

Section 2.10.02: Sign Permits

- (1) **General Requirements.** Except as otherwise provided in Section 2.10.02(9), no sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a sign permit. This Article shall apply to permits for a change of copy on any sign or for any conversions or changes in the sign structure. This Article shall not apply to repainting with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure. No new permit is required for signs that are in place as of October 21, 2013, and such signs may remain as legal nonconforming structures if legally established under applicable sign regulations at time of installation. Any alteration or relocation of such signs shall conform to the requirements of this Article.
- (2) **Permit Requirements.** Any sign permit granted hereunder may not be assigned or transferred to any other sign or modified sign face or sign structure.
 - (a) Only those permanent or temporary signs that have been granted a permit from the Zoning Administrator in accordance with the provisions of this Section may be erected, installed, constructed, or maintained, except those signs specifically exempted from permit requirements in Section 2.10.02(9) below.
 - (b) The owner or tenant may include all such signs at one premise under one permit.
- (3) **Application Procedure.** Each initial application for a sign permit shall be filed with the Zoning Administrator on a form provided by that office, prior to installation of a new sign or modification of an existing sign face or sign structure. To be considered complete, each application shall include the following:
 - (a) The name and address of the permit applicant.
 - (b) A site plan for the property showing, at a minimum, the location of the proposed sign; the location of all existing signs on the property; all property lines and buildings on the property; and parking areas, driveways, public roads, and buildings within 50 feet of the proposed sign.
 - (c) A diagram of the proposed sign, drawn to a recognized scale, and listing and depicting the type, height, width, total sign square footage, square footage of each sign component, method of attachment, structural support, method of illumination, and sign materials.
 - (d) The property's zoning district designation.
 - (e) A summary of existing signage on the property, including quantity, location, type, and area of all signs on the property both before and after the installation of the proposed sign.
 - (f) Proof of payment of the appropriate sign permit fee, per Title VI, Chapter 2.
 - (g) Any other item of information that may be reasonably required by the Zoning Administrator for the purpose of application evaluation.
 - (h) Any sign on property abutting USH 51 and/or within Wisconsin Department of Transportation right-of-way or setback jurisdiction may also require approval from the Wisconsin Department of Transportation, which is the responsibility of the applicant to research and obtain.
- (4) **Granting and Issuance.**
 - (a) Upon the receipt of a complete application, in cases where the requested sign does not require an approval or recommendation from another body under another requirement of this Chapter, the Zoning Administrator shall review said application for compliance with the requirements of this Section and shall, in writing, approve or deny a sign permit based on the submitted application within 10 working days of the acceptance of the complete application.
 - (b) Upon the receipt of a complete application, and in cases where the requested sign requires an approval or recommendation from another body under another requirement of this Chapter, such as a conditional use permit, the Zoning Administrator shall review said application for compliance with the requirements of the remainder of this Article, and shall within 10 working days of the acceptance of the complete application notify the applicant of such additional recommendation or approval and schedule the item on the appropriate meeting agenda(s). Following all necessary approvals, the Zoning Administrator shall then, in writing, approve or deny a

sign permit based on the submitted application and such additional body's recommendation or action within 10 working days of action by the body with final approval authority.

- (c) Denial of a sign permit shall not result in total or partial reimbursement of permit fees paid.
- (5) **Basis for Granting.** In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this Article; whether the sign is in compliance with all provisions of this Chapter, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity; whether a conditional use permit or other required Village approval has or has not be granted for the sign; and, to the extent not in conflict with any of the above factors, the recommendation of any other local governmental body or interested party.
- (6) **Enforcement and Revocation.**
 - (a) Following a Class I notice and after a public hearing conducted by the Village Board, any permit may be revoked by the Village Board in the event that the applicant has failed to comply with the provisions of this Section or any conditions that may have accompanied the permit at the time of granting.
 - (b) Any sign permit granted 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 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 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.
 - (c) The sign(s) subject to any revoked permits shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
 - (d) Revocation shall not result in total or partial reimbursement of permit fees paid.
- (7) **Appeals.** Any person affected by a decision of the Zoning Administrator may petition for a hearing before the Zoning Board of Appeals under the provisions of Section 2.13.14. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Zoning Board of Appeals decides whether to sustain, modify, or withdraw the notice.
- (8) **Removal of Defective or Dangerous Signs by the Village.**
 - (a) If the Zoning Administrator determines that any sign exists in violation of this Article, then the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located that such violation must be corrected within 10 days of receipt of such notice on penalty of automatic revocation of any sign permit previously granted.
 - (b) If the Zoning Administrator causes such notice to be sent and the violation is not corrected within 10 days, the Zoning Administrator shall revoke any sign permit for the defective or dangerous sign. Any failure to remove such sign shall be a violation of this Chapter and shall be subject to enforcement under Section 2.13.19.
 - (c) Any sign illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator.
- (9) **Signs Allowed without Permit.** The following sign uses and purposes are permitted in all zoning districts without the need for a sign permit. Such signs shall not count as part of the maximum permitted sign area in the zoning district in which they are located per Section 2.10.05 or 2.10.07 below.
 - (a) **Addresses.** Address numerals and other sign information required to identify a location by law or governmental order, rule, or regulation provided that such sign does not exceed one square foot in area per officially assigned address, or the size required by any law, order, rule or regulation, whichever is greater.
 - (b) **Architectural Elements.** Integral decorative or architectural elements of buildings or works of art, so long as such elements or works do not contain a commercial message, trademark, moving parts, or moving lights.
 - (c) **Auxiliary Signs.** Auxiliary signs less than one square foot placed in store windows regarding hours of operation, accepted charge cards, warnings, or similar information.
 - (d) **Bulletin Boards.** Bulletin boards, not exceeding 12 square feet, for public, philanthropic, or religious institutions located on the premises of said institutions.

- (e) **Business Nameplates.** A single non-illuminated nameplate, not exceeding two square feet mounted on the building face, denoting the name of a business legally conducted on the premises.
- (f) **Commemorative Signs.** Plaques, tablets, cornerstones, or lettering inlaid into the architectural materials of a building or structure denoting the name of that structure or its date of erection.
- (g) **Construction or Project Identification Signs.** Per the temporary sign requirements of Section 2.10.08.
- (h) **Farm Field Signs.** Freestanding signs located in a farm field that identify the crop or product used in the field, provided that no such sign exceeds eight square feet in area and eight feet in height.
- (i) **Flags and Standards.** Flags, standards, emblems, and insignia of governmental, civic, philanthropic, religious, or educational organizations, less than 50 square feet in area, when not displayed in connection with a commercial promotion or as an advertising device.
- (j) **Garage Sale Signs.** Per the temporary sign requirements of Section 2.10.08.
- (k) **Historical Markers.** Commemorative plaques, memorial tablets, or emblems of official historical bodies, not exceeding two square feet, placed flat against a building, monument stone, or other permanent surface.
- (l) **Holiday Decorations.** Temporary displays of a primarily decorative nature, in connection with traditionally accepted civic, patriotic, or religious holidays.
- (m) **Interior Signs.** Signs that are located on the interior of a premise and that are primarily oriented to persons within that premises.
- (n) **Management Signs.** Signs not exceeding four square feet that designate the real estate management agent for the premises on which they are located.
- (o) **Menu Board Signs.** One menu board sign for a drive-in or drive-through restaurant exclusive of any two-way microphone/speaker devices, provided that the sign does not exceed 40 square feet in area or eight feet in height.
- (p) **Model Home Signs.** Per the temporary sign requirements of Section 2.10.08.
- (q) **"Open" Signs.** Non-illuminated signs, not exceeding four square feet, that advertise a premises as open for inspection, with no more than one sign per street on which the property has frontage, and not more than two signs in aggregate that are in place only when the related premises are actually open for inspection.
- (r) **Political/Election Signs.** Per the temporary sign requirements of Section 2.10.08.
- (s) **Real Estate Signs.** Per the temporary sign requirements of Section 2.10.08.
- (t) **Regulatory and Government Information Signs.** Signs erected by or on behalf of a duly constituted governmental body, including but not limited to legal notices; handicap parking signs; traffic signs or other regulatory, directional, or warning signs; and signs that are less than or equal to 32 square feet in area except if a regulatory sign. Any other sign for governmental purposes shall require a permit and be classified according to its purpose under this Article.
- (u) **Residential Signs.** Signs customarily associated with residential use and not of a commercial nature that do not exceed a total of four square feet in residential zoning districts and 12 square feet in all other zoning districts. Such signs include property identification names and numbers, names of occupants, signs relating to private parking, signs warning the public against trespass or danger of animals, signs indicating a particular farm, and Neighborhood Crime Watch signs.
- (v) **Required Signs.** Signs required by State or Federal statute or regulation that do not exceed 110 percent of the minimum legal size requirements.
- (w) **Sandwich Board/Pedestal Signs.** Only within zoning districts specified under Section 2.10.08 and meeting the requirements of Section 2.10.04(6).
- (x) **Site Information Signs.** Signs of no more than four square feet that, without including advertising of any kind, provide direction or instruction to facilities intended to serve the public, such as rest rooms, public telephones, walkways, parking, and similar facilities.

- (y) **Special Displays/Event Banners.** Per the temporary sign requirements of Section 2.10.08.
- (z) **Temporary Signs.** Per the temporary sign requirements of Section 2.10.08.

Section 2.10.03: General Signage Standards

(1) Sign Purposes.

- (a) **Advertising sign, off-premise.** A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered on a premise other than the premise where the sign is displayed. Advertising signs include billboards, but do not include community information signs. After October 21, 2013, no new off-premise advertising signs shall be permitted.
- (b) **Auxiliary sign.** A sign that provides special information such as price, hours of operation, parking rules, or warnings, and that does not include brand names or information regarding product lines (except 1 square foot or less). Examples of such signs include directories of tenants in buildings, "no trespassing" signs, menu boards, drive-through ordering stations, and signs that list prices of gasoline, up to one price listing sign per type of fuel, which must be displayed on a single structure.
- (c) **Business sign, on-premise.** A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the premises where the sign is located.
- (d) **Community information sign.** A permanent sign that is limited to the display of information of interest to the general community regarding public events, public activities, and public facilities; or for community identification and directions to destinations in the community.
- (e) **Directional sign, on-premise.** A sign that indicates only the name (or logo or symbol) of a specific business/department/use area/destination within a development or premises, and a directional arrow or symbol to that destination. The premises shall include all lots that are contiguous, either under unified single ownership and intended to remain so or within a unified business park.
- (f) **Group Development business sign.** A sign displaying the collective name of a group of uses defined as a "Group Development" and/or the names and/or logos of individual occupants of the Group Development.
- (g) **Identification sign.** A sign indicating the name and/or address of the tenant of the unit or manager of the property located upon the residential premises where the sign is displayed.
- (h) **Parking area sign, on-premise.** A sign used to state parking restrictions and/or conditions. Does not include handicap parking signs.
- (i) **Temporary sign.** A sign or advertising display (including festoons, pennants, banners, pinwheels and similar devices) intended to be displayed for a certain limited period of time. Included in the definition of "temporary signs" are retailers' signs temporarily displayed for the purpose of informing the public of a "sale" or special offer, and personal greeting or congratulatory signs. If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose.

(2) Sign Configurations.

- (a) **Advertising vehicle sign.** A vehicle or trailer parked on public rights-of-way or on private property so as to be seen from a public right-of-way, that attached to or located thereon is any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premise. Business vehicles that contain typical business signage and that are actively used for business purposes are not considered advertising vehicle signs.
- (b) **Arm/Post sign.** A type of small-scale freestanding sign mounted on a post or posts, either with a bracket arm extending outward to support a hanging sign, with the sign attached directly to the side of the post, or with the sign mounted between two posts.
- (c) **Awning sign.** A sign that is directly affixed via sewing, painting, or similar method to a non-rigid removable awning or canopy that is legally mounted to the facade of a building. Text and/or logos shall be centered on the vertical face of the lower part of a canopy and shall not project below or above the vertical canopy surface.

Text and logos on an awning shall be limited to 12 inches vertically; and shall not exceed 10 percent of the awning/canopy area.

- (d) **Freestanding sign.** A self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes arm/post signs, monument signs, and pylon signs. The sign shall not be erected so that it impedes visibility for safe pedestrian and/or vehicular circulation. The base or support(s) of freestanding signs shall be securely anchored to a concrete base or footing, except for public and institutional street and directional signs installed in public rights-of-way. The footing and related supporting structure of a freestanding sign including bolts, flanges, and brackets shall be concealed by the sign exterior and shall be landscaped.
 - (e) **Marquee sign.** A sign mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance and/or entrance approaches to a building. Marquee signs shall be mounted parallel to the vertical surface of the marquee and not project more than 18 inches beyond the vertical surface of the marquee. No part of a marquee sign shall extend beyond the top, bottom, or side edges of the vertical face of the marquee surface.
 - (f) **Mobile sign.** A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage.
 - (g) **Monument sign.** A type of freestanding sign with a bottom edge located within one foot of a ground-mounted pedestal.
 - (h) **On-building sign.** A type of sign permanently affixed to an outside wall of a building.
 - (i) **Projecting sign.** A type of on-building sign that is mounted at any angle other than parallel to the wall on which it is mounted and/or extends beyond 18 inches from the wall. Projecting signs shall not project more than four feet from the wall on which it is mounted. No portion of a projecting sign shall have less than 10 feet of ground clearance or extend higher than 20 feet above the ground, measured from the grade immediately below the sign.
 - (j) **Pylon sign.** A type of freestanding sign erected upon one or more pylons, poles, or posts, generally of a scale that is larger than an arm/post sign.
 - (k) **Sandwich board/pedestal sign.** A movable sign placed by hand outside the building while the business is open; removed at the time the business closes each day; self-supporting and stable even on windy days because of its design; used for the purpose of promoting special business offers and not as primary business signage; and meeting all applicable size, placement, and other requirements of Section 2.10.04(6).
 - (l) **Wall sign.** A type of on-building sign mounted parallel to and directly on a building facade or other vertical building surface. Wall signs shall not project more than 18 inches beyond the edge of any wall or other surface to which they are mounted. The top of the sign shall not extend above the top edge of the vertical wall or above the lowest edge of a roof line of the portion of the building to which it is mounted.
 - (m) **Window sign.** A type of sign mounted on or within an exterior window with a primary intent to advertise a business or product within the premises.
 - (n) **Variable message sign (VMS).** A sign that displays words, lines, logos, graphic images, or symbols that can automatically or by computer program change to provide different information, including computer signs, electronic reader boards with changeable letters, LCD and other video display signs, and time and temperature signs.
- (3) **Sign Measurement.**
- (a) **Sign height.** The height of a freestanding sign shall be measured from the average ground level adjacent to the sign to the top of the sign. The average ground level is defined as the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
 - (b) **Sign area.** Sign area shall be measured in the following manner:

1. In the case of an on-building sign placed within a frame, a marquee sign, or other structure, sign area consists of the entire surface area of the sign on which copy could be placed.
2. In the case of an on-building sign on which the message is fabricated together with the background that borders or frames that message, sign area shall be the total area of the entire background.
3. In the case of an on-building sign on which message is applied to a background that provides no border or frame (such as individual letters applied to a building face or awning), sign area shall be the combined areas of the smallest rectangle that can encompass the complete message (e.g. business name, business logo, etc.) of the subject sign.
4. In the case of a freestanding monument, arm/post, or pylon sign, sign area shall consist of the total area of the smallest rectangle that can enclose all structural elements of the sign, including the area in which copy can be placed, and all surrounding borders, decorative frames, etc. Where a freestanding sign (monument or pylon) has two or more display faces, the total area of all of the display faces that can be viewed from any single vantage point shall be considered the sign area. Freestanding sign area shall exclude any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign elements listed above. Examples of supporting structures excluded from freestanding sign area calculations include the masonry base of a monument sign, the supporting post(s) to the side of or below an arm/post sign, or supporting pole(s) or pylons of a pylon sign.

Section 2.10.04: General Signage Regulations Applicable to All Zoning Districts

(1) Sign Prohibitions and Limitations.

- (a) No sign shall be erected at any location where it may, by reason of its position, shape, color, or design, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device, nor shall such sign make use of words such as "stop," "look," "drive-in," "danger," or any other word, phrase, symbol, or character in such manner as to interfere with, mislead, or confuse users of streets or highways.
- (b) No sign shall 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.
- (c) No sign shall be erected that violates the visibility and clearance requirements of Section 2.9.07(13).
- (d) No private sign shall be attached to or painted on any public utility pole, public light pole, or traffic regulatory structure.
- (e) No fluttering, undulating, swinging, rotating, or otherwise moving signs, pennants, or other decorations shall be permitted.
- (f) No illuminated flashing or animated signs shall be permitted. Variable message signs meeting the definition and requirements of this Article shall not be considered illuminated flashing or animated signs.
- (g) No illuminated sign/bulb shall be permitted unless the illumination of the sign is so designed that the lighting element (except for neon signs) is not visible from any property within a residential zoning district.
- (h) Except for projecting, awning, marquee, and sandwich board/pedestal signs in the B-1 Downtown Commercial district, no sign other than a regulatory or government information sign shall be permitted within or extend into a public right-of-way.
- (i) Except via Plan Commission site plan approval, no sign shall be mounted or displayed on, or extend above the top edge of a roof or extend above the top-most edge of an exterior wall.
- (j) No mobile or portable signs shall be permitted. Sandwich board signs as defined and regulated in this Chapter shall not be considered mobile or portable signs.
- (k) No inflatable signs shall be permitted.
- (l) No advertising vehicle signs shall be permitted.
- (m) No billboard advertising signs expressly designed for off-premise advertising shall be permitted, except for the small blue highway information signs authorized by the State of Wisconsin per applicable Wisconsin Statutes. Billboard advertising signs legally installed before October 21, 2013 but made nonconforming by this Article

shall be permitted to continue as legal, nonconforming structures, subject to the requirements of Section 2.12.04. This provision does not prohibit the use of on-premise business signs allowed in Section 2.10.07 that are accessory to established on-premise principal uses for constitutionally protected free speech, provided all messages are in accordance with the time, place, and manner requirements of this Article and other provisions of this Chapter, the Village Municipal Code, and other applicable laws.

(2) **Sign Location Requirements.**

- (a) **Relationship to Regulatory and Government Information Signs.** No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with any authorized traffic control sign, signal, or device. Freestanding signs may not locate within required vision clearance areas under Section 2.9.07(13), nor otherwise impede traffic or pedestrian visibility.
 - (b) **Setbacks.** The permitted locations and setbacks of all freestanding signs shall be as stated in this Article. Sign setback shall be the shortest distance between the vertical plane extending from the property line (or other specified basis for the setback point) to the nearest structural element of the sign, whether said sign element is attached to the ground or suspended above ground.
 - (c) **Minimum Ground Clearance.** All pylon signs, projecting, marquee, and awning signs shall have a minimum clearance from grade of eight feet to the bottom of the sign and shall not project into any vehicle circulation area, beyond a public street curb line, or beyond any public street pavement edge if no curb is present.
- (3) **Community Information Signs.** On-premise and off-premise community information signs shall be allowed only by Plan Commission site plan approval under Section 2.13.09. Such signs shall be subject to the following regulations:
- (a) Shall only display information in accordance with Section 2.10.03(1)(d).
 - (b) May be located on private or public property, including rights-of-way if allowed by site plan approval.
 - (c) May have changeable copy.
 - (d) Shall conform to the visibility requirements of this Article and of Section 2.9.07(13).
 - (e) Shall not be counted as adding to the area of signage on the property on which it is placed for the purposes of regulating sign area.

(4) **Variable Message Signs (VMS).**

- (a) **Allowable Districts and Land Uses.** No VMS shall be allowed within any open space, residential, B-1, B-3, or PN district, or for any residential or “Institutional Residential” use regardless of district.
- (b) **Length of Cycle.** Messages and non-text images shall not change appearance more than once every 10 seconds and transitions between messages shall be via instantaneous change. Use of variable message signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered prohibited flashing or animated signs. No scrolling messages are permitted.
- (c) **Brightness Adjustment.** All VMS shall be equipped with photosensitive equipment that automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. Light output shall not exceed that allowed under Section 2.9.11.
- (d) **Dimensions.** The illuminated or message display area of the VMS is subject to the same height and area requirements as other on-premise business signs in the zoning district. All variable message signs shall be included in the calculation of total permitted sign area for the type of on-premise business sign (wall or freestanding) and the zoning district in which the sign is located.
- (e) **Maintenance.** All VMS shall be maintained so as to be able to display messages in a complete and legible manner.
- (f) **Location.** In addition to standard setback requirements for the applicable sign type, no VMS shall be positioned to be visible from any permitted residential use unless the sign is located at least 100 feet from said use.

(5) **Window Signs.**

- (a) **Area.** Window signage shall not cover more than 30 percent of the combined area of first floor windows on any façade and 10 percent of any upper story window.
 - (b) **Installation.** Window signs shall be confined within the transparent area of the window and shall not encroach upon the frame, mullions, or other supporting features of the glass. All permanent window signs that have their lettering or graphic elements directly on the surface of the glass shall be painted, metal leafed, vinyl transferred, or in some other manner permanently applied to the exterior building window or door.
 - (c) **Maintenance.** All window signs shall be maintained so as to be able to display messages in a complete and legible manner.
 - (d) **Area Calculations.** The area of window signs shall be calculated in the same manner as other on-building signs, and shall count against the maximum number and area for on-building business signs as specified in Section 2.10.07.
- (6) **Sandwich Board/Pedestal Signs.**
- (a) There shall be a maximum of one sandwich board/pedestal sign per business.
 - (b) Height shall not exceed five feet (as measured when such sign is properly placed directly on the ground or sidewalk surface), width shall not exceed three feet, and sign area shall not exceed six square feet per side.
 - (c) All sandwich board/pedestal signs shall be designed to be self-supporting and in such a manner to withstand the elements, including the ability to remain upright on windy days.
 - (d) No sandwich board/pedestal sign shall be illuminated in any manner (except via cordless power for not more than 30 days in any calendar year), have more than two sides, be placed off-premise (except where allowed on a sidewalk immediately adjacent to the business lot to which it relates), or be designed to resemble a public regulatory sign (such as a stop sign).
 - (e) All sandwich board/pedestal signs shall be placed directly on a paved surface or walkway surface.
 - (f) No sandwich board/pedestal sign shall be placed in a required landscape or bufferyard area.
 - (g) No sandwich board/pedestal sign shall be placed on a public sidewalk or shall otherwise extend onto or into a public right-of-way, except where following criteria are met:
 1. There is not adequate space available on the premises to place the sign on private property in a manner that is visible to the public.
 2. The sign is placed directly in front of the business to which it is related.
 3. No part of the sign is any closer than three feet from the face of the curb.
 4. A minimum of four feet in width of unobstructed travel way remains available in all directions on the sidewalk at all times
 - (h) Placement of all sandwich board/pedestal signs shall meet all vision clearance requirements in Section 2.9.07(13), and shall otherwise not impede traffic visibility in the determination of the Zoning Administrator.
 - (i) All sandwich board/pedestal signs must be kept in good condition, as determined by the Zoning Administrator and per the maintenance requirements of Section 2.10.10.
 - (j) Sandwich board/pedestal signs shall not count against the maximum area or number of business signs allowed per Section 2.10.07.
 - (k) Except where placed within the public right-of-way, sandwich board/pedestal signs that meet the requirements of this Section and are in an allowable zoning district may be used without the need for a sign permit.

Section 2.10.05: Regulations for Residential Zoning Districts

In all residential zoning districts, signage shall be permitted per the following and all other applicable requirements of this Article:

- (1) **Identification Sign.**
 - (a) For each single-family and two-family residential principal use:

1. Permitted Sign Types: Wall Signs, Arm/post signs.
 2. Maximum Permitted Number per Lot: One sign
 3. Maximum Permitted Area per Sign: Two square feet.
 4. Minimum Setback from All Property Lines: Three feet.
- (b) For a multi-family residential structure containing three or more dwelling units:
1. Permitted Sign Types: Wall Signs, Monument Signs, Arm/post signs.
 2. Maximum Permitted Number per Lot: One Wall Sign or one Monument Sign.
 3. Maximum Permitted Area per Sign: 12 square feet.
 4. Minimum Setback from All Property Lines: Three feet.
- (c) For each multi-structure residential Group Development, residential subdivision, institutional use, or "Community Garden" land use:
1. Permitted Sign Type: Wall Sign, Monument Sign, or Arm/post Sign.
 2. Maximum Permitted Number: One per public street or driveway entrance, up to a maximum of three per lot.
 3. Maximum Permitted Area per Sign: 32 square feet.
 4. Minimum Setback from All Property Lines: Three feet.
- (2) **Auxiliary Sign.** (such as "Beware of Dog" or "No Trespassing"):
- (a) Permitted Sign Types: Wall Signs, Freestanding Signs.
 - (b) Maximum Permitted Number of Freestanding Signs per Lot: Two, or more if allowed by site plan approval.
 - (c) Maximum Permitted Area per Sign: Two square feet.
 - (d) Minimum Setback from All Property Lines: Three feet.
- (3) **On-Premise Parking Area and Directional Sign.** (for multi-family residential use, multi-building development, or institutional use):
- (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/post Signs.
 - (b) Maximum Permitted Number per Lot: One directional sign for each vehicular entrance and each vehicular exit, and one parking restrictions/conditions sign for each parking area.
 - (c) Maximum Permitted Area per Sign: Nine square feet.
 - (d) Minimum Setback from All Property Lines: Three feet.
- (4) **Temporary Sign.** Temporary signs are allowed per the requirements of Section 2.10.08.
- (5) **On-Premise Home Occupation Sign or Bed and Breakfast Sign.** (for all permitted Home Occupation and Bed and Breakfast uses as described in Article 4):
- (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/Post Signs.
 - (b) Maximum Permitted Number per Lot: One Wall Sign, or one Monument Sign, or one Arm/Post Sign.
 - (c) Maximum Permitted Area per Sign: Six square feet.
 - (d) Minimum Setback from All Property Lines: Three feet.
- (6) **On-Premise Business Sign.** For legal, non-conforming businesses only, signs shall comply with the provisions for signs applicable to the B-3 Neighborhood Commercial district.

(7) **Community Information Sign.** Shall comply with the provisions of Section 2.10.04(3).

Section 2.10.06: Signage for Residential Uses in Non-Residential Districts

Regardless of zoning district, signage for all principal residential land uses within non-residential zoning districts shall comply with provisions of Section 2.10.05 and all other applicable provisions of this Article.

Section 2.10.07: Regulations for Non-Residential Zoning Districts

Except for residential uses within non-residential zoning districts (see Section 2.10.06), signage within non-residential zoning districts shall be permitted per the following and all other applicable provisions of this Article:

- (1) **Auxiliary Sign.** (such as “open”, business hours, "no trespassing", and required gas pump price signs):
 - (a) Permitted Sign Types: Wall Signs, Freestanding Signs.
 - (b) Maximum Permitted Number per Lot: Per approved sign plan.
 - (c) Maximum Permitted Area per Sign: Combined area of all auxiliary signs on any lot shall not exceed 50 percent of the permitted freestanding or on-building sign area for the lot, whichever is greater.
 - (d) Minimum Setback from All Property Lines: For freestanding auxiliary sign, same as for all other freestanding signs in district.

- (2) **On-Premise Parking Area and Directional Signs.**
 - (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/post Signs.
 - (b) Maximum Permitted Number per Lot: One directional sign for each vehicular entrance/exit, and one parking restrictions/conditions sign for each parking area.
 - (c) Maximum Permitted Area per Sign: Nine square feet
 - (d) Minimum Setbacks from All Property Lines: Three feet or the height of the sign, whichever is greater.

- (3) **On-Premise Group Directional Signs:** Within Group Developments as defined in Section 2.14.04 or in non-residential developments in which two or more separate establishments, agencies, and/or use areas occupy different buildings or occupy the same building but are accessed from different driveways, parking areas, and/or sides of a building, on-premise directional signage may be combined on a monument sign in accordance with subsections (a) through (e) below. Examples of eligible uses include multi-agency institutional buildings with separate building entrances and parking areas; hospitals with separate entrances or vehicle accommodation areas for distinctive functions (emergency rooms, visitor parking, clinics) or campuses with multiple buildings; sites or business parks with multiple, individual businesses; and large business or industrial principal structures with separate use area entrances (e.g. customer, employees, and/or shipping). Content of such signs shall be limited to destination name or logo and directional arrows.
 - (a) Permitted Sign Types: Wall Signs, Monument Signs, and Arm/Post Signs.
 - (b) Maximum Permitted Number per Lot: One, or as otherwise specified on an approved site plan.
 - (c) Maximum Permitted Area per Sign: Five square feet per establishment, agency, or entrance. Area allowance shall not be combined and allotted in a manner that allows the directional sign for a specific destination to exceed five square feet in area. Maximum total area per freestanding Group Directional Sign shall be 50 square feet.
 - (d) Maximum Height: Eight feet.
 - (e) Minimum Setback from All Property Lines: Three feet or the height of the sign, whichever is greater.

- (4) **Sandwich Board/Pedestal Signs.** Per the requirements of Section 2.10.04(6).

(5) **Temporary Sign.** Per the requirements of Section 2.10.08.

(6) **Community Information Sign.** Per the provisions of Section 2.10.04(3).

(7) **On-Premise Business Signs.** (also see summary Figure 2.10.07(1).

(a) **For the Open Space Zoning Districts.**

1. Permitted Sign Type: Wall Sign
 - a. Maximum Permitted Number per Lot: One sign.
 - b. Maximum Permitted Area per Sign: 48 square feet.
2. Permitted Sign Type: Freestanding Sign (Monument Sign or Arm/Post Sign only)
 - a. Maximum Permitted Number per Lot: One sign.
 - b. Maximum Permitted Area per Sign: 32 square feet for all combined sign faces seen from a single vantage point.
 - c. Maximum Permitted Sign Height: Eight feet.
 - d. Minimum Permitted Sign Setback from All Property Lines: The greater of actual sign height or three feet.

(b) **For the B-1 Downtown Commercial District.**

1. Permitted Sign Type: On-Building Sign (Wall, Awning, Marquee, or Projecting sign)
 - a. Maximum Permitted Sign Area Per Signable Wall: On front exterior wall, 2 square feet of on-building business sign area per linear foot of exterior length of that wall, up to a maximum of 100 square feet per business. On each other signable wall, 1 square foot of on-building business sign area for every one linear foot of length of that wall, up to a maximum of 50 square feet per business. The maximum allowable number of on-building business signs per exterior wall shall not be transferable to another signable wall.
 - b. Maximum Number of On-Building Signs per Business: Two.
 - c. Maximum Number of Projecting Signs or Marquee Signs per Building: 1 projecting or marquee sign per signable wall.
 - d. Projecting, marquee, awning, and permanent window signs shall be included in calculations of maximum allowable on-building sign area and number per signable wall.
 - e. Permitted Location: On any signable wall visible from a public street, except signable walls which are adjacent to a residentially zoned property. On-building mounted signs shall not be located on any portion of upper stories. The location of signs shall be integrated with, and not cover, architectural elements and details.
 - f. The maximum allowable on-building sign area per signable wall shall apply regardless of the number of businesses within the structure. In multi-tenant buildings, the owner(s) shall be responsible for allocation of the signable area for wall signs.
 - g. The maximum allowable sign area for a given signable wall is not transferable to another signable wall, except that up to 25 percent of the allowable signage for the front façade may be deducted from the front façade and added to another signable wall.
2. Permitted Sign Type: Freestanding Sign (Monument or Arm/Post Sign only).
 - a. Maximum Permitted Number per Lot: One per lot regardless of number of businesses establishments on the lot.
 - b. Maximum Permitted Area Per Sign: 42 square feet

- c. Maximum Permitted Sign Height: Eight feet
 - d. Minimum Permitted Sign Setback from All Property Lines: One foot.
3. Permitted Sign Illumination for B-1 Properties in the North 200, North 100, and South 100 Blocks of Main Street: Illumination of exterior signage on such B-1 properties shall be limited to direct illumination from a shielded exterior light source, or internally illuminated signs that illuminate individual letters but not other sign surfaces. The lighting element of all such fixtures shall not be visible from public rights-of-way or adjoining properties. Other internally illuminated signs, including illuminated awnings with or without messages, are not permitted on such properties in the B-1 district, except for replacements to pre-existing internally illuminated signs.

(c) For the INT Institutional and B-3 Neighborhood Commercial Districts.

- 1. Permitted Sign Type: On-Building Sign (Wall, Awning, Marquee, or Projecting sign)
 - a. Maximum Permitted Area: 1 square foot of on-building sign area per 1 linear foot of exterior length of each signable wall, up to a maximum 50 square feet per business per signable wall. For buildings with multiple tenants, the building owner(s) shall be responsible for assignment of allowable sign area to individual businesses within the building.
 - b. Maximum Permitted Number. 1 on-building sign per signable wall per business.
 - c. Permitted Location: On any signable wall visible from a public street, except signable walls which are adjacent to a residentially zoned property. On-building signs shall not be located on any portion of upper stories. Sign placement shall be integrated with, and not cover, architectural elements and details.
- 2. Permitted Sign Type: Freestanding Sign (Monument or Arm/Post only)
 - a. Maximum Permitted Number per Lot: 1 per lot.
 - b. Maximum Permitted Area Per Sign: 48 square feet for all combined sign faces seen at one time.
 - c. Maximum Permitted Sign Height: 8 feet.
 - d. Minimum Permitted Sign Setback from All Property Lines: The greater of actual sign height or 3 feet.

(d) For the B-2 Highway Commercial, BP Business Park, and I Industrial Districts.

- 1. Permitted Sign Type: On-Building Sign (Wall, Marquee, or Awning sign).
 - a. Maximum Permitted Area per Sign: One square foot of on-building sign area for every one linear foot of signable wall length (for the subject wall), not to exceed a maximum total sign area of 200 square feet per signable wall. For buildings with multiple tenants, the owner(s) shall be responsible for assignment of allowable sign area to individual businesses within the building.
 - b. Maximum Permitted Number: One on-building sign per signable wall per individual business or establishment on the lot.
 - c. Permitted Location: On any signable wall that is visible from a public street, except signable walls that are adjacent to a residentially zoned property.
- 2. Permitted Sign Types Freestanding Sign (Monument or Pylon Sign).
 - a. Maximum Permitted Area per Sign: 64 square feet for all combined sign faces seen at one time.
 - b. Maximum Permitted Number per Lot: One per public street frontage per lot. A second freestanding sign is allowed for lots with more than one street frontage of at least 200 feet per all such streets.
 - c. Maximum Permitted Sign Height: 10 feet for Monument Sign; 20 feet for Pylon Sign.
 - d. Minimum Permitted Sign Setback from All Property Lines: A distance equal to sign height.
- 3. Permitted Sign Type: Freestanding Group Development Sign > 64 square feet.

- a. Group Development Signs exceeding 64 square feet in area shall only be allowed in “Group Developments” meeting the definition of 2.14.04 with a combined total Gross Floor Area greater than 20,000 square feet.
 - b. Freestanding Group Development Signs shall be allowed only in lieu of and not in addition to freestanding signs for individual establishments allowed under subsection 2. above, and any existing or subsequent freestanding sign shall count against the maximum number of freestanding Group Development Signs allowed for the property or site.
 - c. Maximum Permitted Area per Sign: 50 square feet per business or establishment on the Group Development site, to a maximum area of 200 square feet per freestanding Group Development Sign regardless of the number of business establishments located within the development. The property owner(s) shall be responsible for apportionment of allowable freestanding business sign area to individual businesses or establishments within the Group Development.
 - d. Maximum Permitted Number per Group Development: One per Group Development of five acres or less; two per each larger Group Development.
 - e. Maximum Permitted Sign Height: 20 feet.
 - f. Minimum Permitted Sign Setback from All Property Lines: A distance equal to sign height.
5. **For the PN Zoning District.**

Permitted sign types, number, area, location, and other characteristics shall be per an approved Specific Implementation Plan per Article 11. Unless otherwise addressed in the Specific Implementation Plan, the types, number, area, location, and other characteristics of allowable signs on individual lots approved exclusively for residential use shall be those for the corresponding type of residential uses in other districts in Section 2.10.05. For non-residential uses, no signage not shown on an approved Specific Implementation Plan or otherwise specifically addressed in the Specific Implementation Plan approval documents, or an amendment thereto, shall be located on any site or lot in a PN district. Any sign erected after the approval that was not specifically reviewed and approved as part of the Specific Implementation Plan, but instead allowed under the development agreement with the Village per Article 11, shall be subject to the permit requirements of Section 2.10.02.

Figure 2.10.07(1): SUMMARY of Maximum Dimensions and Number of On-Premise Business Signs (Non-Residential Districts and Uses)

Zoning District	Maximum Sign Area and Height		Maximum Number of Signs
	On-Building	Freestanding	
AT, P	Wall only: 48 SF	Monument or Arm-post only: Maximum Area: 48 SF Maximum Height: 8 ft	1 on-building sign and 1 freestanding sign per lot
B-1	Wall, Awning, Marquee, or Projecting: Front wall: 2 SF per linear foot of exterior wall on that wall, Maximum 100 SF per business Other signable wall: One SF per linear foot of exterior area on that wall, maximum 50 SF per business	Monument or Arm/post Only: Maximum Area: 42 SF Max Height 8 ft	2 on-building signs per business 1 marquee sign per signable wall (included as 1 of 2 total) 1 freestanding sign per lot
INT, B-3	Wall, Awning, or Projecting 1 SF of sign area per linear foot of wall length on that wall, maximum 50 SF per business per signable wall.	Monument or Arm/post only: Maximum Area: 48 SF Maximum Height: 8 ft	1 on-building wall sign per signable wall per business 1 monument or arm/post sign per lot
B-2 BP I	Wall, Awning, or Projecting 1 SF of sign area per linear foot of exterior wall length on that wall, maximum of 200 SF total per signable wall.	Monument or Pylon: Maximum Area: 64 SF Maximum Height: 10 ft Monument; 20 ft Pylon	2 on-building signs per signable wall per business 1 pylon or monument sign per lot; 2 in limited circumstances
NOTE: This table is only a summary of the sign regulations applicable to nonresidential uses. Section 2.10.07 contains more specific requirements, including allowances for signs in these districts under certain circumstances. In the event of any conflict, Section 2.10.07 controls.			

Section 2.10.08: Temporary Signs

Temporary signs may be erected without a sign permit. Except as may be allowed below or by site plan approval under Section 2.13.09, any one business or other user on a lot is permitted to display no more than two temporary signs at a single time and any combination of temporary signs for a maximum of 90 days within any 12 month calendar year period. All temporary signs shall be anchored and supported in a manner that reasonably prevents the possibility of the signs becoming hazards to public health and safety. A mobile, portable, or advertising vehicle sign is not a permitted temporary sign. The following are allowable temporary sign types and unique requirements for each type:

- (1) **Real Estate Signs.** Such sign shall be removed within 30 days of the sale or lease of the single space it is advertising or of the sale or lease of 90 percent of the total land or space available for sale or lease on the property. Such signs shall not be located in the public right-of-way, shall not exceed 12 square feet in area and six feet in height in residential districts, and 48 square feet in area and eight feet in height in nonresidential districts.
- (2) **Construction or Project Identification Signs.** Such signs shall be erected no sooner than the beginning of work for which a valid building or demolition permit has been issued, and shall be removed within 10 days of completion of work. Construction or project identification signs shall not exceed 48 square feet.

- (3) **Temporary Commercial Signs and Banners.** For sales, limited time offers, grand openings, or other special events only, with such signs not greater than eight feet in height if ground-mounted, nor extending above the roof line if building mounted.
- (4) **Temporary Individual Residential Signs.** Not larger than six square feet each, to advertise garage sales, yard sales, or similar merchandise sales during the time the sale is taking place.
- (5) **Temporary Public Event Signs.** For a temporary event of public interest hosted by and/or held at a governmental entity, community organization, or institutional facility (e.g., neighborhood garage sale or fair operated by a nonprofit organization), one sign may be located upon the site of the event and up to three additional signs may be placed on a separate private property with written permission of the property owner. Such signs shall not be erected more than 30 days before the event and shall be removed within seven days after the event.
- (6) **Over-street Banners.** Banners promoting public events of Village-wide interest displayed over a public street, alley, or highway, when approved by the Zoning Administrator. Such signs shall not be erected more than 30 days before the event and shall be removed within seven days after the event. The Zoning Administrator may require the sponsoring person, firm, organization, or corporation to provide a certificate of liability insurance with the Village named as an additional insured.
- (7) **Political Signs.** Temporary political signs are permitted without restriction so long as they locate per the requirements of this Article. Signs promoting a candidate or position on an issue for an upcoming election may not be placed in a manner that would impede vehicular or pedestrian safety, must be outside of required vision triangles, and must meet the requirements of Chapter 12, Wisconsin Statutes. Signs related to an election or referendum may be erected no earlier than the first day of circulation of nomination papers for candidates for office, in the case of an election; or the date on which a referendum question is submitted to the electors, in the case of a referendum. All such signs must be removed within seven days after the election or referendum to which they relate.
- (8) **Personal Greeting or Congratulatory Signs.** Permitted for up to seven days, with such signs not greater than eight feet in height if ground-mounted, nor extending above the roof line if building mounted.
- (9) **Temporary Window Signs.** Signs temporarily affixed to the inside of a window that advertise commercial situations relating to goods or services sold on premises shall be allowed without affecting the normal temporary sign numerical and duration restrictions in the first paragraph of this Section, provided that the total of all signs in the window area, including temporary and permanently mounted signs, does not exceed 30 percent of the combined area of first floor windows on any façade and 10 percent of any upper story window.

Section 2.10.09: Structural Requirements

- (1) All signs shall be constructed and mounted so as to comply with State Building Codes.
- (2) No sign or any part thereof, anchor, brace, or guide rod shall be attached, fastened, or anchored to any fire escape, fire ladder, or standpipe.
- (3) No sign or any part thereof, anchor, brace, or guide rod shall be attached, erected, or maintained that may cover or obstruct any door, doorway, or window of any building that may hinder or prevent ingress or egress through such door, doorway, or window, or that may hinder or prevent the raising or placing of ladders against such building in the event of fire.
- (4) No signs shall, in any instance, create a traffic visibility or other safety hazard.
- (5) No sign not designed and constructed to withstand winds during typical Wisconsin storm events shall be erected at any location.
- (6) All freestanding signs erected in any location shall be designed and constructed with footings for support of such sign that extend not less than 42 inches below the existing ground level.
- (7) All signs attached to buildings and that are permitted to project away from the building wall shall be designed and constructed such that the attachment to such wall does not extend above a point of bearing with the roof rafters.
- (8) All illuminated signs erected at any location shall be designed and constructed to meet the following requirements:
 - (a) All signs shall be constructed and maintained to conform with State Electrical Codes and shall bear UL labels. All sign permit applications in which electrical wiring and connections are proposed shall be submitted to the Electrical Inspector. The Electrical Inspector shall examine the plans and specifications submitted for the proposed sign and may require additional information relating to the proposed electrical installation from the applicant. If the Electrical Inspector determines that the proposed installation complies with local ordinances relating to the electrical wiring and construction, then the Electrical Inspector shall approve the application and submit the approved application to the Zoning Administrator. The Zoning Administrator may not approve a sign permit application for an illuminated sign unless and until approval is received from the Electrical Inspector.
 - (b) Unless an illuminated sign bears the label of approval of a recognized testing laboratory, all illuminated signs shall be inspected and approved by the Electrical Inspector on the site prior to the erection of the sign. No illuminated sign, despite issuance of a sign permit, shall be erected until the site inspection has been made or waived by the Electrical Inspector and the sign permit initialed or stamped to show the Electrical Inspector's approval.
 - (c) All illuminated signs shall be equipped with a watertight safety switch, located where electric current enters the sign. All parts covering service openings to the electrical supply shall be securely fastened.
 - (d) No illuminated sign shall be connected to an electric power source except by an electrical contractor, unless the only connection to the electric power source is through a grounded three-prong heavy duty plug.
 - (e) All freestanding illuminated signs shall be supplied power only by underground wiring.

Section 2.10.10: Maintenance Requirements

- (1) All signs and structures appurtenant thereto shall be maintained in a neat and proper state of appearance.
- (2) Proper maintenance shall be the absence of loose materials (including peeling paint, paper, or other material); the lack of excessive rust; the lack of excessive vibration or shaking; and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.
- (3) The repainting, changing of parts, and preventive maintenance of signs that completely conform to the requirements of this Article, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.

- (4) The owner, lessee, or manager of a sign, and the owner of the land on which the same is located, shall keep grass or weeds and other growth cut and debris and rubbish cleaned up and removed from the lot on which the sign is located.
- (5) The base of signs shall be landscaped so as to conceal footings, mountings, brackets, and related structural elements.
- (6) A sign that is improperly maintained, is abandoned, is unsafe, or otherwise exists in violation of this Chapter, shall be removed by the sign permit holder or the owner of the property on which the sign is located within three months from the date of disrepair, abandonment, or unsafe condition unless the sign permit holder or owner receives actual notice from the Zoning Administrator of the problem.

Section 2.10.11: Nonconforming Signs

(1) General Provisions Regarding Nonconforming Signs.

- (a) Signs lawfully existing at the time of the adoption or amendment of this Article may be continued although the use, size, or location does not conform to the provisions of this Article. However, such sign shall be deemed a nonconforming structure, and the provisions of Section 2.12.04 shall apply. Nonconforming signs may be maintained. No nonconforming on-premise sign shall be altered or moved to a new location without being brought into compliance with the requirements of this Article.
- (b) Nonconforming signs shall be removed when the principal structure located on the premises undergoes a change of use, or shall be removed per Section 2.10.11(2). Closing businesses must remove their building signs and freestanding sign faces within 60 days of closing, or sooner if the Zoning Administrator determines that the signs do not meet the maintenance requirements of Section 2.10.10.
- (c) Whenever there is a change in the user of a nonconforming sign (excluding off-premise signs), sign owner, or owner of the property on which the sign is located, the new sign user, sign owner, 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. The sign will continue to be a considered legal, nonconforming structure.
- (d) Business signs on the premises of a nonconforming use or structure may be continued, but new signs for such uses shall not be allowed, nor shall expand in number, area, height, or illumination.

(2) Removal of Nonconforming Signs

- (a) Alteration of Signs.
 1. Alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, frame, supporting structure, lighting, message (except for marquee, community information, or preexisting off-premise advertising signs), symbols, color, material, height, location, or any other alterations as determined by the Zoning Administrator.
 2. Altering a sign does not include maintaining the existing appearance of the sign; replacing the sign face or supporting structure with identical materials, colors, and messages; changing the message of a marquee or community information sign; or changing the face of an off-premise advertising sign.
 3. A tenant sign that comprises part of a Group Development sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire Group Development sign, or any of its parts, into compliance with the provisions of this Article.
- (b) All nonconforming signs found not to be in compliance with the provisions of this Article shall be removed within 30 days of receiving written notice of noncompliance and removal from the Zoning Administrator, except as otherwise provided for in Section 2.10.02(6).