or object per premises shall be permitted for up to 7 days, limited to 8 feet in height and 32 square feet in area and which is not intended for commercial purposes.
- (5) **Political Sign.** Signs promoting a candidate or position on an issue for an upcoming election must meet the requirements of Section 12.03, Wisconsin Statutes.
 - a. Said signs may be erected no earlier than 60 days prior to the primary election and shall be removed within seven days following said general election.
 - b. Each sign shall not exceed 8 square feet in residential districts and 16 square feet in nonresidential districts.
 - c. No sign shall be located within 5 feet of the public right-of-way at a street intersection, over the right-of-way, nor on any publicly owned property.
- (6) **Public Event Sign.** For a temporary event of public interest hosted by and/or held at a community organization or institutional facility, such as a fair operated by a nonprofit organization.
 - a. One such sign may be located upon the site of the event.
 - b. A second sign for such a temporary event may be placed on a separate private property with written permission of the property owner submitted to the Zoning Administrator.
 - c. Each such sign shall not exceed 32 square feet in area.
 - d. The content of such signs shall be limited to the name of the event, location, direction, and/or distance to the event.
 - e. Such signs shall not be erected more than 30 days before the event and shall be removed within 5 days after the event.
- (7) **Temporary Commercial Sign and Banner.** Signs and banners advertising sales, limited time offers, grand openings, or other special events including “Open” flags. Such signs not exceeding a combined total of 32 square feet in area, and not greater than 8 feet in height if ground-mounted, nor extending above the roof line if building-mounted. Display of such signs shall be limited to 30 days per calendar year.
- (8) **Temporary Signs Types Prohibited.** Pennants, festoons, pinwheels, inflatables and similar “eye-catching” devices are prohibited.

SECTION 87.08 Signs Not Requiring a Permit (and not Counting Toward Maximum Permitted Sign Area).

The following signs are permitted in all zoning districts without the need for a permit. Such signs shall not count toward the maximum permitted sign area in the zoning district in which they are located.

- (a) **Daily Notice Sign.** Daily notice signs include freestanding sandwich board signs and on-building menu board signs. One daily notice sign per customer entrance is permitted. The owner of the customer entrance may select which type of daily notice sign to use: either one sandwich board sign or one menu board sign, however, a maximum of only one sandwich board sign may be used for any business.
 - (1) Daily notice signs do not count as a business sign for the purpose of regulating the number of business signs or the area of business signs allowed on the property.
 - (2) Daily notice signs are permitted in all zoning districts.
 - (3) **Sandwich Board Sign Rules:**
 - a. Location Requirements for Sandwich Board Signs: A sandwich board may be placed between the side of the building with the customer entrance and the curb, provided that:
 - 1. There is not adequate space available on the premises to place the sign in a manner that is visible to the public.
 - 2. The sign is placed directly in front of the business to which it is related.
 - 3. A minimum of 5 feet in width of unobstructed travel way remains available on the sidewalk at all times.
 - 4. Sandwich board signs shall be placed a minimum of one foot (12 inches) from any of the following: doorway, loading zone, crosswalk, curb cut, bike rack, bench or any other public facility or fixture for vehicles or pedestrians.
 - 5. Sandwich board signs shall not obstruct access to any fire hydrant, fire escape or fire door, or obstruct the clear view of any traffic signal, regulatory sign or street sign. Whether such a prohibited obstruction is created by the sandwich board sign shall be the determination of the Village.
 - 6. Sandwich board signs shall be kept inside the building when the business is closed.
 - b. Configuration Requirements for Sandwich Board Signs:
 - 1. No portion of a sandwich board sign shall be more than four feet high or more than three feet wide; including any part of its frame or supporting structure.

2. Anything attached to a sandwich board sign shall not project beyond the perimeter of the sign face nor project in excess of one inch from the sign face.
 - c. **Material Requirements for Sandwich Board Signs:**
 1. Sandwich boards may be made of any material.
 2. Sandwich boards shall be heavy enough to remain stationary in moderate winds.
 - d. **Illumination Requirements for Sandwich Board Signs:**
 1. Sandwich boards may not be illuminated by any means other than an ambient light source, such as the sun or a street light.
- (4) **Menu Board Sign Rules.**
- a. **Location Requirements for Menu Board Signs:**
 1. Menu board signs shall be securely affixed to the exterior wall of the building containing the use.
 - b. **Configuration Requirements for Menu Board Signs:**
 1. Menu board sign surface area and its surrounding frame and structure shall not exceed eight square feet.
 2. Menu board signs shall not extend more than three inches from the wall on which it is mounted.
 3. Moving signs such as traveling message boards, electronic message boards and video screens are prohibited.
 4. Anything attached to a menu board sign shall not project outside the perimeter of the sign face nor project in excess of one inch from the sign face.
 - c. **Material Requirements for Menu Board Signs:**
 1. Menu board signs may be made of any material.
 - d. **Illumination Requirements for Menu Board Signs:**
 1. Menu board signs may not be illuminated by any means other than an ambient light source, such as the sun or a street light.
- (b) **Address.** Address numerals and other information to identify a location by law, order, rule, or regulation, provided that such sign does not exceed one square foot in area per officially assigned address, or the size required by law, order, rule, or regulation, whichever is greater.
- (c) **Auxiliary Sign.** Per Section 87.03(b) of this Chapter, if under 4 square feet in area in residential districts or under 6 square feet in area in nonresidential districts.
- (d) **Bulletin Board.** On-premise signs not exceeding 16 square feet listing meetings, services, activities, or events for public, philanthropic, or religious institutions.
- (e) **Commemorative Sign.** Plaques, tablets, cornerstones, or lettering inlaid into the architectural materials of a building or structure, not exceeding 4 square feet, denoting the name of that structure or its date of erection.
- (f) **Construction Sign.** Per the temporary sign requirements of Section 87.07(c)(2).

- (g) **Flag.** Flags and insignia of governmental, civic, philanthropic, religious or educational organizations of less than 50 square feet in area, when not displayed in connection with a commercial promotion or as an advertising device.
- (h) **Garage Sale Sign.** Permitted on-premise on the day of the sale not to exceed three times in one calendar year. May also be displayed off-premises on the day of the sale only.
- (i) **Government Information Sign.** Signs erected by or on behalf of a duly constituted governmental body, including, but not limited to legal notices, handicap parking signs, traffic signs or other regulatory, directional or warning signs.
- (j) **Identification Sign.** A sign not exceeding 2 square feet indicating the name and/or address of the property owner, tenant and/or manager of the property.
- (k) **Interior Sign.** Signs which are located on the interior of a premise and which are primarily oriented to persons within that premises.
- (l) **Drive-Through Sign.** One menu sign for a drive-in or drive-through establishment exclusive of any two-way microphone/speaker devices, provided that the sign does not exceed 25 square feet in area or 8 feet in height.
- (m) **Model Home Sign.** Per the temporary sign requirements of Section 87.07(c)(1).
- (n) **“Open” Sign.** Illuminated or non-illuminated signs, not exceeding 4 square feet, which advertise a premises as open for business, with no more than one sign per street on which the property has frontage, and not more than two signs in aggregate which are in place only when the related premises are actually open for business.
- (o) **Personal Greeting/Congratulatory Sign.** Per the temporary sign requirements of Section 87.07(c)(4).
- (p) **Political/Election Sign.** Per the temporary sign requirements of Section 87.07(c)(5).
- (q) **Public Event Sign.** Per the temporary sign requirements of Section 87.07(c)(6).
- (r) **Real Estate Sign.** Per the temporary sign requirements of Section 87.07(c)(1).
- (s) **Site Information Sign.** Signs of no more than 8 square feet which, without including advertising of any kind, provide instructions and/or direction to facilities intended to serve the public, such as rest rooms, public telephones, walkways, parking, and similar facilities.
- (t) **Window Sign.** Window signs shall be limited to a maximum area that does not exceed 33.3 percent (one-third) of the individual glass area as contained within a mullion or frame. There is no limit in the number of window signs. Window signs shall comply with the requirements of 87.03(i)(2) and (4).

SECTION 87.09 Sign Prohibition and Limitations.

The regulations contained in this subsection apply to signs in all zoning districts.

(a) Sign Prohibitions.

- (1) No sign shall be erected at any location where it may, by reason of its position, shape, color or design, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, nor shall such sign make use of words such as “stop,” “look,” “danger,” or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead or confuse users of streets or highways.
- (2) No fluttering, undulating, swinging, rotating, or otherwise moving signs.
- (3) No roof signs shall be permitted. No sign shall be mounted on, displayed on, or extend above the top edge of a roof.
- (4) No flashing, scrolling, or animated signs shall be permitted. Variable message signs meeting the definition and requirements of Section 87.03(i) of this Chapter shall not be considered flashing, scrolling, or animated signs.
- (5) No mobile or portable signs shall be permitted. Sandwich boards meeting the definition and requirements of Section 87.08 of this Chapter shall not be considered mobile or portable signs.
- (6) No inflatable signs shall be permitted.
- (7) No advertising vehicle signs shall be permitted.
- (8) No beacons or search beacons shall be permitted.
- (9) No billboards or off-premise advertising signs shall be permitted. Existing legal off-premise advertising signs made nonconforming by this Section shall be permitted to continue as legal, nonconforming signs, subject to the requirements of Section 87.12.
- (10) No abandoned signs shall be permitted.
- (11) No pylon signs shall be permitted.

(b) Sign Limitations.

- (1) No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape, and no sign shall be attached to a standpipe or fire escape.
- (2) No sign shall be placed in a manner that would impede vehicular or pedestrian safety, or impede access or visibility. Signs shall meet the visibility requirements of Section 84.103.
- (3) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, public utility pole, public light pole or traffic regulatory structure.
- (4) Illuminated sign shall be permitted except for within a residential zoning district. All illuminated signs shall comply with the lighting requirements of Section 84.106.

- (5) Except for permitted projecting, awning, marquee, and sandwich board signs, or as may be specifically authorized in a Specific Implementation Plan in a PD zoning district meeting all of the applicable requirements of this Chapter, or unless otherwise allowed by this Chapter, shall be permitted within or extend into a public right-of-way.

SECTION 87.10 Sign Permits – Applicability, Enforcement, and Revocation.

(a) Applicability.

- (1) Except as otherwise provided in Section 87.08, only those permanent or temporary signs which have been granted a permit from the Zoning Administrator in accordance with the provisions of this section may be erected, installed, constructed, or maintained.
- (2) 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.
- (3) This section shall not apply to repainting or refacing with the same or different sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
- (4) No new permit is required for signs which are in place as of the effective date this Chapter, and such signs may remain as legal nonconforming signs. Any alteration or relocation of such signs shall conform to the requirements of this Chapter.
- (5) Any sign permit granted hereunder may not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
- (6) The owner or tenant may request all such signs at one premise be included under one permit.

(b) Sign Permit Application. Each sign permit application shall include:

- (1) The name, address, phone number, and email address of the applicant.
- (2) The name, address, phone number, and email address of the sign contractor.
- (3) The property's zoning designation and use of the building for which the sign will provide information.
- (4) A signage plan, drawn to a recognizable scale, for the property shall be submitted showing the following:
 - a. Location, type, height, width, and area of the proposed sign.
 - b. Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
 - c. All property lines and buildings on the property and within 50 feet of the proposed sign.
 - d. All parking areas, driveways, and public roads.
 - e. Method of attachment, structural support, method of illumination, and sign materials.

- f. Approximate value of the sign to be installed, including cost of installation.
 - g. Signage plans shall be approved and stamped by a professional engineer registered in the State of Wisconsin and accompanied by a statement of compliance with state laws.
- (5) If the sign contractor is not UL listed, the applicant must have an electrical subcontractor to supervise the work and obtain an electrical permit.
 - (6) Payment of the sign permit fee, as established from time to time by the Village Board.
 - (7) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
 - (8) Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway shall also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.
- (c) **Granting and Issuance.**
- (1) The Zoning Administrator shall review the application to ensure it is complete per the requirements of Subsection (c), above.
 - (2) In cases where no other review or approvals are required under this Chapter, the Zoning Administrator shall review said application for compliance with Subsection (e), below, and shall, in writing, either approve or deny said sign permit within 10 working days of the acceptance of the complete application and payment of the required fee.
 - (3) In certain cases, a sign permit may not be granted prior to the approval of a conditional use permit. In such cases, the Zoning Administrator shall review said application for compliance with Subsection (e), below, and shall schedule the item on the appropriate meeting agenda(s) within 10 working days of the acceptance of the complete application and payment of the required fee. Within 10 working days of recommendation or action by the body with recommending or approval authority, the Zoning Administrator shall approve or deny said sign permit based on such recommendation or action.
 - (4) Denial of a sign permit shall not result in total or partial reimbursement of permit fees paid.
- (d) **Basis for Granting a Sign Permit.** In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this Chapter. In such review, the Zoning Administrator may also consider the following factors:
- (1) Whether the sign is compatible with the surroundings.
 - (2) Whether the sign is designed, installed, and maintained to meet the sign user needs, while at the same time promoting general public needs and desires.

- (3) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety.
 - (4) Whether the sign is legible, readable, and visible in the circumstances in which it is to be used.
 - (5) Whether the sign, including its size, height, illumination and location, is respectful of reasonable rights of other signs already displayed in the area.
 - (6) Whether the sign is in compliance with all provisions of this Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- (e) **Enforcement and Revocation of Sign Permit.**
- (1) A sign permit may be revoked if the applicant has failed to comply with the provisions of this Chapter or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by either the Zoning Administrator for Zoning Ordinance violations or the Building Inspector for building or other construction code violations.
 - (2) In the event that construction, installation, or manufacture of a sign for which a permit has been issued has not commenced within 180 days from the date of the issuance of such permit, said permit shall be null and void and automatically revoked. If work authorized by such permit is suspended or abandoned for a period of 90 days any time after the work is commenced, the original permit shall become null and void. In such cases, a new permit shall be obtained to complete the work and a new permit fee shall be required.
 - (3) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
 - (4) Revocation shall not result in total or partial reimbursement of permit fees paid.
- (f) **Appeals.** Any applicant who has been denied a Sign Permit or has had an application modified by the Zoning Administrator, may, upon written request to the Village Clerk, have the denial and / or modification reviewed by the Village Board; which shall either affirm, reverse, or modify the initial action on the application. Such appeal determination by the Village Board shall constitute final action.
- (g) **Removal of Signs in Violation of this Chapter.**
- (1) If the Zoning Administrator determines that any sign exists in violation of this Chapter, the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located. Said notification shall indicate that such violation must be corrected within 60 days of receipt of said notice on penalty of automatic revocation of any sign permit, and that removal of the sign by the Village may occur at the expense of the owner of the property.
 - (2) If notification is sent and the violation is not corrected within 60 days, the Zoning Administrator shall revoke the permit for any sign which is in

violation of this Chapter. It shall be the duty of the Zoning Administrator to cause removal of such sign.

- (3) The expense of removing such sign shall be charged to the owner of the property on which the sign is located. If the owner fails to pay such expense within one month of being billed therefore, or has not made arrangement for payment satisfactory to the Village Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll.
- (4) Any sign illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator.

SECTION 87.11 Appearance, Construction and Maintenance of Signage.

- (a) All signs shall be constructed, mounted, and maintained so as to comply with the appropriate detailed provisions of the building code as adopted by the Village relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the electrical code as adopted by the Village.
- (b) Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.
- (c) No sign (except flags) shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to minimize any lateral movement that would cause wear on the sign face or supporting members or connections.
- (d) All permanent signs and their supporting members shall be constructed of standardized sign materials.
- (e) Sign materials shall be compatible with the design of the face of the facade where they are placed and shall contribute to the legibility of the sign.
- (f) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (g) All signage within the jurisdiction of this Chapter shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper 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.
- (h) Every freestanding or on-building sign hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacturers name, the permit number, and the voltage of any electrical apparatus used in connection therewith.
- (i) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Chapter, and result in absolutely

no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.

- (j) 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.
- (k) Any signs which may be, 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.
- (l) Any legal sign, including a legal nonconforming sign, may be relocated if a government action or activity is the cause of the relocation (as determined by the Village).

SECTION 87.12 Nonconforming Signs.

- (a) **Nonconforming Signs.** Signs existing as of the effective date of this Chapter, which do not conform to the provisions of this Chapter, such as location, height, area, brightness and scrolling, shall be nonconforming signs.
- (b) **Continuation of a Nonconforming Sign.**
 - (1) Nonconforming signs may be maintained.
 - (2) Nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this Chapter. See Subsection (c)(1), below, for what would constitute an alteration of a sign.
 - (3) Nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use, or shall be removed per Subsection (c), below.
 - (4) 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, sign 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. The sign will continue to be considered nonconforming.
- (c) **Alteration of a Nonconforming Sign.**
 - (1) **Alteration of a Nonconforming Sign.**
 - a. For the purpose of this section, alteration of a sign is considered to be any change to the sign frame and / or the supporting structure; or to its location, height, or area, or any other alterations as determined by the Zoning Administrator.
 - b. Altering a sign does not include maintaining the existing appearance of the sign; replacing the sign face with a sign face of identical shape, area or location; or maintaining the supporting structure of a sign. It also does not include changing the message of any sign.

- c. A tenant sign which comprises part of a group development sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire group development sign, or any of its parts, into compliance with the provisions of this Chapter.

SECTION 87.13 Removal of Sign and Sign Structures where Business is no Longer in Operation.

- (a) A building, structure or premises shall be determined to be vacated based on the following criteria: (1) vacancy, (2) cessation of some or all utilities, or (3) lapse or termination of occupational license. Vacation of a building, structure or premises shall have the following effect:
 - (1) At 90 days, non-conforming signs shall lose their non-conforming status.
 - (2) At 90 days, the owner of the property shall be responsible for removing any commercial sign and/or sign structure associated with the business that is out of operation located on the property; unless the property owner is granted an extension under Subsection (4) below.
 - (3) Signs addressing the sale or leasing of the facility in compliance with Section 87.07 are permitted; however, conversion of an existing sign or sign structure to a sale or leasing sign, where permitted, shall not affect the time provisions of this section. In addition, the owner shall be responsible for restoring the facade of the building, structure or premises to its normal appearance.
 - (4) An extension allowing vacant sign(s) and/or sign structure(s) to remain on the property for an additional six month time period after the original 90 days have lapsed, may be granted under the following conditions:
 - a. The property owner must submit an application with the appropriate fee and allow staff to inspect the vacated sign(s) and/or sign structure(s).
 - b. Staff must review the application and sign to determine that the sign will not be a hazard, safety concern, or blight for the duration of the extended time period.
 - c. Signs must be properly blanked out and contain no commercial message.
 - d. If the sign has been damaged during the vacated period to the point it becomes a safety hazard or blight on the property, staff may have the structure removed.
 - e. After the original six month extension, one additional six month extension may be approved by staff for up to one year upon submittal of a new application and fee. Any additional applications for an extension, beyond the first year, must be approved by the Village Board.

- f. Owners of non-conforming signs may also apply for an extension however the sign shall not thereafter be reestablished except in full compliance with this chapter.
- (b) Sign structures that have been left vacant, devoid of any message, display a message pertaining to a time, event or purpose that no longer applies, or where the permit holder no longer has any interest in the premises as owner or tenant, any of which for a continuous period of 90 days, shall be deemed abandoned and must be removed by the owner of the sign structure or the Village shall proceed to remove such sign structure pursuant to the terms of this sign code if the owner has not been granted an extension.
- (c) If the sign and/or sign structure(s) have not been removed, the Village shall send written notification to the property owner of record and/or last known occupant, via certified mail, return receipt requested, indicating that the sign and/or sign structure must be removed or apply for and be granted an extension. If the sign and/or sign structure have not been removed within 30 days after the Village sends notice, and an extension has not been granted, the Village may have the sign and/or sign structure removed.
- (d) Any and all costs incurred by the Village in the removal of a sign or sign structure pursuant to the provisions of this section, which authorized assessment of the cost, shall constitute a lien against the property upon which the sign or sign structure existed and shall be collected in the same manner as provided elsewhere in the regulations of the Village of Cross Plains.

SECTION 87.14 Other Definitions for Sign Regulation Purposes.

- (a) **Abandoned Sign.** Any sign remaining in place which for a period of 90 days or more no longer advertises or identifies an ongoing business, product, service, idea or commercial activity located on the site.
- (b) **Advertising.** Any writing, painting, display, emblem, drawing, sign or other device designed, used or intended for display or any type of publicity for the purpose of making anything known or attracting attention to a place, product, goods, services, idea or statement.
- (c) **Beacon/Search Beacon.** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.
- (d) **Building.** Any structure used or intended for supporting or sheltering any use or occupancy.
- (e) **Building Frontage.** That building elevation that fronts on a public street.
- (f) **Business/Tenant Frontage.** That portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without building frontage, the building elevation providing customer access shall be considered the business frontage.

- (g) **Commercial Message.** Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business product, service, idea or commercial activity.
- (h) **Copy.** Words, letters, numbers, figures, designs or other symbolic representations incorporated into a sign.
- (i) **Elevation (building).** The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.
- (j) **External Illumination.** The lighting of an object from a light source located a distance from the object.
- (k) **Facade.** See “Elevation.”
- (l) **Future Tenant Sign.** A temporary sign that identifies the names of future businesses that will occupy a site
- (m) **Height of Sign.** The vertical distance from the base of the sign at average grade to the top of the highest attached component of the sign.
- (n) **Inflatable Device.** An object that is inflated with air or gas.
- (o) **Lot.** Any piece or parcel of land or a portion of a subdivision, the boundaries of which have been established by some legal instrument of record that is recognized and intended as a unit for the purpose of transfer of ownership.
- (p) **Luminaire.** A complete unit for the purpose of generating usable and somewhat controllable light that comprises one or more lamps, parts designed to distribute the light, parts used to position and protect the light source, and a means to connect the light source(s) to an electrical supply.
- (q) **Maintain.** The repair or replacement in kind of individual sign components including paper, wood, fabric or plastic copy panels, electrical wiring and bulbs, or paint, stucco or other exterior finishes.
- (r) **Sign Area.** The entire face of a sign, including the extreme limits of writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. See Section 87.06 (4).
- (s) **Sign Face.** The area or display surface used for the message.
- (t) **Three Dimensional Sign.** A sign that has a depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.
- (u) **Use.** Includes all purposes or activities for which the land or buildings are arranged, designed or intended, or for which land or buildings are occupied or maintained. A use may include multiple ownership, tenancy or affiliations and may include accessory, conditional and temporary uses.

SECTION 87.15 Fees.

Fees related to signage shall be determined by the current Village fee schedule.