

Chapter 385

Signs

[HISTORY: Adopted by the Village Board of the Village of Campbellsport by Ord. No. 310; amended in its entirety 5-9-2016 (Ch. 22 of the 2008 Code). Subsequent amendments noted where applicable.]

Article I In General

§ 385-1 Purpose.

The purposes of this chapter are to establish minimum standards: to encourage the effective use of signs as a means of communication in the Village; to maintain and enhance the aesthetic environment and the Village's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effects of signs on nearby public and private property; and to enable the fair and consistent enforcement of this chapter.

§ 385-2 Scope.

This chapter shall be binding upon the owner of any property upon which a sign is placed, upon any lessee of such property and upon any person who constructs or maintains signs within the Village. This chapter governs all signs currently in use and those hereinafter installed in the Village.

§ 385-3 Applicability of chapter.

- A. A sign may be erected, placed, established, painted, created or maintained in the Village only in conformity with the standards, procedures, exemptions and other requirements of this chapter.
- B. The effect of this chapter as more specifically set forth is:
 - (1) To establish a permanent system to allow a variety of types of signs in commercial and industrial zones and a limited variety of signs in residential zones, subject to the standards and permit procedures of this chapter;
 - (2) To allow certain signs that are small, unobtrusive and incidental to the principal use of respective lots on which they are located, subject to the substantive requirements of this chapter, but without the requirements for a permit;
 - (3) To provide for small temporary signs without commercial messages in limited circumstances in the public right-of-way;
 - (4) To prohibit all signs not expressly permitted by this chapter;
 - (5) To establish reasonable fees; and
 - (6) To provide for the enforcement of the provisions of this chapter.

§ 385-4 Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings assigned to them in this section, except where the context clearly indicates a different meaning:

ANIMATED SIGN

Any sign that uses movement or change of lighting, either natural or artificial, to depict action or create a special effect or scene. For purposes of this chapter, a sign which consists of an electronic or mechanical indication of time or temperature shall be considered a "time-and-temperature sign" and not an animated sign. For purposes of this chapter, a sign which consists of an electronic or mechanical written message, 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, shall be considered an "electronic message unit" sign.

AREA IDENTIFICATION SIGN

A sign to identify a common area containing a group of structures or a single structure, such as a residential subdivision, apartment complex, industrial park, or shopping center, located at the entrance of the area, and consisting of a freestanding sign or a fence or wall or archway with letters or symbols affixed to it.

BANNER

Any sign of lightweight fabric or similar material that is mounted to a pole or a building at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

BEACON

A stationary or revolving light which flashes or projects illumination, single-colored or multicolored, in any manner which is intended to attract or divert attention; except, however, this term is not intended to include any kind of lighting device which is required or necessary under the safety regulations described by the Federal Aviation Administration (FAA) or similar agencies.

BUILDING INSPECTOR

An agent of the Village authorized to permit, inspect, approve or deny construction within the Village, and the authorized government representative on sign issues.

BUILDING MARKER

Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.

BUILDING SIGN

Any sign attached to any part of a building, as contrasted to a freestanding sign.

BULLETIN BOARD

Any sign erected by a charitable, educational or religious institution or a public body, which is erected upon the same property as the institution, for purposes of announcing events which are held on the premises and contains no commercial message.

CANOPY SIGN

Any sign that is a part of or attached to an awning, canopy or other fabric, plastic or structural protective cover over a door entrance, window or outdoor service area. A marquee is not a canopy.

CHANGEABLE COPY SIGN OR READER BOARD

A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than once every three seconds shall be considered an animated sign and not a changeable copy sign for purposes of this chapter.

COMMERCIAL MESSAGE

Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service, sale or sales event or other commercial activity.

CONSTRUCTION SIGN

Any sign which alerts persons of construction or demolition activities for a project or which describes the project or the contractors involved.

CONVENIENCE SIGN

A sign which conveys information, such as enter, exit, parking, rest rooms or directional, provided that no advertising other than a logo or the name of the business is placed upon the sign. Such signs shall not exceed six square feet in area.

DIRECTIONAL SIGN

A sign of a noncommercial nature which directs the reader to the location of public or educational institutions, or to the location of historical structures or areas, or to the location of public parks or buildings.

DISPLAY SURFACE AREA

The net geometric area enclosed by the display surface of the sign including the outer extremities of all letters, characters and delineations; provided, however, the term "display surface area" shall not include the structural supports for freestanding signs.

DISTRICT or ZONING DISTRICT

A section or sections of the incorporated area of the Village for which the then effective zoning ordinance governing the use of buildings and land are uniform for each class of use permitted therein.

ERECT

To build, construct, attach, hang, place, suspend or affix.

FLAG

Any fabric, banner or bunting containing distinctive colors, patterns or symbols, used as a symbol of government, political subdivision, or other entity.

FLASHING SIGN

An illuminated sign on which artificial or reflected light is not maintained stationary and constant in intensity and color at all times when in use.

FREESTANDING SIGN

A sign which is attached to or a part of a completely self-supporting structure. The supporting structure shall be set firmly in or below the ground surface and shall not be attached to any building or any other structure, whether portable or stationary.

GARAGE/YARD SALE SIGN

Any sign which advertises a private sale of personal property used to dispose of personal household possessions. Not for the use of any commercial venture.

GROUND SIGN

A sign erected on one or more freestanding supports or uprights and not attached to any structure.

HOME OCCUPATION SIGN

A home occupation may not change the outside appearance of the building other than one sign limited to five square feet in area and mounted flat against the building.

IDENTIFICATION AND INFORMATIONAL SIGN

Signs of an identification or informational nature bearing no advertising.

ILLUMINATED SIGNS

Any sign which has characters, letters, figures, designs or outlines illuminated directly or indirectly by electric lights or luminous tube.

- A. **ILLUMINATED DIRECT or ILLUMINATED, DIRECTLY** - Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- B. **ILLUMINATED INDIRECT or ILLUMINATED, INDIRECTLY** - Illumination so arranged that the light is reflected from the sign to the eyes of the viewer.

INCIDENTAL SIGN

A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

JOINT IDENTIFICATION SIGN

A sign which serves as common or collective identification for a group of persons or businesses operating on the same zone lot (e.g., the persons or businesses included, but carry no other advertising matter).

LEASE

An agreement by which a property owner conveys, usually for a specified rent, to other persons permission to erect and maintain an advertising sign upon his property.

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.

LOW SLOPE ROOF

Any roof with a pitch less than three inches rise per 12 inches horizontal.

MALL

Any concentration of retail stores and/or service establishments which share customer parking areas and are located within an enclosure having public walkways whereby a customer in one store or establishment may walk to another store or establishment without leaving the enclosure.

MANSARD ROOF

Any roof that has an angle greater than 45° and which derives part of its support from the building wall and is attached to, but not necessarily a part of, a low slope roof and which extends along the full length of the front building wall or three-quarters of the length of a side building wall.

MARQUEE

Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

MARQUEE SIGN

Any sign attached to, in any manner, or made a part of a marquee.

NONCONFORMING SIGN

A sign existing at the effective date of the adoption of the ordinance from which this chapter is derived which could not be built under the terms of this chapter.

OFF-PREMISES SIGN

A sign which directs attention to a business, commodity, service, entertainment or attraction sold, offered or existing elsewhere than upon the same lot where such sign is displayed. The term "off-premises sign" shall include an outdoor advertising sign (billboard) on which space is leased or rented by the owner thereof to others for the purpose of conveying a commercial or noncommercial message.

ON-PREMISES SIGN

A sign which directs attention to a business, commodity, service, entertainment or attraction sold, offered or existing on the same lot where such sign is displayed, provided an on-premises sign may also display a noncommercial message.

OUTDOOR MENU BOARD

An outdoor sign associated with restaurants with drive-through windows, which gives a detailed list of foods served that are available at a restaurant.

PENNANT

Any lightweight plastic, fabric, or other material, which may contain a message, suspended from a rope, wire or string, usually in a series, designed to move in the wind.

PERSON

Includes any person, firm, partnership, association, corporation, company or organization, singular or plural, of any kind.

POLE SIGN

A freestanding sign that is affixed, attached, or erected on a pole that is not itself an integral part of or attached to a building or structure.

PORTABLE SIGN

Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A or T frames; menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless the vehicle is used in the normal day-to-day operation of the business.

PORTABLE SWINGER SIGN AND A-FRAME OR SANDWICH SIGN

An advertising device which is ordinarily in the shape of an "A" or some variation thereof, located on the ground, easily movable, not permanently attached thereto, and which is usually two-sided.

PORTABLE TEMPORARY ATTRACTION SIGN BOARD

A single or double surface painted or poster panel type sign or some variation thereof, which is temporary in nature, usually mounted on wheels, easily moveable, and not permanently attached thereto.

PRINCIPAL BUILDING

The building in which is conducted the principal use of the zone lot on which it is located. Zone lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages and other clearly accessory uses shall not be considered principal buildings.

PROJECTING SIGN

Any sign that shall be affixed at an angle or perpendicularly to the wall of any building in such a manner to read perpendicularly or at an angle to the wall on which it is mounted.

PUBLIC EVENT

Any event that is authorized by the Village, whether funded in part, total or not at all.

REAL ESTATE SIGN

A temporary sign placed upon property for the purpose of advertising to the public the sale or lease of said property.

RESIDENTIAL SIGN

Any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such service at such location conforms with the requirements of the Village.

ROOF SIGN

Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.

ROOF SIGN, INTEGRAL

Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

SETBACK

The distance from the property line to the nearest part of the applicable building, structure or sign, measured perpendicularly to the property line.

SHOPPING CENTER

A cohesive unit of stores or other commercial businesses arranged and constructed according to a plan and contained within a separate parcel of land.

SIGN

Includes every device, frame, letter, figure, character, mark, plane, point, design, picture, logo, stroke, stripe, trademark, or reading matter, which is used or intended to be used to attract the attention or view of the general public; in addition, any of the above with artificial or reflected light. Also, the above when near the inside surface of a window in such a way as to be in view of the general public and used or intended to be used to attract attention or convey information to motorists.

SPOTLIGHT ILLUMINATION

Illumination which comes from lamps, lenses or devices designed to focus or concentrate the light rays of the source.

STREET FRONTAGE

The distance for which a lot line of a zone lot adjoins a public street, from one lot line intersecting said street to the furthest distant lot line intersecting the same street.

STREETS AND SIDEWALKS

A strip of land or accessway subject to vehicular traffic and/or pedestrian traffic that provides direct or indirect access to property, including, but not limited to, alleys, avenues, boulevards, courts, drives, highways, lanes, places, roads, sidewalks, terraces, trails, or other thoroughfares.

SUSPENDED SIGN

A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

TEMPORARY SIGN

Any sign intended to be displayed for a period of not more than 42 days in a twelve-month period or 30 days after completion of construction or sale of property, including real estate, political or construction site signs and banners, decorative type displays or anything like the aforementioned.

WALL SIGN

Any sign that shall be affixed parallel to the wall or printed on the wall of any building in such a manner as to read parallel to the wall on which it is mounted; provided, however, said wall sign shall not project above the top of the wall or beyond the end of the building. For the purpose of this chapter, any sign display surface that is affixed flat against the sloping surface of a mansard roof shall be considered a wall sign. Any sign that is affixed to the building marquee, building awning, or a building canopy shall be considered a wall sign.

WINDOW SIGN

Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service that is placed inside a window or upon the window.

YARD CARD

Any sign, pictures, symbol, or combination thereof, designed to be temporarily placed in a residential or commercial lot, for purposes of commemorating a personal event such as a birthday, graduation or anniversary.

ZONE LOT

A parcel of land in single ownership that is of a size necessary to meet minimum zoning requirements for area, coverage and use, and that can provide such yards and other open spaces as required by the zoning regulations set forth in Chapter 500, Zoning.

§ 385-5 Nonconforming signs.

A. Any sign located in the Village on the date of adoption of the ordinance from which this chapter is derived, or located in an area annexed to the Village, which does not conform with the provisions of this chapter, is a nonconforming sign and may not be continued, except as provided below:

(1) The sign is structurally altered in any way except for normal maintenance and repair;

- (2) The sign is structurally altered for purposes of maintenance and repair in such a way that the sign will be less in compliance with the requirements of this chapter than it was before alteration;
 - (3) The sign is relocated;
 - (4) The sign or structure is replaced;
 - (5) The sign fails to conform to this chapter regarding maintenance and repair, construction standards, or dangerous and abandoned signs; or
 - (6) The business is sold.
- B. On the date of the occurrence of any of the above, the sign shall be brought immediately into compliance with this chapter and a new permit secured or the sign should be removed.
 - C. The Village Building Inspector or Police Department shall notify the owner or lessee of the property on which a nonconforming sign is located:
 - (1) Whether the sign is nonconforming or is prohibited;
 - (2) The reasons such sign is nonconforming or prohibited; and
 - (3) The remedies for such nonconforming or prohibited status.

§ 385-6 Violations and penalties.

Any person or legal entity failing to comply with the provisions of this chapter, shall be alleged to be in violation of this chapter and upon conviction thereof shall be punished as provided in Chapter 1 of this code, 1-4.

Article II

Administration and Enforcement

§ 385-7 Enforcement authority designated; powers and duties.

The Building Inspector and Police Department shall be responsible for the enforcement of this chapter and shall have the following powers and duties:

- A. Interpret this chapter;
- B. Issue or deny permits;
- C. Conduct inspections of property to determine compliance with this chapter;
- D. Assist persons desiring such assistance with permit application, interpretation and compliance;
- E. Receive and file all applications for variances or appeals;
- F. Maintain records relevant to this chapter;
- G. Issue notices of noncompliance with this chapter;
- H. Give orders to Public Works or another representative to remove dangerous or abandoned signs in accordance with this chapter;
- I. Enforce this chapter.

§ 385-8 Variances and appeals.

- A. Variances. Variances to this chapter may be granted by the Board of Appeals.

- B. Exceptions. Exceptions to this chapter may be heard by the Plan Commission and granted by the Village Board.
- C. Appeals. The Board of Appeals or Plan Commission shall hear appeals from decisions of the Building Inspector.

Article III Permit and Inspection

§ 385-9 Permit required.

No persons shall erect, relocate or reconstruct, or cause within the Village, any signs without first having obtained and having in force and in effect a permit from the Building Inspector.

§ 385-10 Application; fees.

No permit shall be granted until an application has been filed with the Building Inspector to assure compliance. The permit fee shall be as follows:

- A. Permit fees shall be set from time to time by resolution of the Village Board based on contract with building inspection service;
- B. The Building Inspector may require that the application be accompanied by a plan or design of the sign showing its weight, dimensions, electrical or gas equipment, and details of its position relative to the building and to all property lines.

§ 385-11 Notification for inspection.

The applicant shall, upon completion of the installation, relocation or alteration of the sign, notify the Building Inspector, who will assure the sign complies with the regulations of this chapter.

§ 385-12 Revocation of permit.

The Building Inspector may, at any time for a violation of this chapter, revoke a permit or require changes so the sign conforms to this chapter. The holder of a revoked permit shall be entitled to an appeal before the Board of Appeals.

§ 385-13 Exception.

Permits are not required for signs listed in §§ 385-16 and 385-17.

Article IV Regulations

§ 385-14 Prohibited signs.

The following signs shall not be permitted unless a special exception is allowed by the Village Board:

- A. Signs painted on, attached to, or supported by a tree, stone, cliff, or other natural object;
- B. Signs painted directly onto building walls;
- C. Spotlights or beacons;
- D. Signs placed upon metal light poles, stop signs or traffic signs without written consent from the authorizing agent of the owner of the pole or sign;
- E. Flashing, blinking, or animated signs;
- F. Signs in the public right-of-way, except signs erected by a governmental agency, a franchise public utility company, or a contractor doing authorized or permitted work within the public right-of-way ;

- G. Revolving, rotating or otherwise moving signs;
- H. Illuminated signs and spotlights which are directed at motorists or adjacent properties;
- I. Directly illuminated signs that are prohibited within areas zoned residential;

§ 385-15 Use of vehicle as sign.

It shall be unlawful to use a vehicle or trailer as a sign in circumvention of this chapter.

§ 385-16 Exemptions.

The following signs are exempt from the provisions of this chapter and require no sign permit:

- A. Traffic signs or signals, street signs or railroad signs or any other safety-related signs placed by a utility or any unit of government;
- B. Christmas or other seasonal decorations on residential lots and with no commercial message;
- C. Any public notice or warning required by a valid and applicable federal, state or local law, regulation or ordinance;
- D. Any sign inside a building;
- E. Works of art that do not include any commercial message.

§ 385-17 Signs not requiring permit.

The following signs shall require no sign permit, but must otherwise comply with the provisions of this chapter:

- A. Address number;
- B. Residential nameplates;
- C. On-premises commemorative, historical or similar types of signs;
- D. Convenience signs (see definition in § 385-4). Such signs shall not exceed six square feet in area;
- E. Political signs or posters, provided they are posted in compliance with §12.04;
- F. On-site real estate signs advertising a property for sale, rent or auction. Such signs shall be unlighted; shall not exceed six square feet for single-family and two-family residences and 32 square feet for multiple-family residences and nonresidences, and shall be removed not more than 30 days after a transaction is complete, and is limited to one per street frontage;
- G. Construction signs. Such signs shall be unlighted; shall not exceed 16 square feet for residential lots or 32 square feet for nonresidential lots; and shall be removed not more than 30 days after final inspection by the Building Inspector;
- H. Private garage, lawn or rummage sale signs. Such signs shall not exceed five square feet and are permitted for a period of not more than five consecutive days in residential districts only;
- I. Banners used for seasonal events, sales and special events, provided such signs are displayed for a maximum period of 30 days and are removed within three days following the event or sale;
- J. The flag, pennant or insignia of any government or any religious or fraternal organization. Such flag, pennant or insignia shall not exceed 200 square feet;

- K. Temporary open house signs. Such signs shall be in strict compliance with this chapter;
- L. Yard cards, provided such signs are displayed for a maximum period of five consecutive days, only one such sign is displayed at one time, and such signs are displayed for a period no greater than 30 days in any twelve-month period.

§ 385-18 Dangerous or abandoned signs.

All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of six months, or when, in the judgment of the Building Inspector or Police Department, such sign is old and dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. The Building Inspector or Police Department shall give the owner and/or lessee written notice specifying the location of the sign, the reasons requiring removal, and allowing the owner a period of 30 days in which to remove such sign. If the owner or lessee fails to remove it, the Building Inspector or Police Department may remove or order the removal of the sign at the cost of the owner and assess the costs of such removal against the property.

§ 385-19 Electrical signs.

All wiring, fittings and materials used in the construction, connection and operation of electric signs shall conform to the National Electrical Code as adopted by Village ordinance.

§ 385-20 Religious, fraternal or private education facilities.

Without regard to the zoning district in which they are located, churches, colleges, private schools, and other religious, fraternal or educational establishments are permitted signs as follows:

- A. Number. One on-premises ground-mounted sign is permitted for each street frontage;
- B. Area. Such sign is not to exceed 40 square feet per face;
- C. Height. Such sign is not to exceed six feet;
- D. Wall sign. One wall sign is permitted not to exceed 32 square feet. On a multi-building campus, one wall sign is permitted per building;
- E. Illumination. Signs shall comply with the provisions relating to illumination in the zoning district in which they are located.

§ 385-21 Vision clearance.

No signs are permitted in the triangle formed by the point at the corner of an intersection of the public right-of-way and points 10 feet from that intersection along each street.

§ 385-22 Installation and maintenance.

All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall always be kept clean and well painted . Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to meet standard engineering practice and be safe and satisfactory to the Building Inspector.

Article V Residential Zones

§ 385-23 Permitted signs.

In residential areas, only the following on-site signs may be permitted:

- A. Address numbers;
- B. Residential nameplates;

- C. Political signs or posters;
- D. Temporary open house signs;
- E. Real estate signs;
- F. Construction signs;
- G. Convenience signs;
- H. Home occupation signs;
- I. Any sign exempt from the provisions of this chapter;
- J. On-premises commemorative, historical or similar types of signs;
- K. Private garage, lawn or rummage sale signs;
- L. The flag or insignia of any government, religious or fraternal organization;
- M. Yard cards;
- N. Multifamily unit signs.

§ 385-24 Election signs.

Political signs are permitted to be placed on private property, pursuant to state statutes, as follows:

- A. Such sign shall be erected in compliance with §12.04, Wis. Stats.;
- B. The owner of the property on which the sign is placed shall be responsible for its removal;
- C. Signs shall be freestanding.

§ 385-25 Temporary open house signs.

- A. Such signs shall not be illuminated and shall not exceed six square feet. Such signs may be placed at a rate of one per intersection per company and shall only be displayed for a period from 8:00 a.m. to 8:00 p.m. on the day of the open house. No more than four directional open house signs may be placed within the Village limits for any one house.
- B. The principal broker of the real estate company shall be responsible for compliance with this section. Failure to comply with this section may be subject to fine or suspension of privileges in accordance with this chapter.

§ 385-26 Subdivision signs.

In any subdivision, one subdivision identification sign, not illuminated, may be erected at any principal entrance (a subdivision shall not have more than two principal entrances for purposes of this chapter only) and subject to the following conditions:

- A. The sign may not exceed 24 square feet;
- B. The sign may not exceed six feet in height;
- C. The sign must be set back at least 10 feet from any street right-of-way line;
- D. The sign may not be placed in the vision clearance triangle.

§ 385-27 Home occupation signs.

Home occupation signs are permitted to be placed within residential zones, subject to the following conditions:

- A. The home occupation complies with the requirements of Chapter 500, Zoning, of this Code;
- B. The sign is not greater than five square feet in area and is mounted flat against the building.

§ 385-28 Multifamily unit signs.

Multifamily units may be allowed one on-premises freestanding sign for each street frontage, subject to the following conditions:

- A. The sign may not exceed 24 square feet;
- B. The sign may not exceed six feet in height;
- C. The sign must be set back at least 10 feet from any street right-of-way line;
- D. The sign may not be placed in the vision clearance triangle.

**Article VI
Agricultural Zones**

§ 385-29 Permitted signs.

In agricultural zones, only the following signs may be permitted:

- A. Signs permissible for residential zones under this chapter.
- B. Two signs not to exceed eight square feet per sign and advertising only products produced on the premises.

§ 385-30 Prohibited signs.

Directly illuminated signs are prohibited within areas zoned agricultural.

**Article VII
Commercial and Industrial Districts**

§ 385-31 Applicability.

The rules set out in this article shall apply within all business and industrial districts.

§ 385-32 Height and setback requirements.

- A. The height and setback requirements for signs within the commercial and industrial districts are as follows: Maximum height of 22 feet and a setback of five feet with the exception of along Highway 67 in the Timber Park Estates District, which shall have a maximum height of 22 feet and a setback of 110 feet.
- B. Signs shall not exceed the height of the building on which the sign is located or directs attention to.
- C. Application of maximum signage area. The display surface area of any permitted sign shall be counted against the maximum signage area for the parcel on which it is located.
- D. Joint-occupancy or multiple-use buildings. A joint-occupancy or multiple-use building shall be a building occupied by a single occupant who engages in more than one activity within the building or contains two or more activities engaged in by different occupants. Each such building shall be allowed one pole-mounted sign per parcel and no more. All other restrictions about multiple-pole-

mounted, pole-mounted, ground-mounted, wall or projecting signs shall apply as if dealing with a single structure.

§ 385-33 Wall signs.

- A. No wall sign shall extend no more than 16 inches beyond the building. No wall sign shall extend above the second story windowsill unless an exception is granted by the Village Board.
- B. Total signage area shall not exceed in area, in square feet, one times the lineal front footage of the building the sign is attached to or directs attention to. Not to exceed 200 square feet.
- C. Corner lots. Corner establishments are permitted an additional 25% of this total signage area, provided that the additional 25% of signage area may not be added to the front façade of the building.

§ 385-34 Mansard roof signs.

Mansard roof signs are permitted. No mansard roof sign shall extend above the highest point of the roof. Total signage area for wall signs applies.

§ 385-35 Canopies and awnings.

No canopy or awning shall extend more than 48 inches for fixed and 72 inches for retractable from the face of the building. No canopy or awning shall be less than eight feet in height from the sidewalk. Any lettering or other signage placed on the face of an awning or canopy shall be counted against the maximum signage area for the parcel on which it is located. Not to be allowed in direct traffic flow areas.

§ 385-36 Pole-mounted, multiple-pole-mounted or ground mounted signs.

- A. Number allowed. One pole-mounted or one multiple-pole-mounted sign shall be allowed for each parcel of frontage, provided no projection sign or ground-mounted sign is on the parcel frontage.
- B. Clearance from ground. There shall be a clear open area of eight feet from the ground to the bottommost part of the sign.
- C. A pole mounted sign shall have a maximum display area of 150 sq. ft. and any ground mounted sign shall have a maximum display area of 100 sq. ft.

§ 385-37 Projecting signs.

- A. Requirements.
 - (1) Number permitted. One projecting sign may be permitted for each parcel, provided no ground sign is located on the property.
 - (2) Projection from face of building. No part of any projecting sign shall extend further than 4 1/2 feet from the face of the building. Fixed fixture only; no free-swinging signs.
 - (3) Maximum signage area. No projecting sign shall exceed 15 square feet in area.
 - (4) Minimum clearance. No part of any projecting sign shall be less than eight feet from the grade underneath and 14 1/2 feet in parking lot and/or driveway areas.
 - (5) No projecting sign shall extend above the roofline.

Effective Date. This Ordinance shall take effect immediately upon its adoption, approval, and publication. Adopted, recorded and approved this 11 day of November 2019.

David Krebs

David Krebs Village President

ATTEST: Becky Tellier

Becky Tellier, Village Clerk

Campbellsport News Publication Date _____