

Title 20

SIGNS

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20.04 Signs

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20.04.010 Permits required. No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a building permit, except those signs excepted in Section 20.04.020, and without being in conformity with the provisions of this title. The sign shall also meet all the structural requirements of the building code. (Ord. A-526-89 Part 2 (part), 1989).

20.04.020 Definition of "Signs."

A. Sign: Any object, device, display, structure, or part thereof either independently or in conjunction, situated outdoors and in view of the general public, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or

location by any means, including words, letters, figures, logos, symbols, fixtures, projected images, or in-window signs. Signs do not include the flag or emblem of any nation, organization of nations, state, city, religious, fraternal, or civic organization; also merchandise and pictures or models of products or services incorporated in a window display, works of art which in no way identify a product, or scoreboards located on athletic fields. Building colors and outline lighting which do not convey a logo or message specific to the use are not considered signs. Traffic control and other public agency signs located within a right-of-way are not included within this definition and are not regulated by the provisions of this Title.

B. Sign Purposes:

1. Advertising: A sign that has as its purpose to promote, advertise, or sell a product, or service obtainable on the premises upon which the sign is located and a sign whose intent is not merely limited to identifying the premises.

2. Auxiliary: A sign which provides special information such as price, hours of operation, or warning and which does not include brand names, or information regarding product lines or services. Examples of such signs include signs which list prices of gasoline, up to one price listing sign per type of fuel, which must be displayed on a single structure.

3. Community/public information: A permanent sign approved with a conditional use permit which may have changeable copy and which is limited to the display of information of interest to the general community regarding scheduled public events and public activities and in no way relates to a commercial activity.

4. Directional: A sign which indicates only the name, logo (if under one square foot), and or direction of a pedestrian or traffic facility, or a particular building within a complex of structures, on the property on which said facility or building is located.

5. Group: A sign displaying the collective name of a group of uses such as the title of a shopping center, office park, or industrial park and its tenants. Refer to Section 20.02.150 of this Title.

6. Identification: A sign indicating the name and/or address of the project, property owner, tenant and/or manager of the property, address, and name and phone number of the property manager.

7. Temporary: A sign or advertising display (including festoons, pennants, banners, pinwheels and similar devices) intended to be displayed for a certain period of time. Included in the definition of "temporary signs" are retailers' signs temporarily displayed for the purpose of informing the public of a "sale" or "special offer." If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose. A changeable copy sign or an electronic message sign shall not be considered a temporary sign.

C. Sign Types:

1. Awning: A type of projecting, on-building sign consisting of a fabric or fabric-like sheathing material.
2. Animated or Moving: Any sign that, through the use of moving structural elements, flashing or sequential lights, lighting elements, or other automated method, results in movement, or change of sign image or text. The presentation of pictorials and graphics on signs displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of lights, or expanding or contracting shapes.
3. Changeable Copy: A sign or portion thereof designed to accommodate frequent message changes composed of characters, letters, or illustrations and that can be changed or rearranged manually without altering the face or surface of such sign. Also referred to as "reader boards."
4. Electronic Message: Signs who alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed display screen composed of electrically illuminated segments. Includes LED displays, electronic signs, LED video displays, and electronic variable message signs.
5. Freestanding: A self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes monument signs and pole (pylon) signs.
6. Ground: A type of freestanding sign whose bottom edge is located within one foot of a ground-mounted pedestal and whose top edge is located at a height as measured from grade. Also referred to as a "monument sign."
7. Individual Channel Letter: Channel Letters are individual extruded metal structures with plastic faces and typically include internal neon or LED illumination that form a sign. Also referred to as a "skeleton letter wall sign" in this Title.
8. Kiosk: A bulletin board located on a property or building for posting temporary information or posters, notices, and announcements.
9. Marquee: A type of projecting, on-building sign sheltering the entrance and/or entrance approaches of a theater, auditorium, fairground, museum or other use, which advertises present and scheduled events.
10. Menu Board: A portable sign displaying the type and price of food and beverages sold in connection with dining, or a freestanding sign permanently affixed to the ground in connection with placing an order from a vehicle as a drive-thru restaurant.
11. Mobile: A sign mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers whose principal commercial use is for signage.
12. Monument: See "ground" sign type.
13. Pole or Pylon: A type of freestanding sign whose bottom edge is located more than one foot above a ground-mounted pedestal. Also referred to as a "pole sign."
14. Portable: A sign that is not permanently affixed to a structure or the ground.

15. Projecting: A type of on-building sign, other than a wall sign which is attached to and projects more than one foot, generally perpendicular from a structure or building face.

16. Reader Board: See Changeable Copy sign type

17. Wall: A type of on-building sign mounted parallel to a building facade or other vertical building surface.

18. In-Window: A sign located within a building that is located attached to the inside face of an exterior window and visible from the exterior of the building.

(Ord. 016, Series 2005)

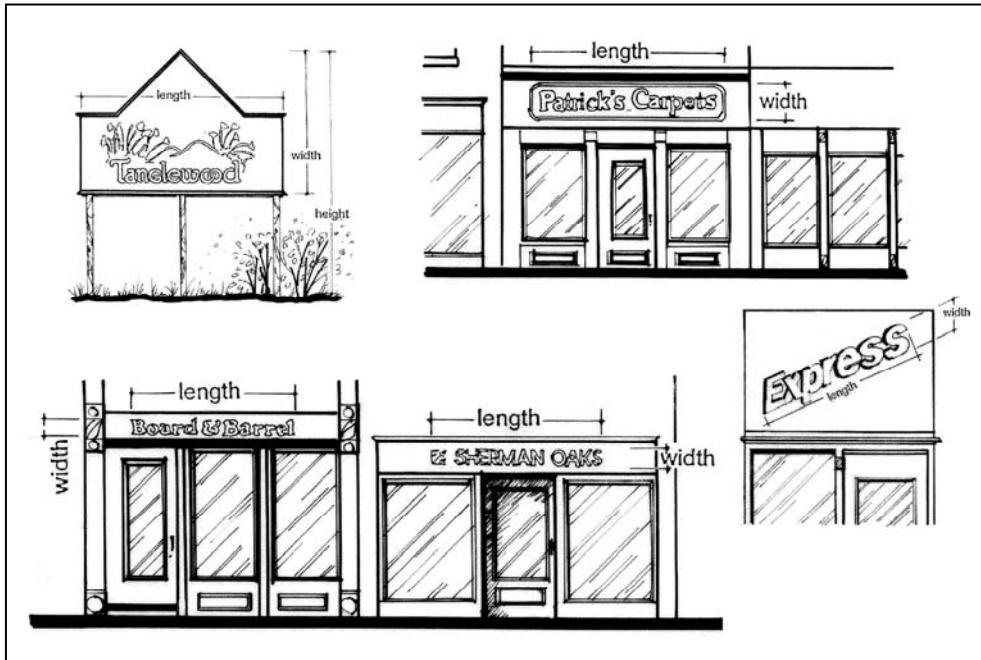
20.04.025 Number of Freestanding Signs Permitted on a Parcel.

All parcels shall be limited to one (1) freestanding sign, regardless of the number of users on the site or the number of street frontages abutting the property. A corner property requesting an additional freestanding sign must apply for a sign variance before the Plan Commission. Shopping center and multiple-tenant commercial building sites shall comply with Section 20.04.150 of this Title. (Ord. 016, Series 2005).

20.04.030 Determination of surface area of signs.

A. The surface area for all signs, except skeleton letter wall signs, shall include all of the display area of the sign. All structural elements such as frames, pylons, or braces shall not be included in the computation of surface area. However, if the structural elements are decoratively covered, the covered area shall be included in the computation of surface area.

B. The gross surface area of a skeleton letter wall sign consisting of individual letters and/or symbols shall be determined as follows: The combined areas of the smallest rectangles which encompass each word, letter, figure, emblem, and other element of the sign message the horizontal length by vertical height of the outside dimensions of the whole sign. (Ord. 019, Series 2004, Part 1-part).



(Ord. 016, Series 2005)

C. Each sign face or display area used for advertising or identification purposes shall be included in determining the total surface area of a sign. (Ord. A-526-89 Part 2 (part), 1989).

20.04.040 Signs permitted in residential districts. All signs are prohibited in all residential and agricultural districts, except the following signs, which are permitted subject to the following regulations: (Ord. 042, Series 2000)

A. Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor, and not to exceed two feet in height and ten feet in length;

B. 1. Real estate signs which advertise the sale, rental or lease of premises upon which they are temporarily located only, may be placed in any district. A real estate sign shall not exceed eight square feet in area,

2. Real estate signs shall be limited to one sign for each lot except corner lots where two signs, one facing each street, shall be permitted. Real estate signs shall be removed within seven days of the sale or lease of the subject property,

3. Subdivision entrance signs shall be allowed at the main entrance(s) to a subdivision with a maximum area of thirty-two square feet and shall not be located in the right-of-way. Temporary real estate open house directional signs may be located on private property only with owner permission. Directional signs may also be posted in the right-of-way between the curb and sidewalk or in the absence of curb or sidewalk, within three feet of the edge of the road.

4. All temporary real estate directional signs must be removed the same day posted, immediately after closing of the open house,

5. A twenty-five dollar fee will be charged if violated. Confiscated signs will be available for owner pick-up at the Grafton police station,

6. Temporary flags or banners may be displayed to promote the sale or rental of model homes or apartments for the duration of their use as models only after authorization by the building inspector;

C. Name, occupation and warning signs not to exceed two square feet located on the premises;

D. Bulletin boards for public, charitable or religious institutions not to exceed sixteen square feet in area located on the premises;

E. Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure;

F. Official signs, such as traffic-control signs, parking restrictions, information, notices and directional signs not to exceed six square feet in area;

G. Temporary signs or banners for promotion of events sponsored by civic clubs, churches, schools or other non-profit organizations may be erected in any district for a period of up to three weeks. Temporary rummage sale signs may be located only on the lot or parcel on which the rummage sale is occurring, or may be placed on other private property, provided the property owner's permission is given. Rummage sale signs shall not exceed eight square feet in area and shall be in place only during the daily hours of operation of the rummage sale;

H. Election campaign signs may be located only on private property in any district; provided the property owner's permission is given. Election campaign signs may not be located on public property or within public rights-of-way. Election campaign signs shall not be erected more than forty-five days prior to an election and shall be removed within seven days following an election. If said signs are not removed during the seven-day period, the building inspector may initiate having the signs removed and the cost of such removal shall be chargeable to the owner of the property on which the sign is located. (Ord. A-526-89 Part 2 (part), 1989).

I. Changeable Copy Signs and Electronic Message Signs shall not be permitted in residential districts. (Ord. 016, Series 2005).

20.04.050 Signs permitted in the C-2 and C-3 business districts and industrial districts. Except as otherwise provided in this Chapter, signs are permitted in the C-2 and C-3 business districts and the industrial districts subject to the following regulations: (Ord. 042, Series 2000) For shopping center and multi-tenant commercial buildings see Section 20.04.150 of this Title.

A. Wall signs placed against or painted on the exterior walls of buildings shall not extend more than twelve inches outside of a building wall surface and shall not exceed two hundred fifty square feet in area for any one premises.

B. Projecting signs fastened to, suspended from, or supported by structures shall not exceed fifty square feet in area for any one premises; shall not extend more than six feet into any required yard;

shall not extend more than six feet into any public right-of-way; shall not be less than ten feet from all side lot lines; and shall not be less than ten feet above the sidewalk, nor fifteen feet above a driveway or an alley.

C. Ground or pole signs are permitted in commercial and industrial districts only after review and approval by the Planning Director or Plan Commission if a message reader board is proposed to the issuance of a building permit. Ground or pole signs shall not exceed one hundred square feet in area on one side and shall not exceed two hundred square feet in area on all sides for any one premises, and shall not exceed twenty-four feet in height. Ground or pole signs shall be located as indicated in Section 20.04.060. (Ord. 016, Series 2005)

D. Directional ground signs giving direction to businesses conducted on the premises on which the sign is located shall be permitted but shall not extend into the right-of-way.

E. Roof signs shall meet all the yard and height requirements for the district in which they are located, and shall not exceed three hundred square feet on all sides for any one premises.

F. Permanent window signs shall be placed only on the inside of commercial buildings and shall not exceed twenty-five percent of the total glass area of the pane upon which the sign is displayed.

G. Temporary signs or banners but not to exceed a period of thirty days.

H. Real estate signs which advertise the sale, rental or lease of premises upon which they are temporarily located only, may be placed in any district. A real estate sign shall not exceed thirty-two square feet in area. Real estate signs shall be limited to one sign for each lot except corner lots where two signs, one facing each street, shall be permitted. Real estate signs shall be removed within seven days of the sale or lease of the subject property. Temporary real estate open house directional signs shall be located only on private property; provided the property owner's permission is given and are permitted only during open house hours. Temporary flags or banners may be displayed to promote the sale or lease of industrial or business for their duration only after authorization by the building inspector.

I. Election campaign signs may be located only on private property in any district, provided the property owner's permission is given. Election campaign signs may not be located on public property or within public rights-of-way. Election campaign signs shall not be erected more than forty-five days prior to an election and shall be removed within seven days following an election. If said signs are not removed during the seven-day period, the building inspector may initiate having the signs removed and the cost of such removal shall be chargeable to the owner of the property on which the sign is located. (Ord. A-526-89 Part 2 (part), 1989).

J. Signs for automated teller machines (ATMs) are allowed only to the extent that the permitted ATM sign type, location, number, and area, combined with the signage provided for the principal use of the premises, do not exceed the maximum type, location, number, and area of signs allowed per premises under this title. (Ord. 013, Series 2000, Part 3).

K. Changeable Copy Signs and Electronic Message Signs shall be permitted in the C-2 and C-3 Business Districts and the Industrial District by a special message reader board permit to be reviewed by the Plan Commission. In reviewing the permit request the Plan Commission may approve or deny any application subject, but not limited to, architectural design, size, interference with surrounding development, area, size, shape, height, lighting, traffic and location, any adverse impact, and compliance with all standards for message reader boards. (Ord. 016, Series 2005)

20.04.055 Signs permitted in the I Institutional District and the PR Park and Recreation District. Signs are permitted in the I Institutional and the PR Park and Recreation zoning district subject to the following regulations:

A. Wall Signs. Wall signs placed against or painted on the exterior walls of buildings shall not extend more than twelve (12) inches from the outside of a building wall surface and shall not exceed forty-eight (48) square feet in area for any one (1) premises. No wall sign shall extend above the roof or parapet line. (Ord. 035, Series 2000).

B. Ground signs. One (1) ground-mounted sign (not including a pole sign or pylon sign) may be installed on any one (1) premises. The maximum area of such a ground sign shall be thirty-two (32) square feet for one (1) side and sixty-four (64) square feet for both sides, and the maximum height shall be nine (9) feet. (Ord. 016, Series 2005; Ord. 035, Series 2000).

C. Directional ground signs. On-premises directional ground signs may be erected giving directions to areas such as employee or visitor parking only, and shall not extend into the road right-of-way. The maximum size of each such directional sign shall be two (2) square feet per side or four (4) square feet for all sides, and the maximum height shall be three (3) feet. (Ord. 035, Series 2000).

D. Special event signs. Temporary signs or banners for promotion of events sponsored by civic clubs, churches, schools or other non-profit organizations may be erected, provided that such signs are located on the site of the event and do not total more than thirty-two (32) square feet for any one (1) premises at any one (1) time. Such signs shall not be erected more than three (3) weeks before the event and shall be removed not more than five days after the completion of the event. (Ord. 035, Series 2000).

E. Other temporary signs. Temporary construction signs, real estate signs, and election campaign signs shall be permitted in accordance with the provisions of Sections 20.04.040(B) and 20.04.040(H). (Ord. 035, Series 2000).

F. Prohibited signs. Specifically prohibited signs included billboards and other off-premise advertising signs, projecting signs, roof signs, pole or pylon signs, vehicle signs, balloons, inflatable advertising devices, inflatable signs, pennants, and flashing or moving signs or beacons. (Ord. 035, Series 2000).

G. Changeable Copy Signs and Electronic Message Signs shall be permitted in the I Institutional District and the PR Park and Recreation District by a special message reader board permit to be reviewed by the Plan Commission. In reviewing the permit request the

Plan Commission may approve or deny any application subject, but not limited to, architectural design, size, interference with surrounding development, sign area, size, shape, height, lighting, traffic and location, any adverse impact, and compliance with all standards for message reader boards. (Ord. 016, Series 2005).

20.04.060 Location of ground or pole signs and bulletin boards. Except as otherwise provided in this Chapter, in all commercial, industrial, office, business park, park and recreation, agriculture and industrial zoning districts ground or pole signs and bulletin boards shall be set back a minimum of ten feet from the front lot line. In the case of corner lots, signs shall be set back a minimum of ten feet from each lot line facing a street. Signs shall be set back a minimum of fifteen feet from interior side lot lines and rear lot lines. No portion of a ground or pole sign display area or its structural or component parts shall encroach or extend into the minimum setback areas indicated in this section. (Ord. 042, Series 2000); Ord. A-526-89 Part 2 (part), 1989).

20.04.065 Measurement of height of ground or pole signs. The height of ground or pole signs shall be measured as the vertical distance between the established grade and the highest portion of the sign or supporting structure. The established grade may not be artificially raised in the area beneath the ground or pole sign for the primary purpose of increasing the prominence of perceived height of the sign. (Ord. 024, Series 1999, Part 1).

20.04.070 Downtown Signage Overlay Restrictions. All signs in the CBD and other downtown districts. All signs in the CBD District, C-1 District, M-1 District, and PUD districts within the area defined by the Grafton Downtown Master Plan shall meet those requirements set forth in this Section: (Ord. 016, Series 2005).

A. Approval required. Any new, replacement, or relocated sign intended for installation for a period exceeding 30 days shall be permitted only after the specific size, design, appearance, and location have been approved by the Planning and Development Department and has been issued a permit by the Inspection Department, following submittal of a complete application with required application materials specified by the Director of Planning and Development.

B. Minimum standards. All new and replacement signs, including temporary signs, shall, at a minimum, meet the requirements of Section 20.04.050 applicable to signs permitted in business and industrial districts and all other applicable sections of this chapter. Where the provisions in Section 20.04.070 are more restrictive, these more restrictive provisions shall prevail.

C. Downtown design guidelines. The design guidelines for signage included in the Grafton Downtown Master Plan, adopted by the Plan Commission on February 23, 1999, and from time to time amended, shall be used as additional criteria in the review and approval of signs within the CBD district and other downtown districts within the area covered by the Downtown Master Plan. The Planning and Development Department may waive compliance with one or more of these design guidelines provided it finds that:

1. The sign is in conformance with the overall goals and desired downtown theme expressed in the Downtown Master Plan; and

2. The sign demonstrates excellence in materials, design, texture, color, scale, and relationship to building architecture.

D. Sign lighting. All sign lighting shall be exterior to the sign, except that solid wood or metal lettering with lighting behind each letter to create a halo effect is also permitted. All sign light fixtures of over 100 watts shall be shielded from all points on the adjacent public street pavement. Sign lighting shall otherwise be in conformance with Division 19.05.0400 of the zoning ordinance.

E. Permitted signs. The following standards are requirements for permitted signs intended for installation for a period exceeding 30 days:

1. On-building signs. On-building signs include signs mounted flat onto an exterior wall, awning mounted or integrated signs, and projecting signs, but do not include window signs.

a. Only building facades facing the front yard and/or street side yard may be used for on-building signage.

b. There shall be not more than one square foot of on-building sign area for every one lineal foot of exposed exterior length of the wall on which the sign will be placed. No one on-building sign shall be greater than 48 square feet for all combined sign faces seen at any one time (24 square feet for projecting signs).

c. In cases where more than one business occupies a single building, the assignment of on-building sign area to the various businesses shall be at the discretion of the property owner. This allocation shall be specified in the application to the Planning and Development Department.

d. Only one side of any projecting sign shall be counted in the calculation of total permitted on-building sign area. There shall not be more than one projecting sign per occupant along each facade.

e. No one dimension of any on-building sign shall be greater than a multiple of five times the other dimension, except for awning signs less than 8 square feet.

2. Ground signs. Ground signs are signs permanently affixed directly to the ground or to monuments, posts, or other structures that are permanently affixed directly to the ground.

a. A maximum of one ground sign per lot shall be permitted, not including directional and informational signs.

b. There shall not be more than 32 square feet of ground sign area for all combined sign faces seen at one time, not including directional and informational signs or permitted temporary signs.

c. In cases where more than one business occupies a single lot, the assignment of maximum permitted ground sign area to the various businesses shall be at the discretion of the property owner and shall be specified in the application to the Village.

d. The maximum height of any ground sign shall be 9 feet. Ground-mounted structures taller than 9 feet that were in existence before January 1, 2005 may be used for the placement of new ground signs or the continuation of previously existing signs without requiring a variance until January 1, 2015.

e. The minimum setbacks for ground signs shall be as specified in Section 20.04.060.

3. Window signs. The gross surface area of all permanent and temporary window signs visible from public rights-of-way, including directional and informational signs, shall not exceed 30 percent of the area of the window within which the sign(s) are placed or displayed.

4. Directional and informational signs. Directional and informational signs, which include such signs as parking lot signs, entrance signs, memo boards, "open" and "closed" signs, and hours of operation signs, have a primary function of providing essential information as opposed to business identification or advertising. No directional or informational sign shall exceed 4 square feet for all combined sign faces seen at any one time. All requested directional and informational signs shall be specified within an application to the Village, and shall be compatible with other signage for the business.

5. Banners Signage of Decorative Parking Lot Light Poles. Banner type signage attached to architectural styled light poles in private parking lots and brackets may be permitted in the downtown based upon the review and determination by the Planning Development Staff that the signage fits in with the intent of the downtown master plan. The Planning and Development Department may deny such signage based upon its design, size, amount, placement, or any other issue pertinent as determined by the Planning and Development Staff. (Ord. 016, Series 2005).

6. A-Frame Signs. A-Frame or sandwich board type signs are only allowable in the CBD District and subject to approval of Planning and Development Department based on design, size, placement, submittal of a certificate of insurance and a letter indemnifying the Village of Grafton or adjacent right-of-way designee of any liability associated with the sign, and compliance with all other requirements and issuance of a permit by the Inspection Department.

a. One A-Frame sign is allowed by permit per business standing no more than 4 feet in height with each sign surface not exceeding 8 square feet.

b. A-Frame signs can only be placed within the linear building frontage of the business or entity it represents and can only advertise that business.

c. A-Frame signs can only be displayed during the business hours of the entity it represents.

d. A-Frame signs must be professionally built of durable materials such as wood or plastic composites that mimic wood and must be framed around the edges.

e. A-Frame signs must be placed so as not to block building entrances, exits, sidewalks, or other traveled right-of-way areas, and on private property when available. If there is no private location for an A-Frame sign, only then will public right-of-way be considered for placement.

f. A-Frame signs must be adequately weighted or anchored to prevent movement by wind or other elements.

g. A-Frame signs must have identifiable information including the name, address and telephone number of the business advertised permanently inscribed on the inside of the sign.

F. Prohibited signs. Specifically prohibited signs in the CBD District, C-1 District, M-1 District, and PUD districts within the area covered by the Grafton Downtown Master Plan include:

1. Billboards and other off-premise advertising signs;
2. New or replacement signs projecting above the roof line of a building;
3. New or replacement on-building signs located on a building façade that faces a rear yard or interior side yard, except for facades that have a rear parking lot or façades that have a side or rear business entry;
4. New on-building signs painted directly on a building wall, except for painted signs installed prior to the adoption of this ordinance, preserved or restored as a historic building feature and for murals without elements of business or product advertising;
5. New or replacement signs that are both internally illuminated and surfaced with plastic, vinyl, or other translucent material, except for community information signs otherwise designed in accordance with the design guidelines for signage included in the Grafton Downtown Master Plan;
6. Neon signs, except for "open" and "closed" signs;
7. Trailer or vehicle signs;
8. Inflatable signs and advertising devices;
9. Pennant strips;
10. Changeable message signs, except for community information signs and A-Frame signs designed in accordance with the design guidelines for signage included in the Grafton Downtown Master Plan;
11. More than one temporary sign or banner on one lot at any one time.
12. Electronic Message Signs as defined by Section 20.04.020 of this Title. (Ord. 016, Series 2005).

G. Nonconforming signs in CBD district and other downtown districts. Any sign constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, materials, method of illumination, number of signs, or construction is not in conformance with this chapter or variances allowed under Section 20.04.160, shall be considered a legal nonconforming sign. Any legal nonconforming sign shall either be eliminated or made to conform with the requirements of this chapter upon the occurrence of one or more of the following events:

1. When any proposed change, repair, or maintenance would constitute an expense of more than 50 percent of the lesser of the original value or replacement value of the sign; or
2. When the design, logo, or message on the face of the sign is considered or proposed that accompanies a change in the ownership, name, or type of use; or
3. When the sign is considered or proposed for relocation; or

4. When any new sign is proposed on the lot where the nonconforming sign is located; or

5. After January 1, 2015.

H. Within one month of approval of this section and within one month of January 1, 2014, the Village shall notify in writing all property owners in the CBD District, C-1 District, M-1 District, and PUD districts within the area covered by the Grafton Downtown Master Plan of the requirements for nonconforming signs. (Ord. 019, Series 2004, Part 1-part; Ord. A-526-89 Part 2 (part), 1989).

20.04.075 Signage requirements in the C-4 district. Signs located in the C-4 District shall meet those requirements set forth below. This section does not apply to shopping centers and multi-tenant buildings as regulated by Section 20.04.150 of this Title.

A. Parcels of Land Five (5) Acres or Greater in Area:

1. Wall Signs. Wall signs placed against or painted on the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building wall surface and shall not exceed a total of sixty (60) feet per sign face and one hundred eighty (180) square feet in area for any one (1) premise. Signage copy shall be limited to business name, logo, or operation. No wall sign shall extend above the roof or building parapet line. Maximum wall sign height shall be twenty-four (24) feet. (Ord. 016, Series 2005)

2. Ground or Pole Signs. One (1) ground or pole sign may be permitted only after review and approval by the Planning Director or Plan Commission for message reader boards prior to the issuance of a building permit. Ground or pole signs shall not exceed one hundred (100) square feet in area on one (1) side and shall not exceed a total of two hundred (200) square feet in area on all sides for any one (1) premise, and shall not exceed twenty (20) feet in height. Ground or pole signs shall be set back from any existing or planned public street right-of-way a minimum distance of fifty (50) feet, except that the setback from any such right-of-way may be reduced to twenty-five (25) feet under the following circumstances: the sign shall not exceed sixty (60) square feet in area on one side and one hundred twenty (120) square feet in area for any one premise, the sign shall be a monument (not pole) sign, and the sign height shall not exceed ten (10) feet. Signage copy shall be limited to business name, logo, or operation. (Ord. 016, Series 2005; Ord. 024, Series 1999, Part 2).

B. Parcels of Land Less than Five (5) Acres in Area but Greater than Two (2) Acres in Area:

1. Wall Signs. Wall signs placed against or painted on the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building wall surface and shall not exceed sixty (60) square feet per sign face and a total of one hundred and twenty (120) square feet in area for any one (1) premise. Signage copy shall be limited to business name, logo, or operation. No wall sign shall extend above the roof or building parapet line. Maximum wall sign height shall be twenty (20) feet. (Ord. 016, Series 2005).

2. Ground or Pole Signs. One (1) ground or pole sign may be permitted only after review and approval by the Planning Director or Plan Commission for message reader boards prior to the issuance of

a building permit. Ground or pole signs shall not exceed sixty (60) square feet in area on one side and shall not exceed a total of one hundred and forty (140) square feet in area on all sides for any one (1) premise, and shall not exceed twenty (20) feet in height. Ground or pole signs shall be set back from any existing or planned public street right-of-way a minimum distance of fifty (50) feet, except that the setback from any such right-of-way may be reduced to twenty-five (25) feet under the following circumstances: the sign shall not exceed thirty-six (36) square feet in area on one side and seventy-two (72) square feet in area for any one premise, the sign shall be a monument (not pole) sign, and the sign height shall not exceed ten (10) feet. Signage copy shall be limited to business name, logo, or operation. (Ord. 016, Series 2005; Ord. 024, Series 1999, Part 3)

C. Parcels of Land Less than Two (2) Acres in Area:

1. Wall Signs. Wall signs placed against or painted on the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building wall surface and shall not exceed forty (40) feet per sign face and a total of eighty (80) square feet in area for any one (1) premise. Signage copy shall be limited to business name, logo, or operation. No wall sign shall extend above the roof or building parapet line. Maximum wall sign height shall be twenty (20) feet. (Ord. 016, Series 2005).

2. Ground or Pole Signs. One (1) ground or pole sign may be permitted only after review and approval by the Planning Director or Plan Commission for message reader boards prior to the issuance of a building permit. Ground or pole signs shall not exceed forty (40) square feet in area on one side and shall not exceed a total of one hundred (100) square feet in area on all sides for any one (1) premise, and shall not exceed twenty (20) feet in height. Ground or pole signs shall be set back from any existing or planned public street right-of-way a minimum distance of fifty (50) feet, except that the setback from any such right-of-way may be reduced to twenty-five (25) feet under the following circumstances: the sign shall not exceed thirty-two (32) square feet in area on one side and sixty-four (64) square feet in area for any one premise, the sign shall be a monument (not pole) sign, and the sign height shall not exceed ten (10) feet. Signage copy shall be limited to business name, logo, or operation. (Ord. 016, Series 2005; Ord. 024, Series 1999, Part 4).

D. Directional Ground Signs: Directional ground signs giving direction to businesses conducted on the premises on which the sign is located shall be permitted but shall not extend into the right-of-way. The maximum size of directional ground signs shall not exceed three (3) square feet in area each. Maximum height shall be thirty-six (36) inches.

E. Prohibited Signs: Specifically prohibited signs include projecting signs, billboards, roof signs, pylon signs, flashing or moving signs or beacons, bench signs, trailer signs, banner signs on poles or buildings, vehicle signs, balloons, inflatable advertising devices, inflatable signs, and pennants. (Ord. No. 021, Series 1996; Part 1).

F. Changeable Copy Signs and Electronic Message Signs shall be permitted in the C-4 Freeway Interchange Business District by a special message reader board permit to be reviewed by the Plan

Commission. In reviewing the permit request the Plan Commission may approve or deny any application subject, but not limited to, architectural design, size, interference with surrounding development, area, size, shape, height, lighting, traffic and location, any adverse impact, and compliance with all standards for message reader boards. (Ord. 016, Series 2005).

20.04.077 Signage requirements in the PID, O and BP district.
Signs located in the PID, O and BP District shall meet those requirements set forth below. (Ord. 042, Series 2000).

A. Wall Signs. One wall sign on the exterior wall or within a window of a principal building may be provided. The maximum area of such a wall sign shall be one hundred fifty square feet and the maximum height shall be three feet. In a multi-tenant building, each tenant may share a portion of the maximum total of one hundred fifty square feet of wall signage. On a corner lot, each exterior wall facing a public street may share a portion of the maximum total of one hundred fifty square feet of wall signage.

B. Ground signs. One ground-mounted sign per premises (not including a pole sign or pylon sign) may be provided. The maximum area of such a ground-mounted sign shall be fifty square feet per side or one hundred square feet for both sides, and the maximum height shall be nine feet. (Ord. 016, Series 2005).

C. Directional ground signs. On-premises directional ground signage may be allowed giving directions to areas such as employee or visitor parking and shipping or loading zones. The maximum size of each such directional sign shall be two square feet per side or four square feet for both sides. Such directional signs shall not be located in a thirty-foot minimum setback area.

D. Temporary construction signs and banners, real estate signs, and election campaign signs shall be permitted in accordance with the provisions of Section 20.04.050

E. Specifically prohibited signs include billboards and other off-premise advertising signs, roof signs, pole or pylon signs and flashing or moving signs or beacons, and changeable copy signs and electronic message signs, except for bank and financial institutions located within the district, which are allowed to comply with the C-1 Neighborhood Business district regulations for message reader board signage. (Ord. 016, Series 2005; Ord. 013, Series 2000, Part 4).

20.04.080 Prohibited signs.

A. Any sign which is not permanently fastened, anchored on a permanent foundation or painted on another structure shall be considered a prohibited sign. Portable signs are specifically prohibited in all districts with the exception of Section E and signs allowed in other sections of this chapter. (Ord. 019, Series 1997, part 1; Ord. A-526-89 Part 2 (part), 1989).

B. Any sign or banner constructed, placed or painted in any residential, commercial or industrial district without first obtaining a required permit shall be considered a prohibited sign. Signs or banners not located in conformance with this chapter, permit or approval conditions shall be considered a prohibited sign except for

signs allowed in other sections of this chapter. (Ord. 019, Series 1997, part 1).

C. Any sign or banner which is not removed within 30 days of the discontinuance of business operations or activities at the premises shall be considered, for the purposes of this chapter, a prohibited sign. (Ord. 019, Series 1997, part 1).

D. Any sign or banner located within the public right of way shall be considered a prohibited sign. (Ord. 019, Series 1997, part 1).

E. Signs exempt from this section are:

1. Traffic control signs or signs located in the right of way which are allowed by chapter 11.20.025.

2. Signs or banners to advertise a public, civic or social event, of a charitable or not for profit organization which does not exceed 4 days in length. Such signs or banners shall not be placed more than 14 days prior to and shall be removed within 5 days after the event and shall be located in compliance with required setbacks. (Ord. 019, Series 1997, part 1).

F. Prohibited signs or banners may be removed, within 10 days of a notice of violation, at the direction of the building inspector. The notice of violation shall include a "notice of intent to remove" stating that, should the prohibited sign not be removed by the owner or his agent within 10 days the sign will be removed by the inspection department and costs for removal, storage and disposal will be assessed to the property owner. Prohibited signs removed by the department may be disposed of at the discretion of the building inspector after 45 days of removal. Said disposal may include destruction, sale, sale at auction or any other means deemed necessary. (Ord. 019, Series 1997, part 1).

20.04.090 Facing residential district. No sign except those permitted in Section 20.04.040 shall be permitted to face a residential district within one hundred feet of such district boundary. (Ord. A-526-89 Part 2 (part), 1989).

20.04.100 Design and placement. Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape, and no sign shall be attached to a standpipe or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility. (Ord. A-526-89 Part 2 (part), 1989).

20.04.110 Existing signs. Except as otherwise provided in Section 20.04.070(G) for the downtown area only as defined by the Village of Grafton Downtown Master Plan, signs lawfully existing at the time of the adoption or amendment of the ordinance codified in this title may be continued although the type, use, size, height, design, materials, method of illumination, number of signs, construction or location does not conform with the provisions of this chapter. However, it shall be deemed a legal nonconforming use or

structure, and the provisions of Section 19.03.1000 shall apply or Section 20.04.070(G), if applicable. (Ord. 016, Series 2005; Ord. 019, Series 2004, Part 1-part; Ord. A-526-89 Part 2 (part), 1989).

20.04.120 Signs within a public right-of-way. Prior to the issuance of a building permit for any sign located completely or partially within a public right-of-way, a bond or liability insurance policy with limits not to exceed \$20,000 or as determined by the Plan Commission. The required bond or insurance policy shall be renewed annually for the life of the sign. Should the liability policy or bond lapse, the sign shall be removed by the village with the removal expenses covered by the bond and/or assessed to the owner. (Ord. 016, Series 2005; Ord. A-526-89 Part 2 (part), 1989).

20.04.130 Exterior lighting and prohibition of flashing signs. The use of flashing or revolving lights, other than traffic-control lights, is specifically prohibited in all districts. This prohibition shall apply to all signs. (Ord. 013, Series 2000, Part 5; Ord. A-526-89 Part 2 (part), 1989).

20.04.140 Changeable Copy and Electronic Message Signs (including Video Displays)

A. Number: Only one changeable copy sign or electronic message sign shall be permitted on a parcel, unless otherwise approved with a Planned Unit Development or by Section 20.04.150 regulating shopping center and multiple-tenant commercial buildings. Changeable Copy Signs and Electronic Message Signs shall only be permitted on Ground Signs as defined in Section 20.04.020 of this Title.

B. Sign Size: All Changeable Copy Signs and Electronic Message Signs shall comply with the requirements outlined in the following table. Said signs shall be architecturally integrated into the Ground Sign, including the exterior casing or frame. All Changeable Copy and Electronic Message Signs approved by the Plan Commission after July 18, 2005 shall be limited to two (2) lines of text.

ZONING DISTRICT	MAXIMUM AREA OF CHANGEABLE COPY AND ELECTRONIC MESSAGE SIGNS	MAXIMUM SIGN SIZE
CBD Central Business	In accordance with Section 20.04.070 of this Title / Changeable copy only allowed	Various
C-1 Neighborhood Business	Not allowed to exceed 20% of the total sign area.	100 SF
C-2 Community Business	Not allowed to exceed 20% of the total sign area.	100 SF
C-3 Commercial Service Business	Not allowed to exceed 20% of the total sign area.	100 SF
C-4 Freeway Interchange Business	Not allowed to exceed 20% of the total sign area.	Various
O Office	Not Permitted, except for banks or financial institutions (See C-1)	100 SF

ZONING DISTRICT	MAXIMUM AREA OF CHANGEABLE COPY AND ELECTRONIC MESSAGE SIGNS	MAXIMUM SIGN SIZE
BP Business Park	Not Permitted, except for banks or financial institutions (See C-1)	100 SF
M-1 Industrial	Not allowed to exceed 20% of the total sign area.	100 SF
PID Planned Industrial	Not Permitted	100 SF
I Institutional	Not to exceed 50% of the maximum sign area.	32 SF
PR Park and Recreation	Not to exceed 50% of the maximum sign area.	32 SF
<p>(1) Maximum size is subject to the review and approved of the building inspector, police department, and department of public works.</p> <p>(2) See Section 20.04.075 of this Title for the maximum sign size in the C-4 Freeway Interchange Business District.</p> <p>(3) Message reader board can not be constructed without primary monument signage.</p>		

Ord. 016, Series 2005

C. Copy Size Height Requirements. The height of the letters installed or used on all Changeable Copy Signs and Electronic Message Signs shall conform with the minimum values outlined in the following table. (Ord. 016, Series 2005)

DISTANCE FROM CENTERLINE TO SIGN ¹	POSTED ROADWAY SPEED LIMIT				
	30 MPH	35 MPH	40 MPH	45 MPH	50+ MPH
40'	4"	4"	4"	6"	6"
50'	5"	6"	6"	6"	6"
60'	6"	6"	6"	9"	9"
100'	9"	9"	9"	9"	9"

¹ All signage intended to be viewed from Interstate 43 shall utilize letters with a minimum height of 9-inches.

D. Illumination:

1. Color: Multi-colored message or multi-colored video displays shall not be permitted. Light Emitting Diode (LED) lighting sources shall be only amber in color, unless a variance is granted as outlined in Section 20.04.160 of this Title. The color of all other lighting sources shall be approved by the Plan Commission. Only video displays for electronic message menu signs that apply to ordering systems for drive-thru restaurant can be color and shall not exceed three (3) square feet in size, and shall be limited to one (1) in number for each occupant. (Ord. 016, Series 2005)

2. Intensity: All changeable copy signs or electronic message signs shall comply with Division 19.05.0400 Lighting Standards of the Municipal Code. The lighting intensity for all electronic message signs shall be uniform and avoid excessive glare. (Ord. 016, Series 2005)

E. Message Interval: Scrolling messages shall have a minimum interval of two (2) seconds. Animated Signs or messages shall not be permitted. (Ord. 016, Series 2005)

F. Portable/Temporary Signs: Portable changeable copy signs or electronic message signs shall not be permitted on a parcel, unless utilized for a community sponsored event for a period not to exceed 10 days. (Ord. 016, Series 2005)

G. Exemptions: Signs that do not exceed 5 square feet and display only current time and/or temperature may be exempted from the regulations of this Section subject to the approval of the Plan Commission. (Ord. 016, Series 2005)

20.04.150 Shopping center and multiple-tenant commercial building regulations. A shopping center or multiple tenant commercial building may provide the following signage: This section shall not apply to structures and uses regulated under Section 20.04.075 of this Title.

A. Master Identification Signage. Master identification signage may be provided which displays the name of the shopping center, and may also include information such as, but not limited to: names or lists of individual stores, hours of operation and/or special sales information. One master identification sign may be permitted along each arterial street abutting a shopping center. Each such master identification sign shall not exceed three hundred square feet in total area and thirty feet in height, and the location shall be approved by the plan commission prior to the issuance of a sign permit.

B. Exterior Wall Signage. One exterior wall sign may be provided for each individual tenant business in a shopping center which has an exterior storefront wall or enclosed perimeter walkway. The maximum area of each individual tenant's wall sign shall be computed using a factor of seventy-five percent of the tenant's exterior storefront width, but no such exterior wall sign shall exceed one hundred square feet in area and two feet in height. If a tenant's store is at a corner and has two exterior storefront walls, one separate exterior wall sign may be permitted on each exterior wall. The maximum area of each such sign shall also be computed using a factor of seventy-five percent of each storefront width, but no such sign shall exceed one hundred square feet in area and two feet in height. (Ord 003-94, Part 1, 1994).

C. Supermarket Signage. In the case of multiple-tenant shopping centers where a supermarket food store is a tenant, the supermarket shall be considered as if it was a separate structure and shall be entitled to provide: (a) its own free-standing ground sign which shall not exceed two hundred square feet in area and twenty-four feet in height, and (b) one exterior wall sign not exceeding two hundred fifty square feet in area for each exterior facade. If a supermarket food store has a sign which is part of a master identification sign as described in subsection A of this section, a separate free-standing ground sign shall not be allowed.

D. Directional Signage. A shopping center may provide directional signage located on-site which provide instructions or directions and do not in any way advertise a business. This includes,

but is not limited to, signs such as those identifying entrances, exits, parking areas, telephones and restrooms. Each such sign shall not exceed eight square feet in area and their number and location(s) shall be subject to approval by the building inspector.

E. Interior Signage. Signs located within the interior of a shopping center which are not visible from any public right-of-way shall be regulated by the shopping center landlord or management entity regarding size and placement of signs. However, such interior signage is not exempt from structural, electrical or material code regulations in other applicable building codes. A sign permit shall be obtained prior to the erection of an interior sign.

F. Interior Window Signs. In shopping center tenant spaces with windows on exterior walls, the interior window area may be used for temporary window signs installed only on the interior of the window. The total area of such window signage visible from the exterior shall not exceed twenty percent of the total window area of each tenant space. Such window signage shall not be placed on door windows or other windows needed to be clear for pedestrian safety. Such interior window signs shall not require a sign permit. (Ord. A-526-89 Part 2 (part), 1989).

G. Changeable Copy Signs and Electronic Message Signs shall be permitted by a special message reader board permit to be reviewed by the Plan Commission. In reviewing the permit request the Plan Commission may approve or deny any application subject to, but not limited to, architectural design, size, interference with surrounding development, area, size, shape, height, lighting, traffic and location, any adverse impact, and compliance with all standards for message reader boards. (Ord. 016, Series 2005)

20.04.160 Variances. The plan commission may, in its judgment, waive or vary the provisions of this chapter where it would further the public interest. (Ord. A-526-89 Part 2 (part), 1989)