

WAUKESHA COUNTY DEPARTMENT OF PARKS AND LAND USE
STAFF REPORT AND RECOMMENDATION
TEXT AMENDMENT

DATE: October 15, 2020

FILE NO.: RZ69

APPLICANT: Town of Lisbon Board of Supervisors
W234 N8676 Woodside Road
Lisbon, WI 53089

REQUEST:

Create Section 11.5 Signs and Section 11.5.1 Sign table, and repeal and recreate various other sections of the Town of Lisbon Zoning Ordinance regarding signs.

PUBLIC HEARING DATE: June 11, 2020

PUBLIC COMMENT: None.

TOWN PLAN COMMISSION ACTION:

On June 11, 2020, the Town of Lisbon Plan Commission unanimously recommended approval of the text amendment, Ordinance 03-20, creating Section 11.5 Signs and Section 11.5.1 Sign table, and repealing and recreating various other sections of the Town of Lisbon's Zoning Ordinance regarding signs to the Town Board.

TOWN BOARD ACTION:

On June 22, 2020, the Lisbon Town Board of Supervisors unanimously approved Ordinance No. 03-20 (attached) and recommended the same to Waukesha County.

STAFF ANALYSIS:

The Town is proposing to relocate/revise the sign ordinance currently in Chapter 13 of the Town's General Code, into the Zoning Ordinance (Chapter 11 of the Town's General Code) as Section 11.5. A Sign table will be inserted as Section 11.5.1. This revised sign ordinance language will serve to condense the current code language into one chapter of the Town's General Code and one section of the Zoning Ordinance allowing for more efficient administration of the sign regulations while preserving the public's right of free speech and expression.

The Sign table attached indicates the zoning districts certain types of signs are permitted in, as well as their size, location, number, height, and additional requirements.

Other sections of the Town's Zoning Ordinance that are proposed to be amended in conjunction with the sign amendments are: repealing the sign definitions (29 definitions of signs) located in the general definition section of the Zoning Ordinance and recreating revised sign definitions (46 definitions of signs) in Section 11.5; repealing Chapter 13 of the Town's General Code; repealing the Sign Code as an Addendum (Chapter 13) to the Zoning Ordinance in the Table of Contents and in the Index of the Zoning Ordinance; and amending other section number and wording references as required relating to signs.

STAFF RECOMMENDATION:

Based on the above analysis, the Planning and Zoning Division Staff recommends approval of the request. As noted above, the revised sign ordinance language will serve to condense the current code language into one chapter of the Town's General Code and one section of the Zoning Ordinance allowing for more efficient administration of the sign regulations. Therefore, the proposed text amendment complies with the town and county's comprehensive plans and all other aspects of the Town of Lisbon's Zoning Ordinance.

Respectfully submitted,

Sandra L. Scherer

Sandy Scherer
Senior Planner

Attachment: Town Ordinance No. 03-20
Sign table

STATE OF WISCONSIN TOWN OF LISBON WAUKESHA COUNTY

Ord. 03-20

ORDINANCE ADOPTING SECTION 11.5 AND
ADOPTING ASSOCIATED SIGN TABLE 11.5.1 AND
REPEALING/RECREATING VARIOUS SECTIONS OF THE
LISBON ZONING CODE RELATED TO SIGNS,
IN THE TOWN OF LISBON, WAUKESHA COUNTY, WISCONSIN

SECTION 1: Section 11.5 of the Lisbon Zoning Code is hereby created as follows:

SECTION 11.5 SIGNS

(a) PURPOSE

1. To regulate the size, type, construction standard, maintenance and placement of signs situated within the boundaries of the Town of Lisbon, Wisconsin.
2. To promote the public health, safety, welfare and comfort of the general public and to provide comprehensive and balanced sign regulations that will:
 - A. Preserve the right of free speech and expression
 - B. Reduce distractions and obstructions from signs which would adversely affect traffic safety, and alleviate hazards caused by signs projecting over or encroaching upon the public right-of-way;
 - C. Discourage excessive visual competition in signage and ensure that signs aid orientation and adequately identify uses and activities to the public; and
 - D. Preserve or enhance the natural beauty and unique physical characteristics of the Town of Lisbon as a community in which to live and work by requiring new and replacement signage which is:
 - i. Harmonious with the building and surrounding neighborhood aesthetics, and other signs in the area;
 - ii. Appropriate to the type of use to which it pertains;
 - iii. Expressive of the Town's identity in a manner which will not diminish property values; and
 - iv. Complementary to the Town's architectural character and unobtrusive commercial developments.

(b) SCOPE OF REGULATIONS

Except as otherwise noted herein, the regulations of this ordinance shall govern all outdoor signs, advertising structures or devices with respect to location, safety, size, construction standard, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics.

(c) DEFINITIONS

When used in this chapter, the following words and phrases shall have the specific meaning as hereinafter defined and any words or phrases not listed shall have the meaning defined by the zoning code of the Town of Lisbon:

Advertising Vehicles: Any vehicle or trailer on a public right-of-way property 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 purpose of providing advertisement of products or directing people to a business activity located on the same or nearby property or any other premises.

Animation: A background playback image which exceeds 30 frames per second.

Approved Combustible Materials: Wood, combustible plastics, or other rigid material impervious to water.

Approved Combustible Plastics: Only those combustible plastic materials which when tested in accordance with the Standard Method of Testing for Flammability of Plastics (A.S.T.M.) over 0.050 inch in thickness, D635 (Latest Revision), burn no faster than 2.5 inches per minute in sheets of 0.060-inch thickness.

Base Setback Line: The edge of the established ultimate street right-of-way.

Beacon: A stationary or revolving single or multi-colored light which flashes or projects illumination in any manner, which is intended to attract or divert attention.

Canopy: A structural protective cover located over a commercial service area, such as gas pumps or bank tellers.

Copy: Text or symbols used for the purpose of advertising.

Changeable Copy: A sign element, whether electronic or manual, where copy, including electronic letters and/or pictorial display changes.

Display Surface: The surface made available on the sign, either for the direct mounting of letters and decorations, or for the mounting of facing material intended to carry the entire advertising message.

External Illumination: Illumination of a sign by an exterior light source.

Facing: The surface of the sign or billboard upon, against, or through which the message of the sign or billboard is displayed, or transferred.

Flag: A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope and used as the symbol or emblem of a country or institution. Does not include banner signs.

Grade: The existing, preconstruction elevation at the base of a freestanding sign, or bottom edge of a building nearest a sign in the case of a wall or projecting sign.

Height: The height of all freestanding signs shall be the distance between the existing preconstruction grade at the base of the sign and perpendicular to the highest point on the sign or supporting structure.

Internal Illumination: Illumination of a sign in which the source of light is contained within the sign itself.

Letters and Decorations: The letters, illustrations, symbols, figures, insignia, logo and other media employed to express and/or illustrate the message or a sign.

Lot: A designated parcel, tract, or area of land established by plat, subdivision, or as otherwise permitted by law.

Lot Line: A line of record bounding a lot which divides one lot from another lot, or from a public or private street, or any other public space.

Marquee: A permanent, roof-like structure, extending from part of the wall of a building but not individually supported by the ground, which is constructed of durable material such as metal or glass.

Mixed-Use Center: A planned/coordinated grouping of architecturally unified combination of residential and commercial establishments, built on the same site and managed as one operating unit.

Neon or Other Gas Tube Illumination: Illumination from a light source consisting of a neon or other gas tube which forms letters, symbols or other shapes.

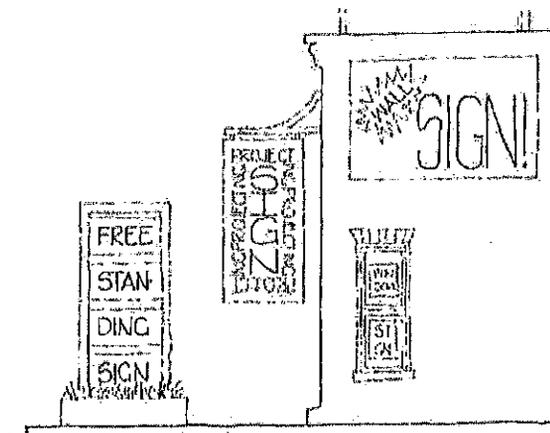
Offset: The regulated minimum horizontal distance a structure must be from a side or rear lot line.

Right-of-Way (street): The area dedicated for public access and use, including the street or alley, parkway and sidewalk areas between property lines.

Setback: The regulated minimum horizontal distance a structure must be from the base setback line.

Shopping Center: A planned/coordinated grouping of architecturally unified commercial establishments, built on the same site and managed as one operating unit, offering for sale goods such as food, drugs, hardware and personal services.

Sign: Any object, device, display, structure, or part thereof which is designed to advertise, announce, direct, identify, or inform by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.



Graphic Courtesy of the
American Planning Association

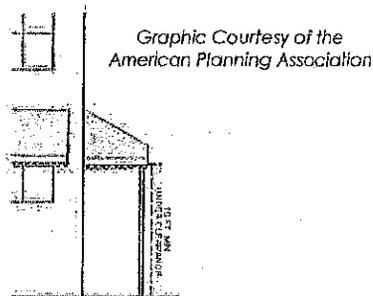
Abandoned sign: A sign which no longer correctly advertises a business or use which is no longer in operation or which is dilapidated or beyond repair, under the provisions of Section 66.0413 of the Wisconsin Statutes, or a sign for which the applicable fees have not been paid or which is hazardous to public safety.

A-Frame Sign: A sign which is portable, self-supporting, and not affixed to the ground. Includes Sandwich, Sidewalk, Menu Board, and Curb signs.

Agricultural Sign: A sign identifying farm operations on parcels of land containing not less than twenty (20) acres.

Air-Activated Sign: A sign, all or any part of, which is designed to be moved by action of forced air so as to make the sign appear to be animated or otherwise have motion.

Awning Sign: A sign that is attached to, or made of, an awning, or other fabric, plastic or structural protective cover located over a door, entrance, window or outdoor service or recreation area.



Banner Sign: A sign intended to be hung either with or without a frame, and which possesses characters, letters, illustrations, or ornamentation's applied to paper, plastic, or fabric of any kind. Includes pennant signs.

Blade Sign: See projecting sign.

Bulletin Board: A changeable copy sign or sign incorporating changeable copy not to exceed fifteen (15) square feet in area located on the premises of a charitable, religious, educational, institutional, non-profit, or non-exempt public use.

Canopy Sign: A sign that is attached to a structural protective cover located over a commercial service area, such as gas pumps or bank tellers.

Changeable Copy Sign: A sign which incorporates changeable copy.

Detached Sign: A permanent sign which is located on the premises of the use with which it is associated and not mounted on or affixed to a building.

Double Faced Sign: A sign with copy on two parallel faces that are back to back, facing opposite directions.

Feather Sign: Vertical signs resembling a feather that are supported by a single, curved structural member and base with a banner attached to said single structure.

Flashing Sign: A sign whose illumination is not kept at a constant intensity when in use, and/or which exhibits changes in light, color, direction, animation, wording or text.

Freestanding Sign: A sign that is attached to, or made part of, a completely self-supporting structure other than a building. The supporting structure shall be set firmly in, upon, or below the ground surface and shall not be attached to any building.

Government Sign: A sign directed to be installed by the Town for notification of events, regulations, safety measures, conduct of Town duties, or other purposes, and any sign erected by the State of Wisconsin or Federal government. Any sign erected by other governmental entities are not considered government signs for the purposes of this ordinance and shall follow the regulations for other sign types defined herein.

Ground Sign: A free-standing sign which is not a pole, pedestal, or monument sign and which is supported by a base of at least 50% of the sign width and is independent from any building.

Interior Sign: Those signs located within the interior of any building and which are not readily visible from the exterior of the building.

Illuminated Sign: A sign which is illuminated by an artificial light source; whether internal or external, a light source whose primary purpose is to display or draw attention to said sign.

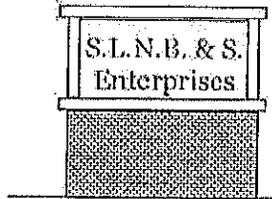
Inflatable Sign: A sign which is kept inflated by mechanical means or filled by a gas and is tethered to a building, structure or the ground. Includes Balloon signs.

Legal Non-Conforming Sign: A sign that did meet code regulations when it was originally installed prior to the adoption of this ordinance.

Marquee Sign: A sign attached to, painted on, or supported by a marquee that has its copy manually changed at regular intervals.

Menu Board Sign: A permanently mounted sign displaying the foods, products, or services for a drive-through or walk-up facility.

Monument Sign: Any free-standing sign which is supported by a base of at least 75% of the sign width and is independent from any building. The structural base of a monument sign is defined as a base constructed of stone, rock, brick, concrete clad in masonry or scored or died, or man-made masonry material.



*Graphic Courtesy of the
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Moveable Sign: See definition for Portable Sign.

Nonconforming Sign: A sign which existed prior to the effective date of the adoption of this chapter which does not conform to the terms of this chapter.

Off-premises Sign: A sign that is not located on the premises of the associated use.

On-premises Sign: A sign associated with the property use situated on the same lot as the sign.

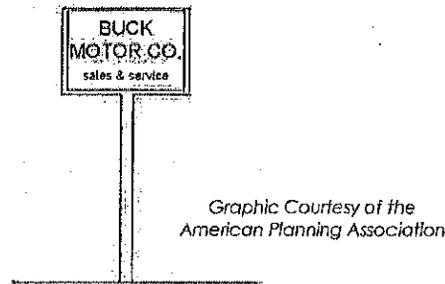
Pedestal Sign: A free-standing sign that is not a pole, ground, or monument sign, and is supported by solid pier(s), pedestal base, square tube(s), or pylons of at least 30% of the sign width and is independent of any building. Pedestal signs shall not be supported by cylindrical pole(s).

Pennant Sign: A banner sign which is triangular in shape.

Plaque Sign: Copy cut into a masonry surface or constructed of bronze or other non-combustible materials and placed on buildings, property, structures, graves, statuary or

the like with historical importance, such as being listed on the National Register of Historic Places, local historical listings, or similar demarcation.

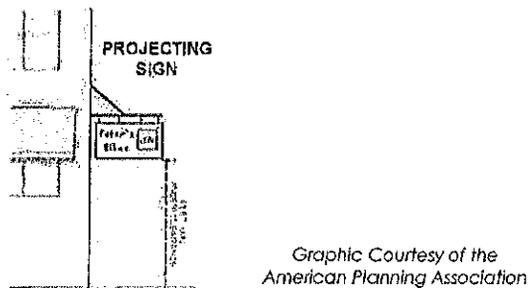
Pole Sign: A free-standing sign affixed to a cylindrical pole(s), square tube(s) support or other fabricated post(s) without any type of secondary support that is embedded in the soil where the supporting structure element(s) width measures less than 30% of the width of the sign face or frame, whichever is larger:



Portable Sign: A sign not permanently affixed to the ground, a building, or other structure, which may be moved from place to place.

Price Sign: A sign which incorporates changeable copy, yet has different display and sign element composition characteristics than a changeable copy sign, as defined in Section 11.5.(m).

Projecting Sign: A sign, that is normally double-faced, which is affixed or attached directly to the exterior wall of a building or structure that extends more than ten (10) inches from the exterior wall of the building or structure. Includes blade signs.



Residential Wall Sign: A wall sign on a building with a legal residential use in a residential or non-residential zoning district.

Roadside Stand Sign: A sign associated with a roadside stand.

Roof Sign: A sign or billboard which is located on, or projects above, the lowest point of the eaves or the top of the parapet wall of a building, or which is painted on or fastened to a roof.

Rotating Sign: A sign which rotates around a center point.

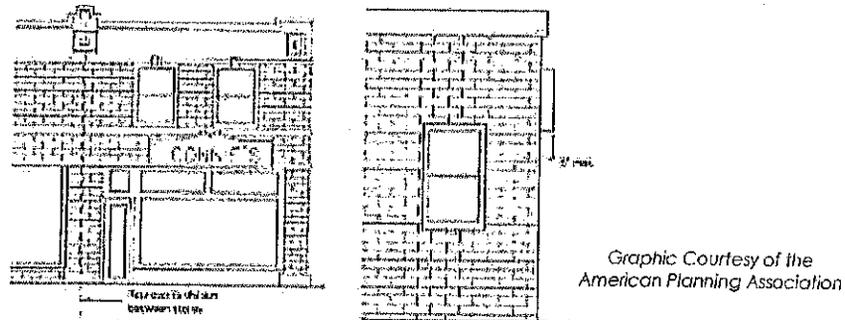
Safety Sign: A sign erected for public or private traffic control, legal notices, railroad crossings, danger, security, and such temporary emergency purposes, as may be erected for the public safety.

Service Door Sign: A sign located at above a door used for service, such as deliveries, to a building with a non-residential use and in a non-residential zoning district.

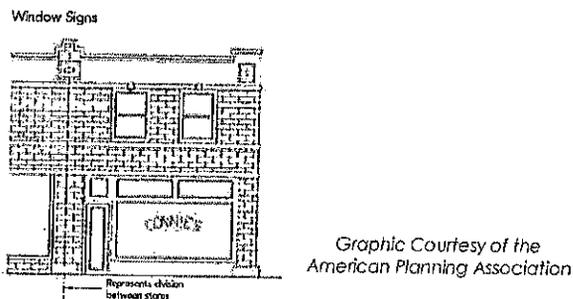
Temporary Sign: A sign intended to be used for a period of no more than thirty (30) days unless otherwise specified herein.

Under Canopy Sign: A sign located under a canopy, such as signs on covered gas pumps or bank tellers.

Wall Sign: A sign or billboard affixed to the exterior wall of a building that extends ten (10) or less inches from the exterior wall of the building, including signs that are painted directly on the wall itself.



Window Sign: A sign attached to, placed upon, or painted on a window or door of a building that is intended for viewing from the exterior of such building.



Yard Sign: An on-premises temporary sign placed on a property in a residential zoning district and associated with a residence, occupied or vacant.

Sign Area: The area of all elements of a sign including the face area, sign frame, and sign structure.

Sign Face Area: Sign face area shall be the sum of the area within the smallest regular polygon that will encompass all elements of the actual sign face which is not included in a sign frame. Otherwise, sign face area shall be calculated as the area within the sign frame. For a sign painted on or applied to a building, the sign face area shall be considered to include all lettering, wording and accompanying designs or symbols, together with any background of a different color than the natural color, or finish material, of the building.

Sign Frame: Architectural or structural elements which surround sign copy.

Sign Structure: Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.

Street: A public or private right-of-way that is used to carry pedestrian or vehicular traffic.

Trim: The moldings, battens, capping, nailing strips, latticing and platforms attached to any sign or billboard structure.

(d) PERMIT APPLICATION

1. Authority

It shall be unlawful for any person to erect, repair, alter, relocate or possess any sign or other advertising structure as defined in this chapter without first obtaining a sign permit from the Town of Lisbon and paying the fees required by this chapter. In addition, all illuminated signs are subject to the provisions of the Electrical and Building Codes, and the permit fees required thereunder.

2. Application for Permit

A complete application for a sign permit shall be submitted to the Town of Lisbon, and shall contain, or have attached thereto, the following information:

- A. Name, address, and telephone number of the applicant.
- B. Name, address, and telephone number of the person, firm, corporation, or association proposing to erect the sign.
- C. Written consent of the owner of the building, structure, or land to which, or upon which, the sign is to be affixed, or erected.
- D. A scale drawing of the proposed sign indicating the dimensions, materials to be used, color scheme, type of illumination, if any, and the methods of construction and attachment.
- E. A scale drawing indicating the location, position and orientation of the proposed sign in relation to nearby buildings, structures, and lot lines, said drawing shall clearly indicate the setback and offset to the sign foundation.

Sign permit applications shall be filed with the Town of Lisbon and the Zoning Administrator shall review the application for its completeness and accuracy, and approve or deny, in writing, the application within thirty (30) days of receipt unless the time is extended by written agreement between the applicant and the Zoning Administrator. A sign permit shall become null and void if work authorized under the permit has not been completed within twelve (12) months of the date of issuance.

3. Issuance of Permits

- A. Upon the filing of an application for a sign permit, the Zoning Administrator shall examine such plans, specifications, and other data needed to determine compliance with the requirements of this ordinance.
- B. After examining the Sign Permit Application, the Zoning Administrator shall take one of the following actions within thirty (30) days:
 - i. Deny the application, stating the reasons therewith, if the proposed sign is not in compliance with the requirements of this ordinance.
 - ii. Deny the application, stating the reasons therewith, if a sign application has been found to be incomplete and

additional information or clarification is needed from the applicant.

- iii. Issue a permit, stating any conditions or stipulations upon which the approval is based.

4. Submittal to Plan Commission in Conjunction with Conditional Use Permit

If the sign permit(s) are being applied for in conjunction with a Conditional Use Permit the applicant may submit the sign permit application to the Zoning Administrator for review and approval or to the Plan Commission for review and approval as part of the Conditional Use Permit review and approval process.

5. Appeal of Denied Permit

Applicants may appeal the decision of a denied permit by the Zoning Administrator in accordance with the Town Code.

(e) FEES

1. Application Fees
2. An application for a sign permit shall be filed with the Zoning Administrator along with a non-refundable application review fee for each individual sign permit application. In addition to the application review fee, a separate sign permit fee shall be submitted with the application in accordance with the adopted fee schedule for the following sign types. Fees for the following signs shall be set by resolution adopted by the Town Board from time to time;
 - A. Permanent Signs
 - B. Temporary Signs
3. Supplemental Fees
If the Town must remove or repair a permitted sign by reason of danger to the public, such as obstruction of traffic, a fee equal to 110% of the Town's incurred cost shall be charged to the sign owner.
4. Payment and acceptance of the application review fee does not guarantee that a sign permit will be issued by the Town of Lisbon.

(f) REVOCATION OF PERMITS

The Zoning Administrator is hereby authorized and empowered to revoke any sign permit upon determination that the sign authorized by the permit has been constructed or is being maintained in violation of the permit or the provisions of this chapter.

(g) MEASUREMENT STANDARDS

1. Sign Area Measurement:
Sign area shall be measured by both sign face area and by total sign area, as defined in Section 11.5.(c).
2. When a sign has two (2) or more faces, the area of all faces shall be included in determining the sign face area, except where two faces are placed back to back and are at no point more than two (2) feet from each other. In such case, the sign area shall be taken as the area of the largest face of a two (2) face sign.
3. Sign Height Measurement:

- A. Ground Signs:
Sign height shall be measured perpendicular from the preconstruction grade at the base of the sign to the highest point of the sign face, framework, or support structure, whichever is taller.
- B. Monument Signs:
Sign height shall be measured perpendicular from the preconstruction grade at the base of the sign to the highest point of the sign face, framework, or support structure, whichever is taller.
- C. Pedestal Signs:
Sign height shall be measured perpendicular from the preconstruction grade at the base of the sign to the highest point of the sign face, framework, or support structure, whichever is taller.

(h) ILLUMINATION STANDARDS

- 1. In addition to complying with the provisions of this ordinance, all signs in which electrical wiring and connections are to be used shall be subject to the applicable provisions of the Town Electrical Code. No person may erect a sign with exposed electrical cords and wires.
- 2. 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.
- 3. No sign located in a non-residential district, except permitted changeable copy signs, shall be illuminated, either internally or externally, between the hours of 11 p.m. and sunrise if the premises on which it is located is open for business during that time and if the premises abuts a residential district. Signs located in residential districts shall not be illuminated between the hours of 9 p.m. and sunrise.
- 4. 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. No temporary signs shall be illuminated.

(i) LANDSCAPING STANDARDS

- 1. In the case of monument or pedestal signs, a landscape area shall extend a minimum of five (5) feet from the base of the sign in all directions.
- 2. The landscaped area shall be 70% covered in decorative vegetation, 50% of which shall be evergreen. The landscaped area shall be bordered by an acceptable surround.
- 3. Where any sign is proposed to be externally illuminated using ground mounted fixtures (i.e. floodlight), landscape plantings shall be installed in such a manner as to entirely shield the light source from the surrounding view. Landscape plantings shall be of the type as will ensure effective yearlong screening.

(j) LOCATION STANDARDS

- 1. No sign or sign supporting structure shall be setback/offset less than 10 feet from an abutting lot line, right-of-way line or driveway edge.

2. Placement of all signs shall be subject to the vision setback regulations as put forth in the Town of Lisbon Zoning Code.
3. No sign in a non-residential zoning district shall be located closer than 50 feet to an abutting residential zoning district.
4. If a ground, monument, or pedestal sign is to be located within an entrance island area, the entrance island shall be a minimum of 10 feet wide and a minimum of 25 feet in length. The sign shall not be located any closer than 3 feet to the side island right-of-way lines nor closer to the connector street than the vision corner easement.

(k) PROHIBITED SIGNS

The following types of signs are prohibited in the Town of Lisbon:

1. Roof signs.
2. Signs placed on, or affixed to, vehicles and/or trailers which are not legally parked or operational on public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity. This does not apply to signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
3. Signs that are attached or otherwise affixed to rocks, trees or other living vegetation.
4. Signs that imitate, interfere with, obstruct the view of, or can be confused with any authorized traffic control sign, signal, or other device.
5. Flashing or rotating signs (do not remain stationary for a minimum of 3 seconds). Signs containing moving parts and signs containing reflective elements that sparkle or twinkle in the sunlight.
6. Off-premises signs, except as specifically allowed for in this ordinance.
7. Any sign advertising or identifying a business or use which is either defunct, or no longer located on the premises, shall be removed within thirty (30) days of receiving written notice from the Town of Lisbon.
8. Portable and wheeled signs which are not permitted as exempt or temporary in accordance with this ordinance.
9. Signs or other advertising painted directly on walls, unless specifically approved.
10. Signs that obstruct free and clear vision of vehicular traffic or that, by reason of the position, shape, or color, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device or which otherwise creates a public safety hazard.
11. Signs whose content violates State or Federal laws or regulations, including but not limited to, the obscenity provisions of Chapter 944 of the Wisconsin Statutes.
12. Window signs, or combination of window signs, which exceed 30% of the window area.
13. Air-activated or inflatable signs.

(l) EXEMPTIONS

The following signs shall be exempted from the permit processes outlined in this ordinance, except subject to the following regulations:

1. One wall sign, not to exceed six (6) square feet in sign area on the principal structure of where a legal home occupation is operating, for which a permit has been granted and is currently valid, in any residential zoning district. Such signs shall not be illuminated.
2. Bulletin boards not to exceed fifteen (15) square feet in sign area for public, charitable or religious organizations when the same are located on the premises of said institution. Such signs shall be subject to the location, lighting and landscaping standards set forth in this ordinance, and shall not exceed seven (7) feet in height.
3. Plaque signs cut into a masonry surface or constructed of bronze or other non-combustible materials and placed on buildings, property, structures, graves, statuary or the like with historical importance, such as being listed on the National Register of Historic Places, local historical listings, or similar demarcation. Plaque signs shall be limited to four (4) square feet in sign area.
4. Flush signs carved into or affixed flat to a building in such a way that they are not directly illuminated, are not made of a reflecting material, do not contrast sharply in color with the building, and do not exceed two (2) inches in thickness.
5. Residential wall signs, such as address lettering, not to exceed two (2) square feet in sign area and mounted flush against a dwelling.
6. Safety signs such as traffic signs, legal notices, railroad crossing signs, danger, security, directional, and such temporary emergency or non-advertising signs, as may be erected for the public safety.
7. Awning signs painted, applied, or integral to awnings. Such signs shall not exceed an aggregate gross surface area of four (4) square feet per display with individual letters not exceeding six (6) inches in height.
8. Marquee signs which are affixed to a building with a theatre, cinema, or other performing arts use.
9. Under canopy signs, located under a canopy, as defined in the ordinance, and no greater than four (4) square feet in size.
10. Signs physically associated with permitted outdoor storage of goods for sale in commercial districts, such as firewood, gas cylinders, and water bottles.
11. Flags of the United States, State of Wisconsin, or other sign depicting government organization or entity which do not pose a safety hazard.
12. Government sign that is erected by the Town of Lisbon, Waukesha County, State of Wisconsin Agency, or Federal Agency. Government signs that are not Town, County, State, or Federal, shall be required to adhere to the regulations of this ordinance.
13. Interior signs located within the interior of any building and which are not readily visible from the exterior of the building.
14. Menu board signs in non-residential districts. Four (4) menu board signs shall be allowed for any business with drive-up or drive-through service and which are 100% screened by evergreen vegetation or a combination of 50% brick wall and 50% evergreen vegetation so as not to be visible from any public road right-of-way and not to exceed 36 square feet in total sign area each.
15. Yard signs that are temporarily located in residential districts, provided they are not attached to utility poles, meter posts, trees, or other public utility in or along any street right-of-way within the Town, and are not attached to

- any building, wall fence, or other property of another person without having first obtained the prior written consent of the owner of such property. The maximum time limit for all yard signs is three (3) consecutive days, and nine (9) cumulative days in a one-year period. Such signs shall not exceed ten (10) square feet in area.
16. Service Door signs in non-residential districts. One (1) sign per service door shall be allowed and shall not exceed five (5) square feet in area. Sign shall be located at or below eight (8) feet from adjacent ground elevation. Said exempt signs shall not be visible from abutting right-of-way lines or residential property lines.
 17. Window signs, or combination of window signs, including glass doors, which do not exceed 30% of the window area.
 18. One additional temporary freestanding Sign, not exceeding six (6) square feet in sign area per side, provided that no such signs shall exceed four (4) feet in height or be erected or placed within a public right-of-way. Such temporary signs are limited to no more than three (3) consecutive days, and forty eight cumulative days in a one-year period.
 19. Temporary freestanding or wall signs on properties or buildings for sale, lease, or rent:
 - A. Number: There shall not be more than one (1) temporary sign for each lot being advertised for sale, lease, or rent, except where a lot abuts two (2) or more streets, in which case one (1) such sign may be allowed for each abutting street frontage.
 - B. Residential Areas: In residential areas, such signs shall not exceed twelve (12) square feet in sign area.
 - C. Non-Residential Areas: In non-residential and multi-family (four-plex and greater) residential areas, such signs shall not exceed twenty five (25) square feet in sign area.
 - D. Location: Such signs shall be located only upon the premises for sale, lease, or rent, and shall be setback a minimum of ten feet (10') from an abutting property line, road right-of-way, or driveway.
 - E. Height: Such signs shall not project higher than seven feet (7'), as measured from preconstruction grade at the base of the sign and shall not project higher than the highest permanent freestanding sign on the property.
 - F. Special Conditions: Such signs shall be removed within seven (7) days of the sale, lease, or rental of the premises upon which the sign is located.
 20. Temporary freestanding signs on properties which are under construction, with a valid permit:
 - A. There shall not be more than one (1) temporary sign for each project or development, except that where a project or development abuts two (2) or more streets, one (1) sign may be allowed for each abutting street frontage.
 - B. Residential Areas: In residential areas, such signs shall not exceed twenty-five (25) square feet in sign area. Nonresidential Areas: In nonresidential areas, such signs shall not exceed fifty (50) square feet in sign area.

- C. Locations: Such signs shall be located only upon the premises upon which construction is about to occur or is occurring. Such signs shall be setback/offset a minimum of ten (10) feet from an abutting property line, road right-of-way, or driveway
- D. Height: Such signs shall not project higher than seven (7) feet, as measured from pre-construction grade at the base of the sign.
- E. Special Conditions: Such signs shall be permitted only as accessory to an approved building permit. Such signs may be erected and maintained for a period not to exceed thirty (30) days prior to the commencement of construction, and shall be removed within thirty (30) days of the termination of construction as determined by the Town of Lisbon.

- 21. Political campaign signs equal to or less than eleven (11) square feet in size shall be allowed in all zoning districts in compliance with Wisconsin State Statute 12.04 and which are not prohibited by Section 11.5(k) of this Chapter.

(m) PERMANENT SIGNS BY PERMIT

Permanent signs which are not exempt require permit approval. Permanent signs shall adhere to the following regulations:

- 1. See Table 11.5.1 for permanent sign regulations by district and by type.
- 2. Changeable Copy and Price Signs
 - A. Allowed ground, bulletin board, pedestal, or monument signs may incorporate a changeable copy sign, subject to the following:
 - i. Messages must be static for a minimum of eight (8) seconds.
 - ii. No flashing, blinking or, change of intensity of the light.
 - iii. All frames and/or messages changes should be instant but never longer than one (1) second.
 - iv. There shall be no more than one (1) scrolling message per sign.
 - B. Allowed ground and pedestal signs may incorporate a price sign, subject to the following:
 - i. Messages must be static for a minimum of one (1) hour.
 - ii. No flashing, blinking or, change of intensity of the light.
 - C. The sign face area of an incorporated changeable copy sign other than prices shall not exceed 28 square feet per sign face, or exceed 25% of total sign face area for pedestal or monument signs, whichever is less. Bulletin boards and grounds signs, as defined in this chapter, may incorporate all of the allowable sign face area.
 - D. The sign face area of an incorporated price sign shall not exceed 52 square feet per sign face, or exceed 40% of total sign face area for all signs, whichever is less, and shall be composed of multiple price changeable sign elements, but not including sign structural elements, none of which shall be greater than 2 sq ft. in area.
 - E. Any sign incorporating a changeable copy or price sign shall be located at least one hundred fifty feet (150') from another sign

containing changeable copy, except for bulletin boards, as defined in this chapter.

- F. Any sign incorporating a changeable copy sign shall not exceed an additional 0.5 foot candles of the ambient light level. Said brightness shall be measured at the nearest point to the travelling public or designated pedestrian route. Any sign containing a changeable copy sign shall be equipped with photo cell or computer driven software to control light level during operating period.
- G. Scrolling message signs shall not be located within four hundred (400) feet of a residential zoned property
- H. Scrolling message signs shall not face the long axis of the sign at residential zoned property.
- I. Any sign incorporating a changeable copy sign or price sign is to be considered a single sign.
- J. No changeable copy or price sign shall be allowed which is not incorporated into another sign, except for bulletin board and ground signs, as noted above.

3. Allowable deviations from sign standards

The Zoning Administrator may allow for a 20% change in any standard for any sign, or allow for additional signs, provided additional landscaping area of equal size to the additional sign(s) face area(s) to be added is installed on the business site. The landscaped area shall be 70% covered in decorative vegetation, 50% of which shall be evergreen. The landscaped area shall be bordered by an acceptable surround and shall be used to enhance the view of the property from any public right-of-way, at the Zoning Administrator's discretion. The landscaped area shall be in addition to and shall be maintained in the same manner as all other landscaping on the site and shall conform to any permit-specific and other Town regulations. Should additional landscape area not be feasible, a 3 foot high brick wall with coping shall be installed in the parking landscaping or perimeter buffer with a linear feet equal to the additional sign face area(s). Where site landscaping or screen walls are not possible, a 10% change in standards and one additional wall sign may be allowed at the Zoning Administrator's discretion and requirements.

(n) TEMPORARY SIGNS BY PERMIT

The following portable signs are allowed if granted a temporary permit and subject to the restrictions of this section;

- I. A-frame
 - A. One (1) A-frame sign per business or use shall be allowed by permit in the following districts;
 - i. B-1, B-2, B-3, B-4
 - ii. P-1
 - iii. PR
 - B. The sign shall not exceed 2.5 feet in width or four (4) feet in height.

- C. The sign shall not be permanently attached to the sidewalk and shall not be chained or attached to street trees, street furniture, or other structures or fixtures.
- D. The sign shall be displayed only during hours in which the business it advertises is open, and shall be located within ten (10) feet of the main building entrance.
- E. The sign shall be placed to allow at least three (3) feet of sidewalk width for pedestrian movement.
- F. A-frame sign permits expire in 12 months or when the associated business is no longer active. A-frame sign permits may be re-applied for at the end of each 12 month period.

2. Banner

- A. One (1) banner sign shall be allowed by permit in the following districts;
- B. The signs shall not be in place for a period of more than three (3) weeks.
- C. Each business or organization shall be limited to four (4) temporary banner sign permits for a Banner sign in any 12-month period.
- D. Signs shall be located on the premises of the related use.
- E. The sign shall not be chained or attached to street trees, street furniture, street fixtures or other permanent structures, other than the associated building.
- F. Banners shall not exceed 32 square feet in sign area.

3. Feather Signs

- A. One (1) feather sign shall be allowed by permit in the following districts:
 - iv. B-1, B-2, B-3, B-4
 - v. P-1
 - vi. PR
- B. The signs shall not be in place for a period of more than two (2) weeks,
- C. Each business or organization shall be limited to three (3) temporary sign permits for a feather sign in any 12 month period.
- D. Signs shall be located on the premises of the related use.
- E. The sign shall be connected to its own self-supporting structure which is not permanently affixed to the ground.
- F. Feather signs shall not exceed 12 square feet in sign area.

4. Roadside stand signs

- A. Signs associated with roadside stands as allowed in A-10, A-5, and A-3 zoning districts.
- B. Not to exceed twenty (20) square feet in area, may be erected and said sign shall be at least ten (20) feet from the edge of the road pavement.
- C. Roadside stand sign permits expire when the associated roadside stand is no longer active.

(o) EXISTING SIGNS

1. Existing Signs

- A. Existing signs which become nonconforming upon adoption of this ordinance shall not be reconstructed, remodeled, relocated or altered in any way unless such action will make the sign conforming in all respects with this ordinance (note: normal maintenance is permitted).
- B. A nonconforming sign or sign structure which is damaged may be restored only after the owner has shown that the damage did not exceed fifty (50) percent of the appraised value of the sign. If such sign or sign structure is destroyed, or damaged to an extent exceeding fifty (50) percent of the appraised sign value, it shall be removed and shall not be reconstructed or replaced unless such action makes the sign and sign structure conforming, in all respects, to the sign code. If restoration of a damaged sign is not completed within three (3) months of the date damage occurred, such sign shall be removed or replaced in a manner as will conform with all specifications of this ordinance.

(p) DESIGN, CONSTRUCTION AND ERECTION STANDARDS

1. Structure Design

- A. Wind pressure. All signs shall be designed, constructed, erected and maintained to safely withstand wind pressure as specified by Wisconsin State Statute and applicable administrative code.
- B. The design, construction and erection of all signs shall be by a competent professional in the sign design and construction industry.
- C. Wall signs attached to the exterior of a building shall be anchored or attached in such a manner as to ensure its stability and safety.

2. Aesthetic Design

The sign's design shall fulfill the purpose cited in Section 11.5(a).

(q) MAINTENANCE AND REMOVAL OF SIGNS

The Town may cause any sign or other advertising structure that is, in their opinion, an immediate peril to persons or property, to be removed summarily and without notice. The owner of a sign shall keep it in good repair which includes restoring, repainting or replacement of a worn or damaged legally existing sign to its original condition; and shall maintain the premises on which the sign is erected in a clean, sanitary and inoffensive condition, free and clear of obnoxious substances, rubbish, weeds and grass.

1. Appearance Requirements

- A. The owner of a sign as defined and regulated by this ordinance shall be required to properly maintain the appearance of all parts and supports of their sign as directed by the Town.
- B. In the event that a sign owner does not provide proper sign maintenance within ten (10) days of receiving written notice to do so from the Town, the sign may be removed as provided in Section 11.5(q)2. of this ordinance.

2. Removal of Certain Signs And Billboards
 - A. Any sign or billboard now or hereafter existing which no longer advertises a bonafide business or product, or which is dilapidated, in disrepair, unsafe, insecure, or has been constructed, erected or maintained in violation of the provisions of this ordinance, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building or land upon which said sign may be found. If, within ten (10) days of receiving written notification from the Town, the sign owner fails to comply with such notice, the Town may remove such sign. Any expense incurred thereto shall be paid by the owner of the building or land to which such sign is attached. In the event such cost and expenses are not paid within thirty (30) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which said sign is located and collected as other taxes are collected on said real estate.
 - B. Any sign that is constructed without a valid permit shall be removed promptly, unless a proper permit is obtained within five (5) days of receiving written notice of the illegal sign. In the event that the owner of such sign is not issued a permit, or fails to remove said sign in a prompt manner, the Town may remove such sign. Any expense incurred thereto shall be paid by the owner of the building or land to which said sign is attached. In the event such cost and expenses are not paid within ten (10) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which said sign is located, and collected as other taxes are collected on said real estate.
 - C. In the event that the owner of an illegal sign cannot be ascertained by the Town, then notice as indicated in Section 13.15(c)(3) shall be given to the owner of the real estate upon which the sign is located. In the event that the owner of the real estate is not issued a proper permit, or does not remove the sign within ten (10) days of receiving written notice to do so, the Town of Lisbon may remove said sign. Any expense incurred thereto shall be paid by the owner of the building or land to which said sign is attached. In the event such cost and expenses are not paid within thirty (30) days from the date of billing, then the costs and expenses incurred for such removal may be assessed against the real estate upon which such sign is located, and collected as other taxes are collected on said real estate.
 - D. The cost of removing or relocating signs located in the road right-of-way at a time when the road is proposed to be, or is being, widened, shall be removed or relocated at sign owner's expense.

(r) PENALTY & ENFORCEMENT

Any person, firm, company or corporation that knowingly violates, disobeys, omits, neglects or refuses to comply with or who resists the enforcement of any of the provisions of this chapter shall be subject to a forfeiture of not less than ten (\$10)

dollars nor more than two hundred (\$200) dollars for each offense, together with the costs of the action. Default of the payment may result in imprisonment. Each day that a violation exists shall constitute a separate violation, and shall be punishable as such.

SECTION 2: Various Sections of the Lisbon Zoning Code related to signs are hereby repealed and/or recreated as follows:

Table of Contents

Sec. 3m. Signs (Reserved)

Sec. 5 (Reserved) Signs

ADDENDUM A Sign Ordinance, Chapter 13, General Code of Ordinances (Reserved)

SECTION 2 DEFINITIONS

Sign Any structure or device that draws attention to, conveys or displays visual advertising, messages, directions, invitations, announcements, or information in the form of lettering, logos, colors, lights, pictures, symbols, illuminated neon tubes, or other media, and the supporting structure either on the lot or on any other premises. Any object, device, display, structure, or part thereof which is designed to advertise, announce, direct, identify, or inform by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.

Sign, Abandoned A sign that no longer advertises a bonafide business, product, owner, lesser, or activity, or a sign for which the required fees have not been paid, or a sign that has not been maintained and is determined to be hazardous.

Sign, Awning A sign painted, stamped, perforated, stitched or otherwise applied on the valance of an awning.

Sign, Banner A sign intended to be hung either with or without a frame, and which possesses characters, letters, illustrations, or ornamentations applied to paper, plastic, fabric or other similar material.

Sign, Billboard (also Off-Premise Sign) A sign that identifies, advertises or communicates a message related to a property, person, activity conducted, a service rendered, or a commodity sold at a location other than where the sign is located.

Sign, Bulletin Board A sign located on the premises of a charitable, religious, educational, institutional, or public body for the purposes of announcing events held on the premises. For the purpose of this ordinance, the Town of Lisbon's official bulletin boards may be located off-site.

Sign, Canopy A sign that is attached to, or made of, an awning, canopy, or other fabric, plastic, or structural protective cover located over a door, entrance, window, or outdoor service or recreation area.

Sign, Changeable Message (also Electronic Message Board) A sign such as a manual, electronic or electric controlled sign, message center, or reader board, where the copy or message can be electronically programmed and modified.

Sign, Construction A sign identifying individuals, companies, or agencies involved in the

~~design, construction, wrecking, financing, or development of a building/lot, and/or identifying the future use of a building/lot.~~

~~**Sign-Directional** A sign that directs the public to an establishment or organization off of the main traveled way, and/or a sign used solely to indicate driveway ingress and egress, and both of which contain no advertising material. A directional sign may be on-premise or off-premise.~~

~~**Sign-Directory** A sign that indicates the names of the occupants/tenants located on the premises.~~

~~**Sign-Double-Sided/Faced** A sign with copy on two parallel faces that are back-to-back and facing in opposite directions.~~

~~**Sign-Flashing** A sign whose illumination flashes on and off in a blinking manner with varying light intensity, color, direction, animation, wording, text, or that shows motion, the illusion of motion, or revolves creating the illusion of turning on and off. Illuminated signs that indicate the date, time and/or temperature are not considered flashing signs for the purpose of this ordinance if the remainder of the sign is kept at a constant intensity.~~

~~**Sign-Free Standing** A sign self-supported by one or more upright poles, columns, or braces placed in, upon or below the ground surface and not attached to any building or structure.~~

~~**Sign-Ground** A sign erected on the ground or on one or more freestanding supports or uprights on or attached to the ground and not attached to any building.~~

~~**Sign-Illuminated** A sign illuminated in any manner by an artificial light source, whether internal or external, whose primary purpose is to display or draw attention to said sign. For the purpose of this ordinance, illuminated signs include neon or other gas-tube signs.~~

~~**Sign-Marquee/Arcade** A sign attached to, painted on, or supported by a marquee that has its copy manually changed to reflect changes on the premises.~~

~~**Sign-Off-Premise (see Billboard Sign)**~~

~~**Sign-On-Premise** A sign that identifies, advertises or communicates a message related to a property, person, activity conducted, a service rendered, or a commodity sold at the same location where the sign is located.~~

~~**Sign-Portable** A sign not permanently affixed to the ground, a building, or other structure, and which may be moved from place to place.~~

~~**Sign-Projecting** A sign, other than a wall sign as defined in this ordinance, that is attached to and projects from an exterior wall or face of a building or structure, and is normally double-faced.~~

~~**Sign-Real Estate** A sign that is used to offer for sale, lease, or rent, the premises upon which such sign is placed.~~

Sign-Roof A sign which is located on, against, or projects directly above a roof or roof eave, or on top or above the parapet or on a functional architectural appendage above the roof or roof eave, or which is painted on or fastened to a roof.

Sign-Subdivision-Entrance A sign identifying the name of the subdivision at one or more of the entrances to the subdivision.

Sign-Temporary An informational sign, display, banner or other advertising device constructed of cloth, canvas, fabric, wood, or other temporary material, with or without a structural frame, and intended to be used only for a limited period of time as determined by the Town. For the purpose of this ordinance this includes decorative holiday displays, public demonstrations, and the like.

Sign-Wall-Exterior A sign painted directly on, or attached to, the exterior wall of a building, and parallel to the face of the building and supported throughout its length by the building.

Sign-Wall-Interior A sign or display attached to the interior wall of a building the purpose of which is to be readable from the exterior of building.

Sign-Warning A sign that is devoid of advertising material, whose sole purpose is to warn the public of the existence of, or potential for, danger.

Sign-Window A sign attached to, or painted, stenciled, or placed on, a window or door of a building that is intended for viewing from the exterior of the building.

Section 3.(b)5.E.

A rendering of all signs visible from the exterior, along with the location, dimensions, overall height, illumination, and colors of the signs, which shall comply with this ordinance and Chapter 13, Signs, of the Town of Lisbon General Code of Ordinances (refer to Addendum A) Location of signs, which shall be in accordance with Chapter 11 Section 5 Signs.

Section 4(h)5.D.

One (1) on-premise sign may be allowed provided that such sign is compatible with the residential use of the site and its surrounding areas and is not more than fifteen (15) square feet in size with letter sizes not less than five (5) inches in height and shall be in compliance with the regulations for a ground sign in the A-3/A-5/A-10/AD-10/ RD-5/EPD district standards in Chapter 11 Section 5 Signs.

Section 4(h)36.M

A Signage Plan shall be submitted to the Town Plan Commission for review and approval. Addendum A Supplemental Design Standards of the Town of Lisbon's Land Division and Development Ordinance, and the Town of Lisbon's Sign Ordinance, may be used by the Town Plan Commission in their review and approval of the Signage Plan in addition to the regulations contained in this Zoning Ordinance. Signage shall be in compliance with Chapter 11 Section 5 Signs.

Section 8(b)6.

Signs not to exceed forty (40) feet in area displaying the name of the farm or farm organization. Signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A). Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 10(c)2.

Signs displaying the name of the site or facility provided they are no greater than fifty (50) square feet in area. Signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A). Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 11.(c)4.

- A. Sign not to exceed twelve (12) square feet in area, displaying the name of the farm or farm organization. Signs shall be in accordance with Chapter 11 Section 5 Sign.
- B. Signs, including subdivision signs, shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A).

Section 11.(c)6.

- C. One temporary sign, not to exceed twenty (20) square feet in area, may be erected and said sign shall be at least ten (20) feet from the edge of the road pavement.

Section 12.(c)4.

- A. Sign not to exceed twelve (12) square feet in area, displaying the name of the farm or farm organization. Signs shall be in accordance with Chapter 11 Section 5 Sign.
- B. Signs, including subdivision signs, shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A).

Section 12.(c)6.

- C. One temporary sign, not to exceed twenty (20) square feet in area, may be erected and said sign shall be at least ten (20) feet from the edge of the road pavement.

Section 13(b)4.

Signs not to exceed forty (40) feet in area displaying the name of the farm or farm organization. Signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A). Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 13.(b)11.

- C. One temporary sign, not to exceed twenty (20) square feet in area, may be erected and said sign shall be at least ten (20) feet from the edge of the road pavement.

Section 14(b)4.

Signs not to exceed forty (40) feet in area displaying the name of the farm or farm organization. Signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A). Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 14.(b)9.

- C. One temporary sign, not to exceed twenty (20) square feet in area, may be erected and said sign shall be at least ten (20) feet from the edge of the road pavement.

Section 15(b)7.

A sign pertaining to the lease or sale of any building or land provided such sign does not exceed twenty (20) square feet in area. A sign not exceeding six (6) square feet in area may be maintained by the owner or occupant of any land or building for the purpose of displaying the name of the owner or occupant, or for the purpose of warning against trespasses. Signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A). Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 19(b)3.B.

A sign pertaining to the lease or sale of any building or land provided such sign does not exceed twenty (20) square feet in area. A sign not exceeding six (6) square feet in area may be maintained by the owner or occupant of any land or building for the purpose of displaying the name of the owner or occupant, or for the purpose of warning against trespasses. All signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A) Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 23.(c)2.

Signs displaying the name of the institution or facility provided they are no greater than fifty (50) square feet in area, and in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A) Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 24(b)3.

A. Non-illuminated signs and non-flashing but illuminated business signs. However, no sign shall include illuminating devices or be constructed of illuminated material or be specifically illuminated except by properly shielded cove or back lighting of a non-intermittent type on an opaque background, such source of light not to be more than two (2) feet from the vertical face to be illuminated.

B. No freestanding sign shall exceed a total height of twenty-five (25) feet, as measured from the ground, and shall not exceed 50 square feet in area. No ground sign shall exceed a total height of 10 feet, as measured from the existing grade, and said sign shall not exceed 50 square feet in area.

C. Only one (1) free-standing sign shall be permitted for each lot or parcel. However, the owner of a corner lot or parcel may, subject to plan commission review and approval, erect one freestanding sign for each abutting street.

D. All signs are subject to a Site Plan and Plan of Operation being submitted to, and approved by, the plan commission as to design, location, area, size, number, purpose and any other relevant factors affecting use of the property or any adjoining properties.

E. No sign attached to a building shall be higher than four (4) feet above the top of the roof line or in any case exceed thirty-five (35) feet in height.

F. All signs shall be in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A), unless otherwise regulated in this subsection Signs shall be in accordance with Chapter 11 Section 5 Signs.

Section 30.(b)7.

Signs, either illuminated or non-illuminated, may be erected subject to Plan Commission approval as to design, location, area, size, number, purpose, and any other relevant factors affecting use of the property or any adjoining properties, and in accordance with Chapter 13, Signs, of the General Code of Ordinances (refer to Addendum A) Signs shall be in accordance with Chapter 11 Section 5 Signs.

Repeal Addendum A and replace with "(Reserved)" in Table of Contents as well as at Addendum section.

SECTION 3: All ordinances or parts of ordinances conflicting with or contravening the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take effect upon passage and posting as provided by law.

PASSED AND ADOPTED by the Town Board of the Town of Lisbon, Waukesha County, Wisconsin this 22nd day of June, 2020.

TOWN BOARD,
TOWN OF LISBON
WAUKESHA COUNTY,
WISCONSIN

BY:


JOSEPH OSTERMAN, Chairman



ATTEST:

BY:



STEVEN A. BRAATZ, JR.
Interim Town Clerk-
Treasurer

Permanent Signs by Zoning District	Development Type	Allowable Sign Area (Sq. Ft.)	Allowable Sign Face Area (Sq. Ft.)	Minimum Setback (Feet)	Maximum Height (Feet)	Maximum Number	Additional Requirements
A-3/A-5/A-10/AD-10/RD-5/EFD							
Wall		+15% of Sign Face	6	n/a	n/a	1	
Ground		15/40	15/40	10	7	1 (on properties >= 20 acres)	40 sq. ft. allowable sign area for farm operations in A-10, A-5, and EFD districts, 15 sq. ft. in other districts or for other than farm operations
R-1/R-2/R-3/RD-5							
Monument	Residential subdivisions	32 - 50	32 - 50	10	7	2 per entrance	
RM							
Wall	MF Development w/4+ Unit Bldgs.	+15% of Sign Face	10	n/a	n/a	1	
Ground	Single Parcel w/4+ Unit Bldg.	+75% of Sign Face	32 +1' per additional 2' of setback, up to 50	10	7	1	
	MF Development w/4+ Unit Bldgs.	+75% of Sign Face	32 +1' per additional 2' of setback, up to 50	10	7	1 (or 1 monument sign)	
Monument	MF Development w/4+ Unit Bldgs.	32 - 50	32 - 50	10	7	1 (or 1 monument sign)	
B-2/B-3/B-4/M-1/Q-1							
Wall	Single-Tenant Properties	+15% of Sign Face	50 (or 85% of façade frontage, whichever is greater)		A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.	1	A wall sign may be located on the outermost wall of the principal building, but shall not project more than ten (10) inches from the wall to which the sign is to be affixed.
	Multi-Tenant (Shopping Center/Business Park) Properties	+15% of Sign Face	50 (or 85% of façade frontage, whichever is greater)		A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.	1 per tenant plus 1 per building side facing traffic	A wall sign may be located on the outermost wall of the principal building, but shall not project more than ten (10) inches from the wall to which the sign is to be affixed. The wall sign shall not be located any closer than 4 feet to the tenant's wall line. This 4 feet clear zone shall apply to each end of the wall sign. Therefore multi-tenant facades will have eight (8) feet of clear zone between tenant wall signs.
Projecting	Single-Tenant Properties	15	15		The minimum clearance to grade shall be eight (8) feet as measured from the lowest part of the sign. The maximum height shall not exceed fifteen (15) feet above the grade immediately below the projecting sign.	1	

Table 11.5.1

Permanent Signs by Zoning District	Development Type	Allowable Sign Area (Sq. Ft.)	Allowable Sign Face Area (Sq. Ft.)	Minimum Setback (Feet)	Maximum Height (Feet)	Maximum Number	Additional Requirements
	Multi-Tenant (Shopping Center/Business Park) Properties	15	15		The minimum clearance to grade shall be eight (8) feet as measured from the lowest part of the sign. The maximum height shall not exceed fifteen (15) feet above the grade immediately below the projecting sign.	1 per tenant	
Ground	Single-Tenant Properties	+75% of Sign Face	32 + 1' per additional 2' of setback, up to 50	10	7	1	
	Multi-Tenant (Shopping Center/Business Park) Properties	+75% of Sign Face	50 + 1' per additional 2' of setback, up to 100	10	7	1 (or 1 monument sign) per entrance	
Pedestal	Single-Tenant Properties	+85% of Sign Face	32 + 1' per additional 2' of setback, up to 50	10	30	1	
	Multi-Tenant (Shopping Center/Business Park) Properties	+85% of Sign Face	50 + 1' per additional 2' of setback, up to 100	10	30	1	
Monument	Single-Tenant Properties	60	60	10	7	1 (or 1 ground sign)	
	Multi-Tenant (Shopping Center/Business Park) Properties	60	60	10	7	1 (or 1 ground sign) per entrance	
P-1/PR							
Wall	Single-Tenant Properties	+15% of Sign Face	50 (or 85% of façade frontage, whichever is greater)		A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.	1	A wall sign may be located on the outermost wall of the principal building, but shall not project more than ten (10) inches from the wall to which the sign is to be affixed.
	Multi-Tenant (Institutional/Recreational Complex) Properties	+15% of Sign Face	50 (or 85% of façade frontage, whichever is greater)		A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.	1 per tenant plus 1 per building side facing traffic	A wall sign may be located on the outermost wall of the principal building, but shall not project more than ten (10) inches from the wall to which the sign is to be affixed. The wall sign shall not be located any closer than 4 feet to the tenant's wall line. This 4 feet clear zone shall apply to each end of the wall sign. Therefore multi-tenant facades will have eight (8) feet of clear zone between tenant wall signs.
Projecting	Single-Tenant Properties	15	15		The minimum clearance to grade shall be eight (8) feet as measured from the lowest part of the sign. The maximum height shall not exceed fifteen (15) feet above the grade immediately below the projecting sign.	1	

Table 11.5.1

Permanent Signs by Zoning District	Development Type	Allowable Sign Area (Sq. Ft.)	Allowable Sign Face Area (Sq. Ft.)	Minimum Setback (Feet)	Maximum Height (Feet)	Maximum Number	Additional Requirements
	Multi-Tenant (Institutional/Recreational Complex) Properties	15	15		The minimum clearance to grade shall be eight (8) feet as measured from the lowest part of the sign. The maximum height shall not exceed fifteen (15) feet above the grade immediately below the projecting sign.	1 per tenant	
Ground	Single-Tenant Properties	+75% of Sign Face	32 + 1' per additional 2' of setback, up to 50	10	10	1	
	Multi-Tenant (Institutional/Recreational Complex) Properties	+75% of Sign Face	50 + 1' per additional 2' of setback, up to 100	10	10	1 (or 1 monument sign) per entrance	
Monument	Single-Tenant Properties	60	60	10	7	1 (or 1 ground sign)	
	Multi-Tenant (Institutional/Recreational Complex) Properties	60	60	10	7	1 (or 1 ground sign) per entrance	

The Zoning Administrator may allow for a 20% change in any standard for any sign, or allow for additional signs, provided additional landscaping area of equal size to the additional sign(s) face area(s) to be added is installed on the business site. The landscaped area shall be 70% covered in decorative vegetation, 50% of which shall be evergreen. The landscaped area shall be bordered by an acceptable surround and shall be used to enhance the view of the property from any public right-of-way, at the Zoning Administrator's discretion. The landscaped area shall be in addition to and shall be maintained in the same manner as all other landscaping on the site and shall conform to any permit-specific and other Town regulations. Should additional landscape area not be feasible, a 3 foot high brick wall with coping shall be installed in the parking landscaping or perimeter buffer with a linear feet equal to the additional sign face area(s). Where site landscaping or screen walls are not possible, a 10% change in standards and one additional wall sign may be allowed at the Zoning Administrator's discretion and requirements.

Table 11.5.1