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**SECTION 9 SIGNS**

**9.1 Permit Required**

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered within in the Town of Sheboygan except those signs excepted or permitted in this Section 9 and without being in conformity with the provisions of this Ordinance. The sign shall also meet all the structural requirements of the Building Code.

**9.2 Signs Excepted**

All signs are prohibited in all Residential, Conservancy, and Flood Districts, except the following:

- a. Signs Over Show Windows or Doors of a non-conforming business establishment announcing without display or elaboration only the name and occupation of the proprietor.
- b. Real Estate Signs not to exceed 150 square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- c. Name, Occupation, and Warning Signs not to exceed eight (8) square feet located on the premises.
- d. Bulletin Boards for public, charitable or religious institutions.
- e. Memorial Signs, tablets, names of buildings and date of erection.
- f. Official Signs such as traffic control, parking restrictions, information and notices.
- g. Temporary Signs not to exceed 150 square feet of gross surface area carrying the name of the contractors, engineers and/or architects during the construction period located on the premises.
- h. Temporary Signs advertising the sales of Christmas trees within the Town of Sheboygan.

**9.3 Signs Permitted**

Signs are permitted in all Agricultural, Business and Industrial Districts subject to the following restrictions:

- a. Wall Signs placed against the exterior walls of buildings shall not extend more than twelve inches (12") outside of a building's wall surface, shall not exceed 500 square feet in area for any one (1) premises, and shall not exceed twenty feet (20') in height above the mean centerline street grade.
- b. Projecting Signs fastened to, suspended from, or supported by structures shall not exceed 200 square feet in area for any one (1) premises; nor shall it extend more than six feet (6') into any required side yard; and shall not be less than ten feet (10') from all side lot lines. In addition, said sign shall not exceed a height of twenty-five feet (25') above the mean centerline street grade; and shall not be less than ten feet (10') above the sidewalk or fifteen feet (15') above a driveway or an alley.

- c. Ground Signs shall not exceed thirty feet (30') in height above the road, shall meet all the yard and height requirements for the district in which it is located, and shall not exceed 500 square feet on all sides for any one (1) premises.
- d. Roof Signs shall not exceed thirty feet (30') in height above the road, shall meet all the yard and height requirements for the district in which it is located, and shall not exceed 500 square feet on all sides for any one (1) premises.
- e. Window Signs shall be placed only on the inside of commercial buildings.
- f. Combinations of any of the above signs shall meet all requirements for the individual sign.
- g. All Signs, excepted or permitted by this Ordinance shall be exempt from all setback restrictions of each district and the Special Setback provisions of Section 8.5 of the Town Zoning Code.
- h. Signs Advertising Off-Premise Products or Activities Prohibited. No sign shall be permitted that does not exclusively advertise products sold or activities conducted on the property on which it is located, except that off-premise advertising signs which do not comply with the provisions of this section, but were legally in place as of the effective date of this ordinance (8-31-1995), shall be regulated as legal conforming structures and may be maintained or rebuilt to the same or smaller size upon their present sites. A building permit shall be required before any structural alterations or modifications exceeding \$400.00 shall be allowed to any permitted off-premise advertising sign. This subsection does not apply to temporary signs allowed pursuant to Section 9.2 (h) above.

#### **9.4 Location of Signs Limited**

No sign, except those permitted in Section 9.2, shall be permitted within 100 feet of any residential, conservancy district, park, waterway, or other desirable natural feature so as to obstruct the visual enjoyment of such features from any vantage point such as bridges, highways, streets or other pedestrian or vehicular ways.

#### **9.5 Traffic**

Signs shall not resemble, imitate, or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroads, traffic signs, signals or devices. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any doors, window, or fire escape; and no sign shall be attached to a standpipe or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility.

#### **9.6 Existing Signs**

Signs lawfully existing on August 1, 1968, may be continued although the use, size, or location does not conform with the provisions of this Ordinance. However, it shall be deemed a nonconforming use or structure and the provisions of Section 10 shall apply.

#### **9.7 General Restrictions**

- a. Illumination. Where reflecting, radiating or other illumination of signs is permitted:

- (1) Light shall not be projected toward or onto property located in residence districts or onto public highways.
  - (2) Such illumination shall be indirect and the source of light shall not be exposed when located in a residence district.
  - (3) Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited, except those specified in subsection (4).
  - (4) Signs may contain multiple or variable messages, including messages on louvers that are rotated and messages formed solely by use of lights or other electronic or digital displays, that may be changed by any electronic process, subject to all of the following restrictions:
    - (i) Each change of message shall be accomplished in one second or less.
    - (ii) Each message shall remain in a fixed position for 6 seconds.
    - (iii) The use of traveling messages, scrolling or segmented messages is prohibited.
- b. Conditions. Landscaping, architectural design, type of construction, sureties, continued maintenance, lighting, fencing, planting screens, operational control, hours of operation, traffic safety restrictions, increased yards and other factors may be reviewed and required by the Plan Commission and Building Inspector before issuance of the building permit upon finding that they are necessary to fulfill the purpose and intent of this Ordinance.
- c. Mobile and portable signs are prohibited in all districts within the Town of Sheboygan.

### **9.8 Conditional Use**

No other sign shall be erected, moved, reconstructed, extended, enlarged, converted or structurally altered without applying for and receiving a conditional use permit for said sign and confirming to the condition that may be set forth by the Town Park Commission.

- a. Conditional use permit shall be issued only in A-1 Agricultural District, B-1 Neighborhood Business District, B-2 General Business District, B-3 Highway Service District, I-2 Heavy Industrial.
- b. Conditions. Landscaping, architectural design, type of construction, construction commencement and completion dates, sureties, lighting, fencing, planting screens, operational control, hours of operation, traffic safety restriction, and increased yard may be required by the Plan Commission before issuance of said permit upon its finding that these are necessary to fulfill the purpose and intent of this Ordinance.