

**Village of Cambridge
Economic Development Committee
Amundson Community Center- Senior Room
200 Spring St. Cambridge, WI 53523
Tuesday October 1, 2024 5:00 p.m.**

Agenda

1. Call to Order/Roll Call
2. Proof of Posting
3. Public Appearances/Citizen Input
4. Approval of Minutes from September 3, 2024
5. Old Business: Discussion and Possible Action Regarding:
 - a. Room Tax Ordinance – Update
6. New Business: Discussion and Possible Action Regarding
 - a. Introduction of new Committee members
 - b. Signs, Canopies, Awnings and Billboards Ordinance updates to include murals
7. Setting of next meeting date
8. Questions, Referrals to Staff or Future Agenda Items
9. Adjournment

NOTE:

1. Persons needing special accommodations should call 423-3712 at least 24 hours prior to the meeting.
2. A quorum of the Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village Trustees. No matters shall be considered by said Village Board members nor shall any action be taken by said Village Board members at this meeting.
3. More specific information about agenda items may be obtained by calling 423-3712.

Tammy L Jordan, Treasurer/Deputy Clerk/Deputy Administrator

**Village of Cambridge
Economic Development Committee
Amundson Community Center- Senior Room
200 Spring St. Cambridge, WI 53523
Tuesday September 3, 2024 5:00 p.m.**

Agenda

1. **Call to Order/Roll Call:** Bill Crist called the meeting to order at 5:00 pm.
Members present: Bill Crist, Chris Kreuger and Matt McFalls. Others present: Tammy Jordan, Treasurer/Deputy Clerk/Deputy Administrator, Mark McNally, Village President, Cathy Yerges, Collaborative 523, Kristopher Tobias, John Scott and Charles Fiesel.
2. **Proof of Posting:** The agenda was posted in the upper and lower levels of the Amundson Center, Cambridge Post Office, Badger Bank and the Village Website.
3. **Public Appearances/Citizen Input:** Cathy Yerges spoke to the Committee about Community Mural Projects. A Mural's Committee has been organized through the Collaborative 523. This Committee would like direction from the Economic Development Committee/Village Board about the rules that must be followed prior to any murals being created. Yerges suggested an amendment to the current ordinance chapter 17.80 Signs, Canopies, Awnings and Billboards, that would include specifications for murals. Mark McNally mentioned that the amendment should include language to include: the selection of, maintenance of and any costs involved.
4. **Approval of Minutes from August 6, 2024:**

Chris Kreuger made a motion to approve the minutes for August 6, 2024, seconded by Matt McFalls. Motion carried.
5. **Old Business: Discussion and Possible Action Regarding:**
 - a. **Two Committee Members needed** – Updates: Jordan stated a press release for the newspaper and website have been submitted.
 - b. **Room Tax Ordinance Final Review for Attorney:** Jordan will submit the red line copy and final clean copy to the Village Attorney for review.
 - c. **Preparation to present to Board after Attorney approval:** As many Committee members as possible will attend a Village Board meeting for presentation, after Village Attorney approval.

6. New Business: Discussion and Possible Action Regarding

a. Preliminary Discussion on Food Truck Permitting:

- i. How does this pertain to Economic Development?**
- ii. What are the end goals?**
- iii. What are the steps in the process?** A short discussion was had on Food Truck Permitting. The Committee will look again at this topic at a future meeting.

7. Setting of next meeting date: October 1, 2024, at 5:00 pm, in the Senior Room of the Amundson Community Center.

8. Questions, Referrals to Staff or Future Agenda Items:

- a. Community Mural Projects**

9. Adjournment:

Chris Kreuger made a motion to adjourn the meeting, seconded by Bill Crist. Chairman Crist adjourned the meeting at 5:59 pm.

Respectfully submitted by: Tammy L Jordan, Treasurer/Deputy Clerk/Deputy Administrator

Chapter 17.80 - SIGNS, CANOPIES, AWNINGS AND BILLBOARDS

Sections:

17.80.010 - Purpose.

- A. **Applicability.** The purpose of this chapter is to establish minimum standards to safeguard life and property and promote public welfare and community aesthetics by regulating the appearance, construction, location and maintenance of all signs, awnings, canopies and billboards. The provisions herein contained shall be binding alike upon every owner of a building, every lessee and every person in charge or responsible for or who causes the construction, repair, relocation or alteration of any outdoor sign and other advertising structures in the village; posting and general maintenance are excepted.
- B. **Color.** Color shall be used to blend the proposed new development with surrounding development without calling undue attention to the development.
- C. **Architectural Character and Style.** The purpose of this chapter is to present an architectural vocabulary that will provide a guideline for the development of the village's commercial, public, semi-public and multiple-family residential buildings.

(Ord. 2004-10 (part); Ord. 2003-03 § 4 (part); prior code § 13-1-100)

17.80.020 - Definitions.

The following definitions are used in this chapter:

"Area of sign" means the perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. If the sign consists of more than one section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface. The area of the irregularly shaped sign shall be the entire area within a single continuous rectilinear perimeter of not more than eight straight lines.

Awning Sign (Canopy). Any portion of an awning containing advertising copy shall be treated as a wall sign and shall be included in the overall area calculations for wall-mounted signs. Signs may be attached flat against awnings made of rigid materials, and shall not project above the awning. Awnings of nonrigid materials (e.g., canvas) shall have signs appliqued or painted only on them. There shall be a minimum clearance of at least eight feet between the bottom of the awning and the ground at grade.

"Billboard" means a sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located, or directs persons to a different location from where the sign is located.

"Blanketing" means the unreasonable obstruction of view of a sign caused by the placement of another sign.

"Canopy" means a shelter, with or without a sign, attached to or connected with a building and extending into a setback or over the public sidewalk.

"Day" shall be designated as a period of time in terms of calendar days.

Directional Signs. There shall be no more than two directional signs per driveway entrance to a lot, parcel or multiple-use lot or parcel. No directional sign shall be greater than six square feet in area and have height greater than three feet above grade. No more than twenty-five (25) percent of the area of a directional sign may be devoted to business identification; such area will not be assessed as business identification sign area.

"Directly illuminated sign" means any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

"Directory sign" means any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories. Directory signs shall be encouraged for use with advertising of multiple-occupied commercial and industrial buildings.

"Electronic message unit sign" means any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.

"Flashing sign" means any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.

"Freestanding (ground and/or pole sign)" means any sign which is supported by structures or supports in or upon the ground and independent of support from any building.

"Identification sign" means any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.

"Indirectly illuminated sign" means a sign that is illuminated from a source outside of the actual sign.

"Marquee sign" means any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.

"Nonconforming sign" means any sign which does not conform to the regulations of this chapter.

"Off-premise sign" means any sign, device or display which advertises goods other than those commonly available or services other than those commonly performed on the premise on which the sign is located.

"Political sign" means any sign displaying a candidate for an election, or a current election's subject matter.

"Portable sign/message boards" means any sign not permanently attached to the ground which is designed to be easily moved from one location to another.

"Projecting sign" means any sign extending more than twelve (12) inches but less than four feet from the face of a wall or building; such sign may not extend more than three feet into the right-of-way.

"Real estate sign" means any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.

"Roof sign" means any sign erected upon or over the roof or parapet of any building.

"Sign" means and includes anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.

"Temporary sign" means any sign which is erected or displayed for a limited period of time not to exceed fourteen (14) consecutive days or which is displayed only during business hours and removed for storage at other times. Temporary signs displayed for up to fourteen (14) days cannot be displayed for a period of twenty-one (21) days. A temporary sign shall not exceed eight square feet in area. For purposes of this chapter, a portable sign is not a temporary sign.

Vending Machine.

1. A vending machine cannot be placed on the public right-of-way terrace or sidewalk. It must not be visible from the street thoroughfare in the C-B central business district. Vending machines are considered sign graphics and contribute towards total allowable building sign area.
2. "Vending machine" means a retail business device, electrically or manually operated, used by the general public to obtain dairy products, cigarettes, foodstuffs or other merchandise without entering a public shop, store, market or other such building.

"Wall sign" means any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than sixteen (16) inches from such wall.

"Window sign" means any temporary sign located completely within an enclosed building and visible from a public way. For purposes of this chapter, a window sign shall not include any sign permanently attached in the window or directly painted on the glass or a neon sign.

(Amended during 2004 codification; Ord. 2003-03 § 4 (part); prior code § 13-1-101)

(Ord. No. 2010-01, 4-13-2010)

17.80.030 - Required permits for signs, canopies, awnings and billboards.

- A. Application. Except those specified in Section 17.80.040, no signs, billboards, awnings or canopies shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit and without being in conformity with the provisions of this chapter. If the sign is to be located in the design overlay district, the village shall not issue a permit until the plan commission has reviewed and approved the signed application. The sign shall also meet all other structural requirements of other applicable codes and ordinances of the village. If the sign will affect the structural strength of a building, is large enough to require structural supports and bracing, or is to have electrical wiring, a building permit from the building inspector shall also be required. Signs shall not be erected or altered until a permit has been issued by the zoning administrator. "Altered" shall be defined as any modification in the size, height, dimensions, location or mounting of a sign other than routine maintenance.
- B. Signs applications that meet the pre-approved colors and fonts and other sign requirements may be approved by the zoning administrator and will not require approval from the plan commission. The pre-approved colors and fonts will be approved by the plan commission.
- C. No sign, except those specifically listed in section 17.80.040, shall be erected, reconstructed, enlarged, altered, converted, operated, placed, or relocated without obtaining a sign permit from the zoning administrator.
- D. Required Information. Application for a sign permit shall be made in writing using forms furnished by the plan commission which contain the following information about the sign: dimensions, including display surface; materials; illumination; wiring; height above grade; distance from lot lines; and the person, firm or corporation erecting or altering the sign.
- E. Permit Fees. Required permit fees shall be paid to the administrator/clerk/treasurer for each sign permit issued under this chapter, provided, however, that a fee shall not be charged for putting an existing sign in conformity with this chapter, or for a copy change when no change in business name is involved.
- F. Insurance. Any person, firm or corporation engaged in the business of erecting, repairing, maintaining or relocating any sign shall maintain in effect at all times a policy of liability insurance with limits of one hundred thousand dollars (\$100,000.00) for bodily injury and two hundred thousand dollars (\$200,000.00) aggregate and one hundred thousand dollars (\$100,000.00) property damage. Proof of insurance shall be presented to the zoning administrator before the sign permit is granted.
- G. Inspection. The applicant shall, upon completion of the installation, relocation or alteration of the sign, notify the zoning administrator who will assure that the sign complies with the regulations of this chapter. If a building permit was also required, the applicant shall also notify the building inspector.
- H. Exceptions.
 1. Temporary Signs. Permits are not required for such temporary signs as real estate (which advertises sale or rental of the premises upon which it is posted), or similar type signs provided such signs do not exceed six square feet of display surfaces. All temporary signs shall be removed within two days after their use has discontinued. Temporary signs shall not be located on a right-of-way terrace and shall not interfere with driveway vision clearance.
 2. Window Signs. Window signs directing attention to a business or profession conducted on the premises or to a product, service or entertainment sold or offered on the premises shall be permitted without a permit for thirty (30) days from initial use of the window sign at which time application for a permanent sign permit must be made.
- I. Appeals. The zoning administrator may, at any time for a violation of this chapter, revoke a permit or require changes so the sign conforms with this chapter. The holder of a revoked permit shall be entitled to an appeal before the village board. Any person, firm or corporation aggrieved by any permit denial or decision by the zoning administrator relative to the provisions of these sign regulations may appeal and seek review of such decision to the village board.

(Ord. 2005-05 (part); Ord. 2004-10 (part); Ord. 2003-03 § 4 (part); Ord. 2-2-3 (part), 2002; prior code § 13-1-102)

(Ord. No. 2010-01, 4-13-2010)

17.80.040 - Signs not requiring a permit.

The following signs do not require a sign permit, provided that they are not located over a public road right-of-way or in, on or over public water:

- A. Commercial, Industrial and Planned Unit Development (Commercial/Industrial) Districts.
 1. Warning signs not to exceed four square feet located on the premises.
 2. Official signs, such as traffic control, parking restriction, information and notices.
 3. Event signs such as church service, rummage or garage sale and auction signs not to exceed six square feet in area but use of this type of sign shall be limited to seventy-two (72) hours per sale.
 4. Signs not exceeding two square feet in area and bearing only property numbers, post box numbers or names of occupants of premises.
 5. Flags and insignia of any government, except when displayed in connection with commercial promotion.
 6. Legal notices, identification information or directional signs erected by governmental bodies.
 7. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
 8. Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
 9. Political signs may be posted no more than sixty (60) days before an election and must be removed within seven days after the election. The sign shall be a maximum of six square feet of display surface.
 10. Window signs not exceeding thirty (30) percent of the glass area of the glass areas that are used for exits/entrances or necessary for visibility to exits/entrances. All other glass shall be considered part of the building and held to the same restrictions as any other part of the building.
 11. Bills and posters shall be allowed with no permit.
 12. Menu display boxes of up to two square feet are allowed for restaurants, bars and lounges for the purpose of displaying menus. A permit shall be obtained for display boxes larger than two square feet and the area in excess of two square feet shall be counted against the total allowable sign area.
 13. Signs on Vehicles. Signs displayed on motor vehicles or trailers which are being operated or stored in the normal course of business such as those on delivery trucks, trailers and the like; provided that the primary purpose of such vehicles is not for the display of signs. Business vehicles shall be parked in an assigned parking space which is not immediately adjacent to a street frontage.
- B. Residential, Conservancy and Agricultural Districts.
 1. 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 four square feet.
 2. Memorial signs, tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
 3. Official signs, such as traffic control, parking restrictions, information and notices.

4. Awnings or canopies servicing only a particular single-family dwelling unit, provided the same shall conform to the regulations applicable to the zoning district in which the same are located.
5. House numbers or signs identifying parks or country clubs or official bulletin boards.
6. Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after the election. The sign shall be a maximum of eight square feet.
7. Rummage or garage sale signs not to exceed eight square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.

(Ord. 2005-05 (part); Ord. 2003-03 § 4 (part); prior code § 13-1-103)

17.80.050 - Permitted commercial and industrial signs.

- A. **Permitted Signs.** The following signs shall require a permit to be issued by the village. Signs may be permitted in all commercial, planned unit development (commercial/industrial) and industrial districts, subject to the following restrictions:
1. **Ground Signs.** Ground signs shall be placed no closer than one foot to the street right-of-way, shall have no projections and shall not exceed fifty (50) square feet in area unless ground signs are along highways with speed limits forty-five (45) miles per hour or greater, in which case the area can be increased to seventy-five (75) square feet. Ground signs shall not exceed twenty (20) feet in height above the mean centerline street grade, unless the ground signs are along highways with speed limits forty-five (45) miles per hour or greater, in which case the height can be increased to thirty (30) feet.
 2. **Vacant Lot Maintenance.** Vacant lots upon which advertising signs now exist or which are erected pursuant to this section shall be maintained in orderly fashion by the frequent and periodic removal of rubbish and maintenance of any verdure growing on the lot.
 3. **Removal of Signs at Termination of Business.** At the termination of a business, commercial or industrial enterprise, all signs shall forthwith be removed from the public view. Responsibility for violation shall reside with the property owner according to the latest official tax roll listings.
 4. **Shopping Center Sign Restrictions.** In a shopping center or industrial park, one free-standing identification sign for each street upon which the development fronts may be permitted showing the name of the center or park and represented business or industries. The area of the sign shall not exceed sixty (60) square feet. The sign shall not be permitted within twenty (20) feet of the right-of-way line of the street.
 5. **Main Street Restrictions.** All businesses located over one block off of Main Street shall be prohibited from placing or posting any signs whatsoever for their business operation on Main Street except that, if the village posts wayfaring signs on Main Street and there is space available on such signs, any business within the village limits shall be entitled to have a sign advertising its business placed thereon, at its expense.
 6. **Total Surface Display Area Restrictions.** The total surface display area of business or industrial signs on the front facade of a building shall not exceed in square feet one times the number of linear feet of width of the building frontage. In the case of a building located on a corner lot, such square foot display area on the side facing the secondary street may be increased by 0.5 times the number of linear feet of the length of the building which faces the secondary street. The increased permitted display area shall be used only for the erection of a permitted sign on the length of the building which faces the secondary street. Where the premises abut a parking lot, the total display area may be increased by 0.25 times the number of linear feet of the width or length of the building frontage on such parking lot. Such increased display area shall only be utilized by the erection of a permitted sign on that part of the building which abuts the parking lot. In no case shall the wall area usable for sign display be in excess of two hundred (200) square feet and in no case shall more than one of the above mentioned criteria be used to calculate allowable sign area on any one building facade.
 7. **Projection of Signs Mounted on Buildings Restricted.** Business and industrial signs mounted on buildings shall not be permitted to project more than thirty-two (32) inches beyond the building line. Signs shall not project more than twelve (12) inches from the building line on Main Street, (U.S. Highway 12) from the Pleasant Street Bridge to its intersection with High Street, without a variance granted from the village board. Projection signs shall comply with all other requirements of this chapter.
 8. **Number of Signs Permitted.** The square footage of all signs located on the front, side or rear of any business or industrial building shall not exceed the total display restrictions as set forth in subsection (A)(6) of this section.
 9. **Directional Ground Signs.** Necessary directional ground signs which shall not exceed four square feet in area shall be permitted. Permission to erect such signs must be obtained from the police department and the village board.
- B. **Lighting.** Business and industrial signs may be internally lighted or illuminated by a hooded reflector, provided, however, that such lighting shall be arranged to prevent glare and no sign shall be lighted by a lighting of intermittent or varying intensity. Animated signs, or signs having moving parts, or signs which may be mistaken for traffic signal devices, or which diminish the visibility or effectiveness of such traffic signal devices are prohibited.
- C. **Signs Causing Obstruction Prohibited.** Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as means of ingress or egress, or for firefighting purposes, or placed so as to interfere with any opening required for legal ventilation is prohibited.
- D. **Signs at Intersection Prohibited.** No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct clear vision of the intersection.
- E. **Canopy Signs Restricted.** Signs shall be permitted to hang from canopies or covered walks in business or industrial districts provided that there shall be only one sign, not to exceed five square feet, for each business and that the sign shall be at least ten (10) feet above ground level.

(Ord. 2005-05 (part); Ord. 2003-03 § 4 (part); Ord. 00-04; prior code § 13-1-104; Ord. No. 2010-01, 4-13-2010)

17.80.060 - Permitted residential signs.

In addition to those permitted signs not requiring a permit pursuant to Section 17.80.040(B), the following nonflashing, nonilluminated signs are permitted under the conditions specified in all residential and planned unit development (residential), districts established by this chapter:

- A. **Nameplate and Identification Signs.** Subject to the following:
1. **Area and Content—Residential.** There shall be not more than one nameplate, not exceeding one square foot in area, for each dwelling unit, indicating the name or address of the occupant. On a corner lot, two such nameplates for each dwelling unit (one facing each street) shall be permitted. In addition to such nameplates, one sign for a permitted home occupation, not exceeding two square feet, shall be permitted.
 2. **Area and Content—Nonresidential.** For nonresidential buildings, a single identification sign, not exceeding nine square feet in area and indicating only the name and address of the building, may be displayed. On a corner lot, two such signs (one facing each street) shall be permitted.
 3. **Projection.** Such signs shall be affixed flat against the wall of the building.
 4. **Height.** No sign shall project higher than one story or fifteen (15) feet above curb level, whichever is lower.
- B. **"For Sale" and "To Rent" Signs.** Subject to the following:
1. **Area and Number.** There shall be not more than one sign per zoning lot, except that on a corner zoning lot two signs (one facing each street) shall be permitted. No sign shall exceed eight square feet in area nor be closer than twelve (12) feet to any other zoning lot.
 2. **Height.** No sign shall project higher than one story or fifteen (15) feet above curb level, whichever is lower, when attached to a building; detached or free-standing signs shall not be more than four feet in height, measured from the soil grade to the top of the sign post.
- C. **Signs Accessory to Parking Area.** Subject to the following:
1. **Area and Number.** Signs designating parking area entrances or exits are limited to one sign for each such exit or entrance, and to a maximum size of two square feet each. One sign per parking area, designating the conditions of use or identity of such parking area and limited to a maximum size of nine square feet, shall be permitted. On a corner lot, two such signs (one facing each street) shall be permitted.
 2. **Projection.** No sign shall project beyond the property line into the public way.
 3. **Height.** No sign shall project higher than seven feet above curb level.
- D. **Signs Accessory to Roadside Stands.** Subject to the following:
1. **Content.** The signs shall be only for the purpose of identification of the roadside stand and advertising the agricultural products for sale therein.

2. **Area and Number.** The signs shall be on the same zoning lot (either zoned agricultural or with a conditional use permit) as the roadside stand, and there shall be not more than two signs per lot. No sign shall exceed twelve (12) square feet in area nor be closer than fifty (50) feet from any other zoning lot.
 3. **Projection.** No sign shall project beyond the property line into the public way.
 4. **Height.** No sign shall project higher than fifteen (15) feet above curb level.
 5. **Permit.** A sign permit is required for this type of sign.
- E. **Temporary Signs Accessory to Subdivision Developments or Other Permitted Improvements in Residential Districts.** Subject to the following:
1. **Content.** The signs shall be only for the purpose of identification of homes for sale or rent in the subdivision under construction, or for the identification of other nonresidential uses under construction.
 2. **Area, Number and Setback.** Such signs shall not exceed two in number for each subdivision nor fifty (50) square feet each in area. They shall observe the front yard requirement of the principal use and shall be located at least fifty (50) feet from all other boundaries of the site.
 3. **Height.** No sign shall project higher than eight feet above curb level.
 4. **Time Limitations.** The sign or signs shall be removed by the applicant or property owner within two years of the date of the issuance of a sign permit.
- F. **Subdivision Identification Signs.** Subject to the following:
1. **Content.** The signs shall bear only the name of the subdivision or development.
 2. **Area and Number.** There shall be not more than two signs located at each entrance to a subdivision. No sign shall exceed thirty-two (32) square feet in area. Such identification signs shall only be erected after review and approved by the zoning administrator.
 3. **Height.** No sign shall project higher than twelve (12) feet above curb level; the plan commission may, however, temporarily authorize a larger sign for a period not to exceed two years.
 4. **Permit.** A sign permit is required for this type of sign. Drawings showing the specific design, appearance and location of the sign shall be submitted to the zoning administrator for approval. The location of any such sign shall be at the discretion of the zoning administrator based upon the character of the area, the type and purpose of the sign and the length of time permitted.
- G. **Nonflashing, Illuminated Church Bulletins.** Subject to the following:
1. **Area and Number.** There shall be not more than one sign per lot, except that on a corner lot, two signs (one facing each street) shall be permitted. No sign shall exceed sixteen (16) square feet in area nor be closer than eight feet from any other zoning lot.
 2. **Projection.** No sign shall project beyond the property line into the public way.
 3. **Height.** No sign shall project higher than one story or fifteen (15) feet above the curb level, whichever is lower.

(Ord. 00-05; prior code § 13-1-105)

17.80.070 - Landscape features.

Landscape features such as plant materials, berms, boulders, fencing and similar design elements unincorporated or in conjunction with the freestanding signs are encouraged and shall not be counted as allowable sign area. See Section 16.08.040 of this code for additional landscaping provisions. (Amended during 2004 codification; prior code § 13-1-106 (part))

17.80.080 - Prohibited signs.

The following types of signs are expressly prohibited.

1. Signs imitating an official traffic control sign;
2. Signs that use any words, phrases, symbols or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle, or create in any way an unsafe distraction for motor vehicle operators;
3. Signs that obstruct the view of motor vehicle operators, bicyclists and pedestrians entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare;
4. Signs that obstruct free ingress to or egress from required door, window, fire escape or other required exit;
5. Any sign placed on private property without the property owner's written approval;
6. Off-premises signs, except as specifically allowed in Section 17.80.050.A.5.
7. Signs attached to any fences, utility poles, trees shrubs, rocks or other natural objects, unless specifically included in the design and approved by the director;
8. All signs constituting a hazard to safety, health or public welfare;
9. Neon signs shall not be allowed on the exterior of a building. Interior neon signs shall be allowed.
10. All roof-mounted signs;
11. Signs painted on or attached to vehicles, fleets of vehicles, or trailers of any type which are parked conspicuously on the public right-of-way or on private premises for the purpose of circumventing the intention of these regulations;
12. Signs with reflective surfaces;
13. No person shall exhibit, post or display on any sign or wall any statement, symbol or picture of an obscene nature;
14. Single support signs are prohibited, except in the case where a single support is used in conjunction with a horizontal cross-bar to support hanging signs on one side of the support only and subject to the projection and clearance conditions as otherwise provided;
15. Signs in districts designated open space and recreation are prohibited, except as otherwise provided;
16. Signs on public rights-of-way shall not be permitted, except for municipal traffic control, parking and directional signs and as otherwise specified in this chapter, or be located within five feet of a property line.

(Ord. 2005-05 (part); Ord. 2003-03 § 4 (part); prior code § 13-1-107)

(Ord. No. 2010-01, 4-13-2010)

17.80.090 - Dangerous and abandoned signs.

- A. **Removal of Dangerous Signs.** All signs shall be removed by the owner or lessee of the premises upon which the sign is located if in the judgment of the zoning administrator, the sign is so old, dilapidated or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner or lessee fails to remove it, the zoning administrator may remove the sign at cost of the owner, following adequate written notice. The owner may appeal the decision of the zoning administrator to the village board.
- B. **Abandoned Signs.** Except as otherwise provided herein, all sign messages shall be removed by the owner or lessee of the premises upon which an off-premise sign is located when the business it advertised is no longer conducted where advertised. If the owner or lessee fails to remove the sign, the zoning administrator shall give the owner sixty (60) days' written notice to remove the sign and thereafter upon the owner's or lessee's failure to comply may remove such sign, any costs for which shall be charged to the owner of the property or may be assessed as a special assessment against the property, and/or the zoning administrator may take any other appropriate legal action necessary to attain compliance.
- C. **Violations.** All signs constructed or maintained in violation of any of the provisions of this chapter after the date of adoption are declared public nuisances within the meaning of this code. In addition to the penalty provisions for violations of this chapter, the zoning administrator or village board may bring an action to abate the nuisance in the manner set forth in the Wisconsin Statutes.

(Prior code § 13-1-108)

17.80.100 - Variances or exceptions.

Variances or exceptions to these sign regulations may be granted by the village board following a recommendation from the zoning administrator, pursuant to the standards of the village zoning code.

(Prior code § 13-1-109)

17.80.110 - Construction and maintenance regulations for signs.

- A. Installation. All signs shall be properly secured, supported and braced and shall be kept in reasonable structural condition and shall be kept clean and well painted at all times. Bolts or screws shall not be fastened to window frames. Every sign and its framework, braces, anchors and other supports shall be constructed of such material and with such workmanship as to be safe and satisfactory to the zoning administrator and/or building inspector.
- B. General Requirements.
 1. Construction Standards. All signs, except flat signs and those signs weighing less than ten (10) pounds, shall be designed, fastened and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign.
 2. Illuminated Signs. Any illuminated signs shall not interfere with surrounding properties or traffic.
 3. Roof Signs. No sign shall be located so as to project above the parapet line unless approved by the zoning administrator.
 4. Projection. Signs including supports shall not interfere with surrounding properties or traffic.
 5. Prohibited Mounting. No signs shall be painted on, attached to or affixed to any utility poles or apparatus or to any property owned by the village without prior village permission.
 6. Blanketing. Blanketing of signs on buildings shall not be allowed.
 7. Maintenance. All signs, including supports and attachments, shall be properly maintained and have an appearance that is neat and clean. All signs shall be kept in good structural condition, well painted, and clean at all times and the immediate premises shall be maintained in a clean, sanitary and inoffensive condition and kept free and clear of all obnoxious substances, rubbish and weeds.
 8. Annexed Areas. All signs in newly annexed areas shall comply with this chapter within five years of annexation.
- C. Location Adjacent to Residential District. No advertising signs shall be permitted within seventy-five (75) feet of any residence district boundary line unless the sign is completely screened from the residence district by a building, solid fence, or an evergreen planting, which planting shall be not more than two feet shorter than the height of the sign at the time the evergreens are planted; the evergreens shall be spaced not more than one-half the height of the tree for regular varieties and one-third the height of the tree for columnar varieties of trees; the evergreen planting shall be continuously maintained; or the sign is facing away from the residence district and the back is screened as provided below.
- D. Sign Mounting. All signs shall be mounted in one of the following manners:
 1. Flat against a building or wall;
 2. Back to back in pairs so that the back of the sign will be screened from public view;
 3. In clusters in an arrangement which will screen the back of the signs from public view;
 4. Or otherwise mounted so that the backs of all signs or sign structures showing to public view shall be painted and maintained a neutral color or a color that blends with surrounding environment.

(Prior code § 13-1-110)

(Ord. No. 2010-01, 4-13-2010)

17.80.120 - Special sign requirements.

- A. Electronic Message Unit Signs. Electronic or animated signs and electric and internally illuminated signs shall not be allowed in the village without a special permit issued by the village board after being reviewed, evaluated and recommended by the plan commission. Criteria for evaluation shall be on a case by case basis as developed by the plan commission. Evaluation criteria shall be published and updated at a time of the commissions choosing. Permit costs shall be determined by the complexity of the proposed signage and related to the hourly cost to review and evaluate the proposed signage. Electronic or animated signs and electric and internally illuminated signs operating in the village prior to January 1, 2010, shall be allowed but must be permitted by special permit. Any electronic or animated signs or electric or internally illuminated signs shall be reviewed on the occasion of any repair costing over fifty (50) percent of the value of the sign, replacement of the sign or any augmentation of the sign. Permit costs for preexisting signs shall be fixed by resolution of the village board and can be established and or updated at any time of their choosing.
- B. Portable Signs/Message Boards. Such signs shall be allowed provided they meet the following requirements:
 1. Sidewalk signs:
 - a. "Sidewalk sign" shall refer to a hinged or unhinged, no more than two-sided, movable sign, which may be mounted on a stand or be designed as an "A frame".
 - b. Only one sidewalk sign shall be allowed per business. All sidewalk signs must be moved indoors during non-business hours.
 - c. A sidewalk sign shall be used only to display prices, descriptions, or business related messages in relation to the goods and services provided by the business.
 - d. All sidewalk signs must be displayed within twenty (20) feet of the doorway of the related business. Under no circumstances may a sidewalk sign be placed on a public pathway, the area between a pathway and the street, or in a space designated for parking. (Pathway refers to park pathways, not sidewalks in front of the business.) No sign shall be permitted in any roadside right-of-way. A minimum of three feet, with a preference of four feet, of sidewalk shall remain clear at all times.
 - e. Sidewalk signs shall have no more than two sides. They shall be neat in appearance and constructed of finished all-weather materials, and shall be well maintained at all times.
 - f. Sidewalk signs shall be not secured, tethered or installed on traffic devices, utility equipment, street trees, street furniture, street lights, or any other public fixtures.
 - g. Sidewalk signs shall have no moving parts nor shall they have any illumination.
 - h. No sidewalk sign area shall exceed eight square feet on any side or face of the sign. Overall size of sign shall not exceed forty (40) inches high by twenty-six (26) inches wide (per side), and the sign shall not exceed four feet from the ground to the top of the sign when in place.
 - i. Sidewalk signs shall be of sufficient weight, or shall be sufficiently weighted in a safe manner, so as to provide stability and wind resistance up to a twenty (20) mph wind.
 - j. An annual permit shall be required for each sidewalk sign, and it shall be subject to approval by the plan commission or its designee. The permit fee shall be designated by the village board by resolution. If a sign is altered or replaced, a new permit must be obtained. Altered shall be defined as any modification in the size, height, dimensions or permanent copy changes.
 - k. Detailed drawings of all proposed sidewalk signs shall be submitted with the application for the annual permit, indicating the sign size, the letter size and style, color scheme, graphics, and material specifications. A current photograph of an existing sign that was previously approved may be substituted for the detailed drawing.
 - l. The sidewalk sign owner shall indemnify and hold the Village of Cambridge harmless from and against any and all liability, loss, cost, damage, or expense including reasonable attorney's fees arising out of, or incurred in connection with, each such sign, and/or damage to any buildings, properties, vehicles or persons injured from any action of inaction by the sign/business owner. Proof of liability insurance shall be provided to the village when a permit application is filed.
 - m. Other specifications as published by the village board from time-to-time shall apply.
 2. Street banners:

- a. Overall size of sign shall not exceed forty-eight (48) inches high by eighteen (18) inches wide.
 - b. Banners shall be construction of reinforced nylon fabric. Other materials will be considered provided they display a similar strength and durability.
 - c. Banner shall not be so permanent that it could not be removed at the end of the day.
 - d. Banner brackets shall be securely affixed to the building and shall be of sufficient strength and design to support the banner.
 - e. Banner brackets shall be affixed at a height of no less than eight feet above the sidewalk or other walkway.
 - f. Other specifications as published by the village board from time-to-time shall apply.
- C. **Search Lights.** The zoning administrator may permit the temporary use of a searchlight for advertising purposes in any district provided that the searchlight will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property and will not cause a hazard to traffic or adjoining properties. Searchlight permits shall not be granted for a period of more than five days in any six-month period.
- D. **Exceptions to Height and Setback Requirements.** Signs may be allowed in the setback area if they are below five feet or are pole-mounted and above twelve (12) feet to the bottom of the sign. The pole diameter of pole-mounted signs shall not exceed twelve (12) inches and sign shall be located so as to project above the parapet line, unless approved by the zoning administrator.

(Prior code § 13-1-111)

(Ord. No. 2010-01, 4-13-2010)

17.80.130 - Nonconforming signs.

- A. **Signs Eligible for Characterization as Legal Nonconforming.** Any sign located within the village limits of the date of adoption of this chapter which does not conform with the provisions of this chapter is eligible for characterization as a legal nonconforming sign and is permitted.
- B. **Loss of Legal Nonconforming Status.** A sign loses its nonconforming status if one or more of the following occurs:
- 1. If the sign is damaged by fire, flood, explosion, earthquake, war, riot or act of God; or structurally altered in any way, except for normal maintenance and repair; the sign may be reconstructed and used as before if it is reconstructed within three months after such calamity, unless the damage to the sign is fifty (50) percent or more of its replacement value, in which case, the constructed sign shall comply with the provisions of this chapter.
 - 2. The sign is relocated;
 - 3. The sign fails to conform to the village requirements regarding maintenance and repair, abandonment or dangerous or defective signs;
 - 4. On the date of occurrence of any of the above, the sign shall be immediately brought in compliance with this chapter with a new permit secured therefor or shall be removed.
- C. **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this chapter shall relieve the owner of use of a legal nonconforming 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.

(Prior code § 13-1-112)

17.80.140 - Awnings and canopies.

- A. **Permitted Awnings.** No awnings shall be erected or maintained, except such awnings as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- 1. **Support.** Awnings shall be securely attached to and supported by the building and shall be without posts or columns beyond the setback line.
 - 2. **Height.** All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than seven feet above the level of the public sidewalk or public thoroughfare.
 - 3. **Setback From Curb Line.** No awning shall extend within one foot of the curb line.
- B. **Permitted Canopies.** No canopies shall be erected or maintained, except such canopies as comply with the following requirements, and then only if the permit required hereunder is first obtained and the same conform to the regulations of the zoning district in which the same are to be located:
- 1. **Support.** The structural support of all canopies shall be approved by the zoning administrator as in compliance with the building code of the village and shall meet state building codes. All frames and supports shall be of metal and designed to withstand a wind pressure as provided in Section 17.80.110. All canopies shall be attached to a building, and no supports shall exist beyond the setback line between the canopy and the sidewalk or ground below.
 - 2. **Height Above Sidewalk.** All canopies shall be constructed and erected so that the lowest portion thereof shall not be less than eight feet above the level of the sidewalk or public thoroughfare.
 - 3. **Setback From Curb.** No canopy shall extend beyond a point two feet from the curb line.

(Prior code § 13-1-113)

17.80.150 - Violation—Penalty.

- A. **Construction Without Permit.** Any person, firm or corporation who begins, erects or completes the erection or construction of any sign, awning or canopy controlled by this chapter prior to the granting of a sign permit shall pay a penalty five times the amount of the permit otherwise required, in addition to the permit fee.
- B. **Compliance Notice.**
- 1. If the zoning administrator finds any sign, awning or canopy regulated herein unsafe or insecure or is a menace to the public, he or she shall give written notice to the sign owner and to the property owner.
 - 2. If such sign, awning or canopy owner fails to remove or alter the sign, awning or canopy so as to comply with the standards of the zoning code within five days after such notice, the zoning administrator may cause such sign, awning or canopy to be removed or altered at the expense of the owner of the sign, awning or canopy or the owner of the property upon which it is located so as to comply with the provisions of this chapter.
- C. **Penalties.** Any person who shall violate any of the provisions of this chapter shall be subject to a penalty which shall be as follows:
- 1. Any person found guilty of violating any part of this chapter who has previously been notified of being in violation or been convicted of violating the same section within one year shall, upon conviction thereof, be subject to a forfeiture as prescribed by Section 1.16.010 of this code for each such offense, together with costs of prosecution and, in default of payment of such forfeiture and costs, shall be imprisoned in the county jail until such forfeiture and costs of prosecution are paid, but not exceeding ninety (90) days.
 - 2. Each violation and each day a violation continues or occurs shall constitute a separate offense. Nothing in this chapter shall preclude the village from maintaining any appropriate action to prevent or remove a violation of any provision of this chapter.

(Ord. 2004-10 (part); amended during 2004 codification; Ord. 2003-03 § 4 (part); prior code § 13-1-114)