

Ordinance 06-02-08-02

An Ordinance Amending Sections 18-254(b), 18-255(a) and 18-257(c) of the Village of Fontana on Geneva Lake Municipal Code regarding the Signage definitions, standards, regulations and restrictions.

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

Section I.

Sections 18-254(b), 18-255(a) and 18-257(c) of the Village of Fontana on Geneva Lake Municipal Code are hereby amended as follows:

Sec. 18-254. Signage definitions and general signage requirements.

(b) Sign types.

1. *Awning sign.* A type of projecting, on-building sign (see [subsection] 6., below) consisting of a fabric or fabric-like sheathing material.
2. *Freestanding sign.* A self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes monument signs and pylon signs. (Refer to subsections 5. and 7., below.) The base and support(s) of any and all freestanding signs shall be concealed and shall comply with the state building code. The height of a freestanding sign shall be measured per subsection (c)1. Refer to subsection 18-255(b)1.
3. *Marquee sign.* A type of projecting, on-building sign (see [subsection] 6., below) sheltering the entrance and/or entrance approaches of a theater, auditorium, fairground, museum or other use, which advertises present and scheduled events.
4. *Mobile sign.* A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage. Refer to subsection 18-255(c)5.
5. *Monument sign.* A type of freestanding sign (see [subsection] (b)2., above) whose bottom edge is located within one foot of a ground-mounted pedestal and whose top edge is located no more than six feet high. Refer to subsections 18-255(a)9. and 18-255(b)1.
6. *Projecting sign.* A type of on-building sign, other than a wall sign, that is attached to and projects more than one foot, generally perpendicular from a structure or building face. Refer to subsection 18-255(c)2.
7. *Pylon sign.* A type of freestanding sign (see [subsection] (b)2., above) whose bottom edge is located more than one foot above a ground-mounted pedestal or whose top edge is located more than six feet high (see monument sign).
8. *Wall sign.* A type of on-building sign mounted parallel to a building facade or other vertical building surface. Refer to subsection 18-255(c)3. Signs painted on, or affixed to, the exterior of a window are considered and shall count as a type of wall sign.
9. *Personal greeting and congratulatory sign.* A temporary sign which is limited to a noncommercial, personal greeting or message used to announce, congratulate, or greet members of a family or work staff. Refer to section 18-257.
10. *Political speech signs.* Political speech signs are permitted so long as they [are] locate[d] per the requirements of 18-255(a) and 18-255(b), do not impair vision, or do not otherwise create a public nuisance. Political speech signs within residential zoning districts shall not exceed six square feet in area and shall be

- limited to six feet in height. Political speech signs within commercial and industrial districts shall not exceed 24 square feet in area and six feet in height.
11. *Illuminated sign.* A sign that is artificially lighted ~~either internally or externally from a source of light located on the subject property.~~
 12. *Window sign.* A sign that is located on or inside a window of a building and designed to be viewed through the window; signs within five feet of and parallel to the window, or if an illuminated sign, within ten feet of the window are considered window signs.
 13. *Menu Board sign.* Also “A-“ or “T-Frame” sign. A sign with no more than two faces that are adjoined at the top and displayed at an angle, which is not permanently anchored or secured, for the purpose of promoting daily and/or temporary messages, which is only displayed during open business hours and removed daily. Usually with a chalkboard or dry erase sign face surface.
 14. *Open Sign.* A sign depicting the word “OPEN” which includes no other logos, pictures or words. The sign may be illuminated with LEDs or may be non-illuminated. Each business shall be allowed one (1) “Open” sign at each public use entrance, and shall be limited to no more than a total of two (2) “open” signs per business. Each “open” sign shall not exceed 1.5 square feet, and shall be located on the inside of a window for that business. An “open” sign shall not count toward the maximum number of permitted signs requirement, and shall not count toward the total sign area requirement. The “open” sign shall count toward the window obstruction requirement.

Sec. 18-255. General signage regulations.

(a) *Sign prohibitions and limitations.*

1. No sign shall use any word, phrase, symbol, shape, form, or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors.
2. No fluttering, undulating, swinging, rotating, or otherwise moving signs or other decorations, including sequin-like eye catcher devices, shall be permitted.
3. No illuminated flashing signs shall be permitted. Flashing signs are those that change their appearance more than once every 60 seconds. Electronic message center signs and time/temperature signs are permitted with a conditional use permit. Chasing lights shall not be allowed.
4. No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting level does not affect adjacent property, pursuant to the standards of subsection 18-27(a)(2). All illuminated signs shall be extinguished at the close of business conducted within the building or upon the premises to which the sign is attached or located whichever is earlier. All illuminated signs shall comply with the state electrical code. A separate permit shall be required for compliance with the electrical ordinance.
5. No mobile signs shall be permitted.
6. Off-premises directional signs shall be permitted only for governmental uses.
7. No inflatable signs shall be permitted, except as a conditional use.
8. No advertising vehicle signs shall be permitted, except as temporary signs. Refer to Subsection 18-255(c)5.
9. No sign shall be placed so as to obstruct or interfere with traffic visibility.
10. No off-premises advertising signs shall be permitted except for the small blue highway information signs as provided within the right-of-way of STH 67 per applicable State of Wisconsin Statutes.

11. No pylon signs shall be permitted.
12. Window obstruction by interior signs shall not exceed more than 15 percent for all combined window areas on the same facade of the structure. Area devoted to signage within windows shall not count toward the sign area maximum permitted for the use.
13. No sign shall be attached to or painted on natural objects, such as trees or rocks.
14. No neon signs shall be permitted.
15. Abandoned signs. All sign messages shall be removed by the owner or lessee of the premises upon which a sign is located when the business it advertised is no longer conducted where advertised.

Sec. 18-257. Temporary signs.

(c) The following restrictions apply to each type of temporary sign:

1. *[Exception.]* A portable sign is not a temporary sign.
2. *For each lot.* One “For Sale,” Or “For Rent” sign for each side of the property abutting a public street or waterway at the location of the sale or rental. Off premise signage is not allowed. A building and zoning permit is not required.
3. *For each lot.* One “Garage Sale” sign at the location of the sale. Off premise signage is not allowed. No sale signs shall be placed on the property any earlier than six (6:00) P.M. the night before and must be removed at the end of the sale. A building and zoning permit is not required.
4. *For each lot.* One personal greeting/congratulatory sign, which is not intended for commercial purposes. A building and zoning permit is not required.
5. *For construction on or development of a lot.* One sign indicating the name of the contractors, engineers or architect, lending agency or products being used in the construction of a building. Such sign shall be limited to 32 square feet in area and six feet in height, and shall be displayed only during the time that construction or development is actively under way.
6. *For each real estate subdivision that has been approved in accordance with the Village of Fontana Land Division Regulations.* Two temporary development project identification signs are permitted to be located on some portion of the subject subdivision. Such signs shall be limited to 32 square feet in area and six feet in height and shall only be displayed within the subject subdivision until a time at which building permits have been issued for 80 percent or more of the lots in the subdivision. These signs shall comply with the visibility standards of subsection 18-255(a)9.
7. *For a temporary event of public interest such as a neighborhood garage sale or church fair.* One sign located upon the site of the event. Such sign shall be limited to 32 square feet in area and six feet in height.
8. *For each business located in a commercial, VCP or PD district.* One Menu Board sign per business per the following requirements:
 - a. The menu board sign shall be located on the same property as the advertised business.
 - b. The menu board sign shall not be located in a public right-of-way nor on public property, including but not limited to any public street, alley, sidewalk or public path.
 - c. The menu board sign shall not be located within the vision triangle of any intersection, nor in any manner that obstructs the visibility of vehicles

traveling on any street, alley, driveway, parking area, sidewalk or public path, as determined by Village Staff.

d. The menu board sign may be freestanding or located on an exterior wall of the building containing the business.

e. If freestanding, the menu board sign shall be stored within the building during all times the business is not open for customers.

f. A freestanding menu board sign shall not exceed 42 inches in height.

g. The menu board sign area shall not exceed 12 square feet per side.

h. The menu board sign may not be illuminated, except by ambient light.

i. The menu board sign may not be provided with an electrical connection or self-contained electrical source.


j. The menu board sign shall not count toward the maximum number of permitted signs requirement, and shall not count toward the total sign area requirement.

Section II.

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

Approved and Adopted by the Village of Fontana on Geneva Lake, Walworth County, Wisconsin this 2nd day of June, 2008.

By: 
Ron Pollitt, Village President

Attest: 
Dennis Martin, Village Clerk