



**SIGN CODE
SECTION 700
OF
CHAPTER 66
OF THE
MUNICIPAL CODE
OF THE
VILLAGE OF
SISTER BAY, WISCONSIN**

Last Revised:
January 28, 2020

VILLAGE OF SISTER BAY ZONING CODE

SEC. 66.0700 PURPOSE AND INTENT

SEC. 66.0701 DESIGN GUIDELINES

SECTION 700 - SIGNS

Please Note: This entire section was revised by Ordinance 185-041211, but in accord with the ruling of the Supreme Court in the case entitled, "Reed v. Town of Gilbert", Ordinance 244-100416 further amended and recreated it in the following fashion:

Sec. 66.0700 Purpose and Intent

(a) The purpose of this Sign Section is to provide the legal framework and minimum standards to safeguard life, property, public welfare by regulating and controlling the number, size, quality of materials, construction, location, illumination, installation and maintenance of all signs as compatible with zoning regulations.

(b) This chapter recognizes the need for well-maintained and attractive sign displays within the Village and the need for adequate business identification, advertising and communication. Because of the unique qualities of the Village of Sister Bay, which need to be protected and enhanced, a high degree of control over the construction materials of signs is deemed to be an important public purpose.

(c) This chapter authorizes the use of signs on public and private property, provided the signs are:

- (1) Compatible with the Zoning District regulations.
- (2) Compatible with the approved Architectural Design Manual and other approved guides and manuals.
- (3) Designed, constructed, installed and maintained in such a manner that they do not endanger public safety or traffic safety.
- (4) Legible, readable, visible and well designed for the circumstances in which they are used.
- (5) Respectful of the reasonable rights of other advertisers.
- (6) Not covering any major architectural detail.

Sec. 66.0701 Design Guidelines

(d) The Village recognizes the decision of the United States Supreme Court, as outlined in Reed v. Gilbert. As such, section 66.0701 is intended to act as a set of

suggestions to sign producers and property owners on what types of signs the Village would prefer to see in order to preserve the small town charm of the community.

(e) Signs are one of the most prominent visual elements of a street. Well-designed signs add interest and variety to building facades and help to attract customers. In general, the sign is the best representation of the business to the passing pedestrian or motorist. The design guidelines shall be used as an important part of sign review and approval.

(f) Before starting to design a sign, take a careful look at the building. Is there an obvious space on the building where the sign would look appropriate without covering architectural details? Some of the Village's older buildings were designed with a horizontal "sign space" stretching across the top of the storefront which should be used. If this "sign space" does not exist perhaps, there is adequate wall area for a wall sign with appropriate space for a projecting sign.

(g) Take a look at neighboring buildings. Is there a predominant type of sign or a size precedent? In designing a sign, it is important to have an understanding not only of the building but also of the compatibility within the neighborhood. The basis for decisions on sign type, size and location should come from architectural concerns. The specific definitions and regulations governing the various types of signs in this section should be studied before actual design begins.

(h) To achieve the objective of these guidelines for sign details include the following:

(1) Simplicity.

An effectively designed sign with bold, easily recognized symbols and clear crisp lettering will identify a business or activity efficiently and attractively, enhance the area in which it is located and complement the general appearance of the street and Village.

(2) Color.

Restraint should be exercised when selecting colors. On most signs, no more than three colors should be used: one for background, a

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SEC. 66.0710 BUSINESS DISTRICT SIGNAGE WITH PERMIT

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- contrasting color for lettering, and a third for perhaps emphasis (such as for borders, motifs, or shading of letters to give it a three-dimensional look). Colors should be chosen which complement each other as well as the general tone of the building.
- (3) Messages.
Messages should be simple for rapid comprehension by the public. Pictures, symbols, and logos can add individuality and character to signs, in addition to making them easier to read.
- (4) Materials.
Sign materials shall be compatible with the surrounding area. Sign materials shall be consistent with or at least complement the original construction materials and architectural style of the building façade on which they are to be displayed.
- (5) Lettering.
Lettering styles should complement the style and period of the building on which they appear. Traditional block and curvilinear styles, which are easy to read, are preferred. Generally, different type styles should not be used on the same sign to avoid a cluttered appearance.

Sec. 66.0710 Business District Signage with Permit

(a) In General.

Signs are permitted in all business districts subject to the requirements in this Chapter.

(b) Determination of allowable signage.

The area of each building's signage shall be the lineal feet of the front of the building multiplied by the story factor below. A basement shall not count as a story. See Section 66.0753(f) on the manner in which to determine the linear front footage. No single projecting or ground sign may exceed 24 square feet in area per side.

The following table shall be used to calculate the area of allowable signage. Measure the width of the building and use the proper multiplier for the building width range to determine the allowable square feet of signage permitted.

Building Width Range in Feet	Multiplier		
	One Story	Two Story	Three Story
0	0.750	0.830	0.900
5	0.750	0.830	0.900
10	0.750	0.830	0.900
15	0.750	0.830	0.900
20	.750	.830	.900
25	.750	.830	.900
30	.750	.830	.900
35	0.721	0.798	0.865
40	0.711	0.787	0.853
45	0.701	0.776	0.842
50	0.692	0.765	0.830
55	0.682	0.754	0.818
60	0.672	0.743	0.807
65	0.663	0.733	0.795
70	0.653	0.722	0.783
75	0.643	0.711	0.772
80	0.633	0.700	0.760
85	0.624	0.689	0.748
90	0.614	0.678	0.737
95	0.604	0.668	0.725
100	0.594	0.657	0.713
105	0.585	0.646	0.702
110	0.575	0.635	0.690
115	0.565	0.624	0.678
120	0.556	0.613	0.667
125	0.546	0.602	0.655
130	0.536	0.592	0.643
135	0.526	0.581	0.632
140	0.517	0.570	0.620
145	0.507	0.559	0.608
150	0.497	0.548	0.597
155	0.488	0.537	0.585
160	0.478	0.527	0.573
165	0.468	0.516	0.562
170	0.458	0.505	0.550
175	0.449	0.494	0.538
180	0.439	0.483	0.527
185	0.429	0.472	0.515
190	0.419	0.462	0.503
195	0.410	0.451	0.492
200	0.400	0.440	0.480
Over 200	0.390	0.429	0.468

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- (c) Window Signs. 56
All businesses are allowed window signs, 57
which may be placed only on the inside of 58
buildings and shall not exceed 25 percent 59
of the glass area of the windows fronting 60
on a public street. Window signs as 61
specified above shall not require a permit. 62
- (d) Awning Signage. 63
All businesses are allowed signage on 64
awnings subject to permit. Awning signage 65
may include logos, business names, 66
symbols and wording placed only on the 67
flap. Awning/canopy covering pedestrian 68
or vehicle access areas signs shall provide 69
no less than eight feet vertical clearance 70
between the bottom of the sign and the 71
ground, (finished surface), directly beneath 72
the awning/canopy. Signage on awnings 73
shall not count towards total signage. 74
- (e) Signage at the Entrance of Tenant Spaces. 75
One sign placed at the entrance of the 76
space for each separate tenant space in 77
multi-tenant buildings may be placed on 78
the building and each directory sign shall 79
not exceed two square feet per side. In lieu 80
of one entrance directory sign for each 81
separate tenant space, a single wall sign 82
may be permitted. The area of the wall sign 83
shall be no larger than the cumulative 84
amount of the permitted separate entrance 85
directory signs. The in lieu of sign shall be 86
in addition to the sign areas allowed in (b) 87
above and shall conform to all of the 88
requirements of this section. 89
- (f) Certain Sandwich Board Signs. 90
See Section 66.0713. 91
- (g) Permitted Types of Signs. 92
A business may divide the total permitted 93
signage into any combination of the four 94
types listed below, not to exceed the total 95
permitted area limits set forth in (b) above. 96
- (1) Wall signs placed flat against the 97
exterior walls of a building shall not 98
extend above the roofline. Wall 99
signs shall not extend beyond the 100
ends of the wall to which they are 101
attached. 102
- (2) Projecting signs fastened to, 103
suspended from or supported by 104
structures, shall not extend more 105
than six feet into the required yard 106
area, shall not extend into any 107
public right-of-way, shall not 108
extend over any driveway and,
- shall be at least ten feet from all side
lot lines. Except in areas where
there are public sidewalks which
are cleared of snow by the Village,
the projecting sign shall not be
located at a point higher than 75%
of the wall measured from the top of
the foundation where it is located.
In those areas where the sidewalks
are cleared of snow by the Village,
there shall be a minimum clearance
of 92" from the bottom of projecting
signs to the sidewalk.
(Amended Ordinance No. 260-
082118.)
- (3) Ground signs shall not exceed eight
feet in height. Ground signs shall be
located at least ten feet from any
street right-of-way and at least ~~ten~~
two feet away from any side or rear
lot line except as specified in (a)
below, but if any and all adjoining
property owner(s) execute an
applicable agreement a zero (0) foot
side or rear setback will be allowed.
Ground signs shall comply with the
traffic visibility requirements set
forth in section 66.0401. All ground
signs shall include landscaping at
the base of the sign. (Amended
Ord. No. 271-012820)
- a. In the B-3 Downtown
Business District ground
signs may be located no
closer than ten feet from the
face of the curb, if the
existing building and/or
terrain is not suitable for the
setback as specified above.
- b. All parcels shall be limited to
one ground sign, regardless
of the number of businesses,
buildings on the site or the
number of street frontages
abutting the property.
- (4) Vending machines.
Only vending machines without
internal illumination are permitted
in all business districts.

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SEC. 66.0711 COMMERCIAL CENTER SIGNAGE WITH PERMIT (AMENDED ORD. NO. 234-122914)

SEC. 66.0713 SANDWICH BOARD SIGNAGE WITH PERMIT

1 **Sec. 66.0711 Commercial Center Signage with** 2 **Permit**

3 *(Amended Ord. No. 234-122914)*

4 A commercial center is defined as a multi-tenant,
5 multi-building commercial and retail
6 development under common ownership or
7 management and located in the B-1 zoning
8 district. The shopping center may be permitted
9 the following signage in addition to the approved
10 building signage as specified in Section 66.0710.

11 (a) Signs used for Commercial Centers shall
12 be allowed as follows:

13 (1) Two (2) marque ground signs may
14 be provided. Two (2) marque
15 ground signs may be permitted
16 along the State Highway abutting a
17 commercial center.

18 (2) The marque signs shall not exceed
19 72 square feet per side in total area
20 and not exceed 12 feet in height.
21 The location shall be approved by
22 the Plan Commission prior to the
23 issuance of a sign permit.

24 (b) Business or Tenant Signage.

25 Signage specified in Section 66.0710(g)(1)
26 and (2) may be provided for each
27 individual tenant business in a commercial
28 center. In a multi-tenant building, each
29 business shall be permitted signage up to
30 twelve (12) square feet per side. In a single
31 tenant building the business shall be
32 permitted signage up to sixteen (16) square
33 feet per side on the interior of the shopping
34 center.

35 (c) Additional On Premise Signage

36 *(Amended Ord. No. 193-050812)*

37 One additional ground sign on the
38 shopping center property may be
39 permitted subject to the following
40 restrictions:

41 (1) The maximum size of the sign shall
42 not exceed 36 square feet per side.

43 (2) The location shall be approved by
44 the Plan Commission prior to the
45 issuance of a Sign Permit.
46 *(Amended Ordinance 193-050312)*

47 **Sec. 66.0712 Off-Premise Signage with Permit**

48 This section shall only apply to businesses not
49 located on a State highway. Off-premise
50 directional signs shall only be allowed for entities
51 located within the Village limits. All off-premise
52 signs shall require a sign permit and shall be
53 restricted to the following uses:

54 (a) Off-premise directional signs on Highway
55 42 or 57.

56 (1) Traffic control devices on private or
57 public property must be erected and
58 maintained to comply with the
59 Manual on Uniform Traffic Control
60 Devices adopted in this state and if
61 not adopted by this state with the
62 Manual on Uniform Traffic Control
63 Devices adopted by the Federal
64 Highway Administration.

65 (2) Off-premise signs on either state
66 highway require a permit.

67 (3) The basis of approval shall be as
68 follows:

69 a. Plan Commission shall
70 approve of sign locations.

71 b. There shall be only one sign
72 on the highway for each
73 entity requesting such
74 signage.

75 **Sec. 66.0713 Sandwich Board Signage with** 76 **Permit**

77 Sandwich board signs are permitted subject to the
78 following conditions:

79 (a) Entities may use sandwich board signs on
80 their property in front of their properties in
81 the B-1, B-2, B-3, I-1 and P-1 districts as
82 permitted provided that the sandwich
83 board signs will not be located on any
84 sidewalk or bikeway if one is present or in
85 any public right-of-way.

86 (b) Sandwich board sign impact on total
87 permitted signage.

88 (1) A sandwich board where the
89 messages and content change on a
90 weekly basis shall not count
91 towards the total signage allowed
92 under Section 77.0710.

93 (2) A sandwich board where the
94 wording or image is unchanging
95 shall count towards the total
96 signage allowed under Section
97 77.0710. Any sandwich board
98 permitted under this subsection
99 shall also comply with (c)—(g)
100 below.

101 (c) The sandwich board sign must be located
102 in front of the property, and will not cause
103 a hazard to traffic or adjoining properties.
104 These signs shall require a permit and shall
105 not exceed six (6) square feet in area on
106 one side or 12 square feet on all sides.
107

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SEC. 66.0720 ON-PREMISE SIGNS WITHOUT PERMIT

SEC. 66.0720 ON-PREMISE SIGNS WITHOUT PERMIT

- (d) The sandwich board sign must be removed from its display location whenever the permit holder is not open to the public. Festivals, non-profits, organizations and businesses under contract with the Village may use sandwich board signs on Village owned property or other property in any district as permitted provided that the sandwich board signs will not be located on any sidewalk or bikeway if one is present or in any public right-of-way.
- (e) The Plan Commission shall establish a Sandwich Board Design, Guide which will reflect various preferred designs and colors. The Guide shall be updated periodically.
- (f) After May 1, 2011, the cost for a temporary sandwich board sign permit shall be \$20.00 except for existing sandwich board permit holders.

21 Sec. 66.0720 On-Premise Signs without Permit

22 Except as prohibited in section 66.0770 of this
23 chapter, the following signs are permitted in all
24 zoning districts without a permit, subject to the
25 following regulations:

- 26 (a) Construction Area Signage
27 Temporary signs on a property during a
28 period of construction may be placed on
29 a construction site without a permit,
30 provided that there shall be no more than
31 one such sign located on the premises;
32 no sign shall exceed 18 square feet in
33 area on one side or 36 square feet on all
34 sides; and the sign shall be removed
35 within 72 hours following the issuance of
36 an occupancy permit. Temporary signs
37 issued as part of a development
38 agreement shall be removed as specified
39 in that agreement.
- 40 (b) Bulletin boards.
41 Bulletin boards are not to exceed four
42 square feet in area on one side located on
43 the building.
- 44 (c) Signs Cut Into Buildings.
45 Signs and tablets when cut into any
46 masonry surface or when constructed of
47 metal and affixed flat against a structure
48 will count towards total allowable signage,
49 and be reviewed by the Plan Commission
50 as an architectural feature and approved or
51 denied based on total allowable signage.

- 55 (d) Official signs.
56 Official signs, such as traffic control,
57 parking restrictions, Village welcome signs
58 and related entrance signs, and public
59 notices when approved by the Zoning
60 Administrator.
- 61 (e) Lot signs.
62 On-premise signs located at the entrance
63 and exit of a driveway or street shall not
64 exceed two square feet.
- 65 (f) Parking signs.
66 Signs in the parking lot shall be mounted
67 no less than four feet from the ground and
68 shall not exceed 24 inches high by 30
69 inches wide.
- 70 (g) Flags.
71 Property owners shall be permitted up to
72 three flags of no more than 15 square feet
73 each. Feather flags, tear drop flags or flags
74 of similar style are prohibited. (*Amended*
75 *Ord. No. 271-012820*).
- 76 (h) Signs on external walls.
77 One sign on an external wall is allowed
78 per commercially zoned unit. The
79 maximum allowable size for such sign is
80 four square feet. If it is over four square feet
81 in size the sign's area shall be included in
82 the total signage calculation. All signs must
83 be mounted on the building. Erasable
84 blackboards or glass-enclosed cases are
85 acceptable.
- 86 (i) "OPEN" Signs.
87 One lighted or unlighted "OPEN" sign
88 which is no larger than 9" X 20", (12.25
89 square feet in size), is allowed per business.
90 Open signs must be a consistent frame of
91 light, flashing or any patterns of light are
92 not allowed. If the business is located too
93 far from the roadway for this size sign to be
94 discernable a larger "OPEN" sign may be
95 approved at the discretion of the Plan
96 Commission. Such signs shall not be
97 considered when calculating the allowable
98 amount of signage for a business.
99 (*Amended Ord. No. 271-012820*)
- 100 (j) Gas Price Signs.
101 Gas price shall not be considered when
102 calculating the allowable amount of
103 signage for a business. Gas price signage
104 which is no larger than 40" X 44", (12.25
105 square feet in size), is allowed. Anything
106 larger than that must be reviewed by the
107 Plan Commission on a case-by-case basis.
108 (*Amended Ord. No. 271-012820*)

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SEC. 66.0731 COUNTRYSIDE DISTRICT SIGNAGE WITH PERMIT

Sec. 66.0721 On/Off-Premise Signs without Permit

(a) Temporary signs- Designated Events.

During the 48 hour period leading up to a designated festival or event (including the day/days of the event) by the Village Parks Committee a property owner may be allowed:

- (1) Only one additional sign per lot.
- (2) The sign shall be set back a minimum of 10 feet from all lot lines.
- (3) The sign area shall not exceed 12 square feet, or for a business up to the allowable amount of signage.
- (4) The sign shall not exceed six feet in height.
- (5) Temporary signs must be removed within 24 hours after the festival or event.

(Amended Ord. No. 271-012820)

(b) Failure to Comply with Standards.

Any entity utilizing (a) above that fails to follow the standards shall be notified in writing that all future seasonal, special event and fund raising signage shall require a regular sign permit and shall be issued a fine in the amount of \$50.00 at the discretion of the Village Administrator.

Sec. 66.0722 Other On/Off-Premise Signs with Permit

(a) Reserved.

(b) Changeable copy signs.

Changeable copy signs, fixed or moveable, may be permitted If approved by the Plan Commission.

(c) Temporary Signs- Other Events.

The temporary use of banners, balloons, streamers, pennants, and other similar signage in any district may be allowed provided that the media will not be located on any sidewalk or bikeway if one is present or in any public right-of-way. The signs cannot be erected more than 7 days before the event and must be removed within 1 ~~2~~ days after the event. The property owner must grant permission in writing for the placement of the sign/media. The sign/media, will not be located closer than ten feet to an adjacent property; driveway, and will not cause a hazard to traffic or adjoining properties. This type of sign/media shall require a permit and shall not exceed 12 square feet

in area on one side or 24 square feet on all sides.

Sec. 66.0730 Residential Districts Signage with Permit

The following signs are permitted in any residential district and are subject to the following regulations:

(a) Signs.

Signs authorized on a property are not to exceed six feet in height and 24 square feet in area on one side and 48 square feet in area on all sides, placed at the entrance to a subdivision or development. The sign shall be located no closer than ten feet to any street right-of-way, nor closer than ten feet to any side or rear lot line.

(b) Temporary signs.

Temporary signs for the purpose of designating a new building or development may be permitted for a limited period of time provided that the sign shall not exceed 18 square feet in area on one side and 36 square feet in area on all sides and shall be located not closer than ten feet from any street right-of-way, nor closer than ten feet to any side or rear lot line. The Developer may use such signage to market the development provided that the sign shall not be in place for more than 60 days of the issuance of an occupancy permit. Projects covered by a development agreement may specify the date for the removal of the sign.

(c) Other signs.

Signs over show windows or doors or a non-conforming business establishment not to exceed eight square feet in area.

Sec. 66.0731 Countryside District Signage with Permit

The following on-premise signs are permitted in the CS-1 district:

(a) All signs permitted in the residential districts.

(b) On-premise signs which do not exceed 24 square feet in area. There shall be no more than one such sign for each highway upon which the property faces. If attached to the building, such signs shall be no higher than the roofline. If located on the ground, such signs shall not be higher than eight feet above the ground.

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SEC. 66.0732 INSTITUTIONAL AND PARK DISTRICTS SIGNAGE WITH PERMIT

SEC. 66.0750 SIGN PERMIT

- 1 (c) Ground signs which do not exceed 24
2 square feet in area on one side or 48
3 square feet on all sides.

4 **Sec. 66.0732 Institutional and Park Districts** 5 **Signage with Permit**

6 The following signs are permitted in the
7 Institutional and Park districts and are subject to
8 the following regulation:

- 9 (a) Private and public institutional when
10 approved by the Plan Commission.
11 (b) Signs on publicly owned land shall meet
12 the following criteria:
13 (1) Such signs shall be securely
14 fastened, constructed and
15 continuously maintained in such a
16 manner as to prevent damage from
17 the natural elements.
18 (2) Such signs shall be located in such
19 a manner to minimize visual
20 impacts to areas located outside of
21 the park facilities.
22 (3) Such signs shall be permitted for the
23 sole purpose of generating funds for
24 Village authorized programs and
25 facilities. In all cases, the overall
26 aesthetics of the park and the
27 surrounding area shall be significant
28 consideration in the placement and
29 design of the signs.
30 (4) An agreement between the Village
31 and the sign sponsor shall be
32 executed specifying annual fees and
33 a maintenance schedule.
34 (5) Such signs shall be permitted
35 subject to Plan Commission
36 discretion.

37 **Sec. 66.0750 Sign Permit**

38 Application for a sign permit shall be made on
39 forms provided by the Zoning Administrator and
40 shall contain or have attached thereto at least the
41 following information:

- 42 (a) Name, address and telephone number of the
43 applicant. Location of building, structure, or lot to
44 which or upon which the sign is to be attached or
45 erected.
46 (b) Name of person, firm, corporation, or
47 association erecting the sign.
48 (c) In cases where more than one business
49 occupies a single building, the assignment
50 of on-building sign area to the various
51 businesses shall be at the discretion of the
52 property owner. This allocation shall be specified
53 in the Sign Application.

- 54 (d) Written consent of the owner or lessee of
55 the building, structure, or land to which or
56 upon which the sign is to be affixed.

- 57 (e) A scale drawing of such sign indicating the
58 dimensions, the materials to be used, the
59 colors on the sign, the type of illumination,
60 if any, and the method of construction and
61 attachment. The drawing shall be drawn at
62 a scale no smaller than one-eighth inch
63 equals one foot and shall be prepared,
64 signed and sealed by a registered
65 professional engineer when required by
66 the Zoning Administrator.

- 67 (f) A scale drawing indicating the location
68 and position of such sign in relation to
69 nearby buildings or structures. The
70 drawing shall be at a scale no smaller than
71 one inch equals 50 feet.

- 72 (g) Copies of any other permits required.

- 73 (h) Signs requiring state approval shall provide
74 a copy of such approval with the sign
75 permit application.

- 76 (i) Additional information may be required by
77 the Zoning Administrator or Plan
78 Commission.

- 79 (j) Sign permit applications shall be filed with
80 the Zoning Administrator who may
81 approve or deny the application, in
82 writing, within 20 working days after
83 submittal. A sign permit shall become
84 invalid, if work authorized under the
85 permit has not been completed within six
86 months of the date of issuance.

- 87 (k) At the time of the filing of the application
88 for a permit, the applicant shall furnish to
89 the Zoning Administrator the fee for the
90 permit in accordance with the current fee
91 schedule set by the Village Board.

- 92 (l) Waiver of some requirements.

- 93 The Zoning Administrator may waive the
94 requirements for certain plans,
95 specification, data, or drawings when the
96 application is to execute minor alterations
97 or repairs to a sign, provided that the
98 proposed construction, alteration, or
99 repair is sufficiently described in the
100 application for the permit.

- 101 (m) The sign permit fee shall be established
102 annually by the Village.

103 **Sec. 66.0751 Construction Standards**

- 104 (a) Sign Materials.

- 105 Signs should be constructed
106 predominantly of natural materials, such
107 as rough cedar, pine or other types of
108 wood. Stained glass may also be used.

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SEC. 66.0752 COLOR AND LIGHTING

SEC. 66.0752 COLOR AND LIGHTING

1 Manufactured materials that give the
2 appearance of natural materials are also
3 permitted. Signs with relief are
4 encouraged. Supporting members or
5 braces of all signs shall be constructed of
6 approved materials.
7 (b) Covering Architectural Details.
8 Signs shall not cover architectural details
9 such as, but not limited to arches, sills,
10 moldings, cornices and transom windows.
11 It may be required that existing signboards
12 or sign bands be used for placement of
13 signs.
14 (c) Construction Standards.
15 The applicant shall be responsible for
16 obtaining the necessary permits to comply
17 with Village and State building, electric
18 and WisDOT codes.
19 (d) Protection of the public.
20 The temporary occupancy of a sidewalk or
21 street or other public property during
22 construction, removal, repair, alteration or
23 maintenance of a sign is permitted
24 provided the space occupied is roped off,
25 fenced off or otherwise isolated. The
26 Zoning Administrator shall be notified at
27 least 24 hours in advance of such
28 proposed obstruction.
29 (e) Sign Location Affecting Egress
30 No signs or any part thereof or sign
31 anchors, braces, or guide rods shall be
32 attached, fastened, or anchored to any fire
33 escape, fire ladder, or standpipe and no
34 such sign or any part of any such sign or
35 any anchor, brace or guide rod shall be
36 erected, put up, or maintained so as to
37 hinder or prevent ingress or egress through
38 such door, doorway, or window or so as to
39 hinder or prevent the raising or placing of
40 ladders against such building by the Fire
41 Department, as necessity may require.

42 Sec. 66.0752 Color and Lighting

43 (a) Colors that are of the Neon or Fluorescent
44 families may not be used as they do not
45 promote the historic preservation of the
46 Village.
47 (b) Signs shall not resemble, imitate or
48 approximate the shape, size, form or color
49 of traffic signs, signals or devices. Signs
50 may be illuminated, but non-flashing.
51 (c) Signs in residential districts shall not be
52 illuminated.
53 (d) No sign shall be illuminated except as
54 follows:

55 (1) Natural illumination or background
56 illumination from street lighting or
57 parking lot lighting.
58 (2) Shielded spotlights designed to
59 focus the light only on the sign.
60 (3) The maximum permitted
61 illumination on the face shall not
62 exceed five foot-candles.
63 (4) "Halo" lit/reverse channel letter
64 signage, i.e., aluminum faces and
65 sides, (returns), mounted onto
66 stand-offs away from the wall which
67 project LED's to the wall surface
68 giving the sign a "halo" effect, are
69 allowed with a permit.
70 (Amended Ord. No. 271-012820)
71 (e) Searchlights may not be used in the Village
72 without a permit. The Plan Commission
73 may permit the temporary use of a
74 searchlight for advertising purposes in
75 business districts, provided that the
76 searchlight will not be located in any
77 public right-of-way, will not be located
78 closer than twenty feet to an adjacent
79 property, and will not cause a hazard to
80 traffic or adjoining properties. Searchlight
81 permits shall not be granted for a period of
82 more than five days in any six-month
83 period. If, however, representatives of
84 federal, state or local government agencies
85 wish to operate a searchlight in the Village
86 for official business, no permit will be
87 required.

88 Sec. 66.0753 Measuring Signs

89 (a) Area of Sign.

90 Measurement of sign area shall be
91 calculated as the sum of the area within
92 the smallest regular rectangle that will
93 encompass all elements of the actual sign
94 face, including any writing, logos,
95 representations, emblems, or any figures or
96 similar characters, together with any
97 material forming an integral part of the
98 display or forming the backing surface or
99 background on which the message or
100 symbols are displayed.

101 (b) Wall Sign.

102 For a sign painted on or applied to a
103 building or to a freestanding wall, the area
104 shall be considered to include all lettering,
105 wording, and accompanying designs or
106 symbols, together with any background of
107 a different color than the natural color, or
108 finish material of the building or
109 architectural wall. The architectural wall
110 shall be subject to Plan Commission

VILLAGE OF SISTER BAY ZONING CODE

SEC. 66.0754 MAINTENANCE OF SIGNS

SEC. 66.0754 MAINTENANCE OF SIGNS

1 approval of the site and landscaping plan.
2 The main supporting sign structure (i.e.,
3 brackets, posts, foundation, etc.) shall not
4 be included in the area measurement.
5 (c) Letter Signs.
6 The gross surface area of a skeleton letter
7 wall sign consisting of individual letters
8 and/or symbols shall be determined by
9 calculating the horizontal length of the
10 combined areas of the smallest rectangles,
11 which encompass each word, letter, figure
12 and emblem on the sign by the vertical
13 height of the outside dimensions of the
14 whole sign.
15 (d) Two-sided Sign.
16 When a sign has two or more faces, the
17 area of all faces shall be included in
18 determining the area, except that where
19 two faces are placed back to back and the
20 angle between the faces measures 45
21 degrees or less, the total sign area shall be
22 computed by measuring the square
23 footage of a single face. When the angle
24 between sign faces measures greater than
25 45 degrees, the total sign area shall be
26 computed by adding the square footage of
27 each face.
28 (e) Sign height.
29 Maximum or minimum sign height shall be
30 measured from the ground surface
31 adjacent to the center of the bottom of the
32 structure supporting the sign to the top of
33 the sign surface being regulated.
34 (f) Length of Lineal Building Front Foot.
35 The length of the front wall of the building
36 adjacent and parallel or closely parallel to
37 any abutting street or public right-of-way.
38 If the building is located on a corner lot
39 then the side of the building used for
40 addressing purposes shall be deemed the
41 front of the building. If the front of the
42 building is uneven then that portion of the
43 building that is adjacent and parallel to the
44 abutting street that is within 25 feet of the
45 primary front wall shall be included in the
46 total length of the lineal building front foot.

Sec. 66.0754 Maintenance of Signs

48 (a) Maintenance and repair.
49 Every sign, including, but not limited to
50 those signs for which permits are required,
51 shall be maintained in safe, presentable,
52 and good structural condition at all times,
53 including replacement of defective parts,
54 painting (except when a weathered or
55 natural surface is intended), repainting,

56 cleaning, and other acts required for the
57 maintenance of such sign.
58 (b) Compliance standards.
59 The Zoning Administrator shall require
60 compliance with all standards of this
61 section. If the sign is not modified to
62 comply with the standards outlined in this
63 section, the Zoning Administrator shall
64 require its removal in accordance with
65 subsection (d) of this section.
66 (c) Abandoned signs.
67 All signs or messages shall be removed by
68 the owner or lessee of the premises upon
69 which an on-premise sign is located when
70 the business it advertises is no longer
71 conducted or, for an off-premise sign,
72 when the lease payment and rental income
73 are no longer provided, unless there is
74 evidence that the owner or agent is
75 marketing the property for sale or lease. If
76 the owner or lessee fails to remove the
77 sign, the Zoning Administrator shall give
78 the owner 30 days written notice to
79 remove such sign. Upon failure of the
80 owner or lessee to comply with this notice,
81 the Village may cause the sign to be
82 removed and all costs of such removal
83 shall be collected as a special assessment
84 on the next succeeding tax roll.
85 (d) Deteriorated or dilapidated signs.
86 The Zoning Administrator shall give the
87 owner or lessee of any premises on which
88 a deteriorated or dilapidated sign is
89 located, 60 days written notice to repair
90 any deteriorated or dilapidated signs and
91 remove such condition, without enlarging
92 or structurally altering such signs.
93 (1) If it is determined that such
94 deteriorated or dilapidated signs
95 cannot be repaired without
96 structurally altering or changing the
97 sign, then the owner or lessee of
98 such sign shall obtain a permit from
99 the Zoning Administrator for such
100 changes or alterations.
101 (2) Upon failure of the owner or lessee
102 to comply with the notice set forth
103 in subsection (c) of this section, or
104 in the event of the failure of the
105 owner or lessee to obtain a permit
106 as set forth in section 66.0750, [See
107 page 117] the Village may cause the
108 sign to be removed and all costs of
109 such removal shall be collected as a
110 special assessment on the next
111 succeeding tax roll.

VILLAGE OF SISTER BAY ZONING CODE

SEC. 66.0770 PROHIBITED SIGNS

SEC. 66.0770 PROHIBITED SIGNS

- Sec. 66.0770 Prohibited Signs**
- The following signs are prohibited in all districts:
- (a) Abandoned signs.
Any sign advertising or identifying a business or organization, which is either defunct or no longer located on the premises. Exceptions are granted to landmark signs, which may be preserved and maintained even if they no longer pertain to the present use of the premises.
 - (b) Flashing, alternating, rotating or swinging signs or devices, whether illuminated or not, visible from the right-of-way.
 - (c) Floodlighted or reflection illuminated signs of which the light source is positioned so that its light sources is visible from a public right-of-way by the vehicular traffic or which the light source is visible from adjoining property.
 - (d) Internally illuminated signs, and neon signs other than OPEN signs.
 - (e) Flashing signs, signs with an intermittent or flashing light source, signs containing moving parts, and signs containing reflective elements, which sparkle or twinkle in the sunlight.
 - (f) Electronic message centers, variable message signs that utilize computer generated messages or some other electronic means of changing copy, including displays using incandescent lamps, LED's, LCD's or a flipper matrix.
 - (g) Unclassified signs:
 - (1) That is a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property.
 - (2) No sign shall resemble, imitate or approximate the shape, size, form or color of a traffic sign, signal or device.
 - (3) No sign shall be located to interfere with the visibility or effectiveness of any official traffic sign or signal or with driver vision at the access point of any intersection.
 - (4) No sign shall be erected, relocated or maintained to prevent free ingress or egress from any door, window or fire escape, and no sign shall be attached to a standpipe, fire escape or utility pole.
 - (5) No sign shall contain, include or be illuminated by flashing light or by any light directed toward a neighboring residence, roads or highways.
- (6) No sign shall contain, include or be composed of any conspicuous animated part.
 - (7) No sign shall be painted on rocks.
 - (h) Inflatable advertising devices or signs.
 - (i) Murals shall be a conditional use and shall be reviewed and approved by the Plan Commission for location, size and material only without regard to artistic content and shall be limited to no more than 24 square feet.
 - (j) Billboard signs larger than the maximum permitted square footage per face.
 - (k) Signs taller than eight feet in height.
 - (l) A "V" sign shall be prohibited unless the backs of both signs display no letters or symbols and are landscaped to screen their backsides.
 - (m) Reflective lights.
 - (n) Mobile signs unless permitted as a temporary use.
 - (o) No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered in the Wetland W-1 district.
- Sec. 66.0780 Legal Non-conforming Signs**
- (a) Notification of non-conformance.
Upon determination that a sign is non-conforming, the sign administrator shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the sign is located of the following:
 - (1) The sign's non-conformity.
 - (2) Whether the sign is eligible for characterization as a legal non-conforming sign or is unlawful.
 - (b) Signs eligible for characterization as legal non-conforming.
Any sign located within the Village limits or located in an area annexed to the Village hereafter, which does not conform to the provisions of this chapter, is eligible for characterization as a legal non-conforming sign and is permitted, providing it also meets the following requirements:
 - (1) The sign was covered by a sign permit prior to the date of adoption of the prior zoning ordinance, this ordinance or amendment.
 - (2) If no permit was required by the Village at the time, the sign was erected, and the sign was not

VILLAGE OF SISTER BAY ZONING CODE

SEC. 66.0790 HISTORIC SIGNS

SEC. 66.0791 COMPLIANCE

- 1 changed or altered after the
2 effective date of this ordinance or a
3 prior zoning ordinance in a manner
4 that under this chapter would have
5 caused a loss of non-conforming
6 status.
- 7 (3) An existing sign located closer than
8 ten feet to the street right-of-way in
9 the B-3 district shall not be deemed
10 non-conforming solely on that
11 basis.
- 12 (c) Loss of legal non-conforming status.
13 A sign loses its legal non-conforming status
14 when any one of the following occurs:
- 15 (1) The sign is structurally altered in
16 any way, except for normal
17 maintenance or repair, which tends
18 to or makes the sign less in
19 compliance with the requirements
20 of this section then it was before
21 alteration.
- 22 (2) The sign is damaged to such an
23 extent that the cost to repair or
24 reconstruct such sign exceeds 50
25 percent of the assessed value of the
26 sign.
- 27 (3) The design, logo or wording of the
28 sign is altered.
- 29 (4) The replacement of a non-
30 conforming sign with an identical
31 sign may be allowed, subject to
32 obtaining a permit. The new sign
33 must utilize permitted materials.
- 34 (d) Legal non-conforming sign maintenance
35 and repair.
36 Nothing in this section shall relieve the
37 owner or user of a legal non-conforming
38 sign, or the owner of the property in which
39 the sign is located, from the provisions of
40 this section regarding safety, maintenance
41 and repair of the sign. All work, including
42 repainting, requires a permit.

43 Sec. 66.0790 Historic Signs

- 44 (a) Signs of historic significance which make
45 a contribution to the cultural, or historic
46 quality of the Village because of their
47 unique construction materials or unique
48 design, unusual age, prominent location
49 within the Village, or unique
50 craftsmanship from another period of time
51 may be exempted from any or all size,
52 height, animation, lighting, or setback
53 requirements of the section, when the Plan
54 Commission finds the following conditions
55 exist:

- 56 (1) The sign is of exemplary
57 technology, craftsmanship, or
58 design of the period in which it was
59 constructed; uses historic sign
60 materials (wood, metal, or paint
61 applied directly to a building) and
62 means of illumination (neon or
63 incandescent fixtures); and is not
64 significantly altered from its historic
65 period. If the sign has been altered,
66 it must be restored to its historic
67 function and appearance.
- 68 (2) The sign is integrated into the
69 architecture of a period building.
- 70 (3) A sign not meeting the criteria listed
71 above may be considered if it
72 demonstrates extraordinary
73 aesthetic quality, creativity or
74 innovation in design.
- 75 (b) Historic signs are exempt from the
76 requirements of section 66.0780 "Legal
77 Non-conforming Signs." [See page 120]

78 Sec. 66.0791 Compliance

79 Except as otherwise authorized, no sign visible
80 from a state or county road, from any Village
81 street, from a private street, from a public parking
82 lot, from a private parking lot, from the water or
83 from any adjacent property shall be located,
84 erected, moved, repainted with different colors,
85 reconstructed, extended, enlarged or structurally
86 altered, including the placement of various
87 components of the sign, until a permit has been
88 reviewed and approved by the Plan Commission
89 or designated representative and a permit has
90 been issued to the property owner or building
91 occupant by the Zoning Administrator. Signs
92 located on a property or location with multiple
93 buildings or businesses under common or
94 separate ownership shall not be exempt from the
95 requirements of this Code. Additions to and
96 alterations of existing signs and support structures
97 require a new permit.

VILLAGE OF SISTER BAY ZONING CODE

SEC. 66.0791 COMPLIANCE

SEC. 66.0791 COMPLIANCE

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