

Ordinance 030722-03

An ordinance amending Section 18-199. – General Provisions of the Village of Fontana on Geneva Lake Municipal Code

The Village Board of the Village of Fontana-on-Geneva Lake, Walworth County, Wisconsin, do ordain as follows:

SECTION 1. Section 18-199 of the municipal code for the Village of Fontana-on-Geneva Lake is amended as follows:

Sec. 18-199. - General provisions.

The following general provisions apply to all signs in all zones and land uses unless otherwise stated:

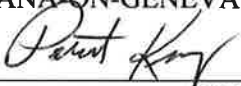
- (1) *Sign area measurement:* The area of a sign face or lettering not enclosed in a frame, is determined by calculating the smallest square, circle, rectangle, triangle, or combination that will encompass the extreme limits of the sign, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. This area calculation does not include any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.
- (2) Total sign area of combinations of any sign types shall not exceed all requirements for an individual sign.
- ~~(3) *Electronic message signs:* An electronic message sign is considered a sign that uses changing lights to form a message or messages wherein the sequence of messages and the rate of change are electronically programmed and may be modified by electronic processes. All electronic message signs shall require a conditional use permit.~~
 - ~~a. *Types of signs:* The following signs are allowed to be or have a portion of their sign area be an electronic message sign:
 1. Monument signs.
 2. Wall signs.~~
 - ~~b. *Rate of change:* The frequency of the message change shall not exceed once every 60 seconds. The message shall not flash or move, but may scroll into place within three seconds from the start of the transition.~~
 - ~~c. *Brightness:*
 1. Brightness levels shall conform to the standards set in illumination section of this article [subsection] 18-199(4)b.
 2. Electronic message sign shall have the capability to lower the intensity of the light being emitted after it is erected.
 3. Prior to the issuance of a sign permit, the applicant shall provide a written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the maximum brightness level.~~
- (4) *Illumination.*

- a. *Hours of operation:* All illuminated signs within 150 feet of any residential zoning district shall be turned off between the hours of 8:00 p.m. and 7:00 a.m. unless the establishment is engaged in the operation of business during such period, in which case the sign may be lit during the hours of operation only.
- b. *Brightness:* Signs may not have a luminance level of more than 0.3 of a foot candle above the average ambient light level measured 150 feet from the face of the sign or have a luminance level of more than 0 foot candles at the lot line.
- ~~e. *Internal illumination:* If the sign is internally illuminated the light source shall be visible only through a translucent surface or recessed into the sign. The following types of signs may be internally illuminated:~~
 - ~~1. Monument signs.~~
 - ~~2. Wall signs.~~
- d. *External illumination:* If the sign is externally illuminated the light sources not be visible from the right-of-way. The following types of signs may be externally illuminated:
 - 1. Awning signs.
 - 2. Monument signs.
 - 3. Wall signs.
- e. *Direction:* The illumination of signs shall be diffused or indirect and shall be arranged so no direct rays shall reflect into a public way or any lot on the perimeter of the premises on which the signs are located.
- f. *Prohibited:*
 - 1. Exposed light bulbs, flashing, blinking or traveling and similar illumination are prohibited.
 - 2. No temporary sign shall be illuminated.

SECTION 2. This Ordinance shall be in full force and effect upon its passage, approval and publication as required by law.

PASSED AND ADOPTED by the Village Board of the Village of Fontana-on-Geneva Lake, Walworth County, Wisconsin, this 7th day of March, 2022.

VILLAGE BOARD OF THE VILLAGE OF
FONTANA-ON-GENEVA LAKE

By: 
Patrick Kenny, Village President

Attest: 
Drew Lussow, Village Clerk