

CHAPTER 13

SIGNS

13.01 PURPOSE

(a) To regulate the size, type, construction standard, maintenance and placement of signs situated within the boundaries of the Town of Lisbon, Wisconsin.

(b) To promote the public health, safety, welfare and comfort of the general public by:

(1) Reducing distractions and obstructions from signs which would adversely affect traffic safety, and alleviate 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; and

(3) Preserving or enhancing the natural beauty and unique physical characteristics of the Town of Lisbon as a community in which to live and work by requiring new and replacement signage which is:

(A) Harmonious with the building and surrounding neighborhood aesthetics, and other signs in the area;

(B) Appropriate to the type of activity to which it pertains;

(C) Expressive of the Town's identity in a manner which will not diminish property values; and

(D) Complementary to the Town's architectural character and unobtrusive commercial developments.

13.02 SCOPE OF REGULATIONS

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

13.03 DEFINITIONS

When used in this chapter, the following words and phrases shall have the specific meaning as hereinafter defined and any words or phrases not listed shall have the meaning defined by the zoning code of the Town of Lisbon:

Abandoned sign: A sign which no longer correctly advertises a bonafide business, lesser, owner, product or activity conducted, or product available on the premises where the sign is displayed; or a sign for which the applicable fees have not been paid or which has not been maintained which is hazardous.

Advertising Vehicles – (Prohibited): Any vehicle or trailer on a public right-of-way property or on private properties so as to be seen from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the basic purpose

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of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premises.

Approved Combustible Materials: Wood, combustible plastics, or other rigid material impervious to water.

Approved Combustible Plastics: Only those combustible plastic materials which when tested in accordance with the Standard Method of Testing for Flammability of Plastics (A.S.T.M.) over 0.050 inch in thickness, D635 (Latest Revision), burn no faster than 2.5 inches per minute in sheets of 0.060 inch thickness.

Area: Measurement of sign area shall be calculated as the sum of the area within the smallest regular polygon that will encompass all elements of the actual sign face including any writing, representation, emblem or any figure or similar character together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed.

(a) For a sign painted on or applied to a building, the area shall be considered to include all lettering, wording and accompanying designs or symbols, together with any background of a different color than the natural color, or finish material, of the building.

(b) The area of supporting framework (for example brackets, posts, etc.) shall not be included in the area calculation if such framework is incidental to the display, is unobtrusive, and is an integral part of the sign.

(c) When a sign has two (2) or more faces, the area of all faces shall be included in determining the area, except where two faces are placed back to back and are at no point more than two (2) feet from each other. In such case, the sign area shall be taken as the area of the largest face of a two (2) face sign, or the sum of the two (2) largest faces of a four (4) face sign. This exception shall not apply to any sign with more than four (4) faces.

Banner: A sign intended to be hung either with or without a frame, and which possesses characters, letters, illustrations, or ornamentation's applied to paper, plastic, or fabric of any kind.

Base Setback Line: The edge of the established ultimate street right-of-way.

Beacon: A stationary or revolving single or multi-colored light which flashes or projects illumination in any manner, which is intended to attract or divert attention.

Bulletin Board: A sign not to exceed fifteen (15) square feet in area located on the premises of a charitable, religious, educational, institutional, or public body, for purposes of announcing events held on the premises. The Town of Lisbon Official bulletin boards may be located off-site.

Canopy Sign: A sign that is attached to, or made of, an awning, canopy or other fabric, plastic or structural protective cover located over a door, entrance, window or outdoor service or recreation area.

Changeable Message Sign (Prohibited): A sign such as a manual, electronic or electric controlled sign, message center or reader board, whether electronic, electric or

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manual, where copy changes. No sign may be, or include as part of it, a changeable message sign except that a time and temperature sign and manually changed marquee are permissible.

Construction Sign: A sign identifying individuals, companies, or agencies involved in the design, construction, wrecking, financing, or development of a building/lot, and/or identifying the future use of a building/lot.

Directional Sign: A sign for the purpose of directing the public to a commercial establishment off the main traveled way, or to service clubs, churches, schools or other non-profit organizations. Also, signs used solely to indicate ingress and egress at driveway locations, which contain no advertising material, and which do not exceed three (3) square feet in area, or extend higher than four feet above the mean centerline street grade, or adjacent site grade.

Directory Sign: A sign that indicates the name of the occupant(s) or tenant(s) located on the premises, and which is less than twenty (20) square feet in area.

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.

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

External Illumination: Illumination of a sign by an exterior light source.

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

Flashing Sign: A sign whose illumination is not kept at a constant intensity when in use, and/or which exhibits changes in light, color, direction, animation, wording or text. Illuminated signs that indicate the date, time, and temperature will not be considered flashing signs if the remainder of the sign is kept at a constant intensity.

Freestanding Sign: A sign that is attached to, or made part of, a completely self-supporting structure other than a building. The supporting structure shall be set firmly in, upon, or below the ground surface and shall not be attached to any building.

Grade: The existing, preconstruction elevation at the base of a freestanding sign, or bottom edge of a building nearest a sign in the case of a wall or projecting sign.

Ground Sign: A sign erected on one or more free-standing supports or uprights and not attached to any building. The area of a ground sign is the total area of sign.

Height: The height of all freestanding signs shall be the distance between the existing preconstruction grade at the base of the sign and the highest point on the sign or supporting structure.

Illuminated Sign: A sign which is illuminated by an artificial light source; whether internal or external a light source whose primary purpose is to display or draw attention to said sign.

Internal Illumination: Illumination of a sign in which the source of light is contained within the sign itself.

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Legal Non-Conforming Sign: A sign that did meet code regulations when it was originally installed prior to the adoption of this ordinance.

Letters and Decorations: The letters, illustrations, symbols, figures, insignia, logo and other media employed to express and/or illustrate the message or a sign.

Lot: A designated parcel, tract or area of land established by plat, subdivision, or as otherwise permitted by law.

Lot Line: A line of record bounding a lot which divides one lot from another lot, or from a public or private street, or any other public space.

Marquee: A permanent, roof-like structure, extending from part of the wall of a building but not individually supported by the ground, which is constructed of durable material such as metal or glass.

Marquee Sign: A sign attached to, painted on, or supported by a marquee, that has its copy manually changed to reflect changes in venue on the premises.

Neon or Other Gas Tube Illumination: Illumination from a light source consisting of a neon or other gas tube which forms letters, symbols or other shapes.

Nonconforming Sign: A sign which existed prior to the effective date of the adoption of this chapter which does not conform to the terms of this chapter.

Offset: The regulated minimum horizontal distance a structure must be from a side or rear lot line.

Off-premises Sign: A sign that advertises goods, products, facilities or services that are not located on the premises where the sign is located, or a sign that directs persons to a location other than where the sign is located.

On-premises Sign: A sign that advertises, calls attention to, or identifies an occupant, business or property situated on the same lot as the sign.

Portable Sign: A sign not permanently affixed to the ground, a building, or other structure, which may be moved from place to place.

Projecting Sign: A sign, that is normally double-faced, which is affixed or attached directly to the exterior wall of a building or structure that extends more than ten (10) inches from the exterior wall of the building or structure.

Real Estate Sign: A sign that is used to offer for sale, lease, or rent the premises upon which such sign is placed.

Right-of-Way (street): The area dedicated for public access and use, including the street or alley, parkway and sidewalk areas between property lines.

Roof Sign: A sign or billboard which is located on, or projects above, the lowest point of the eaves or the top of the parapet wall of a building, or which is painted on or fastened to a roof.

Setback: The regulated minimum horizontal distance a structure must be from the base setback line.

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Shopping Center: A planned/coordinated grouping of architecturally unified commercial establishments, built on the same site and managed as one operating unit, offering for sale goods such as food, drugs, hardware and personal services.

Sign: A display of lettering, logos, colors, lights, illuminated neon tubes, and supporting structure visible to the public from outside of a building or from a traveled way, which either conveys a message to public, or intends to advertise, direct, invite, announce or draw attention to goods, products, services, facilities, persons, property, interest or business either on the lot or on any other premises.

Sign Code Administrator (SCA): The Town of Lisbon Plan Commission.

Sign Structure: Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.

Street: A public or private right-of-way that is used to carry pedestrian or vehicular traffic.

Temporary Sign: A sign intended to be used for a period of no more than thirty (30) days unless otherwise specified herein.

Trim: The moldings, battens, capping, nailing strips, latticing and platforms attached to any sign or billboard structure.

Wall Sign: A sign or billboard affixed to the exterior wall of a building that extends ten (10) or less inches from the exterior wall of the building, including signs that are painted directly on the wall itself.

Warning Sign: A sign that is devoid of advertising material, whose purpose is to warn the public of the existence of, or potential for, danger.

Window Sign: A sign attached to, placed upon, or painted on a window or door of a building that is intended for viewing from the exterior of such building.

13.04 PERMITS

(a) Authority

It shall be unlawful for any person to erect, repair, alter, relocate or possess any sign or other advertising structure as defined in this chapter without first obtaining a sign permit from the Town of Lisbon and paying the fees required by this chapter. In addition, all illuminated signs are subject to the provisions of the Electrical and Building Codes, and the permit fees required there under.

(b) Application for Permit

Application for a sign permit shall be made to the Town of Lisbon, and shall contain, or have attached thereto, the following information:

- (1) Name, address, and telephone number of the applicant.
- (2) Name, address, and telephone number of the person, firm, corporation, or association proposing to erect the sign.

Signs 13.04(b)(3)

(3) Written consent of the owner of the building, structure, or land to which, or upon which, the sign is to be affixed, or erected.

(4) A scale drawing of the proposed sign indicating the dimensions, materials to be used, color scheme, type of illumination, if any, and the methods of construction and attachment.

(5) A scale drawing indicating the location, position and orientation of the proposed sign in relation to nearby buildings, structures, and lot lines, said drawing shall clearly indicate the setback and offset to the sign foundation.

Sign Permit Applications shall be filed with the SCA, who shall review the application for its completeness and accuracy, and approve or deny, in writing, the application within thirty (30) days of receipt unless the time is extended by written agreement between the applicant and the SCA. A sign permit shall become null and void if work authorized under the permit has not been completed within twelve (12) months of the date of issuance.

(c) Issuance of Permits

(1) It shall be the duty of the SCA, upon the filing of an application for a sign permit, to examine such plans, specifications, and other data needed to determine compliance with the requirements of this ordinance.

(2) After examining the Sign Permit Application, the SCA shall take one of the following actions:

(A) Deny the application, stating the reasons therewith, if the proposed sign is not in compliance with the requirements of this ordinance.

(B) Put the permit on hold, pending receipt of additional information or clarification from the applicant.

(C) Issue a permit, stating any conditions or stipulations upon which the approval is based.

13.05 FEES

(a) One-time Fees

(1) An application for a sign permit shall be filed with the SCA along with a non-refundable application review fee of thirty (\$30) dollars for each individual sign permit application.

(2) In addition to the application review fee, a separate sign permit fee shall be submitted with the application in accordance with the following schedule:

(A) Wall and Window Signs

(1) Non-illuminated \$0.55/sq. ft.

Signs 13.05(a)(2)(A)(2)

(2) Illuminated \$1.00/sq. ft.

(B) Projecting Signs

(1) Non-illuminated \$2.00/sq. ft.

(2) Illuminated \$2.50/sq. ft.

(C) Ground and Pole Signs

(1) Non-illuminated \$2.50/sq. ft.

(2) Illuminated \$5.50/sq. ft.

(b) Annual Fees

(1) An annual inspection fee of thirty (\$35) dollars shall be paid to the SCA for performing yearly inspections of an approved illuminated sign.

(2) Annual inspection fees shall be payable on the first day of April following erection of a sign.

(c) Refundable Fees

(1) If a sign permit application is denied by the SCA, the sign permit fee shall be refunded to the applicant, and included with the denial letter therewith.

(2) Payment and acceptance of the application review fee does not guarantee that a sign permit will be issued by the SCA.

13.06 REVOCATION OF PERMITS

The SCA is hereby authorized and empowered to revoke any sign permit upon determination that the sign authorized by the permit has been constructed or is being maintained in violation of the permit or the provisions of this chapter.

13.07 PROHIBITED SIGNS

The following types of signs are prohibited in the Town of Lisbon:

(a) Prohibited Signs

(1) Roof signs.

(2) Signs placed on, or affixed to, vehicles and/or trailers which are parked on public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity. This does not apply to signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

(3) Signs that are attached or otherwise affixed to rocks, 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) Flashing or rotating signs, signs containing moving parts, and signs containing reflective elements that sparkle or twinkle in the sunlight. Signs indicating the current time and/or temperature may be permitted provided they meet all other provisions of this ordinance, subject to approval of the SCA.

(6) A-frame, sandwich board, sidewalk, or curb signs, except as a temporary sign, as may be provided for in Section 13.08 of this ordinance.

(7) Banners, pennants, streamers, balloons, and other gas-filled figures, except as a temporary sign, as may be provided for in Section 13.08 of this ordinance.

(8) Billboards and off-premises signs, except Town-approved temporary off-premises signs used to identify local businesses during road construction.

(9) Any sign advertising or identifying a business or organization which is either defunct, or no longer located on the premises, shall be removed within thirty (30) days of receiving written notice to do so from the SCA.

(10) Portable and wheeled signs.

(11) Signs or other advertising painted directly on walls, unless specifically approved by the SCA.

(12) Inflatable signs and tethered balloons.

(13) Signs, erected at or near the intersection of streets, that obstruct free and clear vision; that, by reason of the position, shape, or color, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which makes 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 the public.

13.08 EXEMPTIONS

The following outdoor signs, advertising structures or devices shall be exempted from the permit process outlined in Section 13.04 (i.e., Permits) of this ordinance:

(a) Exemptions

(1) One wall sign, not to exceed six (6) square feet in size, maintained by the owner or occupant of a residential building for the purpose of displaying the name of the owner, resident, or legal home occupation contained therein. Home occupation signs shall not be illuminated.

(2) Bulletin boards not over fifteen (15) square feet in size for public, charitable or religious organizations when the same are located on the premises of said institution. Such signs shall be subject to the location, lighting and landscaping standards set forth in Sections 13.09 – 13.11 of this ordinance, and shall not exceed seven (7) feet in height.

Signs 13.08(a)(3)

(3) Memorial signs or tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of bronze or other non-combustible materials grave markers, statutory, or other remembrances of persons or events that are non-commercial in nature.

(4) Traffic signs, legal notices, railroad crossing signs, danger and such temporary emergency or non-advertising signs, as may be erected for the public safety.

(5) Non-illuminated signs painted on canopies, awnings and marquees indicating only the name, street number, and/or tenant name. Such signs shall not exceed an aggregate gross surface area of four (4) square feet per display with individual letters not exceeding six (6) inches in height.

(6) One sign not to exceed fifteen (15) square feet in area, identifying farm operations on parcels of land containing not less than twenty (20) acres.

(7) United States and/or State of Wisconsin flags that do not pose a safety hazard.

(8) Special, decorative, Town-owned displays or signs that are located in the public right-of-way on a temporary basis.

(9) Up to four (4) Town-authorized and constructed directional signs for any single business, organization or event, provided such signs do not exceed three (3) square feet in area, or four (4) feet in height, and are temporary in nature.

(10) Signs which are located within the interior of any building, and which are not readily visible from the exterior of the building.

(11) Yard sale signs, provided that they are not attached to utility poles, meter posts, trees, or other public utility in or along any street right-of-way within the Town, and that they are not attached to any building, wall fence, or other property of another person without having first obtained the prior written consent of the owner of such property. The maximum time limit for all yard sale or estate sale signs is three (3) consecutive days, and nine (9) cumulative days in a one-year period. Such signs shall not exceed ten (10) square feet in area.

(12) Grand opening and special event signs/banners may be allowed subject to the SCA's approval of the sign or display size, location, length of use, and appearance.

The following temporary signs shall also be exempted from Section 13.04 (i.e., Permits) of this ordinance, subject to the associated conditions:

(b) Real Estate Signs

(1) Number: There shall not be more than one (1) temporary real estate sign for each lot being advertised for sale or rent, except where a lot abuts two (2) or more streets, in which case one (1) "for sale" sign may be allowed for each abutting street frontage.

(2) Residential Areas: In residential areas, temporary "for sale" or "for rent" real estate signs shall not exceed 12 square feet in gross surface area.

Signs 13.08(b)(3)

Non-Residential Areas: In non-residential and multi-family (four-plex and greater) residential areas, temporary "for sale" real estate signs shall not exceed 25 square feet in gross surface area and temporary "for lease" or "for rent" real estate signs shall not exceed 12 square feet in gross surface area.

(3) Location: Temporary "for sale" real estate signs shall be located only upon the premises for sale, and shall be setback a minimum of 10 feet from an abutting property line, road right-of-way, or driveway. Temporary "for lease" or "for rent" real estate signs shall be attractively designed and located on the existing business's freestanding sign approval unless approval to do otherwise has been granted by the SCA.

(4) Height: Temporary "for sale" real estate signs shall not project higher than seven (7) feet as measured from preconstruction grade at the base of the sign. Temporary "for lease" or "for rent" real estate signs shall not project higher than the existing business's freestanding sign.

(5) Special Conditions: Temporary real estate signs shall be removed within seven (7) days of the sale or lease of the premises upon which the sign is located.

(c) Construction Signs

(1) Number: There shall not be more than one (1) temporary construction sign for each project or development, except that where a project or development abuts two (2) or more streets, one (1) sign may be allowed for each abutting street frontage.

(2) Residential Areas: In residential areas, temporary construction signs shall not exceed twenty-five (25) square feet in gross surface area.

Nonresidential Areas: In nonresidential areas, temporary construction signs shall not exceed fifty (50) square feet in gross surface area.

(3) Locations: Temporary construction signs shall be located only upon the premises upon which construction is about to occur or is occurring. Such signs shall be setback/offset a minimum of ten (10) feet from an abutting property line, road right-of-way, or driveway.

(4) Height: Temporary construction signs shall not project higher than seven (7) feet, as measured from pre-construction grade at the base of the sign.

(5) Special Conditions: Temporary construction signs shall be permitted only as accessory to an approved building permit for the purpose of identifying a proposed construction project and the names of contractors, engineers, architects, and financial institutions involved in the project's development. Temporary construction signs may be erected and maintained for a period not to exceed thirty (30) days prior to the commencement of construction, and shall be removed within thirty (30) days of the termination of construction as determined by the SCA.

(d) Political Campaign Signs

The Town Board of the Town of Lisbon declares the following legislative intent regarding the subject of political campaign signs:

Signs 13.08(d)(1)

(1) The display of political signs shall be limited to a period of thirty (30) days immediately preceding the primary, general or special election to which they pertain.

(2) The sign area of a political campaign sign displayed in other than residential or agricultural zoning districts shall not exceed thirty-two (32) square feet. The sign area of such signs displayed in residential or agricultural zoning districts shall not exceed six (6) square feet. In any zoning district, such signs may be freestanding and shall not exceed six (6) feet in height.

(3) Political campaign signs shall not be displayed on any building or structure that is owned, operated or maintained by any public agency, or on any Town owned post or traffic control device, or on any pole, post or appurtenance owned or operated by a utility. Such signs shall be located only on private property with the landowner's consent.

(4) The candidate, entity or property owner responsible for the erection or distribution of any such signs shall be jointly and severally liable for the removal of them within ten (10) days after the primary, general, or special election to which they pertain. Noncompliance will subject such responsible candidate or entity to a forfeiture of \$25.00 per sign. If such signs are not removed within the prescribed period, the SCA reserves the right to remove them.

13.09 ILLUMINATION STANDARDS

(a) Standard

(1) 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 the applicable provisions of the Town Electrical Code. No person may erect a sign with exposed electrical cords and wires.

(2) 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 expressly prohibited.

(3) No sign shall be illuminated, either internally or externally, between the hours of 11 p.m. and sunrise unless the premises on which it is located is open for business during that time. Signs located in residential districts shall not be illuminated between the hours of 9 p.m. and sunrise.

(4) All sign lighting shall be so designed, located, shielded or hooded so as to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties, or into the sky.

13.10 LANDSCAPING STANDARDS

(a) Standards

(1) In the case of pole or ground-mounted freestanding signs, a landscape area shall extend a minimum of five (5) feet from the base of the sign in all directions.

(2) Where any sign is proposed to be externally illuminated using ground mounted fixtures (i.e. floodlight), landscape plantings shall be installed in such a manner

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as to entirely shield the light source from the surrounding view. Landscape plantings shall be of the type as will ensure effective yearlong screening.

13.11 LOCATION STANDARDS

(a) Standards

(1) No sign or sign supporting structure shall be setback/offset less than 10 feet from an abutting lot line, right-of-way line or driveway edge.

(2) Placement of all signs shall be subject to the vision setback regulations as put forth in the Town of Lisbon Zoning Code.

(3) No nonresidential sign shall be located closer than 50 feet to an abutting residential zone unless specifically approved by the Planning Commission.

13.12 PERMITTED SIGNS

(a) Multiple-Family Residential Uses

(1) Name and address signs of buildings containing four (4) or more residential units shall be allowed subject to the following:

(A) Type: Development/project identification and building address signs.

(B) Number: There shall not be more than one (1) freestanding identification sign for each development/project and one (1) wall mounted building address sign for each building.

(C) Area: Building address signs shall not exceed six (6) square feet in gross surface area. Development/project signs shall not exceed thirty-two (32) square feet in size.

(D) Location: Development/project identification signs shall not be located closer than ten (10) feet to a property line, right-of-way line, or driveway edge.

(E) Height: Freestanding signs shall not exceed seven (7) feet in height as measured from pre-construction grade at the base of the sign.

(b) Subdivision Identification Signs

(1) A permanent sign used to designate a residential subdivision entrance may be permitted subject to the following criteria:

(A) Type: Subdivision identification signs shall be ground/monument signs.

(B) Number: There shall not be more than two (2) subdivision identification signs for each point of vehicular access to the subdivision.

(C) Area: Subdivision identification signs shall not exceed thirty-two (32) square feet in area, per sign.

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(D) Location: Subdivision identification signs shall not be located closer than ten (10) feet to a property line, right-of-way line or driveway edge.

(E) Height: Subdivision identification signs shall not exceed seven (7) feet in height as measured from the sign pre-construction grade at the base of the sign.

(c) Business and Institutional Uses

(1) Business and institutional uses shall be permitted one (1) wall sign per building tenant, and one (1) freestanding ground sign per principal building or one (1) projecting sign per building tenant, or one (1) freestanding pole sign per property, subject to the rest of this section.

(2) Wall Signs.

(A) Number: There shall be no more than one (1) wall sign per building tenant.

(B) Area: The gross surface area of a wall sign shall not exceed fifty (50) square feet or 75% of the tenant's lineal façade frontage, whichever is less.

(C) Location: A wall sign may be located on the outermost wall of the principal building, but shall not project more than ten (10) inches from the wall to which the sign is to be affixed.

(D) Height: A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.

(3) Freestanding Ground Signs.

(A) Number: There shall be no more than one (1) freestanding ground/monument sign for each principal building.

(B) Area: The gross surface area of a ground sign shall not exceed sixty (60) square feet of area.

(C) Location: A ground sign may not be located closer than ten (10) feet to a property line, right-of-way line, or driveway edge.

(D) Height: A ground sign shall not project higher than ten (10) feet, as measured from pre-construction grade at the base of the sign.

(4) Projecting Signs.

(A) Number: There shall be no more than one (1) projecting sign per building tenant.

(B) Area: The gross surface area of a projecting sign shall not exceed fifteen (15) square feet.

(C) Height: The minimum clearance to grade shall be eight (8) feet as measured from the lowest part of the sign. The maximum height shall not be fifteen (15) feet.

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(5) Freestanding Pole Signs.

(A) Number: There shall be no more than one (1) freestanding pole sign per property.

(B) Area: The gross surface area of a pole sign shall not exceed two hundred fifty (250) square feet on one side nor five hundred (500) square feet in total.

(C) Location: A pole sign may not be located closer than twenty (20) feet to a property line, right-of-way line, or driveway edge; and shall be located at least one hundred fifty feet (150) from another pole sign.

(E) Height: A pole sign shall not project higher than twenty (20) feet, as measured from the sign pre-construction grade at the base of the pole, nor lower than ten (10) feet.

(6) Awning Signs.

Awning signs which are four (4) square feet or less in gross surface area are exempt from the provisions of this ordinance.

(7) Window Signs.

Each business tenant shall be allowed to display a window sign that does not exceed 30% of the window area. Blinking, flashing, strobe or other light animation shall not be allowed.

(8) Changeable Letter Signs.

Changeable letter signs may be allowed with SCA approval.

(9) Special Conditions.

All signs on a lot shall exhibit uniformity in design, color(s), size, material(s), lighting, etc., and shall be so located as to prevent visual distraction and competition among signs.

13.13 EXISTING SIGNS

(a) Existing Signs

(1) Existing signs which become nonconforming upon adoption of this ordinance shall not be reconstructed, remodeled, relocated or altered in any way unless such action will make the sign conforming in all respects with this ordinance (note: normal maintenance and/or simple change of sign face or lettering is excepted).

(2) A nonconforming sign or sign structure which is damaged may be restored only after the owner has shown that the damage did not exceed fifty (50) percent of the appraised value of the sign. If such sign or sign structure is destroyed, or damaged to an extent exceeding fifty (50) percent of the appraised sign value, it shall be removed and shall not be reconstructed or replaced unless such action makes the sign and sign structure conforming, in all respects, to the sign code. If restoration of a damaged sign is not completed within three (3) months of the date damage occurred,

such sign shall be removed or replaced in a manner as will conform to all specifications of this ordinance.

(3) At such time as the owner of a building or lot, on which a nonconforming sign(s) is located, requests Planning Commission approval for any change to the use, building, or lot, the Planning Commission may require that such nonconforming sign(s) be removed or made to conform with this ordinance as a condition of building or site approval.

13.14 DESIGN, CONSTRUCTION AND ERECTION STANDARDS

(a) Structure Design

(1) Wind pressure. All signs shall be designed, constructed, erected and maintained to safely withstand wind pressure as specified by Wisconsin State Statute and applicable administrative code.

(2) The design, construction and erection of all signs shall be by a competent professional in the sign design and construction industry.

(3) Wall signs attached to the exterior of a building shall be anchored or attached in such a manner as to ensure its stability and safety.

(b) AESTHETIC DESIGN

The sign's design shall fulfill the purpose cited in Section 13.01 (i.e., Purpose) and reflect the quality and character of signs exemplified in the Town's Sign Code supplement entitled "Town of Lisbon Sign Code Portfolio".

13.15 MAINTENANCE AND REMOVAL OF SIGNS

(a) The Town may cause any sign or other advertising structure that is, in their opinion, an immediate peril to persons or property, to be removed summarily and without notice. The owner of a sign shall keep it in good repair 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 obnoxious substances, rubbish, weeds and grass.

(b) Appearance Requirements

(1) The owner of a sign as defined and regulated by this ordinance shall be required to properly maintain the appearance of all parts and supports of their sign as directed by the Town.

(2) In the event that a sign owner does not provide proper sign maintenance within ten (10) days of receiving written notice to do so from the Town, the sign may be removed as provided in Section 13.15(3) of this ordinance.

(c) Removal of Certain Signs and Billboards

(1) Any sign or billboard now or hereafter existing which no longer advertises a bonafide business or product, or which is dilapidated, in disrepair, 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

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beneficial use of the building or land upon which said sign may be found. If, within ten (10) days of receiving written notification from the Town, the sign owner fails to comply with such notice, the Town

may remove such sign. Any expense incurred 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 thirty (30) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which said sign is located and collected as other taxes are collected on said real estate.

(2) Any sign that is constructed without a valid permit shall be removed promptly, unless a proper permit is obtained within five (5) days of receiving written notice of the illegal sign. In the event that the owner of such sign is not issued a permit, or fails to remove said sign in a prompt manner, the Town may remove such sign. Any expense incurred thereto shall be paid by the owner of the building or land to which said sign is attached. In the event such cost and expenses are not paid within ten (10) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which said sign is located, and collected as other taxes are collected on said real estate.

(3) In the event that the owner of an illegal sign cannot be ascertained by the Town, then notice as indicated in Section 13.15(3)(a) shall be given to the owner of the real estate upon which the sign is located. In the event that the owner of the real estate is not issued a proper permit, or does not remove the sign within ten (10) days of receiving written notice to do so, the Town of Lisbon may remove said sign. Any expense incurred thereto shall be paid by the owner of the building or land to which said sign is attached. In the event such cost and expenses are not paid within thirty (30) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which such sign is located, and collected as other taxes are collected on said real estate.

(4) The cost of removing or relocating signs located in the road right-of-way at a time when the road is proposed to be, or is being, widened, shall be removed or relocated at sign owner's expense.

13.16 APPEALS

The Planning Commission may, in its judgment, waive or modify the provisions of this chapter where it would further the public interest and uphold the purpose of this ordinance as put forth in Section 13.01 (i.e., Purpose). Such waiver or modification may be based on, among other things, site specific hardships such as topographic aberrations, traffic safety, and visual encumbrances [note: The Board of Zoning Appeals shall not have authority or jurisdiction over the provisions of the Sign Code]. Individual waivers that are based on a certain set of circumstances, at a particular point in time, shall not be misconstrued as setting precedence for allowing a similar, or nearly similar, sign waiver at a future date, even if identical circumstances exist.

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13.17 PENALTY & ENFORCEMENT

Any person, firm, company or corporation that knowingly violates, disobeys, omits, neglects or refuses to comply with or who resists the enforcement of any of the provisions of this chapter shall be subject to a forfeiture of not less than ten (\$10) dollars nor more than two hundred (\$200) dollars for each offense, together with the costs of the action. Default of the payment may result in imprisonment. Each day that a violation exists shall constitute a separate violation, and shall be punishable as such.

13.18 SEVERABILITY

If any section, clause, provision, or portion of this chapter is adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of this chapter shall not be affected thereby. If an application of this chapter to a particular sign or structure is adjudged unconstitutional or invalid by a court of competent jurisdiction, such judgment shall not be applicable to any other sign or structure not specifically included in said judgment.