

ORDINANCE No. 2013-9 + 2013-10

**AN ORDINANCE AMENDING THE VILLAGE OF BRISTOL
ZONING CODE REGULATING SIGNAGE**

The Village Board of the Village of Bristol, Wisconsin, do ordain as follows:

SECTION I. AMENDMENT OF PROVISIONS.

Sections 13-1-280 through 13-1-294 [Article H - Zoning Code] of the Village of Bristol Code of Ordinances are amended to read as follows:

Article H: Signs, Canopies, Awnings and Billboards

**Sec. 13-1-280 Purpose of Sign, Canopy and
Awning Regulations.**

The purpose of this Article is to establish minimum standards to safeguard life and property and promote public welfare and community aesthetics by regulating the physical characteristics, appearance, construction, location and maintenance of all signs, awnings, canopies and billboards. The intent of this Article is to establish content-neutral standards governing the placement, color, number and physical characteristics of signs, awnings, canopies and billboards. The provisions herein contained shall be binding alike upon every owner of a building, every tenant and every person in charge or responsible for or who causes the construction, repair, relocation or alteration of any outdoor sign and other advertising structures in the Village of Bristol; painting, posting and general maintenance are excepted.

**Sec. 13-1-281 Signs, Canopies, Awnings and Billboards—
Definitions.**

- (a) **Sign Code Definitions.** The following definitions are used in this Article (Note: Not all types of signs defined herein are permitted under this Article):

- (1) **Abandoned Sign.** A sign which no longer correctly advertises a bona fide business, owner, landlord/tenant, product or activity conducted, or product available on the premises where the sign is displayed or elsewhere.
- (2) **Adjacent to an Interstate Highway.** An area which is physically adjacent to and within six hundred and sixty (660) feet of the nearest edge of the right-of-way of any Interstate highway, the distance to be measured horizontally along a line normally or perpendicular to the centerline of the highway. For purposes of this Article, this area shall be zoned for business, commercial or industrial use and activity in a B-2, B-3, B-4, M-1 or M-2 zoning classification.
- (3) **Animated Sign.** Any sign or part of a sign which changes physical position by movement or rotation, or gives the illusion of such change of physical position.
- (4) **Area of Copy.** The entire area within a single continuous perimeter composed of squares or rectangles which encloses the extreme limits of an advertising message, announcement, or decoration.
- (5) **Area of Sign.** The sign area is the perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. Where a sign has two (2) display faces back-to-back, the area of only one (1) face shall be considered the sign area. Where a sign has more than one (1) display face, all areas which can be viewed simultaneously shall be considered the sign area. If the sign consists of more than one section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface.
- (6) **Attention-Attracting Object or Device.** An object or device often made of flexible material whether or not it contains text, logos or any other images such as a pinwheel, streamer, propellor, pennant or other such device which is intended to attract attention to the use or business being conducted on the site. These are separately mounted or may be suspended, hung, pinned or otherwise fastened to the ground, another sign or other structure in such a manner that the object or device is permitted to spin, fly or otherwise move due to the wind or motorization. Included are flexible banners/feather flags/bow flags. Governmental flags and decorative and promotional banners subject to Section 13-1-286(e) are not considered "attention-attracting objects or devices." Specifically included in this definition are "inflatables." [See also "inflatables" below].
- (7) **Awning.** A movable hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure. For purposes of this Article, an "awning sign" is any awning having signage properties. Decorative awnings without lettering or imagery are not considered signs.

- (8) **Banner.** A banner sign is generally constructed of a flexible non-rigid material (i.e. canvas, cloth, plastic, etc.) upon which goods, events or advertising has been placed, mounted to a pole or a building by a permanent frame at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.
- (9) **Billboard.** A flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located. Billboards are prohibited in the Village of Bristol.
- (10) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (11) **Building Front.** The horizontal, linear dimension of that side of a building which faces a street, a parking area, a mall, or other circulation area open to the general public; and having either a main window display of the enterprise or a public entrance to the building. (In industrial districts a building side with an entrance open to industrial employees also shall qualify as a building front.)
- (12) **Bulletin Board.** A sign used for the purpose of notification to the public of an event or occurrence of public interest, such as a church service, political rally, civic meeting or other similar event.
- (13) **Canopy.** Any structure of canvas, other fabric, plastic, metal or wood or other material, which is permanently attached to any exterior building wall in any manner, intended to shield any wall, window, door, sidewalk or roadway from sun, rain or any other element, and which is not retractable such as an awning.
- (14) **Centerline of the Highway.** A line equidistant from the edges of the median separating the main traveled ways of a divided highway, or the centerline of the main traveled way of a non-divided highway.
- (15) **Canopy Sign.** Any sign attached to or constructed in, on or under a canopy for the purpose of this Article, canopy signs shall be controlled by the rules governing projecting signs.
- (16) **Changeable Copy Sign (Electronic).** A sign, or any portion of another sign type, which displays or has the ability to display electronically illuminated text, including scrolling or moving text, symbols or other images, utilizing LED, LCD or other digital or electronic technology. Such signs can display messages as copy, art or graphics. This definition also includes traveling or segmented message displays. These are also commonly known as electronic message signs or boards, variable message signs, reader boards, electronic marquees, message centers or moving message displays.
- (17) **Changeable Copy Sign (Manual).** Any sign that includes copy, letters, numbers or symbols which are designed to be changed through manual, mechanical or other non-digital means.

- (18) **Copy Area.** The geometric area in square feet that encloses the actual copy message of the sign.
- (19) **Directional Sign.** Any sign that directs the movement or placement of pedestrian or vehicular traffic on a lot and does not contain any advertising copy.
- (20) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- (21) **Directory Sign.** Any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories. Directory signs shall be encouraged for use with advertising of multiple-occupied commercial and industrial buildings.
- (22) **Display Surface or Face.** The display surface is the area made available by the sign structure for the purpose of displaying the advertising message, or which is intended to draw attention to the advertising message.
- (23) **Distance of Sign Projection.** The distance from the exterior wall surface of the building to the outer extremity of a sign attached to a building.
- (24) **Electric Sign.** Any sign containing internal electrical wiring which is attached, or intended to be attached, to an electrical energy source.
- (25) **Electronic Message Sign.** A type of changeable copy sign (electronic) whose message or display is presented with patterns of light or other means what may be changed at intermittent intervals by an electronic process.
- (26) **Flashing Sign.** A sign that includes a message, image or any other component that intermittently flashes on and off or varies in intensity or color, with intermittent bursts of light, brightness, color or other feature of any kind which produces a visual flashing effect.
- (27) **Flat Sign/Flush Mounted.** See definition for "Wall Signs."
- (28) **Freestanding (Ground Sign).** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.
- (29) **Grade.** The elevation or level of the sidewalk closest to the sign to which reference is made. If no sidewalk is present, then grade shall be defined as the elevation or level of the street at the same point, measured at the street's centerline.
- (30) **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 module or section, their areas will be totaled. If the modules are formed in the shape of letters or symbols, the rules for Area of Copy apply.
- (31) **Ground Sign.** A sign supported by poles, uprights or braces extending from the ground or an object on the ground but not attached to any

part of any building. Also known as a "monument sign." (See also "Monument Sign".)

- (32) **Height of Sign.** The vertical distance measured from the mean centerline street grade to the highest point of the sign. If sign and sidewalk are not in essentially parallel planes, then measured vertically at the horizontal midpoint of the sign.
- (33) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
- (34) **Illuminated Awning.** An internally illuminated awning fabricated from a translucent material, or one which is backlighted as to appear to illuminate the awning sign. An illuminated awning may be used for an awning sign when other requirements are met.
- (35) **Illuminated Canopy.** An internally illuminated canopy, or one which is backlighted as to appear to illuminate the canopy sign.
- (36) **Illuminated Sign.** A sign lighted by or exposed to artificial lighting either by lights on or in the sign or directed toward the sign.
- (37) **Indirectly Illuminated Sign.** A sign that is illuminated from a source outside of the actual sign.
- (38) **Inflatables.** A freestanding or moored sign or advertising medium expanded or inflated with air or another gas, such as, but not limited to, an air dancer or balloon, which may or may not rise and float above the ground and may or may not be imprinted with a product name or logo. Types of inflatables included within this definition are, but are not limited to: air dancers, air tubes, crazy tubes, tube dancers, dancing inflatables, giant inflatables, inflatable product replicas, rotatable inflatables, inflatable costumes, tethered balloons or blimps, or inflatable mascots, figures or characters. [See also "Attention-Attracting Object or Device" above].
- (39) **Interstate Highway.** Any highway officially designated as part of this national system of interstate and defense highways by the Wisconsin Department of Transportation and approved by the appropriate authority of the federal government.
- (40) **Joint Identification Sign.** A sign which serves a common or collective identification for two (2) or more businesses or industrial uses on the same lot. Such sign may contain a directory to said uses as an integral part thereof.
- (41) **Legal Non-Conforming Sign.** Any sign which was already in existence and displayed on the effective date of this Article, which met code requirements when originally installed, but not meeting the requirements and limitations of this Article.
- (42) **Marquee.** A permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.
- (43) **Marquee Sign.** Any sign attached to or constructed in a marquee.

- (44) **Message.** Anything displayed on a sign, including copy, art animations and graphics.
- (45) **Monument Sign.** A self-supporting, detached, low profile sign resting on, or mounted on, or incorporated into, a solid base on the ground and not supported by or attached to a building, and is not attached to a pole or poles. Also known as a "Ground Sign." A monument sign does not include "Pole Signs" as defined herein, but does include those pole signs which are on-site traffic directional signs and parking signs which bear no advertising and do not exceed three (3) square feet in area and no more than forty-eight (48) inches in height (including on-site traffic directional signs).
- (46) **Multiple Tenant Commercial Building (MTCB).** A commercial development in which there exists a number of separate commercial activities in which there are appurtenant facilities, such as parking, and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a MTCB may, but need not, include common ownership of the real property upon which the center is located, common wall construction and multiple-occupant commercial use of a single structure. A multiple tenant commercial building can be retail, office or mixed use in character.
- (47) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Article.
- (48) **Off-Premises Third Party Sign.** Any sign, device or display which advertises goods other than that commonly available or services other than that commonly performed on the premises on which the sign is located.
- (49) **On-Premises Sign.** A sign identifying or advertising a business, person, activity, goods, products or services located on a premises where the sign is installed and maintained. An on-premises sign shall be located within the area on the parcel bounded by the buildings, driveways and parking areas in which the activity is conducted or within fifty (50) feet of that area. This defined area does not include any area across a street or road from the area where business is conducted or any area developed for the purpose of erecting a sign.
- (50) **Painted Wall Signs.** Signs painted directly onto a building wall.
- (51) **Pole.** A shaft or shafts used for mounting a sign thereon and with a width, as measured when viewing the sign face display area, less than the sign width.
- (52) **Political Sign.** Any sign displaying a candidate for an election, or a current referendum's or election's subject matter.
- (53) **Portable Sign/Message Boards.** Any sign not permanently attached to the ground or a building which is designed to be easily moved from one location to another.

- (54) **Projecting Sign.** A sign other than a wall sign which projects from a wall or roof and is supported by a wall or roof of a building. (See "Wall Sign".)
- (55) **Public Service Information.** A message on an electronic sign which provides the time, date, temperature, weather, or information concerning civic, charitable or other noncommercial activities.
- (56) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.
- (57) **Roof Line.** The highest point on any building where an exterior wall encloses usable floor area including roof area provided for housing mechanical equipment.
- (58) **Roof Sign.** A sign erected upon or above the roof line or parapet of the building or structure.
- (59) **Sandwich Sign.** A hinged or unhinged A-frame portable sign which is generally temporary in nature and placed near the roadway.
- (60) **Segmented Message.** Any message or distinct subunit of a message presented by means of at least one (1) display change on a variable message sign.
- (61) **Sign.** Any object or device or part thereof situated outdoors or indoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means including words, letters, figures, designs, symbols, fixtures, colors, motion, illumination or projected images.
- (62) **Sign Contractor.** Any person, partnership or corporation engaged in whole or in part, in the business of erection or maintenance of signs, excluding the business which the sign advertises.
- (63) **Sign Inspector.** That person charged with the responsibility to see that signage in the community is installed and maintained in compliance with this Article. In the Village of Bristol, the Sign Inspector will be the Zoning Administrator or Building Inspector.
- (64) **Sign Permit.** A building permit issued for the erection, construction, enlargement, alteration, moving, improvement, removal, conversion or demolition of any sign, issued pursuant to this Article and the Building Code of the Village of Bristol.
- (65) **Sign Structure.** Any supports, uprights, braces and framework of the sign which does not include any portion of the sign message.
- (66) **Subdivision Identification Sign.** A sign permanently located at entrances or along streets/highways identifying a particular subdivision wherein only the name of the subdivision is specified.
- (67) **Swinging Sign.** A sign installed on an arm or mast or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole to limit or prevent free swinging.
- (68) **Temporary Sign.** Any sign which is erected or displayed for a limited period of time not to exceed thirty (30) consecutive days or which is displayed only during regular business hours and removed for storage

at other times. Examples of temporary signs include banners and decorative-type displays. For purposes of this Article, a portable sign is not a temporary sign.

- (69) **Tenant Directory Board.** Any sign on which the names of occupants or the uses of a building are given, including, but not limited to, those utilized at office buildings, retail centers and other multiple tenant commercial buildings.
- (70) **Third Party Sign.** Any sign which advertises or directs attention to a business, commodity, service or activity conducted, sold or offered elsewhere than on the lot on which said sign is located.
- (71) **Traveling Message.** A message which appears to move across a variable message sign.
- (72) **Variable Message Sign.** An outdoor advertising sign, display or device without moving parts whose message may be changed by electronic process through the use of moving or intermittent light or lights. Also known as a changeable copy sign (electronic).
- (73) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than twelve (12) inches from such wall. Wall-mounted signs shall not extend above the top of the parapet wall (if one exists) or soffit-fascia line (if one exists) of a building.
- (74) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way. For purposes of this Article a window sign shall not include any sign permanently attached in the window or directly painted on the glass.
- (75) **Zoning Lot.** A single tract of land located within a single block which is designated by its owner or developer as a tract to be used, developed, or built upon as a unit, under single ownership or control. Therefore, a zoning lot may or may not coincide with a lot of record.

Sec. 13-1-282 Required Permits for Signs, Canopies, Awnings and Billboards; Review Guidelines.

(a) Permit Required.

- (1) Except for those signs specified in Section 13-1-283, no sign, billboard, awning or canopy, as defined in this Article, shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit and without being in conformity with the provisions of this Article, Section 84.30, Wis. Stats., H19, Wis. Adm. Code, and TRANS 201, Wis. Adm. Code. In the event of any conflict between those regulatory provisions, the most restrictive provision shall apply.
- (2) Signs also shall meet all other structural requirements of other applicable codes and ordinances of the Village of Bristol, such as, but not limited to, building and electrical codes.

- (3) Signs shall not be erected or altered until a permit has been issued by the Zoning Administrator. "Altered" shall be defined as any modification in the size, height, dimensions, location or mounting of a sign other than routine maintenance. Back-to-back signs shall constitute one (1) sign within the meaning of this Article, and the sign area shall be calculated using only one (1) side of such signs.
 - (4) The required sign permit fee shall accompany each sign application and shall be required for all new signs and any modifications of any existing sign face or sign structure.
 - (5) Any sign permit granted hereunder may not be assigned or transferred to any other sign or modified sign face or sign structure.
- (b) **Application for a Permit.** Any person, firm, corporation or organization desiring to place, erect, alter or relocate a sign, as herein defined, except an exempt sign, shall make application to the Zoning Administrator and shall provide in writing the following information:
- (1) The name, address and telephone number of the applicant.
 - (2) The name and address of the owner or owners of the premises upon which the sign is to be attached or erected, including written proof of consent from the property owner upon which the sign(s) are to be erected and maintained.
 - (3) The street number and street name or tax parcel number of the land upon which the sign is to be attached or erected.
 - (4) A legible scaled drawing with description and dimensions of the sign(s) to be erected or maintained, including sign height, under that permit and the sign's proposed location on the building or site.
 - (5) The basic materials to be used in the construction of the sign.
 - (6) The name, address and telephone number of the owner of the sign if he or she is neither the applicant nor the owner of the premises on which the sign is to be attached or erected.
 - (7) A description of all electrical equipment if the sign is to be lighted or illuminated.
 - (8) Proof of payment of the appropriate sign permit fee, when required.
 - (9) Any other item of information that may be reasonably required by the Zoning Administrator, or other Village officials, for the purpose of application evaluation.
- (c) **Basis for Granting.** In reviewing a sign permit application, the Zoning Administrator may consider the following factors in deciding whether or not to grant the issuance of a sign permit [see also Subsection (d) below]:
- (1) Whether the sign is designed, installed, and maintained to promote the surrounding environment desired by the general public, pursuant to the objectives of proper design and zoning criteria.
 - (2) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety.
 - (3) Whether the sign is legible, readable, and visible in the circumstances in which it is to be used.

- (4) Whether the sign, including size, height, illumination and location, is respectful of reasonable rights of other advertisers whose messages are displayed in the area.
 - (5) Whether the sign is in compliance with the provisions of this Article.
 - (6) Whether the sign is in compliance with the provisions of this Code of Ordinances relating to traffic safety, traffic visibility setbacks, historic preservation and zoning.
- (d) **Sign Design Review Guidelines.** In addition to the criteria established in Subsection (c) above, the following Sign Review Guidelines shall be used by the Zoning Administrator in acting on sign permit applications and the Zoning Board of Appeals in acting on appeals or variance requests regarding signs:
- (1) Any signage affixed to a building should be dimensioned and located in such a manner that it fits the building's architectural features and proportions.
 - (2) All signs should be designed to fit the zoning and status character of the surrounding area. Special consideration should be made where proposed signage is located on or adjacent to locally identified historic structures or publicly owned recreation and conservancy areas. Signage in special planning areas, such as the downtown, or historic preservation areas, will be required to conform to the planned dominant architectural theme of the area. Signage in or abutting residential properties should be designed and located so as not to create a residential nuisance.
 - (3) As a general guidelines and where feasible, ground mounted, free standing signs larger than six (6) square feet shall be located a minimum of at least one hundred (100) feet apart.
 - (4) Signs illuminated by floodlight or spotlights must be positioned in such a manner that none of the light spills over onto an adjoining property or glares or shines into the eyes of motorists or pedestrians, and may not exceed two (2) footcandles at the lot line.
 - (5) As a general guideline, the number of colors and materials should be kept to a minimum.
 - (6) Landscape features will be encouraged as part of all ground mounted signs. Landscape plantings or other landscape materials will not be counted as part of the allowable signage area.
- (e) **Permit Issuance/Denial.**
- (1) All sign permit applications shall be reviewed by the Zoning Administrator, who shall deny or grant such applications, within fifteen (15) business days of receipt of the complete application and payment of fee. If the sign meets the requirements of this Article, and all other ordinances of the Village of Bristol, the Zoning Administrator shall issue a permit therefor.
 - (2) If the sign permit is denied by the Zoning Administrator, within seven (7) business days a written notice of the denial shall be provided to the applicant, together with a brief written statement of the reasons for the denial.
 - (3) No permit for a sign issued hereunder shall be deemed to constitute permission or authorization to maintain an unlawful sign, nor shall any permit issued hereunder constitute a defense in an action to abate an unlawful sign.

- (f) **Inspection.** The applicant shall, upon completion of the installation, relocation or alteration of the sign, notify the Zoning Administrator who may inspect the premises to inspect whether the sign complies with this Article.
- (g) **Appeal of Denial of Sign Permit.**
- (1) Any decision of the Zoning Administrator under this Article may be appealed to the Board of Appeals under the procedures of Sec. 13-1-523. A request for an appeals hearing shall be made in writing to the Zoning Administrator within thirty (30) days of the date of permit denial.
 - (2) A majority vote of the Board of Appeals is required to modify the earlier determination of the Zoning Administrator.
- (h) **Permit Revocation; Appeal.**
- (1) A sign permit may be revoked by the Zoning Administrator in the event that the applicant has failed to comply with the provisions of these regulations or any conditions that may have accompanied the permit at the time of granting.
 - (2) The holder of a revoked sign permit may appeal such revocation action to the Board of Appeals. A request for an appeals hearing shall be made in writing to the Zoning Administrator within thirty (30) days of the date of the original permit revocation.
 - (3) Upon any permit revocation or failure to prevail before the Board of Appeals, the sign(s) subject to such revoked permits shall be removed by the licensee within thirty (30) days of such revocation.
 - (4) Revocation shall not give cause to a right of total or partial reimbursement of license fees paid.
- (i) **Standards for Board of Appeals in Reviewing Appeals.** The Board of Appeals may authorize upon appeal, in specific cases, issuance of a sign permit when such decision will not be contrary to the public interest, where owing to special conditions a literal enforcement of the provisions of this Article will result in unnecessary hardship and so that the spirit of this Article shall be observed and substantial justice done. No Board of Appeals's appellate decision shall have the effect of allowing in any district uses prohibited in that district or permit standards significantly lower than those required by state law or this Article.
- (j) **Stay of Proceedings During Appeals.** An appeal shall stay all legal proceedings in furtherance of the action appealed from, unless the Zoning Administrator certifies to the Board of Appeals that, by reason of facts stated in the certificate, a stay would, in his/her opinion, cause immediate peril to life or property. In such cases, proceedings shall not be stayed otherwise than by a restraining order which may be granted by the Board of Appeals or by a court of record on application, on notice to the Zoning Administrator and on due cause shown.
- (k) **Signs in Historic Districts.** In addition to these sign regulations, all signs within any historic district shall be subject to the provisions of the Village's Historic Preservation Code regulations (if adopted).
- (l) **Permit Validity.** Any sign permit issued by the Zoning Administrator shall be null and void and automatically revoked in the event that construction, installation, or manufacture of the sign has not been commenced within one

hundred eighty (180) days from the date of the issuance of such permit. If work authorized by such permit is suspended or abandoned for a period of ninety (90) days any time after the work is commenced, the original permit shall become null and void. A new permit shall first be obtained to complete the work, and a new permit fee shall be required.

Cross-Reference: Section 13-1-523, Variances.

Sec. 13-1-283 Signs Not Requiring a Permit.

The following signs may be erected and maintained in all zoning districts, except where noted, without a permit and without being deducted from gross sign surface area permitted:

- (a) **Agricultural Product and Farm Identification Signs.** Limited to two (2) signs per road frontage, not exceeding twenty (20) square feet in area, and related to the agricultural premises on which it is installed. Farm signs shall not be located closer than fifteen (15) feet from a public right-of-way.
- (b) **Bulletin Boards.** One (1) bulletin board per street frontage, and not to exceed forty-eight (48) square feet in display area in the I-1 Institutional District. Setback requirements shall be complied with.
- (c) **Government/Official 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. Included within this definition are off-premises institutional signs.
- (d) **Interior Signs.** Signs located within the interior of any building or structure which are not visible from the public right-of-way.
- (e) **Memorial Signs.** Memorial signs or tablets (including tombstones in cemeteries), names of buildings and date of erection when cut into any masonry surface, or inlaid so as to be part of the building not to exceed eight (8) square feet.
- (f) **Occupant Signs.** Signs limited in content to name of occupant, address of premises, occupation, and signs of danger. Occupant signs shall be a maximum of one (1) per street front and no more than three (3) square feet in sign area.
- (g) **Government Notices.** Official governmental notices and notices posted by governmental officers in the performance of their duties; governmental signs to control traffic or for other regulatory purposes or to identify streets or to warn of danger.
- (h) **Construction or Hazardous Condition Safety Signs.** Temporary or permanent signs erected by public utility companies or construction companies to warn of dangerous or hazardous conditions.
- (i) **Traffic and Service Signs on Private Premises.** Traffic and parking signs and devices privately-owned and on private premises, and containing

messages such as "exit only", "restricted for _____", and the like, the sole purpose of which is to direct and control traffic on the premises and which does not exceed four (4) feet in height nor contain more than three (3) square feet per face. Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without permit under this exception.

- (j) **Signs Required by Law.** Signs required by law, statute or ordinance, constructed and maintained according to the law, statute or ordinance under which the sign was erected.
- (k) **Real Estate Signs.** One (1) sign per street frontage may be placed on the offered property and shall not be more than nine (9) square feet in area for residential property and not more than thirty-two (32) square feet in area for non-residential property. The sign shall be located at least fifteen (15) feet from the outer edge of the highway right-of-way. The sign may only advertise the sale, rental or lease of the premises upon which it is located and contain the name and/or logo of the real estate company, or individuals and their respective addresses and telephone numbers, posting the sign. Such signs shall be removed within thirty (30) days after sale, rental or lease of the property.
- (l) **Signs in Display Windows.** Window signs shall be placed only on the inside of commercial buildings and shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
- (m) **On-Premises Symbols or Insignia.** Symbols, commemorative plaques or identification emblems.
- (n) **On-Premises Temporary or Portable Signs in Residential Districts.** Temporary or portable signs under twenty (20) square feet for the purpose of an on-site open house, model home demonstration, special event such as a birthday or anniversary may be erected three (3) days prior to the event and removed five (5) days thereafter, but may not exceed a total period of thirty (30) days per twelve (12) month period and shall not be located within the sight distance triangle (vision clearance triangle) of two (2) intersecting streets.
- (o) **Civic Event Temporary Signs.** Temporary off-premises signs not exceeding twelve (12) square feet in residential or districts, or thirty-two (32) square feet in commercial, industrial or agricultural districts, pertaining to drives or events of civic, philanthropic, educational, religious, or non-profit organizations, provided such signs are posted not more than thirty (30) days before said event and removed within ten (10) days after the event.
- (p) **Political Signs (Temporary).** Political message, public election or referenda signs during an election campaign, as defined in Sec. 12.04(1), Wis. Stats., may not be posted before the date of filing nomination papers for an elected office, or sixty (60) days before a referendum election, and must be removed within thirty (30) days after said election. Said sign shall be located at least fifteen (15) feet from the outer edge of the highway right-

of-way line and, with respect to corner lots, and shall not be located within the vision triangle or on public property.

- (q) **Rummage/Garage Sale Signs (On-Premises).** On-premises rummage or garage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale; such signs shall be erected no sooner than twenty-four (24) hours prior to the sale date and be removed twenty-four (24) hours after such sale. Rummage or garage sale signs may only be located on the day of the garage sale outside of any street right-of-way lines and which does not create a visibility or traffic hazard (as determined by the Zoning Administrator or other enforcement officer).
- (r) **Open/Closed Signs.** Illuminated and non-illuminated signs not exceeding ten (10) square feet in area announcing that a business is open or closed.
- (s) **Contractor Signs.**
 - (1) No permit is necessary for a contractor sign.
 - (2) Contractor signs shall be not more than six (6) square feet in area per contractor, subcontractor, architect or lending institution and may be freestanding. Contractor signs shall not exceed six (6) feet in height. Such signs may be single- or double-sided.
 - (3) All contractor signs may be consolidated on one (1) sign, the area of which consolidated sign is to be calculated at six (6) square feet per contractor, subcontractor, architect or lending institution listed, to a maximum area of twenty-four (24) square feet. In the alternative, all contractor signs may also be incorporated with a temporary sign accessory to a subdivision development under Sec. 13-1-284(a), provided that such a sign would require a permit; this alternative may also be used with a sign serving a commercial or residential parcel.
 - (4) Contractor signs shall be removed within thirty (30) days from the first occupancy of the premises. The Zoning Administrator shall have the authority to cause such signs to be removed if, in his/her discretion or upon information and belief, the first occupancy of the premises has occurred or the work done by the contractor, subcontractor or architect, or financing by the lending institution has been completed.
- (t) **Athletic Field Signage.** A sign permit is not required for signs, banners, and scoreboards designed solely for view from inside spectator areas and displayed on interior walls, fences, or other structures located within an athletic field at a park, school or other public or private athletic complex located in the PR-1 Park-Recreational District. The approval of the Parks and Recreation Committee is required to display a sign, banner or scoreboard under this Subsection in a Village park. Scoreboards that qualify under this Subsection may include flashing elements, if adequate screening is provided to screen the views from abutting streets, as approved by the Zoning Administrator. For purposes of this Subsection, a "school" shall mean public schools as defined in Sec. 115.01(1), Wis. Stats., private schools defined in Sec. 115.001(3r), Wis. Stats., and technical colleges

authorized under Chapter 38, Wis. Stats. Athletic field signage may be illuminated.

- (u) **Construction Directional Signs.** Construction directional signs do not require a permit when displayed on private property for a limited period of time to identify the location and entrance to a business that remains open when normal access or pedestrian or vehicle flow has been diverted by construction or road work so as to decrease the effectiveness of permanent signs, when approved by the Zoning Administrator. The Zoning Administrator shall approve the placement, number and duration of such signs to protect traffic and pedestrian safety.
- (v) **Tenant Directory Boards.** Exterior tenant directory boards for the purpose of guiding visitors to individual businesses within a multiple tenant commercial building (MTCB) are permitted without a sign permit, subject to the provisions hereof. Letters on a tenant directory board identifying occupants shall not exceed four (4) inches in height. Changes in the structure, style or design of a tenant directory board or to add or delete the name of an occupant is permitted. Tenant directory boards shall be attached to the building or located within ten (10) feet of the front entrance of the building.
- (w) **Property Warning Signs.** "No Trespassing", "No Dumping", and "No Hunting" on-premises signs provided that no such sign shall exceed two (2) square feet in surface area.
- (x) **Open/Closed or Vacancy/No Vacancy Signs.** No more than one (1) "Open/Closed" and one (1) "Vacancy/No Vacancy" sign, not exceeding two (2) square feet in area each, displayed for each business.
- (y) **Exit/Entrance Window Signs.** Window signs (except in residential zoning districts) not exceeding twenty-five percent (25%) of the glass areas that are used for exits/entrances or necessary for visibility to exits/entrances. Except as provided in Subsection (l) above, all other glass areas shall be considered part of the building and held to the same restrictions and regulations as any other part of the building as set forth in this Article.
- (z) **Holiday Decorations.** Holiday decorations of a temporary, primarily decorative nature, clearly incidental to and customarily associated with traditional accepted civic, patriotic, or religious holidays.
- (aa) **Private Neighborhood Crime Watch Signs.** The maximum number of private neighborhood crime watch signs per lot shall be one (1). The maximum size of such private neighborhood crime watch sign shall be one (1) square foot.
- (bb) **Residential, Commercial and Industrial Security Signs.** Home security signs in residential neighborhoods and security signs in commercial and industrial areas, excluding security systems sales signs.
- (cc) **Novelty-Type Non-Commercial Balloons.** Novelty-type balloons moored less than ten (10) feet above the ground, and inflatable holiday or other decorations displayed temporarily on a private residential property, provided that such inflatable does not contain or depict any commercial message, logo or symbol.

Sec. 13-1-284 Residential Signs Requiring a Permit.

In addition to those permitted signs not requiring a permit pursuant to Section 13-1-283, the following nonflashing, nonilluminated signs (except as otherwise provided) are permitted under the conditions specified in all residential and agricultural districts, and planned unit developments overlay districts (residential) established by the Village's Zoning Code:

- (a) **Temporary Signs Accessory to Subdivision Developments or Other Permitted Improvements in Residential Subdivisions.** Temporary signs accessory to subdivision developments or other permitted improvements in residential subdivisions are allowed by permit, subject to the following:
 - (1) **Content.** The signs shall be only for the purpose of identification of homes for sale or rent in the subdivision under construction, of lots for sale, or for the identification of other nonresidential uses/buildings under construction.
 - (2) **Area, Number and Setback.** Such signs shall not exceed two (2) in number for each subdivision nor fifty (50) square feet each in area. Such signs shall observe the front yard requirement of the principal use and shall be located no closer than fifteen (15) feet from the outer edge of the highway or street right-of-way, and shall not be located so as to obstruct vision along the street or highway.
 - (3) **Height.** No sign shall project higher than eight (8) feet above curb level.
 - (4) **Time Limitations.** The sign or signs shall be removed by the applicant or property owner within one (1) year of the date of the issuance of a sign permit or when the parcels being advertised are sold, whichever occurs first.
- (b) **Permanent Subdivision Identification Signs.** Permanent subdivision identification signs are allowed by permit, subject to the following:
 - (1) **Content.** The signs shall bear only the name of the subdivision or development.
 - (2) **Area and Number.** There shall be not more than one (1) sign located at each entrance to a subdivision. The permitted location, size and design of any such sign shall be at the discretion of the Zoning Administrator based upon the character of the area and the type and purpose of the sign.
 - (3) **Height.** No sign shall project higher than twelve (12) feet above curb level.
 - (4) **Location.** The location of any such sign shall be at the discretion of the Zoning Administrator based upon the character of the area, the type and purpose of the sign.
- (c) **Nonflashing, Illuminated Bulletins.** Subject to the following in the I-1 Institutional District only:

- (1) **Area and Number.** There shall be not more than one (1) sign per lot, except that on a corner lot, two (2) signs (one facing each street) shall be permitted. No sign shall exceed thirty-two (32) square feet in area nor be closer than five (5) feet from any lot line.
- (2) **Projection.** No sign shall project beyond the property line into the public right-of-way.
- (3) **Height.** No sign shall project higher than one (1) story or fifteen (15) feet above the curb level, whichever is lower.
- (d) **Bed and Breakfast Signs.** Subject to the following:
 - (1) **Content.** The sign shall bear only the name, address and other pertinent information regarding the bed and breakfast establishment.
 - (2) **Area and Number.** There shall not be more than one (1) sign per lot street frontage. No sign shall exceed eight (8) square feet in area. Such sign shall have a ten (10) feet setback from a public right-of-way or lot line.
 - (3) **Projection.** No sign shall project beyond the property line into the public right-of-way.
 - (4) **Height.** No wall sign shall project higher than six (6) feet above the surrounding grade level. No freestanding sign shall be higher than four (4) feet above the surrounding grade level.
- (e) **Home Occupation/Professional Home Office.** Subject to the following:
 - (1) **Content.** The sign shall bear only the name, address, hours and other pertinent information regarding the on-site home occupation or professional home office maintained in compliance with the Village's Zoning Code.
 - (2) **Area and Number.** There shall not be more than one (1) sign per lot. No sign shall exceed three (3) square feet in area. Such sign shall have a ten (10) foot setback from a public right-of-way or lot line.
 - (3) **Projection.** No sign shall project beyond the property line into the public right-of-way.
 - (4) **Height.** No wall sign shall project higher than six (6) feet above the surrounding grade level. No freestanding sign shall be higher than four (4) feet above the surrounding grade level.

**Sec. 13-1-285 Residential, Commercial, Business,
Manufacturing, Industrial, Institutional,
and Park District Signs Requiring a Permit.**

- (a) **Permitted Signs.** Except for those signs not requiring a permit under Sec. 13-1-283, the following signs in this Section shall require a permit to be issued by the Zoning Administrator. Signs may be permitted in specific zoning categories, subject to the following restrictions prescribed in this

Section and as set forth in Table A. Signage shall only serve on-site businesses.

- (b) **Setback Requirements.** No part of any sign shall extend over the property line.
- (c) **Number of Signs and Total Combined Square Footage Permitted.**
 - (1) **Total Number.** No more than two (2) signs of any type requiring a permit shall be permitted at any business location, except that premises occupied by a shopping center may, as an alternative, have one (1) detached directory sign per street ingress/egress locations plus one (1) wall sign for each place of business located in said shopping center.
 - (2) **Corner Lots.** Businesses with streets fronting two (2) sides shall be allowed two (2) types of signs for each street frontage; no street frontage buildings shall be allowed two (2) of the same type of sign for that particular business.
 - (3) **Total Signage Combined Square Footage.** The total combined square footage of all signs serving a parcel shall not exceed six hundred (600) square feet.
- (d) **Types of Signs, Maximum Size, Number and Location.**
 - (1) **Wall Signs.** Wall signs are permitted if placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface, shall be limited as indicated in Tables A, B and D. Wall-mounted signs shall not extend beyond the top of the parapet wall (if one exists) or soffit/fascia line (if one exists).
 - (2) **Projecting, Marquee, Awning, and Canopy Signs.** Projecting, marquee, awning and canopy signs shall be limited as indicated in Tables A, B and D.
 - (3) **Freestanding and Ground Signs.**
 - a. Freestanding and ground signs are intended to be used in those areas of the Village not adjacent to an Interstate highway and shall be limited as indicated in Tables A, B and C. Pole signs are prohibited in the Village of Bristol.
 - b. Up to twenty-five percent (25%) of the display area on any one side of a sign adjacent to an Interstate may utilize digital displays.
 - c. All freestanding and ground and signs located on a federal/state highway must also have approval by the Wisconsin Department of Transportation if applicable; the use of pole signs is prohibited.
 - (4) **Roof Signs.** Roof signs are prohibited in the Village of Bristol.
 - (5) **Combination.** A combination of any of the signs in this Section, except window signs, erected at any one premise shall meet all the requirements for the individual sign type and shall not exceed six hundred (600) square feet in total display area.
 - (6) **Ground Signs on Land Immediately Adjacent to Interstate Highway I-94.** Ground signs on land immediately adjacent to Interstate Hwy.

I-94 [thirty (30) feet from I-94 and located along a frontage road] shall comply with the following standards:

- a. Ground signs shall not exceed thirty (30) feet in height above the mean centerline street grade on parcels adjacent to an Interstate highway. Height is measured above the mean centerline of street grade. The sign shall be completely within the property upon which it is located.
 - b. One (1) ground sign per parcel adjacent to an Interstate highway is permitted. Size is limited to one hundred (100) square feet for one (1) side, or two hundred (200) feet for all sides.
 - c. Any ground sign shall have a minimum landscaped area of sixteen (16) square feet around the base of the pole.
 - d. Ground signs over thirty (30) feet in height are prohibited.
 - e. Pole signs are prohibited in the Village of Bristol.
- (7) **Off-Premises Third Party Signs.** Off-premises third party signs are prohibited in the Village of Bristol.
- (8) **Shopping Center/Industrial Park Directory Signs.** In a shopping center or industrial park, one (1) free-standing identification/directory sign for each street ingress/egress where the development fronts may be permitted showing the name of said center or park and represented business or industries. Directory signs for shopping centers or industrial parks are permitted as an alternative to monument signs or projecting signs for individual stores in the shopping center or business in the industrial park. The top of a directory sign shall not exceed fifteen (15) feet in height above the mean centerline street grade and the bottom of the sign shall not be less than ten (10) feet above the sidewalk and not more than sixteen (16) feet above a driveway or alley. That portion of the directory sign which advertises the shopping center or industrial park name shall not exceed one hundred (100) square feet for one (1) side and a total of two hundred (200) square feet for all sides. That portion of the directory sign which advertises the individual store/business name shall not exceed sixteen (16) square feet for one (1) side and a total of thirty-two (32) square feet for all sides. Directory signs shall meet all yard requirements for the zoning district in which they are located.

Sec. 13-1-286 Special Use Sign Requirements.

- (a) **Portable Signs/Message Boards.**
- (1) The use of portable, temporary or non-fixed signs or message boards is prohibited within the Village unless the owner or tenant of the property on which such type of sign is to be located first obtains a portable/temporary sign permit from the Zoning Administrator. Such permit is subject to review by the Zoning Administrator for compliance

with the requirements of this Subsection. The use of portable signs/message boards are limited to no more than five (5) days per month at any one premises. [See Subsection (d) below regarding sandwich sign standards].

- (2) The Zoning Administrator shall not issue a permit for placement of a portable sign/message board if it presents a vision obstruction. The maximum size of a portable sign/message board shall be twenty (20) square feet on each face, back to back. Portable signs/message boards shall be located at least fifteen feet from any public right-of-ways, shall not have flashing lights, shall not be illuminated in a manner as to obstruct highway visibility, and shall be securely fastened to prevent any hazardous condition.
- (b) **Search Lights.** The use of a searchlight for advertising purposes in any zoning district is not permitted.
- (c) **Sandwich Signs.** In instances where the property owner or business tenant in a B-1 and B-2 Business Districts wishes to erect an on-premises temporary sandwich board advertising that business, there is a limit of one (1) sandwich board per business tenant and such sign shall not exceed four (4) feet in height and eight (8) square feet per side display area. Sandwich signs may be placed only after issuance of a sign permit, valid for thirty days in this instance, and shall be placed in a manner so as not to present a hazard. Sandwich signs shall be removed from the right-of-way area at the close of each business day.
- (d) **On-Site Banner Signs; Searchlights.**
 - (1) On-site banner signs, whether permanent or temporary, which advertise goods or services at a property shall not be erected for over sixty (60) days and require a sign permit. No business shall be issued sign permits for more than four (4) banners in any year.
 - (2) Banners shall not exceed thirty (30) square feet in area.
 - (3) Horizontal banners shall not exceed eight (8) feet in height; vertical banners shall not exceed twelve (12) feet in height.
 - (4) There shall be no more than two (2) banners erected, per site, at one time.
 - (5) Banners erected at multi-tenant commercial business common areas must advertise events at the MTCB, not single-store events.
 - (6) Decorative seasonal/holiday banners which do not advertise specific events or the sale of goods or services at a property but are used for decorative display are permitted for a period of ninety (90) days without a permit provided the dimensional requirements of this Subsection are complied with.
- (e) **Over-the-Street Banners.** Over-the-street banners are not permitted, except for civic activities following authorization from the Zoning Administrator.
- (f) **Neon Signs.** Exterior neon or gas illumination signs require a sign permit.
- (g) **Signs Not Permitted in Shoreland-Floodplain Areas.** Signs are not permitted in shoreland/floodplain areas.

Sec. 13-1-287 Awnings and Canopies.

- (a) **Permitted Awnings.** No awnings shall be erected or maintained, except such awnings as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- (1) **Support.** Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback line.
 - (2) **Height.** All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than eight (8) feet above the level of the public sidewalk or public thoroughfare.
 - (3) **Awning Extension from Curb Line.** No entrance awning shall extend beyond a point eight (8) feet into the right-of-way.
 - (4) **Advertising.** No advertising shall be placed on any awning, except that the name and logo of the establishment within the building to which the awning is attached may be painted or otherwise permanently placed in a space not exceeding eight (8) inches in height on the front and side edges.
- (b) **Permitted Canopies.** No canopies shall be erected or maintained, except such canopies as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- (1) **Support.** The structural support of all canopies shall be properly designed and be approved by the Zoning Administrator as in compliance with the Building Code of the Village. All frames and supports shall be designed to withstand a wind pressure as provided in this Article. All canopies and awnings shall be attached to a building, and no supports shall exist beyond the setback line between the canopy and/or awning and the sidewalk or ground below.
 - (2) **Height Above Sidewalk.** All canopies shall be constructed and erected so that the lowest portion thereof shall not be less than eight (8) feet above the level of the sidewalk or public thoroughfare.
 - (3) **Canopy Extension from Curb Line.** No entrance canopy shall extend beyond a point eight (8) feet from the face of a wall or building.
 - (4) **Advertising.** No advertising shall be placed on any canopy, except that the name and logo of the establishment may be painted or placed in a space not exceeding twenty-four (24) inches in average height on the front and side edges. Such name may be so painted or placed irrespective of any prohibition otherwise applicable hereunder, providing, however, that if such canopy shall contain more or other than the name of the establishment in letters more than eight (8) inches high on the front and side edges, it shall be considered as a sign and be subject to all the provisions hereof.

Sec. 13-1-288 Prohibited or Restricted Signs; Electronic Signs.

- (a) **Traffic or Safety Interference.**
 - (1) ***Signs Not to Resemble Traffic Signs.*** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs or devices. Signs, canopies and awnings shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic.
 - (2) ***Obstruction of Ingress/Egress.*** No sign, awning or canopy shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape.
 - (3) ***Obstruction of Traffic Visibility.*** No sign, billboard, awning, canopy, or other outdoor advertising media in any zoning district shall create a hazardous or dangerous distraction to vehicle traffic or a nuisance to adjoining property. A sign may not be located in such a manner as to obscure, or otherwise physically interfere with the effectiveness of an official traffic sign, signal or device, obstruct or physically interfere with a driver's view of approaching, merging, or intersecting traffic.
- (b) **Signs on Public Rights-of-Way.** Signs shall not be permitted on, or to overhang above, public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Article.
- (c) **Billboards.** No new billboards shall be permitted in the Village of Bristol after the original effective date of this Article. Billboards located upon property annexed to the Village and existing as of the effective date of this Article are permitted to remain unless the owner structurally alters such billboard in any manner. If damaged, or if structural alteration is made/required, such billboard shall be permanently removed. However, any billboards existing as of the effective date of this Article shall be removed permanently within five (5) years following annexation, and with such removal being agreed to in writing by the owner/lessor/lessee thereof in writing prior to such annexation.
- (d) **Painted Wall and Other Prohibited Signs.**
 - (1) ***Painted Surface Signs Prohibited.*** Painted wall signs are signs which are painted directly onto the surface of the building; painted wall signs are prohibited in the Village of Bristol.
 - (2) ***Improperly Affixed Signs.*** No person shall paste or otherwise fasten any paper or other material, paint, stencil or write any number, sign, name or any disfiguring mark within any street right-of-way, on any sidewalk, curb, gutter, street, post, fire hydrant, pole or tree, any other sign, building, fence or other structure, nor shall any of said objects be defaced in any manner. No signage shall be used except those types specifically permitted by this Article.
- (e) **Immoral Sign Subjects.** Signs which bear or contain statements, words, pictures, or symbols of obscene, pornographic or immoral subjects are prohibited.

- (f) **Roof Signs.** Roof signs are prohibited in the Village of Bristol.
- (g) **Swinging Signs.** Swinging signs are prohibited.
- (h) **Advertising Vehicle Sign Configuration.**
 - (1) ***Improper Use of Vehicles as Signs.*** No persons shall park any vehicle, trailer, or farm or construction equipment on a public right-of-way 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 purposes of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premises.
 - (2) ***Exception.*** Business vehicles containing typical business signage and which are actively used on a daily basis for business purposes, are exempt from this prohibition.
- (i) **Floodlighted and Illuminated Signs.** Signs may be floodlighted or illuminated, subject to the following restrictions:
 - (1) ***Proper Shielding.*** Signs which are not effectively shielded so as to prevent beams or rays of light from being directed at any portion of the traveled ways of a public right-of-way and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operations of a motor vehicle, are prohibited.
 - (2) ***Improperly Illuminated Signs a Nuisance.*** Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any residential property, and which are of such intensity or brilliance as to cause a public nuisance, are prohibited.
 - (3) ***Illumination Impairment of Traffic Signs Prohibited.*** No sign shall be so floodlighted or illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device, or signal.
 - (4) ***Compliance with Village Lighting Regulations.*** The illumination of any type of signs shall be in compliance with the standards of Title 15, Chapter 10 or the illumination from the sign shall not exceed 2.0 footcandles as measured at any point along the property boundary line, whichever is more restrictive. The maximum brightness level shall not be obtrusive (as determined by the Zoning Administrator) to surrounding and abutting properties or the neighborhood, and at no time shall the sign be operated at a brightness level greater than the manufacturer's recommended levels or as directed by the Village, whichever is more restrictive. The brightness or intensity of a sign's illumination or display may be restricted further if more than necessary for adequate visibility as determined by the Village. No variable message or changeable copy sign may be illuminated to a degree of brightness that is greater than necessary for adequate visibility.
- (j) **Signs in Conservancy Districts.** No commercial advertising sign shall be permitted in any conservancy zoning district.

- (k) **Flashing Signs.** All flashing, undulating, rotating or swinging signs, as defined in Sec. 13-1-283, are prohibited regardless of the frequency of the flashing. Electronic changeable copy signs complying with Subsection (l) below and flags shall not be considered in violation of this Subsection prohibiting flashing signs.
- (l) **Changeable Copy Signs (Electronic); Time and Temperature Signs.** Following issuance of a sign permit, electronic changeable copy signs, variable message signs, or electronic message signs, as defined in Sec. 13-1-283, may be displayed as a component of a freestanding sign in the B-1, B-2, B-3, B-4 and B-5 Districts, according to the following standards:
- (1) **Compliance with Other Sign Requirements; On-Premises Requirement.** Such signs shall comply with all applicable provisions of this Article (placement, area, etc.) for the type of sign in question. Such signs shall be used only to advertise activities conducted on the premises or to present public service announcements.
 - (2) **Integration Into Other Signage.** Changeable copy signs, variable message signs, or electronic message signs must be integrated into the primary permitted sign for such building or development. There shall be only one (1) changeable copy sign or electronic message sign on each lot or legal parcel of land. These types of signs may not be incorporated into a wall sign or building-mounted sign. The changeable copy portion of the sign must be no greater than twenty-five percent (25%) of total sign face area and shall occupy a secondary position to the name of the tenant, business or service. The changeable copy sign may be double-faced.
 - (3) **Alternating Displays; Segmented Messages.** The display of the electronic changeable copy or images shall not alternate, change, fade in or out, or otherwise change more frequently than once per minute. Segmented messages must be displayed for not less than two (2) seconds and more than ten (10) seconds.
 - (4) **Racing or Scrolling Signs Prohibited.** Racing, scrolling, pixelating or moving characters or images, or those that have the appearance of movement, are prohibited, including as a method of changing copy.
 - (5) **Exceptions.** Exceptions to the prohibitions in this Subsection are scoreboards under Section 13-1-283(u) and time, date and temperature signs with changeable copy displaying only the time and temperature. The time, date and temperature may displayed on any sign permitted by this Article in a nonresidential district. The time, date and temperature may change as frequently as necessary to display the correct time and temperature, and may alternate between the time, date and temperature.
- (m) **Use of Projected Images in Conjunction With Signs.** Any projected images, video or other electronic light or laser displays projected onto a

building, structure or sign are prohibited, except for holiday displays of temporary duration.

(n) **Standards for All Electronic or Illuminated Signs.**

- (1) ***Improper Types of Display.*** The display on any electronic or illuminated sign shall not, or appear to, flash, undulate, pulse or portray explosions, flashes of light, fireworks, or blinking or chasing lights. The display shall not give the illusion of moving toward or away from the viewer, expand or contract, bounce, rotate, spin or otherwise portray movement or animation as it comes onto, is displayed on, or leaves the sign board.
- (2) ***Minimum Static Display Time.*** Each message display shall remain in a static state for at least ten (10) seconds. No message shall require more than ten (10) seconds to be displayed in its entirety.
- (3) ***Illumination and Background Colors.*** The display shall have a dark background with only the message or foreground lit in a white, red, orange, yellow, amber or light tone or shade of said colors. Only one (1) such color for sign illumination is permitted.
- (4) ***Ambient Light Monitor Requirement.*** The sign shall have installed ambient light monitors and shall at all times allow such monitors to automatically adjust the brightness level of the electronic sign based upon ambient light conditions.
- (5) ***Malfunctioning Sign Display.*** The display shall go dark or into an image-freeze mode if the sign malfunctions.

Sec. 13-1-289 Landscaping Features.

Landscape features such as plant materials, berms, boulders, fencing and similar design elements unincorporated or in conjunction with freestanding signs are encouraged and shall not be counted as allowable sign area. The base of signs shall be landscaped so as to conceal footings, mountings, brackets, and related structural elements.

Sec. 13-1-290 Nonconforming Signs.

(a) **Nonconforming Signs.**

- (1) ***Nonconforming Sign Criteria.*** Signs existing as of the effective date of this Article which do not conform to the provisions of this Article are nonconforming signs and shall be subject to the provisions of this Section. Nonconforming signs may be maintained. No nonconforming on-premises sign shall be altered or moved to a new location without being brought into compliance with the requirements of this Article.

[Refer to Subsection (b) below.] Compliance is the responsibility of the property owner.

- (2) **New Signs for Nonconforming Uses Not Permitted.** Business signs on the premises of a nonconforming use or building may be continued per this Section, but new signs for such uses shall not be allowed, nor shall expand in number, area, height, or illumination. New signs, not to exceed the maximum allowable aggregate sign area, may be erected only upon the complete removal of all other signs existing at the time of adoption of this Article.
- (3) **Removal Upon Business Termination.** Nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use. Closed or terminated businesses shall have their signs removed by the property owner within ninety (90) days of closing of such business.
- (4) **Change in Sign User.** Whenever there is a change in the sign user (excluding off-premises signs) or owner of the property on which the sign is located, the new sign user or new property owner shall forthwith notify the Zoning Administrator of the change. No new sign permit is required unless there is modification of the sign face or sign structure.

(b) **Alteration of Signs.**

- (1) **Alteration Defined.** For the purpose of this Article, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, its frame, its supporting structure, or its lighting including: changing the message (except for marquee or off-premises advertising signs), symbols, color, material, height or location.
- (2) **Maintenance Exception.** Altering a sign does not include maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a marquee sign; or changing the face of an off-premises advertising sign.

(c) **Loss of Legal Nonconforming Status.**

- (1) In addition to the standards in Subsections (a) and (b) above, a sign may also lose its nonconforming status if one (1) or more of the following occurs:
 - a. If said sign is damaged by fire, flood, explosion, earthquake, vandalism, war, riot or Act of God; or structurally altered in any way, except for normal maintenance and repair; the sign may be reconstructed and used as before if it is reconstructed within three (3) months after such calamity, unless the damage to the sign is fifty percent (50%) or more of its replacement value, in which case, the constructed sign shall comply with the provisions of this Article.

- b. The sign is relocated;
 - c. The sign fails to conform to the Village requirements regarding maintenance and repair, abandonment or dangerous or defective signs;
- (2) On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this Article with a new permit secured therefor or shall be removed.
- (d) **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this Article shall relieve the owner or use of a legal nonconforming sign or the owner of the property in which the sign is located from the provisions of this Article regarding safety, maintenance and repair of signs. However, legal nonconforming signs shall not be reinstalled, reconstructed or have their useful life extended.

Sec. 13-1-291 Dangerous and Abandoned Signs.

- (a) **Removal of Dangerous Signs.** All signs shall be removed by the owner or tenant of the premises upon which the sign is located if in the judgment of the Zoning Administrator, such sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or tenant fails to remove it, the Zoning Administrator may remove the sign at cost of the owner, following adequate written notice. The owner may appeal the decision of the Zoning Administrator to the Board of Appeals.
- (b) **Abandoned Signs.** Except as otherwise herein provided, all sign messages shall be removed by the owner or lessee of the premises upon which an on-premises or off-premises sign is located when the business it advertised is no longer conducted where advertised. If the owner or lessee fails to remove the sign, the Zoning Administrator shall give the owner sixty (60) days' written notice to remove said sign and thereafter upon the owner's or lessee's failure to comply may remove such sign, any costs for which shall be charged to the owner of the property or may be assessed as a special assessment against the property, and/or the Zoning Administrator may take any other appropriate legal action necessary to attain compliance.
- (c) **Violations.** All signs constructed or maintained in violation of any of the provisions of this Sign Code after the date of adoption are hereby declared public nuisances within the meaning of the Village of Bristol Code of Ordinances. In addition to the penalty provisions for violations of this Article, the Zoning Administrator or Village Board may bring an action to abate the nuisance in the manner set forth in the Wisconsin Statutes or Village ordinance.

Sec. 13-1-292 Construction and Maintenance Regulations for Signs.

- (a) **Installation.** All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall be kept clean and well painted at all times. Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the Building Inspector or Zoning Administrator.
- (b) **General Requirements.**
 - (1) **Construction Standards.** All signs, except flat signs and those signs weighing less than ten (10) pounds, shall be designed, fastened and constructed to withstand a wind pressure of not less than forty (40) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign.
 - (2) **Projection.** Signs including supports shall not interfere with surrounding properties or traffic.
 - (3) **Mounting Standards.**
 - a. No signs shall be painted on, attached to or affixed to any trees, rocks, or other similar organic or inorganic natural matter, including utility poles or apparatus.
 - b. All signs and supporting members shall be constructed of galvanized iron, properly treated steel, copper, brass, or other noncorrosive incombustible material or properly treated and structurally sound wood.
 - c. All projecting signs, if placed at a right or other angle to the wall or roof of any building, shall be attached by such noncorrosive metal bolts, anchors, cable, or other metal attachments as shall ensure permanent and safe construction, and shall be maintained free from rust or other defects.
 - d. Every device or means for attaching any sign shall extend through the walls or roof of the building, and shall be securely anchored by wall plates and nuts to the inside of the walls or to bearings on the underside of two (2) or more roof or ceiling joists.
 - e. Small flat signs containing less than ten (10) square feet of area may be attached to a building by the use of lag bolts or other means satisfying any pertinent building code requirements.
 - (4) **Maintenance.** All signs, including supports and attachments, shall be properly maintained and have an appearance that is neat and clean. All signs shall be kept in good structural condition, well painted, and clean at all times and the immediate premises shall be maintained in a clean, sanitary and inoffensive condition and kept free and clear of all obnoxious substances, rubbish and weeds.

Sec. 13-1-293 Variances or Exceptions.

Variances or exceptions to these sign regulations may be granted by the Board of Appeals following a recommendation from the Zoning Administrator, pursuant to the procedures of the Village Zoning Code.

Sec. 13-1-294 Violations of Sign Code.

- (a) **Construction Without Permit.** Any person, firm or corporation who begins, erects, improperly alters, or completes the erection or construction of any sign, awning or canopy controlled by this Article prior to the granting of a sign permit shall pay a penalty triple the amount of the permit otherwise required.
- (b) **Compliance Notice.**
 - (1) If the Zoning Administrator finds any sign, awning or canopy regulated herein unsafe or insecure or is a menace to the public, or has been improperly erected, altered or maintained, it shall give written notice to the sign owner and to the property owner.
 - (2) If such sign, awning or canopy owner fails to remove or alter the sign, awning or canopy so as to comply with the standards herein set forth within five (5) days after such notice, the Zoning Administrator may cause such sign, awning or canopy to be removed or altered at the expense of the owner of the sign, awning or canopy or the owner of the property upon which it is located so as to comply with the provisions of this Article, per Sec. 66.0627, Wis. Stats.
- (c) **Violations; Penalties.** Any person who shall violate any of the provisions of this Article shall be subject to a penalty which shall be as follows:
 - (1) Any person found guilty of violating any part of this Article who has previously been notified of being in violation, upon conviction thereof, be subject to a forfeiture as prescribed by Section 13-1-445.
 - (2) Each violation and each day a violation continues or occurs shall constitute a separate offense. Nothing in this Article shall preclude the Village from also maintaining any appropriate action to prevent or remove a violation of any provision of this Article.

Sec. 13-1-295 through Sec. 13-1-319 Reserved for Future Use.

Table A			
PERMITTED SIGNS IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, & PR-1 ZONING DISTRICTS			
ZONING DISTRICT	TYPE OF SIGN		
	FREESTANDING, GROUND, & POLE SIGNS	WALL SIGNS (b)	PROJECTING, MARQUEE, AWNING, & CANOPY SIGNS (b)
R-9, R-10, R-11, & R-12	1 per zoning lot only	N	N
B-1, B-2, B-3, B-4, & B-5	1 per entrance to a zoning lot from a public street right-of-way only (a)	Y	Y
A-3, M-1, M-2, M-3, & M-4	1 per zoning lot only	Y	N
I-1	1 per zoning lot only	Y	N
PR-1	1 per entrance to a zoning lot from a public street right-of-way only (a)	Y	N
PUD (Residential)	1 per entrance to a zoning lot from a public street right-of-way only (a)	N	N
PUD (Non-residential)	1 per entrance to a zoning lot from a public street right-of-way only (a)	Y	Y

Y Indicates this sign type is permitted.

N Indicates this sign type is not permitted.

(a) One (1) sign per abutting public street right-of-way entrance is permitted.

(b) With respect to wall, projecting, marquee, awning, and canopy signs, where more than one (1) of these sign types are shown as a "permitted sign," the total sign area (maximum sign size) of all such signs cannot exceed the maximum sign area requirements of any one of the permitted sign types indicated in this Sign Code.

TABLE B

Maximum Total Accumulated Sign Area for All Permitted Signs Per Each Individual Business on a Zoning Lot. The maximum total accumulated sign area for all signs permitted in the A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, and PUD zoning districts per each individual business on a zoning lot (including each individual business located in a shopping center located on a zoning lot) are as indicated in Table B. In no case shall the maximum total accumulated sign area per each individual business on a zoning lot (including each individual business located in a shopping center located on a zoning lot) exceed the maximum specified in Table B.

Table B MAXIMUM TOTAL ACCUMULATED SIGN AREA FOR ALL PERMITTED SIGNS IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, and PUD ZONING DISTRICTS	
ZONING DISTRICT	MAXIMUM TOTAL SIGN AREA FOR ALL SIGNS (square feet)
R-9, R-10, R-11, & R-12	64
B-1	(a)
B-2	(a)
B-3	(a)
B-4	(a)
B-5	(a)
A-3	(a)
M-1	(a)
M-2	(a)
M-3	(a)
M-4	(a)
I-1	(a)
PR-1	(a)
PUD (Residential)	As set forth in the basic underlying zoning district.
PUD (Nonresidential)	As set forth in the basic underlying zoning district.

- (a) See Table C for the maximum accumulated sign area for freestanding, ground, and pole signs and see Table D for the maximum accumulated sign area for projecting, marquee, awning, and canopy signs. See Section 13-1-285(c)(3) for the maximum allowable total combined sign area of all signage but excluding the freestanding sign area which identifies a shopping center or business park up to a maximum of _____ hundred () square feet.

<p style="text-align: center;">Table C</p> <p style="text-align: center;">MAXIMUM SIGN AREA FOR ALL FREESTANDING, GROUND, AND POLE SIGNS IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, and PUD ZONING DISTRICTS</p>	
ZONING DISTRICT	MAXIMUM SIGN AREA FOR FREESTANDING, GROUND, (square feet) (a)
R-9, R-10, R-11, & R-12	64
B-1	100
B-2	150
B-3	150
B-4	150
B-5	150
A-3	150
M-1	150
M-2	150
M-3	150
M-4	150
I-1	100
PR-1	75
PUD (Residential)	64
PUD (Nonresidential)	As set forth in the basic underlying zoning district.

- (a) Per zoning lot and not for each individual business or tenant located on a zoning lot. Also see Section 13-1-285(d)(6) for the maximum allowable freestanding, ground, and dimensional requirements for freestanding, ground, and signs located on land adjacent to Interstate Highway I-94.

TABLE D

Maximum Accumulated Total Sign Area for Wall, Projecting, Marquee, Awning, & Canopy Signs. The maximum accumulated total sign area for wall, projecting, marquee, awning, and canopy signs permitted in the A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, and PUD zoning districts per each individual business on a zoning lot are as indicated in Table D:

Table D MAXIMUM ACCUMULATED TOTAL SIGN AREA FOR ALL WALL, PROJECTING, MARQUEE, AWNING, & CANOPY SIGNS IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, & PUD ZONING DISTRICTS	
ZONING DISTRICT	MAXIMUM TOTAL SIGN AREA FOR ALL WALL, PROJECTING, MARQUEE, AWNING, & CANOPY SIGNS (square feet)
R-9, R-10, R-11, & R-12	0 (not permitted)
B-1	1.30 square feet proportionally per 1-linear foot of exterior storefront wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
B-2	1.40 square feet proportionally per 1-linear foot of exterior storefront wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
B-3	1.40 square feet proportionally per 1-linear foot of exterior storefront wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
B-4	1.40 square feet proportionally per 1-linear foot of exterior storefront wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
B-5	1.40 square feet proportionally per 1-linear foot of exterior storefront wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
A-3	1.20 square feet per 1-linear foot of business front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
M-1	1.20 square feet per 1-linear foot of business front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
M-2	1.20 square feet per 1-linear foot of business front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
M-3	1.20 square feet per 1-linear foot of business front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
M-4	1.20 square feet per 1-linear foot of business front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
I-1	0.90 square feet per 1-linear foot of exterior building front wall width which fronts on a public street up to a maximum of 200 square feet per public street frontage (a)
PR-1	0.90 square feet per 1-linear foot of exterior building front wall width which fronts on a public street up to a maximum of 100 square feet per public street frontage
PUD (Residential)	0.25 square feet per 1-linear foot of exterior building front wall width which fronts on a public street up to a maximum of 75 square feet per public street frontage

<p align="center">Table D</p> <p align="center">MAXIMUM ACCUMULATED TOTAL SIGN AREA FOR ALL WALL, PROJECTING, MARQUEE, AWNING, & CANOPY SIGNS IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, & PUD ZONING DISTRICTS</p>	
ZONING DISTRICT	MAXIMUM TOTAL SIGN AREA FOR ALL WALL, PROJECTING, MARQUEE, AWNING, & CANOPY SIGNS (square feet)
PUD (Nonresidential)	As set forth in the basic underlying zoning district.
PUD (Nonresidential)	As set forth in the basic underlying zoning district.

- (a) Any one (1) exterior storefront or exterior building front which is situated and/or designed so as to be fronting upon two or more public streets shall only be allowed the maximum sign area allowed as if said exterior storefront or exterior building front was fronting upon one (1) public street.

Table E	
MAXIMUM SIGN HEIGHT FOR ALL PERMITTED FREESTANDING, GROUND, AND IN THE A-3, R-9, R-10, R-11, R-12, B-1, B-2, B-3, B-4, B-5, M-1, M-2, M-3, M-4, I-1, PR-1, & PUD ZONING DISTRICTS (a)	
ZONING DISTRICT	MAXIMUM SIGN HEIGHT (feet)
R-9, R-10, R-11, & R-12	8
B-1	8
B-2	15
B-3	15
B-4	15
B-5	15
A-3	8
M-1	8
M-2	8
M-3	15
M-4	8
I-1	12
PR-1	8
PUD (Residential)	As set forth in the basic underlying zoning district.
PUD (Nonresidential)	As set forth in the basic underlying zoning district.

- (a) See Section 13-1-285(d)(6) for the maximum allowable freestanding, ground, freestanding, ground, dimensional requirements for Interstate Highway I-94, located on land adjacent to

SECTION III. SEVERABILITY.

If any provision of this Ordinance is invalid or unconstitutional or if the application of this Ordinance to any person or circumstance is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or applications of this Ordinance which can be given effect without the invalid or unconstitutional provisions or applications.

SECTION IV. EFFECTIVE DATE.

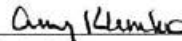
This Ordinance shall take effect upon passage and publication as provided by law.

ADOPTED this 13th day of January, 2014.

VILLAGE OF BRISTOL, WISCONSIN



President



Clerk-Treasurer

Passed: 1/13/14

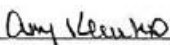
Published and/or Posted: 2/25/14

State of Wisconsin:

County of Kenosha:

I hereby certify that the foregoing ordinance is a true, correct and complete copy of an ordinance duly and regularly enacted, following public hearing, by the Village Board of the Village of Bristol on the 13th day of January, 2014 and that said ordinance has not been repealed or amended and is now in full force and effect.

Dated this 13th day of January, 2014.



Village Clerk-Treasurer