

**GREENDALE SIGN REGULATIONS
NO TEMP SIGNS ONLY GRAND OPENING
\$100 MIN FEE AND PERMIT REQUIRED:**

17.11 Agricultural District (Schools/Churches/Some Parks)

(12) Signs. Nonflashing, nonilluminated signs are permitted under the conditions specified.

(a) Nameplate and identification signs, subject to the following:

1. Agriculture, area and content. One nameplate not more than six square feet in area for each principal farm dwelling which contains the name of the occupant and may designate specialized agricultural activities; on a corner lot, two such nameplates, one facing each street. Additional signs as required for crop identification shall also be permitted.
2. Nonagriculture, use, area and content. A single identification sign, not exceeding 16 square feet in area and designating only the name and address of the use; on a corner lot, two such signs, one facing each street.
3. Location. A sign or nameplate not affixed to a building wall shall be not less than 15 feet from the nearest lot line.
4. Height. No sign or nameplate shall project higher than one story or 15 feet above curb level, whichever is lower.

(b) "For Sale" and "To Rent" signs, subject to the following:

1. Area and number. One such sign per lot, except on a corner lot two signs, one facing each street. No sign shall exceed 12 square feet in area and be located less than eight feet from the nearest lot line.
2. Height. A sign affixed to a building wall shall not project higher than one story or 15 feet above curb level, whichever is lower, and a ground sign shall not project higher than six feet above the ground below it. [Amended 5-20-2008 by Ord. No. 840]

(c) Temporary business signs accessory to roadside stands, subject to the following:

1. Content. Such signs shall be only for the purpose of identification of the roadside stand and advertising the agricultural products for sale.
2. Area and number. The signs shall be on the same lot as the roadside stand, and there shall be no more than two signs per lot. No sign shall exceed 12 square feet in area nor be closer than 50 feet from any other lot.
3. Location. No sign shall project beyond the property line into the public way.
4. Height. No sign shall project higher than 15 feet above curb level.

(d) Church bulletin signs or nameplates, subject to the following:

1. Area and number. There shall be not more than one bulletin sign and one nameplate per lot, except on a corner lot, two signs, one facing each street. No sign shall exceed 16 square feet in area.
2. Location. A nameplate shall be affixed to a building wall and a bulletin sign may be affixed to a building wall or may be a ground sign. A sign not affixed to a building wall shall be not less than 15 feet from the nearest lot line.
3. Height. No sign or nameplate affixed to a building wall shall project higher than one story or 15 feet above the curb level, whichever is lower, and a ground sign shall not project higher than 15 feet above the ground grade below it.

(e) Community signs shall be governed according to § 17.12(3)(e) of this chapter.

[Added by Ord. No. 682]

17.19 B-1 Shopping District (Same for B-2, B-3 and B-4)

(6) Signs, awnings and marquees. Nonflashing but illuminated business signs with no moving parts, awnings and marquees are permitted subject to regulations set forth in other Village ordinances and the following:

(a) Exterior signs shall not be illuminated between 11:00 p.m. or the close of business, whichever is later, and 7:00 a.m. Where a sign is illuminated by light reflected upon it, direct rays of light shall not beam upon any part of any existing residential building, into a residence district or into a street. A sign in direct line of vision of any traffic signal shall not have a red, green or amber illumination.

(b) Signs may be placed on the exterior sides of each building, provided that no sign shall extend above the top of the parapet of the wall or above the roofline when there is no parapet.

(c) Signs shall be affixed flat against building walls and may project therefrom not more than 12 inches.

(d) Freestanding signs may be permitted if approved by the Director of Inspection Services. Permitted freestanding signs shall be located not less than 10 feet from the nearest street right-of-way line, shall not be higher than 15 feet above the lowest ground elevation beneath the sign, shall not have more than 75 square feet of gross surface area, shall not obstruct vision so as to create a traffic hazard, and shall be designed to complement the development.

[Amended 4-17-2001 by Ord. No. 779; 5-17-2005 by Ord. No. 817]

(e) In a business center developed on a tract of land three acres or more in area, initially in single ownership or control, one freestanding sign may be permitted if approved by the Director of Inspection Services. The sign shall not have more than 100 square feet of gross surface area and shall display only the name of the business center. It shall be located not less than 10 feet from the nearest street right-of-way line, shall not be higher than 20 feet above the lowest ground elevation beneath the sign, shall not obstruct vision so as to create a traffic hazard, and shall be designed to complement the development.

[Amended 5-17-2005 by Ord. No. 817]

(f) Except as provided herein, signs located behind window areas for the purpose of being viewed from outside the building shall be permitted only if approved by the Director of Inspection Services. Sign permits shall not be required for temporary nonilluminated window signs advertising sales or special events which are displayed for a period of 30 days or less. All signs in the aggregate shall not cover more than 20% of the window area on which they are located.

[Amended 6-16-1998 by Ord. No. 757; 5-17-2005 by Ord. No. 817]

(g) Community signs shall be governed by § 17.12(3)(e) of this chapter.

[Added by Ord. No. 682]

(h) Neon signs located behind window areas for the purpose of being viewed from the outside of the building or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the building's architectural character and where their color has been selected to harmonize with the building's exterior colors. Such signs or displays shall be approved by the Director of Inspection Services.

[Added 6-16-1998 by Ord. No. 757; amended 5-17-2005 by Ord. No. 817]

(i) Sidewalk sandwich signs. Sidewalk sandwich signs are hereby declared "permitted signs" subject to the following specific requirements which shall be used and met in the regulation of all sidewalk sandwich signs:

[Added 10-7-2008 by Ord. No. 844]

1. Portability. Sidewalk sandwich signs shall be portable and are intended to be set on private sidewalks and private property.
2. Maximum dimensions. Sidewalk sandwich signs shall have a maximum height of 48 inches and a maximum width of 28 inches (including the supporting structure).
3. Minimum dimensions. The minimum height of a sidewalk sandwich sign board shall be not less than 36 inches and the minimum width shall not be less than 20 inches (including the supporting structure).
4. Maintenance. All sidewalk sandwich signs shall be maintained in a high-quality state, with no peeling, broken, cracked, or faded paint or materials.
5. Lettering. Lettering of sidewalk sandwich signs shall be graphically crisp with sharp edges of a professional quality, either painted or vinyl.
6. Surface. Sidewalk sandwich signs shall have a flat surface.
7. Sign faces. Sidewalk sandwich signs shall have no more than two sign faces.
8. Illumination, animation, parts of sign in motion, or electrically powered sidewalk sandwich signs prohibited. Sidewalk sandwich signs shall not be illuminated, animated, with moving parts, or electrically powered.
9. Collapse prevention devices required. Sidewalk sandwich signs shall contain a device (such as a chain, rope, cable, etc.) to prevent sign panels from spreading open and collapsing onto the ground.
10. Protruding sign edges prohibited. Edges of sidewalk sandwich signs shall have no protruding features that extend beyond the peripheral edges of the sign.

11. Identification of sign ownership. The name and telephone of the business which owns the sign shall be included on the inside unexposed surface only of both sign panels.
12. Sidewalk sandwich signs advertising off-premises businesses not allowed. Sidewalk sandwich signs which advertise off-premises businesses shall not be allowed.
13. Temporary hand lettering. Temporary hand lettering is permitted only on a chalk or white board section of the sidewalk sandwich sign comprising an area not greater than 60% of any one side of the sidewalk sandwich sign, such as "Daily Specials" or "Sale Today" applications. This chalk or white board section may be on one or both sides of the sidewalk sandwich sign.
14. Construction materials for sidewalk sandwich signs.
 - a. Sidewalk sandwich signs shall not be constructed from materials that may cause a hazard to pedestrian traffic.
 - b. Sidewalk sandwich signs constructed with light materials (such as, but not limited to, plastic) shall be weighted with a minimum of 10 pounds of ballast so they can remain stationary on windy days.
 - c. Items that are attached to the sidewalk sandwich sign panels that are loose or lightly attached shall not be permitted.
15. Installation and location of sidewalk sandwich signs.
 - a. Each business shall be allowed to display only one sidewalk sandwich sign at a time.
 - b. Placement of sidewalk sandwich signs on landscaped areas in front of businesses between the front building wall and outer edge of the abutting sidewalk is permitted. However, sidewalk sandwich signs are not permitted in landscaped areas located between sidewalk and street curb, driveway curbs, parking lot curbs, parking lots, or any portion of public property.
 - c. Sidewalk sandwich signs are hereby declared temporary signs and, as such, are to be placed outdoors only during business hours and shall be removed and placed indoors daily for storage after the close of business.
 - d. The location of sidewalk sandwich signs shall be within 15 feet of the business entry on the sidewalk as far from the curb as possible and within the business frontage area of the building/business with which it is associated.
 - e. Sidewalk sandwich signs are not permitted to restrict the width of sidewalk egress to less than five feet and shall not be placed so as to impede safe pedestrian flow as determined by the Village Director of Inspection Services. Sidewalk sandwich signs are not permitted to be placed in front of, or adjacent to, another business, commercial enterprise, or vacant land.
 - f. Placement of sidewalk sandwich signs is prohibited on all City property or within public rights-of-way.
 - g. No sidewalk sandwich sign shall be placed closer than fifteen (15) feet to another sidewalk sandwich sign.
16. Application and sign permit required for sidewalk sandwich signs. Business owners or tenants requesting the use of a sidewalk sandwich sign shall file a completed sign permit application form as required by the Village of Greendale Director of Inspection Services. Said sign permit application shall be approved by the Village of Greendale Director of Inspection Services prior to the installation of any sidewalk sandwich sign on any property in the Village of Greendale.

17.24 Manufacturing District

(7) Signs, awnings and marquees. As in the B-1 District, except regulations governing additional signs shall apply to industrial park developments under unified ownership or control containing not less than five acres.

15.56 Signs. (Definitions/Political Signs/Existing Signs/Lighting)

(1) Definition. Signs shall be defined in § 17.03(2) of Chapter 17, Zoning Code. (Inserted below)

SIGN

A name, identification, description, display or illustration which is affixed to or painted or represented directly or indirectly upon a building, structure or piece of land and which directs

attention to an object, product, place, activity, person, institution, organization or business. A sign shall not include any display of official court or public office notices, the flag, emblem or insignia of a nation, political unit, school or religious group or a sign located completely within an enclosed building, except such signs located behind window areas for the purpose of being viewed from outside the building. Each display surface of a sign shall be considered to be a sign.

SIGN, ADVERTISING (BILLBOARD)

A sign which directs attention to a business, commodity, service or entertainment not necessarily conducted, sold or offered for sale on the premises where such sign is located or to which it is affixed.

SIGN, BUSINESS

A sign which directs attention to a business or profession conducted or to a commodity, service or entertainment sold or offered upon the premises where such sign is located or to which it is affixed.

SIGN, COMMUNITY

A sign which directs attention to a product, place, activity, person or business of a not-for-profit organization or a community-based organization operating for the common good of the community.

[Added by Ord. No. 682]

SIGN, FLASHING

An illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. A revolving sign or any moving part of an advertising device that is illuminated shall be considered a flashing sign.

SIGN, GROSS AREA OF

The entire area within a single continuous perimeter enclosing the extreme limits of the actual surface of a single-face sign. It does not include any structural elements lying outside the limits of such sign and not forming an integral part of the display. A double-face or V-type sign erected on a single supporting structure where the interior angle does not exceed 135° shall be considered and measured as a single-face sign for the purpose of computing square foot area.

SIGN, NEON

A sign or display constructed of varying sizes and shapes of tubed material filled with either powder or gas which illuminates in various colors when electrified.

[Added 6-16-1998 by Ord. No. 757]

SIGN, SIDEWALK SANDWICH

A sign which is movable and not secured or attached directly or indirectly to the ground, structure, or building; which use is limited to special events or special sales; and which meets all the requirements of § [17.19\(6\)\(i\)](#), titled "Sidewalk sandwich signs," of the Village of Greendale Zoning Code.

[Added 10-7-2008 by Ord. No. 844]

(2) Regulation of signs. No person shall erect or construct any sign nor add to, enlarge, move, alter, convert or extend any sign or cause the same to be done in the districts designated in the Zoning Code without first obtaining a sign permit from the Director of Inspection Services. If it is found by the Director of Inspection Services after a review of the site of the proposed sign or the sign addition, enlargement, movement, alteration, conversion, or extension thereof and an examination of the application papers for a building permit, which shall include architectural and aesthetic appeal and the nature of the signs constructed or in the immediate neighborhood, that the sign, as constructed, added to, enlarged, moved, altered, converted, or extended, shall not cause a substantial depreciation in the property and rental value of the neighborhood, a sign permit may be issued. If it is determined by the Director of Inspection Services that the size, color and/or architectural features of the proposed sign are so at variance with the criteria established herein, including the regulations in the Zoning Code, the Director of Inspection Services may refer such sign permit proposal to the Village Board of Trustees, which shall grant an approval or denial of the sign permit application.

[Amended 5-17-2005 by Ord. No. 817]

(3) Political signs.

[Amended by Ord. No. 593; 7-17-2012 by Ord. No. 861]

(a) Definition. A political sign is any sign or advertisement, the import of which asks or suggests that the viewer vote or otherwise support a particular candidate for any Village, county, state, or national elective office and any sign or advertisement, the import of which asks or suggests that the viewer vote for or against a particular question on a referendum.

(b) Political signs prohibited on public property. No political signs shall be posted on or immediately adjacent to any highways, streets, sidewalks, public grounds, parks, school property,

or any other public property or on any trees, streetlamps, utility poles or traffic signs in the Village, except that on any election day, two political signs for each candidate or referendum question may be allowed at or near each polling place in the Village.

(c) Political signs on private property.

1. There shall not be more than one political sign per candidate on any one lot at one time.

2. The political sign shall not be erected prior to the beginning of the first day for circulation of nomination papers and shall be removed on the day of the election.

3. Political signs shall not be illuminated or decorated with flags, bunting or other material and devices used for display or advertising purposes.

4. A political sign not exceeding 13 square feet in area appertaining to candidates for public office may be located on private property as provided herein.

(d) Violations and penalties. If the Director of Inspection Services finds that any sign or signs regulated by this section is or are prohibited as to size, location, number, timing of placement or failure to remove, or is in violation of any other provision of this section, the Director of Inspection Services shall give written notice of such violation to the owner or lessee of the sign. If the owner or lessee of the sign fails to remove or alter the sign so as to comply with all provisions set forth in this section within 72 hours following receipt of said notice, such owner or lessee may be prosecuted under Subsection 25.04 of this Code.

(4) No building permit shall be issued for any sign that does not meet the requirements of the Zoning Code.

(5) Existing signs. [Added by Ord. No. 711]

(a) Signs existing on the effective date of this section which do not conform to the provisions of this section, when removed from their fast or when the copy or facing thereof is altered, shall not be re-erected or maintained unless the sign, location and erection thereof are made to conform to the provisions of this section and any other applicable ordinance or regulation of the Village.

(b) Any sign now or hereafter existing which no longer advertises a bona fide business, product or service associated with said business in the Village shall be taken down and removed by the owner, agent or person having the beneficial use of the premises upon which such sign may be found, within 30 days after written notification of the Director of Inspection Services, and upon failure to comply with such notice, the Director of Inspection Services is hereby authorized to cause removal of such sign, and any expense incidental thereto shall be paid by the owner of the premises on which such sign is located, in accordance with the provisions of Subsection (6)(c).

(6) Maintenance. [Added by Ord. No. 711]

(a) The owner of any sign shall keep it in good maintenance and repair.

(b) If the owner of such sign or the owner of the premises on which such sign is erected shall fail to comply with the orders of the Director of Inspection Services relative to the painting, repair, alteration, maintenance or removal of said sign pursuant to written notice thereof and within 30 days after the notice has been received, the Director of Inspection Services shall then have the authority to proceed to paint, repair, alter, maintain or remove said sign without further notice to said owner.

(c) The costs of such painting, repair, alteration, maintenance or removal of said sign shall be billable to the owner of the property upon which said sign is erected and shall be certified in the proper manner to have them levied as special charges against such property, and proper officers of the Village are authorized and directed to enter such charges onto the tax roll.

(7) Signs on public right-of-way. No sign shall be placed upon public property or within the limits of any street or highway except such as are necessary for the guidance or warning of traffic or as provided by §§ 60.23(17m) and 66.0429, Wis. Stats.

[Added by Ord. No. 725]

15.57 Lighting.

(1) No illuminated sign, yard light, area light, parking lot and service area light or other illumination shall be permitted or maintained in any district designated in the Zoning Code without first obtaining a permit therefor from the Director of Inspection Services. Before the Director of Inspection Services issues a permit, the applicant shall submit data of fixtures and locations in sufficient detail to fully determine the nature and extent of the work proposed. Such plans as received by the Director of Inspection Services shall be referred by him to the Building Board. The Building Board may require such further descriptive detail as it may deem necessary.

(2) All lighting and glare-producing processes shall be installed so that direct rays from a light-emitting element or surface shall be shielded by suitable skirtings, louvres or recessed housings or recessed locations and by directing fixtures so that the emitted direct rays are not visible beyond the property line or a parking lane or alley adjacent to the site.

(3) Lighting with low surface brightness prisms having a forty-five-degree or under cutoff may be acceptable in some cases without shielding. Bulb, strip or tube lighting shall not be acceptable unless fully shielded so that all direct lighting is retained within the property. The brightness shall not exceed that of a one-hundred-watt frosted incandescent bulb operating normally.

(4) No illuminated sign, yard light, area light, parking lot or service area light or other illumination shall be permitted or maintained in any district where, because of direction, brilliancy, animation, flashing or other similar feature, it is found by the Director of Inspection Services to be an undue nuisance to other properties or detrimental to the public safety or general welfare. The criteria set forth above shall be utilized by the Director of Inspection Services in determining suitability of any light.

(5) Existing lighting for yards and buildings shall be inspected by the Director of Inspection Services for compliance with this section when a nuisance exists. Modifications required as determined by the inspections shall be approved by the Building Board.