

SIGNS

12.14-1 PERMIT REQUIRED

- (a) No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a zoning permit, except those signs permitted under Section 12.14-2 and 12.14-3, and further excepting the refacing of existing signs as defined in this Ordinance, without being in conformity with the provisions of this Ordinance, Section 84.30 of the Wisconsin Statutes, as hereinafter amended or recreated. The sign shall also meet all the structural requirements of local and state building codes.
- (b) Before any sign for which a permit is required by this ordinance is erected, there shall be submitted to the Department of Planning and Development the written consent of the owner of the land upon which the sign is to be located that permission has been so granted, a scale drawing of the proposed sign indicating its location on the premises and its relationship to other structures and property lines, and a computation of the display area as defined in this ordinance.
- (c) Back to back signs or V-shaped signs shall constitute but one sign within the meaning of this ordinance.
- (d) All street sign setbacks shall be from the outer edge of the highway, street or road right-of-way.
- (e) All side and rear setbacks shall be those of the district of which the sign is located.

12.14-2 SIGNS PROHIBITED

No signs or any part thereof or sign anchors, braces, or guide rods shall be attached, fastened, or anchored to any fire escape, fire ladder, or standpipe, and no sign or any part of any sign or any anchor, brace, or guide rod shall be erected, relocated, put up, or maintained so as to hinder or prevent ingress or egress from public or private driveways, parking lots or fire escapes or through a door, doorway, or window or so as to hinder or prevent pedestrian traffic on a sidewalk or so as to hinder or prevent the raising or placing of ladders against a building by the fire department as necessity therefore may require. No sign shall be placed so as to obstruct or interfere with traffic visibility nor be lighted in such a way as to cause glare or impair driver visibility upon public right-of-ways. (6/2/92)

- (a) Any sign that creates a hazard or dangerous distraction to vehicle traffic or a nuisance to adjoining property.
- (b) Any sign resembling, imitating or approximating the shape, size, form or color of railroad or traffic signs, signals or devices, or obstructing or interfering with the effectiveness of said devices.
- (c) Any sign that moves or has moving, rotating or animated parts.
- (d) Inflatable Signs.
- (e) Any temporary, spring-action metal advertising sign used, for example, to advertise cigarette or gasoline prices.
- (f) Any sign located within a vision triangle as defined by 12.13-1.
- (g) Any sign installed or constructed within the right-of-way, except for official signs.
- (h) Any sign containing statements, words or pictures classified as "obscene material" as defined by sec. 944.21 Wis. Stats or sec. 9.10.2 of the Kenosha County Code of ordinances.
- (i) Roof Signs.
- (j) Any sign mounted on wheels, trailers, motor vehicles or any other nonpermanent structure parked within sight of a street for the purpose of advertising. This section does not apply to signs which are incidental to the identification of such motor vehicle.
- (k) Any sign that produces sound, causes interference with radio, telephone, television or other communication transmissions; produces or reflects motion pictures or video; emits visible smoke, vapor, particles, or odor.
- (l) Obsolete Signs.
- (m) Signs which are deteriorated, dilapidated, structurally dangerous or unsafe, as determined by local building inspector.
- (n) Off-premise Signs, except for Unified Business Center signs.
- (o) Any sign exceeding 30 feet in height.

12.14-3 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A ZONING PERMIT

The following types of signs shall be permitted in all districts without a zoning permit, located on the premises upon the following conditions:

- (a) **Agricultural District Signs**
Number: Limited to one (1) sign per highway frontage.

Area: Maximum of twenty (20) square feet per sign.
Height: Fifteen (15) feet.
Street Setback: Fifteen (15) feet
Lighting: Full cut-off top down directional.
Landscaping: None required
Lighting: None permitted.
Landscaping: None required

(b) **Blade and Suspended Signs**

Number: One (1) per business/tenant.
Area: Maximum of four (4) square feet.
Height: At least eight (8) feet above the public sidewalk or thoroughfare.
Lighting: Full cut-off; top down directional or internal.
Landscaping: None required.

(c) **Agricultural District Signs**

Number: Limited to one (1) sign per highway frontage.
Area: Maximum of twenty (20) square feet per sign.
Height: Fifteen (15) feet.
Street Setback: Fifteen (15) feet
Lighting: Full cut-off top down directional.
Landscaping: None required

(d) **Flagpoles**

Number: Three (3) flagpoles per property in any non-residential district.
Area: No maximum
Height: Forty (40) feet.
Street Setback: Equal to the height of the flagpole.
Lighting: Shall be designed and shielded so as not to direct any light or produce glare onto any adjacent residential districts and shall also be so arranged so as to not adversely affect driver visibility with stray light or glare on adjacent rights-of-way.
Landscaping: None required.

(e) **On-Site Informational Signs**

Drawings showing the specific design, appearance and location of the sign(s) shall be submitted to the Department of Planning and Development for approval.
Number: No limit.
Area: Maximum of nine (9) square feet per sign.
Height: Five (5) feet.
Street Setback: Two (2) feet.
Lighting: Full cut-off; top down directional or internal.
Landscaping: None required.

(f) **Temporary Signs**

Area: Maximum of nine (9) square feet per side of sign, or if located on a county or state trunk highway shall not exceed thirty-two (32) square feet per side of sign, maximum sixty-four (64) square feet maximum for all sides.
Height: Five (5) feet, or if on a county or state trunk highway ten (10) feet.
Street Setback: Fifteen (15) feet.
Lighting: None permitted.
Landscaping: None required.

(g) **Window Signs**

Provided not more than 50% of each window is covered by signs or graphics and is located on the inside of the window.

12.14-4

SIGNS PERMITTED IN ALL DISTRICTS WITH A PERMIT

Except as provided in section 12.14-2 and 12.14-3, the following signs shall be permitted in all districts with a permit:

(a) **Temporary Development Signs**

A sign for the purpose of designating or promoting a new building, development, business/industrial park or subdivision may be permitted for a limited period of time with the approval of the Department of Planning and Development and subject to the following:

- 1) Drawings showing the specific design, appearance and location of the sign.
- 2) The sign shall be located in the development site. Such sign may be permitted for a period up to two (2) years, and extension may be permitted for a period not to exceed six (6) years total.

Number: Two (2).

Area: Fifty (50) square feet per side of sign.

Height: Fifteen (15) feet.

Street Setback: Fifteen (15) feet.

Lighting: Full cut-off; top down directional or ground mounted directional.

Landscaping: As contained elsewhere in this ordinance.

(b) **Permanent Development Signs**

A sign which is permanently located at entrances or along streets or highways which designates a development, business/industrial park or subdivision with the approval of the Department of Planning and Development and subject to the following:

- 1) Drawings showing the specific design, appearance and location of the sign.
- 2) Only the name of the development shall be permitted on the sign. The sign shall be located in the development site.

Number: One (1).

Area: One-hundred-fifty (150) square feet per side.

Height: Ten (10) feet.

Street Setback: Fifteen (15) feet. If located in an island boulevard the sign shall not be less than 15 feet from the back of the curb of the center boulevard island adjacent to the intersection, highway or street right-of-way and furthermore shall not be less than four (4) feet from the back of the curb of the boulevard island.

Lighting: Full cut-off; top down directional or ground mounted directional.

Landscaping: As contained elsewhere in this ordinance.

12.14-4.1

SIGNS PERMITTED IN RESIDENTIAL DISTRICTS

Except as provided in section 12.14-2 and 12.14-3, the following signs are permitted only in the residential districts with a permit and only on the premises and subject to the following regulations:

(a) **Freestanding Signs**

Signs for home occupations permitted under section 12.09-1 and 12.09-2, provided:

Number: One (1).

Area: Maximum of four (4) square feet.

Height: Eight (8) feet.

Street Setback: Fifteen (15) feet.

Lighting: Full cut-off; top down directional or ground mounted directional.

Landscaping: None required

12.14-5

SIGNS PERMITTED IN ALL BUSINESS, MANUFACTURING, INSTITUTIONAL, AND PARK-RECREATIONAL DISTRICTS

Except as provided in section 12.14-2 and 12.14-3, the following signs are permitted only in the business, manufacturing, institutional, and park recreation districts with a permit and only on the premises and subject to the following regulations:

(a) **Awning and Canopy Signs**

Number: One (1).

Area: Maximum of fifteen (15) percent per side of each face.

Height: At least eight (8) feet above the public sidewalk or thoroughfare.

Lighting: Full cut-off; top down directional or internal.

Landscaping: None required.

(b) **Menu Boards**

Drawings showing the specific design, appearance and location of the sign(s) shall be submitted to the Department of Planning and Development for approval.

Number: Subject to approval of Planning & Development

Area: Thirty-six (36) square feet per sign

Height: Eight (8) feet

Street Setback: Fifteen (15) feet

Lighting: Full cut-off; top down directional or internal

Landscaping: None required

(c) **Monument Signs**

Number: Limited to one (1) per street frontage or drive entrance, provided that no monument sign is located closer than a minimum of 300 feet to another monument sign on the same property.

Area: Eighty (80) square feet per side of sign, one-hundred sixty (160) square feet maximum for all sides.

Height: Ten (10) feet.

Street Setback: Five (5) feet.

Lighting: Full cut-off; top down directional, ground mounted directional or internal.

Landscaping: As contained elsewhere in this ordinance.

(d) **Freestanding Signs**

Number: Limited to one (1) per street frontage or drive entrance, provided that no freestanding sign is located closer than a minimum of 300 feet to another freestanding sign on the same property.

Area: One-hundred fifty (150) square feet per side of sign, three-hundred (300) square feet maximum for all sides, except for freestanding signs within an area between Interstate Highway 94 and a distance fifty (50) feet beyond the outermost right-of-way edge of the Frontage Road may be up to three-hundred (300) square feet per side of sign and six-hundred (600) square feet maximum for all sides.

Height: Twenty (20) feet, except for freestanding signs within an area between Interstate Highway 94 and a distance fifty (50) feet beyond the outermost right-of-way edge of the Frontage Road may be up to thirty (30) feet.

Street Setback: Fifteen (15) feet.

Lighting: Full cut-off; top down directional, ground mounted directional or internal.

Landscaping: As contained elsewhere in this ordinance.

Signs with exposed poles or posts shall be individually enclosed or covered.

(e) **Portable Signs**

Number: One (1).

Area: Thirty-two (32) square feet.

Height: Six (6) feet.

Street Setback: Fifteen (15) feet.

Lighting: Internal. No flashing or traveling lights.

Landscaping: None required.

(f) **Projecting Signs**

Number: One (1).

Area: One-hundred (100) per side.

Height: Twenty (20) feet above the mean centerline street grade and shall not be less than ten (10) feet above a sidewalk or other pedestrian way, nor fifteen (15) feet above a driveway or an alley.

Street Setback: Fifteen (15) feet.

Other Setback: Shall not extend more than six (6) feet in any required yard; shall not be less than ten (10) feet from all lot lines.

Lighting: Full cut-off top down directional or internal.

Landscaping: None required.

(g) **Unified Business Center Sign**

Number: Limited to one (1) per street frontage and/or entrance. An additional Unified Business Center Sign is permitted per four hundred (400) feet of street frontage, with a maximum of two (2) signs permitted per street frontage.

Area: Three-hundred (300) square feet per side, six-hundred (600) square feet maximum for all sides.

Height: Thirty (30) feet.
Street Setback: Fifteen (15) feet.
Lighting: Full cut-off; top-down directional, ground-mounted directional or internal.
Landscaping: As contained elsewhere in this ordinance.

Signs with exposed poles or posts shall be individually enclosed or covered.

(h) **Wall Signs**

1 Single-Tenant Buildings
Number: One (1) per public entrance or wall/ façade which fronts upon a public right-of-way or private drive.
Area: Limited to 1.5 times the length of the wall on which the sign is to be placed, up to a maximum of six-hundred (600) square feet.
Height: Twenty (20) feet in height above the mean centerline street grade.
Extension: Shall not extend more than twelve (12) inches outside of a building's wall surface.
Lighting: Full cut-off; top-down directional, or internal.
Landscaping: None required.

2 Multi-Tenant Buildings and Shopping Centers
Number: One (1) per tenant, plus each tenant may place one (1) wall sign per public entrance or wall/ façade which fronts upon a public right-of-way or private drive and contained within the tenant’s internal wall space or end cap wall area.
Area: Limited to 1.5 times the length of the wall on which the sign is to be placed, up to a maximum of six-hundred (600) square feet.
Height: Twenty (20) feet in height above the mean centerline street grade.
Extension: Shall not extend more than twelve (12) inches outside of a building's wall surface.
Lighting: Full cut-off; top-down directional or internal.
Landscaping: None required.

(i) **Search Lights**

The temporary use of search lights for advertising purposes may be permitted provided that the search light will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Search light permits shall not be granted for a period of more than 12 days in any six-month period.

12.14-6 SIGNS PERMITTED IN FLOODPLAIN OVERLAY DISTRICTS

Only freestanding signs shall be permitted within the FPO Floodplain Overlay District, subject to the regulations in 12.14-5(d).

12.14-7 EXISTING NONCONFORMING SIGNS

Signs lawfully existing at the time of the adoption or amendment of this Ordinance may be continued or refaced, as defined in this Ordinance, although the use, size, or location does not conform with the provisions of this Ordinance. However, it shall be deemed a nonconforming use or structure and the provisions of Section 12.28-7 or 12.28-8 shall apply as applicable.

12.14-8 GENERAL SIGN CONSTRUCTION STANDARDS AND REQUIREMENTS

(a) **Electronic Message Centers (EMCs)**
A freestanding sign, monument sign or wall sign may contain an EMC, provided it does not display video. All EMCs are required to have automatic dimming capability that adjusts the brightness to the ambient light at all times of the day and night.

Any EMC that malfunctions, fails, or ceases to operate in its usual or normal programmed manner, thereby causing motion, movement, flashing or any other similar effects, shall be repaired or disconnected within 24 hours by the owner or operator of such sign.

Area: Maximum of 66% of total permitted display area.
Brightness: Not to exceed 0.3 footcandles over ambient lighting conditions when measured as detailed in the International Sign Association’s “Recommended Night-time

Brightness Levels for On-Premise Electronic Message Centers (EMC's)", dated October 2013.

Message Hold Time: Maximum of 5 seconds.

Transition Duration: Maximum of 1 second.

- (b) **Wind Pressure and Dead Load Requirements**
All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than 40 pounds per square foot of area.
- (c) **Protection of the Public**
The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration, or maintenance of a sign is permitted provided the space occupied is roped off, fenced off, or otherwise isolated.
- (d) **Maintenance**
Except for non-conforming signs, the owner of any sign shall keep a sign in good maintenance and repair which includes restoring, repainting, or replacing a worn or damaged sign to its original condition. The owner of all conforming and non-conforming signs shall, however, maintain the premises on which the sign is erected in a clean, safe, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass.
- (e) **Supporting Members or Braces**
All signs shall be constructed of galvanized iron, properly treated steel, copper, brass, or other noncorrosive incombustible material or properly treated and structurally sound wood. All signs, if placed at a right or other angle to the wall or roof of any building, shall be attached by such noncorrosive metal bolts, anchors, cable, or other metal attachments as shall ensure permanent and safe construction, and shall be maintained free from rust or other defects.
- (f) **Compliance with Electrical Codes**
All electric signs shall comply with applicable local and state electrical codes.
- (g) **External Lighting**
All external lighting of signs shall be designed and shielded so as not to direct any light or produce glare onto any adjacent residential districts and shall also be so arranged so as to not adversely affect driver visibility with stray light or glare on adjacent rights-of-ways.
- (h) **Landscape Requirements**
All freestanding or monument signs shall meet the landscape requirements as contained elsewhere in this ordinance.