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3 ORDINANCE BY THE RACINE COUNTY ECONOMIC DEVELOPMENT AND LAND USE  
4 PLANNING COMMITTEE TO REPEAL & RE-CREATE SECTION 20-1 DEFINITIONS  
5 (CHANGEABLE COPY SIGN & TRAVELING MESSAGE SIGN) & SECTION 20-1358  
6 EXISTING SIGNS, CREATE SECTION 20-1041(j), (k) & (l) BILLBOARDS &  
7 AMEND SECTION 20-1401(e) BILLBOARDS, OF CHAPTER 20, ZONING, RACINE  
8 COUNTY CODE OF ORDINANCES  
9

10 To the Honorable Members of the Racine County Board of Supervisors:

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12 AN ORDINANCE TO AMEND that Certain Ordinance Entitled RACINE COUNTY  
13 ZONING ORDINANCE adopted December 2, 1969, found on pages 185 to  
14 232 of the OFFICIAL PROCEEDINGS OF THE RACINE COUNTY BOARD OF  
15 SUPERVISORS FOR THE YEAR 1969 as recodified May 28, 1991, by  
16 Ordinance 91-196.  
17

18 The Racine County Board of Supervisors ordains as follows:

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20 REPEAL & RE-CREATE THE DEFINITIONS OF CHANGEABLE COPY SIGN &  
21 TRAVELING MESSAGE SIGN to read as follows:  
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23 *Changeable copy sign* shall mean a sign or portion thereof with  
24 characters, letters, or illustrations that can be changed or  
25 rearranged without altering the face or the surface of the sign not  
26 more than once every eight (8) seconds or the minimum standards set  
27 by the Federal Highway Administration, whichever is longer. Each  
28 change of message shall be accomplished in one second or less. A  
29 sign on which the only copy that changes is an electronic or  
30 mechanical indication of time, date, or temperature is considered a  
31 "time and temperature" portion of a sign and not a changeable copy  
32 sign or traveling message sign.  
33

34 *Traveling message sign* shall mean any characters, letters, or  
35 illustrations (see changeable copy sign) that appear to move,  
36 change, or flash on a sign more than once every eight (8) seconds  
37 or the minimum standards set by the Federal Highway Administration,  
38 whichever is longer, excluding a "time and temperature" portion of  
39 a sign.  
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41 REPEAL & RE-CREATE SECTION 20-1358 EXISTING SIGNS to read as  
42 follows:  
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44 (a) Signs (including billboards) lawfully existing at the time  
45 of the adoption or amendment of this article may be continued,  
46 although the use, size, height, or location does not conform to the  
47 provisions of this article. However, they are deemed a  
48 nonconforming use or structure and the provisions of section 20-186  
49 et. seq. apply. Notwithstanding section 20-186, et. seq., Planning  
50 & Development Department staff is authorized to issue a zoning  
51 permit for conversion of an existing nonconforming sign from static  
52 to digital display, even if the costs of conversion exceed fifty  
53 (50) percent of the equalized assessed value, as long as the sign  
54 meets the requirements of this article, and does not otherwise  
55 become more nonconforming in its overall size, location or height.

2  
3 A conversion from static to digital display that increases the  
4 nonconformity of the overall size, location or height of an  
5 existing nonconforming sign will require approval via the site plan  
6 review process or a petition for a variance to the Zoning Board of  
7 Adjustment.

8  
9 (b) Except as provided in (a), a sign loses its legal  
10 nonconforming status if the overall size, design, structure,  
11 location or height of the sign is altered in any way that makes the  
12 sign less in compliance with requirements of this article than it  
13 was before alteration.

14  
15 (c) Notwithstanding subsection 20-1357(f), a zoning permit  
16 will be required for any structural alteration, addition, or repair  
17 to a legal nonconforming sign.

18 (Ord. No. 2004-190, 3-8-05)

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20  
21 CREATE SECTION 20-1041(j), (k) & (l) BILLBOARDS to read as  
22 follows:

23  
24 (j) No off-premise changeable copy sign may be located within  
25 four hundred (400) feet of any "R-zoned" residential district from  
26 which the sign face is visible. The distance must be calculated as  
27 the shortest measurable distance between the nearest point of the  
28 sign to the edge of the residential zoning district, in a straight  
29 line and without regard to intervening structures.

30  
31 (k) Nuisance light on residential properties is prohibited.  
32 Spill light is considered a nuisance when measurement in the  
33 nearest habitable area of the residential property at the location  
34 where the alleged nuisance occurs reveals that such light produces  
35 0.2 foot-candles or more measured perpendicular to the ground at  
36 approximately four (4) feet from the ground at which the  
37 measurement is taken.

38  
39 (l) The required light standard during daylight hours is five  
40 thousand (5,000) NITs (candelas per square meter), and five hundred  
41 (500) NITs (candelas per square meter) between dusk and dawn or the  
42 minimum standards set by the Federal Highway Administration,  
43 whichever is more restrictive.

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45  
46 AMEND SECTION 20-1041(e) BILLBOARDS to read as follows:

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48 (e) Illuminated billboards shall be erected or maintained so  
49 that the beams or rays of light are effectively shielded so as not  
50 to cause glare or impair the vision of the driver of any motor  
51 vehicle and while changeable copy signs are allowed, they shall  
52 contain no flashing, intermittent or moving lights.

4 The Racine County Clerk is directed to transmit duplicate copies of  
5 this ordinance by registered mail to all affected Town Clerks  
6 within seven (7) days after this ordinance is adopted.

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8 Respectfully submitted,  
9 ECONOMIC DEVELOPMENT & LAND USE PLANNING COMMITTEE

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14 Robert D. Grove, Chair

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17 \_\_\_\_\_  
18 Mark M. Gleason, Vice Chair

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20  
21 \_\_\_\_\_  
22 Daniel F. Sharkozy, Secretary

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24  
25 \_\_\_\_\_  
26 Q. A. Shakoor, II

27  
28  
29 \_\_\_\_\_  
30 Thomas Pringle

31  
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33 \_\_\_\_\_  
34 Kenneth Hall

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37 \_\_\_\_\_  
38 John A. Wisch

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41 VOTE REQUIRED: MAJORITY

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44 BOARD ACTION:

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47 1st Reading \_\_\_\_\_

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50 Adopted \_\_\_\_\_

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52  
53 2nd Reading \_\_\_\_\_

54 For \_\_\_\_\_

55 Against \_\_\_\_\_

56 Absent \_\_\_\_\_

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58 The Certificate of Publication, in compliance with State Statutes,  
59 is available at Racine County Planning.

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61 FISCAL NOTE - NOT APPLICABLE  
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