

Instructions: Fill out the application and return along with the permit fee of \$10.00.

## Village of Spring Valley Sign Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Reason for Sign: \_\_\_\_\_

\_\_\_\_\_

Dimensions: \_\_\_\_\_

Materials: \_\_\_\_\_

Distance from the road or sidewalk \_\_\_\_\_

Electrician (if lighted) \_\_\_\_\_

Residential   Commercial   (circle one)

Include a drawing of the sign in regards to the distance from all lot lines and roadways:

Approved \_\_\_\_\_

By \_\_\_\_\_

## SIGNS AND GRAPHICS

- Sec. 58-461 Intent and purpose.
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- Sec. 58-476 Inspection and removal.
- Sec. 58-477 Maintenance.
- Sec. 58-478 Construction standards.
- Secs. 58-479- 34-482 - Reserved.

### **Sec. 58-461 - Intent and purpose.**

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**Sec. 58-461 - Intent and purpose.**

The intent of this article is to provide for and regulate the location and safe construction of signs in the community in a manner that will ensure that signs are compatible with surrounding land uses, and to express the identity of individual proprietors and the community as a whole. It shall be unlawful for any person, firm or corporation to locate, erect, move, reconstruct, extend, enlarge, convert, or structurally alter any sign without first complying with the requirements of this article.

**Sec. 58-462 - Definitions.**

For the purpose of this article, signs, sign structures and terms relating to signs shall be defined and classified as follows:

*Awning sign* means a non illuminated projecting identification sign painted on or affixed flat to the surface of an awning and which does not extend vertically or horizontally from the awning.

*Banner* means a non illuminated elongated fabric sign usually used for temporary display for the special announcement of a coming event.

*Billboard* means any sign at least 200 but not more than 800 square feet in area on one side, no more than 35 feet in height.

*Bulletin board* means a sign used by governmental and institutional agencies to publicly display notices of meetings, services, regulations, and announcements. Such signs are not necessarily designed to be read from a distance or by the traveling public.

*Canopy sign* means a projecting sign affixed to or forming part of a permanent canopy or marquee which does not extend horizontally beyond the limits or edge of such canopy or marquee.

*Changeable copy sign* means any sign which is characterized by manually changeable words, letters, numbers, or symbols. (Not including continuous moving or moveable copy signs.)

*Flags or pennants* means devices generally made of flexible materials, such as cloth, paper, or plastic and displayed on strings or wires.

*Ground sign* means a freestanding sign affixed to or placed on the ground and independent of any buildings or other permanent structure.

*Marquee.* See "Canopy sign."

*Movable copy sign* means any sign characterized by continuous moving, pulsating, intermittent, or flashing electronically produced words, phrases, numbers or pictures.

*Off-premises direction/sales* means signs which are intended to advertise places of business not located on the same parcel or land ownership as the off-premises sign.

*Projecting sign* means a sign not attached (principally) to the ground and projecting more than 12 inches from the face of a building or other permanent structure to which it is attached.

*Roof sign* means a sign erected on or over the roof of a building.

*Sandwich and any other readily movable, freestanding sign.* See "Ground sign."

*Sign area* means that part of a total sign structure which encompasses the sign message exclusive of the structure upon which the sign area is affixed or which supports the sign area. For the purpose of computing "square feet" of a sign area, any exposed structure which supports a sign may not comprise more than one-third of the visible or exposed surface of one side of a total sign structure.

*Signable area.* The signable area of a building is designated as the area of the facade of the building facing or abutting upon a street right-of-way up to the ceiling line of the top floor and which is free of windows and doors or major architectural detail on which signs may be displayed.

*Total sign structure* includes the "sign area" plus any exposed area or members of the supporting structure on or to which the sign (sign message) is affixed. Decorative, landscaped earthen berms or structures which are composed principally of exposed earth and/or landscape (plant) materials shall not be included as a part of a total sign structure but shall meet sign setback requirements as set forth herein.

*Wall sign* means a sign which is attached to a wall of a building or structure and projects not more than 12 inches from such wall. Such a sign shall not extend above the ceiling line of the top floor of the building.

*Window sign* means a sign painted on or affixed to a window. Materials affixed to a window shall be affixed to the inside surface of the window.

#### **Sec. 58-463 - Signs permitted without permit.**

Certain signs are permitted as accessory uses in individual zoning districts without a permit as set forth in the individual district regulations. In addition, the following signs may also be permitted without a permit:

- (1) Memorial signs, tablets, name of building and date of erection signs when cut into any masonry surface or when constructed of metal and affixed flat against a structure and not illuminated.
- (2) Any official signs such as traffic control, parking restrictions, information and notices; on-site private traffic and parking control signs not exceeding three square feet each in area and not exceeding ten cumulative square feet in area per property.
- (3) Election campaign signs may be permitted in any district without a permit provided that permission shall be obtained from the property owner, renter, or lessee, and provided that such sign shall not be erected more than 45 days prior to an election and shall be removed within seven days following the election. Such signs in residential zoning districts shall not exceed four square feet in sign area per sign, or more than a total of 25 square feet per individual property (ownership), whichever is appropriate. Such signs in all other zoning districts shall not exceed four square feet in sign area per sign, or more than a total of 32 square feet in sign area per individual property (ownership or lease), whichever is appropriate.
- (4) "No trespassing" signs not to exceed two square feet in area.
- (5) Real estate signs not exceeding five square feet in area.

#### **Sec. 58-464 - Signs permitted in any zoning district with permit.**

Certain signs may be permitted in any specific zoning district after application and permit by the building inspector as follows:

- (1) Bulletin boards for public, charitable or religious institutions not to exceed 32 square feet in sign area and located on the premises. Such signs shall be set back from the property line at least one-quarter of the building setback requirements of the district in which they are located and be illuminated only to the extent necessary to permit reading of the sign from a maximum distance of ten feet.
- (2) Temporary signs or banners when authorized by the building inspector. For purposes of this provision a temporary sign is one which will be used for no more than 30 days in a six-month period. Such signs shall not exceed 32 square feet in sign area.
- (3) Home occupation and professional home office wall or window signs not exceeding two square feet in sign area not illuminated.

**Sec. 58-465 - Signs permitted in agricultural zoning districts with permit.**

The following signs are permitted in agricultural zoning districts upon the granting of a permit and subject to the following regulations:

- (1) Name, occupation or organization signs not to exceed ten square feet in sign area, and not exceeding two in number per farm or premise.
- (2) Off-premises directional sales signs as set forth in section 58-466 Municipal Code of the Village of Spring Valley.
- (3) Real estate signs pertaining to the lease or sale of any building, land, farm equipment or animals. Such signs shall not exceed 32 square feet in sign area, shall not be less than 25 feet from the right-of-way of any street or highway and upon the property so offered for sale or lease, and shall not exceed one sign per street frontage. No such sign shall be erected or maintained within an inside curve of a highway unless such signs are placed at least 50 feet from the highway right-of-way and further than 50 feet from the right-of-way as may be necessary to prevent such sign from interfering with vision along the highway for a distance of at least 1,000 feet in each direction by those traveling thereon. Such signs shall be removed no later than ten days after closing of the sale and the permit for such sign shall be void at the end of six months from the date of issuance unless extended by action of the plan commission.

**Sec. 48-466 - Signs permitted in residential districts with permit.**

The following signs are permitted in residential districts upon the granting of a permit and subject to the following regulations:

- (1) Name and occupation signs not exceeding two square feet in sign area and located on the premises.
- (2) Permanent subdivision identification signs not exceeding 50 square feet in sign area, constructed of wood, metal and/or masonry, and of a design which will be compatible with the landscape and shall state only the name of the subdivision. Such signs and their location shall be reviewed and approved by the plan commission prior to issuance of a permit.
- (3) Subdivision lot sales signs relating to the sale of land in a newly developed subdivision not exceeding 32 square feet in sign area and removed not later than the date on which 80 percent of all lots in the subdivision have been sold.

**Sec. 58-467 - Signs permitted in business, industrial, and institutional districts with permit.**

The following signs are permitted in all business, industrial, and institutional districts upon the granting of a permit and subject to the following restrictions:

- (1) Semi-temporary signs of any type when permitted by the Village Administrator. In no case shall such signs be externally lighted or be larger than 32 square feet in area. The Village Administrator shall, in each case, determine the structural type of sign to be permitted, the size to be permitted, and the time period the sign may remain in place, not to exceed one year with an option to renew for six months. Such signs shall be set back pursuant to the setback restrictions as set forth in subsection (4) of this section.
- (2) Wall signs placed on or against the exterior wall of business buildings shall not extend more than one foot outside of a building's wall surface, and shall not exceed in sign area the equivalent of two square feet for each linear one foot of building (store) premises, and any ancillary lighting shall be shielded to avoid glare. Wall signs (and structure) shall not extend above the ceiling level of the top floor of the building upon which they are located.
- (3) Projecting signs fastened to, suspended from or supported by structures on business buildings shall not exceed 50 square feet in sign area, or 100 percent of the setback from the property line as expressed in square feet, whichever is larger, to a maximum of 150 square feet for any one premise; shall not extend into any public right-of-way; shall not be less than ten feet from all side lot lines, or beyond the building

wall, whichever is less; shall not exceed a height of 20 feet above the adjacent centerline street grade and shall not be less than ten feet above the level of the primary access or less than 15 feet above a driveway or an alley; and shall not be located within 150 feet from a ground sign.

(4) Ground signs, other than billboards, and as defined herein shall not exceed 35 feet in height above the mean centerline grade of the nearest street, and shall not exceed in sign area 25 square feet on one side of the street property line but may be increased in sign area size one square foot for each one foot the sign is set back from the street property line to a maximum of 150 square feet on one side. Only one ground sign shall be allowed to be constructed on a street frontage of a single (individual) property and no ground sign shall be placed closer than 150 feet from another ground or projecting sign.

(5) Off-premises directional/sales signs as defined herein, other than billboards when permitted, shall meet the requirements of the type of sign as set forth in this article; shall not exceed two in number per business, resort or commercial recreation facility as well as the principal merchandise sold; shall not exceed in sign area 25 square feet on one side at the street property line but may be increased in size one square foot for each one foot the sign is set back from the street property line to a maximum of 100 square feet on one side; and shall be a maximum 15 miles distance from the designated business.

(6) Window signs shall be placed only on the inside of business buildings and shall not exceed 25 percent of the glass area of the window upon which the sign is displayed. Illuminated window signs shall not be used as night lights.

(7) Billboards as defined herein when permitted by the plan commission shall be set back from the property lines as set forth for principal buildings in the zoning district regulations; shall be located not closer than 5,000 feet from another billboard or off-premises sign larger than 50 feet in area located on the same side of the street; and, if illuminated, shall have no exposed flashing or electrically movable copy lighting.

(8) Agricultural land sales sign for the sale of the premises and meeting the requirements set forth in section 58-465, Municipal Code of the Village of Spring Valley

(9) Combinations of any signs in this section shall meet all the requirements for the individual sign.

#### **Sec. 58-468 - Signs permitted in park, conservancy and flood land districts.**

Signs as permitted in section 58-463 (1) and (2), Municipal Code of the Village of Spring Valley shall be permitted in the park, conservancy and flood land districts upon the granting of a permit by the building inspector.

#### **Sec. 58-469 - Special restrictive provisions.**

Following are special restrictive provisions which relate, generally, to all signs or premises in the village:

(1) Roof top signs, flashing or blinking (other than traffic control signs), semi-temporary portable signs and private signs within public street, road or highway right-of-way are prohibited.

(2) Signs facing on federal interstate or federal aid primary highways shall meet all the requirements and federal regulations as well as the regulations for the type and location of signs set forth herein.

(3) Words and phrases on signs should be kept to a minimum to allow reading or interpretation from a moving vehicle at posted speed limits without hazard. A combination of ten words, sets of numbers, logos, or pictures will, under normal circumstances, be considered as a maximum guide for sign phrasing and the applicant may be requested to modify the sign to delete excessive verbiage.

**Sec. 58-470 - Searchlights and portable signs.** The zoning administrator may permit the temporary use of a searchlight or portable sign for advertising purposes in any district except residential districts provided that the searchlight or portable sign will not be located in any public right-of-way, will not be located closer than ten feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Searchlight or portable sign permits shall be granted for a period of not more than five days in any six-month period and shall not be

illuminated between 10:00 p.m. and dawn.

**Sec. 58-471 - Illuminated signs facing residence or residential district.**

No illuminated signs, except those permitted in residential zoning districts, shall be permitted to face a residence and no sign-related illuminating device shall be directed toward residential parcels in a residential zoned district.

**Sec. 58-472 - Lighting, design and color.**

Signs shall not resemble, imitate, or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices. Signs shall not be erected, relocated, or maintained to prevent free ingress to or egress from any door, window, or fire escape and no sign shall be attached to a standpipe or fire escape. Signs shall be placed as not to obstruct or interfere with traffic visibility and shall not be lighted in a way which causes glare or impairs driver visibility upon public ways. Continuous moving copy (traveling), electronically movable copy, or flashing picture signs shall not be allowed. Signs may be illuminated as set forth herein but not flash. Decorative or wall art shall only be allowed after public hearing and affirmative action by the plan commission.

**Sec. 58-473 - Existing signs.**

(a) Signs lawfully existing at the time of the adoption of or related amendment to the ordinance from which this chapter is derived may be continued although the size or location does not conform to this chapter provided that the owners of such signs shall, within three months of the effective date of this chapter or any amendment thereto, fill out a permit application for the building inspector's records. Upon the filing of such application, the building inspector shall issue a permit to the sign owner without fee.

(b) Nonconforming signs shall be kept in good repair, but the cost of maintenance shall not be considered grounds for their continued use. If not kept in good repair to the satisfaction of the building inspector, the building inspector may require removal of the sign within a 90-day period. The owners of signs which are not repaired, painted, or maintained pursuant to written notification and orders by the building inspector shall also be subject to enforcement action. (See section 58-466 Municipal Code of the Village of Spring Valley.)

**Sec. 58-474. - Application for permit.**

Applicants for permits shall be filed with the zoning administrator, who shall review the application for its completeness and accuracy and approve or deny the application within 45 days of receipt unless the time is extended by written agreement with the applicant. A sign permit shall become null and void if work authorized under the permit has not been completed within six months from the date of issuance. Applications shall be made on forms provided by the zoning administrator and shall contain or have attached thereto at least the following information:

- (1) Name, address, and telephone number of the applicant, and location of building, structure, lot or property to which or upon which the sign is to be attached or erected.
- (2) Name of person, firm, corporation, or association erecting the sign.
- (3) Written consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed or erected.
- (4) A scale drawing of such sign indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment.
- (5) A scale site drawing indicating the location and position of such sign in relation to nearby buildings, structures, property boundaries, or signs.
- (6) Information (or type of information or message) to be displayed on the faces of the sign.
- (7) Copies of any other permit required and issued for said sign, including the written approval by the electrical inspector in the case of illuminated signs. The zoning administrator shall examine the plans and



specifications, inspecting all wiring and connections to determine if the same complies with the village codes and ordinances.

- (8) Additional information such as photographs as may be required by the zoning administrator.
- (9) Payment of a fee as set forth herein. The zoning administrator may, if necessity requires, direct that the applicant for a sign permit meet with the plan commission to review the request and provide guidance in the issuance of the permit.

#### **Sec. 58-475 - Permit fees.**

(a) *Application and sign erection permit fee.* Each application for a permit shall be accompanied by a fee set by the Village Board.

(b) *Liability.* The acceptance of fees as provided herein shall not be deemed an assumption of liability by the village.

#### **Sec. 58-476 - Inspection and removal.**

From time-to-time the zoning administrator may inspect signs within the village for compliance with the provisions of this article and, if such provisions are not being met, the zoning administrator shall report such fact to the sign owner and request that the sign be made to comply with this article. If, within a reasonable period of time set by the zoning administrator (see sections 58-463 and 58-464, Municipal Code of the Village of Spring Valley), the sign is not made to comply with this article, the zoning administrator may direct that the sign be removed by the owner, and if not so removed shall cause the sign to be removed and the cost of such removal assessed to the sign owner or the owner of the property from which the sign is removed.

#### **Sec. 58-477 - Maintenance.**

The owner of a sign and/or the owner of the land which the sign is located shall maintain such sign in good and safe condition which includes restoring, repainting, or replacement of a worn or damaged legally existing sign to its original condition, and shall maintain the premises on which the sign is erected in a clean, sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass. Failure to do so after notice from the building inspector shall be cause for the removal of such signs under section 58-466 Municipal Code of the Village of Spring Valley. Whenever the zoning administrator determines that the cost to repair a sign will exceed 50 percent of its replacement cost, such sign shall be deemed a hazard and the zoning administrator shall order its removal as set forth in section 58-466 Municipal Code of the Village of Spring Valley. This section shall apply to both new and legal nonconforming signs.

#### **Sec. 58-478 - Construction standards.**

(a) *Wind pressure and dead load requirements.* All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than 30 pounds per square foot of area, and shall be constructed to receive dead loads as required in the building code or other ordinances.

(b) *Protection of the public during construction.* The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration, or maintenance of a sign is permitted provided the space occupied is roped off, fenced off, or otherwise isolated to prevent hazard to pedestrians and property.

(c) *Supports.* Supporting members or braces of all signs shall be constructed of galvanized iron, properly treated wood, steel, or other noncorrosive incombustible material. All projecting signs, if placed at an angle to the wall or roof of any building, shall be attached by such noncorrosive metal bolts, anchors, cable, or other metal attachments as shall ensure permanent and safe construction and shall be maintained free from rust or other defects. Every means or device used for attaching any sign shall extend through the walls or roof of the building should the zoning administrator determine that the safe and permanent support of such sign so requires and shall be securely anchored by wall plates and nuts to the inside of the walls or to bearings on the



underside of two or more roof or ceiling joists in accordance with instruction given by the zoning administrator. Small, flat signs containing less than ten feet of area may be attached to a building by the use of lag bolts or other means to the satisfaction of the zoning administrator.

(d) *Fastening to fire escape or stand pipe; obstructing ingress or egress.* No signs or any part thereof or sign anchors, braces, or guide rods shall be attached, fastened, or anchored to any fire escape, fire ladder, or stand pipe, and no such sign or any part of any such sign or any anchor, brace, or guide rod shall be erected, put up, or maintained to hinder or prevent ingress or egress through a door, doorway, or window or to hinder or prevent the raising or placing of ladders against a building by the fire department as necessity therefore may require.

Secs. 58-479 - 482 - Reserved.

Adopted at a duly called and noticed meeting of the Village Board of the Village of Spring Valley, Pierce and St. Croix County, Wisconsin the 1<sup>st</sup>. day of August, 2012.

This ordinance shall take effect upon passage and publication.

By: Marsha Brunkhorst

Marsha Brunkhorst, President

Attest: Rita Goveronski

Rita Goveronski, Administrator

Voted for 7

Date Adopted 8-1-12

Voted against 0

Date published 8-15-12

Absent 0