

## Village of Union Grove Sign Regulations

Updated 9-13-21

Sign Type	Attribute	Sign Code Article VII. of Ch. 118, Zoning, of Village Code. Applies to all of Village, including downtown district effective 9-13-21.
<p style="text-align: center;"><b>Wall Signs</b></p> <p>Structure attached to, erected on or painted on the wall of a building that support or permit the mounting of signage, such as letters, pictures and symbols.</p>	<b>Location</b>	<ul style="list-style-type: none"> <li>- Extend no more than 12" from wall surface.</li> <li>- Cannot extend above ceiling level of top floor of bldg.</li> <li>- Cannot block window, door or vent openings.</li> <li>- Not permitted in residential districts.</li> </ul>
	<b>Sign Area</b>	Cannot exceed 2 sq. ft. for each linear 1' of building store frontage (not to exceed 200 sq. ft.).
	<b>Lighting/Illumination</b>	<ul style="list-style-type: none"> <li>- Ancillary lighting shall be shielded to avoid glare.</li> <li>- Subject to lighting/illumination regulations in 118-1121.</li> </ul>
	<b>Colors/Design</b>	<i>Not addressed.</i>
	<b>Approval Process</b>	Sign permit from the building inspector.
<p style="text-align: center;"><b>Projecting Signs</b></p> <p>Permanent projecting sign structures fastened to, suspended from or supported by structures on buildings.</p>	<b>Location</b>	<ul style="list-style-type: none"> <li>- Cannot project more than 36" into right-of-way.</li> <li>- Cannot above lowest point of the roof.</li> <li>- Cannot be less than 10' from any side lot lines or beyond the building wall (whichever is less).</li> <li>- Cannot be within 150' from any ground sign.</li> <li>- Not permitted in residential districts.</li> </ul>
	<b>Height</b>	<ul style="list-style-type: none"> <li>- Cannot exceed 20' above adjacent center line street grade.</li> <li>- Cannot be less than 10' above level of primary access.</li> <li>- Cannot be less than 15' above a driveway.</li> </ul>
	<b>Sign Area</b>	Cannot exceed 25 sq. ft. for any one tenant; cannot exceed 150 sq. ft. for any one premises.
	<b>Lighting/Illumination</b>	Subject to lighting/illumination regulations in 118-1121.
	<b>Colors/Design</b>	Multiple signs on one premises serving multiple tenants shall be designed similar in nature in design, spaced equal distance and be same in area or as approved by the plan commission.
	<b>Approval Process</b>	Sign permit from the building inspector (unless approval of an exception needed from plan commission).
<p style="text-align: center;"><b>Ground Signs</b></p> <p>Permanent ground signage structures, other than billboards. Contains support structure or supports in or upon the ground and independent of support from any building designed to carry a sign.</p>	<b>Location</b>	No closer than 150' from another ground sign, projecting sign or billboard.
	<b>Height</b>	Cannot exceed 15' above mean centerline grade of nearest street unless approved by plan commission.
	<b>Limit</b>	One sign per street frontage of a property.
	<b>Sign Area</b>	Cannot exceed 32 sq. ft. on one side at street property line but may increase to 40 sq. ft. if at least 5 ft. from the property line. Anything larger than these limits requires special approval from the plan commission.
	<b>Lighting/Illumination</b>	<ul style="list-style-type: none"> <li>- Cannot be illuminated between 11pm and 6am, except during the normal hours of operation.</li> <li>- Cannot have exposed flashing, digital or electrically movable lighting or images of any kind, except when approved by the plan commission, with the exception that such signs may have movable words and numbers if required by local, state or federal law.</li> <li>- Subject to other lighting/illumination regulations in 118-1121.</li> </ul>

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	<b>Colors/Design</b>	Not regulated (unless specified as part of an exception approved by plan commission).
	<b>Approval Process</b>	Sign permit from the building inspcetor. Prior plan commission approval needed for any ground signs with over 75' of sign area or on parcels of more than 5 acres. Plan commission approval needed for exceptions to sign regulations.
<b>Window Signs</b>  Any sign area located within an enclosed building and visible from a public way, also including signage mounted onto window surfaces.	<b>Location</b>	Placed on the inside of the window.
	<b>Sign Area</b>	Cannot exceed 50% of the glass area of the window upon which the sign is displayed, except for perforated window decals which may cover 100% of the window.
	<b>Lighting/Illumination</b>	<ul style="list-style-type: none"> <li>- Cannot be illuminated after business is closed for the day.</li> <li>- Subject to other lighting/illumination regulations in 118-1121.</li> </ul>
	<b>Colors/Design</b>	<i>Not addressed.</i>
	<b>Approval Process</b>	Sign permit from the building inspector.
<b>Awning</b>  A hood or cover which projects from the wall of the building. Some may be retractable, folded, or collapsed against the face of a supporting structure.	<b>Location</b>	<ul style="list-style-type: none"> <li>- Cannot extend below any point 7' above the sidewalk, street or alley (90-188).</li> <li>- May not project more than 5' into a required front or side yard.</li> </ul>
	<b>Materials</b>	<i>Not addressed.</i>
	<b>Colors/Design</b>	<i>Not addressed.</i>
	<b>Approval Process</b>	No approval needed.
<b>Sandwich Board Signs</b>  An outdoor freestanding structure designed with an A-Frame construction.	<b>Location</b>	Can be located adjacent to business premises.
	<b>Sign Area</b>	Cannot not exceed 4' in height and 2' in width.
	<b>Duration</b>	Can only be displayed during business hours.
	<b>Limit</b>	One per business.
	<b>Approval Process</b>	No sign permit required (unless requesting an exception).
<b>Temporary Sign (7 days or less)</b>  Any sign structure intended to display a sign for a short period of time (except for sandwich board and election signs).	<b>Limit</b>	Limited to 2 signs per 0.25 acres or less, plus a real estate sign, if applicable.
	<b>Duration</b>	<ul style="list-style-type: none"> <li>- May be up no more than 7 days, whether or not consecutive, within any calendar month.</li> <li>- Real estate signs must be removed within 15 days after closing.</li> </ul>
	<b>Sign Area</b>	No larger than 4 sq. ft.
	<b>Approval Process</b>	No approval needed.

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<b>Temporary Sign or Banner (No more than 60 days)</b>  Temporary Sign is any sign structure intended to display a sign for a short period of time. Banner is any sign or attractant made of non-structural materials such as cloth or flexible plastics. Does not include sandwich board or election signs.	<b>Limit</b>	Only 1 sign or banner may be placed on a property street frontage.
	<b>Duration</b>	No more than 60 days in a six calendar month measured from the date the sign is erected.
	<b>Sign Area</b>	Shall not exceed 16 sq. ft. in area in residential districts or 32 sq. ft. in sign area in all other districts
	<b>Other</b>	Shall be attached to the principal building or erected as a free standing ground sign no more than 6 ft. in height in an aesthetic and structurally sound manner.
	<b>Approval Process</b>	Sign permit from the building inspector.
<b>Off-Premise Directional/Sales Sign (except Billboards)</b>	<b>Limit</b>	No more than 2 within the Village per business.
	<b>Duration</b>	Permit expires on June 30th of each year but may be extended one year upon issuance of new permit.
	<b>Sign Area</b>	Cannot exceed 25. sq. ft. at the street property line but may be increased in size 1 sq. ft. for each 1' the sign is set back from the street property line (50 sq. ft. maximum).
	<b>Location</b>	Maximum of 5 miles distant from the designated business being advertised. Such sign may be placed only in a retail business or industrial zoning district.
	<b>Approval Process</b>	Sign permit from the building inspector.
<b>Billboards</b>	<b>Lighting/Illumination</b>	- No such sign structure shall have exposed, flashing, digital or electrically movable lighting, or images of any kind. - A billboard located within 660 ft. of a residential zoning district boundary shall not be illuminated from 11pm to 6am.

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<b>Billboards</b>  A sign which may pertain to the premises where the sign is located or directs persons to a different location from where the sign is located.	<b>Height</b>	Cannot exceed 25' in height.
	<b>Location</b>	- Set back from a property line the same distance as set forth for principal buildings in the zoning district regulations. - Cannot be located closer than 1,320' from another billboard, ground sign structure or off-premises sign structure. - Not permitted in residential zoned areas.
	<b>Approval Process</b>	Plan commission approval before sign permit issued by building inspector.
<b>Searchlights/balloons</b>	<b>Location</b>	- Cannot not be located in any public right-of-way. - Cannot be closer than 10' to an adjacent property. - Cannot be a vision or audio nuisance or cause a hazard to traffic or adjoining properties. - Not permitted in residential districts.
	<b>Duration</b>	- Can be granted for a period of not more than 5 days in any 6-month period. - Search lights cannot be illuminated between 10pm and sunrise.
	<b>Approval Process</b>	Village Board approval.
<b>Election Sign</b>  Defined by Wis. Stat. §12.04.	<b>Duration</b>	Limited to election campaign period (as provided in Wisconsin statutes) and removed within 7 days following the election.
	<b>Sign Area</b>	In residential zoning districts shall not exceed 11 sq. ft. on each sign face per sign, unless located along county/state trunk highway, where max. sign area may be 16 sq. ft.
	<b>Height</b>	Cannot exceed 6' in height.
	<b>Limit</b>	Cannot exceed a total of 16 sq. ft. per lot.
	<b>Location</b>	- Signs more than 4 sq. ft. in area should be spaced apart from other signs on the property at least 30'. - No sign on public lands, within public rights-of-way or vision triangle of two intersecting streets.
	<b>Approval Process</b>	No approval needed.
<b>Subdivision/ Development Sign</b>  Permanent structures used to identify a subdivision.	<b>Height</b>	No more than 10' in height above surrounding grade.
	<b>Design</b>	Constructed of wood, metal and/or masonry; and, of a design which will be compatible with the landscape and shall state only the name and address of the subdivision
	<b>Location</b>	Only permitted in residential districts.
	<b>Approval Process</b>	Plan commission approval of a sign permit.

**Village of Union Grove Sign Regulations - Lighting and Illumination**

<p align="center"><b>Topic</b></p>	<p align="center"><b>Sign Code</b>                      Article VII. of Ch. 118, Zoning, of Village Code. Applies to all of Village, including downtown district effective 9-13-21.</p>
<p align="center"><b>Electronic Signs</b></p>	<ul style="list-style-type: none"> <li>- Require plan commission approval.</li> <li>- Electronic signs displaying messages in addition to or other than the time and/or temperature must be self-supporting, unattached to any building structure.</li> <li>- Each sign must have a non-electronic, set portion that is at least fifty (50) percent of the size of the electronic portion.</li> <li>- The sign's background must be dark or shaded with only the message of the sign having light illumination qualities.</li> <li>- Ambient light monitors must be included in all electronic signs and must automatically modify the illumination level of the sign reliant on external ambient lighting conditions.</li> <li>- Illumination of the sign shall not surpass 2 foot candles (two lumens per sq. ft.), as measured from any point along the property line.</li> <li>- Illumination brightness may not be obtrusive to any neighboring properties and may not exceed manufacturers recommended levels. May not be altered at a rate any faster than 10 seconds. Signs must display all messages in full for a minimum of a 10-second time limit. Apparent movement or animations such as flashing, blinking, pulsing, etc., shall not be displayed on any sign unless approved by the plan commission.</li> </ul>
<p align="center"><b>Neon Signage/Displays</b></p>	<p>Are permitted only when they are custom designed to complement the architectural design and character as approved by the plan commission.</p>
<p align="center"><b>Lighting</b></p>	<ul style="list-style-type: none"> <li>- No unshielded lighting, including exposed incandescent lights that are hung or strung on poles, wires or any other type of support, to intentionally light a sign.</li> <li>- No exposed electrical wiring.</li> <li>- In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed 60 foot candles when measured with a standard light meter held perpendicular to the sign face at a distance of 10".</li> <li>- Signs shall not resemble railroad or traffic signs.</li> <li>- Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window or fire escape and no sign shall be attached to a standpipe or fire escape.</li> <li>- Signs shall be placed so as not to obstruct or interfere with traffic visibility and neighboring property and shall not be lighted in a way that causes glare or impairs driver visibility upon public ways.</li> </ul>
<p align="center"><b>Illuminated Messages</b></p>	<p>Must be constructed from a material that is not transparent. The message incorporated into the sign must be cut out and replaced with a translucent material with the light source contained inside the sign.</p>
<p align="center"><b>Internal Illuminated Signs</b></p>	<p>May have translucency on the face of the sign with an internal light source.</p>
<p align="center"><b>Backlighting</b></p>	<p>Must have a message that is raised beyond the sign's background and the source of lighting must illuminate the sign from the behind in the form of backlighting.</p>
<p align="center"><b>Spotlights</b></p>	<p>Signs with spotlights shall be designed, located and shielded to prevent direct sunlight and glare upon neighboring properties, roadways, and the sky with direct light or glare.</p>
<p align="center"><b>Hours of Illumination</b></p>	<p>Internal or external illuminated between the hours of 11:00 p.m. and sunrise is not permitted unless the property to which it belongs is open for business during that time.</p>