

Village Of Ashwaubenon

Municipal Code Book

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Section 17-6-200

Municipal Code Book

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17-6-200 Signs

See Appendix: Village of Ashwaubenon Sign Zone Map.pdf

(A) **Statement of Purpose**

The purpose of the Sign Ordinance is to create the legal framework of a comprehensive and balanced system of signage. The intent of this Sign Ordinance is to accomplish the following:

- (1) Encourage the effective use of signs as a means of communication in the Village while preserving the rights of free speech under the First Amendment to the United States Constitution;
- (2) Facilitate economic development by allowing signs that identify businesses on site, while promoting an attractive streetscape.
- (3) Reduce confusion and traffic hazards that result from excessive and prolific use of sign displays.
- (4) Permit signage that is designed, constructed, installed, and maintained in an aesthetically pleasing manner;
- (5) Promote the health, safety, and general welfare of the citizens of Ashwaubenon by ensuring signs do not create a hazard by:
 - (a) Collapsing, catching fire, or otherwise deteriorating, or decaying;
 - (b) Confusing or distracting motorists;
 - (c) Impairing drivers' ability by obstructing the awareness or visibility of pedestrians, obstacles, or other vehicles, or to read traffic control devices.
- (6) Controlling the number, size, height, location, and lighting of signs to avoid visual clutter which leads to decline in the community's appearance and property values and reduces the effectiveness of the signs.
- (7) Effectively regulating issues pertaining to the number, location, size, height, and lighting of signs to assure compatibility with adjoining land uses, architecture, and landscaping, and compatibility with the Village's Comprehensive Plan.
- (8) Providing for consistent and fair application and enforcement of regulations pertaining to signs; and
- (9) Addressing the latest and emerging technologies in the sign industries in a way that allows persons and businesses to convey and communicate.

(10) **Sign Permit Appeal**

(B) **Applicability**

- (1) Generally. The provisions contained in this Sign Ordinance shall be binding alike upon every owner, every lessee, and every person in charge, or responsible for, or who causes construction, repair, relocation, or alteration of any outdoor sign or other advertising structures in the Village of Ashwaubenon. Signs may be erected, placed, established, painted, created, or maintained only in conformance with the provisions of this Sign Ordinance.
- (2) Exemptions.
 - (a) Addressing. As address signs further compelling governmental interests of assisting emergency service personnel, law enforcement, fire protection, and other public safety officials in identifying locations needing emergency assistance, numbers and letters for addressing purposes are exempt from this Sign Ordinance.
 - (b) Government Signs. In order to promote the compelling interest of Village, State, and Federal governments in managing traffic; protecting against public hazards and nuisances; and announcing the location of government facilities, infrastructure, rights-of-way, and other public areas, government signs are exempt from this Sign Ordinance.
 - (c) Signs inside a building or other enclosed facility and are located greater than three feet from a window or exterior boundary.
- (3) Subordination. The Village of Ashwaubenon is subordinate to the laws of the federal government and State of Wisconsin, except under home rule powers, this Sign Ordinance does not prohibit signs, require signs, or regulate sign locations or sign characteristics to the extent that they are required to be permitted by State or Federal Law or allow signs that are prohibited by State or Federal law.
- (4) **Substitution.**
 - (a) Subject to the property owner's consent, noncommercial speech of any type may be substituted for any duly permitted or allowed commercial speech; provided, that the structure or mounting device is legal, without consideration of message content. Such substitution or message may be made without additional approval or permitting. This provision prevails over any provision to the contrary in this Sign Ordinance. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech or favoring of any specific noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted and maintained.
- (5) Severability and Conflict.

- (a) If any provision, section, subsection, sentence, clause, phrase, or portion of this Sign Ordinance is found to be invalid, such portion shall be deemed a separate, distinct, and independent provision and such holding shall not affect the validity of the remaining portions.

(C) **Definitions**

The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this subsection. Words not listed herein shall have the meaning defined in Article 3 Definitions, Rules for Interpretation Zone Districts.

- (1) **Adjacent**
Properties that touch at any one point.
- (2) **Awning**
An awning is a roof-like cover consisting of a rigid frame covered with vinyl, plastic, or canvas, which projects from the wall of a building.
- (3) **Awning, internally illuminated**
Awning consisting of a rigid frame covered with vinyl, plastic, or other translucent material which is internally illuminated.
- (4) **Billboard**
A permanent sign in a fixed location advertising products or services not made, sold, used, or served on the premises where the sign is located, or which provides a non-commercial or informational message.
- (5) **Commercial speech**
Means any sign, wording, logo, or other representation advertising a business, profession, commodity, goods, services, or entertainment for business purposes.
- (6) **Flag**
Any piece of material, banner, or bunting containing distinctive colors, patterns, or symbols, and is attached to a pole, and which is intended to be permanently affixed to the ground or attached to a building.
- (7) **Grade**
The finished surface of the ground around the sign that is consistent with the predominant grade for the site.
- (8) **General purpose zoning**
The most recently adopted zoning map and ordinance depicting allowable land uses within the Village of Ashwaubenon.
- (9) **Multi-tenant building**
Any office, commercial, mixed use, industrial, or institutional use in which a principal building is devoted to two or more individual tenants, occupants, or users.

- (10) **Noncommercial speech**
Means any message that is not commercial speech, including without limitation, messages such as political, religious, ideological, public service, and informational topics.
- (11) **Operational and directional sign**
Signs designating entrances, exits, service areas, parking areas, restrooms, or other such signs relating to functional operations of the building or premises.
- (12) **Roofline**
Any part of the roof above the fascia or highest point on a parapet, but shall not include cupolas, pylons, mechanical penthouses, projections, architectural ornamentation, flag poles, or minor raised portions of the roof.
- (13) **Sign**
Any structure that has a visible display of a name, identification, description, or illustration, which is affixed to, painted, or represented directly or indirectly upon a building or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution organization, or business.
- (a) **Sign, Electrical**
Any sign which has electrical components.
- (b) **Sign, Electronic Message Center**
Any sign whose message may be changed by an electronic process.
- (c) **Sign, Freestanding**
A sign that is not physically attached to a building, facility, or structure. It may be a ground-mount, monument, or pylon sign.
- (d) **Sign, Ground mount**
A sign placed directly on the ground and not attached to any building or part of a building.
- (e) **Sign, Illuminated**
A sign in which a source of light is used in order to make the message readable. This definition shall include internally and externally lighted signs.
- (f) **Sign, Message board**
A sign in which physical means is used to change the letters, characters, and message.
- (g) **Sign, Mobile**
A sign mounted on wheels, trailer, or other mobile, nonpermanent structure.
- (h) **Sign, Monument**
A sign mounted on a base or platform. The base shall be proportionate to the sign and be constructed out of a solid material such as stone, brick, poured concrete, or metal.

- (i) **Sign, Nonconforming, legal**
A sign that met sign code regulations when it was installed but does not meet current sign code regulations.
- (j) **Sign, Nonconforming, illegal**
A sign that did not meet code regulations when it was installed.
- (k) **Sign, Projecting**
A double-sided sign attached to a building, generally perpendicular to the building wall, and extending from the wall of said building more than eight inches beyond the building wall.
- (l) **Sign, Pylon or pole**
A sign mounted on one or more poles.
- (m) **Sign, Roof**
A sign on or over the roof of a building and supported by uprights and braces anchored to the roof.
- (n) **Sign, Street face**
A non-freeway facing sign in the Freeway Commercial District of the Business Sign Zoning Map that falls under the regulations of the nearest non-freeway sign district. This sign typically fronts on the street or primary entrance to a business, as opposed to the freeway sign which fronts on the freeway.
- (o) **Sign, Wall**
Sign attached flush with or painted on the wall of a building or structure, with the exposed face of the sign approximately parallel to the plane of said wall, and such face shall not project greater than eight inches from the face of the building. (see Projecting Sign)
- (p) **Sign, Window**
A sign attached to, placed upon, or painted on the interior or exterior of a window or door of a building, which is intended for viewing from the exterior of such building.
- (14) **Sign area**
Area limitations shall be applied separately to each sign, including in this measurement the overall sign area except that in signs consisting of words or symbols affixed to a building, as an architectural element, only the smallest rectangles sufficient to enclose the words or symbols shall be measured. Uprights and supports shall be measured only where they become a part of the sign's message or image projecting function due to the shape, color or illumination of said uprights and supports. When a sign contains two faces parallel to each other, no more than 18 inches apart and having the same message, only one face shall count toward the maximum sign area and fee calculation.
- (15) **Sign height**
The height of a sign shall be determined by the measurement between the finished grade at the base of the sign and the highest point of the sign or supporting structure, whichever is highest.

- (16) **Temporary sign**
A sign intended to be displayed for a transitory or temporary period that is not permanently embedded in the ground or not permanently affixed to a building or sign structure and is constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood, or other like materials. Temporary signs include, but are not limited to the following:
- (a) **Banner**
A sign made of flexible material such as, but not limited to canvas, sailcloth, plastic, or vinyl graphics.
 - (b) **Inflatable sign**
A freestanding or moored graphic which may be filled with air or gas causing it to expand, move, or float above the ground.
 - (c) **Pennant**
A tapered banner or flag.
 - (d) **Sandwich Board**
A temporary, free-standing, two-sided sign with no moving parts or lights that does not exceed seven square feet in size per side and is only displayed during business hours.
 - (e) **Streamer**
A series of flags, banners, or other objects used to attract attention or create noise.
 - (f) **Wing banner**
A free standing, temporary sign that is stuck in the ground or placed on a hard surface with no lights that does not exceed 8' in height and is only displayed during business hours. Also includes similar products such as feather banners, flying banners, and teardrop banners.
 - (g) **Wire**
A sign consisting of metal, wood, plastic, or similar material framing that is manually stuck in the ground.
- (17) **Unified lot sign**
Any identification or multi-purpose sign located on a premise consisting of two or more contiguous lots that the owner(s) have agreed to treat as one lot for the limited purpose of providing shared signage. A unified lot must also have a common egress and ingress and/or shared parking.
- (18) **Wall face**
The width and height of any wall from finished grade.
- (D) **Sign review**

(1) **General**

The Zoning Administrator or designee, shall review all applicable signs and shall assess the configuration, design, and materials to be incorporated on a site. The sign review process shall establish a context for development and follow established guidelines.

(2) **Approval Permit Required**

No sign under this section shall be erected or altered unless it has received an approval permit from the Zoning Administrator or designee, except those signs as provided in subsection 17-6-200(O)(1) and (2) of this section, pertaining to temporary signs, and subsection 17-6-200(B)(2) of this ordinance. Change of sign face without any alterations to the rest of the sign does not require a permit. Sign and electrical permits are required for all signs with electric components regardless of size or location.

(3) **Approval**

Sign permit approval shall be granted only upon determining whether the proposed sign complies with this ordinance and the following:

- (a) Whether the sign is designed, constructed, installed, and maintained in such a manner that it does not endanger public safety or safety.
- (b) Whether the sign is in compliance with applicable provisions of the Village of Ashwaubenon Code of Ordinances, including those related to signage, traffic safety, traffic visibility, applicable setbacks, and structural integrity.

(E) **Permits and procedures**

(1) Application

(a) Mandatory submittals required for a sign permit shall include:

- (i) *Site Plan.* Current drawing, showing lot lines, existing buildings, existing site features, existing signs, and proposed sign location. A survey may be required, at the discretion of the Zoning Administrator or designee.
- (ii) *Drawing and specifications.* A scaled drawing of the proposed sign and construction plans showing all dimensions (height, width, depth, etc.), materials, and landscaping.
- (iii) *Materials.* Samples of materials and replications of the exact colors proposed to be used for all sign elements including structural supports. This may be accomplished through submittal of a color rendering of the site and proposed signage.
- (iv) *Permit application fee.* The fee for a sign permit is an application fee and no refunds are allowed. The sign permit application fee is an amount as prescribed in the most recently adopted Village of Ashwaubenon Fee Schedule.

- (v) *Context.* Photographs shall be submitted showing the existing buildings and existing sign. These photographs shall be enlarged to a size sufficient to show all details. A color rendering of existing and proposed buildings and proposed signs shall be submitted for review.

- (2) **Review**
The Zoning Administrator or designee shall review all applications for new or altered signs within the Village.

(F) **Sign Permit Appeal**

- (1) See Section 17-6-200(U)

(G) **Penalties**

- (1) **Violations of Sign Ordinance**
Any person who violates any provision of this section shall be subject to a penalty as provided in Section 1-1-13 Ashwaubenon Municipal Code. Each day a violation exists constitutes a separate violation and is punishable as such.

(H) **Construction standards for permanent signs**

- (1) All signs shall be constructed in a safe structural manner in accordance with the most recently adopted applicable building and electrical codes.
- (2) All signs shall be fastened, supported, and maintained to withstand a wind load pressure of at least thirty pounds per square foot.
- (3) All signs exceeding 150 square feet in area per side shall have a Professional Engineer Certification attached.
- (4) If attached parallel to the building, the sign shall be placed in close contact to the walls thereof; if offset from the building, the sign shall be attached with an open space of not less than two inches between any portions of said building, in order to avoid the accumulation of combustible substances.
- (5) Every permanent sign shall be installed to be rigid.
- (6) All signs shall be constructed of durable, weather-resistant materials.
- (7) Electrical service to signs shall be grounded and comply with the state electrical code. No sign shall have exposed electrical wires and electrical service to signs shall be concealed wherever possible. Contractors are to apply for electrical permits prior to installing new electric services to signs or modifying services to signs.

- (8) All sign lighting shall be so designed, located, shielded, or hooded to prevent the casting of glare or direct illumination upon adjacent roadways, surrounding properties, or into the sky.
- (9) **Sign support standards**
Sign supports shall be constructed of metal or masonry materials capable of adequately supporting the proposed sign cabinet. When metal poles are used, they shall be painted or covered by a pole wrap of materials similar to that of the sign and building. Any masonry material shall be decorative, such as stone, brick, block, or equivalent, but in no case shall exposed concrete be visible.
- (10) **Sign fasteners, anchors, bolts, cables, and attachments.**
All sign fasteners, anchors, bolts, cables, and attachments shall be made of metal material and protected from corrosion to ensure permanent and safe construction and shall be maintained free from rust or other defects.
- (11) **Attachments**
No sign, structure, or any part of such structure as contemplated in this section, as well as any anchor, brace, guy wire or guy rod, shall be attached, fastened, or anchored to any fire escape, fire ladder or standpipe. No such structure or any part of such structure, anchor brace, guy wire, or guy rod shall be erected, put up or maintained so as to cover or obstruct any roof, required doorway, required window or other opening of any building so as to prevent or hinder ingress or egress through such required doorway, window, exit, or other opening, or so as to prevent or hinder the raising or placing of ladders against such building by the Public Safety Department.
- (a) **Attachment to landscape features or trees prohibited**
No sign or its structure shall be attached in any way to a tree or landscape feature.
- (b) **Lights allowed**
Lights may be permitted on signs, in accordance with standards set forth in this ordinance.
- (12) **Setbacks and offsets**
In all sign zoning districts, no part of any permanent freestanding sign or sign support structure shall be permitted closer than three feet to any property line. No permanent freestanding sign shall be located closer than 30 feet to an abutting R1, R2, or RE zoned parcel. Temporary signs and any required support shall be maintained entirely on private property and shall not encroach upon any right-of-way. Placement of all signs may be subject to more stringent setback requirements where, according to traffic engineering standards, are required to preserve traffic site lines, vision triangles, or public safety. All signs shall conform to the regulations of the applicable sign zoning district contained in this chapter.
- (I) **General regulations**
- (1) **Restricted uses**
No sign shall be permitted unless it conforms to the provisions of this section.
- (a) **Historic area**
No sign shall be permitted to obscure a designated historical monument, designated shrine, or designated natural scenic view.

- (b) **Electronic Message Centers**
Electronic message centers over 32 square feet per face are not permitted.
 - (c) **Lighting**
Bare bulb fluorescent, running, blinking, flashing, or other bare bulb signs are prohibited. Strobe lights are also prohibited.
 - (d) **Mobile signs**
Mobile signs shall conform to the requirements for temporary signs.
 - (e) **Roof signs**
Roof-mounted signs are not permitted. No sign, its appurtenances, or attachments, shall extend above the roofline. Wall signs affixed to a parapet wall or mechanical screening are permitted.
 - (f) **Traffic visibility area (Vision Triangle)**
No sign of any kind shall be permitted in the vision triangle area of intersections established by Section 5-8-761 Ashwaubenon Municipal Code, unless an exception is granted by the Planning Commission as set forth in 17-6-200(V)(2)(c) of this ordinance.
- (2) **Maintenance**
All signs and the premises surrounding them shall be maintained by the owner in a clean, sanitary, rust-free, and safe condition by the owner.
- (3) **Sign design regulations**
- (a) **General design regulations**
The following items shall apply to all signs:
 - (i) *Aesthetics.* Signage of properties shall blend rather than contrast with the building in terms of location, scale, and number.
 - (ii) *Wall signs.*
 - (1) *Area.* Wall signs shall follow the area standards for each sign zone. Multi-tenant buildings are permitted up to 60 square feet per tenant.
 - (2) *Height.* Appurtenances, attachments, or any portion of a wall sign shall not extend above the parapet wall, mechanical screening, or roofline immediately adjacent to the sign location.
 - (3) *Number and Location.* A total of two wall signs on separate elevations are permitted. A total of three wall signs may be permitted on three separate elevations of a building with specific approval from the Site Plan Review Committee, taking into account the physical, spatial environment, traffic patterns, and overall integration into the neighboring and surrounding developments. A total of four wall signs may be permitted if the building is a minimum of five stories and 200,000 total square feet with specific approval from the Site Plan Review Committee, considering the physical, spatial environment, traffic patterns, and overall

integration into the neighboring and surrounding developments.

(iii) *Freestanding signs.*

- (1) *Area.* No freestanding sign face shall exceed the square footage as defined by the sign code zone district.
- (2) *Height.* Signs, including all illuminations and embellishments, shall not extend above the maximum height as defined in the sign code zoning districts.
- (3) *Number of faces.* All parcels within the Village shall be limited to the number of faces and signs as set forth in Section 17-6-200(J) of this ordinance, with the exception of corner parcels which may have either two double face or one multiple-face freestanding sign.

(iv) *Window sign area.* A sign permit approved by the Zoning Administrator or designee, and the Site Plan Review Committee, is required for any window sign exceeding 30 percent of the transparent area of the window.

- (1) The approval of window signs shall be considered an approval of a unique request and shall not be construed as precedent for any other proposed window sign.
- (2) *Area.* Window signs consisting of individual letters and symbols affixed to a window shall be measured by the smallest rectangle sufficient to enclose the individual items.
- (3) In no event shall 50 percent or more of any window be obstructed by any sign not otherwise regulated by this chapter or code of ordinances.

- (b) Number of faces and signs
Per sign code designated areas. See Business Sign Zoning Map, which is on file in the Community Development Department.

(J) **Sign Code Zoning**
Designation is identified on the most recently approved Business Sign Zoning Map.

- (1) **Freeway Commercial:**
Maximum of two freestanding signs: One (1) freeway, one (1) street face.

- (a) Freestanding sign:
Freeway— One pylon, ground-mount, or monument sign:

Maximum height: forty-five (45) feet from finished grade at the base of the sign.
Maximum square feet: Two hundred (200)

Preexisting freeway—pylon/ground-mount/monument as of August 16, 2002:

Maximum height: sixty (60) feet from finished grade at the base of the sign.
Maximum square feet: four hundred fifty (450) or per pylon/ground-mount sign inventory (08/16/02) with height and square foot dimensions

- Street face:
One ground-mount or monument sign:

Maximum height: ten (10) feet
Maximum square feet: one hundred twenty (120)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:
Over 20,000 square feet—Maximum ten (10) percent of subject elevation wall face.
Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.
Number of faces allowed: Two (2) (See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance).

- (2) **Major Arterial Business:**
Maximum of one (1) freestanding sign, and two (2) wall signs.

- (a) Freestanding sign:
Pylon:

Maximum height: thirty (30) feet
Maximum square feet: one hundred fifty (150)

Ground-mount or Monument:

Maximum height: ten (10) feet
Maximum square feet: one hundred (100)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over—Maximum ten (10) percent of subject elevation wall face.
Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(3) **Stadium/Expo Business:**
Maximum of one (1) monument sign, and two (2) wall signs.

- (a) Monument sign:
Maximum height: ten (10) feet

Maximum square feet: one hundred twenty (120)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over—Maximum ten (10) percent of subject elevation wall face.
Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(4) **Business Commercial:**
Maximum of one (1) monument sign and two (2) wall signs.

- (a) Monument sign:
Maximum height: twenty (20) feet

Maximum square feet: two hundred (200)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over - Maximum ten (10) percent of subject elevation wall face. Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(5) **Centralized Business District:**
Maximum of one (1) freestanding sign.

- (a) Freestanding:
Pylon:

Maximum height: twenty (20) feet Maximum square feet: one hundred (100)
Ground-mount or monument: Maximum height: ten (10) feet

Maximum square feet: one hundred (100)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over —Maximum ten (10) percent of subject elevation wall face. Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(6) **Local Business:**
Maximum of one (1) monument sign.

- (a) Monument sign:
Maximum height: eight (8) feet Maximum square feet: sixty-four (64)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over —Maximum ten (10) percent of subject elevation wall face. Under 20,000 square feet—Maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(7) **Corporate Office:**
Maximum of one (1) monument sign , and two (2) wall signs.

- (a) Monument sign:
Maximum height: ten (10) feet

Maximum square feet: one hundred twenty (120)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over—maximum ten (10) percent of subject elevation wall face. Under 20,000 square feet—maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

(8) **Light Manufacturing:**
Maximum of one (1) monument sign and two (2) wall signs.

- (a) Monument sign:
Maximum height: ten (10) feet

Maximum square feet: one hundred twenty (120)

Corner parcels may have two double-face free standing signs (one per street face) or one multi-face sign.

- (b) Wall sign:
Building footprint square footage:

20,000 square feet and over —maximum ten (10) percent of subject elevation wall face. Under 20,000 square feet—maximum twenty (20) percent of subject elevation wall face.

Number of faces allowed: two (2)

(See Wall Signs, subsection 17-6-200(I)(3)(a)(ii) of this ordinance)

- (9) **Areas Zoned Residential on Business Sign Zoning Map:**

- (a) Any parcels of the Village of Ashwaubenon having a general-purpose zoning classification of R-3, B-1, B-2, B-3, B-4, VC, SE, I-1, I-2, BP, SB, SI, or P and identified as Residential on the Business Sign Zoning Map, but meeting the eligibility requirements for permanent signage, shall follow the requirements of the Local Business Sign Zoning district.

- (K) **Lighting**

- (1) All signs in which electrical wiring and connections are to be used shall be subject to the applicable provision of the most recently adopted state electrical code. An electrical permit is required for all lighted signage.
- (2) No person may erect a sign with exposed electrical cords and wires.
- (3) The use of unshielded lighting, such as exposed incandescent light bulbs hung or strung on poles, wires, or any other type of support intended to illuminate a sign or other advertising device is expressly prohibited.
- (4) On properties adjacent to R-1, R-2, or R-E general purpose zoning districts, no sign shall be illuminated either internally or externally between the hours of 11:00 p.m. and sunrise unless the premises on which it is located is open for business during that time. Signs located in R-1, R-2, or R-E general purpose zoning districts shall not be illuminated between the hours of 9:00 p.m. and sunrise.
- (5) All sign lighting shall be so designed, located, shielded, or hooded to prevent the casting of glare or direct light upon adjacent roadways or properties.

- (L) **Specific sign design regulations.**

- (1) *Awnings.* A sign on an awning may be designated a signed area as an alternate to a wall sign. Signage applied to awnings shall be durable.
 - (a) *Area.* A sign attached to an awning shall not be larger than ten percent of the building facade on which it is mounted, up to a maximum of 60 square feet in area.

- (b) Sign location. A sign shall only be displayed on the vertical portion of the awning.

(2) *Electronic Message Centers.*

Electronic message centers are allowed subject to the following standards:

The electronic message center shall be part of a permanent sign and shall not exceed 32 square feet on each face (maximum of two faces). Electronic message centers shall be included when calculating the allowable square feet that is permitted in a sign code zone district.

- (a) Electronic message centers are permitted to contain words and/or graphics only. Animation such as video is prohibited.
- (b) Any words or graphic scrolling or otherwise displayed on an electronic message board shall remain illuminated and visible for a minimum of 5 seconds.
- (c) The message shall not flash. Any message that remains visible for less than 5 seconds shall be considered to be flashing.
- (d) The illuminance of an electronic message center (EMC) shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color-capable EMC, or a solid image for a single-color EMC. All measurements shall be taken as close as practical to a perpendicular plane of the sign at the distance determined by the total square footage of the EMC as set forth in the following formula: Measurement Distance in feet = the square root of (the Area of the Sign *100).
- (e) The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 footcandles at night.
- (f) All permitted EMCs shall be equipped with a sensor or other device that automatically dim according to ambient light conditions. In no case shall the EMC exceed 0.3 footcandles over ambient lighting conditions.
- (g) Illuminance above the maximum will constitute a violation of the ordinance.
- (h) Safety
 - (i) Include systems and monitoring to either turn the display off or show “full black” on the display in the event of malfunction.
 - (ii) Be designed so if a catastrophic power surge occurs, the display will turn off or show “full black”.
 - (iii) Automatically adjust the intensity of its display according to natural ambient light conditions.

(iv) Electronic message centers may also be subject to additional state and federal regulations when located near a state or federal regulated roadway.

(3) *Multitenant buildings.* Uniform tenant signs shall complement the building and other tenant signs in terms of height, color, form, texture, materials and method of lighting.

(a) Tenant wall signs. When separate business entities occupy the same building, each entity shall be permitted to display one wall, canopy, or awning sign not to exceed 60 square feet each in area. Corner of building tenant spaces, and tenant spaces where parking is to the rear of the building, are permitted to have up to two wall, canopy, or awning signs taking into account safety, surrounding zoning, location, and the impact on adjacent properties.

(b) Tenant freestanding signs. No individual business in a multitenant building shall have an individual freestanding sign. Individual businesses in a multi-tenant building may utilize shared space available on a permitted freestanding sign.

(4) *Unified-lot signs.*

(a) Unified-lot signs may be erected outside of the R-1, R-2, R-3, and R-E zoning districts and shall comply with all area, height, setback, spacing, and composition restrictions applicable.

(b) One unified-lot sign per street front may be placed on a premise consisting of two or more contiguous lots where each lot owner has entered into a binding agreement to treat their separate lots as one lot for the limited purpose of signage. The agreement shall contain a legal description of the properties subject to the agreement; state that the parties, their heirs, and assigns forego any rights to additional freestanding street front signage on the premises covered by the agreement; state that the agreement is a covenant running with the land to be filed with the Brown County Register of Deeds. The agreement shall not be amended without the consent of the Zoning Administrator or designee.

(c) A unified-lot sign agreement shall not be effective until a true and correct copy of the approved agreement is filed with the Brown County Register of Deeds and a file-marked copy is filed with the Ashwaubenon Community Development Department. In the event the agreement is terminated, the Community Development Department shall be notified, and the sign shall be removed.

(d) Individual lots that are part of a unified-lot sign agreement shall not be entitled to any additional freestanding street front signage.

(M) **Hazards or nuisances prohibited**

(1) Signs or other advertising media, including video boards or televisions, creating a hazard, nuisance, or dangerous distraction to vehicular, pedestrian, or bicycle traffic are prohibited and shall be removed as provided in subsection (R) of this ordinance.

(2) Signs or other advertising media which can be confused with authorized traffic signs are prohibited.

(N) **Billboards restricted**

(1) Not permitted.

All billboards are prohibited in the Village of Ashwaubenon regardless of the nature, size, or location, except as provided in this section.

(2) Application

Billboards shall not be erected in the Village in any location unless a permit is first obtained therefore from the Zoning Administrator or designee. A permit shall not be issued unless an application is obtained from the Village of Ashwaubenon and filed when applying for the permit.

(3) Restrictions

In issuing permits for billboards in the Village, the Zoning Administrator or designee shall see that the following restrictions are complied with:

- (a) All billboards which contain, include, or are illuminated by any flashing, intermittent or moving light or lights, or those of red, green or amber color at intersections are prohibited. Billboards containing, or consisting of, electronic message centers shall also conform to the Village criteria set forth in Section (L)(2)(a-i) of this ordinance and applicable state and federal regulations.
- (b) Lights from any illumination shall be shielded or directed so that the light intensity or brightness will be minimized to the surrounding areas. Such illumination shall be direct and the source of light shall not be exposed when facing property zoned R-1, R-2, R-3, R-E, legal non-conforming residential parcel, or exterior boundary of Planned Unit Developments (PUD) overlay zones that include a residential component. There shall be no direct illumination upon a roadway and no glare or source of light shall be visible.
- (c) There shall be no billboards in the Village which are more than 60 feet in height above finish grade at the base of the billboard nor greater than 700 square feet per face.
- (d) There shall be a spacing of at least a radius of one thousand (1,000) feet between any two billboards. No billboards shall be located within one thousand (1,000) feet of a freeway sign of a size larger than 200 square feet.
- (e) Billboards are only permitted in I-1, I-2, I-P, B-2, and B-3 zoning districts and only adjacent to I-41 and WIS STH 172, provided all additional restrictions are met.
- (f) There shall be no billboards located within 200 feet of the boundaries of an R-1, R-2, R-3, or RE zoning district, legal non-conforming residential parcel, or exterior boundaries of a planned unit development (PUD) zoning overlay district with a residential component.

- (g) No digital or electronic message center billboards are permitted within four hundred (400) feet of the boundaries of an R-1, R-2, R-3, or RE zoning district, legal non-conforming residential parcel, or exterior boundaries of a planned unit development (PUD) zoning overlay district with a residential component.
- (h) No billboard permitted by this section, or any other code of the Village shall, in any manner, project over the public right-of-way of any highway or roadway in the Village.
- (i) Any billboard in the Village shall have at least ten (10) feet of ground clearance unless erected upon or against an existing building.
- (j) No billboards in the Village shall be permitted within one thousand (1,000) feet of the floodway line or ordinary high-water mark of the Fox River as defined by the Wisconsin Administrative Code, or within two hundred (200) feet of the floodway line or ordinary high-water mark of any other navigable stream.
 - (i) When questions arise regarding the location of the floodway line or ordinary high-water mark of a navigable stream, the Zoning Administrator or designee shall contact the appropriate district office of the Wisconsin Department of Natural Resources for a final determination.
- (k) No permit shall be issued unless the applicant provides such proof as the Zoning Administrator or designee may require that any state permit required for such sign has been, or is in the process of being, obtained.
- (l) No permit shall be issued unless the applicant provides such proof as the Zoning Administrator or designee may require that the applicant owns the land or has a lease, easement, or other interest permitting construction of the sign.

(4) Time limit

Permits for billboards shall be valid for one year. No billboard shall be erected unless construction of the billboard starts and is completed during the one-year period during which the permit therefore is valid.

(5) Inventory

The sixteen (16) billboards legally permitted or in existence as of June 28, 2022, shall represent the maximum number of billboards permitted within the Village.

(6) Billboards removed

Any billboards removed after June 28, 2022, which is not replaced in compliance with this section, shall be removed from the inventory and correspondingly reduce the number of billboards permitted within the village.

(7) Billboard Replacement

Any replacement billboard pursuant to this section shall comply with all current applicable ordinances for the location and construction of billboards.

- (a) Prior to the removal of any billboard, the owner shall first obtain a demolition permit from the Village. No work shall be performed under such demolition permit until the billboard has been inspected and measured with respect to square footage of the panels of the billboards, and the measurements provided to the Zoning Administrator, or designee.
- (b) Any billboard removed may be replaced by a billboard that does not exceed the cumulative square footage of the panel face it is replacing.
- (c) Any billboard replaced pursuant to this subsection shall be replaced within one year after the issuance of the demolition permit for the billboard which it is replacing.

(8) Billboard Relocation

- (a) Any billboard relocation pursuant to this section shall comply with all current applicable ordinances for the location and construction of billboards.
- (b) Prior to the relocation of any billboard, the owner shall first obtain a demolition permit from the Village. No work shall be performed under such demolition permit until the billboard has been inspected and measured with respect to square footage of the panels of the billboard, and the measurements provided to the Zoning Administrator, or designee.
- (c) Approval by the Site Plan Review Committee, Planning Commission, and Village Board is required for any billboard relocation.

(9) Application for a permit

- (a) The application for billboard approval shall contain all information, drawings, and specifications necessary to fully advise the Community Development Department of the type, size, shape, location, zone, construction and materials of the proposed billboard and the building structure or premises upon which it is to be placed.
- (b) When applying for a billboard approval, the applicant shall, in addition to the above, furnish the following information at the time of the permit application:
 - (i) A site plan that illustrates the location of the proposed billboard in relation to the property lines and any building, fence or other structure on the property. The site plan shall dimension the location relative to property lines, nearby buildings, and any setbacks or restricted areas as defined by this section or other applicable ordinance. The Zoning Administrator or designee may require a survey to accurately locate property lines.
 - (ii) The building setback lines and the location of any easements on the property.

- (iii) The distance to the nearest billboard.
- (iv) An affidavit from the property owner authorizing erection of the sign or an executed lease agreement.
- (v) The street address of the sign.
- (vi) An engineer's certificate regarding wind load and all other applicable requirements.
- (vii) A state permit, as applicable.

(O) **Temporary signs**

The following temporary signs shall be allowed with a temporary sign permit issued by the Village of Ashwaubenon Department of Community Development as required below, provided they are not located over, on, or in, a public road right-of-way, in or over a vision triangle, or in, or over a navigable waterway. Temporary signs may not be illuminated and for purposes of the following sections, the length of time is measured within a calendar year. The Village of Ashwaubenon Zoning Administrator or designee may remove any temporary sign which does not meet the requirements of this Ordinance without notice. For purposes of this section of the Ordinance, the lessor or lessors of a building, tenant space, or parcel is considered the property owner. Where the lessor or lessors cannot be determined or found, the owner of record as identified in the Brown County Land Records Database shall be considered the property owner.

- (1) All General Purpose Zoning Districts Except for the R-1, R-2, R-3, and R-E Zoning Districts
 - (a) In no instance shall a parcel have more than three temporary signs. Where two or more parcels are adjacent to each other and under the same ownership, these parcels shall be treated as a single property.
 - (b) No temporary sign shall be installed or displayed within the public street right-of-way.
 - (c) Licensed short-term rental units shall not install or display temporary signs.
 - (d) A property owner may place one temporary sign with a face no larger than 32 square feet for a duration of no greater than 4 weeks. Requests for temporary signage greater than 32 square feet shall be reviewed and acted upon by the Ashwaubenon Site Plan Review Committee, taking into account safety, surrounding zoning, impact on adjacent properties, and overall attractiveness of the Village. This sign requires a permit.
 - (e) Sandwich boards. Sandwich boards are permitted as temporary signage and shall be removed from public display at the conclusion of each day's business hours or 9:00 p.m., whichever comes first. Sandwich boards shall not exceed seven square feet in size, nor be located in any public right-of-way, nor obstruct a designated public walkway or entrance/exit for any building. This sign does not require a permit.

- (f) Wing banners. One wing banner is permitted as temporary signage and shall be removed from public display at the conclusion of each day's business hours or 9:00 p.m., whichever comes first. Wing banners shall not exceed 8 feet in height, nor be located in any public right-of-way, nor obstruct a designated public walkway or entrance/exit for any building. This sign does not require a permit.
 - (g) Inflatable temporary signage is prohibited unless reviewed and approved by the Ashwaubenon Site Plan Review Committee. Review shall take into account size, timeframe, public safety, surrounding zoning, and impacts on surrounding properties. If approved, an inflatable temporary sign may remain for no greater than 2 weeks from permit issuance. This sign requires a permit.
 - (h) One temporary sign per street frontage, up to 32 square feet in size, may be located on a property when that property is being offered for sale. This sign does not require a permit.
 - (i) One temporary sign up to 32 square feet may be located on a property for a period of 15 days following the date on which a contract of sale has been executed to purchase the property. This sign does not require a permit.
 - (j) One temporary sign up to 32 square feet may be located on a property when a building on that property is being offered for lease at the time of a known vacancy. This sign shall be removed within three days of lease execution. This sign does not require a permit.
 - (k) Up to three temporary signs totaling no more than 96 square feet in aggregate may be located on a property in which an active construction site of a new building or substantial remodel for which a building permit exists provided such temporary signs are attached to construction trailers or are free standing. In addition to the three temporary signs, a banner may be installed on the construction site fence to the same length and height as the fence surrounding a construction site. Signs or a banner may not be installed until after the issuance of a temporary sign permit. The signs and banner shall be confined to the construction site and shall be removed prior to issuance of a final occupancy permit, or upon disrepair as determined by the Zoning Administrator or designee, whichever is first.
 - (l) One temporary sign up to four square feet may be located on a parcel for a seven-day period immediately after construction work has been completed by a licensed contractor. This sign does not require a permit.
 - (m) Up to three temporary signs of no more than four square feet each may be located on a property when an election or referendum campaign begins as defined in Section 12.04(1)(a) Wis. Stats. These signs shall be removed within one week after the election or referendum date. These signs do not require a permit.
 - (n) One temporary sign, per street frontage, up to 32 square feet in area may be located on a property if a temporary outdoor display, sales area, or tent event is taking place on the property. This sign may remain for up to 4 weeks after temporary sign permit issuance. This sign requires a permit.
- (2) R-1, R-2, R-3, and R-E Zoning Districts

- (a) All temporary signs are prohibited within these districts except the following, which do not require a temporary sign permit unless specifically noted.
- (b) In no instance shall a property have more than three temporary signs at any one time. Where two or more parcels are adjacent to each other and under the same ownership, these parcels shall be treated as a single property.
- (c) One temporary sign not to exceed four square feet for a period not to exceed three continuous months.
- (d) One temporary sign per street frontage, up to 8 square feet in size, may be located on a property when that property is being offered for sale.
- (e) One temporary sign up to 8 square feet may be located on the property for a period of 15 days following the date on which a contract of sale has been executed by a person purchasing the property.
- (f) One temporary sign per street frontage, up to 4 square feet in size may be located on a property for 72 hours prior to the time when the owner of the parcel holds the property open for a garage sale, and for up to 24 hours afterwards.
- (g) One temporary sign up to 8 square feet may be located on the property when the property owner is opening the property that is for sale to the public; provided, however, that this type of sign may not be used for more than 14 days in a calendar year.
- (h) One temporary sign up to 8 square feet may be located on the owner's property when that property is being offered for lease at the time of a known vacancy. This sign shall be removed within three days of lease execution.
- (i) Licensed short-term rental units shall not install nor display temporary signs.
- (j) Up to three temporary signs totaling no more than 24 square feet in aggregate may be located on a property in which an active construction site of a new home or substantial remodel for which a building permit exists. The permitted temporary signs shall be confined to the construction site and shall be removed prior to issuance of a final occupancy permit.
- (k) One temporary sign up to four square feet may be located on a property for a seven-day period immediately after completion of construction or remodeling work, which has been completed by a licensed contractor.
- (l) Up to three temporary signs of no more than four square feet each may be located on a property when an election or referendum campaign begins as defined in 12.04(1)(a) Wis. Stats. These signs shall be removed within one week after the election or referendum date. These signs do not require a permit.

- (m) Subdivision, condominium, and apartment development signs are required to obtain a permit and shall comply with the following:
 - (i) Maximum 32 square feet in area
 - (ii) Maximum 8 feet in height.
 - (iii) Temporary signage shall be removed within seven days of a subdivision phase reaching 75% occupancy, a condominium plat reaching 75% occupancy, a condominium building receiving an occupancy permit, or an apartment building receiving an occupancy permit.
- (n) No temporary sign shall be installed nor displayed within the public right-of-way.

(P) **Operational and directional signs**

Signs for the purpose of directing patrons or attendants to a building or part of a complex shall be located on premises and shall comply with all regulations of this section. Such signs shall be appropriate to the building or complex. The construction and appearance of the sign shall blend in with the development and not constitute a safety hazard where erected. These signs require a permit.

- (1) Freestanding.
 - (a) Area: maximum six (6) square feet.
 - (b) Height: maximum four (4) feet.
- (2) Wall-mount.
 - (a) Area: maximum ten (10) square feet.
 - (b) Height: maximum two (2) feet.

(Q) **Legal nonconforming signs**

- (1) Formal finding

The requirements of this subsection reflect a formal finding of fact on the part of the Village Board of Trustees. Specifically, that the removal of illegal nonconforming signs and combinations of signs within the Village is appropriate. This action will further the compelling government interests and the Village's economic redevelopment efforts by reducing visual clutter and additionally unifying the appearance of the Village within a reasonable period of time.

- (2) Legal Nonconforming Signs

- (a) Signs Eligible for Characterization as Legal Nonconforming. Any permanent existing sign located within the Village of Ashwaubenon as of the date of adoption of this Sign Ordinance hereafter which does not conform with the provisions of this sign ordinance, is eligible for characterization as a legal nonconforming sign and is permitted, providing it meets the following requirements:
 - (i) The sign was covered by a proper sign permit prior to the date of adoption of this Ordinance, and;
 - (ii) If no permit was required under the applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law on the date of adoption of this Sign Ordinance.
- (b) Continuation of Legal Nonconforming Signs
 - (i) Nonconforming signs shall be maintained and repaired in a manner so as to comply with safety standards within this Sign Ordinance.
 - (ii) Nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this Sign Ordinance.
- (c) Alteration of Nonconforming Signs.
 - (i) For the purpose of this Sign Ordinance, alteration of a sign is considered to be any change to the sign's frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator or designated agent.
 - (ii) Altering a sign does not include general maintenance of the support structure such as painting or sanding, replacing light bulbs with the same wattage and type of light bulb, maintaining the appearance of the sign face, or replacing the sign face.
- (d) Loss of Legal Nonconforming Status. A sign loses its nonconforming status if one or more of the following occurs:
 - (i) If said sign is damaged by fire, flood, explosion, vehicle crash, earthquake, war, riot, or act of God; or is structurally altered as noted in (Q)(c)(i), except for activities noted in (Q)(c)(ii). The sign may be reconstructed and used as before said damage if it is reconstructed within three months after such damage occurred. If the sign is not reconstructed within three months, the sign and all appurtenant structures shall be removed.
 - (ii) The sign fails to conform to Village standards regarding maintenance and repair, is abandoned, or becomes dangerous to the public.
 - (iii) Vacation of a building, structure, or site for 90 days.
 - (iv) On the date of occurrence of listed activities, the sign shall be immediately brought into compliance with this Sign Ordinance with a new sign permit secured therefore, or the sign, and all appurtenant structures, shall be removed.

(R) **Sign removal**

(1) Right-of-Way

Any sign, permanent or temporary, illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator or designee.

(2) Blighted signs

Blighted sign factors may include but are not limited to such issues as rust; weeds; damage; or a torn, faded, or unreadable sign face. After inspection of the sign and it is determined to be blighted, the Zoning Administrator or designee shall give written notice to the owner of the sign. If the sign and supporting structure are not removed or altered to comply with the standards set forth herein within 30 days after such notice, such sign and supporting structure shall be removed at the expense of the owner. Any expense incurred by the Village while removing the sign under this section may be assessed to the property owner as a special charge under Wis.Stats. § 66.0627

(3) Unsafe signs

After inspection of the sign, if the Zoning Administrator or designee determines the sign to be unsafe, the Zoning Administrator or designee shall have the authority to remove the sign without notice, at the expense of the owner. Any expense incurred by the Village while removing the sign under this section may be assessed to the property owner as a special charge under Wis.Stats. § 66.0627.

(S) **Abandoned signs and their structures where a business is no longer in operation**

(1) Vacation of a building, structure, or site shall have the following effect:

- (a) At 90 days following vacation, any nonconforming sign shall lose its legal nonconforming status.
- (b) At no greater than 90 days following vacation, the owner of the property shall take action regarding any signage and appurtenant structures associated with the vacancy and either remove all such signage and structures associated with the vacancy or replace the face of such signage with a blank sign face.
- (c) Signs and appurtenant structures that have been left without modifying the sign face for a continuous period of 90 days shall be deemed abandoned and shall be removed by the owner of the sign structure, if known, or the property owner. If not removed within 90 days, the Zoning Administrator or designee shall have the authority to remove the sign without notice, at the expense of the owner of the property on which it is located. Any expense incurred by the Village while removing the sign under this section may be assessed to the property owner as a special charge under Wis.Stats. § 66.0627.

(T) **Liability**

The acceptance of fees and issuance of permits as provided herein shall not be deemed an assumption of liability by the Village of Ashwaubenon. The owner of any building or structure upon which a sign is erected shall be liable for any damages and injuries that may be caused to persons and/or property caused by the sign.

(U) **Appeals**

- (1) Appeals shall follow the procedures and standards set forth in 17-2-700 Ashwaubenon Municipal Code, Board of Zoning Appeals.

(V) **Variances**

- (1) Variance requests shall follow the procedures and standards set forth in 17-2-700 Ashwaubenon Municipal Code, Board of Zoning Appeals.

(W) **Exceptions**

- (1) Authority

(a) The Plan Commission may determine and vary the regulations of this section in harmony with their general purpose and intent, only in the specific instances hereinafter set forth, where the Commission makes a finding of fact based upon the standard hereinafter prescribed, that there are practical difficulties of unreasonable hardships in the way of carrying out the strict letter of the regulations of the section.

(b) At least one week prior to any Plan Commission meeting for consideration of an exception, all property owners within 500 feet of the sign in question shall be notified of the meeting by first class U.S. mail.

- (2) Standards for exceptions.

(a) The Plan Commission shall not vary the regulations of this section as authorized hereinabove unless it shall make findings based upon the evidence presented to it in each specific case that all the following conditions are present:

- (i) The particular physical surroundings, shape, or topographical conditions of the specific property involved would result in a particular hardship upon the owner as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out.
- (ii) The conditions upon which the application for an exception is based would not be applicable generally to other property within the same zoning classification.
- (iii) The purpose of the exception is not based exclusively upon a desire for economic or other material gain by the application or owner.

- (iv) The alleged difficulty or hardship is caused by this section and has not been created by any person presently having an interest in the property.
- (v) The granting of the exception will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.
- (vi) The proposed exception will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion in the public streets, or increase the danger of fire, or endanger the public safety or substantially diminish or impair property values within the neighborhood.
- (b) *The Plan Commission may impose conditions and restrictions.* The Plan Commission may impose such conditions and restrictions upon the premises benefited by an exception as may be necessary to comply with the standards in this subsection to reduce or minimize the injurious effect of such exception upon other property in the neighborhood, and to better carry out the general intent of this section.
- (c) *Authorized exceptions.* Exceptions may be granted by the Plan Commission only in accordance with the standards set forth hereinabove, and may be granted only in the following instances:
 - (i) To increase by not more than 50 percent the maximum area of any permitted sign.
 - (ii) To increase by not more than 15 percent the maximum height of any permitted freestanding signs.
 - (iii) To permit the location of signage within the vision triangle of a driveway.

Ord. No. O2-5-23, 2-28-2023; Ord. No. O7-3-22, 7-26-2022; Ord. No. O9-2-16, 9-13-2016, Ord. No. O7-6-16, 7-26-2016

Sign Zone Map

Village of Ashwaubenon

ADOPTED 7/26/2022
Ordinance #07-3-22

- Residential
- Business Commercial
- Centralized Business District
- Corporate Office
- Freeway Commercial
- Light Manufacturing
- Local Business
- Major Arterial Business
- Stadium Expo Business



0 0.125 0.25 0.5 0.75 Miles

Map Prepared: 12/3/2021 AMS

Source: Village of Ashwaubenon

