

# Sherwood Sign Ordinance

(adopted Dec. 14, 2015)

	Page
<b>1.0 Administration .....</b>	<b>1</b>
1.1 Purpose.....	1
1.2 Findings .....	1
1.3 Scope .....	2
1.4 Administration of Chapter .....	2
1.4.1 Zoning Administrator.....	2
1.4.2 Sign Inspection .....	2
1.5 Sign Permit Application.....	2
1.5.1 Application .....	2
1.5.2 Required Information .....	3
1.5.3 Temporary Sign Permit.....	3
1.5.4 Permit Fees.....	3
1.5.5 Permit Issuance and Denial.....	3
1.5.6 Appeals .....	4
1.5.7 Revision without permit.....	4
1.5.8 Erecting a sign without obtaining a Village permit.....	4
1.6 Requirement of conformity.....	4
1.7 Nonconforming signs .....	5
1.7.1 Notification of Non-Conformance.....	5
1.7.2 Signs Eligible for Characterization as Legal Non-Conforming .....	5
1.7.3 Loss of Legal Non-Conforming Status.....	5
1.7.4 Legal Non-Conforming Sign Maintenance and Repair.....	6
1.8 Penalties for violations .....	6
1.8.1 Revocation of permits .....	6
1.8.2 Removal or repair of signs.....	6
1.8.3 Liability for damages .....	7
1.9 Enforcement officer.....	7
<b>2.0 General Requirements.....</b>	<b>7</b>
2.1 Construction Specifications .....	7
2.2 Installation and Maintenance .....	8
2.2.1 Installation.....	8
2.2.2 Maintenance and repair .....	8
2.2.3 Electrical elements.....	8
2.3 Illumination.....	8
2.3.1 Prohibitions .....	9
2.4 Outdoor Advertising along State Highway.....	9
2.5 Sign setbacks.....	10
2.6 Maximum angle.....	10
2.7 Governmental signs .....	10
2.8 Planned Unit Development (P.U.D.) zoning districts.....	10
2.9 Approved sign plans .....	10
2.10 Changeable messages .....	10

2.11	Font size .....	11
<b>3.0</b>	<b>Sign Types.....</b>	<b>11</b>
3.1	Prohibited Signs .....	11
3.2	Sign Types Table .....	11
3.3	District Requirements .....	11
3.4	Signs Not Requiring a Permit .....	11
3.5	Parameters for Signs Requiring a Permit .....	11
<b>4.0</b>	<b>Definitions .....</b>	<b>11</b>
4.1	District Definitions .....	11
4.2	Sign Type Definitions .....	11

## **1.0 Administration**

### **1.1 Purpose**

The purpose of the sign ordinance is to establish a comprehensive and balanced system of sign regulation that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications including business identification. It is the intent of this section, to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public, and to use signs which meet the village's goals by authorizing:

1. permanent signs which establish a high standard of aesthetics;
2. signs which are compatible with their surroundings;
3. signs which are designed, constructed, installed and maintained in a manner that does not adversely impact public safety or unduly distract motorists;
4. signs which are large enough to convey the intended message and to help citizens find their way to intended destinations;
5. signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
6. permanent signs which give preference to the on premise owner or occupant; and
7. temporary commercial signs and advertising displays which provide an opportunity for grand openings and occasional sales events while restricting signs which create continuous visual clutter and hazards at public right-of-way intersections.

### **1.2 Findings**

The Village of Sherwood finds it is necessary for the promotion and preservation of the public health, safety, welfare and aesthetics of the community that the construction, location, size and maintenance of signs be regulated. Further, the village finds:

1. permanent and temporary signs have a direct impact on and relationship to the image of the community;
2. the manner of installation, location and maintenance of signs affects the public health, safety, welfare and aesthetics of the community;
3. an opportunity for viable identification of community businesses and institutions must be established;
4. the safety of motorists, cyclists, pedestrians and other users of public streets and property is affected by the number, size, location and appearance of signs that unduly divert the attention of drivers;
5. unregulated and unlimited signs adversely impact the image and aesthetic attractiveness of the community and thereby undermine economic value and growth;
6. unregulated and unlimited signs, particularly temporary signs, result in roadside clutter and obstruction of views of oncoming traffic. This creates a hazard to drivers and pedestrians and also adversely impacts a logical flow of information;
7. commercial signs are generally incompatible with residential uses and should be strictly limited in residential zoning districts; and
8. the right to express noncommercial opinions in any zoning district must be protected, subject to reasonable restrictions on size, height, location and number.

### **1.3 Scope**

The regulations of this section shall govern and regulate the erection, enlargement, expansion, alteration, operation, maintenance, and relocation of all signs within the village visible from any street, sidewalk, public or private common open space. Any sign not expressly permitted by these regulations shall be prohibited. The regulations of this section relate to the size, building materials, text size, and illumination of signs, as well as their location within both zoning and geographic districts. These regulations are in addition to provisions of any Village building and electrical ordinances applicable to the construction and maintenance of signs.

### **1.4 Administration of Chapter**

#### **1.4.1 Zoning Administrator**

The Zoning Administrator or its authorized agent (hereinafter referred to simply as the 'Zoning Administrator') shall record and file all applications for permits with any accompanying plans and documents, as recommended by the Plan Commission, make inspections of signs in the Village of Sherwood and make such reports as the Village may require.

#### **1.4.2 Sign Inspection**

1. The Zoning Administrator inspects every permitted sign.
2. If any such sign is found to be unsafe or in any way not in compliance with the terms of this Chapter, the Zoning Administrator shall report this fact to the owner of the sign or to the owner or occupant of the premises on which it is fastened.
3. If the sign is not made to comply within forty-five (45) days after such notice, it may be removed or altered to comply at the expense of the holder of the permit by the Zoning Administrator. The Zoning Administrator may cause a sign to be removed summarily and without notice whenever public safety requires this to be done immediately.
4. The fee for such an inspection is set forth in Village fee schedule. If the fee is not paid within forty-five (45) days of the inspection, such fee shall be doubled and a second invoice shall be sent to the owner of the sign by certified mail. If such invoice is not paid within forty-five (45) days, appropriate action shall be initiated by the Zoning Administrator to cause the removal of the sign in question.

### **1.5 Sign Permit Application**

#### **1.5.1 Application**

A sign permit application shall be filed with the Zoning Administrator.

Sign permit applications shall be acted upon by the Zoning Administrator within 15 days after a complete application is submitted. A decision shall be made in writing. If a permit is denied, the reason shall be stated in writing. All review of a sign permit application shall be based solely on whether the application complies with Village ordinances.

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.

Permits are not required for normal maintenance and repair of the sign and sign structure as long as it is maintained as originally approved.

## **1.5.2 Required Information**

The sign permit application shall require and contain the following information. Failure to provide this information to the Zoning Administrator could result in the application being tabled until the next scheduled meeting date.

1. Name, address and telephone number of the applicant and location of the building, structure, lot or property to which or upon which the sign is to be attached or erected.
2. Name of person, firm, corporation or association constructing and erecting the sign.
3. Written consent of the owner or lessee, if different from the applicant, of the building, structure or land to which or upon which the sign is to be affixed or erected.
4. A scale drawing of such sign indicating the dimensions, the materials to be used, lettering, colors and type of illumination, if any, and the method of construction and attachment.
5. A scale site drawing indicating the location and position of lot lines, existing buildings, existing signs, location of the proposed sign, photographs of the building and/or site of the proposed sign including adjoining properties.
6. Information to be displayed on the face(s) of the sign (type of information, message and/or images to be displayed).
7. Calculations or evidence showing the structure and design meet the requirements of this Chapter. (See Tables 'Sign Type Parameters and Signs Permitted by District.')
8. Payment of fee(s) as set forth in this Section.

## **1.5.3 Temporary Sign Permit**

A temporary sign permit for an on premise sign less than thirty-two (32) square feet may be issued by the Zoning Administrator provided the sign conforms to the conditions set forth in this Chapter. Such signs are defined in Table 3.4 'Sign Type Parameters.'

1. Portable reader board trailers with changeable copy lettering shall be prohibited.
2. Individual signs shall be displayed for a maximum of thirty (30) days and reflect a professional appearance.
3. Up to six (6) temporary signs are allowed per business per calendar year.

## **1.5.4 Permit Fees**

1. The permit fee for all signs shall be per the Village of Sherwood Schedule of Fees.
2. There shall be no charge for resubmitted applications if within ninety (90) days of first application.
3. Double fees shall be charged to any applicant who erects or installs a sign prior to issuance of a permit.
4. Mirrored image signage on fascia, etc. shall be counted as one sign and charged one sign permit fee.

## **1.5.5 Permit Issuance and Denial**

The Zoning Administrator shall issue a permit for the erection, structural alteration, enlargement or relocation of a sign upon the Zoning Administrator's review of the requirements of this ordinance. If a sign permit application is denied, the applicant shall be

given written notice of the reasons for denial. The Zoning Administrator shall deny an application for a sign permit if the application fails to satisfy the requirements of this Chapter.

Upon approval of the permit application, the Zoning Administrator shall issue the permit. 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. Only the person who has submitted the sign application and paid the necessary fee is authorized to erect the sign; such permit may be taken out on behalf of the owner by an insured sign installer.

Permits are not required for normal maintenance and repair of the sign and sign structure as long as it is maintained as originally approved.

### **1.5.6 Appeals**

The applicant may appeal a denial by submitting a request in writing within ten (10) days after the decision clearly stating their reasons for objecting to the denial. The appeal shall be scheduled for Plan Commission review as soon as practicable, but no later than 45 days after the appeal was submitted. The applicant may appeal a Plan Commission denial by submitting a request in writing within ten (10) days after the decision. The appeal shall be scheduled for Village Board review as soon as practicable, but no later than forty-five (45) days after the appeal was submitted.

### **1.5.7 Revision without permit**

Any changes or alterations to a sign previously approved in regards to colors, type-style, shape and/or size must have approval from the Plan Commission before proceeding with the change. Any violations of this shall be governed by Section 1.8.

### **1.5.8 Erecting a sign without obtaining a Village permit**

Any owner and/or sign contractor erecting a sign without obtaining a Village sign permit and prior approval from the Zoning Administrator (or Plan Commission upon appeal) shall remove the sign within three (3) working days at their expense upon written notification by the Zoning Administrator. Any owner who fails to comply with this Section shall be subject to the following: The Zoning Administrator may cause the illegal sign to be removed and the cost of such removal shall become a lien as provided in Sec. 66.60(15), Wis. Stats., and shall automatically be extended upon the current or next tax roll as a delinquent tax against the property. All proceedings related to the collection, return and sale of property for delinquent real estate shall apply.

## **1.6 Requirement of conformity**

1. No sign may be placed or maintained in the Village except as provided herein. All signs maintained contrary to the provisions of this Article are declared to be nuisances, and as such may be abated as provided by law.
2. Any noncommercial sign may be substituted for any sign allowed by this ordinance. The substitution or addition of any noncommercial sign shall not increase or decrease the sign budget for the property on which the noncommercial sign is located.
3. Only the following signs erected or maintained by the Village or other governmental entity shall be located in the right-of-way or on public property:
  - a. Signs for traffic management;
  - b. Signs identifying street names;
  - c. Qualifying directional event banners;

- d. Signs in a community sign district created by Village Board for all or part of the Downtown Area or redevelopment area; or
  - e. Signs erected by a governmental entity for a governmental purpose.
4. No signs shall be placed:
    - a. To interfere with the sight distance or other requirements of the Wisconsin DOT; or
    - b. To interfere with the requirements of the Americans with Disabilities Act (ADA), as amended.
    - c. Only the Village may place a sign on a Village structure.
  5. In the occurrence of roadway reconfigurations or redesigns business signage located along said roadways shall change their electronic message centering parameters to be consistent with current Wisconsin State Statutes.

## **1.7 Nonconforming signs**

### **1.7.1 Notification of Non-Conformance**

Within one (1) year after enactment of this Chapter, the Zoning Administrator shall survey the Village of Sherwood and inventory all signs. Upon determination that a sign is non-conforming, the Zoning Administrator shall use reasonable efforts to so notify in writing the user or owner of the property on which the sign is located of the following:

1. The non-conformity of the sign.
2. Whether the sign is eligible for characterization as a legal non-conforming sign or is unlawful.

### **1.7.2 Signs Eligible for Characterization as Legal Non-Conforming**

Any sign located within the Village of Sherwood on 1997, the date of adoption of the Village's previous Sign Code, is eligible for characterization as a legal non-conforming sign and is permitted, providing it also meets the following requirements:

1. The sign was covered by a proper sign permit prior to the date of adoption of this Chapter.
2. If no permit was required under applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law at the time the sign was erected, and has since been maintained in compliance with the applicable ordinances of the Village of Sherwood.

### **1.7.3 Loss of Legal Non-Conforming Status**

A sign loses its legal non-conforming status if one (1) or more of the following occurs:

1. The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with the requirements of this Chapter than it was before alteration.
2. The sign is damaged to such extent that the cost to repair or reconstruct said sign exceeds fifty percent (50%) of the value of the sign.
3. The design, logo or wording of the sign is altered.
4. The sign is relocated.

5. The sign fails to conform to the Chapter regarding maintenance and repair, abandonment or dangerous or defective signs.
6. If a building or place of business is occupied by a new tenant or owner of the business.
7. The sign is still in existence as of January 1<sup>st</sup> 2020.
8. Within thirty (30) days of occurrence of any of the above, the sign shall be brought into compliance with this Chapter with a new permit secured or shall be removed at the owner's expense.

#### **1.7.4 Legal Non-Conforming Sign Maintenance and Repair**

Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign or the owner of the property in which the sign is located from the provisions of this Chapter regarding safety, maintenance and repair of signs.

### **1.8 Penalties for violations**

Any person, firm or corporation violating any provisions of this Article, or failing to comply with any order or regulation made hereunder, shall be subject to the penalty provision of the official Village of Sherwood Fee Schedule.

#### **1.8.1 Revocation of permits**

The Zoning Administrator shall have the authority to revoke any permit authorizing the erection of a sign which has been constructed or is being maintained in violation of the permit. Notice of the Zoning Administrator's decision to revoke a sign permit shall be served upon the holder of the permit:

1. By delivering in person a copy of the notice to the holder of the permit, or to one of its officers, or
2. By leaving a copy of the notice with any person in charge of the premises, or
3. In the event no such person can be found on the premises, by affixing a copy of the notice in a conspicuous position at an entrance to the premises and by the certified mailing of another copy of the notice to the last known post office address of the holder of the permit.

##### **1.8.1.1 Appeals**

The holder of the permit may appeal the decision of the Zoning Administrator to revoke the permit to the Plan Commission in writing, within fifteen (15) days from the date when the notice was served.

If no appeal has been taken at the end of fifteen (15) days, the permit is revoked. The Zoning Administrator shall then initiate the process for the removal of the illegal sign.

#### **1.8.2 Removal or repair of signs**

The property owner is responsible for the signs on the property. The property owner shall remove the following signs:

1. An illegal sign, within ten (10) days after notice.
2. A temporary sign, within forty-eight (48) hours after notice.
3. A damaged or vandalized sign, or a sign in disrepair, and not repaired, within: thirty (30) days after notice; or thirty (30) days after the sign is damaged or vandalized, or becomes in disrepair, whichever happens first.



4. Signs associated with a building or tenant area that is unoccupied within: thirty (30) days after notice; or
5. Sixty (60) days after the building or tenant area is vacated, whichever happens first.

Notice shall be served personally at the property or to the property owner by first class mail. The Zoning Administrator may remove the following signs:

6. Upon a court order, any sign referred to in subsection 1.8.2 that is not removed within the time allotted.
7. Any unsafe or defective sign that creates an immediate hazard to persons or property, without notice to the property owner.
8. Political signs on public streets: The Wisconsin Statutes regulate the removal of political signs in the public right-of-way.
9. Any other sign that fails to meet the requirement of this ordinance.

The property owner is liable for the cost for the Village to remove a sign.

#### **1.8.2.1 Repair of Signs**

The property owner shall repair a damaged or vandalized sign, or a sign in disrepair, within: ten (30) days after notice; or thirty (30) days after the sign is damaged or vandalized, or becomes in disrepair, whichever happens first.

#### **1.8.3 Liability for damages**

The provisions of this ordinance shall not be construed to relieve or to limit in any way, the responsibility or liability of any person, firm, or corporation which erects or owns any sign, for personal injury or property damage caused by the sign; nor shall the provisions of this ordinance be construed to impose upon the Village of Sherwood, its officers, or its employees, any responsibility or liability by reason of the approval of any sign under the provisions of this ordinance.

### **1.9 Enforcement officer**

The Zoning Administrator shall have the authority to enforce this ordinance, and to make all inspections required to ensure such enforcement, and to hear appeals of all decisions relating to the *Uniform Building Code* and the *National Electrical Code*.

## **2.0 General Requirements**

The following regulations shall apply to all signs permitted in all districts.

### **2.1 Construction Specifications**

The construction and structural components of all signs shall be in accordance with the standards and regulations of the Sherwood Building Ordinance. All permanent signs shall be constructed of fire-resistant materials and shall be capable of withstanding wind pressures of at least forty (40) pounds per square foot of surface area and of receiving dead loads based on the actual weight of the structure. In no case shall the structural elements of a pylon sign extend above the top of the sign face.

## **2.2 Installation and Maintenance**

### **2.2.1 Installation**

1. All signs shall be erected on the business property except as otherwise noted, as in the instance of a temporary directional business sign in a construction zone.
2. All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. The Zoning Administrator may deny a sign permit if the sign contractor or installer does not arrange for use of adequate equipment.
3. No sign shall be located in the vision clearance triangle.
4. When required for safety, curbs, protective bumpers or planters shall be placed below signs to prevent damage from passing motor vehicles or pedestrians.

### **2.2.2 Maintenance and repair**

1. The owner of a sign shall keep it in good maintenance and repair, including restoring, repainting, or replacement of a worn or damaged legally existing sign to its original condition. General maintenance does not require a permit.
2. The premises on which a sign is located shall be kept in a clean, sanitary, and inoffensive condition, free and clear of all noxious weeds and substances.
3. The Zoning Administrator may cite the sign contractor or installer for a violation of this Chapter if they fail to use proper equipment in the maintenance of signs.
4. See Section 1.8.2 for related policies and procedures governing removal or repair of signs.

### **2.2.3 Electrical elements**

All signs shall comply with the applicable provisions of the Wisconsin Building Code and the National Electric Code.

## **2.3 Illumination**

1. Electric service to all signs shall be concealed.
2. Externally lit signs shall be lit with fully shielded fixtures.
3. All sign lighting, including but not limited to externally illuminated signs, external lighting and internally illuminated signs, shall illuminate only the immediate area of the sign, concentrating light upon the sign without radiating light upon adjacent public or private property, roadways, or into the sky.
4. Signs shall not flash, animate or blink. Sirens, strobe lights and other illuminated devices shall not be used to draw attention to a sign or business.
5. For signs containing any electronic or digital message components, digital messaging illumination shall cease by 10:00 p.m.
6. Where signs face a residential zone, the illumination shall cease at 10pm Sunday through Thursday; midnight Friday and Saturday; or after business closing, whichever comes first. Businesses open past the specified hours may utilize a window sign and operate it until close of business, however any external sign shall be extinguished by the times aforementioned.
7. All signs illuminated by an external lighting fixture shall be limited to a maximum illumination level of 100 foot-candles average across the sign surface.

8. Internally illuminated signs or any other signs with internal illumination or indirect light from the back of the letters or sign shall not produce any glare.
9. No sign may be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.
10. No sign may be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device or signal.
11. The Zoning Administrator shall have the power to alter or readjust the illumination intensity of any sign lighting after installation.
12. The person owning or controlling the sign must adjust the sign to meet the brightness standards in accordance with the Village's instructions. The adjustment must be made immediately upon notice of non-compliance from the Village.
13. All signs installed after Dec. 14, 2015 that will have illumination by a means other than natural light must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions. These signs must also be equipped with a means to immediately turn off the display or lighting if it malfunctions, and the sign owner or operator must immediately turn off the sign or lighting when notified by the Village that it is not complying with the standards in this section.

### 2.3.1 Prohibitions

The following are prohibited:

- a. Dynamic signs, which includes but not limited to: scrolling, flashing, blinking, chasing, travelling, and rotating light emitting device or similar animation.
- b. Exterior neon or similar cold or hot cathode, fiber, or rod illumination;
- c. Exterior incandescent, fluorescent, metal halide, mercury vapor, and high and low pressure sodium lamp; and
- d. Exposed light emitting diodes (LEDs), except for indirect lighting.

### 2.3.2 Electronic Messaging Signs

- a. **Operational Limitations.** Such displays shall contain static messages only, and shall not have movement, or the appearance or optical illusion of movement, of any part of the sign structure, design, or pictorial segment of the sign, including the movement or appearance of any illumination or the flashing, scintillating or varying of light intensity.
- b. **Minimum Display Time.** Each message on the sign must be displayed for a minimum of twenty (20) seconds. Exception: Time and Temperature. Signs with changeable copy displaying only the time and temperature may change as frequently as necessary to display the correct time and temperature.
- c. **Message Change Sequence.** A minimum of 0.3 seconds of time with no message displayed shall be provided between each message displayed on the sign.
- d. **Text Characters.** All text characters shall be of one (1) color only, with light copy on a dark background. The use of any other image, that is not text, is prohibited.

## 2.4 Outdoor Advertising along State Highway

In addition to all Village sign regulations, a State permit is required to erect an outdoor advertising sign on private lands that is visible from a state highway. Outdoor advertising

includes but is not limited to: billboards, service club and religious notices, and directional signs. An off premise sign visible from STH 55/114 may require a State permit. A non-refundable permit application fee is required for most types of signs. To obtain an outdoor advertising installation permit contact the Wisconsin Department of Transportation Regional Outdoor Advertising Coordinator in the Department's regional office located in Green Bay, Wisconsin.

## **2.5 Sign setbacks**

All signs unless specifically noted otherwise shall maintain a ten (10) foot setback from all lot lines. The Village may require a greater or lesser setback because of public safety reasons which may include the following conditions: vehicle sight distance, distance from intersection, designation of adjacent right-of-way.

## **2.6 Maximum angle**

Unless otherwise specified, maximum angle permitted between faces of a double face freestanding sign is forty-five degrees (45°).

## **2.7 Governmental signs**

Permanent governmental signs including but not limited to those used for regulation of traffic and other regulatory/notification purposes, danger signs, railroad crossing signs, signs which improve service or safety erected by or on the order of the Zoning Administrator, street signs, and wayfinding signs are all exempt from the provisions of this Section.

## **2.8 Planned Unit Development (P.U.D.) zoning districts**

Permanent and temporary signs are regulated according to the standards for the corresponding land use and zoning category as stated in this section. A sign plan with differing requirements may be approved by the Village. Factors which will be used in determining if an individual P.U.D. sign plan will be considered include the following:

1. The development includes a high rise (greater than 3 story) structure;
2. Development includes multiple structures and/or substantial site area;
3. Development includes mixed uses;
4. A sign plan is uniquely adapted to address the visibility needs of a development while remaining consistent with the intent of this section to direct high quality signage; and
5. The sign plan includes permanent sign covenants which can be enforced by the Village.

## **2.9 Approved sign plans**

The Village may enforce, in the same manner as the requirements of this section, the terms of a sign plan or sign covenants which it has approved. Any violation of an approved sign plan or sign covenants is a misdemeanor.

## **2.10 Changeable messages**

A message that is not permanently attached to the sign face may occupy no more than one third (33.3%) of the actual sign area. The remainder of the sign must not have the capability to change messages even if not used.

## **2.11 Font size**

Every line of copy and graphics in a sign must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more, with the exception of electronic message sign text, which shall not exceed 12” in height.

## **3.0 Sign Types**

Commercial, Industrial, Institutional, and Residential signs are also regulated by district. See Table 3.2 ‘Signs Permitted by District.’

### **3.1 Prohibited Signs**

Only sign types listed in Table 3.1 and Table 3.3 are allowed in the Village of Sherwood.

### **3.2 Sign Types Table**

See Table 4.1 ‘Sign Type Definitions’ for sign types requiring a permit.

### **3.3 District Requirements**

See Table 3.2 ‘Signs Permitted by District.’

### **3.4 Signs Not Requiring a Permit**

See Table 3.3 ‘Parameters for Signs Allowed in All Districts Not Requiring a Permit.’

### **3.5 Parameters for Signs Requiring a Permit**

Table 3.4 ‘Parameters for Signs Requiring a Permit.’

## **4.0 Definitions**

### **4.1 District Definitions**

1. Village Center District (See District Map)
2. Civic District (See District Map)
3. Wanick Park, C-1 District (See District Map)
4. C2, C3 District – all parcels zoned C2 or C3
5. Residential District – all parcels zoned IR-1, IR-2, R1, Ra-A, R1-B, R2, or R4
6. Agricultural District – all parcels zoned Agriculture
7. Industrial District – all parcels zoned Industrial

### **4.2 Sign Type Definitions**

See Table 4.1 ‘Sign Types Definitions’ for definitions of allowable sign types within the Village of Sherwood.

The following *additional* definitions shall be applicable in this Chapter.

1. Abandoned Sign. A sign which no longer correctly advertises a bona fide business, lessor, owner, product or activity conducted or product available on the premises where the sign is displayed.

2. Advertising Vehicle. Any advertising media attached to or an integral part of a trailer, truck or other vehicle used for sales or promotional purposes.
3. Banner. A non-illuminated, elongated, fabric sign usually used as a temporary display for the special announcement of a coming event. Can be used with or without frame.
4. Billboard. Outdoor advertising on a board, poster, panel structure or device of any kind used or intended to be used for advertising or display painted thereon, or for the affixment, attachment or support of printed poster, or other advertising matter and constructed, erected and located on any premises not owned or occupied by the person for whose use such billboard is constructed, erected, located or attached, and when used for purposes other than advertising the business conducted on such premises or in such building or structure. Usually larger than three hundred (300) square feet in area.
5. Building Facade. That portion of a building, which is parallel or nearly parallel to the abutting roadway.
6. Business Identification Sign. Any sign which promotes the name and type of business only on the premises where it is located. (See Professional Name Plate.)
7. Changeable Copy/Message Sign. A sign such as a time and temperature sign, message center or reader board, whether electronic, electric or manual, where the copy or message changes.
8. Directional Sign. Any sign which serves to designate the location of direction of any place or area.
9. Double-faced Sign. A sign with copy on two (2) parallel faces that are back to back, facing opposite directions.
10. .
11. Externally Illuminated Sign. Any sign in which the source of illumination is not an integral part of the sign.
12. Flags or Pennants. Devices generally made of flexible materials, such as cloth, paper or plastic and displayed on strings, wires, or poles including but not limited to feathered flags.
13. Flashing Sign. Any sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted intermittent light source.
14. Frontage. The length of the property line of any one (1) premise parallel to and along each public right-of-way it borders.
15. Governmental Sign. Any sign used for posting legal notices, identification of streets, traffic regulation, notice of danger or other emergencies or the posting of notice of trespassing.
16. Height of the Sign. The vertical distance measured from the ground (finished surface) at the base of a sign to the highest point of such sign.
17. Illegal Sign. Signs which are considered illegal are those which do not meet the standards of the codes at the time they were erected or do not meet the standards of this Chapter.
18. Inflatable Sign. Any advertising structure which is filled with a nonflammable gas or air under pressure.
19. Institution. Any building used for nonprofit purposes.

20. Internally Illuminated Sign. Any sign in which the source of illumination is an integral part of the sign.
21. Legal Non-Conforming Sign. A sign that did meet code regulations when it was originally installed but does not meet current code regulations.
22. Lot. A parcel of land, held in one (1) ownership or multiple ownerships, bounded by lines defined on the Official Map of Sherwood and abutting a public street.
23. Memorial Sign and Plaques. Any sign or table used for the purpose of identifying the names of buildings and the date of erection and which are cut into any masonry surface or inlaid so as to be part of the building or structure, or which are attached to a building or structure and which are constructed of bronze or other noncombustible materials.
24. 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.
25. Non-Conforming Sign. A sign which does not meet code regulations.
26. Off-Premise Sign. A sign which advertises goods, products, facilities or services not located on the premises where the sign is located or directs persons to a different location from where the sign is located.
27. On-Premise Sign. Any sign identifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed.
28. Operational Sign. A sign designating an entrance, exit, service area, restroom or other such signs relating to the functional operation of a building or lot without further elaboration of display.
29. Planned Unit Development. A term used to describe a housing development not subject to standard zoning requirements for the area. With permission from the local government, a developer establishes criteria that determine the private and common areas and building guidelines. These may include street lighting designs, street width standards, architectural styles, building height standards, land coverage ratios, common area park or amenity requirements.
30. Residential Security System Sign. All signs identifying the presence of a residential security system.
31. Setback. The regulated minimum horizontal distance between the base setback line and any structure on a lot.
32. Setback Line. The edge of the established ultimate street right-of-way.
33. Sign. Any structure or device displaying advertising in the form of lettering, pictures, symbols or other media, including all but the supporting structure.
34. Sign Area. The total one sided surface area of the sign structure including the text/graphic area of the sign, as well as the necessary supports, uprights and/or base materials above grade level on which the sign may be placed. If the sign consists of more than one (1) section or module, all areas will be totaled. Any irregular-shaped sign area shall be computed using the actual sign face surface.
35. Sign Contractor. Any person, partnership or corporation engaged, in whole or in part, in the erection or maintenance of signs, excluding the business which the sign advertises.
36. Sign Structure. Any device or material which supports, has supported or is capable of supporting a sign in a stationary position, including decorative covers.

37. Temporary directional signs. Directional sign located within the public right of way for identifying or showing alternative access location of businesses directly impacted by construction.
38. Vision clearance triangle. The area formed by measured along the property line on corner lots for a distance of fifteen (15) feet in each direction along each right of way line and connected by a hypotenuse to form a triangle. No sign in excess of thirty (30) inches in height shall be allowed in the vision clearance triangle.
39. Warning Sign. A sign, containing no advertising material, warning the public of the existence of danger.
40. Yard Sign. A sign, containing opinion or advertising messages.
41. Zoning Administrator or its Authorized Agent. That person charged with the responsibility to see that the signage in the community is installed and maintained in compliance with this Chapter, along with any other duties assigned to that person by the Village of Sherwood.