

Chapter 22

SIGNS

22.1 STATEMENT OF PURPOSE.

This section creates the legal framework for sign regulations that are intended to facilitate agreeable communication between people. It recognizes the need for well-maintained and attractive appearances and protection of safety and welfare within the community, balanced with the need for business identification, advertising, and communication. This section intends to encourage the design, construction, installation, and maintenance of signs that are safe and compatible with their surroundings pursuant to the objectives of proper zoning amenities.

22.2 APPLICABILITY.

To regulate the size, type, construction standards, maintenance and placement of signs situated within the boundaries of the City of Gillett and to promote the public health, safety, welfare, and comfort of the general public. The sign regulations accomplish their purposes by:

- (1) Reducing distractions and obstructions from signs that would adversely affect traffic safety and alleviating hazards caused by signs projecting over or encroaching upon the public right-of-way.
- (2) Discouraging excessive visual competition in signage and ensuring that signs aid orientation and adequately identify uses and activities to the public.
- (3) Preserving or enhancing the natural beauty and unique physical characteristics of the City of Gillett by requiring new and replacement signage which is harmonious with the buildings to which signs relate, surrounding neighborhood aesthetics, and other signs in the area and is complementary to the City's suburban architectural character and unobtrusive commercial developments.
- (4) Promoting a healthy and properly designed business environment.
- (5) Protecting property values within the City.
- (6) Ensuring safe construction of signage.

22.3 SCOPE OF REGULATION.

Except as otherwise noted herein, the regulations of this chapter shall govern all outdoor signs, advertising structures, or devices with respect to location, safety, size, construction standards, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics.

22.4 DEFINITIONS.

As used in this chapter, the following terms shall have the meanings indicated:

- (1) **Abandoned Sign:** Any sign which contains information which is no longer correct, fails to advertise a bona fide business, lessor, lessee, owner, product, service or activity, conduct or product available is no longer provided.
- (2) **Administrator:** The Planning Committee for the City of Gillett, or their designee, has the responsibility for administering this ordinance.

(3) **Animated Sign:** Any sign that uses movement or rotation of any part of the sign or change of lighting or lights, either natural or artificial, to depict action or motion, or to create a special effect or scene, or to convey a message. It does not include a changeable copy sign or a sign which contains a "time and temperature" portion as its only changeable part.

(4) **ATM:** Automated teller machine.

(5) **Awning Sign:** A roof-like shelter of canvas or other material extending from the wall of the building and extending over a doorway, from the top of the window, over a deck, etc., in order to provide protection from the sun and advertising space. Awnings may be retracted, folded, or collapsed against the face of a supporting structure. For the purpose of this ordinance an "awning" is an awning sign.

(6) **Banner:** A sign intended to be hung either with or without a frame and that possesses characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind, but shall not be interpreted to include a canopy sign. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered a banner.

(7) **Base Setback Line:** The edge of the established ultimate street right-of-way or property line.

(8) **Beacon:** A stationary or revolving light that flashes or projects illumination, single- color or multicolored, in any manner that is intended to attract or divert attention.

(9) **Billboard:** A structure for the display of off-premises advertising.

(10) **Building Identification:** Any sign indicating the name of a building, date, and incidental information about construction, or any such information, which sign is cut into a masonry surface or is mounted on other permanent material.

(11) **Bulletin Board:** Any sign erected by a charitable, educational, or religious institution or a public body, upon the same property as said institution, for purposes of announcing events which are held on the premises, and which contains no commercial message.

(12) **Canopy Sign:** Any sign that is attached to or part of an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

(13) **Changeable Copy Sign:** A sign or portion thereof, with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times a day or more than once an hour shall be considered an animated sign and not a changeable copy sign for the purpose of this ordinance. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a changeable copy sign for purposes of this ordinance.

(14) **Commercial Sign:** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, sale or sales event, or other commercial activity. This definition shall not be interpreted to exclude signs erected by any nonprofit group or institution otherwise possessing all the characteristics of commercial advertising solely because the group does not seek commercial profit.

(15) **Construction Sign:** A sign identifying individuals or companies involved in design, construction, wrecking, financing, or development of a building/lot upon which the sign sits and/or identifying the future use of the building/lot upon which the sign sits. Such signs shall be limited to new home and building construction or home and building remodeling and repairs.

(16) **Deteriorated:** A sign which is faded, tattered, torn, broken, out of alignment, not fully functional or a blighting influence.

(17) **Directional or Incidental Sign:** A sign limited to providing directions to assist in the flow of pedestrian or vehicular traffic. Generally, these signs are located on a specific parcel and

include messages such as "no parking," "entrance," "exit only," "loading only," "telephone," "ATM," and other similar messages. Directional signs shall be visible from the lot on which they are located, shall not exceed three feet in height above the natural grade, and shall not exceed three square feet in size.

(18) Directory Sign: See Multiple-Tenant Identification Sign.

(19) Display Surface: The surface made available on the sign, either for the direct mounting of letters and decorations, or for the mounting of facing material intended to carry the entire advertising message.

(20) Double-Faced Sign: A sign with copy on two parallel faces that are back to back, facing in opposite directions.

(21) Drop Box: A device used to hold mail, packages or items for charitable contributions.

(22) Election and Campaign Signs: An election or campaign sign is a sign which promotes a candidate for public office, a particular position on a referendum, or other matter on an election ballot.

(23) Electronic Sign: A sign, display, or device that changes message copy on the sign by means of light emitting diodes (LED), fiber optics, light bulbs, Liquid Crystal Display, or other illumination devices within the display area.

(24) Erect: To build, construct, attach, hang, place, suspend, or affix any sign, including painting of a wall sign.

(25) Exempt: A sign which does not apply to the sign requirements of this ordinance.

(26) Façade: The front or main face of the building.

(27) Facing: The surface of the sign or billboard upon, against, or through which the message of the sign or billboard is displayed.

(28) Festoons: Signs which shall include, but are not limited to, strings of ribbons, tinsel, small flags, pennants or pinwheels hanging between two points.

(29) Flag: Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.

(30) Flashing Sign: A sign whose illumination is not kept constant in intensity at all times when in use and/or which exhibits changes in light, color, direction, animation, and word/text changes. Such signs are prohibited. Illuminated signs that indicate the date, time, and temperature will not be considered flashing signs.

(31) Freestanding Sign: A sign that is attached to, erected on, or supported by some structure (such as a pole, mast, frame, or other structure) that itself is not an integral part of or attached to a building or other structure whose principal function is something other than the support of a sign.

(32) Gas Station Canopy Signs: A type of wall sign mounted on the vertical fascia of a canopy serving as a fuel dispensing facility for a gas station or a convenience store with fuel pumps.

(33) Garage Sale Sign: A private sale of personal property, including estate sales, yard sales, or rummage sales used to dispose of personal household possessions; not for the use of any commercial venture.

(34) Government Sign: Any sign erected by the City of Gillett or any other governmental entity in the exercise of official government business and authority.

(35) Ground Sign: A sign on which the bottom edge of the display area has open space between that edge and the natural grade. The sign is freestanding and not attached to any structure, not to exceed eight feet in height from natural grade.

(36) Illumination, External: Illumination of a sign with an exterior light source.

- (37) **Illumination, Internal:** Illumination of a sign in which the source of light is contained within the sign itself.
- (38) **Lot:** A fractional part of a subdivision or certified survey map having an assigned number through which it may be identified and meeting the requirements of the City of Gillett Subdivision and Platting Regulations and Zoning Ordinance for a building site.
- (39) **Mansard Roof:** Any roof that has an angle greater than 45 degrees and which derives part of its support from the building wall and is attached to (but permitted to be not necessarily a part of) a low-slope roof, and which extends along the full length of the front building wall or at least three-quarters of the length of a side building wall. For purposes of this chapter, a "low-slope roof" shall mean any roof with a pitch of less than three inches rise per 12 inches horizontal.
- (40) **Marquee:** A permanent roof-like structure attached to and supported by the building and projecting over public property. For the purpose of this chapter, a marquee shall be considered part of the building.
- (41) **Marquee Sign:** A sign attached to, painted on, or supported by a marquee.
- (42) **Memorial Sign:** A sign which serves as a remembrance of a person, event, or place.
- (43) **Monument:** A sign or object, mounted directly to the ground or pavement, with a maximum height not to exceed ten (10) feet and a total surface area not to exceed eighty (80) square feet per side.
- (44) **Multiple-Tenant Identification Sign:** A sign which serves as a common or collective identification for a group of persons or businesses operating on the same zone lot (i.e., shopping center, office complex, etc.). Such sign may name the persons or businesses included, but not limited, and shall carry no other advertising matter.
- (45) **Nameplate:** A non-electrical identification sign, not exceeding two square feet in area, mounted flush (having the surface in the same plane) to the principle building or displayed in a window, displaying the name of the business, owner, operator, or home occupation.
- (46) **Neon Sign:** A sign illuminated by a light source consisting of neon or other gas tube that forms letters, symbols, lines, or other shapes.
- (47) **Nonconforming Signs:** A sign that exists at the effective date of the adoption of this ordinance that does not conform to the terms of this ordinance.
- (48) **Occupancy:** The portion of a building used by an owner or operator, for any lawful purpose, in compliance with the City Code.
- (49) **Off-Premises Signs:** Any sign that advertises, calls attention to, or identifies an occupant, business, or property situated on a different lot than the lot in which the sign is located.
- (50) **On-Premises Signs:** Any sign that advertises, calls attention to, or identifies an occupant, business, or property situated on the same lot as the sign.
- (51) **Outdoor Menu Board:** An outdoor sign associated with restaurants or with drive-through windows which gives a detailed list of food or services that are available at that establishment.
- (52) **Parapet Wall:** A low wall above the roof used as a rated fire wall.
- (53) **Parcel:** A continuous acreage of land described in a single description in a deed or one of a number of lots or outlots on a plat, separately owned or capable of being separately conveyed.
- (54) **Pennant:** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
- (55) **Permanent:** Any sign attached to the ground, pavement or building so as to remain with the property.
- (56) **Permit:** The authorization for a sign issued by the administrator or its designee.

(57) Person: Any person, firm, partnership, association, corporation, company, or organization, singular or plural, of any kind or nature.

(58) Pole Sign: A sign that is mounted on a freestanding pole or other support so that the bottom edge of the sign is eight (8) feet or more above natural grade.

(59) Political Sign: A sign in connection with a local, state or national election or referendum; shall be limited to six (6) square feet in area and erected no more than sixty (60) days before the election and removed within five (5) days after the election.

(60) Portable Sign: Any sign not permanently attached to the ground or any permanent structure, or a sign designed to be transported, including but not limited to: signs designed with wheels; signs converted to A-frames or T-frames; menu and sandwich boards; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of way, unless said vehicle is used in the normal day-to-day operations of the business.

(61) Principle Building: The building in which is conducted the principle use of the lot on which it is located. Lots with multiple principle uses may have multiple principle buildings, but storage buildings, garages, and other clearly accessory uses shall not be considered principle buildings.

(62) Projecting Sign: A sign affixed or attached directly to the external wall of a building or structure any part of which, including illumination devices, extends more than 18 inches from the exterior wall of the building or structure. This definition shall be interpreted to include canopy signs.

(63) Public Event: Any event that is authorized by the City of Gillett, regardless of whether it is funded either in whole, in part, or not at all, by the City.

(64) Public Right-of-Way: Permission by the owner of a piece of land to others to pass across his/her land as an access agreement. Public amenities such as streets and sidewalks or footpaths are part of the public right-of-way.

(65) Real Estate Sign: A sign placed upon property for the purpose of advertising to the public the sale, lease, or rent of said property.

(66) Roof Sign: A sign that projects above the lowest point of the eaves or the top of the parapet wall of any building or that is painted on or fastened to a roof.

(67) Sandwich Board Sign: An advertising device which is ordinarily in the shape of an "A" or some variation thereof, located on the ground, easily movable, not permanently attached thereto, and which is usually two sided.

(68) Sign: A name, identification, description, display, or illustration which is affixed to, or represented directly or indirectly upon, a building, structure, or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization, or business.

(69) Sign Clearance: The vertical distance measured from the bottom of the sign to the grade below.

(70) Sign Setback: The minimum horizontal distance between the line of a building or structure and the property line.

(71) Sign Structure: Anything constructed or erected on the ground (to include all types of buildings, attachments to buildings, parking lots, fences, and berms).

(72) Shopping Center: Two or more retail stores and/or service establishments sharing customer parking areas regardless of whether said stores and/or establishments occupy separate structures or are under separate ownerships.

(73) Special Event Sign: A sign located on residentially zoned property containing a personal announcement, not to exceed seven (7) days.

(74) **Spot Light Illumination:** Illumination which comes from lamps, lenses, or devices designed to focus or concentrate the light rays of the source.

(75) **Street Frontage:** A length of the front property line of the lot, lots, or tract of land abutting a public street, road, highway, or rural right-of-way.

(76) **Temporary Sign:** A sign erected for a period of 30 consecutive days or less.

(77) **Tethered Balloons:** A bag made of material permeable to gas and filled with a type of gas lighter than ordinary air, designed to rise and float in the atmosphere, secured by a rope, chain, cord or similar means of attachment, so as to restrict its movement within a small radius.

(78) **Transom:** The actual window above a door or the crosspiece separating a door or the like from a window above.

(79) **Video Display or Sign:** Any sign displaying a motion video.

(80) **Wall Sign:** A sign or billboard affixed or attached directly to the exterior wall of a building or structure.

(81) **Warning Sign:** A sign containing no advertising material, warning the public of the existence of danger.

22.5 SIGNS NOT REQUIRING PERMITS.

The following outdoor signs, advertising structures, or devices shall not require a permit under this ordinance. However, they shall be safely constructed and shall comply with all minimum setback requirements imposed by this ordinance:

1. Civic Event Temporary Signs.

Nonprofit organizations, charitable organizations, churches, service organizations, and similar groups may display a temporary sign advertising a fundraising effort or local festival-type event provided the following:

- (a) Signs may be double-sided and are restricted to 100 square feet if they are displayed on premises. Off-premises signs are restricted to eight (8) square feet in residential or institutional districts and 32 square feet in business and industrial districts.
- (b) Signs are to be removed within three (3) days after the event.

2. Construction Signs.

(a) Number. There shall not be more than two construction signs for each project or development except where a project or development abuts two or more streets. In such case, two signs may be allowed for each abutting street frontage.

(b) Area.

1. Residential area. In all residential areas, construction signs shall not exceed eight (8) square feet on one side or 16 square feet in area.
2. Nonresidential areas. In all nonresidential areas, construction signs shall not exceed 32 square feet in area.

(c) Location. Construction signs shall be located only upon the premises upon which construction either is about to occur or is occurring. Such signs shall be set back a minimum of 10 feet from any abutting property line, road right-of-way, or driveway and at least the height of the sign plus two feet from the road right-of-way and out of vision corner intersection.

(d) Height. Construction signs shall not project higher than five (5) feet, as measured from the natural grade at the base of the sign.

(e) Other Conditions.

1. Temporary construction signs shall be permitted only as accessory to an approved building permit and the names of the contractors, engineers, architects, and

financial institutions involved in the project development.

2. Construction signs may be erected and maintained for a period not to exceed 10 days prior to the commencement of construction and shall be removed within 10 days of the termination of construction of the project or development.
3. No sign shall be placed on any tree or rock.
4. All such signs shall be non-illuminated, freestanding ground signs.

3. Election and Campaign Signs.

Election and campaign signs are subject to the following restrictions:

- (a) Area. Election and campaign signs shall be no larger than 16 square feet.
- (b) Location.
 1. Election and campaign signs may be no closer than 10 feet to the public right-of-way at a street intersection, nor over the right-of-way.
 2. Election and campaign signs may be no closer than 10 feet to other election and campaign signs.
- (c) Erection and Removal.
 1. The candidate for public office or a position on a referendum or other matter on an election ballot wishing to place a political sign under this permit exemption with their name or position on it within the City limits must in fact be, or have their position or matter eligible to be, on the ballot in the City of Gillett.
 2. The first day to place election or campaign yard signs within the City limits is the first day that candidates are eligible to circulate nomination papers.
 3. All political yard signs must be removed within three (3) days following the election.

4. Garage Sale Signs.

No person shall attach posters, notices, or advertisements to utility poles, meter posts, or trees in or along any street right-of-way within the city and that no person shall put up any notice upon any building, wall, fence, or other property of another person without having first obtained the written consent of the owner of such property. The maximum time limit for all garage sale signs is three (3) consecutive days and nine (9) cumulative days in a one-year period. Such signs shall not exceed twelve (12) square feet in area.

5. Government Signs.

6. Neon Signs.

Neon signs are allowed in taverns, nightclubs, gas stations, convenience stores and similar establishments only. Only one neon sign is allowed per window.

7. Noncommercial Flags.

Noncommercial flags may be flown upon a single flagpole as follows:

- (a) For all noncommercial uses:

Flagpole Height (Feet)	Flag Size (Feet)	Flagpole Height (Feet)	Flag Size (Feet)
20	4x6	50	8x12 to 10x15
25	5x8	60 to 65	10x15 to 10x19
30 to 35	6x10	70 to 80	10x19 to 12x18
40 to 45	6x10 to 8x12	90 to 100	20x38 to 30x50

- (b) For all residential uses, no flagpole may be greater than 25 feet high or carry a flag greater than four feet by six feet. A flagpole 20 feet or shorter shall not carry a flag larger than three feet by five feet.

8. Noncommercial Signs.

One sign per parcel is allowed carrying any lawful noncommercial message not exceeding twelve (12) square feet in area.

- (a) For all residential uses, no flagpole may be greater than 25 feet high or carry a flag greater than four feet by six feet. A flagpole 20 feet or shorter shall not carry a flag larger than three feet by five feet.

9. Personal Messages.

- (a) A sign announcing births, anniversaries, birthdays, retirement, graduations, and other similar events of personal significance is allowed for a period not exceeding seven (7) consecutive days.
- (b) Such signs cannot exceed a total of 40 square feet in area or 20 square feet per side.
- (c) No trespassing/no dumping signs.
 - (1) Signs erected to give notice of prohibitions on trespassing or dumping not exceeding 1 ½ square feet in area is allowed per each property line or building facade.

10. Real Estate Signs.

- (a) Number. There shall not be more than one real estate sign for each lot except that where a lot abuts two or more streets, one real estate sign may be allowed for each abutting street frontage.
- (b) Area.
 - 1. In Residential Districts, temporary "for sale" or "for rent" real estate signs shall not exceed 12 square feet in area.
 - 2. In Future Development Districts, temporary "for sale" real estate signs shall not exceed 25 square feet in area and temporary "for lease" or "for rent" real estate signs shall not exceed 10 square feet in area.
 - 3. "Sold" signs or stickers may be added so long as they do not exceed 25 percent of the original sign area.
- (c) Location. Real estate signs shall be set a minimum of 10 feet from any abutting side or rear property line or driveway. Additionally, signs shall be set back 10 feet out of the right-of-way or out of the vision corner intersection. Signs shall be set back at least the height of the sign plus two feet out of the right-of-way and out of the vision corner intersection.
- (d) Removal. Real estate signs shall be removed within 14 days of the sale or lease of the premises upon which the sign is located.
- (e) Height. Real estate signs shall not project higher than six (6) feet as measured from the natural grade at the base of the sign in Future Development Districts. Real estate signs shall not project higher than four (4) feet. This includes any "sold" sign which is affixed to the real estate sign.

11. Temporary Non-Illuminated Window Signs.

Temporary non-illuminated window signs for advertising purposes shall be allowed in the districts.

- (a) Such signs shall not be placed so as to interfere with public safety and ingress or egress from a building.
- (b) Only the inside surface of windows shall be used for the attachment of such signs.

22.6 SIGNS ALLOWED BY PERMIT.

1. General.

- A. All signs under this section shall be allowed by issuance of a sign permit under s.22.12 of this ordinance.
- B. There shall be no more than two signs total per lot unless expressly stated. All logos and insignia on a wall of the building, or accessory structure shall be counted as one sign.
- C. No sign shall be located closer than 10 feet to any property line or driveway. All signs must be located no closer to the right-of-way than the designated front or side yard setback, whichever is applicable.

2. Signs Allowed in Residential Districts.

A. Home Occupation Signs.

- (1) There shall be only one sign allowed per lot.
- (2) Signs advertising a home occupation shall not exceed 12 square feet in size and shall not be illuminated.
- (3) Home occupation signs shall be limited to either a ground sign or a freestanding sign not exceeding four (4) feet in height from the natural grade.
- (4) Landscaping may be required at the discretion of the Planning Committee.

B. Multi-Family, Apartment Complexes and Mobile Home Park Signs.

- (1) Type. Multi-family, apartment complex, or manufactured home park identification signs shall be ground signs.
- (2) Number. There shall not be more than one identification sign per complex.
- (3) Area. Subdivision identification signs shall not exceed 36 square feet in area per sign.
- (4) Location. Subdivision identification signs shall not be located closer than 10 feet to any property line, right-of-way, or driveway.
- (5) Placement of sign shall be subject to the vision setback regulations dependent upon which district the sign is located.
- (6) Height. Such identification signs shall not exceed six (6) feet in height as measured from pre-construction grade at the base of the sign.
- (7) Landscaping. Landscaping around the base of ground signs or freestanding signs shall be required at the discretion of the Planning Committee.
- (8) Illumination. No electronic signs shall be permitted in these districts. All lighting shall be directed at the face(s) of the sign.

C. Signs Accessory to Conditional Use.

These signs shall be limited to churches, fraternal clubs/lodges, and similar institutional uses.

- (1) Limited to one ground sign, one wall sign, and one changeable copy sign per parcel. No more than 50 percent of the total sign area may consist of changeable copy.
- (2) Total sign area permitted for signs accessory to conditional uses shall be determined by the length of the front facade of the principal building, not including home occupation signs. When the parcel fronts two or more streets, the front facade shall be the side of the building where the main entrance is located.

Length of Façade	Maximum Size (Square Feet)	Length of Façade	Maximum Size (Square Feet)
15 feet or less	40	85 feet or less	96
20 feet or less	44	90 feet or less	100
25 feet or less	48	95 feet or less	104
30 feet or less	52	100 feet or less	108
35 feet or less	56	105 feet or less	112
40 feet or less	60	110 feet or less	116
45 feet or less	64	115 feet or less	120
50 feet or less	68	120 feet or less	124
55 feet or less	72	125 feet or less	128
60 feet or less	76	150 feet or less	148
65 feet or less	80	175 feet or less	168
70 feet or less	84	200 feet or less	188
75 feet or less	88	225 feet or less	200
80 feet or less	92	250 feet or less	220

D. Subdivision/Neighborhood Identification Signs.

A permanent sign used to designate a residential subdivision entrance shall be permitted subject to the Planning Committee and City Council approval and the following criteria:

- (1) Type. Subdivision identification signs shall be ground signs.
- (2) Number. There shall not be more than one subdivision identification sign for each point of vehicular access to the subdivision.
- (3) Area. Subdivision identification signs shall not exceed 36 square feet in area per sign.
- (4) Location. Subdivision identification signs shall not be located closer than 10 feet to any property line, right-of-way or driveway.
- (5) Placement. The sign shall be subject to the vision setback regulations as put forth in s.22.10.5.
- (6) Height. Subdivision identification signs shall not exceed six (6) feet in height as measured from pre-construction grade at the base of the sign.
- (7) Illumination. No electronic signs shall be permitted in these districts. Exterior ground lighting is permissible providing it meets the regulations set forth in s.22.10.3.

3. Signs Allowed in Commercial, Industrial and Future Development Districts.

A. Awning Signs.

- (1) Awnings shall be securely attached to and supported by the building and shall be without posts or columns.
- (2) All awnings shall be constructed and erected so that the lowest portion thereof shall not be lower than eight (8) feet above the level of the public sidewalk or public thorough-fare.
- (3) No entrance awning shall extend more than four (4) feet from the building to which it is affixed.
- (4) No advertising shall be placed on any awning except the name and logo of the business establishment to which awning is affixed. Text shall be permanently placed in a space not exceeding eight (8) inches in height on the front and side panels of the awning. Logos may not exceed 18 inches in height and shall be placed on the front face on the lower two-thirds of the awning. The number and placement of logos shall be subject to the discretion of the Planning Committee and the Building Inspector.
- (5) Downward directional lighting shall be used on the underside of the awning. All lighting required to externally illuminate the top surface must be constructed in a manner that architecturally complements the building and must be directed entirely at the awning.
- (6) As a practical consideration, rollup awnings and awnings with little or no fringe will have a longer life.
- (7) Decorative awnings without lettering or imagery are not considered signs.

B. Canopy Signs.

- (1) The structural support of all canopies shall be properly designed and approved by the Building Inspector. All frames and supports shall be designed to withstand wind pressure and other forces as described in this ordinance.
- (2) All canopies on sidewalks shall be constructed and erected so that the lowest portion thereof is at least eight (8) feet above the level of the sidewalk.
- (3) No canopy entrance shall extend past the build-to line. In addition, no canopy shall extend beyond private premises or into the public right-of-way.
- (4) No advertising shall be placed except the name and logo of the business establishment to which the canopy is affixed. Text shall be permanently placed in a space not exceeding eight (8) inches in height on the front and side panels of the canopy. Logos may not exceed 18 inches in height and shall be placed on the front face on the lower two-thirds of the canopy.

- (5) A canopy sign shall not project higher than one foot from the top of the canopy to which the sign is attached. Downward directional lighting shall be used on the underside of the canopy to illuminate the entrance. All lighting required to externally illuminate the top surface must be constructed in a manner that architecturally complements the building and must be directed entirely at the canopy sign text or logo.
- (6) All canopies on sidewalks shall be constructed and erected so that the lowest portion is at least 12 feet above the level of a private driveway.
- (7) Only one canopy sign per lot.

C. Changeable Copy Signs.

- (1) No more than 50 percent of the total sign area may consist of changeable copy.
- (2) Changeable copy signs advertising events must be removed 10 days after the conclusion of the event.

D. Drop Boxes, ATMs, Vending Machines and Newspaper Dispensers.

- (1) Drop boxes, ATMs, vending machines and newspaper dispensers cannot exceed 33 percent of the building frontage.

E. Electronic Signs.

- (1) Signs shall not exceed 24 square feet in size.
- (2) Electronic signs are restricted to time and temperature signs, commercial text and public service announcements.
- (3) Flashing messages are strictly prohibited.
- (4) Animated displays are strictly prohibited.
- (5) Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change.
- (6) Signs cannot project more than 18 inches from a building space or the face of the sign.
- (7) Electronic signs shall contain a default design that will freeze the design in one position if a malfunction occurs.

F. Freestanding Signs.

- (1) Only one freestanding sign per lot.
- (2) No freestanding sign shall exceed 100 square feet and the freestanding sign shall contain the address number.
- (3) No sign shall exceed six (6) feet as measured from the natural grade in the commercial districts. No sign shall exceed fifteen (15) feet as measured from the natural grade in the industrial districts.
- (4) Freestanding signs shall be externally illuminated by light projected onto the surface of the sign. All such lighting shall be directed specifically at the sign with no straying light.
- (5) Landscaping shall be required around the base of the sign at the discretion of the Planning Committee.

G. Gas Station Canopy Signs.

- (1) All words, logos, and related messages shall be limited to 25 square feet in total for all sides of the canopy. Said sign area shall not be counted as part of the otherwise permitted area and number of signs.
- (2) One canopy sign may be placed on each side of the canopy which directly abuts and faces a right-of-way.
- (3) Canopy signs may be placed directly on the fascia or may be three-dimensional in nature. Three-dimensional signs shall project no more than 12 inches from the canopy fascia.

H. Ground Signs.

- (1) Only one ground sign is allowed per lot.
- (2) No ground sign shall exceed 100 square feet and the ground sign shall contain the address number.
- (3) Ground signs shall be externally illuminated by light projected onto the surface of the sign. All such lighting shall be directed specifically at the sign with no straying light.

- (4) Landscaping shall be required around the base of the sign at the discretion of the Planning Committee.
- (5) No ground sign shall exceed eight (8) feet in height from the natural grade.

I. Multiple Tenant Identification Signs.

- (1) Where multiple tenants occupy a single parcel, total signage area allowed shall be determined by sign type requirements and shall be divided among the tenants.

J. Outdoor Menu Boards.

- (1) Outdoor menu boards are only allowed on lots which have previously been approved for restaurants, drive-thru type businesses, and other related businesses.
- (2) Only one menu board is allowed per establishment.
- (3) Outdoor menu boards are limited to 32 square feet and are limited to wall mounts.
- (4) If the sign is lighted, it may be lighted by external illumination only and only during business hours.

K. Pole Signs.

- (1) Pole signs shall be used for on-premises advertising only.
- (2) The height of pole signs is restricted to the height of the principle structure.
- (3) The lowest level of the sign atop a pole sign shall not be less than eight (8) feet above the natural grade for sidewalks, parking lots, driveways and other areas used by motor vehicles.
- (4) Pole signs shall not exceed 200 square feet on all sides for any one business.
- (5) No portion of a pole sign, including the sign face, may extend into the front building setback.
- (6) Pole signs shall not be less than 10 feet from all rear and side lot lines.
- (7) Pole signs shall have support poles that do not exceed eight (8) inches in diameter.

L. Projecting Signs.

- (1) Projecting signs shall be considered double-faced signs. Projecting signs shall not exceed 32 square feet in sign face area (16 square feet per sign face).
- (2) Only one projecting sign shall be allowed per building street frontage.
- (3) Only ground floor commercial businesses having less than 70 feet street frontage shall be permitted to utilize projecting signs.
- (4) Projecting signs must clear sidewalks by at least eight (8) feet and may project no more than four (4) feet from the building or closer than two feet to the edge of the sidewalk, whichever is less.
- (5) Projecting signs are not allowed at the intersections of streets except at right angles to a building front.

M. Wall Signs.

- (1) There shall not be more than one wall sign for each principal building.
- (2) Only one wall sign is allowed per lot.
- (3) A wall sign may be located on the outermost wall of any principal building but shall not project more than 13 inches from the wall to which the sign is to be affixed.
- (4) A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.
- (5) The top of a wall sign shall not be placed higher than 20 feet from the base of the building wall to which the sign is affixed.
- (6) The total height of a wall sign from the top of the sign to the bottom of the sign shall not exceed eight (8) feet in height.
- (7) Total sign area shall be determined by the length of the front façade of the principal building. When the parcel fronts two or more streets, the front façade shall be the side of the building where the main entrance is located.
- (8) Where a building has multiple tenants, the length of the façade of the tenant's unit shall determine the size for each individual sign as indicated below.

N. Window Signs.

- (1) Window signs shall be limited to one location on the primary display windows or doors.
- (2) All window signs which are professionally painted or vinyl-applied decals shall be affixed to the interior of the windows and/or doors to avoid weathering. Grease paint is strictly prohibited for business signs.
- (3) Window signs are permissible in the transom provided it serves as the only permitted sign.
- (4) Window signs shall adhere to the area requirements set for wall signs but should not exceed 30 percent of the total window area.
- (5) Window signs which display the address, hours of operation, or other similar information shall not count towards the overall sign area.

22.7 Nonconforming Signs.

1. Normal maintenance shall be permitted. Normal maintenance shall include, but is not limited to, painting of chipped or faded signs, replacement of faded or damaged surface panels, and repair or replacement of electrical wiring or electrical devices.
2. No nonconforming sign shall be replaced with another nonconforming sign.
3. Existing signs which become nonconforming upon adoption of this ordinance shall not be remodeled, relocated or changed in size unless such action will make the sign conforming in all respects with this ordinance.
4. At any such time as the owner of any building or lot on which a nonconforming sign(s) is/are located requires Planning Committee approval for any changes to the use, structure, or lot, the Planning Committee shall require that such nonconforming sign(s) be removed or made to conform with this ordinance as a condition of building or site approval.

22.8 Temporary Signs.

1. No person, business or corporation shall erect or display any form of temporary commercial sign without first obtaining a sign permit from the Building Inspector.
2. Application for a temporary commercial sign shall be made on a form provided by the Building Inspector and shall be accompanied by a permit fee.
 - (a) A permit fee shall not be required for a bona fide non-profit group advertising a fundraiser or other similar event.
3. The term of a temporary sign permit shall not exceed 30 consecutive days from the date of issuance, at the end of the term such permit shall expire. Any sign or advertising device allowed by said permit shall be removed or permit shall be re-issued.
4. Each face of a temporary sign shall not exceed 32 square feet in area, and the total area of such device or sign shall not exceed 64 square feet. The maximum height of a temporary freestanding sign is restricted to six (6) feet.
5. The failure to remove a sign or advertising device upon expiration of the sign permit shall be a violation of this ordinance and each day of violation thereafter shall be considered a separate offense.
6. Any such sign or device shall not contain more than two faces, each of which shall be on a different side of the sign or device.
7. No sign or device may be placed in the vision corner or any other portion of the public right-of-way. Signs shall be set back a minimum of 10 feet from the public right-of-way.
8. Banners shall not be displayed for more than 30 consecutive days without a permit. After 30 days, banners will be considered temporary signs as governed by s.22.8 of this ordinance.
9. Each temporary sign shall be appropriately secured and constructed consistent with public safety.

22.9 Prohibited Signs.

The following signs are prohibited in the City of Gillett:

1. Abandoned signs.
2. Roof signs except those associated with special civic and social events. All such signs must receive written consent of the Planning Committee.
3. Signs that are attached or otherwise affixed to trees or other living vegetation.
4. Signs that imitate, interfere with, obstruct the view of, or can be confused with any authorized traffic control sign, signal, or other device.
5. Signs containing reflective elements which sparkle or twinkle in the sunlight.
6. Banners, pennants, streamers, balloons and other gas-filled figures, except as a permitted temporary sign.
7. Portable signs except as a permitted temporary sign.
8. Signs attached to, erected, or maintained on any standpipe, exterior stairway, fire escape, tower, or balcony so as to interfere with the use thereof.
9. Signs erected at or near the intersection of any streets in such manner as to obstruct free and clear vision thereof, or at any location where, by reason of the position, shape, or color, they may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or other device.
10. Signs which make use of the words, "STOP", "LOOK", "DANGER", or any other word, phrase, symbol, or character in such manner as to interfere with, mislead, or confuse traffic.
11. Signs erected, constructed, or maintained so as to obstruct any exit, any window opening necessary for required light or ventilation, or which prevents free passage from one part of a roof to another.
12. Signs entirely supported by a parapet wall.
13. Signs, cards, banners, pictures, handbills, sign posters, advertising, or notice of any kind, on any curb, streetwalk, public thoroughfare surface, fence, board, barrel, box, case, railing, pole, post, bridge, tree, barricade, material, bridge fender, dock, pile, building or structure of any kind on public ground or public waterways within the City of Gillett, except as approved by the City Council. Public ground shall include, but not be limited to, all city owned, Oconto County owned, and State of Wisconsin owned parcels and roadways.
14. Neon tubing exposed to view and not covered with an opaque cover of plexiglass or other similar material.
15. It shall be unlawful for any person to operate, erect, or maintain any attraction device or sign which contains a beacon of any type.

22.10 Sign Standards.

1. Design, Construction, and Erection Standards.

- (a) All signs shall be designed and constructed in a safe and stable manner in accordance with adopted City and Wisconsin building codes and electric codes. All electrical wiring associated with a ground sign shall be installed underground.
- (b) All signs shall be designed to comply with minimum wind pressure and other requirements set forth in the building code. Sandwich signs shall be designed to collapse upon being struck by a vehicle or with excessive wind pressure.

2. Architectural and Engineering Standards.

(a) Gas Stations, Convenience Stores and Related Structures.

- (1) All signs shall be designed to be a wall sign attached to either the principal structure or canopy or a ground sign.
- (2) All other signs shall be allowed only by a conditional use permit.
- (3) All wall signs shall be externally illuminated by downward directional lighting aimed directly at the sign.
- (4) All ground signs shall be externally illuminated by floodlights directed on the face(s) from the ground or downward directional light from the sign itself

or be internally illuminated.

- (5) Lighting on all gas station canopies shall be fully recessed or flush with the canopy and downward directional.

(b) Ground Signs.

- (1) These signs shall be architecturally integrated with the principal building.
- (2) The base of the sign shall be constructed with permanent building materials that are complementary in color to the building.
- (3) The color scheme of the sign and sign frame shall be complementary to the building and surrounding area.
- (4) Architectural features (i.e., sills, piers, reveals, capstones, medallions, etc.) that are part of the architectural style of the principal building should be incorporated into the sign.
- (5) The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos.
- (6) All signs in commercial districts which are adjacent to any residential district shall be constructed to complement the existing residential development.

(c) Projecting Signs.

- (1) The support of the sign shall be constructed with building materials that are complementary in color to the building.
- (2) The color scheme of the sign, frame, and supporting materials shall be complementary to the building and surrounding area.
- (3) Architectural features (i.e., sills, piers, reveals, capstones, medallions, etc.) that are part of the architectural style of the principal building should be incorporated into the sign.
- (4) The sign face shall be constructed with an opaque surface to allow internal light to only project through the cut-out lettering and/or logos.

(d) Wall Signs.

- (1) Wall signs attached to exterior building walls shall be anchored or attached in such a manner as will ensure stability and safety.
- (2) The sign shall be constructed with building materials that are complementary in color to the building.
- (3) The color scheme of the sign, frame, and supporting materials shall be complementary to the building and surrounding area.
- (4) The sign face shall be constructed with an opaque surface.
- (5) The sign shall not be internally illuminated.

3. Illumination Standards.

- (a) In addition to complying with the provisions of this ordinance, all signs in which electrical wiring and connections are to be used shall be subject to applicable provisions of the State of Wisconsin Code or National Electrical Code, whichever provisions are more restrictive.
- (b) Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it.
- (c) Use of glaring undiffused lights or bulbs shall be prohibited. Lights shall be shaded so as not to project onto adjoining properties or streets.
- (d) Sign illumination that distracts motorists or otherwise create a traffic hazard shall be prohibited.
- (e) Illumination by bare bulbs or flames is strictly prohibited.
- (f) Sandwich signs shall not be illuminated.
- (g) All required lighting shall be directed at the face(s) of the sign. Resulting stray illumination shall not exceed 0.1 foot-candles at the property boundary.
- (h) The use of unshielded lighting including 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 strictly prohibited.

- (5) A scale drawing indicating the location, position, and color scheme of such sign in relation to nearby buildings or structures.
- (6) Additional information as may be required by the City.

3. Issuance of a Permit.

- (a) Upon the filing of a complete application for a sign permit, the Building Inspector shall examine the application to determine whether the proposed sign is in compliance with the requirements of this ordinance and any other applicable regulations of the City of Gillett.
- (b) Within 90 days of filing the application, the following shall apply unless the applicant consents to a longer period of review:
 - (1) If the proposed sign is not in compliance with the structural and dimensional requirements of this ordinance or other applicable regulations, the Building Inspector shall deny such permit and provide written notice to the applicant stating with specificity the reasons therefore, with citations to applicable regulations and an explanation of the appeal process set forth under s.22.15 of this ordinance.
 - (2) If the proposed sign is a temporary sign and the Building Inspector determines that the sign complies with this ordinance and other applicable regulations, the Building Inspector shall issue or conditionally issue the permit. If the application is conditionally approved, written notice shall be provided to the applicant of the conditions of approval. Temporary signs shall also meet the requirements of s.22.8 of this ordinance.
 - (3) If the proposed sign complies with all structural and dimensional requirements of this ordinance and other applicable regulations, the Building Inspector shall issue or conditionally issue the permit. If the application is conditionally approved, written notice shall be provided to the applicant of the conditions of approval. The permit shall expire six (6) months from the date of issuance.

22.13 Fees.

1. Administrative fees for sign permit review shall be in accordance with the City of Gillett's established fee schedule.

22.14 Enforcement.

1. Any sign now or hereafter existing that no longer advertises a bona fide business or project or that is dilapidated, out of repair, unsafe, insecure, or has been constructed, erected, or maintained in violation of the provisions of this ordinance shall be taken down and removed by the owner, agent, or person having the beneficial use of the building or land upon which such sign may be found. If within 10 days after written notification from the City, the sign owner fails to comply with such notice, the City may remove such sign. Any expense thereto shall be paid by the owner of the building or land to which such sign is attached. In the event such cost and expenses are not paid within 30 days from the date of billing, the costs and expenses incurred for such removal shall be assessed against the real estate upon which such sign is located and collected pursuant to Section 66.0627 Wis. Stats.
2. Any sign that is constructed without a sign permit shall be removed unless a sign permit application is filed within 10 days written notice to the owner by the City. If a sign permit application is not filed and the sign is not removed or if the application for a sign permit is denied and the sign is not removed within 10 days written notice, the City may remove such sign. Any expense thereto shall be paid by the owner of the building or land to which such sign is attached. In the event such cost and expenses are not paid within 30 days from the date of billing, the costs and expenses incurred for such removal shall be assessed against the real estate upon which such sign is located and collected pursuant to Section 66.0627 Wis. Stats.
3. The Building Inspector may cause any sign or other advertising structure that he/she determines to be an immediate peril to persons or property to be removed summarily and without notice. Any expense thereto shall be paid by the owner of the building or land to which such sign is attached. In the event such cost and expenses are not paid within 30 days

- (i) All sign lighting shall be so designed, located, shielded, and hooded so as to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties or into the sky, except for flag lights. Downward directional lighting shall be employed to the greatest extent possible.
- (j) In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed 60 foot-candles when measured with a standard light meter held perpendicular to the sign face at a distance of 10 inches.

4. Landscaping Standards.

- (a) Where any sign is proposed to be externally illuminated using ground-mounted fixtures (i.e., floodlights, etc.), landscape plantings shall be installed in such a manner as will entirely shield the light source from surrounding view. Landscaping plantings shall be of a type as will ensure effective year-long screening.

5. Location Standards.

- (a) No signage may cause a reduction in required or previously existing off-street parking spaces or in any manner interfere with the use of such off-street parking spaces.
- (b) In any zoning district, no sign or sign support structure shall be set back less than 10 feet from any abutting lot line or driveway.
- (c) Placement of all signs shall be subject to more stringent setback requirements where, according to professional traffic engineering standards, required to preserve traffic sight lines.
- (d) Signs may be no closer than 10 feet from any established vision corner.

22.11 Maintenance of Signs.

1. The owner of any sign as defined and regulated by this ordinance shall be required to properly maintain the appearance and safety of all parts and supports of their sign.
2. In the event that the sign owner does not provide sign maintenance within 60 days after written notification from the City, the Building Inspector shall take enforcement action as provided by this ordinance.

22.12 Permits.

1. Authority.

- (a) Except as expressly provided in this ordinance, it shall be unlawful for any person to erect, repair, alter, or relocate any sign without first obtaining a sign permit.

2. Application for Permit.

- (a) Sign permit applications, including all required fees, shall be filed with the Building Inspector who shall review the application for its completeness and accuracy. Applications shall contain or have attached thereto the following information:
 - (1) Name, address, and telephone number of applicant and the location of the building, structure, or parcel to which or upon which the sign is to be attached or erected.
 - (2) Name of person, company, corporation, or association erecting the sign.
 - (3) Written consent of the owner of the building, structure, or parcel to which or upon which the sign is to be affixed.
 - (4) A scale drawing of such sign indicating the dimensions, materials to be used, color scheme, type of illumination, if any, and the method of construction or attachment.

from the date of billing, the costs and expenses incurred for such removal shall be assessed against the real estate upon which such sign is located and collected pursuant to Section 66.0627 Wis. Stats.

4. The Building Inspector may in writing suspend or revoke a permit issued under provisions of this ordinance whenever the permit is issued on the basis of a misstatement of fact or fraud. The written revocation shall describe the appeal process set forth under s.22.15 of this ordinance. The Building Inspector shall send the revocation by certified mail, return receipt requested, to the sign owner.

22.15 Appeals and Variances.

1. Appeals.

- (a) The Zoning Board of Appeals shall hear all appeals by any person aggrieved by any actions or decisions of the Building Inspector or other City Officer or employee charged with implementing the provisions of this ordinance where it is alleged an error has been made in any factual determination or application of any provision of this ordinance or any applicable state or federal law. For purposes of this section, an aggrieved person is an applicant for a sign permit, a holder of a sign permit, or any person who is alleged to have violated any provision of this ordinance.
- (b) A written request for an appeal including the name and address of the appellant and a brief statement of the nature of the appeal shall be filed with the City Clerk within 10 days of receiving written notice of the decision being appealed. The Zoning Board of Appeals shall hold a hearing on said appeal within 60 days of filing the appeal and written notice of the hearing shall be mailed to the address given by the appellant.
- (c) The Zoning Board of Appeals shall issue and mail to the appellant a written decision within 10 working days of the hearing. Appeals of the Zoning Board of Appeals shall be by certiorari review to the Oconto County Circuit Court or as otherwise provided by law.
- (d) Appeals under this section shall not relieve any person facing enforcement action under s.22.14 of this ordinance from complying with any procedural requirements of the court exercising jurisdiction over said action.

2. Variances.

- (a) The Planning Committee may, in its judgement, authorize such variance from the terms of this ordinance as will not be contrary to the public interest where, owing to special conditions, a literal enforcement of the provisions of the ordinance will result in unnecessary hardship, so that the spirit of the ordinance shall be observed, public safety and welfare secured, and substantial justice done.