

ORDINANCE NO. 2019-01

An Ordinance Amending the Standards for Illumination and Design of Signs

The Common Council of the City of Cedarburg, Wisconsin, hereby ordains as follows:

SECTION 1. Sections 15-5-7(k) & (o), 15-5-14(d)(2)m, 15-5-14(d)(4)k, 15-5-14(d)(5)e and 15-5-14(d)(7)g of the Sign Code of the City of Cedarburg are hereby amended as follows:

SEC. 15-5-7 GENERAL PHYSICAL REQUIREMENTS

(k) **Illuminated Signs.**

- (1) Externally illuminated signs, including flood lighting and internally illuminated signs, shall illuminate only the immediate area of the sign, concentrating light upon the sign without radiating light upon adjacent public or private property.
- (2) The Building Inspector or his authorized agent shall have the power to alter or readjust the illumination intensity of any sign lighting after installation. For internally illuminated signs, the sign face shall be constructed with an opaque surface to allow internal light to only project through the cutout or white lettering and/or logo. Dark colored backgrounds on signs are encouraged. Stark white or extremely bright colors such as bright red, orange or yellows are discouraged.
- (3) Where signs face a residential zone, the illumination should cease at 11:00 p.m. or after business closing, whichever comes first.
- (4) The use of unshielded lighting, including exposed ~~incandescent~~ light bulbs hung or strung on poles, wires or any other type of support intended to illuminate a sign or other advertising device is expressly prohibited. All sign lighting shall be so designed located, shielded or hooded so as to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties or into the sky.
- (5) Neon-like window signs or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the building's architectural character and where their color has been selected to harmonize with the building's exterior colors. Such lighting shall be subject to review and approval of the Building Inspector, or the Landmarks Commission if the sign is located in the Historic Preservation District.

- (o) **Design and Placement.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. No sign shall be erected, relocated or maintained so as to prevent free ingress to and egress from any door, window or fire escape, and no sign shall be attached to a standpipe or fire escape. Signs shall be designed in accordance with the following:

1. The base of the sign shall be constructed with the use of the primary building materials of the principal structure.
2. The color scheme of the sign shall follow the color scheme of the principal building.

3. Architectural features (e.g. sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural style of the principal building shall be incorporated into the design of the sign.

SEC. 15-5-14 SIGNS REQUIRING A PERMANENT PERMIT

(d) Zoning District Requirements.

- (2) Neighborhood Business and Professional Business District (B-1 and B-4).

All general restrictions for signs provided within this Code apply to these districts. All permanent signs require permits. Multi-tenant/Use Buildings in this district must comply with Section 15-5-15.


 - a. Total square footage of all signs per building to be determined pursuant to Section 15-5-14(b). Multi-tenant/Use Buildings Section 15-5-14(c) shall apply.
 - b. Projecting signs shall not exceed thirty-two (32) square feet per surface. The minimum height above grade shall be eight (8) feet.
 - c. Pylon signs shall not exceed more than thirty-two (32) square feet per surface area and shall be no higher than twenty (20) feet, set back one (1) foot for each foot of height.
 - d. Signs which face a residential district shall not be illuminated after 11:00 p.m. or after the business closing time, whichever comes first.
 - e. Wall signs shall not exceed thirty-two (32) square feet in area.
 - f. Permanent window signs shall not exceed twenty-five percent (25%) of the total window area in which the sign(s) is placed.
 - g. Ground/freestanding signs less than eight (8) feet high shall not exceed thirty-two (32) square feet.
 - h. Changeable copy and electronic message signs are not allowed in this district.
 - i. Awnings with imagery or lettering shall be considered as signs. The area of the imagery or lettering shall not exceed one-fourth (1/4) of the total surface area of the awning.
 - j. Illumination shall be external only.
 - k. Directory signs shall be a maximum of ten (10) square feet limited to one (1) per building side facing a public right-of-way with a maximum of two (2) per building.
 - l. Signs can be displayed only in windows in which the business operates. Signs are not allowed in apartment, attic or basement windows.
 - m. Appearance. Signs shall be designed in accordance with Sec. 15-5-7 (o) Design and Placement.
- (4) Business Districts (B-2, B-5 and B-6).
 - a. **All permanent signs require permits.** Total square footage of all signs shall be determined per Section 15-5-14(b). Multi-tenant/Use Buildings Section 15-5-14(c) shall apply.
 - b. **Projecting signs** shall not exceed thirty-two (32) square feet per surface area and shall be no closer than twenty-five (25) feet from another projecting sign. Such sign shall not project into the public right-of-way and shall have its lowest point not less than eight (8) feet above the ground level.

- c. **Group Directory Signs** shall be a maximum of ten (10) square feet limited to one per building side facing a public right-of-way with a maximum of two (2) per building.
 - d. **External and internal illumination** is permitted provided the restrictions described in Sections 15-5-7(k)(2) and 15-5-9 are adhered to.
 - e. **Ground/freestanding signs** shall not exceed thirty-two (32) square feet in area. One (1) ground/freestanding or pylon sign is allowed per building.
 - f. **Pylon signs** shall not exceed thirty-two (32) square feet per sign face, shall have a twenty (20) foot maximum height, and be set back one (1) foot from the property line for each foot of height.
 - g. **Awnings with lettering** shall be considered as signs. The size of the lettering shall not exceed one-fourth (1/4) of the total surface area of the awning. With this type of awning identifying the business, no other type of sign for business identification shall be allowed.
 - h. **Wall Signs.** Wall signs shall not exceed thirty-two (32) square feet per building facade.
 - i. **Sandwich Board.** One sandwich board sign is permitted, placed on the business premise standing no more than four (4) feet high and with each sign surface not exceeding eight (8) square feet. The dimensions of the sandwich board shall be included on the total calculation form. Sandwich signs shall not be placed so as to block building entrances, exits, or public-right-of-ways and shall be located entirely on private property. These signs can only be displayed during business hours.
 - j. **Memo Boards.** One allowed per business; address or main entry; maximum size 18" x 24". The memo board's area shall be included in the total calculation form if over two (2) square feet. The boards must match design of building and/or any signage. Erasable, blackboards, or glass enclosed cases are acceptable.
 - k.. Appearance Signs shall be designed in accordance with Sec. 15-5-7 (o) Design and Placement.
- (5) Manufacturing Districts (M-1, M-2 and M-3).
- a. **All permanent signs require a permit.** Total square footage of all signs shall be determined by Section 15-5-14(b). Multi-tenant/Use Buildings Section 15-5-14(c) shall apply.
 - b. **Projecting signs** shall not exceed thirty-two (32) square feet per surface area, be not less than eight (8) feet above the ground level and shall not project into public right-of-way or over the property line.
 - c. **Ground/freestanding signs**, or wall signs shall not exceed thirty-six (36) square feet per surface area.
 - d. **Illumination shall be external only.**
 - e. **Appearance.** Signs shall be designed in accordance with Sec. 15-5-7 (o) Design and Placement.
- (7) Institutional and Public Service Districts (I-1).
- a. **All permanent signs require a permit.**

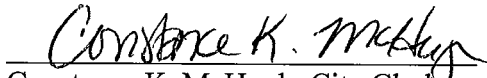
- b. **Projecting signs** shall not exceed twenty-four (24) square feet per surface area.
- c. **Ground/freestanding signs**, or wall signs shall not exceed thirty two (32) square feet per surface area or eight (8) feet in height.
- d. **Illumination shall be external only**
- e. **Historical signs, plaques and monuments** less than eight (8) square feet do not require a permit, but their designs should be reviewed by the Building Inspector, or the Landmarks Commission if the sign is located in sign, plaque or monument is located in the Historic Preservation District.
- f. **The changeable copy signs** for churches and other nonprofit organizations not to exceed twenty (20) square feet and shall be permissible in this district, subject to Section 15-5-11(c).
- g. **Appearance.** Signs shall be designed in accordance with Sec. 15-5-7 (o) Design and Placement.

SECTION 2. This ordinance shall take effect upon its passage and publication as provided by law.

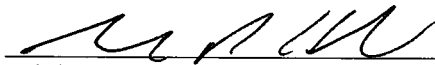
Passed and adopted this 28th day of January, 2019.


Michael O'Keefe, Mayor

Countersigned:


Constance K. McHugh, City Clerk

Approved as to form:


Michael P. Herbrand, City Attorney