

ARTICLE XI: SIGNAGE, BILLBOARDS AND CANOPIES

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ARTICLE XI: SIGNAGE

Section 10-371: Purpose

- (1) 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 City of Portage. The adoption of this Chapter reflects the formal finding of fact by the City of Portage Plan Commission and Common Council that regulation of signage advances the following compelling governmental interests:
 - (a) Reduce signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (b) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (c) Protect pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (d) Promote the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Portage in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (e) Preserve the value of private property by assuring the compatibility of signs with surrounding land uses.
 - (f) Assure that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected by exercising reasonable controls over character and design of signage.
 - (g) Advance the aesthetic goals of the City throughout the community and ensure the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
- (2) Furthermore, this Chapter leaves ample and adequate alternative channels of commercial speech communication for the messages portrayed on 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 and signage intended to be viewed from beyond the boundaries of a site.
- (3) Signs that fail to comply with the requirements of this Chapter are subject to the penalties found in the City of Portage Municipal Code in Section 90-481.
- (4) Any sign authorized by this Chapter may contain a noncommercial message.

Section 10-372: Reserved

Section 10-373: Definition of a Sign

- (1) 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.
- (2) Signs do not include:
 - (a) Traffic control and other government messages located within a right-of-way.
 - (b) Decorations that are incidentally and customarily associated with any national holiday or religious holiday, or with any community festival or similar event.
 - (c) Flags which do not contain a commercial message, commercial logo, or commercial colors.
 - (d) Art works, including but not limited to wall murals, which do not contain a commercial message, logo, or colors; and/or which contain pictorial representations referring to businesses, merchandise, products, or services of an exclusively historic nature of 50 years or older (meaning no longer offered as an active commercial enterprise).

- (e) Three dimensional (3D) public art and statues used for fundraising, government functions, or other similar efforts.
- (f) Building colors and lighting which do not contain a commercial message, commercial logo, or commercial colors.
- (g) Interior site signs located on the interior of the grounds of the following land uses: Outdoor Institutional, Passive Outdoor Recreational, or Active Outdoor Public Recreational facility, which are primarily oriented to persons within the grounds.
- (h) Interior building signs located on the interior of a building and not attached to or located within 3 feet of the inside of a window, which are primarily oriented to persons within the building.
- (i) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.
- (j) Vehicles that are licensed, operable, and parked in legal parking spaces.
- (k) Individual signs less than one square foot in area are not regulated by this ordinance. Individual signs shall not be combined in a “mosaic” arrangement to create a resulting larger sign.

Section 10-374: Reserved

Section 10-375: Definitions and Rules Related to Sign Groups, Sign Categories, & Sign Types

This Section provides the definitions and rules related to various Sign Groups, Sign Categories, and Sign Types. Figures 10-380(1) through 10-380(4) provide the regulations for these signs applicable to each zoning district. Any Sign Type not addressed by this Chapter shall be construed to be prohibited.

Definitions and rules related to the Permanent Business Signs Group:

- (1) **Permanent Business Sign.** A permanent sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located.
 “Permanent Business Signs” is a Sign Group containing various Sign Categories and Sign Types that a business is eligible to use. Permanent Business Signs include the following Sign Categories: Freestanding Signs, On-Building Signs, Pedestrian Signs, and Daily Notice Signs. See Figure 10-380(1) for additional rules for Permanent Business Signs related to zoning districts.

- (a) **Freestanding Sign Category.** A sign permanently resting on or supported by a slab, pedestal, post, pylon, or any other form of base located on the ground.

The following Freestanding Sign Types are addressed by this Chapter:

1. **Monument Sign.** A type of Freestanding Sign in which the bottom edge of the sign face is located within one foot of a ground-mounted pedestal.
 - a. Monument signs shall not interfere with vehicle visibility or circulation. The footing and related supporting structure of a monument sign, including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or using landscaping.
 2. **Dual Post Sign.** A type of Freestanding Sign mounted to the sides or ends of two or more posts, with the majority of the sign area located between the outermost posts, with the bottom edge located within an average of three feet of existing grade.
 3. **Pylon Sign.** A type of Freestanding Sign erected upon one or more pylons or poles, generally of a height that is taller than permitted for a Dual Post sign.
- (b) **On-Building Sign Category.** A type of sign permanently affixed to an outside wall of a building.

The following On-Building Sign Types are addressed by this Chapter:

1. **Wall Sign.** A type of On-Building Sign that is mounted directly on, and parallel to, a building façade or other vertical building surface. A Wall Sign also includes a sign located on the interior of a building that is intended to be viewed primarily from beyond the boundaries of the site. Whether an

interior sign is considered a Wall Sign shall be determined by the Zoning Administrator during the sign permit review process.

- a. The top edge of a Wall Sign shall not extend above the top edge of the vertical exterior wall or above the lowest edge of a roof line of the portion of the building to which it is mounted.
 - b. Wall Signs shall not project more than 1 foot horizontally beyond the edge of any wall or other surface to which they are mounted.
2. **Awning Sign.** A type of On-Building Sign that is directly affixed via sewing, silk screening, painting, or similar method to a non-rigid removable awning which is mounted to the façade of a building.
 - a. Sign copy shall be horizontally and vertically centered on the face(s) of the awning.
 - b. Sign copy shall not project above, below, or beyond, the awning surface.
 - c. Sign copy shall not exceed 50 percent of the area of an angled face of the awning.
 - d. Sign copy shall not be more than 12 inches tall on a vertical face of the awning.
 - e. The entire awning façade (including the vertical and angled faces combined) shall be considered a sign for purposes of area measurement. See Figure 10-380(1).
 - f. The area of individual letters of the sign copy may be measured using either of the methods described in Example 1 of Figure 10-382(2).
 3. **Canopy Sign.** A type of On-Building Sign that is directly affixed via bolts, brackets, or similar method to a rigid permanent canopy which is mounted to, or adjacent to, the façade of a building.
 - a. Sign copy shall be horizontally and vertically centered on the face(s) of the canopy.
 - b. Sign copy shall not project above or below the canopy face.
 - c. Script limited to 8 inches in height and is to cover no more than 10 percent of the canopy area.
 4. **Marquee Sign.** A type of On-Building Sign that is 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. Sign copy shall be horizontally and vertically centered on the face(s) of the marquee.
 - b. Marquee Signs must be finished and enclosed on both the top and bottom of the sign between the back of the sign face and the building façade.
 - c. Marquee Signs must be a minimum of 6 feet deep and 16 feet wide.
 - d. Letters displayed on a Marquee Sign must be a minimum of 10 inches tall.
 5. **Projecting Sign.** A type of On-Building Sign that is mounted at any angle other than parallel to the wall on which it is mounted, extending from the face of the wall.
 - a. Sign copy shall be horizontally and vertically centered on the face(s) of the sign.
 - b. The top edge of a Projecting Sign shall not extend above the top edge of the vertical exterior wall or above the lowest edge of a roof line of the portion of the building to which it is mounted.
- (c) **Pedestrian Category.** A sign attached perpendicularly to the façade of a building and mounted just above sidewalk level, and which is oriented and sized for visibility to nearby pedestrians rather than to motorists.

The following Pedestrian Sign Types are addressed by this Chapter:

1. **Blade Sign.** A type of Pedestrian Sign that is mounted perpendicular to the wall on which it is mounted, extends less than 3 feet from the wall, and is oriented to pedestrian traffic.
 2. **Suspended Sign.** A type of Pedestrian Sign that is mounted perpendicular to the nearest wall and suspended from the underside of a horizontal plane surface, such as a covered porch, arcade, or canopy.
- (d) **Daily Notice Sign Category.** A sign typically used to advertise daily specials, daily menu items, or on-site events that change on a daily basis and which usually includes changeable copy. This type of sign is often associated with restaurants, taverns, retail stores, music venues, and retail stores.

The following Daily Notice Sign Types are addressed by this Chapter:

1. **Menu Board Sign.** A type of Daily Notice Sign mounted flat against a wall containing changeable copy.
 - a. Menu Board Signs shall be securely affixed to the exterior wall of the building containing the use.
 - b. Menu Board Signs shall not extend more than four inches from the wall on which they are mounted.
2. **Sandwich Board Sign.** A type of Daily Notice Sign placed on the ground and constructed in such a manner as to form an “A”-like shape, hinged or not hinged at the top, with each angular face held together at an appropriate distance by a supporting element such as a folding bar, latch, or chain.
 - a. Anything attached to a Sandwich Board Sign shall not project outside the perimeter of the sign face nor project in excess of one inch from the sign face.
3. **Bulletin Board Sign.** A type of freestanding Daily Notice Sign located on-site containing changeable copy.
 - a. Bulletin Board signs shall only be permitted on lots where the primary use is Institutional see Section 90-57.
4. **Order Board Sign.** A type of Daily Notice Sign used only in conjunction with drive-through or drive-in establishments.
 - a. The application for an Order Board Sign is typically reviewed as a component of a Conditional Use Permit application for a Drive-Through Sales and Service land use (Section 90-58(9)), but an Order Board Sign may be applied for as a distinct Sign Permit.
 - b. Order Board Signs shall be freestanding or mounted on the exterior wall of the building containing the use.
 - c. Freestanding two-way microphone/speaker devices shall not count toward the maximum permitted area of the Order Board Sign.
 - d. Order Board Sign audio components shall meet the noise standards set forth in Section 90-124 of the Zoning Ordinance.
 - e. Order Board Sign lighting components shall meet the exterior lighting standards set forth in Section 90-119 of the Zoning Ordinance.

Definitions and rules related to the Temporary Business Signs Group:

- (2) **Temporary Business Sign.** A temporary sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located. Temporary Business Signs do not require a Sign Permit and are typically used to promote temporary activities.

“Temporary Business Signs” is a Sign Group containing various Sign Categories and Sign Types that a business is eligible to use. Temporary Business Signs includes the following Sign Categories: Window Signs, Temporary Board & Banner Signs, Temporary Flag or Feather Signs, and Temporary Approved Development Signs. See Figure 10-380(2) for additional rules for Temporary Business Signs related to zoning districts.

- (a) **Window Sign Category.** A sign located within a building that is attached to the inside face of an exterior window.

The following Window Sign Types are addressed by this Chapter:

1. **Window Sign.** A type of sign that is either painted onto a window, attached to the inside face of an exterior window, or located inside a building within 3 feet of a window and intended to be viewed from the exterior of the building. Window Signs may face toward the outside, the inside, or both.

- (b) **Temporary Board & Banner Sign Category.** A sign located outside of a building for up to four limited periods of display in a calendar year. Such signs are often used for the purpose of informing the public of a sale or special offer.

The following Temporary Board & Banner Sign Types are addressed by this Chapter:

1. **Board Sign.** A type of Temporary Board & Banner Sign that is temporarily placed on the ground and is made of rigid material such as plywood or corrugated plastic.
 - a. Board Signs are not permitted in the City of Portage.

2. **Banner Sign.** A type of Temporary Board & Banner Sign that is made of flexible material such as cloth or vinyl and is supported along one or more sides or at two or more corners by wires, ropes, string, nails, or other removable fastening materials.
- (c) **Temporary Flag & Feather Sign Category.** A sign located outside of a building with no display time limit. Such signs are often used for the purpose of informing the public of a sale or special offer.
1. **Flag Sign.** A type of Temporary Flag & Feather Sign that is located outside of a building. It's made of vinyl, fabric, or other similar lightweight all-weather flexible material which is mounted on a pole. The pole can either be driven into the ground or attached to a building. If the pole is driven into the ground, it must be rigid and permanent. If the pole is attached to the building, it must also be rigid.
 2. **Feather Sign.** A type of Temporary Flag & Feather Sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The pole may be rigid or flexible but is not permanent.
- (d) **Temporary Approved Development Sign Category.** A sign which is limited to display only during the active development of a building or plat. Mesh screens (construction site fencing as defined in section 66.1102(5), Wis. Stats.) containing images and/or text are permitted only during this time period, but are not considered signs.

The following Temporary Approved Development Sign Types are addressed by this Chapter:

1. **Active Building Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a building under construction, and only during the time period in which the Building Permit is valid.
 2. **Active Plat Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a subdivision plat under construction, and only during the time period when less than 75 percent of the lots in the plat phase have been sold.
- (e) **Prohibited Temporary Sign Category.** Exterior signs or similar eye-catching devices with the characteristics described in Section 10-375(5) are prohibited at all times by this Chapter.

Definitions and rules related to the Permanent Miscellaneous Signs Group:

- (3) **Permanent Miscellaneous Sign.** A permanent sign that is available to all sites in the City regardless of land use (with the exception of Institutional Information Signs, which is only permitted for Institutional land uses). “Permanent Miscellaneous Signs” is a Sign Group containing various Sign Categories and Sign Types that a site or business is eligible to use. Permanent Miscellaneous Signs includes the following Sign Categories: City-Required Signs and Optional Miscellaneous Signs. See Figure 10-380(3) for additional rules for Permanent Miscellaneous Signs related to zoning districts.
- (a) **City-Required Sign Category.** A Sign Category that includes signs that the City finds essential in order to protect the public health, safety, and/or welfare. Specifically, these signs are used to provide information essential to the following public purposes: to deliver mail; to identify property addresses for the provision of emergency services such as fire or rescue service; to identify the management of rental properties for the provision of emergency services; to provide information about parking limitations or warnings against trespass; and, to provide information about required traffic flow where a safe path to a destination is not evident.

The following City-Required Sign Types are addressed by this Chapter:

1. **Address Sign.** A type of City-Required Sign that contains address numerals.
2. **Building Management Identification Sign.** A type of City-Required Sign indicating the name and/or address of the property owner, tenant, and/or manager of the property.
3. **On-Site Warning Sign.** A type of City-Required Sign that indicates a warning from the property owner related to conditions on-site and/or that cites a City, State, or Federal law, order, rule, or regulation. Such signs shall contain no commercial message. Examples include signs listing parking hours or “No Trespassing,” “No Loitering,” or “Customer Parking Only” signs.
4. **On-Site Directional Sign.** A type of City-Required Sign that includes a directional arrow or symbol that directs people to a specific destination within a development or site. On-Site Directional Signs

may also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square foot.

- (b) **Optional Miscellaneous Sign Category.** A Sign Category that conveys information which the City of Portage finds essential to encourage placemaking, particularly related to officially-recognized historic places, officially-designated neighborhoods, and conveying information for the general public. Signs in this Category are only permitted through official government action, including designation of historic places, creation of outlots in a Plat or Certified Survey Map, or the presence of an Institutional land use (Section 90-57).

The following Optional Miscellaneous Sign Types are addressed by this Chapter:

1. **Metal Plaque Sign.** A type of Optional Miscellaneous Sign available to officially-recognized historic properties, sites, or districts, typically denoting the name of the building onto which it is mounted, its date of erection, and/or historical information.
2. **Permanent Plat Sign.** A type of Optional Miscellaneous Sign typically indicating the name of a neighborhood, neighborhood association, or subdivision recognized by the City of Portage.
 - a. Permanent Plat Signs shall be located within a platted outlot or within a permanent sign easement.
 - b. Permanent Plat Signs shall be configured as Monument Signs or Dual Post Signs.
3. **Institutional Information Sign.** A type of Optional Miscellaneous Sign typically providing information to the community regarding scheduled public events, public activities, and public facilities.
 - a. Institutional Information Signs shall be permitted only for Institutional land uses (See Section 90-57).
 - b. Institutional Information Signs shall be configured as Monument Signs.
 - c. Institutional Information Signs may have changeable copy or be configured as an Electronic Message Sign meeting the requirements of Section 10-377.

Definitions and rules related to the Temporary Miscellaneous Signs Group:

- (4) **Temporary Miscellaneous Sign:** A temporary sign that does not contain a commercial message. “Temporary Miscellaneous Signs” is a Sign Group containing one Sign Category, Yard Signs, which is available to all land uses. See Figure 10-380(4).
- (a) **Yard Sign Category.** A Sign Category that is intended to accommodate a wide variety of sign purposes (e.g. garage sale signs, for sale signs, political signs, “slow down for kids” signs, etc.), often needed on a temporary basis. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. All Yard Signs must be placed on-site.
- The following Yard Sign Types are addressed by this Chapter:
1. **Stake Sign.** A type of Yard Sign that consists of a sign face erected upon one or more metal wires or wood, metal, or plastic stakes of no more than 3 inches in width.
 2. **Frame Sign.** A type of Yard Sign that consists of a frame into which a sign face can be inserted and erected upon two wood, metal, or plastic stakes or ground spikes.
 3. **Arm & Post Sign.** A type of Yard 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.
- (5) **Prohibited Signs.** Refer to Section 10-386(1) for additional sign prohibitions and limitations.
- (a) **Abandoned Sign.** Any sign remaining in place on a site or a portion of a site (such as a single tenant in a multitenant building) that has been vacant, closed, or otherwise unoccupied for a period of 60 days.
- (b) **Advertising Vehicle Sign.** A vehicle, trailer, or other piece of equipment which contains any sign or advertising device, which is unlicensed and/or inoperable, and which is parked on a public right-of-way or in a location that is not an active worksite so as to be seen from a public right-of-way.
1. Business vehicles legally parked which are licensed and/or operable in any of the locations described below shall not be considered Advertising Vehicle Signs.

- a. A business vehicle parked on-site at the place of business in a parking space designated for company vehicle parking or storage on a site plan approved by the City; or
 - b. A business vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces)
- (c) **Beacon/Search Beacon Sign.** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same site as the light source; also, any light with one or more beams that rotate or move.
- (d) **Commercial Message Flag Sign.** A flag attached to a freestanding or wall-mounted flag pole that contains a commercial message.
- (e) **Feather Sign.** A sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The pole may be rigid or flexible but is not permanent.
- (f) **Flashing/Scrolling/Animated Sign.** A sign having lights or illumination which flashes, scrolls, moves, rotates, twinkles, blinks, flickers, varies in intensity of color, or uses intermittent electrical pulsations. Electronic Message Signs meeting the definition and requirements of Section 10-377 of this Chapter shall not be considered flashing, scrolling, or animated signs.
- (g) **Inflatable Sign.** A sign capable of being filled with and expanded by air or other gas, including includes animated or “dancing” inflatable signs.
- (h) **Mobile/Portable Sign.** A sign not permanently attached to the ground that is designed to be moved from one location to another. Also, a sign mounted on a frame or chassis designed to be easily relocated, including unlicensed or inoperable vehicles and/or trailers whose principal commercial use is for signage. Licensed and operable business vehicles, trailers, or other pieces of equipment shall not be considered mobile or portable signs. Sandwich Board Signs meeting the definition and requirements of Section of this Chapter shall not be considered mobile or portable signs.
- (i) **Off-Premise Advertising Sign (outside of Section 10-383).** A sign which directs attention to a business, commodity, service, or entertainment that is conducted, sold, or offered elsewhere than upon the site where the sign is displayed. Off-Premise Advertising Signs include billboards.
- 1. 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 10-390.
- (j) **Roof Sign.** A sign displayed above the eaves or cornice of a building.
- (6) **Other Definitions.**
- (a) **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.
 - (b) **Building frontage.** The width of the building façade that fronts a public street, highway, or interstate.
 - (c) **Business/tenant frontage.** The 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 frontage, the building elevation providing customer access shall be considered the business frontage.
 - (d) **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.
 - (e) **Copy.** Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.
 - (f) **Changeable copy.** Sign copy that may be changed manually to provide different information such as boards with changeable letters, bulletin boards, and chalkboards.
 - (g) **Customer entrance.** The entrance that the public can use when an establishment is open to the public.
 - (h) **Electronic message sign:** See Section 10-377.
 - (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) **Façade.** See “Elevation.”
- (l) **For lease.** The period of time in which a property is being offered for lease through a licensed real estate agent or is being offered for lease by the owner.
- (m) **For rent.** See “for lease,” above.
- (n) **For sale.** The period of time in which a property is being offered for sale through a licensed real estate agent or is being offered for sale by the owner.
- (o) **Height of sign.** The vertical distance from the average ground level at the base of the sign to the top of the highest attached component of the sign. See Section 10-382(2) for the measurement of sign height
- (p) **Maintain.** Maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Marquee Sign; or changing the face of an Off-Premise Advertising Sign (billboard).
- (q) **Lighting, ambient.** Illumination in which the only light that falls onto the sign comes from sources that are available naturally (e.g. sunlight, moonlight) or from artificial lighting sources used for other purposes in the vicinity of the sign (e.g. street lights, lighting installed for other purposes or sites)
- (r) **Lighting, backlit.** Illumination that is arranged in such a way that the light is cast from behind the sign to the eyes of the viewer. Often, the lighting element is unshielded but concealed behind individual freestanding letters, creating a silhouette effect.
- (s) **Lighting, gooseneck.** Illumination resulting from light emitted directly from a shielded light fixture located at the top of the sign and angled downward onto the sign face. The light fixture is attached to a curved neck which is often flexible, allowing the user to position the light source onto the sign face.
- (t) **Lighting, internal.** Illumination emanating from a lighting element that is located behind the sign face and which is completely enclosed.
 - 1. Internally illuminated signs shall have a light-colored copy on a dark-colored or opaque background, so that the copy is legible during the day and night. When illuminated, the sign shall appear to have an illuminated copy with a dark or non-illuminated background.
 - a. The requirements of Subsection (t)1., above, shall not apply to internally illuminated individual characters, letters, or shapes that do not contain copy on the sign face.
 - 2. Neon lighting is not considered to be internal lighting.
- (u) **Lighting, neon.** Glass tube lighting in which a gas and phosphors are used in combination to create a colored light. Neon lighting is not considered internal lighting as defined in Subsection (t) above.
- (v) **Open house.** An on-premise event used to advertise the lease, rent, or sale of a property.
- (w) **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 10-382(4).
- (x) **Plat phase.** The collection of lots, rights-of-ways, and outlots located within the perimeter boundary of a Final Plat.
- (y) **Site.** A site 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. A site may also be determined to be a portion of a single lot where more than one building in a Group Development (approved by the City) contains separate businesses. For the purposes of this Chapter, the site shall be determined by the Zoning Administrator.
- (z) **Sign face.** The area or display surface used for the message.
- (aa) **Temporary sign.** A sign or advertising intended to be displayed for a certain limited period of time. 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. Refer to Figure 10-380(2) and Figure 10-380(4) for rules related to temporary signs.

- (bb) **Three-dimensional signs.** Signs that have 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. See Section 10-382(4)(g).
- (cc) **Window pane.** The area defined by any combination of the window frame and mullions located within said frame.

Sections 10-376: Reserved

Section 10-377: Electronic Message Signs

Electronic Message Sign. A type of sign that displays words, lines, logos, graphic images, or symbols, which may be changed electronically to provide different information, and which includes computer signs, electronic reader boards, video screens, LCD signs, electronic time and temperature signs, and other signs with electronically-controlled changing or moving displays.

- (a) Electronic Message Signs shall be permitted only with a nonresidential land use.
 - 1. No more than one Electronic Message Sign shall be permitted per site.
- (b) In addition to the setback requirements of this Chapter, no Electronic Message Sign shall have a message that is visible from any residential zoning district within 150 feet of the sign.
- (c) Electronic Message Signs may be integrated into the design of the following Sign Types: Monument Signs, Dual Post Signs, Order Board Signs, or Institutional Information Signs.
 - 1. For Monument Signs, Dual Post Signs, and Order Board Signs, no more than 33 percent of a sign's actual area shall contain an Electronic Message Sign.
 - 2. For Institutional Information Signs, no more than 50 percent of a sign's actual area shall contain an Electronic Message Sign.
 - 3. Electronic Message Signs shall count toward the site's maximum permitted sign area.
- (d) Messages and non-text images shall not change appearance more than once every 10 seconds, and transitions between messages shall be via instantaneous change. Use of Electronic 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 10-375(g).
- (e) Electronic 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.
- (f) Electronic Message Signs shall comply with the exterior lighting requirements of Section 90-119.
- (g) Electronic Message Signs shall be maintained so as to be able to display messages in a complete and legible manner.

Section 10-378: Fuel Price Signs and Fueling Station Canopy Signs and Stripes

- (1) **Fuel Price Signs.** A type of sign that lists the price of gasoline sold on-site, as required by Wis. Stat. section 100.18(8).
 - (a) Fuel Price Signs shall not be separate signs, but rather shall be integrated into the design of a permitted sign, described in Section 10-375(1). and in Figure 10-380(1).
 - (b) Fuel Price Signs shall list no more than one price per type of fuel. Such prices shall be displayed on a single structure.
 - (c) Fuel Price Signs may be illuminated, per the exterior lighting requirements of Section 90-119.
 - (d) Fuel Price Signs may contain changeable copy or Electronic Message Signs per the requirements of Section 10-377.
- (2) **Fueling Station Canopy Signs and Stripes.** A type of sign that is placed on the fascia of a fueling station canopy.

- (a) Names, logos, or symbols shall be a maximum of 4 square feet in size and must face a public right-of-way.
- (b) Stripe width is limited to a maximum height of 20 percent of the fascia's vertical height, to a maximum height of 12 inches.
- (c) Canopy signs and stripes may be internally illuminated. See Section 10-386 for illumination requirements.

Section 10-379: Group Developments

- (1) In order to accommodate increased signage needs for multi-tenant buildings, Group Developments (defined under Section 90-64), shall be permitted an increase in total permitted sign area and height. Large Developments (also defined under Section 90-64) shall not be permitted an increase in total permitted sign area and height.
 - (a) Each business/tenant shall be eligible for integration into a Group Development Sign. The allocation of sign area for each tenant shall be determined by the property owner.
 - (b) Group Development Signs shall be configured as Monument, Dual-Post, or Pylon Signs per Sections 10-375(1)(a).
 - (c) Group Development Signs may be increased by up to 50 percent in area and up to two feet in height above the maximum sign area and height established in Figure 10-380(1).
 - (d) Once a Sign Permit is granted for a proposed Group Development Sign, all existing freestanding signs on the site shall be brought into conformity with this Chapter.

Section 10-380: Permitted Sign Rules

- (1) Signs shall be allowed on private property in the City in accordance with Figures 10-380(1) through 10-380(4), which address permitted signage as it relates to permits, quantity, area, location, lighting, and zoning districts. The requirements set forth in Figures 10-380(1) through 10-380(4) shall be declared to be part of this Chapter.
 - (a) The rules for Permanent Business Signs are located in Figure 10-380(1).
 - (b) The rules for Temporary Business Signs are located in Figure 10-380(2).
 - (c) The rules for Permanent Miscellaneous Signs are located in Figure 10-380(3).
 - (d) The rules for Temporary Miscellaneous Signs are located in Figure 10-380(4).
 - (e) Signage for all uses in the Planned Unit Development zoning district shall be permitted per the base zoning district and may be granted flexibility through the Planned Unit Development process.

Figure 10-380(1): Permanent Business Sign Group ²

Sign Categories & Sign Types	Sign Permit Required and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:				
							1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown	
A. Freestanding Sign Category ^{1,2} Choose 1 of the following Sign Types.											
1. Monument Sign ^{1, 2, 4, 6, 11}	Yes: For each new sign. City Staff approval.	1 sign per street frontage	15' from the street curb face. ⁹	Durable, all-weather materials in all districts. ^{9, 11}	Standard. ⁵	1 sf of sign area per 1 ft of street frontage or on-site parking	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown	
2. Dual-Post Sign ^{1, 2, 4, 11}							A-1, R-T, R-1, R-2, R-3, R-MH	R-4, R-5	B-1, B-3, B-4, M-1, M-2, M-3	B-2	
3. Pylon Sign ^{2, 6}							Not allowed	Not allowed	200 sf area per frontage 6 ft height limit ⁴	50 sf area per frontage 6 ft height limit ⁴	
B. On-Building Sign Category ^{1,2} Choose 1 of the following Sign Types. Note: All On-Building Signs on the same building façade must be the same Type of Sign (1-5), below.											
1. Wall Sign ^{1, 2, 6, 7, 8, 12}	Yes: For each new sign. City Staff approval.	1 sign per exterior wall not abutting residential use or zoning district, plus one sign per customer entry ³	Sign shall not extend above parapet or fascia. Minimum overhang rules. ^{8, 9} Sign may not project within 2 feet of curb	Durable, all-weather materials in all districts.	Standard. ⁵	1 sf of sign area per 1 ft of building façade length ^{3, 7}	Ambient, backlit, or gooseneck. ¹²	Not allowed	Not allowed	300 sf area	200 sf area
2. Awning Sign ^{1, 2, 8}							Gooseneck.	Not allowed	Per formula.		
3. Canopy Sign ^{1, 2, 8}							Backlit, gooseneck.	Not allowed	40 sf area	60 sf area	40 sf area
4. Marquee Sign ^{1, 2, 8}							Standard. ⁵	Not allowed	150 sf area		
5. Projecting Sign ^{1, 2, 15}								Not allowed	Not allowed	36 sf area	36 sf area
C. Pedestrian Sign Category ^{1,2} Choose 1 of the following Sign Types. Note: All Pedestrian Signs on the same building façade must be the same Type of Sign (1-2), below.											
1. Blade Sign ^{1, 2, 8}	Yes: For each new sign. P.C. approval.	1 for each customer entrance.	Minimum overhang rules. ^{8, 9}	Durable, all-weather materials in all districts.	Gooseneck.	None. Use max area.	Not allowed		16 sf area	12 sf area	
2. Suspended Sign ^{1, 2, 8}							Not allowed		10 sf area	10 sf area	
D. Daily Notice Sign Category ^{1, 2}											
1. Menu Board Sign ^{1, 2}	Yes: For each new sign. City Staff approval.	1 for each business.	Within 10 ft of customer entrance. ^{9, 12}	Durable, all-weather materials in all districts.	Standard. ⁵	None. Use max area.	Internal.	Not allowed	8 sf area		
2. Sandwich Board Sign ^{1, 2}			15' from the street curb face. ^{9, 12}				Ambient only.	Not allowed	8 sf area / 4 ft height / 2 ft width		
3. Bulletin Board Sign ^{1, 2, 14}							Drive-thru ^{10, 12}	Internal.	Not allowed	20 sf area / 8 sf height	
4. Order Board Sign ^{1, 2, 4, 10}								Standard. ⁵	Not allowed	24 sf area / 8 ft height ⁴	

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 10-375 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in Section 90-52.
- 3 The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area of all signs on the receiving wall shall still be limited by its length ratio of said wall.
- 4 Electronic Message Signs (of up to 33% of the sign area) are permitted for this Sign Type in nonresidential districts that are not located in or have a screen visible within 150 feet of a residential Zoning District. See Section 10-377.
- 5 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
- 6 Group Development Signs may be up to 50% larger in area and 2 feet taller in height. See Section 10-379.
- 7 Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building façade length.
- 8 Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level- surface; and a maximum 3 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- 9 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) without a permit from the Department of Public Works. Off-premise Freestanding Signs are prohibited.
- 10 Order Board Signs shall conform to the location requirements for Drive-Through Sales or Service land uses. See Section 90-58(9).
- 11 Sign must be designed of materials complementary to and harmonious with the building and site, and must be closely integrated with site landscaping.
- 12 Signs shall only be located on a public sidewalk or private walk way that is a minimum 6 feet wide and shall only be displayed during the hours of operation for the on-site land use.
- 13 Individual channel letters or silhouette style faces are required. Internal illumination with opaque cabinet fields are prohibited.
- 14 Bulletin Board Signs are only permitted for Institutional Land Uses. See Section 90-57.
- 15 Sign can extend a maximum of 6' into any required yard or public right-of-way. Sign must be a maximum 5' from all side lot lines, 8.5' above the sidewalk, 15' above a driveway, and 25' above the mean centerline street grade.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

Example Sign Diagrams:

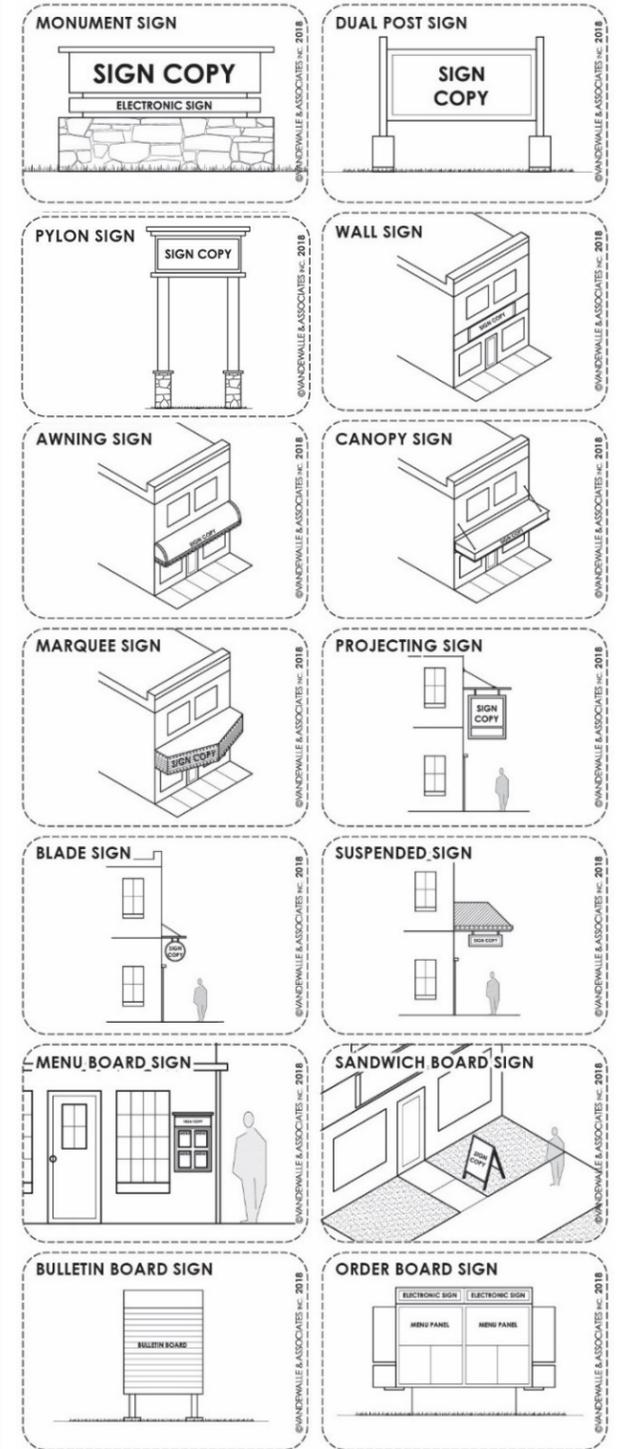


Figure 10-380(2): Temporary Business Sign Group ²

Sign Categories & Sign Types	Sign Permit Required and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							A-1, R-T, R-1, R-2, R-3, R-MH	R-4, R-5	B-1, B-3, B-4, M-1, M-2, M-3	B-2
A. Window Sign Category ^{1,2,4} No time limit on the display of these signs.										
1. Window Sign ^{1,2,4}	No. Sign Permit not required.	Not to exceed maximum coverage percentages. ⁵	Only allowed on the inside of the window.	Paper, vinyl, or similar lightweight material.	Ambient only; up to 1 internally illuminated or neon sign per tenant	Based on the percent of window area covered. →	Not allowed.		50% max window area coverage 20% max window coverage area per façade per story	
B. Temporary Board or Banner Sign Category ^{1,2,3} Display limit of 30 consecutive days, 4 times per calendar year.										
1. Board Sign ^{1,2,3}	Not allowed.	1 per business.	On-Building; or Freestanding; and clustered in a single location approved by the Public Works Director	Plywood or similar rigid, all-weather material.	Ambient only.	None; Use max sign area limit. →	Not allowed.			
2. Banner Sign ^{1,2,3}	Yes: For each new sign. City Staff approval.		On-building	Vinyl, Fabric, or Lightweight all-weather material.			Not allowed.	150 sf max area, No max height	32 sf max area, No max height	
C. Temporary Flag or Feather Sign Category ^{1,2,3} No time limit on the display of these signs.										
1. Flag Sign ^{1,2,3}	No. Sign Permit not required.	1 per lot.	Sign setback shall be at least max. sign height ³ .	Vinyl, Fabric, or Lightweight all-weather material.	Ambient Only	None; Use max sign area limit. →	32 sf max area, cannot exceed building height			
2. Feather Sign ^{1,2,3,7}	Yes: For each new sign. City Staff approval						8 sf max area, 6 ft max height ⁷			
D. Temporary Approved Development Sign Category ^{1,2} Display limit is based on the period of active development. ^{5,6}										
1. Active Building Sign ^{1,2,5}	No. Sign Permit not required.	1 for each development team member.	On-Building; or Freestanding; and clustered in a single location approved by the Public Works Director. ⁸	Any durable, all-weather material.	Ambient only.	None Needed.	100 sf max area, 15 ft max height			
2. Active Plat Sign ^{1,2,6}	Yes. For each new sign. City Staff approval.						Not allowed.	80 sf max area, 10 ft max height	Not allowed.	
E. Prohibited Temporary Sign Category ¹ Display of the following signs is always prohibited in all zoning districts:										
<ul style="list-style-type: none"> • Signs resembling any traffic control sign, as determined by the City Engineer. • Signs in a required vision triangle near a street intersection or driveway apron, as determined by the City Engineer. • Signs that project above the building parapet or eave. • Signs that flutter, undulate, swing, rotate, or otherwise move, e.g. inflatable signs, wind socks/tubes, pennants, streamers, festoons, and pinwheels; except signs permitted in A.-C., above. • Flashing, scrolling, or animated signs (including signs that change their appearance more often than once per 10 seconds), beacon, search lights, and strobe lights. • Signs mounted on platforms, with wheels or runners, such as trailer signs, sled signs, or other portable signs. 										

Footnotes Containing Additional Development Requirements:

1 Refer to Section 10-375 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).

2 Available to land uses identified in Section 90-52.

3 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.

4 A "Window" is the total area within a window frame, which may be divided by muntins or mullions. Glass areas divided by walls, piers or columns are considered separate windows.

5 Period of active building development is between the issuance of the building permit and the issuance of the first occupancy permit for the building.

6 Period of active plat development is between the recording of the final plat to the issuance of building permits for 75% of the lots; as applied to each development phase in the final plat.

7 Signs can be displayed for a maximum of 30 consecutive days per City Staff approved permit.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

Example Sign Diagrams:

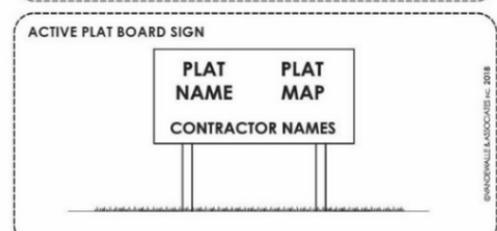
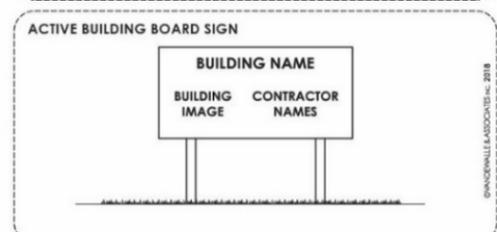
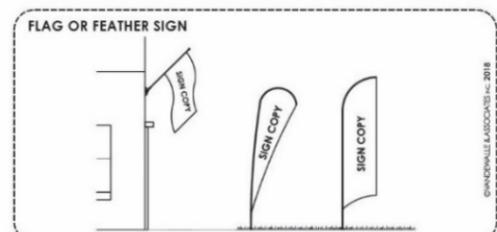
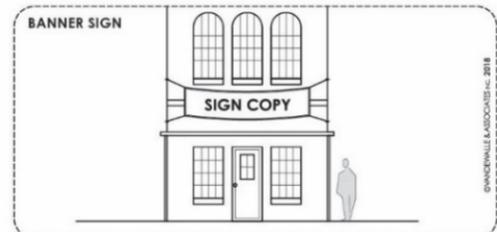
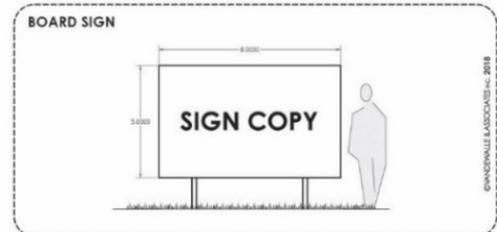
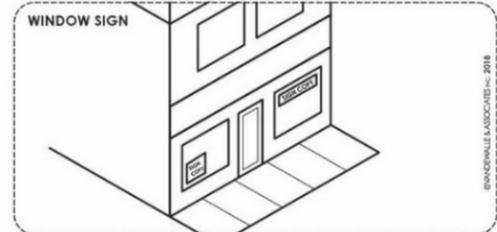


Figure 10-380(3): Permanent Miscellaneous Sign Group ²

Sign Categories & Sign Types	Sign Permit Required and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							A-1, R-T, R-1, R-2, R-3, R-MH	R-4, R-5	B-1, B-3, B-4, M-1, M-2, M-3	B-2
A. City-Required Sign Category ^{1, 2, 6}										
1. Address Sign ^{1, 2, 6}	No. Sign Permit not required.	1 per address. ^{6, 9}	On-building, and visible from street.	Any durable, all-weather material.	Ambient only.	None needed. Use max sign area limit. →	4 sf max area 6 ft max mounted height			
2. Building Management Identification Sign ^{1, 2, 6}	Yes. For each new sign. City Staff approval		On-building, and next to main entry. ⁸				4 sf max area 6 ft max mounted height			
3. On-Site Warning Sign ^{1, 2, 6}		On-building, or freestanding. ⁶	8 sf max area 4ft max post mounted height 6 ft max building or fence height							
4. On-Site Directional Sign ^{1, 2, 6, 10}			8 sf max area ¹⁰ 4 ft max post mounted height 6 ft max building or fence height							
B. Optional Miscellaneous Sign Category ^{1, 2, 6}										
1. Metal Plaque Sign ^{1, 2}	No. Sign Permit not required.	Up to 3 per historic building, property, or district.	On-building ⁸ or freestanding. ⁶	Bronze, aluminum, or stainless steel.	Standard. ⁷	None. Needed. Use max sign area limit. →	4 sf max area 6 ft max height			
2. Permanent Plat Sign ^{1, 2, 3, 6}	Yes: For each new sign. City Staff approval.	As approved per the final plat.	Sign setback shall be at least max. sign height. ^{6, 9}	Any durable, all-weather material.	Standard. ⁷		100 sf max area 6 ft max height	200 sf max area 6 ft max height		
3. Institutional Information Sign ^{1, 2, 4, 5, 6}		1 per site with a C.U.P.	Freestanding with minimum 15 ft setback. ^{6, 9}		Standard. ^{5, 7}	10 sf per 100 ft of lot frontage	Not allowed.	200 sf max area 6 ft max height	Not allowed.	
Footnotes Containing Additional Development Requirements:										
1 Refer to Section 10-375 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2 Available to all land uses in Section 90-52, other than Institutional Information Signs.										
3 Permanent Plat Signs shall be located within a platted outlot or within a permanent sign easement. See Section 10-375(3)(b)2.										
4 Institutional Information Signs are only permitted for Institutional Land Uses. See Section 90-57.										
5 An Electronic Message Sign (of up to 50% of the sign area) is permitted for Institutional Information Signs that are not located in or have a screen visible within 150 feet of a residential Zoning District.										
6 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
7 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.										
8 On-building signs must be located within 10 feet of building's main entrance.										
9 Additional Address and Building Management Identification Signs are allowed on each public right-of-way facing side of a property (corner lots).										
10 May also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square foot.										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission										

Example Sign Diagrams:

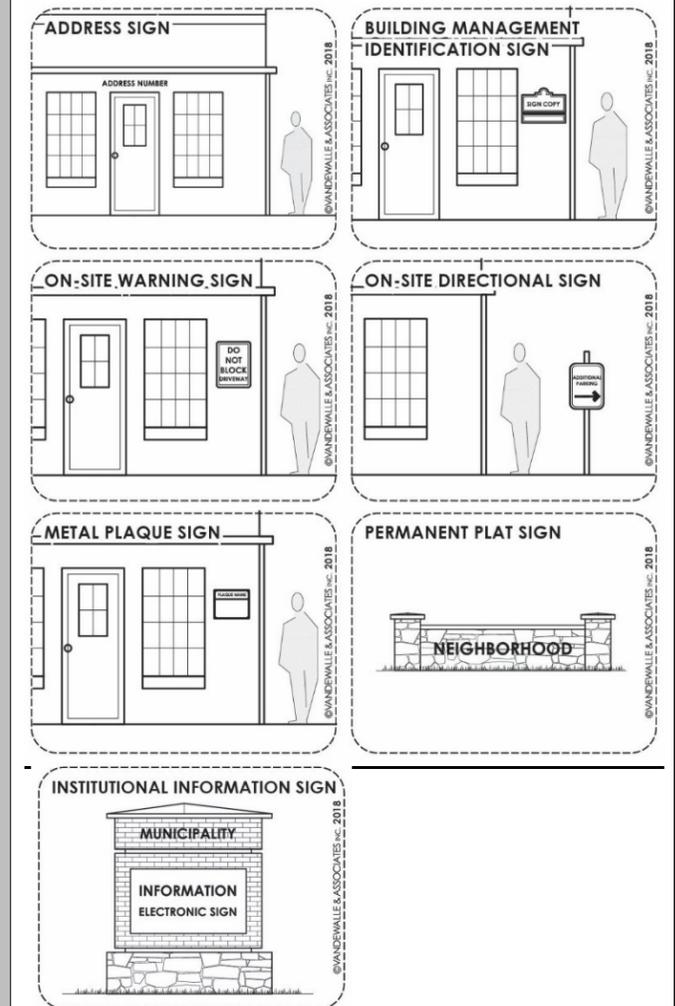


Figure 10-380(4): Temporary Miscellaneous Sign Group							Sign Area & Height Maximums for Zoning Districts:			
Sign Categories & Sign Types	Sign Permit Required?	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							A-1, R-T, R-1, R-2, R-3, R-MH	R-4, R-5	B-1, B-3, B-4, M-1, M-2, M-3	B-2
A. Yard Sign Category										
1. Stake Sign ^{1,2,4,5,6}	No. Sign Permit not required.	2 per lot.	Must be located on-site ³	Any material.	Ambient only.	None needed. Use max sign area limit. →	6 sf max area 4 ft max height 3 ft max width			
2. Frame Sign ^{1,2,4,5,6}										
3. Arm & Post Sign ^{1,2,4,6,7}							10 sf max area ⁸ 6 ft max height 3 ft max width			
Footnotes Containing Additional Development Requirements:										
1 Refer to Section 10-375 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2 Available to all land uses identified in Section 90-52.										
3 Yard Signs must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
4 Yard Signs may be displayed permanently, but typically are not.										
5 Any number of Yard Signs is permitted within a period of 30 days prior to, and 10 days following, any local, state, or federal election hosted by the City as defined by Wis. Stats. 12.0.4 with a maximum area of 32 square feet per sign and maximum height of 6 feet per sign.										
6 One additional Yard Sign per street frontage is permitted if the subject property is for lease, for rent, for sale, or hosting an open house. The additional sign(s) must be removed within 10 days after undergoing a rental or lease agreement, sale, or open house.										
7 One additional Arm & Post sign is permitted per tax parcel that is for lease, for rent, for sale, not to exceed the total number of units for lease, rent, or sale on the site. The additional sign(s) must be removed within 10 days after undergoing a rental or lease agreement or sale.										
8 The area maximum for Arm & Post signs includes the sign face, as well as any additional placards that are attached to the sign.										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission										

Example Sign Diagrams:

STAKE SIGN

SIGN COPY

FRAME SIGN

SIGN COPY

ARM & POST SIGN

SIGN COPY

Sections 10-381: Reserved

Section 10-382: Sign Setback, Height, Measurement, and Flexibility

- (1) Sign Setbacks. Signs must be located on-site, outside of the vision triangle, and must not be located within any street right-of-way, unless otherwise specified or approved by the Plan Commission. Each sign type must be setback in a location consistent with Figure 10-382(1), Figure 10-382(2), Figure 10-382(3), and Figure 10-382(4).
- (2) Sign Height.
 - (a) The height of a freestanding sign shall be measured from the average ground level adjacent at the base of the sign to the top of the highest attached component 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.
 - (b) 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.
- (3) Minimum Ground Clearance. All On-Building and Pedestrian Signs shall have a minimum clearance of 14 feet above a drive, alley, or street and a minimum of 8 feet above a sidewalk, path, trail, or other ground-level surface.
- (4) Measurement of Sign Area: The measurement of sign area is based on the arrangement of sign copy and sign background:
 - (a) In the case of a freestanding sign (including three-dimensional objects), sign area shall include the total sign area(s) that can be viewed from any single vantage point. i.e., for a typical freestanding sign that faces two directions, only the largest sign face visible from any single vantage point shall count toward the total permitted 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.
 - (b) 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 or as the sum of the irregular shapes enclosing each letter or related copy. See Example 1 in Figure 10-382(2).
 1. If an exact sign area calculation is not provided by the sign manufacturer, then the sign shall be measured using the smallest rectangles method.
 2. If an exact sign area calculation is provided by the sign manufacturer, then the applicant has the option to use the sum of the irregular shapes enclosing each letter or related copy to calculate the sign's total area.
 - (c) 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 10-382(2).
 - (d) For signs comprised of letters and related copy surrounded by one or more sign background colors on a single panel, frame, or cabinet, the 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 10-382(2).
 - (e) 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 10-382(2).
 - (f) Groupings of related smaller signs may be counted as one sign. In such cases, sign area shall be measured as the smallest single rectangle enclosing the individual signs and any and all background color areas. See Example 4 in Figure 10-382(2).
 - (g) 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. See Figure 10-382(1).

Figure 10-382(1): Measurement of a 3D Sign Area

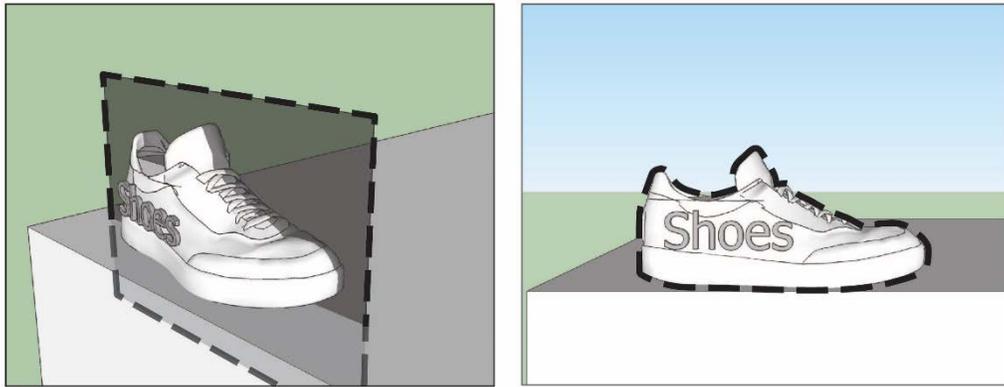


Figure 10-382(2): Measurement of Sign Area



Example 1: Individual letters on a neutral surface

If a sign area calculation is not provided, the sum of smallest rectangles OR

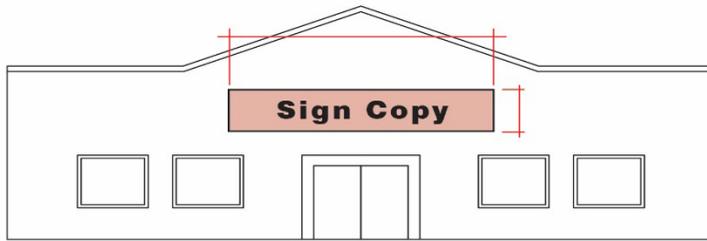


If a sign area calculation is provided with the sign permit application, the sum of the irregular shapes enclosing each letter or related copy



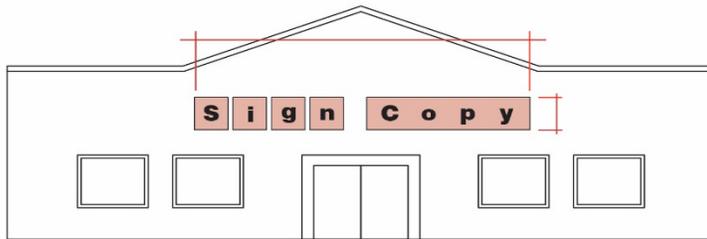
Example 2: Individual letters on a colored background

Sum of smallest rectangles and right triangles



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

Smallest single rectangle



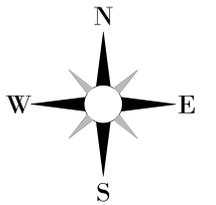
Example 4: Individual letters on separate panels

Smallest single rectangle

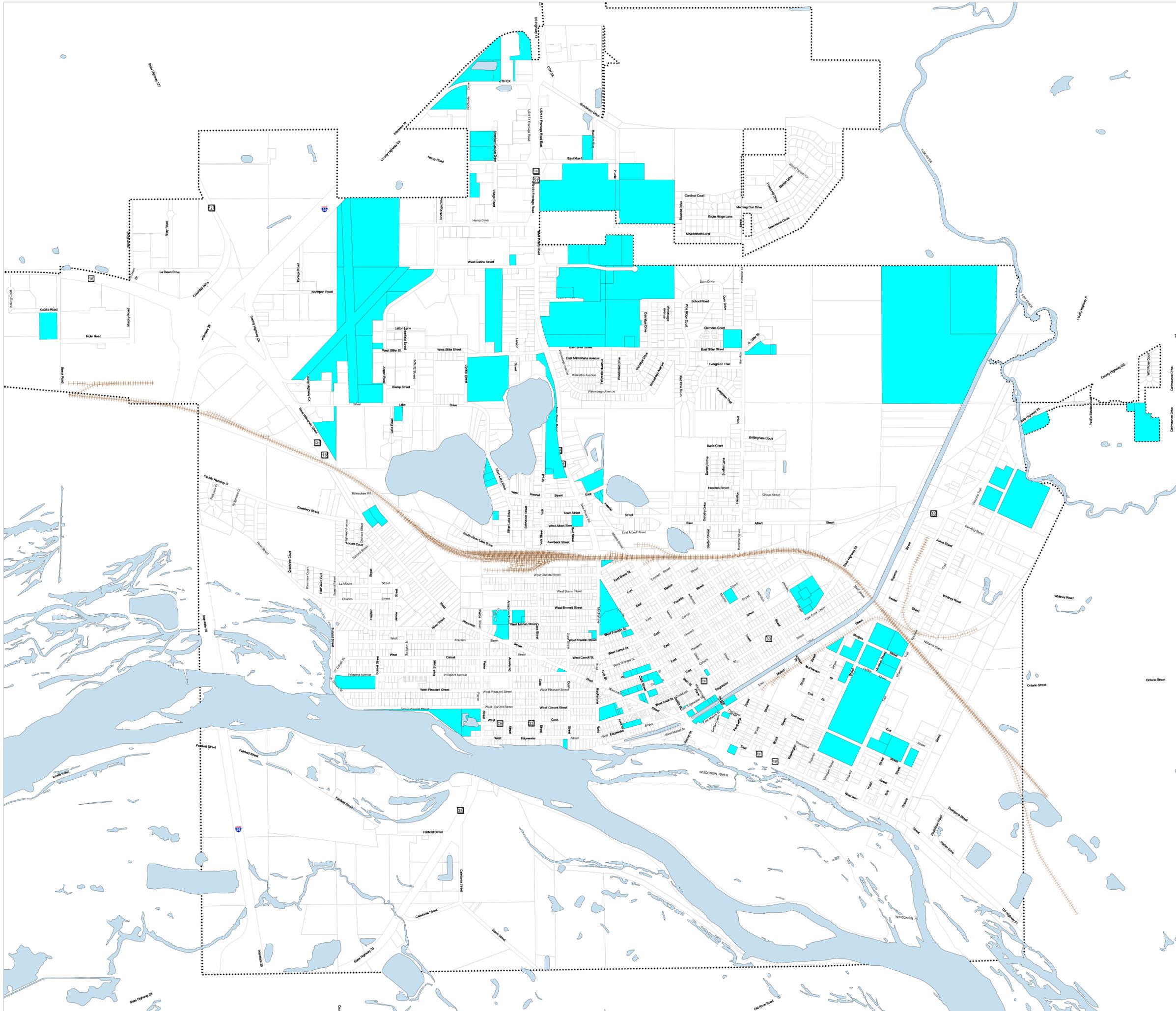
Sections 10-383: Community Sign Overlay Zoning District

- (1) The Community Sign Overlay Zoning District is intended to permit additional signs at identified locations within the City of Portage that have traditionally needed supplemental signage in order to provide notice to the broader community. All lots permitted to have additional signage beyond those provided in Figure 10-382(1), Figure 10-382(2), Figure 10-382(3), and Figure 10-382(4) are limited to those lots identified on Figure 10-383(1).
 - (a) In addition to the permitted sign types as provided in Figure 10-382(1), Figure 10-382(2), Figure 10-382(3), and Figure 10-382(4), additional Window Signs, Banner Signs, and Yard Signs are permitted in the Community Sign Overlay Zoning District.
 - (b) Any additional sign must follow all other requirements as outlined in Figure 10-382(1), Figure 10-382(2), Figure 10-382(3), and Figure 10-382(4).
 - (c) A total of 100 square feet of additional signage per lot is permitted.
 - (d) Two additional signs are permitted so long as the maximum permitted sign area in Section 10-383(1)(c) is not exceeded.
 - (e) Additional signage must be temporary and shall only be displayed for a maximum of 30 consecutive days.
 - (f) Any request for additional signage on a property identified on Figure 10-383(1), must be provided to the property owner prior to erection of the sign. All requests must include the sign type, size, and display period duration.
 - (g) It is the responsibility of any property owner in the Community Sign Overlay Zoning District to comply with Section 10-383.
 - (h) Off-premise signage is permitted in the Community Sign Overlay Zoning District.

Figure 10-383(1): Community Sign Overlay Zoning District Map



Land Use	
RailRoad	
Institutions	
CityLimits	



Section 10-384: Sign Permits – Application, Enforcement, and Revocation

- (2) Applicability.
- (a) No Freestanding Sign listed under Section 10-375(1)(a), On-Building Sign listed under Section 10-375(1)(b), Pedestrian Sign listed under Section 10-375(1)(c), Daily Notice Sign listed under Section 10-375(1)(d), Banner Sign listed under Section 10-375(2)(b), Active Plat Sign listed under Section 10-375(2)(d), Building Management Identification Sign, On-Site Warning Sign, or On-Site Directional Sign listed under Section 10-375(3)(a), or Permanent Plat Sign or Institutional Information Sign listed under Section 10-375(3)(b), shall be erected, installed, constructed, or maintained without the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
 - (b) For signs requiring a permit in Subsection (a), above, 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.
 - (c) This Section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
 - (d) 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. Refer to Section 10-390 for rules pertaining to nonconforming signs.
 - (e) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
 - (f) The owner or tenant may request all such signs at one site be included under one permit.
- (3) Review Authority.
- (a) The Plan Commission shall review all signs as part of Site Plan review (Chapter 90-477) or Planned Development (Chapter 90-475) and all proposed signs which would require approval of a Group Development (Chapter 90-64) for a site or sites which will have more than one sign viewed together as part of a group of signs. This may be required with a zoning permit for change of use or a sign permit. All signs which require approval of a sign permit by the Zoning Administrator or Plan Commission shall be reviewed according to the following evaluation factors:
 - 1. Conformance to the zoning and sign code.
 - 2. Minimization of conflict with vehicular or pedestrian circulation.
 - 3. Compatibility with the building characteristics.
 - 4. Compatibility with the specific physical site conditions which warrant approval of the proposed sign.
 - 5. Materials and maintenance aspects.
 - 6. Legibility and visual clarity.
 - (b) The Plan Commission may grant special exception to this Article upon demonstration of due cause. Every applicant for a special exception to the sign district requirements shall submit a written statement to the Plan Commission which explains the reason for the request and how it meets the evaluation factors.
- (4) Sign Permit Application. Each sign permit application shall include:
- (a) The name, address, phone number, and email address of the applicant.
 - (b) The name of the business or land use the proposed sign will serve.
 - (c) The name, address, phone number, email address, and signature of the property owner.
 - (d) The name, address, phone number, and email address of the sign contractor.
 - (e) The property's zoning designation.
 - (f) The property's current land use or uses for the entire subject property, including all indoor and outdoor areas.
 - (g) The approved site plan for the subject property (per Section 90-474). If a site plan was not previously required or approved, a site plan for the subject property with requirements as determined by the Zoning Administrator shall be provided. At a minimum, the site plan shall include the following:

1. Location, type, height, width, and area of the proposed sign.
 2. 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.
 3. All property lines and buildings on the property and within 50 feet of the proposed sign.
 4. All parking areas, driveways, and public roads.
 5. Method of attachment, structural support, method of illumination, and sign materials.
 6. The total area of all signs on the subject property both before and after installation of the proposed sign.
 7. Approximate value of the sign to be installed, including cost of installation.
- (h) Payment of the sign permit fee, as established from time to time by the Common Council.
- (i) A written statement that all temporary signs will be removed per the limits.
- (j) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
- (k) Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway may also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.
- (5) Granting and Issuance.
- (a) The Zoning Administrator shall review the application to ensure it is complete per the requirements of Subsection (3), above.
 - (b) In cases where no other review or approvals are required under this Chapter, the Zoning Administrator shall review said application for compliance with Subsection (5), 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.
 - (c) When a proposed sign is associated with any development that requires a Site Plan, a sign permit shall not be granted prior to the approval of a Site Plan. In such cases, the Zoning Administrator shall review said application for compliance with Subsection (5), below, and shall schedule the item on the appropriate meeting agenda(s) within 30 working days of the acceptance of the complete application and payment of the required fee. Within 30 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.
 - (d) Denial of a sign permit shall not result in total or partial reimbursement of permit fees paid.
 - (e) A granted sign permit shall expire, and shall be null and void, if the sign is not attached or erected within 180 days after the issuance of the sign permit.
- (6) 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:
- (a) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety.
 - (b) Whether the sign is in compliance with all provisions of the City of Portage Municipal Code and Building Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- (7) Enforcement and Revocation of Sign Permit.
- (a) 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 violations of this Chapter or the Building Inspector for Building Code or other construction code violations.
 - (b) 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.

- (c) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
 - (d) Revocation shall not result in total or partial reimbursement of permit fees paid.
- (8) Appeals. Any person affected by a decision of the Zoning Administrator may petition for a hearing before the Board of Zoning Appeals. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Board of Zoning Appeals decides whether to sustain, modify, or withdraw the notice.
- (9) Removal of Signs in Violation of this Chapter.
- (a) 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 shall 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 City may occur at the expense of the owner of the property.
 - (b) 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.
 - (c) 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 City Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll.
 - (d) 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 10-385: Reserved

Section 10-386: Sign Prohibitions and Limitations

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

- (1) Sign Prohibitions.
 - (a) 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.
 - (b) No fluttering, undulating, swinging, rotating, or otherwise moving signs such as windsocks, motorized signs, pennants, and streamers shall be permitted. This shall not apply to Banners Signs as defined in Section 10-375(2)(b)2.
 - (c) No signs shall project above the building parapet or eave, or be mounted on or extend above the roof, if attached to the building.
 - (d) No flashing, scrolling, or animated signs shall be permitted. Flashing is defined as changing more than once within a 10-second time interval.
 - (e) No signs shall be mounted to an unlicensed trailer or other unlicensed vehicle.
 - (f) No beacons or search beacons shall be permitted.
 - (g) No billboards or off-premise advertising signs shall be permitted, outside of Section 10-383.
 - (h) No abandoned signs shall be permitted. See Section 10-375(5)(a).
 - (i) No sign shall be located within a required bufferyard or within a permanently protected green space area.
 - (j) No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district (per Section 90-119).

- (k) All illuminated signs that are visible from any parcel in a Residential Zoning District within 100 feet of the sign shall be limited to the hours of customer access.
- (2) Sign Limitations.
 - (a) 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.
 - (b) 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 90-114.
 - (c) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, fire hydrant, public utility pole, public light pole, or traffic regulatory structure, unless otherwise authorized by the Director of Public Works or Municipal Services Commission.
 - (d) Except for permitted Awning, Canopy, Marquee, Projecting, Blade, Suspended, On-Site Warning, On-Site Directional Signs, or unless otherwise allowed by this Chapter, no sign shall be permitted within or extend into a public right-of-way.
 - (e) No person shall: paste, tape, staple, or otherwise fasten any paper or other material to, nor paint, stencil, or otherwise write or color any object, vegetation, or pavement located within any street right-of-way; nor shall any of such object, vegetation, or pavement be defaced in any manner. The only exception to these restrictions is that painting may be allowed on curbs when approved by the Common Council upon receiving a favorable recommendation from the Director of Public Works, after his/her investigation of a written request.

Sections 10-387: Reserved

Section 10-388: Appearance, Construction and Maintenance of Signage

- (1) 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 City relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the Electrical Code as adopted by the City.
- (2) The base or support(s) of all ground-mounted signs shall be securely anchored to a concrete base or footing, and shall meet minimum wind load capabilities of 30 pounds per square foot.
- (3) The footing and related supporting structure of a permanent Freestanding Sign, Permanent Plat Sign, or Institutional Information Sign, including bolts, flanges, and brackets, shall be concealed by landscaping using the formula of two landscaping points for every foot of sign's width as measured on the sign face or sign base – whichever is greater.
- (4) Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces shall be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.
- (5) No sign shall be suspended in a way 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.
- (6) All permanent signs and their supporting members shall be constructed of standardized, durable, all-weather sign materials.
- (7) Sign materials shall be compatible with the design of the face of the façade where they are placed and shall contribute to the legibility of the sign.
- (8) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (9) 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.

- (10) Every sign requiring either Plan Commission or Zoning Administrator approval hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacturer's name, the permit number, and the voltage of any electrical apparatus used in connection therewith.
- (11) 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.
- (12) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be subject to the provisions of Section 90-481.
- (13) If any 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 City harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the City may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least \$1,000,000.00 per occurrence per sign.

Section 10-389: Reserved

Section 10-390: Nonconforming Signs

- (1) Nonconforming Signs. Permanent signs existing as of the effective date of this Chapter, which do not conform to the provisions of this Chapter, such as brightness, scrolling, size, height, and location provisions, shall be nonconforming signs.
- (2) Continuation of a Nonconforming Sign.
 - (a) Nonconforming signs may be maintained.
 - (b) 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 (3)(a), below, for what would constitute an alteration of a sign.
 - (c) When the principal structure located on the site undergoes a change of land use per the lettered land use categories described in Chapter 90, all nonconforming signs shall be brought into conformance with the provisions of this Chapter or shall be removed.
 - (d) 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 structure. The sign will continue to be considered nonconforming.
- (3) Alteration of Nonconforming Signs.
 - (a) For the purpose of this Section, alteration of a sign is considered to be any change to the sign's frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator.
 - (b) Altering a sign does not include maintaining the existing appearance of the sign; changing the appearance of the sign face; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Marquee Sign; or changing the face of an Off-Premise Advertising Sign (billboard).
 - (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 project identification sign, or any of its parts, into compliance with the provisions of this Chapter.

Section 10-391: Reserved

Section 10-392: Removal of Sign and Sign Structures where Business is no Longer in Operation

- (1) A building, portion of a building, or site 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 site shall have the following effect:
 - (a) At 12 months in accordance with Chapter 90-81, nonconforming signs shall lose their legal nonconforming status.
 - (b) At 90 days, the owner of the property shall take action regarding any Permanent or Temporary Business Signs and/or sign structures associated with the vacant building, portion of a building, or site located on the property. At the property owner's option, the property owner shall do one of the following: remove all such signs and structures, or replace the face of such signs with a blank sign face. If the property owner is granted an extension under Subsection (c) below, the requirement shall not apply during the extension period.
 - (c) An extension allowing signs and/or sign structures associated with vacant buildings, portions of buildings, or sites 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:
 1. The property owner shall submit an application with the appropriate fee and allow staff to inspect the signs and/or sign structures on the vacated building, portion of a building, or site.
 2. Staff shall 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.
 3. Signs shall be properly blanked out and contain no commercial message.
 4. 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.
 5. 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, shall be approved by the Plan Commission.
 6. Owners of nonconforming signs may also apply for an extension; however, the sign shall not thereafter be reestablished except in full compliance with this Chapter.
- (2) Sign structures that have been left without a sign face, or where the permit holder no longer has any interest in the site as owner or tenant, any of which for a continuous period of 90 days, shall be deemed abandoned and shall be removed by the owner of the sign structure or the City shall proceed to remove such sign structure pursuant to the terms of this Chapter if the owner has not been granted an extension.
- (3) If the sign and/or sign structure(s) have not been removed, the City shall send written notification to the property owner of record and/or last known occupant, via certified mail, return receipt requested, indicating that said property owner or occupant remove the sign and/or sign structure or apply for and be granted an extension. If the sign and/or sign structure have not been removed within 90 days after the City sends notice, and an extension has not been granted, the City may have the sign and/or sign structure removed.
- (4) Any and all costs incurred by the City 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 City of Portage.

Sections 10-393: Reserved

Section 10-394: Fees

Fees related to signage shall be determined by the current City fee schedule found in Section 1-15 of the City of Portage Municipal Code.

Sections 10-395 to 10-399: Reserved