

## Article G: Signs, Canopies, Awnings and Billboards

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### Sec. 10-1-100 Purpose of Sign, Canopy and Awning Regulations.

The purpose of this Article is to establish minimum standards to safeguard life and property and promote public welfare and community aesthetics by regulating the appearance, construction, location and maintenance of all signs, awnings, canopies and billboards. The provisions herein contained shall be binding alike upon every owner of a building, every lessee and every person in charge or responsible for or who causes the construction, repair, relocation or alteration of any outdoor sign and other advertising structures in the Village of Friendship; painting, posting and general maintenance are excepted.

### Sec. 10-1-101 Signs, Canopies, Awnings and Billboards - Definitions.

The following definitions are used in this Article:

- (a) **Area of Sign.** The area is the perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. If the sign consists of more than one section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface. The area of the irregularly shaped sign shall be the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines.
- (b) **Awning.** A temporary hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (c) **Billboard.** A sign which advertises goods, products or 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.
- (d) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (e) **Canopy.** A canopy is a shelter, with or without a sign, attached to or connected with a building and extending into a setback or over the public sidewalk.
- (f) **Day.** A day shall be designated as a period of time in terms of calendar days.
- (g) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- (h) **Directory Sign.** Shall mean any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories. Directory signs shall be encouraged for use with advertising of multiple-occupied commercial and industrial buildings.
- (i) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.
- (j) **Flashing Sign.** Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.
- (k) **Flat Sign.** A sign erected parallel, and attached directly, to wall surface.

- (l) **Freestanding (Ground and/or Pole Sign).** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.
- (m) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
- (n) **Indirectly Illuminated Sign.** Shall mean a sign that is illuminated from a source outside of the actual sign.
- (o) **Marquee Sign.** Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.
- (p) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Ordinance.
- (q) **Off-Premise Sign.** Any sign, device or display which advertises goods other than that commonly available or services other than that commonly performed on the premise on which the sign is located.
- (r) **Political Sign.** Any sign displaying a candidate for an election, or a current election's subject matter.
- (s) **Portable sign/Message Boards.** Any sign not permanently attached to the ground which is designed to be easily moved from one location to another.
- (t) **Projecting Sign.** Any sign extending more than eighteen (18) inches, but less than four (4) feet from the face of a wall or building; such sign may not extend more than three (3) feet into the right-of-way.
- (u) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.
- (v) **Roof Sign.** Any sign erected upon or over the roof or parapet of any building.
- (w) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.
- (x) **Temporary Sign.** Any sign which is erected or displayed for a limited period of time not to exceed twenty-eight (28) consecutive days or which is displayed only during regular business hours and removed for storage at other times. A temporary sign shall not exceed eight (8) square feet in area. Examples of temporary signs include banners and decorative-type displays. For purposes of this Chapter, a portable sign is not a temporary sign.
- (y) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than sixteen (16) inches from such wall.
- (z) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way. For purposes of this Chapter a window sign shall not include any sign permanently attached in the window or directly painted on the glass.

## **Sec. 10-1-102 Required Permits for Signs, Canopies, Awnings and Billboards.**

- (a) **Application.** Except those specified in Section 10-1-103, no signs, billboards, awnings or canopies shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit and without being in conformity with the provisions of this Article. The sign shall also meet all other structural

requirements of other applicable codes and ordinances of the Village of Friendship, including, as necessary and without limitation by enumeration, building permit and inspection requirements, site plan approval requirements and all applicable yard setback requirements. If the sign will affect the structural strength of a building, is large enough to require structural supports and bracing, or is to have electrical wiring, a building permit from the Building Inspector shall also be required. Signs shall not be erected or altered until a permit has been issued by the Zoning Administrator. "Altered" shall be defined as any modification in the size, height, dimensions, location or mounting of a sign other than routine maintenance.

- (b) **Required Information.** Application for a sign permit shall be made in writing upon forms furnished by the Building Inspector which contain the following information about the sign: dimensions, including display surface; materials; illumination; wiring; height above grade; distance from lot lines; and the person, firm or corporation erecting or altering the sign. A permit is not required for a copy change when no change in business name is involved.
- (c) **Permit Fees.** Required permit fees shall be paid to the Clerk-Treasurer for each sign permit issued under this Article, provided, however, that a fee shall not be charged for putting an existing sign in conformity with this Article, or for a copy change when no change in business name is involved.
- (d) **Insurance.** Any person, firm or corporation engaged in the business of erecting, repairing, maintaining or relocating any sign shall maintain in effect at all times a policy of liability insurance with limits of One Hundred Thousand Dollars (\$100,000.00) for bodily injury and Two Hundred Thousand Dollars (\$200,000.00) aggregate and One Hundred Thousand Dollars (\$100,000.00) property damage. Proof of insurance shall be presented to the Zoning Administrator before the sign permit is granted.
- (e) **Inspection.** The applicant shall, upon completion of the installation, relocation or alteration of the sign, notify the Zoning Administrator who will assure the sign complies with the regulations of this Article. If a building permit was also required the applicant shall also notify the Building Inspector.
- (f) **Appeals.** The Zoning Administrator may, at any time for a violation of this Article, revoke a permit or require changes so the sign conforms with this Article. The holder of a revoked permit shall be entitled to an appeal before the Village Board. Any person, firm or corporation aggrieved by any permit denial or decision by the Zoning Administrator relative to the provisions of these sign regulations may appeal and seek review of such decision to the Village Board.

## **Sec. 10-1-103 Signs Not Requiring a Permit.**

The following signs do not require a sign permit, provided that they are not located over a public road right-of-way or in, on or over public water:

- (a) **Commercial, Industrial, Planned Unit Development (Commercial/Industrial) and Adult Entertainment Overlay Districts.**
  - (1) Real estate signs not to exceed eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
  - (2) Name, occupation and warning signs not to exceed four (4) square feet located on the premises.

- (3) Bulletin boards for public, charitable or religious institutions not to exceed thirty-five (35) square feet in area located on the premises.
  - (4) Warning signs not to exceed four (4) square feet located on the premises.
  - (5) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against the structure.
  - (6) Official signs, such as traffic control, parking restriction, information and notices.
  - (7) Rummage or garage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.
  - (8) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.
  - (9) Signs not exceeding two (2) square feet in area and bearing only property numbers, post box numbers or names of occupants of premises.
  - (10) Flags and insignia of any government, except when displayed in connection with commercial promotion.
  - (11) Legal notices, identification information or directional signs erected by governmental bodies.
  - (12) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
  - (13) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
  - (14) Political message signs during an election campaign, as defined in Sec. 12.04(1), Wis. Stats., limited to one (1) per premises, and subject to the Village Board's authority to regulate size, shape and placement for the public safety. Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of thirty-two (32) square feet.
  - (15) Window signs are allowed with no permits.
  - (16) Bills, posters and banners shall be allowed with no permits.
- (b) **Residential, Conservancy, Public and Agricultural Districts.** All signs are prohibited in C-1 Conservancy Districts, and in all Residential, Public and Quasi-Public Districts, except the following:
- (1) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor and not to exceed two (2) square feet.
  - (2) Memorial signs, tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
  - (3) Official signs, such as traffic control, parking restrictions, information and notices.
  - (4) Awnings or canopies servicing only a particular single-family dwelling unit, provided the same shall conform to the regulations applicable to the zoning district in which the same are located.
  - (5) House numbers or signs identifying parks or country clubs or official bulletin boards.

- (6) Political message signs during an election campaign, as defined in Sec. 12.04(1), Wis. Stats., limited to one (1) per premises, and subject to the Village Board's authority to regulate size, shape and placement for the public safety. Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of eight (8) square feet.
- (7) Rummage or garage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.
- (8) Real estate signs not to exceed ten (10) square feet in area which advertise the sale, rental or lease of the premises upon which such signs are temporarily located.
- (9) Bulletin boards for public, charitable or religious institutions not to exceed eight (8) square feet in area located on the premises.
- (10) Nameplate signs not to exceed eight (8) square feet located on the premises.

**Sec. 10-1-104 Permitted Signs; Sign Categories.**

(a) **Permitted Signs.** The following signs shall require a permit to be issued by the Village of Friendship. Signs may be permitted in specific zoning districts, subject to the following restrictions in this Section:

(b) **Permitted Locations of Signs.**

<i>Zoning District</i>	<i>Type of Signs Permitted</i>
R-1, R-2, R-3 and PUD	1, 3
B-1, B-2, C-3, AEO and I-1	1, 2, 3, 4, 5, 6, 7, 8, 9
A-1, SP	1,2,3,8,9
C-1	1,9
P-1	1,3,9

(c) **Types of Signs, Maximum Size, Number and Location.**

- (1) **Type 1. Official traffic control signs**, and informational or directional notices erected by federal, state, or local units of government. Official signs may be placed within the highway right-of-way. No permit required.
- (2) **Type 2. Directory signs** advertising a business or activity conducted, an area of interest, or a service available, at a specific location. Such signs shall be not more than twenty-four (24) square feet in gross area. There shall not be more than two (2) such signs relating to any one (1) such use in the approaching direction along any one (1) highway. No such sign shall be more than ten (10) miles away from the location to which it relates. Such signs may be placed at the right-of-way line of the highway. A larger number of signs may be permitted by the Board of Appeals if the Board shall find it necessary for directing the traveling public.

- Permit required.
- (3) **Type 3. Signs advertising a customary home occupation or professional office.** Such signs shall not exceed twelve (12) square feet in gross area, shall comply with the setbacks established for structures of that District of this Section, and if illuminated shall be indirectly lighted. No permit required.
  - (4) **Type 4. Wall signs** on and parallel to the exterior wall of a building or structure and not extending more than six (6) inches from the wall surface, shall not exceed in gross area for any one (1) premise: One hundred (100) square feet in a B-1 Central Business or AEO District; two hundred (200) square feet in a B-2 Highway Business District; or four hundred (400) square feet in an I-1 Industrial District. Such signs shall not exceed twenty (20) feet in height measured from mean centerline street grade.
  - (5) **Type 5. Projecting signs** fastened to, suspended from, or supported by a building or structure, shall not exceed in gross area for any one (1) premise: Forty (40) square feet on each of two (2) faces in B-1 Central Business or AEO Districts; sixty (60) square feet on each of two (2) faces in B-2 Highway Business Districts; and eighty (80) square feet on each of two (2) sides in I-1 Industrial Districts. Such signs shall not extend more than five (5) feet into any required yard nor more than two (2) feet into any public right-of-way; shall not be less than ten (10) feet from any side lot line; shall not exceed a height of twenty (20) feet above the mean centerline street grade; and shall not be less than ten (10) feet above a pedestrian walk nor less than fifteen (15) feet above a road, street, alley or driveway.
  - (6) **Type 6. Ground signs** and their supporting structure shall comply with all yard requirements of the District in which they are located and shall not exceed in gross area for any one (1) premise: eighty (80) square feet on each side in B-1 Business or AEO Districts; one hundred twenty (120) square feet on each side in B-2 Highway Business Districts; or one hundred sixty (160) square feet on each side in I-1 Industrial Districts. Such signs shall not exceed twenty (20) feet in height above mean centerline street grade.
  - (7) **Type 7. Roof signs** shall comply with all yard and height restrictions of the District in which they are located and shall not exceed in gross area for any one (1) premise: Eighty (80) square feet per side in B-1 Central Business or AEO Districts; one hundred sixty (160) square feet per side in B-2 Business Districts; or three hundred (300) square feet per side in I-1 Industrial Districts. Such signs shall not extend more than twelve (12) feet above the roof level at the sign and shall be properly mounted, braced, and secured against snow and wind loads.
  - (8) **Type 8. Window signs** may be placed in the windows of business establishments provided their combined area does not exceed fifty percent (50%) of the gross area of all windows on the same side of the building.
  - (9) **Type 9. Recreational directory signs** indicating the direction to a cottage, resort, residence or similar use. Such signs shall not be more than twelve (12) square feet in gross area. Where a common posting standard is provided all such signs shall be attached to the standard recreational directory. The resulting composite signs shall not exceed thirty-two (32) square feet in gross area. Signs may be placed at the right-of-way line of highway. Permit required.

- (d) **Facing.** No sign except those permitted in Subsection (a) shall be permitted to face a Residence District within one hundred (100) feet.
- (e) **Lighting.** Business and industrial signs may be internally lighted or illuminated by a hooded reflector, provided, however, that such lighting shall be arranged to prevent glare and no sign shall be lighted by a lighting of intermittent or varying intensity. Animated signs, or signs having moving parts, or signs which may be mistaken for traffic signal devices, or which diminish the visibility or effectiveness of such traffic signal devices are prohibited.
- (f) **Signs Causing Obstruction Prohibited.** Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as means of ingress or egress, or for firefighting purposes, or placed so as to interfere with any opening required for legal ventilation is prohibited.
- (g) **Signs at Intersection Prohibited.** No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct clear vision of the intersection.
- (h) **Canopy Signs Restricted.** Signs shall be permitted to hang from canopies or covered walks in Business or Industrial Districts provided that there shall be only one (1) sign, not to exceed five (5) square feet, for each business and that the sign shall be at least ten (10) feet above ground level.

## Sec. 10-1-105 Permitted Residential Signs.

In addition to those permitted signs not requiring a permit pursuant to Section 10-1-103(b), the following nonflashing, nonilluminated signs are permitted under the conditions specified in all residential and planned unit development (residential) districts established by this Chapter:

- (a) **Nameplate and Identification Signs.** Subject to the following:
  - (1) **Area and Content -- Residential** There shall be not more than one (1) nameplate, not exceeding two (2) square feet in area, for each dwelling unit, indicating the name or address of the occupant or a permitted home occupation. On a corner lot, two (2) such nameplates for each dwelling unit (one facing each street) shall be permitted.
  - (2) **Projection.** Such signs shall be affixed flat against the wall of the building.
  - (3) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above curb level, whichever is lower.
- (b) **"For Sale" and "To Rent Signs.** Subject to the following:
  - (1) **Area and Number.** There shall be not more than one (1) sign per zoning lot, except that on a corner zoning lot two (2) signs (one facing each street) shall be permitted. No sign shall exceed eight (8) square feet in area nor be closer than twelve (12) feet to any other zoning lot.
  - (2) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above curb level, whichever is lower, when attached to a building; detached or free-standing signs shall not be more than four (4) feet in height, measured from the soil grade to the top of the sign post.
- (c) **Signs Accessory to Parking Area.** Subject to the following:
  - (1) **Area and Number.** Signs designating parking area entrances or exits are limited to one (1) sign for each such exit or entrance, and to a maximum size of two (2)

square feet each. One (1) sign per parking area, designating the conditions of use or identity of such parking area and limited to a maximum size of nine (9) square feet, shall be permitted. On a corner lot, two (2) such signs (one facing each street) shall be permitted.

(2) **Projection.** No sign shall project beyond the property line into the public way.

(3) **Height.** No sign shall project higher than seven (7) feet above curb level.

(d) **Signs Accessory to Roadside Stands.** Subject to the following:

(1) **Content.** The signs shall be only for the purpose of identification of the roadside stand and advertising the agricultural products for sale therein.

(2) **Area and Number.** The signs shall be on the same zoning lot (either zoned agricultural or with a conditional use permit) as the roadside stand, and there shall be not more than two (2) signs per lot. No sign shall exceed twelve (12) square feet in area nor be closer than fifty (50) feet from any other zoning lot.

(3) **Projection.** No sign shall project beyond the property line into the public way.

(4) **Height.** No sign shall project higher than fifteen (15) feet above curb level.

(5) **Permit.** A sign permit is required for this type of sign.

(e) **Temporary Signs Accessory to Subdivision Developments or Other Permitted Improvements in Residential Districts.** Subject to the following:

(1) **Content.** The signs shall be only for the purpose of identification of homes for sale or rent in the subdivision under construction, or for the identification of other nonresidential uses under construction.

(2) **Area, Number and Setback.** Such signs shall not exceed two (2) in number for each subdivision nor fifty (50) square feet each in area. They shall observe the front yard requirement of the principal use and shall be located at least fifty (50) feet from all other boundaries of the site.

(3) **Height.** No sign shall project higher than eight (8) feet above curb level.

(4) **Time Limitations.** The sign or signs shall be removed by the applicant or property owner within two (2) years of the date of the issuance of a sign permit.

(f) **Subdivision Identification Signs.** Subject to the following:

(1) **Content.** The signs shall bear only the name of the subdivision or development.

(2) **Area and Number.** There shall be not more than two (2) signs located at each entrance to a subdivision. No sign shall exceed thirty-two (32) square feet in area. Such identification signs shall only be erected after review and approved by the Zoning Administrator.

(3) **Height.** No sign shall project higher than twelve (12) feet above curb level; the Village Board may, however, temporarily authorize a larger sign for a period not to exceed two (2) years.

(4) **Permit.** A sign permit is required for this type of sign. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Zoning Administrator for approval. The location of any such sign shall be at the discretion of the Zoning Administrator based upon the character of the area, the type and purpose of the sign and the length of time permitted.

(g) **Nonflashing, Illuminated Church Bulletins.** Subject to the following:

(1) **Area and Number.** There shall be not more than one (1) sign per lot, except that on a corner lot, two (2) signs (one facing each street) shall be permitted. No sign shall exceed sixteen (16) square feet in area nor be closer than eight (8) feet from



- any other zoning lot.
- (2) **Projection.** No sign shall project beyond the property line into the public way.
  - (3) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above the curb level, whichever is lower.
  - (4) **Permit.** A sign permit is required for this type of sign. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Building Inspector for approval. The location of any such sign shall be at the discretion of the Building Inspector based upon the character of the area, the type and purpose of the sign and the length of time permitted.

## **Sec. 10-1-106 Landscape Features.**

Landscape features such as plant materials, berms, boulders, fencing and similar design elements unincorporated or in conjunction with the freestanding signs are encouraged and shall not be counted as allowable sign area.

## **Sec. 10-1-107 Prohibited Signs.**

- (a) **Traffic Interference.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs or devices. Signs, canopies and awnings shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign, awning or canopy shall be placed so as to obstruct or interfere with traffic visibility.
- (b) **Moving or Flashing Signs.** No sign shall be erected which has any flashing, rotating or brilliant intermittent parts or lights or bare reflecting-type bulbs, except those giving public service information such as time, date, temperature, weather or similar information or where allowed by conditional use permit. No signs, billboards or other advertising media which creates a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property shall be permitted in any district.
- (c) **Number of Signs Permitted.**
  - (1) No more than two (2) signs of any type shall be located at any business, except that premises occupied by a shopping center may, as an alternative, have one (1) detached sign plus one (1) flat sign illuminated or otherwise from each place of business located in said shopping center provided that the aggregate total area of all signs located on any premises so occupied shall not exceed the total area permitted for one (1) detached sign and one (1) flat sign as set forth in this Article.
  - (2) Businesses with streets fronting both sides shall be allowed two (2) types of signs for each street frontage; no street frontage buildings shall be allowed two (2) of the same type of sign for that particular business.
- (d) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Chapter, or be located within five (5) feet of a property line. Signs for nonprofit public, charitable or religious institutions and rummage/garage sale signs shall be temporarily allowed in public rights-of-way for a period not to exceed seventy-two

hours.

- (e) **Distance Between Freestanding Signs.** The distance between freestanding signs shall be a minimum of seventy-five (75) feet between freestanding signs throughout the street frontage in order to prevent congestion and maintain traffic visibility.

### **Sec. 10-1-108 Dangerous and Abandoned Signs.**

- (a) **Removal of Dangerous Signs.** All signs shall be removed by the owner or lessee of the premises upon which the sign is located in the judgment of the Zoning Administrator, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove it, the Zoning Administrator may remove the sign at cost of the owner, following adequate written notice. The owner may appeal the decision of the Zoning Administrator to the Village Board.
- (b) **Abandoned Signs.** Except as otherwise herein provided, all sign messages shall be removed by the owner or lessee of the premises upon which an off-premise sign is located when the business it advertised is longer conducted where advertised. 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 and thereafter upon the owner's or lessee's failure to comply may remove such sign, any costs for which shall be charged to the owner of the property or may be assessed as a special assessment against the property, and/or the Zoning Administrator may take any other appropriate legal action necessary to attain compliance.
- (c) **Violations.** All signs constructed or maintained in violation of any of the provisions of this Article after the date of adoption are hereby declared public nuisances within the meaning of this Code of Ordinances. In addition to the penalty provisions for violations of this Article, the Zoning Administrator or Village Board may bring an action to abate the nuisance in the manner set forth in the Wisconsin Statutes.

### **Sec. 10-1-109 Variances or Exceptions.**

Variances or exceptions to these sign regulations may be granted by the Board of Appeals following a recommendation from the Village Board and Zoning Administrator, pursuant to the standards of the Village Zoning Code.

### **Sec. 10-1-110 Construction and Maintenance Regulations for Signs.**

- (a) **Installation.** All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall be kept clean and well painted at all times. Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the Zoning Administrator and/or Building Inspector.
- (b) **General Requirements.**
  - (1) **Construction Standards.** All signs, except flat signs and those signs weighing less than ten (10) pounds, shall be designed, fastened and constructed to withstand a

wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign.

- (2) **Illuminated Signs.** Any illuminated signs shall not interfere with surrounding properties or traffic.
- (3) **Roof Signs.** No sign shall be located so as to project above the parapet line unless approved by the Zoning Administrator.
- (4) **Projection.** Signs including supports shall not interfere with surrounding properties or traffic.
- (5) **Prohibited Mounting.** No signs shall be painted on, attached to or affixed to any trees, rocks, or other similar organic or inorganic natural matter, including utility poles or apparatus.
- (6) **Blanketing.** Blanketing of signs on buildings shall not be allowed.
- (7) **Maintenance.** All signs, including supports and attachments, shall be properly maintained and have an appearance that is neat and clean. All signs shall be kept in good structural condition, well painted, and clean at all times and the immediate premises shall be maintained in a clean, sanitary and inoffensive condition and kept free and clear of all obnoxious substances, rubbish and weeds.
- (8) **Annexed Areas.** All signs in newly annexed areas shall comply with this Article within five (5) years of annexation.

## **Sec. 10-1-111 Special Sign Requirements.**

- (a) **Electronic Message Unit Signs**
  - (1) Such signs may be used only to advertise activities conducted on the premises or to present public service information.
  - (2) Segmented messages must be displayed for not less than one-half (1/2) second and more than ten (10) seconds.
  - (3) Traveling messages may travel no slower than sixteen (16) light columns per second and no faster than thirty-two (32) columns per second.
- (b) **Portable Signs/Message Boards.** Such signs shall be limited in use to fifteen (15) days at a time following approval by the Zoning Administrator, provided, however, that the Zoning Administrator shall not give approval for placement of a portable sign/message board if it presents a vision obstruction; such signs shall not be displayed more frequently than four (4) times per calendar year at any one (1) location, not more than fifteen (15) days each time. The maximum size of a portable sign/message board shall be ten (10) square feet on each face, back to back. Portable signs/message boards shall not be located in any public right-of-ways and shall be securely fastened to prevent any hazardous condition.
- (c) **Search Lights.** The Zoning Administrator may permit the temporary use of a searchlight for advertising purposes in any district provided that the searchlight will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property and will not cause a hazard to traffic or adjoining properties. Searchlight permits shall not be granted for a period of more than five (5) days in any six (6) month period.

## Sec. 10-1-112 Nonconforming Signs.

- (a) **Signs Eligible for Characterization as Legal Nonconforming.** Any sign located within the Village of Friendship limits of the date of adoption of this Article hereafter which does not conform with the provisions of this Article is eligible for characterization as a legal nonconforming sign and is permitted.
- (b) **Loss of Legal Nonconforming Status.** A sign loses its nonconforming status if one (1) or more of the following occurs:
  - (1) If said sign is damaged by fire, flood, explosion, earthquake, war, riot or natural occurrence; or structurally altered in any way, except for normal maintenance and repair; the sign may be reconstructed and used as before if it is reconstructed within three (3) months after such calamity, unless the damage to the sign is fifty percent (50%) or more of its replacement value, in which case, the constructed sign shall comply with the provisions of this Article.
  - (2) The sign is relocated;
  - (3) The sign fails to conform to the Village requirements regarding maintenance and repair, abandonment or dangerous or defective signs;
  - (4) On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this Article with a new permit secured therefore or shall be removed.
- (c) **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this Article shall relieve the owner or use of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this Article regarding safety, maintenance and repair of signs.

## Sec. 10-1-113 Awnings and Canopies.

- (a) **Permitted Awnings.** No awnings (non-collapsible tape) shall be erected or maintained, except such awnings as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
  - (1) **Support.** Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback line.
  - (2) **Height.** All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than seven (7) feet above the level of the public sidewalk or public thoroughfare.
  - (3) **Setback from Curb Line.** No awning shall extend within one (1) foot of the curb line.
- (b) **Permitted Canopies.** No canopies shall be erected or maintained, except such canopies as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
  - (1) **Support.** The structural support of all canopies shall be approved by the Zoning Administrator as in compliance with the Building Code of the Village and shall meet state building codes. All frames and supports shall be of metal and designed to withstand a wind pressure as provided in Section 10-1-110 of this Code. All

canopies shall be attached to a building, and no supports shall exist beyond the setback line between the canopy and the sidewalk or ground below.

- (2) **Height Above Sidewalk.** All canopies shall be constructed and erected so that the lowest portion thereof shall not be less than eight (8) feet above the level of the sidewalk or public thoroughfare.
- (3) **Setback From Curb.** No canopy shall extend beyond a point two (2) feet from the curb line.

## **Sec. 10-1-114 Violations of Sign Code.**

- (a) **Construction Without Permit.** Any person, firm or corporation who begins, erects or completes the erection or construction of any sign, awning or canopy controlled by this Article prior to the granting of a sign permit shall pay a penalty double the amount of the permit otherwise required.
- (b) **Compliance Notice,**
  - (1) If the Zoning Administrator finds any sign, awning or canopy regulated herein unsafe or insecure or is a menace to the public, it shall give written notice to the sign owner and to the property owner.
  - (2) If such sign, awning or canopy owner fails to remove or alter the sign, awning or canopy so as to comply with the standards herein set forth within five (5) days after such notice, the Zoning Administrator may cause such sign, awning or canopy to be removed or altered at the expense of the owner of the sign, awning or canopy or the owner of the property upon which it is located so as to comply with the provisions of this Article.
- (c) **Violations; Penalties.** Any person who shall violate any of the provisions of this Article shall be subject to a penalty which shall be as follows:
  - (1) Any person found guilty of violating any part of this Article who has previously been notified of being in violation or been convicted of violating the same Article within one (1) year shall, upon conviction thereof, be subject to a forfeiture for each such offense, together with costs of prosecution and, in default of payment of such forfeiture and costs, shall be imprisoned in the County Jail until such forfeiture and costs of prosecution are paid, but not exceeding six (6) months.
  - (2) Each violation and each day a violation continues or occurs shall constitute a separate offense. Nothing in this Article shall preclude the Village from maintaining any appropriate action to prevent or remove a violation of any provision of this Article.

## **Sec. 10-1-115 through Sec. 10-1-119 Reserved for Future Use.**

