

Article VI - Sign Regulations

Section

- 6.01 Purpose: The purpose of this Article is to create the legal framework to regulate, administer, and enforce outdoor sign advertising and display within the Village of Almena. This Article recognizes the need to protect the safety and welfare of the public and the need for well-maintained and attractive sign displays within the community, and the need for adequate business identification, advertising, and communication.

This code authorizes the use of signs visible from public rights-of-way provided the signs are:

- A. Compatible with the zoning regulations.
- B. Designed, constructed, installed and maintained in such a manner that they do not endanger public safety or traffic safety.
- C. Legible, readable and visible in the circumstances in which they are used.
- D. Respectful of the reasonable rights of other advertisers whose messages are displayed.

- 6.02 Definitions:

ABANDONED SIGN. A sign which no longer correctly advertises a bonafide business, lessee, owner, product or activity conducted, or product available on the premises where the sign is displayed or elsewhere.

AREA OF COPY. The entire area within a single, continuous perimeter composed of squares or rectangles which encloses the extreme limits of advertising message, announcement, or decoration of a wall sign.

AREA OF SIGN. The area of the largest single face of the sign within a perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one section or module, all areas will be totaled. Any irregularly shaped sign area shall be computed using the actual sign-face surface. In the case of wall signs, the area of copy will be used.

BILLBOARD. See "Off-Premise Signs".

6.02 Definitions cont'd

CHANGEABLE MESSAGE SIGN. A sign such as an electric controlled time and temperature sign, message center or reader board where copy changes.

COPY AREA. The geometric area in square feet that encloses the actual copy of the sign.

DIRECTIONAL SIGN. Any sign which serves to designate the location or direction of any place or area. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits.

ELECTRIC SIGN. Any sign containing internal electrical wiring which is attached or intended to be attached to an electrical energy source.

FLASHING SIGN. Any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally-mounted intermittent light source, not including changeable message signs.

FRONTAGE. The length of the property line of any one premise parallel to and along each public right-of-way it borders.

GRADE. The elevation or level of the street closest to the sign to which reference is made, measured at the street's centerline.

GROUND SIGN. A sign erected on one or more free-standing supports or uprights and not attached to any building.

GROSS AREA. The area of a sign is determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, their areas will be totaled. If the modules are formed in the shape of letters or symbols, the rules for "Area of Copy" apply.

HEIGHT OF SIGN. The vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of such sign.

ILLUMINATED SIGN. A sign which is lighted by an artificial light source either directed upon it or illuminated from an interior source.

6.02 Definitions cont'd

INTEGRATED SHOPPING CENTER. A shopping center in single ownership or under unified control, and containing three (3) or more separate businesses.

LEGAL NONCONFORMING SIGN. A nonconforming sign that did meet regulations when it was originally installed.

NONCONFORMING SIGN. A sign that does not meet code regulations.

OFF-PREMISE SIGN. A sign which advertises goods, products, facilities or services not necessarily on the premises where the sign is located, or directs persons to a different location from where the sign is located.

ON-PREMISE SIGN. Any sign identifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed and maintained.

PORTABLE SIGN. Any sign not permanently attached to the ground or a building.

SIGN. Any emblem, painting, banner, pennant, placard, design, identification, description, illustration or device, illuminated or non-illuminated, to advertise, identify, convey information or direct attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise. For the purpose of removal, signs shall also include all sign structures.

SIGN CONTRACTOR. Any person, partnership or corporation engaged in whole or in part in the erection or maintenance of signs, excluding the business which the sign advertises.

SIGN STRUCTURE. Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.

SWINGING SIGN. A sign installed on an arm or mast or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.

WALL SIGN. A sign attached to the wall of a building with the face in a parallel plane to the plane of the building wall. This includes signs painted directly on a wall.

6.02 Definitions cont'd

WINDOW SIGN. A sign affixed to, in contact with, painted upon, or placed within a window, for the purpose of viewing from outside the premises; such sign must be placed only on the interior of any window unless painted directly upon it. This does not include merchandise located in a window.

ZONING LOT. A parcel of land considered or treated as a single unit. A zoning lot may or may not correspond with a lot of record.

6.03 Permits, Applications, Issuance and Denial, Appeals, Indemnification, Insurance, Penalties:

- A. Permits Required: It shall be unlawful for any person to erect, construct, enlarge or structurally modify a sign or cause the same to be done in the Village of Almena without first obtaining a sign permit for each such sign from the Zoning Administrator as required by this section. Permits shall not be required for a change of copy of any sign, nor for the repainting, cleaning, and other normal maintenance and repair of the sign and sign structure.
- B. Application for Permit: Application for a permit shall be filed with the Village clerk upon forms provided by the Village clerk and shall contain the following information:
 - 1. The name, address and telephone number of the sign owner, the property owner where the sign is or will be located, and the sign contractor of the proposed sign.
 - 2. Clear and legible drawings with description and nominal dimensions of the proposed sign, the construction, size, dimensions and kind of materials to be used in such structure. The site plan shall show the buildings on the premises upon which the structure is to be erected and maintained together with location, setbacks, size, and types of existing signs on the premises where the proposed sign is to be located. All dimensions shall be indicated for the sign and the site plan elements.
 - 3. Evidence of liability, insurance policy or bond as required by Section 6.03 F.

6.03 Permits, Applications, Issuance and Denial, Appeals, Indemnification, Insurance, Penalties cont'd

B. Application for Permit cont'd

4. Such other information as the Zoning Administrator may require to show full compliance with this and all other applicable laws of the Village of Almena.
5. Signature of the applicant.

C. Permit Issuance and Denial: The Zoning Administrator shall issue a permit for the erection, structural alteration, enlargement, or relocation of a sign within the Village of Almena when the permit application is properly made and the sign complies with the appropriate laws and regulations of the Village of Almena. If the sign permit is denied by the Zoning Administrator, he/she shall give written notice of the denial to the applicant, together with a brief statement of the reasons for the denial.

D. Sign Permit Appeal:

1. In the event any of the requirements herein contained cause undue or unnecessary hardship on any person, firm or corporation, a variance from requirements may be applied for to the Board of Appeals. An application for variance must be made within ten (10) days after receipt of notice that the sign involved does not conform to the Ordinance and not less than forty-five (45) calendar days before a scheduled Board of Appeals meeting. In the event that the appeal is not made in writing to the Appeals Board within such ten (10) day period, a variance may not be granted. The Board of Appeals is to take action on any variance request within sixty (60) days of receipt of the variance application. The Zoning Administrator shall comply with and enforce the Zoning Board of Appeals decision.
2. The Zoning Administrator's failure to either formally grant or deny a sign permit within fifteen (15) days of the date an application meeting the requirements of this Ordinance is filed, shall be cause for appeal to the Zoning Board of Appeals.

6.03 Permits, Applications, Issuance and Denial, Appeals, Indemnification, Insurance, Penalties cont'd

- E. Indemnification for Sign Installation and Maintenance: All persons engaged in the business of installing or maintaining signs which involves in whole or in part, the erection, alteration, relocation, maintenance of a sign or other sign work in, over, or immediately adjacent to a public right-of-way or public property used or encroached upon by the sign contractor, shall agree to hold harmless and indemnify the Village of Almena, its officers, agents, employees, from any and all claims of negligence resulting from the erection, alteration, relocation, maintenance of this sign or any other sign work insofar as this Ordinance has not specifically directed the placement of the sign.
- F. Insurance: Every sign contractor shall file with the Zoning Administrator a Certificate of Insurance indicating the applicant holds a public liability and property damage policy specifically to include the hold harmless clause with bodily injury limits of at least \$300,000 per occurrence, and \$300,000 aggregate, and property damage insurance of at least \$100,000 per occurrence, and \$100,000 aggregate. Such insurance shall not be canceled or reduced without the insured first giving thirty (30) days notice in writing to the Village of Almena of such cancellation or reduction.
- G. Penalties: Violation or failure to comply with the provisions of this Ordinance shall be and hereby is declared to be unlawful.
1. Any sign erected, altered, moved or structurally modified without a permit or altered with a permit, but in violation with the provisions of this Ordinance, shall be removed at the owner's expense or brought into compliance within thirty (30) days of written notification by the Zoning Administrator. If the violation is failure to obtain a permit, a permit fee shall be required and the permit fee shall be five (5) times normal fees. In the event that the owner does not remove or bring into compliance, the Zoning Administrator may order removal, the expenses of which will be assessed to the tax roll of the property on which the noncomplying sign is located.
 2. This section shall not preclude the Village of Almena from maintaining any appropriate action to prevent or remove a violation of this Ordinance.

6.04 Legal Nonconforming Signs:

- A. Notification of Nonconformance: Upon determination that a sign is nonconforming, the Zoning Administrator shall use reasonable efforts to so notify, either personally or in writing, the user or owner of the property on which the sign is located of the following:
 - 1. The sign's nonconformity.
 - 2. Whether the sign is eligible for characterization as a legal nonconforming or is unlawful.
- B. Signs Eligible for Characterization as Legal Nonconforming: Any sign located within the Village of Almena's village limits as of the date of adoption of this Ordinance, or located in an area annexed to the Village of Almena, hereafter which does not conform with the provisions of this Ordinance is eligible for characterization as a legal nonconforming sign and is permitted, providing it also meets the following requirements:
 - 1. The sign was covered by a proper sign permit prior to the date of adoption of this Ordinance.
 - 2. If no permit was required under applicable law for the sign in question and the sign was in all respects in compliance with applicable law on the date of adoption of this Ordinance.
- C. Loss of Legal Nonconforming Status: A sign loses its nonconforming status if one or more of the following occurs:
 - 1. The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with requirements of this Ordinance than it was before alteration.
 - 2. The sign is relocated.
 - 3. The sign fails to conform to the Ordinance regarding maintenance and repair, abandonment, or dangerous or defective signs.
 - 4. The sign is destroyed by any means to the extent of more than fifty (50) percent of its fair market value.

6.04 Legal Nonconforming Signs cont'd

C. Loss of Legal Nonconforming Status cont'd

5. On the date of occurrence of any of the above, the sign shall be immediately brought into compliance with this Ordinance.

D. Legal Nonconforming Sign Maintenance and Repair: Nothing in this Ordinance shall relieve the owner or user of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this Ordinance regarding safety, maintenance, and repair of signs.

6.05 Removal and Disposition of Signs:

A. Maintenance and Repair:

1. Every sign, including, but not limited to, those signs for which permits are required, shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting (except when a weathered or natural surface is intended), repairing, cleaning and other acts required for the maintenance of said sign.
2. The Zoning Administrator shall require compliance with all standards of this Ordinance. If the sign is not modified to comply with safety standards outlined in this Ordinance, the Zoning Administrator shall require its removal in accordance with this section.

B. Abandoned Signs: All signs or sign messages shall be removed by the owner or lessee of the premises upon which an on-premise sign is located when the business it advertises is no longer conducted or, for an off-premise sign, when lease payment and rental income are no longer provided. If the owner or lessee fails to remove the sign, the Zoning Administrator shall give the owner sixty (60) days written notice to remove said sign. Upon failure to comply with this notice, the Village of Almena may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

C. Deteriorated or Dilapidated Signs: The Zoning Administrator shall cause to be removed any deteriorated or dilapidated signs under the provisions of Wisconsin Statute 66.05.

6.06 Administrative and Enforcement Officer:

- A. Zoning Administrator: The Zoning Administrator is hereby designated as the Administrative and Enforcement Officer for the provisions of this section. The Zoning Administrator shall examine all applications for permits for the erection of signs, issue permits and denials, authorize the continued use of signs which conform with the requirements of this code, record and file all applications for permits with any accompanying plans and documents, make inspections of signs in the Village of Almena and make such reports as the Village may require.

6.07 Prohibited Signs: The following signs shall be prohibited within the Village of Almena:

- A. Abandoned signs.
- B. Flashing or Moving Signs: Flashing signs are prohibited. Changeable message signs and movie theater marquees are not subject to this restriction. Signs with physically moving components visible from the public right-of-way are not permitted except for those which revolve around a vertical axis at speeds less than seven (7) revolutions per minute.
- C. Swinging signs.
- D. Floodlighted and Illuminated Signs: Signs may be floodlighted or illuminated, subject to the following restrictions:
 - 1. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of a public-right-of-way and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.
 - 2. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any residential property and which are of such intensity or brilliance as to cause a public nuisance are prohibited.
 - 3. No sign shall be so floodlighted or illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device, or signal.

6.07 Prohibited Signs cont'd

E. Unclassified Signs: The following signs are prohibited which:

1. Bear or contain statements, words or pictures of obscene, pornographic or immoral subjects.
2. Signs which are an imitation of, or resemble in shape, size, copy or color an official traffic sign or signal.

6.08 Signs Not Requiring a Permit:

- A. Construction Signs: Two (2) construction signs per construction site, not exceeding 100 square feet in area each, shall be confined to the site of construction, and shall be removed thirty (30) days after completion of construction or prior to occupancy, whichever is sooner.
- B. Directional and Instructional Non-electric Signs: Directional and instructional non-electric signs, which provide instruction or direction and are located entirely on a property to which they pertain and do not exceed eight (8) square feet each in area and do not in any way advertise a business. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits.
- C. Non-illuminated Emblems: Non-illuminated emblems, or insignia of any nation or political subdivision, profit or non-profit organization.
- D. Government Signs: Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service safety which are erected by or on the order of a public officer in the performance of his/her public duty.
- E. Home Occupation Signs: Signs associated with a home occupation as defined in the Zoning Ordinance provided such signs are non-illuminated signs that do not exceed two (2) square feet in area. One (1) sign per home occupation is allowed.

6.08 Signs Not Requiring a Permit cont'd

- F. House Numbers and Name Plates: Name plates not exceeding one (1) square foot in area for each residential building. House numbers not exceeding one (1) foot in height. Written house numbers not exceeding one (1) foot in height. Letters, when used to identify individual multiple-family dwelling units, not to exceed one (1) foot in height.
- G. Interior Signs: Signs located within the interior of any building or structure which are not visible from the public right-of-way. This does not, however, exempt such signs from the structural, electrical or material specifications of this Ordinance.
- H. Memorial Signs and Plaques: Memorial signs or tablets, names of buildings and date of erection, which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four (4) square feet in area.
- I. No Trespassing or No Dumping Signs: No trespassing and no dumping signs not to exceed one and one-half (1 1/2) square feet in area per sign.
- J. Public Notices: Official notices posted by public officers or employers in the performance of their duties.
- K. Public Signs: Signs required as specifically authorized for a public purpose by any law, statute, ordinance.
- L. Political and Campaign Signs: Political and campaign signs on behalf of candidates for public office or measures on election ballots provided that said signs are subject to the following regulations:
 - 1. Said signs may be erected no earlier than sixty (60) days prior to the election and shall be removed within seven (7) days following said election.
 - 2. Each sign, except billboards, shall not exceed sixteen (16) square feet in non-residential zoning districts and eight (8) feet in residential zoning districts.
 - 3. No sign shall be located within fifteen (15) feet of the public right-of-way at a street intersection nor over the right-of-way.

6.08 Signs Not Requiring a Permit cont'd

L. Political and Campaign Signs cont'd

4. Political and campaign signs shall not be attached to public signs or utility poles.

M. Real Estate Signs: One (1) real estate sales sign on any lot or parcel, provided such sign is located entirely within the property to which the sign applies and is not directly illuminated.

1. In residential districts and the Central Business District, such signs shall not exceed eight (8) square feet in area and shall be removed within thirty (30) days after the sale, rental or lease has been accomplished.
2. In all other districts, such signs shall not exceed thirty-two (32) square feet in area and shall be removed within thirty (30) days after the sale, rental or lease has been accomplished.
3. Shoreland property. Two (2) real estate signs are permitted allowing one (1) sign adjacent to the ordinary high water mark and one (1) sign adjacent to the street.

N. On-Premise Symbols or Insignia: Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historic agencies.

O. On-Premise Temporary Signs: Temporary signs not exceeding four (4) square feet in area pertaining to drives or events of civic, philanthropic, educational, or religious organizations, provided such signs are posted not more than thirty (30) days before said event and removed within fifteen (15) days after the event.

P. Vehicular Signs: Truck, bus, trailer or other vehicles, while operating in the normal course of business, which is not primarily the display of signs.

Q. Interior Window Signs: Permanent signs located within the interior of any building or structure which are visible from the public right-of-way provided the gross area of the sign does not exceed four (4) square feet (see Section 6.10 J.). This does not include temporary advertising, special event, or sales types of signs.

6.09 Construction Specifications:

- A. Every sign or advertising structure 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.
- B. All signs shall comply with the provisions of the Village of Almena Zoning Ordinance, the current National Electrical Code and the additional construction standards hereinafter set forth.
- C. All ground sign structure shall be self-supporting structures and permanently attached to sufficient foundations.
- D. Electrical service to ground signs shall be concealed wherever possible.
- E. No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that could cause wear on supporting members or connections.
- F. Supports and braces shall be an integral part of the sign design. Angle irons, chains, or wires used for supports or braces shall be hidden from the public view to the extent technically feasible.

6.10 General Design Requirements:

- A. A ground sign, any part of which is closer than fifteen (15) feet to the right-of-way shall have a minimum vertical distance of ten (10) feet between the bottom of the sign and the grade at the right-of-way line or shall not be more than four (4) feet in height.
- B. Any overhead sign location that is accessible to vehicles shall have a minimum vertical clearance of sixteen (16) feet.
- C. No sign facing a residential district shall be closer than twenty-five (25) feet to that district line.
- D. Wall signs placed against the exterior walls of buildings shall not extend more than sixteen (16) inches outside of a building's wall surface.

6.10 General Design Requirements cont'd

- E. The gross area of permanent window signs shall not exceed fifty percent (50%) of the gross window area.

6.11 Special Signs:

- A. Subdivision Development Signs (Temporary): The Zoning Administrator may issue a special permit for a temporary sign in any zone in connection with the marketing of lots or structures in a subdivision, subject to the following restrictions:

1. Such permits may be issued for a period of not more than one (1) year and may be reviewed for additional periods of up to one (1) year and upon written application at least thirty (30) days prior to its expiration.
2. The sign must be located on the property being developed and must comply with all applicable building setback requirements.
3. The sign may not exceed eighty (80) square feet.
4. One (1) sign is allowed for each major street adjacent to the subdivision.

- B. Subdivision / Apartment Identification Signs: The Zoning Administrator may issue a special permit for a permanent identification sign for a real estate development or apartment identification, subject to the following restrictions:

1. The sign shall not exceed thirty-two (32) square feet in surface area on each side.
2. The sign must be located on the property.
3. The sign must be constructed of lasting materials with the background in earth tone colors and be maintained by the owner, the landowners' or tenants' association, or any other entity permanently associated with the development or apartment complex.

6.11 Special Signs cont'd

C. Banners and Pennants: Banners and pennants shall not be used on a permanent basis, except with Village approval. They may be permitted as special promotion in a commercial or industrial zone without Village approval for a total period not to exceed thirty (30) days and will be allowed in residential zones in conjunction with an open house or model home demonstration for up to five (5) days before the opening of such a demonstration or five (5) days after and not to exceed a total period of thirty (30) days.

D. Portable Signs:

1. Permit: Any person wishing to place a portable sign on his/her premises or the premises of another shall first obtain a permit from the Zoning Administrator. Permits shall be issued for a period not to exceed sixty (60) days in any calendar year. Any sign remaining on the premises for more than sixty (60) days in any calendar year shall be deemed to be a permanent sign and shall meet all requirements for a permanent sign.
2. Size: No portable sign shall exceed thirty-two (32) square feet and no portable sign shall be over seven (7) feet in height from grade level.
3. Setback: All portable signs shall have a minimum setback from the front property line of ten (10) feet or an additional setback as deemed necessary by the Zoning Administrator for the safe flow of vehicle or pedestrian traffic.

E. Off-Premise Signs: Off-premise signs are permitted in the C-2, I-1 and I-2 zoning districts, subject to the following provisions:

1. Spacing: Off-premise signs on the same side of the street shall not be placed closer together than 300 feet.
2. Size Restriction: The maximum size allowed for an off-premise sign is 200 square feet.
3. Height Restriction: No off-premise sign shall exceed twenty-five (25) feet in height.
4. Length: No off-premise sign shall exceed twenty-five (25) feet in length.

6.11 Special Signs cont'd

E. Off-Premise Signs cont'd

5. Setbacks: No part of an off-premise sign shall be closer to the street than the building setback lines of the district in which it is located.
6. Exclusionary Areas: No off-premise sign shall be erected within 150 feet of a residential or conservancy district or public park.

F. Integrated Shopping Center: For integrated shopping centers in single ownership or under unified control, and containing several businesses, the following regulations shall apply:

1. Each business or office shall be eligible for one(1) attached sign. The area of such sign shall not exceed, in square feet, two (2) times the lineal front footage of the business or office.
2. One (1) ground sign for shopping center identification with the height limitation of thirty (30) feet is permitted. If the shopping center is on a corner, either one corner sign or two signs, one on each street is permitted. If two signs are installed they must be placed at least 200 feet from the lot corner at the intersection. The area of such sign shall not exceed, in square footage, the lineal front footage of the lot or 200 square feet, whichever is less. No sign shall be closer than ten (10) feet to a property line unless the adjacent property is a residential district, in which case the sign shall be set back twenty-five (25) feet.

6.12 District Regulations: The following signs are allowable providing a permit is acquired from the Zoning Administrator.

- A. Residential (R-1, R-2) Districts: No signs allowed except for those provided in Section 6.08 and 6.11 B.
- B. Central Business District (C-1): In the C-1 District, signs shall be regulated as follows:
 1. Permitted Signs: Wall, window, ground and directional signs.

6.12 District Regulations cont'd

B. Central Business District cont'd

2. Area: The gross area in square feet of all signs shall not exceed four (4) times the lineal front footage of the zoning lot; however, the gross surface area of all illuminated signs shall not exceed two (2) times the lineal front footage of the zoning lot.
3. Ground Signs: The area of a ground sign shall not exceed seventy-five (75) square feet. One (1) on-premise ground sign shall be permitted for each street frontage of the zoning lot. No ground sign shall project higher than twenty-five (25) feet above grade.
4. Off-Premise Signs: Off-premise signs shall be prohibited in the Central Business District.

C. General Commercial District (C-2): In the C-2 District, signs shall be regulated as follows:

1. Permitted Signs: Wall, window, ground and direction signs and one (1) off-premise sign.
2. Area: The gross area in square feet of all signs shall not exceed four (4) times the lineal front footage of the zoning lot; however, the gross surface area of all illuminated signs shall not exceed two (2) times the lineal front footage of the zoning lot.
3. Ground Signs: The area of a ground sign shall not exceed 100 square feet in gross area except as provided under Section 6.11 E. of this Chapter. One (1) on-premise ground sign shall be permitted for each street frontage of the zoning lot. The sign shall not be higher than twenty-five (25) feet above grade.
4. Off-Premise Signs: Off-premise signs shall be permitted in conformance with Section 6.11 D. of this Chapter.

D. Light Industrial (I-1) and Heavy Industrial (I-2) Districts: In the I-1 and I-2 Districts, signs shall be regulated as follows:

1. Permitted Signs: Wall, window, directional and ground signs and one (1) off-premise sign.

6.12 District Regulations cont'd

D. Light Industrial (I-1) and Heavy Industrial (I-2) Districts cont'd

2. Area: The gross area in square feet of all signs shall not exceed four (4) times the lineal front footage of the zoning lot; however, the gross surface area of all illuminated signs shall not exceed two (2) times the lineal front footage of the zoning lot.
3. Ground Signs: The area of a ground sign shall not exceed 200 square feet in gross area. One (1) on-premise ground sign shall be permitted for each street frontage on the zoning lot. No ground sign shall project higher than twenty-five (25) feet above grade.
4. Off-Premise Signs: Off-premise signs shall be permitted in conformance with Section 6.11 D. of this Chapter.