

TOWN OF KAUKAUNA SIGN REGULATIONS

A. PURPOSE OF SIGN REGULATIONS

1. The purpose of this ordinance is to promote and protect the public safety, comfort, convenience and general welfare by the orderly placement and erection of signs and billboards in the Town of Kaukauna, Outagamie County, Wisconsin.
2. The following regulations shall apply to all signs hereinafter erected or established within the Town of Kaukauna, Outagamie County, Wisconsin.

B. DEFINITIONS

1. Abandoned Sign. A sign, which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product, or activity conductor or product available on the premises, where such sign is displayed or when a rental or compensation is no longer provided.
2. Animated Signs. A sign with action or motion, color changes, requiring electrical energy, electronic or manufactured sources of supply, but not including wind actuated elements, such as flags, banners or specialty items. This definition does not include public service signs, such as time and temperature, revolving or changeable message signs.
3. Architectural Projection. Shall mean any projection which is not intended for occupancy and which extends beyond the face of an exterior wall of a building, but shall not include signs.
4. Area of Copy. The entire area within a single, continuous perimeter composed of squares or rectangles, which encloses the extreme limits of advertising message, announcement or decoration of a wall sign.
5. Area of Sign. The cumulative area of the faces of the sign within a perimeter which for the outside shapes, but excluding the necessary supports or uprights on which the signs may be placed. If the sign consists of more than one (1) section or module, all areas will be totaled. Any irregular shaped sign area shall be computed using the actual sign-face surface.
6. Background Area of Sign. The entire background area of a sign upon which copy could be placed. In computing area of sign background; only that face or faces which can be seen from anyone direction at one time shall be counted.
7. Billboard. See "off-premise" sign or "Poster Panel".
8. Building Facade. That portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the building elevation.

9. Building Facade Facing. A resurfacing of an existing facade with approved material illuminated or non-illuminated.
10. Business Identification Sign. Any sign which promotes the name and type of business only on the premises where it is located.
11. Canopy Sign. Any sign attached to or constructed in, on or under a canopy or marquee. For the purpose of this ordinance, canopy signs shall be controlled by the rules governing projecting signs.
12. Changeable Message Sign. A sign, such as a manual, electronic or electric controlled time and temperature sign, message center or reader board, whether electronic, electric or manual, where copy changes. Any sign may be, or, include as part of it, a changeable message sign.
13. Directional Signs. On premise incidental signs designed to guide or direct pedestrians or vehicular traffic.
14. Double Faced Sign. A sign with copy on Two (2) parallel faces that are back-to-back, facing in opposite directions.
15. Election Campaign Period. The Period beginning on the first day for circulation of nomination papers by candidates and ending on the day of the election.
16. Free Standing Sign. A sign with an under clearance of greater than two feet, supported permanently upon the ground by one or more supports and not attached to any building.
17. Grade. The elevation or level of the street closest to the sign to which reference is made, measured at the street's centerline.
18. Ground/Monument Sign. A free-standing sign with an under clearance of two feet or less, supported permanently upon the ground by one or more supports and not attached to any building. Ground/Monument signs shall be measured from the average height of grade.
19. Gross Area. The area of a sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one (1) section, their area will be totaled. If the modules are formed in the shape of letters or symbols, the rules for Area or Copy apply.
20. Height of Sign. The vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of such sign.
21. Highway Corridor. A corridor parallel to U.S. Highway 41 established for the purposes of allowing additional signage in Business/Commercial and Industrial. This corridor shall be 500 ft. wide, measured from the highway right-of-way, but shall never exceed 1000 ft. from the centerline of the right of way.

22. **Illuminated Sign.** A sign in which a source of light is used in order to make the message readable. This definition shall include internally and externally lighted signs.
23. **Legal Nonconforming Sign.** A nonconforming sign that did meet code regulations when it was originally installed.
24. **Marquee.** Marquee is a permanent roofed structure attached to and supported by the building and projecting over public property.
25. **Marquee Sign.** Any sign attached to or constructed in a marquee.
26. **Multiple Copy Sign.** A sign which advertises other than the name of the business and the principal product or service.
27. **Nonconforming Sign.** A sign that does not meet code regulations.
28. **Off-Premise Sign.** A sign which advertises goods, products, facilities or services not necessary on the premise where the sign is located, or directs persons to a different location from where the sign is located.
29. **On-Premise Sign.** Any sign identifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed and maintained.
30. **Poster Panels.** A structure or framework attached to a building or the ground for the purpose of posting advertising bills, posters, and painted signs.
31. **Projecting Sign.** A sign, normally double faced which is attached to and projects from a structure or building facade.
32. **Revolving Sign.** A sign which revolves three hundred sixty (360) degrees but does not exceed eight (8) rpm.
33. **Roof Sign.** A sign erected upon or above a roof or parapet wall of a building and which is wholly or partially support by said building.
34. **Shared Use Sign.** Two adjacent properties may share a freestanding sign located on one of the two properties. This type sign is a Shared Use sign. The intent of permitting Shared Use signs is to reduce the overall number of signs by allowing two properties to share one sign. These signs are permitted with a conditional use permit.
35. **Sign.** Any emblem, painting, banner, pennant, placard, design, identification, description, illustration or device, illuminated or non-illuminated to advertise, identify, convey information, or direct attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently

installed or situated merchandise. For the purpose of removal, signs shall also include all sign structures.

36. Sign Structure. Any structure which supports or is capable of supporting any sign, as devised in this code. A sign structure may be a single pole or mayor may not be an integral part of the building.

37. Temporary Sign. A sign which is intended to advertise community or civic projects, construction projects, real estate for sale or lease or other special events on a temporary basis.

38. Swinging Sign. A sign installed on an arm or mast or spar that is not permanently fastened to an adjacent wall or upright pole.

39. Under Marquee Sign. A lighted or unlighted display attached to the underside of a marquee protruding over public or private sidewalks or right-a-way.

40. Vision Comer- The vision comer is formed by measuring forty (40) feet along each property line from the comer where the two (2) street sides of the property meet. Connecting these two (2) lines with a diagonal line completes the triangle and forms the vision comer.

41. Wall Sign. A sign which is in any manner affixed to any exterior wall of a building or structure and which projects not more than eighteen (18) inches from the building or structure wall and which does not extend above the parapet, eaves or building facade of the building on which it is located or a sign which is painted on an exterior wall.

42. Window Sign. A sign installed on a window or affixed to or visible through an exterior window or an enclosed building for the purpose of viewing from outside the premises.

43. Zoning of Land Use. Shall mean the land use district as established by the Town of Kaukauna.

44. Zoning Lot Frontage - When a zoning lot has more than 300 lineal ft of frontage on one or more public streets, the aggregate total of signage on the lot may be increased by 1/2 sq. ft. for each lineal frontage over 300 lineal feet using the longest accessible street side adjacent to the lot as the basis. A zoning lot frontage credit may never exceed 300 sq. ft. See zoning districts and G. Exceptions To Specific Zoning Districts for specifics.

Note - In computing the lineal footage of frontage on the longest accessible street side, only frontage along the developed portion of the lot may be considered.

C. GENERAL REQUIREMENTS

1. Scope. This section of the ordinance shall apply to all billboards, boards, fences

or structures of any kind used for advertisement purposes, or upon which any advertisement is shown, painted or displayed, in the Town of Kaukauna.

2. Animated Signs. No animated signs shall be erected or maintained in any residential land use district. No animated signs shall be erected or maintained closer than six hundred (600) feet from any residential zoning district on which there exists, structures used for residential purposes.

3. Canopy Signs. Copy area of a building facade facing shall comply with C.17 (Wall Signs), and shall not exceed forty (40) percent of the background facing to which it is applied.

4. Computation of Area of Individual Signs. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem or other display 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, but not including 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.

5. Computation of Area of Multi faced Signs. The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces.

6. Illumination. All electrical signs shall conform to the requirements of the Town electrical code. Signs shall be illuminated so light is directed entirely on the sign, so as not to reflect direct rays of light into adjacent residential districts or into the public way. Up-lighting is prohibited on all signage.

7. Location.

- a. All ground/monument sign (on premise) shall be located no less than three hundred (300) feet from any residential zoning district.
- b. Any billboard (off premise) shall be located no less than three hundred (300) feet from any residential zoning district.
- c. Any billboard shall be located not less than six hundred (600) feet from another billboard measuring from either side of a road or highway.

8. Maintenance of Signs. All signs and sign structures shall be properly maintained and kept in a neat and proper state of repair and appearance.

9. Marquee Signs. Marquee Signs may be placed on, attached to, or constructed in a marquee. Marquee signs shall comply with C.5. and shall not exceed forty (40) percent of the background facing to which it is applied.

10. Maximum Area of Signs. The maximum area of signs shall be the accumulation of the area of all signs located on a parcel of record. The maximum area of signs

may differ according to the zoning classification of a lot.

11. Neon Tubing and Similar Type Strip Lighting. There shall be no exposed neon tubing or similar type strip lighting used on signage unless it is shielded from direct view.

12. Prohibited Signs in all zoning districts. Roof signs are prohibited in all zoning districts. No sign requiring a permit may be attached to any fence.

13. Removal of Obsolete, Non-Maintained, or Abandoned Signs. All signs including those painted on a building, which no longer serve the purpose for which they were intended, or are not maintained, or which have been abandoned, shall be removed by the business or property owner within ninety (90) days after the receipt of removal notice or, upon failure of such removal, the Town shall remove such signs at the expense of the owner or lessee of the premises.

14. Setbacks.

- a. Free standing and Ground/Monument signs shall be located within the property lines and shall be set back from the street right of way a distance at least equal to or greater than the height of the sign. No portion of the sign may project into or over the street right of way.
- b. Any free-standing sign shall not exceed fifty (50) feet in height.
- c. Any ground/monument sign shall not exceed ten (10) feet in height.
- d. Setbacks. Any off-premise/billboard signs shall be located no less than 600 ft of the intersecting centerlines of two roadways. The setback shall be 55 ft from the highway.

15. Stability. All signs requiring a permit shall be designed, constructed and maintained to withstand a minimum load of thirty (30) pounds per square foot of sign area, and will otherwise structurally be safe, and shall be securely anchored or otherwise fastened, suspended or supported so that they will not be a menace to persons or property. No sign shall be suspended by chains or other devices that will allow the sign to swing, due to wind action. The use of cables or wires is prohibited

16. Trailer Or Mobile Mounted Signs.

- a. Trailer or mobile signs mounted on a vehicle are permitted for a total of four (4) weeks per year.
- b. Each permit is to be issued to a single parcel or identifiable shopping center and not each business therein. There shall be at least fifteen (15) days between such permits.
- c. Such signs may be located in the front yard setback area if it is not within fifty-five (55) feet of an intersecting street or fifteen (15) feet of driveway to preserve the vision comer.

17. Wall Signs. Background area of wall signs shall not exceed ten (10) percent of the building facade or thirty-two (32) square feet, maximum to be 32 sq. ft.

D. PERMITS REQUIRED.

- I. It shall be unlawful for any person to erect, construct, enlarge, allow an illegal sign to remain, or structurally modify a sign or cause the same to be done in the Town of Kaukauna without first obtaining approval from the Town of Kaukauna Planning and Zoning Commission and obtaining a permit for each sign from the Building Inspector, as required by this ordinance. Permits shall not be required for a change of copy on any sign, nor for the repainting, cleaning, and other normal maintenance and repair of the sign and sign structure.
2. Application for a Permit. Application for a permit shall be filed with the Building Inspector upon forms provided by the Building Inspector. The applicant shall provide all information required on the application for the permit.
3. Permit Fees. Permit Fees shall be filed with the Permit Application for each sign in accordance with the Town fee schedule authorized by the Town of Kaukauna Town Board.
4. Any sign erected without a permit shall be removed at the owner's expense.
5. A sign permit issued by the Town of Kaukauna Building Inspector shall become null and void if manufacturing of the sign is not commenced within one (1) year from the date of permit issuance.

E. SIGNS NOT REQUIRING A PERMIT.

1. Construction Signs. Two (2) construction signs per construction site, not exceeding one hundred (100) square feet in areas each, shall be confined to the site of construction, and shall be removed thirty (30) days after completion of construction or prior to occupancy whichever is sooner.
2. Directional and Instructional Non-Electric Signs. Directional and instructional non-electric signs, which provide instruction or direction and are located entirely on a property to which they pertain and do not exceed eight (8) square feet each in area and do not in any way advertise a business. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits
3. Directional and Instructional Non-Electric Signs. Directional and instructional non-electric signs, which provide instruction or direction and are located entirely on a property to which they pertain and do not exceed eight (8) square feet each in area and do not in any way advertise a business. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits.
4. Emblems, Non-Illuminated. Non-illuminated emblems or insignia of any nation or political subdivision profit or non-profit organization.

5. Government Signs. Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his/her public duty.

6. House Numbers and Name Plates. House numbers and name plates not exceeding two (2) square feet in area for each residential, commercial or industrial building.

7. Interior Signs. Signs located within the interior of any building or structure which is not visible from the public right-a-way. This does not, however, exempt such signs from the structural, electrical or material specifications of this ordinance.

8. Memorial Signs and Plaques. Memorial signs or tablets, names of buildings and date of erection, which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four (4) square feet in area.

9. No Trespassing or No Dumping Signs. No trespassing and no dumping signs not to exceed one and one-half (1.5) square feet in area per sign.

10. Public Facility Signs. Public parks and facilities (i.e. Town Hall, Fire/Police Station, Schools, etc.) the location, size, materials, and design of such signs is subject to Town Board Approval.

11. Public Notices/Official Signs. Official notices posted by public officers or employers in the performance of their duties. Official signs, such as traffic control, parking restrictions information and notices.

12. Public Signs. Signs required as specifically authorized for a public purpose by any law, statute or ordinance.

13. Political and Campaign Signs. Political and campaign signs on behalf of candidates for public office or measures on election ballots provided that said signs are subject to the following regulations:

- a. Said signs shall not be erected for more than the "Election Campaign Period" as defined by Wisconsin Statute 12.04
- b. Each sign, except billboards, which require permits, shall not exceed thirty-two (32) square feet in non-residential zoning districts and sixteen (16) square feet in residential zoning districts.
- c. No sign shall be located within fifteen (15) feet of the public right-a-way at a street intersection, nor over the right-a-way.

14. Real Estate Signs. One (1) real estate sales sign on any lot or parcel provided such sign is located within the property to which the sign applies and is not directly illuminated.

a. In residential districts, such signs shall not exceed eight (8) square feet in area and shall be removed within thirty (30) days after the sale, rental, or lease has been accomplished.

b. In all other districts, such signs shall not exceed thirty-two (32) square feet in area and shall be removed within thirty (30) days after the sale, rental, or lease has been accomplished.

c. On through lots (a lot fronting on two parallel streets) in all districts one (1) additional real estate sign is permitted along the second street.

15. Temporary Window Signs. In business, commercial and industrial district, the inside surface of any ground floor window may be used for attachment of temporary signs. The total area of such signs, however, shall not exceed fifty (50) percent of the total window area, and shall not be placed on door windows or other windows needed to be clear for pedestrian.

16. On-Premise Symbols or Insignia. Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historic agencies.

17. Temporary Signs.

a. Temporary signs pertaining to drives or events of civic, philanthropic, educational or religious organizations provided such signs are posted not more than thirty (30) days before said event and removed within seven (7) days after the event. Signs may be as maximum of thirty-two (32) square feet when used on a hector street or highway, and a maximum of eight (8) square feet in all other areas.

b. Temporary signs used to advertise rummage/yard sales provided the sign are no larger than eight (8) square feet in area. These signs may be erected no more than two (2) days before the sale and must be taken down no later than the day after the sale.

18. Vehicular Signs. Truck, bus, trailer or other vehicle, while operating in the normal course of business, which is not primarily the display of signs.

F. SPECIFIC ZONING DISTRICT REQUIREMENTS

1. All Residential districts and Agricultural Districts. All signs are prohibited in the Residential Districts and Agricultural Districts, except for the following, non-flashing, non-illuminated, permanent signs under conditions specified:

a. Real Estate Signs. Real Estate signs, which advertise the sale, rental or lease of the premises upon which said signs are temporarily located. No sign shall exceed eight (8) square feet in area. Comer lots shall be

permitted two (2) such signs, one (1) facing each street. All signs shall be confined to the immediate property being advertised or displayed.

b. Nameplate Signs. Nameplate signs, not to exceed two (2) square feet, located on the premises. Corner lots shall be permitted two (2) such signs, one (1) facing each street.

c. In Multi-Family Residential and Planned Development (PD) districts the following signs may be permitted.

1. One (1) on-premise landscaped ground/monument sign, no more than ten (10) feet high, maximum twenty-five (25) square feet per side, fifty
2. (50) square feet total of all sides combined shall be permitted with copy limited to name, logo, and office or rental information phone number.
3. One wall sign, maximum of thirty-two (32) square feet, which may list amenities.

d. Subdivision Identification Signs. In Planned Development and Residential Districts one (1) Subdivision Identification sign may be permitted to identify subdivision developments of five (5) or more lots and the subsequent subdivision additions. The sign must be a landscaped ground/monument sign no more than ten (10) feet high, maximum of forty (40) square feet per side. Copy is limited to the name of the subdivision and logo.

e. Bulletin Boards. Bulletin boards or similar devices for churches and religious institutions shall not exceed thirty-two (32) square feet in area located on the premises. Heights of said sign shall not exceed ten (10) feet.

f. Memorial Signs. Memorial signs or tablets, names of buildings and date of erection, which are cut into masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four (4) square feet in area.

g. Public Notices/Official Signs. Official notices posted by public officers or employers in the performance of their duties. Official signs, such as traffic control, parking restrictions information and notices.

h. Agricultural Signs. Agricultural signs, pertaining to the products of the agricultural premises not to exceed thirty-two (32) square feet in area total of all sides combined. Height of this restrictive sign shall not exceed ten (10) feet from grade level. Two (2) such signs shall be permitted per farm.

i. All sign placement shall be on the privately owned property and shall not project beyond the property line onto the right-of-way.

2. All Business and Industrial Districts. In the Business/Industrial Districts, signs

and advertising devices are permitted with approval from the Town of Kaukauna Planning and Zoning Board and subject to the following conditions

a. Area. The gross area in square feet of all signs on a specific zoned lot shall not exceed four hundred (400) square feet. (Provisions may apply in section "G" of this ordinance.)

b. Content. Signs shall bear thereon no lettering other than to indicate the name and kind of business conducted in the building or structure, such as "Men's Clothing", "Jeweler", and the like, and the year the business was established, and the street number thereof. Signs may advertise articles of merchandise sold on the premises and may include changeable message areas. The area of changeable message sign is limited to thirty-three (33) percent of the side of the sign on which it is applied.

c. Number of Signs. The number of signs shall not exceed two (2) on anyone premise.

d. Ground/Monument or Free-Standing Signs. Either one (1) ground/monument or one (1) free standing sign shall be allowed per zoning parcel. Such ground/monument or free-standing sign shall advertise only name and location of such shopping center or individual use and the name and type of business of each occupant of the center. EXCEPTION: In the case of a lot fronting on two (2) public streets, such business shall be entitled to a second ground/monument or free-standing sign; however, such second sign may be located no closer than 300 ft. to the first sign.

e. Height. Free standing signs shall not exceed a height of thirty (30) feet; ground/monument signs shall not exceed a height of ten (10) feet above the average ground level.

f. Illuminated Signs. Illuminated signs shall be illuminated so light is directed entirely on the sign, so as not to reflect direct rays of light into adjacent residential districts or into the public way.

g. Maximum Size. Ground/Monument Signs shall meet all yard requirements for the district and shall not exceed three hundred (300) square feet in area or twenty (20) percent of the building size, whichever is most restrictive on all sides combined for anyone (1) premise. Free Standing Signs shall meet all yard requirements for the district and shall not exceed four hundred (400) square feet in area or twenty (20) percent of the building size, whichever is most restrictive on all sides combined for anyone (1) premise. EXCEPTION: Lots with more than 200 ft. of zoning lot frontage qualify for an additional 1/2 sq. ft of signage for each foot of zoning lot frontage over 200ft. This additional square footage may be used to create a second ground/monument or free-standing sign; however such second sign may be located no closer 200 ft. to the first sign. If so desired, the size of the first sign may be reduced in order to shift square footage to the

second sign. Such second sign shall be limited in size in accordance with and F.3.f and F.3.h.

h. Mounting. All signs shall be mounted in one of the following manners:

1. Flat against a building or wall.
2. Back-to-back in pairs so that back of sign will be screened from public view.
3. In clusters in an arrangement which will screen the back of the signs from public view.
4. Or otherwise mounted so that the backs of all signs or sign structures showing to public view shall be painted and maintained a neutral color or a color that blends with surrounding environment.

i. On-Premise Signs. All signs advertising or displaying industrial/business places shall be constructed on the said business premises only. Business signs constructed off the premises shall be permitted only upon written approval by the Town of Kaukauna Town Board.

j. Projection. In these districts where limitations are imposed by this ordinance on the projection of signs, from the face of the wall of any building or structure, such limitations shall not apply to identification canopy or marquee signs indicating only the name of the building or the name of the principal occupant of the building or the principal product available therein, provided that any identification sign located on a marquee or canopy shall be affixed first to the vertical face thereof.

k. Safety Standards. All outdoor advertising structures, post signs, accessory signs, or advertising statuary which is declared to be a traffic hazard by the Building Inspector shall be relocated or rearranged in accordance with safety standards. A sign in direct line of vision of any traffic signal, from any point in the traffic lane, shall not resemble traffic signals. No sign shall be closer than forty (40) feet to the intersection of the right-of-way lines of any intersection road. Any sign located in the direct line of vision of any traffic control signal shall not have flashing intermittent red, green, or amber illumination.

l. Setbacks. Signs shall meet all yard requirements of the zoning district, except those instances as set forth in 2.015(C) (14) of these ordinances. No sign shall be permitted within six hundred (600) feet of an adjacent residence.

m. Temporary Signs. No permanent flashing signs allowed. A temporary sign shall be allowed for fifteen (15) days. Anything beyond 15 days, 16 to 60 days shall require approval from the Town of Kaukauna Board.

n. Wall Signs. In a single tenanted building, a business may have one or more wall signs, the total sq. ft. of these signs may not exceed 10% of the surface area of the front face of the building, or 32 sq ft, with a maximum of 32 sq ft. Such signs may be located on any wall face of the building but shall not extend more than six (6) inches outside of the building wall surface. EXCEPTIONS: I) In the case of a lot fronting on two (2) public streets, such business shall be

entitled to additional wall signage equal to 10% of the surface area of the side of the building fronting on that street; however, the aggregate signage on anyone wall of the building may not exceed 10% of its total surface area. 2) If a lot does not front on two streets and has more than 300 ft. of zoning frontage, the lot is entitled to receive an additional 1/2 sq. ft. of sign age for each foot of zoning lot frontage over 300 ft. as per our Zoning Lot Frontage Credit.

o. Window Signs. Permanent window signs shall be placed only on the inside of business buildings and shall not exceed twenty-five (25) percent of the glass area of the pane upon which the sign is displayed and shall not be placed on windows needed to be clear for pedestrians.

p. Exceptions to Above Requirements. Refer to Section 2.015 (G) Exceptions to Specific Zoning District Requirements.

G. EXCEPTIONS TO SPECIFIC ZONING DISTRICT REQUIREMENTS

1. Within Business and Industrial Districts, for shopping centers, or where more than one (1) business is located on a zoning lot in separate primary structures, each business shall be allowed a wall or building facade identity sign not to exceed the area requirements set forth in Section 2.015 (C) of this ordinance. For shopping centers, only one wall or building facade sign is permitted for each tenant space, the requirements set forth in Section 2.015 (C) (3, 4, 9 and 17) shall be enforced for each individual business and not for the zoning parcel in its entirety. The building frontage of the individual tenant space shall be used to determine the square footage of a wall sign for that tenant space. Sign area shall not be shifted from one tenant to another.

a. In a Highway Corridor, parcels zoned Commercial/Light Industrial may take the following exceptions:

a. Front Foot Increase. Allow an increase of signage of 1/2 sq. ft. per front foot of zoning starting after the first 300 lineal ft. of zoning lot frontage; however, under no circumstance shall the increase in signage be greater than 500 sq. ft.

b. Height. Free standing signs shall not exceed a height of fifty (50) feet, ground/monument signs shall not exceed a height of ten (10) feet above the average ground level. Note- Free standing signs permitted in the Highway Corridor over 20 ft. high may not be located closer than 300 ft. to a residentially zoned property and may not be located outside the Highway Corridor.

c. Second Sign. One additional free-standing sign or one ground/monument sign may also be installed, either of which shall be no larger than 120 sq. ft. per side, 240 sq. ft. total of all sides combined. If a second free standing sign is used it may not exceed thirty (30) feet in height. If a ground/monument sign is used it may not exceed ten (10) feet in height. If this is a corner lot, this paragraph does not provide for a third sign.

d. Wall Signs. A maximum of 700 sq. ft. of wall sign shall be permitted in a Highway corridor, not to exceed 10% of the wall area fronting street. Wall signs may be located on any wall face.

H. OFF-PREMISE POSTER PANEL/BILLBOARD AND PAINTED ADVERTISING SIGNS

1. General. All off-premise poster panel/billboard and painted bulletin signs are prohibited in the Town of Kaukauna, regardless of the nature, size and location, except as provided herein.

2. Off-premise poster panel/billboard and painted bulletin signs shall only be allowed in the Highway Corridor and only after obtaining a conditional use permit and meeting the sign requirements as set forth in this ordinance.

3. In issuing permits for off-premise poster panel/billboard and painted bulletin signs in the Town of Kaukauna, the Town Building Inspector shall see the following restrictions are compiled with:

a. Height. Off-premise (billboard) signs shall not exceed a height of fifty (50) feet.

b. Illumination. All off-premise/billboard signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights, or those of red, green or amber color at intersections are prohibited. Illuminated signs shall be illuminated so light is directed entirely on the sign, so as not to reflect direct rays of light into adjacent residential districts or into the public way.

c. Location. Any off-premise/billboard signs shall be located no less than three hundred (300) feet from any residential zoning district. Any off-premise/billboard signs shall be located not less than six hundred (600) feet from another off-premise/billboard measuring from either side of a road or highway.

Note- No off-premise/billboard sign shall in any manner project over the right-of-way of any highway or roadway in the Town.

d. Number of Off-Premise/Billboard Signs. No more than one (1) off-premise sign per zoning lot, subject to spacing requirements, or one (1) painted bulletin is permitted on the same zoning lot.

e. Setbacks. Any off-premise/billboard signs shall be located no less than 600 ft of the intersecting centerlines of two roadways. The setback shall be 55 ft from the highway.

f. Stability. Any off-premise/billboard signs shall be erected on no more than two (2) uprights and shall be designed, constructed and maintained to withstand a minimum load of thirty (30) pounds per

square foot of sign area, and will otherwise structurally be safe, and shall be securely anchored or otherwise fastened, suspended or supported so that they will not be a menace to persons or property.

I. ALTERATION -RELOCATION

1. No sign in the Town of Kaukauna shall hereafter be altered, rebuilt, enlarged, extended or relocated, except in conformity with the provisions of this article. The changing of movable parts of signs that are designed to be changed or the repainting of display matter in conformity herewith shall not be deemed to be alterations within the meaning of this ordinance.

J. NON-CONFORMING SIGNS

1. Notification nonconformity. The Building Inspector or Zoning Administrator shall survey the Town for signs which do not conform to the requirements of this section. Upon determination that a sign is a nonconforming sign, the Building Inspector/Zoning Administrator shall use reasonable efforts to notify, either personally or in writing, the user or owner of the property on which the sign is located.

2. Nonconforming Signs. Any sign located within the Town on the date of adoption of this section of the ordinance which does not conform to these provisions, is eligible for characterization as a "nonconforming" sign and is permitted, provided it also meets the following requirements:

- a. The sign was covered by a sign permit, or a permit was issued prior to the date of adoption of this section if one required.
- b. If no sign permit was required for the sign in question and the sign was in all respects in compliance with applicable law on the date of construction or installation.

3. Continuation of Nonconforming Status. A non-conforming sign shall maintain its nonconforming designation provided:

- a. No structural modification of a nonconforming sign is permitted, except where such modification will result in having the effect of bringing such sign more in compliance with the requirements of this section, except for changing of copy and normal maintenance, or
- b. The sign is not relocated, or
- c. The sign is not replaced.
- d. The total structural repairs or alterations to such a nonconforming sign shall not during its life, exceed fifty (50) percent of the assessed value of said signs existing at the time it became nonconforming,

4. Loss on Nonconforming Status. Any changes, except as provided in this article, shall result in the loss of nonconforming status.

K. ABANDONED SIGNS AND DETERIORATED OR DILAPIDATED SIGNS

1. All signs or sign messages shall be removed by the owner or lessee of the premises upon which the sign is located when the business which it advertises is no longer conducted or when rental or compensation is no longer provided if said sign is of the off-premise type. If the owner or lessee fails to remove it, the Town Building Inspector shall give the owner sixty (60) days written notice to remove it. Upon failure to comply with this notice, the Building Inspector, or his/her duly authorized representative may remove the sign at cost to the sign owner.

2. The Building Inspector shall cause to be removed any deteriorated or dilapidated signs under the provision of Wisconsin Statutes 66.05.

L. GENERAL ADMINISTRATION AND ENFORCEMENT

1. The Administration and Enforcement of this section shall be the responsibility of the Town of Kaukauna Building Inspector or a designee by the Town Board.