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AN ORDINANCE TO AMEND SECTION 78-810(8) OF THE STOUGHTON MUNICIPAL CODE

The Common Council of the City of Stoughton, Dane County, Wisconsin, do ordain as follows:

1. Section 78-803(2)(l) of the Stoughton Municipal Code are hereby created and shall read as follows:

Sec. 78-810. - General construction standards.

All signs constructed, erected, remodeled, relocated or expanded shall comply with the following standards:

(1)

Banners, pennants, streamers and strings of lights. No banners, pennants, streamers, strings of lights or any other similar sign shall be permitted, except:

(a)

For churches, schools and nonprofit organizations.

(b)

For residential requirements.

(c)

For business and industrial districts, provided that banners, pennants, streamers and strings of lights are affixed to the front wall and that lights do not flash. Strings of lights may also be affixed to vegetation. Banners must comply with the requirements of front wall signs per subsection 78-814(1). Banners and other similar temporary signs for the front wall are exempt when placed for no more than 30 days.

(2)

Illuminated signs. Signs shall be shaded wherever necessary to avoid casting bright light upon property located in any residential district. Signs shall not exceed 0.5 footcandles at the residential property line.

(3)

Flashing or moving signs. No flashing signs, rotating or moving signs, animated signs, signs with moving lights or signs creating the illusion of movement shall be permitted. A sign whereon the display is indicated by intermittent lighting shall not be deemed to be a flashing sign if the lighting changes are not more frequent than every ten seconds. There will be an exception, in the business district on Main Street, for any wall sign existing on the effective date of the ordinance from which this section is derived, designed to flash to be allowed to flash one hour before a performance and until one-half hour after a

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performance, during performance days and between sunset and 9:00 p.m. one week prior to performance days.

(4)

Projecting signs.

(a)

No projecting signs shall extend more than three feet into the public right-of-way.

(b)

Projecting signs shall have a minimum clearance of nine feet above ground level.

(c)

The total area of a projecting sign shall not exceed 16 square feet per story on one side or 32 square feet on both sides.

(d)

Projecting signs are limited to one per business with direct street entry. Businesses without direct street entry are allowed one projecting sign. However, there shall be no more than three projecting signs on a building for those businesses without direct street entry.

(5)

Roof signs. No signs shall be attached to any roof and no signs attached to the building may project above the area where the wall and roof meet.

(6)

Accessway or window signs. No sign shall block any required access or be positioned outside of any window. Decals may be attached to the outside of a window and will be considered a wall sign.

(7)

Canopy signs. No signs may be attached to any canopy roof except on the side of a canopy roof on a canopy (building), but they may not project above the canopy roof.

(8)

Signs on trees, utility poles or fences. No sign shall be attached to a tree, utility pole, rock or fence, whether on public or private property, except as permitted in subsection 78-814(7) and subsection 78-803(2) <u>and except signs that are exempt from the permit requirements under subsection 78-803(2)</u>.

(9)

Building and electrical code applicable. All signs must conform to the regulations and design standards of this chapter. Wiring of all electrical signs must conform to article II of this chapter and the National Electrical Code.

(10)

Area of sign. Sign area shall be the gross surface area further defined as the entire area within a single continuous perimeter enclosing the extreme lights of such sign. Such perimeter shall not include any structural or framing elements lying outside the limits of such sign and

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not forming an integral part of the display. For computing the area of any wall sign that consists of letters mounted or painted on a wall, the area shall be deemed to be the area of the smallest rectangular figure which can encompass all of the letters.

(11)

Traffic safety. No sign shall be maintained at any location where, by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of or be confused with any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

(12)

Obsolete signs. No sign shall be permitted which advertises a business that is not being presently conducted. Obsolete signs shall be removed within 30 days of termination of the business advertised.

(13)

Signs on parkways and garage sale signs. No sign shall be permitted on any public street, sidewalk, alley, parkway or other public property, except that a sign advertising "Garage Sale" and "Open House", not to exceed four square feet in area, two feet in height, two feet in width, may be placed in the parkway in front of the residence during the garage sale or open house. Additional signs may be placed in the parkways at intersections for the days of the sale and open house. Signs shall not obstruct vision for vehicular traffic. (Exception: Subsection 78-814(9)c.)

(14)

Off-premises signs. Off-premises signs shall only be permitted on parcels zoned business, commercial or industrial and shall not exceed 100 square feet in area on a side or 200 square feet on both sides and not be closer than 500 feet from any other off-premises sign. Directional signs shall not exceed 25 square feet in area. If the speed limit on the street adjacent to the property where such sign is placed is 35 miles per hour or more, the allowable maximum area shall be increased by 50 percent.

2. This ordinance shall take effect upon its passage and publication.

Adopted on roll call at a regular meeting of the Common Council of the City of Stoughton held on the day of , 2010.

VOTE:

Ayes:

Noes:

Adopted:

Published:

APPROVED:

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Donna L. Olson, Mayor

ATTEST:

_____
Luann J. Alme, City Clerk

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