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3 ORDINANCE BY THE RACINE COUNTY ECONOMIC DEVELOPMENT AND LAND USE  
4 PLANNING COMMITTEE REPEALING AND RE-CREATING ARTICLE IX. SIGNS AND  
5 AMENDING SECTION 20-1. DEFINITIONS AND SECTION 20-1401(b), CHAPTER  
6 20, ZONING, RACINE COUNTY CODE OF ORDINANCES  
7

8 To the Honorable Members of the Racine County Board of Supervisors:  
9

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

16 The Racine County Board of Supervisors ordains as follows:  
17 Amend the Racine County Ordinance as follows:  
18

19 REPEAL AND RE-CREATE ARTICLE IX. SIGNS, EXCEPT FOR SECTION 20-  
20 1401.BILLBOARDS AS FOLLOWS:  
21

22 ARTICLE IX. SIGNS  
23 DIVISION 1. GENERALLY  
24

25 Sec. 20-1356. Purpose

26 This Article regulates all signs in Racine County that  
27 are readable/visible from the street right-of-way, public  
28 facilities, trails open to the public, and navigable waterways.  
29 Racine County has a tradition and reputation as a community with a  
30 rich mix of land uses that blend into a landscape of high aesthetic  
31 quality. Depending on their size, number, and character, signs may  
32 attract or repel visitors, affect the visual quality enjoyed daily  
33 by residents, affect the safety of vehicular traffic, and define  
34 the character of the area. Thus aesthetic considerations impact  
35 economic values as well as public health, safety, and welfare.  
36 Therefore, this Article sets standards for the following purposes:

- 37 (1) Maintain and enhance the visual quality (aesthetics) of  
38 the community;
- 39 (2) Enhance the pedestrian environment and improve pedestrian  
40 and motorist safety by minimizing distractions and  
41 obstacles to clear views of the street and of directional  
42 or warning signs;
- 43 (3) Protect and enhance economic viability by assuring that  
44 Racine County will be a visually pleasant place to visit  
45 or live;
- 46 (4) Protect property values and private/public investments  
47 in property;
- 48 (5) Protect views of the natural landscape and sky;
- 49 (6) Avoid personal injury and property damage from  
50 structurally unsafe signs;

- 1 (7) Provide businesses with effective and efficient  
2 opportunities for identification by reducing competing  
3 demands for visual attention.  
4 (8) Create attractive gateways and enhance the image of the  
5 community.  
6

7 Sec. 20-1357. General restrictions.

8 (a) All signs are prohibited in any zoning district, except as  
9 provided in Sections 20-1380, 20-1381, 20-1401, 20-1402, 20-1403,  
10 20-1404, 20-1405, 20-1406, and 20-1407.

11 (b) Only those signs allowed under Sections 20-1380, 20-1381,  
12 20-1402, 20-1405, 20-1406, and 20-1407 are permitted to face a  
13 residential or park district within one hundred (100) feet of such  
14 district boundary.

15 (c) No sign may be located, erected, moved, reconstructed,  
16 extended, enlarged, converted, or structurally altered in any  
17 conservancy district, SWO district, or any floodplain district  
18 other than the FFO Urban Floodplain Fringe Overlay District.

19 (d) All signs in shoreland areas that are readable to stream  
20 or lake users at any time of the year may not exceed twenty-five  
21 (25) square feet in area on one (1) side or fifty (50) square feet  
22 in area on all sides for any one (1) premises; the sign may not  
23 exceed a height of twenty (20) feet, may not be located closer than  
24 twenty-five (25) feet to any side lot lines, and may not be located  
25 closer than seventy-five (75) feet to the ordinary high water mark  
26 of any navigable water body, unless Sec. 20-1380(h) applies.

27 (e) Sign designs should be compatible with the fundamental  
28 components, composition, and character of the buildings on which  
29 they are mounted.

30 (f) No sign may be located, erected, moved, reconstructed,  
31 extended, enlarged, converted, or structurally altered without a  
32 zoning permit, except as provided herein and except for normal  
33 maintenance and repair, and without being in conformity with the  
34 provisions of this Article.

35 (g) The following items are prohibited:

36 (1) Beacons, streamers, pennants, pinwheels, strings of  
37 lights not permanently mounted to a rigid background, and  
38 inflatable signs and tethered balloons, except as may be  
39 allowed under Section 20-1380 (l), (n), and (q) and  
40 Section 20-1404.

41 (2) Parking any vehicle, trailer, farm wagon, or equipment to  
42 be readable from a street right-of-way, that has attached  
43 thereto or located thereon any sign or advertising device  
44 for the purpose of providing advertisement of a product  
45 or directing people to a business or activity. This  
46 provision shall not prohibit signs attached to a vehicle,  
47

49  
50 trailer, farm wagon, or equipment if the sign is  
51 incidental to the primary use of the vehicle, trailer,  
52 farm wagon, or equipment; nor shall this provision

1 prohibit any official signs in the street right-of-way  
2 regulated by the federal, state, county, or local  
3 government.

- 4 (3) Signs that revolve, are animated, or have moving parts,  
5 or signs that contain, include, or are illuminated by  
6 flashing or moving lights, have a display that may appear  
7 to grow, melt, x-ray, up- or down-scroll, write-on  
8 travel, inverse, roll, twinkle, snow, or present  
9 pictorials or other animation, or are externally  
10 illuminated other than by white lights. This section  
11 shall not prohibit changeable copy signs and time and  
12 temperature signs with displays that are steady in nature  
13 and that are otherwise allowed an intermittent change of  
14 display as authorized under this Article.
- 15 (4) Signs that resemble, imitate, or approximate the shape,  
16 size, form, location, or color of railroad or traffic  
17 signs, signals, or devices.
- 18 (5) Signs that interfere with the effectiveness of railroad  
19 or traffic signs, signals, or devices. Signs that  
20 obstruct or interfere with traffic visibility by blocking  
21 sight lines for streets, sidewalks, or driveways, or are  
22 lighted in such a way as to cause glare or impair driver  
23 visibility upon public ways.
- 24 (6) Signs that are located in a vision corner or vision  
25 triangle unless in compliance with Section 20-1086.
- 26 (7) Signs that prevent free ingress to or egress from any  
27 door or window, or any other way required by the local  
28 building or fire codes.
- 29 (8) Signs that contain characters, cartoons, statements,  
30 works or pictures of an obscene nature that are deemed to  
31 be obscene material as described in §944.21(2)(c).

32  
33 Sec. 20-1358. Existing signs.

34 (a) Signs lawfully existing at the time of the adoption or  
35 amendment of this Article may be continued, although the use, size,  
36 height, or location does not conform to the provisions of this  
37 Article. However, they are deemed a nonconforming use or structure  
38 and the provisions of Section 20-186 et. seq. apply.

39 (b) A sign loses its legal nonconforming status if the size,  
40 design, or structure of the sign is altered in any way that makes  
41 the sign less in compliance with requirements of this Article than  
42 it was before alteration.

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47 (c) Notwithstanding Section 20-1357 (f), a zoning permit will  
48 be required for any structural alteration, addition, or repair to a  
49 legal nonconforming sign.

50  
51 Sec. 20-1359. Obsolete signs.

52 Upon vacating a commercial, industrial, agricultural, or

1 institutional establishment, obsolete signs must be removed within  
2 sixty (60) days, or for wall signs, may be painted out to match the  
3 building's exterior color, by the owner, agent, or person having  
4 the beneficial use of the property, building, or structure upon  
5 which such signs may be found.

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7 Secs. 20-1360 — 20-1379. Reserved.

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9 DIVISION 2. ADMINISTRATION

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11 Sec. 20-1380. Signs for which no permit is required — all zoning  
12 districts.

13 The following signs may be located in any zoning district  
14 without a permit and subject to the conditions herein specified:

15 (a) Nameplates not over two (2) square feet in area, provided  
16 the same is limited to one (1) for each premises, tenant, or family  
17 and the same is located at least five (5) feet from the outer  
18 limits of the street right-of-way and lot lines (see Section 20-  
19 1015 (b) (3) for additional provisions regarding home occupation  
20 nameplates).

21 (b) Real estate signs that advertise the sale, lease, or  
22 rental of the structure(s) and/or property upon which said signs  
23 are temporarily located are permitted on all properties advertised  
24 for sale, lease, or rent. Such real estate signs are not to exceed  
25 nine (9) square feet in area on one (1) side and eighteen (18)  
26 square feet in area on all sides in a residential ("R") district,  
27 or thirty-two (32) square feet in area on one (1) side and sixty-  
28 four (64) square feet in area on all sides in other districts.  
29 These signs shall be removed within thirty (30) days following  
30 sale, lease, or occupancy. Real estate signs may be located not  
31 closer than ten (10) feet to any street right-of-way, nor closer  
32 than ten (10) feet to a side or rear lot line, except where Section  
33 20-1357 supersedes this requirement. Only one (1) such sign is  
34 permitted per street frontage and no sign may exceed a height of  
35 twenty (20) feet.

36 (c) Off-premises signs directing the public to governmental,  
37 cultural, religious, or charitable institutions not to exceed  
38 twelve (12) square feet in area on one (1) side and twenty-four  
39 square feet in area on all sides, providing such signs are located  
40 at least fifteen (15) feet from the outer limits of the street  
41 right-of-way or a side or rear lot line, and at least one hundred

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44 (100) feet from any street right-of way intersection. Each  
45 institution erecting such a sign is limited to three (3) in number,  
46 under this section. Such signs are limited to a maximum height of  
47 ten (10) feet.

48 (d) Legal signs such as "No Hunting" and "No Trespassing"  
49 signs provided the sign does not encroach upon any street right-of-  
50 way and is not over two (2) square feet in area.

51 (e) Names of federal, state, county, municipal, and  
52 historical buildings, and date of erection when cut into any

1 masonry surface or when constructed of metal and affixed flat  
2 against a structure.

3 (f) Property address numbers assigned by the town and/or  
4 Racine County and of a design approved by the town, that are  
5 required to be placed on every principal structure or as designated  
6 by the town in clear view from the street on which the address is  
7 assigned.

8 (g) Signs not readable beyond the boundaries of the lot or  
9 parcel upon which they are situated and not readable from any  
10 street right-of-way or which are intended solely for providing  
11 information to parties on-site.

12 (h) Miscellaneous traffic and other official signs of any  
13 public or governmental agency, such as railroad crossing signs,  
14 trespassing signs, signs indicating danger, or signs used as aids  
15 to service or safety including water dependent informational signs  
16 with public health, safety or regulatory information that are no  
17 larger than necessary to accommodate the information that needs to  
18 be displayed.

19 (i) Any identification or display of any official court or  
20 public office, notices thereof, or any flag, emblem, or insignia of  
21 a nation, federal, state, county, or other governmental unit or  
22 school.

23 (j) Any sign that is located completely within an enclosed  
24 building and such sign is not readable from outside the building.

25 (k) Tablets, grave markers, headstones, statuary, or  
26 monuments of persons or events that are noncommercial in nature.

27 (l) Temporary signs, not over four (4) square feet in area  
28 and not more than five (5) feet in height, for events sponsored by  
29 non-profit organizations or for a non-profit charitable event.  
30 Such signs must be located at least five (5) feet from the outer  
31 limits of the street right-of-way and ten (10) feet from a side or  
32 rear lot line, and may be erected thirty (30) days prior to the  
33 event, and must be removed within three (3) days after the event.

34 (m) Works of art with no commercial message.

35 (n) Temporary holiday decorations or displays with no  
36 commercial message.

40  
41 (o) Signs on a truck, bus, trailer, or other vehicle  
42 incidental to the use of such vehicle while operated in the normal  
43 course of a business. See Section 20-1357(g) (2).

44 (p) Recreational, informational, and directional signs within  
45 a federal, state, or municipal park or cemetery, which are not  
46 readable from external streets.

47 (q) Temporary political signs that promote a particular  
48 candidate or candidates for a particular election may be erected  
49 during an election campaign period if in compliance with Sec. 20-  
50 1357(g) (3)-(7) and §12.04. The person or organization responsible  
51 for the erection or distribution of any such signs, or the owner or  
52 owner's agent of the property upon which such signs may be located,

1 shall be responsible for the proper erection or removal of said  
2 signs. Such signs are also subject to the conditions herein  
3 specified:

4 (1) Signs erected on residential property must be located  
5 behind the outer limits of the street right-of-way line.

6 (2) Signs not located on residential property shall not  
7 exceed sixteen (16) square feet in sign area on one (1)  
8 side and thirty-two (32) square feet in area on all  
9 sides. A maximum of four (4) such signs may be placed on  
10 a zoning lot. Such signs must be behind the outer limits  
11 of the street right-of-way and be more than fifty (50)  
12 feet from any street right-of-way intersection.

13 (r) On-premises directional signs such as "Enter", "Exit",  
14 and "Do Not Enter" signs, when the principal purpose of the sign is  
15 traffic control, the sign does not exceed twelve (12) square feet  
16 in area on one side and twenty four (24) square feet on all sides,  
17 the sign height is five (5) feet or less, and the sign is set back  
18 at least ten (10) feet from any property line or outer limits of  
19 the street right-of-way line. The number of signs on one (1)  
20 premises shall be limited to the number necessary to safely direct  
21 traffic into the specific site.

22 (s) Temporary private sale signs advertising occasional  
23 noncommercial sales of personal property such as "house sales",  
24 "garage sales", "rummage sales", and the like.

25 (t) Construction signs erected on the premises where  
26 construction is taking place, during the period of such  
27 construction, indicating the names of the architects, engineers,  
28 landscape architects, contractors, or similar artisans, and the  
29 owners, financial supporters, sponsors, and similar individuals or  
30 firms having a role or interest with respect to the structure or  
31 project. Such signs are subject to the dimensional and locational  
32 standards or Sec. 20-1403(d) Ground Signs.

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38 Sec. 20-1381. Signs for which no permits are required -  
39 agricultural, resource conservation, and park  
40 districts.

41 The following signs may be located in all agricultural,  
42 resource conservation, and park districts without a permit and  
43 subject to the conditions herein specified:

44 (a) On-premises or off-premises recreational directory signs  
45 not to exceed two (2) in number, indicating the direction and/or  
46 distance to a specific cottage, resort, residence, or recreation  
47 facility that is located within an agricultural, resource  
48 conservation or park district, not to exceed twelve (12) square  
49 feet in display area on one (1) side and twenty-four (24) square  
50 feet on all sides, five (5) feet in height and no closer than ten  
51 (10) feet to any right-of-way or property line.

52 (b) Signs over show windows or doors of a nonconforming

1 business establishment not to exceed two (2) in number announcing,  
2 without display or elaboration, only the name and occupation of the  
3 proprietor and not to exceed a total of twenty (20) square feet in  
4 area for all signs, and twenty (20) feet in height.

5 (c) Name, occupation, and warning signs not to exceed two  
6 (2) square feet located on the premises.

7 (d) On-premises agricultural homestead signs, where the  
8 principal purpose of the sign is to identify the name and address  
9 of a farm operation and/or date of establishment, which may not  
10 exceed twenty-four (24) square feet in area on one (1) side and  
11 forty-eight (48) square feet in area on all sides, limited to one  
12 (1) sign for any one (1) farm, and such signs are located at least  
13 ten (10) feet from the outer limits of the street right-of-way or  
14 any property line, and such signs do not exceed ten (10) feet in  
15 height. Such signs may be exempt from the aforementioned height  
16 limit if painted upon the wall of an accessory structure. The size  
17 of such wall signs may exceed twenty-four (24) square feet if done  
18 in an aesthetically pleasing manner that is approved through a site  
19 plan review by the Racine County Economic Development and Land Use  
20 Planning Committee.

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22 Sec. 20-1382. Sign permit.

23 Notwithstanding Section 20-81, a zoning permit application for  
24 a sign must be submitted to the Racine County zoning administrator  
25 on forms provided by the zoning administrator. The zoning permit  
26 application must contain or have attached thereto at least the  
27 following information:

28 (a) Applicant's name, address, and telephone number.

29 (b) Location of building, structure, or lot to which or upon  
30 which the sign is to be located.

31 (c) Name of person, firm, corporation, or association  
32 erecting the sign.

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34  
35 (d) Written consent of the owner or lessee of the building,  
36 structure, or land to or upon which the sign is to be located.  
37 Owner or lessee's signature on the zoning permit application is  
38 considered written consent. The signature of an owner's  
39 representative or agent is acceptable provided a letter of agency  
40 is on file with Racine County.

41 (e) A drawing of such sign indicating the materials to be used,  
42 the type of illumination, if any, and the method of construction and  
43 attachment. Said drawing must be drawn at a scale no smaller than  
44 one-tenth (1/10) inch equals one (1) foot or dimensions must be shown  
45 on the drawing.

46 (f) A drawing indicating the location and position of such  
47 sign in relation to nearby buildings, structures, and lot lines.  
48 Said drawing must include the sign's height above finished yard  
49 grade. Said drawing must be at a scale no smaller than one (1)  
50 inch equals fifty (50) feet or dimensions must be shown on the  
51 drawing.

52 (g) Signs requiring State or Federal approval must provide a

1 copy of such approval with the sign permit application.

2 (h) Additional information as may be required by the zoning  
3 administrator, the Economic Development and Land Use Planning  
4 Committee, or the Board of Adjustment.

5  
6 Secs. 20-1383 - 20-1400. Reserved

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8 DIVISION 3. SPECIFIC SIGN REGULATIONS

9  
10 Sec. 20-1401.

11 This Section is to remain unchanged.

12  
13 Sec. 20-1402. On-premises signs permitted in all residential  
14 districts with a permit.

15 The following signs may be located in any residential district  
16 and are subject to the conditions herein specified:

17 (a) Single-family, two-family, and multi-family permanent  
18 residential development signs not to exceed forty-eight (48) square  
19 feet in area on one (1) side and ninety-six (96) square feet in  
20 area on all sides, that are located at entrances to subdivisions or  
21 developments or along abutting streets or highways, identifying  
22 residential complexes or displaying the property addresses. Said  
23 signs must be located on an outlot, permanent easement, or other  
24 common area and they must be located not closer than fifteen (15)  
25 feet to any street right-of-way, nor closer than ten (10) feet to  
26 any side or rear lot line. Such signs may not exceed twelve (12)  
27 feet in height. No more than two (2) such signs are permitted for  
28 any one (1) subdivision or development.

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31 (b) Temporary development signs for the purpose of  
32 designating a new building or development or for promotion of a  
33 subdivision may be permitted for a period up to two (2) years, and  
34 extensions may be granted for a period not to exceed five (5) years  
35 total. Signs may not exceed forty-eight (48) square feet in area  
36 on one (1) side and ninety-six (96) square feet in area on all  
37 sides; may not exceed twelve (12) feet in height, and must be  
38 located not closer than fifteen (15) feet from any street right-of-  
39 way and seventy-five (75) feet from any street right-of-way  
40 intersection, nor closer than ten (10) feet to any side or rear lot  
41 line. Only one (1) such sign is permitted per street frontage.

42  
43 Sec. 20-1403. On-premises signs permitted in all business and  
44 industrial districts with a permit.

45 The following signs may be located in all business and  
46 industrial districts, except for adult establishments, subject to  
47 the conditions herein specified:

48 (a) Wall signs placed against the exterior walls of buildings  
49 may not extend more than twelve (12) inches outside of a building's  
50 wall surface may not exceed thirty (30) feet in height, and may not  
51 extend above the roof line of a flat roof, or the eave line of a  
52 building with a gambrel, gable, dome, or hip roof or the deckline



1 of a building with a mansard roof. Total area of all wall signs  
2 may not exceed five hundred (500) square feet in area for any one  
3 (1) premises; except that in multi-tenant shopping centers, the  
4 anchor tenant(s) may each have five hundred (500) square feet of  
5 allowable sign area and the total area of all individual wall signs  
6 for non-anchor businesses within such multi-tenant structures shall  
7 not exceed fifty (50) square feet per tenant. An anchor tenant is  
8 defined as the major store or stores within a shopping center  
9 exceeding forty thousand (40,000) square feet in total floor area.

10  
11 (b) Projecting signs fastened to, suspended from, or  
12 supported by structures may not extend more than six (6) feet from  
13 said structure; may not be less than ten (10) feet from all lot  
14 lines; may not exceed a height of twenty (20) feet; and the bottom  
15 of the sign may not be less than twelve (12) feet above the  
16 sidewalk or fifteen (15) feet above a driveway or an alley. Total  
17 area of all projecting signs may not exceed one hundred (100)  
18 square feet in area for any one (1) premises, regardless of the  
19 number of projecting signs on the site.

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27 (c) Marquee, awning, and canopy signs affixed flat to the  
28 surface of a marquee, awning, or canopy are permitted provided that  
29 the signs do not extend vertically or horizontally beyond the  
30 limits of such marquee, awning, or canopy. A marquee, awning, or  
31 canopy for a shopping center may not extend beyond a point one (1)  
32 foot back from the vertical plane formed by the curblin in the  
33 shopping center. No marquee, awning, or canopy may project into a  
34 required street yard, side yard, or rear yard, unless such  
35 structure already exists as an existing legal nonconforming  
36 structure or was approved by variance by the Board of Adjustment  
37 and such sign does not increase the dimensional nonconformity. A  
38 name sign not exceeding two (2) square feet in area located  
39 immediately in front of the entrance to an establishment may be  
40 suspended from a marquee, awning, or canopy provided that the  
41 bottom of the name sign is at least twelve (12) feet above the  
42 sidewalk or fifteen (15) feet above a driveway or alley. Total  
43 area of all marquee, awning, or canopy signs may not exceed sixty  
44 (60) square feet in area for any one (1) premises.

45 (d) Ground signs may not exceed fifteen (15) feet in height  
46 and may not exceed one hundred (100) square feet on one (1) side or  
47 two hundred (200) square feet on all sides for any one (1)  
48 premises. Ground signs must be located not closer than fifteen  
49 (15) feet to a street right-of-way or closer than ten (10) feet to  
50 a side or rear lot line.

51 (e) Pole signs may not exceed a height of twenty (20) feet;  
52 the bottom of the sign may not be less than twelve (12) feet above

1 the lot grade; may not exceed two hundred (200) square feet on one  
2 (1) side or four hundred (400) square feet on all sides for any one  
3 (1) premises. Pole signs must be located not closer than twenty-  
4 five (25) feet from a street right-of-way or closer than twenty  
5 (20) feet to a side or rear lot line. The area of signs may be  
6 increased to a total of three hundred (300) square feet on one (1)  
7 side and six hundred (600) square feet on all sides if the sign is  
8 within one hundred (100) feet of the right-of-way of an Interstate  
9 freeway and is designed and located to be read from the Interstate  
10 freeway. One (1) pole sign within one hundred (100) feet of the  
11 right-of-way of an Interstate freeway may be up to thirty-five (35)  
12 feet in height.

13 (f) Roof signs may not exceed ten (10) feet in height above  
14 the roof; may not extend horizontally beyond the wall of the roof  
15 to which they are attached; may not exceed height requirements for  
16 the district in which they are located; and may not exceed three  
17 hundred (300) square feet in area on all sides for any one (1)  
18 premises.

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23 (g) Time and/or temperature devices and/or changeable copy  
24 signs may be erected as wall signs, projecting signs, ground signs,  
25 canopy signs, or pole signs and must meet the requirements  
26 attendant to those sign types. Notwithstanding the provisions of  
27 Section 20-1357(g)(3), time and/or temperature devices may change  
28 their copy not more than once every four (4) seconds.

29 (h) Window signs, except for painted signs and decals, that  
30 may be placed on the outside of the glass, may be placed only on  
31 the inside of buildings and only in first floor windows/doors. No  
32 permit is required for window signs that are not readable from the  
33 street right-of-way. The total area of all window signs requiring  
34 a permit shall not cover more than twenty (20) percent of the total  
35 window area or door window area to which they are applied, or one  
36 hundred (100) square feet, whichever is less.

37 (i) Signs on any one (1) site are further limited as follows:

38 (1) Shopping centers and multi-tenant buildings may provide  
39 one (1) ground or pole sign for each street frontage.  
40 Such facilities may also provide one (1) wall sign or one  
41 (1) canopy sign for each business in the building.

42 (2) Gasoline stations, service stations, convenience stores  
43 with pumps, or any combination thereof may provide one  
44 (1) ground sign and one (1) pole sign. Wall signs and  
45 canopy signs may also be provided subject to total square  
46 footage limitations. Signs advertising incidental  
47 products for sale that are window signs or located on the  
48 gasoline pumps, and are not readable from the street  
49 right-of-way, will not require permits or be regulated in  
50 number.

51 (3) For all other uses, total signs are limited to two (2)  
52 signs per street frontage.

- 1 (4) Window signs are not subject to the limitation on number  
2 of signs. However, such signs may not occupy more than  
3 twenty (20) percent of the total window area or one  
4 hundred (100) square feet, whichever is less.  
5 (5) The total of all signs that require permits that are  
6 erected or placed on any one (1) premises may not exceed  
7 twelve hundred (1,200) square feet in total display area,  
8 except for multi-tenant shopping centers, which will be  
9 allowed an additional 500 square feet of display area for  
10 each anchor store beyond the first one, under Section 20-  
11 1403(a).  
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- 18  
19 (6) As an alternative to limitations in subsections (1), (2),  
20 (3), and (5) above, the parcel owner may submit a master  
21 sign plan to the Racine County Economic Development and  
22 Land Use Planning Committee for review and approval.  
23 This master sign plan must indicate the type,  
24 construction, location, and height of each proposed sign  
25 on the site. Approval of the master sign plan is  
26 required before issuance of the first sign permit for the  
27 property. After approval of a master sign plan, no sign  
28 shall be erected, placed, painted, or maintained, except  
29 in conformance with such plan, and such plan may be  
30 enforced in the same way as any provision of this  
31 Chapter. In cases of any conflict between the provision  
32 of such a plan and any other provisions of this Chapter,  
33 the Chapter shall control.

34 (j) Any sign authorized in this Chapter is allowed to contain  
35 non-commercial copy in lieu of any other copy.  
36

37 Sec. 20-1404. On premises temporary signs with a permit.

38 (a) A permit is required for temporary signs, including  
39 portable signs and banners, and such signs must conform to all  
40 regulations of this Section. These provisions do not apply to  
41 Sections 20-1380(1), (n) & (s), Section 20-1402(b), and Section 20-  
42 1407(a).

43 (b) Such signs for on-premises advertising purposes are  
44 allowed in any business or industrial district provided that such  
45 signs will not be located closer than fifteen (15) feet to any  
46 street right-of-way, will not be located closer than ten (10) feet  
47 to an adjacent property line, will not exceed twenty (20) feet in  
48 height {six (6) feet for a portable sign}, will not cause a hazard  
49 to traffic or adjoining properties, will not exceed thirty-two (32)  
50 square feet in area on one (1) side nor sixty-four (64) square feet  
51 in area on all sides for any one (1) premises.

52 (c) Such signs for events sponsored by non-profit

1 organizations or for a non-profit charitable event may be permitted  
2 in any district. The permit application must specify the time that  
3 the non-profit organization's sign(s) may be in place. The  
4 requirements of subsection (b) above apply.

5 (d) The application for a temporary sign permit must state  
6 who is responsible for the removal of the sign and must include  
7 that person's address and telephone number. Such permit authorizing  
8 any temporary sign may not exceed thirty (30) days in a calendar  
9 year and the sign may not remain more than three (3) days after the  
10 expiration of the permit. Only one (1) such permit may be issued  
11 per premises per year.

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14  
15 (e) The above provisions do not apply to adult  
16 establishments.

17  
18 Sec. 20-1405. On premises signs permitted in park and resource  
19 conservation districts with a permit.

20 (a) Public and private institutional and park name signs  
21 shall be permitted in the P-1, P-2, C-1, and C-2 districts with a  
22 permit. Such signs may be erected as wall signs, projecting signs,  
23 ground signs, or pole signs and shall meet the requirements under  
24 Section 20-1403.

25 (b) Cluster residential developments in the C-2 district may  
26 have permanent residential development signs pursuant to the  
27 provisions of Section 20-1402 (a).

28  
29 Sec. 20-1406. Institutional signs with a permit.

30 Institutional signs in any zoning district, except for signs  
31 in zoning districts regulated by Section 20-1405, for all private  
32 and public institutions having governmental, educational,  
33 religious, or social purpose, including State-licensed community  
34 based residential facilities, must be located on the same premises  
35 as the institution and may be displayed after obtaining a zoning  
36 permit, subject to the following restrictions:

37 (a) Projecting signs may not project further than four (4)  
38 feet into any required yard, except that no such projection is  
39 allowed into the shore yard. Roof, wall, or projecting signs may  
40 not exceed thirty-two (32) square feet in area for one (1) side and  
41 sixty-four (64) square feet in area on all sides, may not exceed  
42 the height requirement of the district, and the number of signs may  
43 not exceed two (2) signs per street frontage.

44 (b) Ground signs must be located not less than fifteen (15)  
45 feet from the street right-of-way line, nor closer to the rear or  
46 side yard line than ten (10) feet. Such institutional ground signs  
47 may not at any point exceed fifteen (15) feet in height. The area  
48 of such sign may not exceed sixty-four (64) square feet on one side  
49 and one hundred twenty-eight (128) square feet in area on all  
50 sides. The number of signs may not exceed two (2) signs per street  
51 frontage.

52

1 Sec. 20-1407. Agricultural signs with a permit.

2 (a) Temporary, non-illuminated, off-premises agricultural  
3 directional signs not to exceed four (4) in number, indicating the  
4 direction and/or distance to an agricultural roadside stand, not to  
5 exceed twelve (12) square feet in display area on one side and  
6 twenty-four (24) square feet in area on all sides, a maximum of  
7 five (5) feet in height, at least ten (10) feet from the outer  
8 limits of the street right-of-way and five (5) feet to any other  
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10  
11 property line. Such signs must be removed within ten (10) days of  
12 discontinuing operation of a roadside stand. Provided the sign(s)  
13 are relocated per the issued permit and the permit holder remains  
14 the same, the issued permit continues to be valid for successive  
15 years.

16 (b) Agricultural signs pertaining to the sale of products  
17 actually grown on the farm or in connection with a roadside stand  
18 not to exceed thirty-two (32) square feet in area on one (1) side  
19 and sixty-four (64) square feet on all sides for no more than two  
20 (2) signs on any one (1) farm, such signs are located at least ten  
21 (10) feet from the outer limits of the street right-of-way or any  
22 property line, such signs do not exceed fifteen (15) feet in  
23 height, and such signs are located on the same premises as the  
24 products for sale.

25 (c) Signs for agricultural businesses approved by conditional  
26 use shall be treated as commercial/industrial signs pursuant to  
27 Section 20-1403 and are also allowed in agriculturally zoned  
28 districts.

29  
30 Sec. 20-1408. Construction and maintenance standards.

31 (a) All signs allowed under Section 20-1401 through Section  
32 20-1407 and Section 20-1381(a) & (d) must be designed and  
33 constructed to withstand wind pressure of not less than forty (40)  
34 pounds per square foot of area and must be constructed to receive  
35 dead loads as required by the town.

36 (b) The temporary occupancy of a sidewalk or street or other  
37 public property during construction, removal, repair, alteration,  
38 or maintenance of a sign is permitted subject to the approval of  
39 the jurisdictional authority, provided that the space occupied is  
40 roped off, fenced off, or otherwise isolated as directed by said  
41 authority.

42 (c) Subject to the provisions of Section 20-1358, the owner  
43 of any sign must keep it in good maintenance and repair which  
44 includes restoring, repainting, or replacing a worn or damaged sign  
45 to its original condition; and must maintain the immediate premises  
46 on which the sign is erected in a clean, sanitary, and inoffensive  
47 condition, free and clear of all obnoxious substances, rubbish,  
48 weeds, and grass.

49 (d) No sign or any part thereof or sign anchor, brace, or  
50 guide rod may be attached, fastened, or anchored to any fire  
51 escape, fire ladder, or standpipe and no such sign or any part of  
52 any such sign or any anchor, brace, or guide rod may be erected,

7 by the local fire department as necessity may require.

8 (e) Upon request of the zoning administrator, it is the  
9 responsibility of the applicant to establish by competent evidence  
10 that the sign meets any above stated standard or requirement.  
11

12 Sec. 20-1409. Measuring signs.

13 (a) In calculating the area of a sign to determine whether it  
14 meets the requirements of this Article, the zoning administrator  
15 must include the sign copy and any border or frame surrounding that  
16 copy. Customary supporting members of a sign will be excluded from  
17 the area calculation. The area of irregularly-shaped signs or of  
18 signs containing two (2) or more detached elements will be  
19 determined by the area of the smallest circle, square, triangle,  
20 rectangle, or combination thereof, that will encompass all elements  
21 of the sign. Where individual letters, words, emblems, symbols,  
22 etc. are affixed to a building, a rectangle around the entire  
23 phrase or sentence will be measured to compute sign area. Where  
24 the sign background is made a different color from the building  
25 such as by painting, the area of different color will be measured.

26 Back-to-back, side-by-side, bottom-on-top, and V-shaped signs  
27 constitute one (1) sign within the meaning of this Article.

28 (b) The sign height shall be computed as the distance from  
29 the base of the sign or structure to which it is attached at normal  
30 grade to the top of the highest attached component of the sign.  
31 Normal grade shall be construed to be the lower of:

- 32 (1) existing grade prior to construction; or
- 33 (2) the newly established grade after construction, exclusive  
34 of any filling, berming, mounding, or excavating solely  
35 for the purpose of elevating the sign.

36 In cases in which the normal grade cannot reasonably be determined,  
37 sign height shall be computed on the assumption that the elevation  
38 of the normal grade at the base of the sign is equal to the  
39 elevation of the nearest point of the crown of a street or the  
40 grade of the principal pedestrian entrance to the principal  
41 structure on the site, whichever is lower.

42 (c) For ground signs, the structural elements and artistic  
43 elements without any advertising language or identification on them  
44 shall not exceed one hundred (100) square feet in area for each  
45 sign face and are excluded from the square footage calculation for  
46 the ground sign. Such structural and artistic elements may exceed  
47 one hundred (100) square feet if approved through a site plan  
48 review by the Racine County Economic Development and Land Use  
49 Planning Committee. Alternatively, such elements in excess of one  
50 hundred (100) square feet may be included as part of the total base  
51 of such ground signs, thereby reducing the available area.  
52

2  
3 (d) Spherical, free-form, sculptural, or other non-planar  
4 sign area is fifty percent (50%) of the sum of the areas using only  
5 the four (4) vertical sides of the smallest four-sided polyhedron  
6 that will encompass the sign structure. Signs with more than four  
7 (4) faces are prohibited.

8  
9 Amend Sec. 20-1 Definitions by placing the following in proper  
10 alphabetical order with the definitions listed herein, replacing  
11 any such definitions that are currently in Chapter 20.

12 Animated sign shall mean any sign or part of a sign that  
13 changes physical position or light intensity by any movement or  
14 rotation or that gives the visual impression of such movement or  
15 rotation.

16 Back-to-back, side-by-side, bottom-on-top, and V-shaped sign  
17 shall mean signs that are physically contiguous and share a common  
18 structure, in whole or in part, or are located not more than  
19 fifteen (15) feet apart at their nearest point in cases of "back-  
20 to-back" or "V-shaped".

21 Banner shall mean any sign of lightweight fabric, plastic,  
22 coated paper, or similar material not enclosed in a rigid frame  
23 that is mounted to a pole or a structure at one (1) or more edges.  
24 Flags or pennants are not considered banners.

25 Beacon (search light) shall mean any light with one (1) or  
26 more beams that rotate or move or any light with one (1) or more  
27 beams directed into the atmosphere or directed at one (1) or more  
28 points not on the same lot as the light source.

29 Billboard shall mean a sign that directs attention to a  
30 business, commodity, service, or entertainment conducted, sold, or  
31 offered at a location other than the premises on which the sign is  
32 located, except for Section 20-1380 (c), Section 20-1380 (l),  
33 Section 20-1381 (a), Section 20-1402(a), and Section 20-1407(a).

34 Canopy sign (awning sign) shall mean any sign that is a part  
35 of or attached to an awning, canopy, or other fabric, plastic, or  
36 structural protective cover. A marquee is not a canopy. The  
37 overhead protective cover used for fuel pumps is considered a  
38 canopy.

39 Changeable copy sign shall mean a sign or portion thereof with  
40 characters, letters, or illustrations that can be changed or  
41 rearranged without altering the face or the surface of the sign. A  
42 sign on which the characters, letters, or illustrations change or  
43 flash more than once every fifteen (15) minutes is considered an  
44 animated sign or traveling message sign and not a changeable copy  
45 sign. A sign on which the only copy that changes is an electronic  
46 or mechanical indication of time, date, or temperature is  
47 considered a "time and temperature" portion of a sign and not a  
48 changeable copy sign or traveling message sign.

50  
51 Directional sign shall mean any auxiliary sign that is limited  
52 to directional messages principally for assisting in the flow of

1 pedestrian or vehicular traffic, such as enter, exit, and one way.

2 Directory sign shall mean a sign listing the tenants or  
3 occupants of a building or group of buildings and that may indicate  
4 their respective professions or business activities.

5 Face shall mean the surface of a sign upon which the message  
6 is displayed. One (1) sign structure may have more than one (1)  
7 face.

8 Flag shall mean any fabric or bunting containing distinctive  
9 colors, patterns, or symbols, used as a symbol of a government,  
10 political subdivision, school, or to indicate membership in a non-  
11 profit organization.

12 Flashing sign shall mean any directly or indirectly  
13 illuminated sign on which the natural or artificial light is not  
14 maintained stationary or constant in intensity and color at all  
15 times when such sign is in use. This definition includes parts  
16 that move while the light remains constant, giving the impression  
17 of changing or flashing lights. Intermittent signs only providing  
18 information such as time, date, and temperature and changeable copy  
19 signs as defined herein are not considered "flashing signs".

20 Ground sign (monument sign) shall mean any permanent free-  
21 standing sign, other than a pole sign, in which the entire bottom  
22 is in contact with or is close to the ground and which does not  
23 exceed fifteen (15) feet in height.

24 Marquee shall mean any permanent roof-like structure  
25 projecting beyond a building or extending along and projecting  
26 beyond the wall of the building, generally designed and constructed  
27 to provide protection from the weather.

28 Marquee sign shall mean any sign attached to, in any manner,  
29 or made a part of a marquee.

30 Normal maintenance and repair shall mean cleaning, painting,  
31 replacing broken and vandalized non-structural parts; replacing  
32 light bulbs; and other like minor routine repairs in a manner that  
33 does not change or alter the basic copy area, design, or structure  
34 of the sign.

35 Obsolete sign shall mean any sign that no longer correctly  
36 directs or exhorts any person or advertises a business, service,  
37 product, tenant, or activity no longer conducted, available, or in  
38 existence on the premises where such sign is displayed.

39 Pennant shall mean any lightweight plastic, fabric, or other  
40 material, whether or not it contains a message of any kind,  
41 suspended from a rope, wire, or string, usually in series that  
42 typically streams in the wind.

46  
47 Pinwheel shall mean a wheel with vanes of paper or similar  
48 material, pinned to a stick, pole, or similar structure or device,  
49 so as to revolve in the wind.

50 Pole sign (freestanding sign, self-supporting sign) shall mean  
51 any sign that is mounted on one (1) or more poles so that the  
52 bottom of the sign is at least twelve (12) feet in height.



1           Portable sign shall mean any sign not permanently attached to  
2 the ground or other permanent structure or a sign designed to be  
3 transported, including but not limited to signs designed to be  
4 transported by means of wheels; signs converted to A-or T-frames;  
5 menu and sandwich board signs; umbrellas used for advertising; and  
6 signs attached to or painted on vehicles, trailers, or equipment  
7 that are parked and readable from the street right-of-way, unless  
8 said vehicles, trailers, or equipment are used in the normal day-  
9 to-day business operations.

10           Projecting sign shall mean any sign that is wholly or partly  
11 dependent upon a building for support and which projects more than  
12 twelve (12) inches from the side(s) of such building.

13           Roof sign shall mean any sign that is mounted on the roof of a  
14 building or which is wholly dependent upon a building for support  
15 and which projects above any point of a building with a flat roof,  
16 the deck line of a building with a mansard roof, or the eave line  
17 of a building with a gambrel, gable, dome or hip roof.

18           Sign shall mean any object, device, display, or structure, or  
19 part thereof, situated outdoors or indoors, that is used to  
20 advertise, identify, display, direct, or attract attention to an  
21 object, person, institution, organization, business, product,  
22 service, event, or location by any means, including words, letters,  
23 figures, design, symbols, fixtures, colors, illumination, or  
24 projected images.

25           Sign height - see Section 20-1409(a)

26           Streamer - see pennant

27           Street shall mean a public or private right-of-way providing  
28 primary access to abutting properties.

29           Temporary sign shall mean any sign intended for a limited or  
30 intermittent period of display.

31           Traveling message sign shall mean any characters, letters, or  
32 illustrations (see changeable copy sign) that appear to move,  
33 change, or flash on a sign more than once every fifteen (15)  
34 minutes, excluding a "time and temperature" portion of a sign.

35           Wall sign shall mean any sign fastened to or painted on the  
36 wall of a building or structure in such a manner that the wall  
37 becomes the supporting structure for or forms the background  
38 surface of the sign and which does not project more than twelve  
39 (12) inches from such building or structure.

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43           Window sign shall mean any sign that is placed inside a window  
44 or upon the windowpanes or glass and is readable from the street or  
45 highway.

46  
47 Amend Sec. 20-1401(b) as follows:

48           (b) No billboard erected in the county shall be within twenty  
49 (20) feet of a side or rear lot line and fifty (50) feet of a  
50 street right-of way line, and all such billboards shall be set back  
51 at least one hundred (100) feet from any freeway or expressway.  
52 Such street setback shall be measured from the outer right-of-way

1 line of the freeway complex including frontage roads regardless of  
2 jurisdiction.

3  
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.

7  
8 Respectfully submitted,  
9 ECONOMIC DEVELOPMENT & LAND USE PLANNING COMMITTEE

10  
11  
12  
13 \_\_\_\_\_  
14 Jeff Halbach, Chair

15  
16  
17 \_\_\_\_\_  
18 Thomas Pringle, Vice Chair

19  
20  
21 \_\_\_\_\_  
22 Q. A. Shakoor, II, Secretary

23  
24  
25 \_\_\_\_\_  
26 Karen A. Nelson

27  
28 \_\_\_\_\_  
29 Mark M. Gleason

30  
31 \_\_\_\_\_  
32 Michael J. Miklasevich

33  
34 \_\_\_\_\_  
35 Robert D. Grove

36  
37  
38 VOTE REQUIRED: MAJORITY

39  
40  
41 BOARD ACTION:

42  
43 1st Reading \_\_\_\_\_

44  
45 Adopted \_\_\_\_\_

46  
47 2nd Reading \_\_\_\_\_

48 For \_\_\_\_\_

49 Against \_\_\_\_\_

50 Absent \_\_\_\_\_

51  
52 The Certificate of Publication, in compliance with State Statutes,  
53 is available at Racine County Planning.

54  
55 FISCAL NOTE - NOT APPLICABLE  
56  
57  
58  
59  
60