

## Political Speech Signs

Political speech signs are permitted so long as they:

- are located per the requirements of 18-255(a) and 18-255(b) [SEE BELOW]
- do not impair vision
- do not otherwise create a public nuisance

Political speech signs within RESIDENTIAL zoning districts shall not:

- exceed six square feet in area
- exceed six feet in height

Political speech signs within COMMERCIAL zoning districts shall not:

- exceed 24 square feet in area
- exceed six feet in height

Sec. 18-255. General signage regulations.

(a) *Sign prohibitions and limitations.*

1. No sign shall use any word, phrase, symbol, shape, form, or character in such manner as to interfere with moving traffic, including signs which incorporate typical street-type and/or traffic control-type signage designs and colors.
2. No fluttering, undulating, swinging, rotating, or otherwise moving signs or other decorations, including sequin-like eye catcher devices, shall be permitted.
3. No illuminated flashing signs shall be permitted. Flashing signs are those that change their appearance more than once every 60 seconds. Electronic message center signs and time/temperature signs are permitted with a conditional use permit. Chasing lights shall not be allowed.
4. No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting level does not affect adjacent property, pursuant to the standards of subsection 18-27(a)(2). All illuminated signs shall be extinguished at the close of business conducted within the building or upon the premises to which the sign is attached or located whichever is earlier. All illuminated signs shall comply with the state electrical code. A separate permit shall be required for compliance with the electrical ordinance.
5. No mobile signs shall be permitted.
6. Off-premises directional signs shall be permitted only for governmental uses.
7. No inflatable signs shall be permitted, except as a conditional use.
8. No advertising vehicle signs shall be permitted, except as temporary signs. Refer to Subsection 18-255(c)5.
9. No sign shall be placed so as to obstruct or interfere with traffic visibility.
10. No off-premises advertising signs shall be permitted except for the small blue highway information signs as provided within the right-of-way of STH 67 per applicable State of Wisconsin Statutes.
11. No pylon signs shall be permitted.
12. Window obstruction by interior signs shall not exceed more than 15 percent for all combined window areas on the same facade of the structure. Area devoted to signage within windows shall not count toward the sign area maximum permitted for the use.
13. No sign shall be attached to or painted on natural objects, such as trees or rocks.
14. No neon signs shall be permitted.

(b) *Sign location requirements.*

1. No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, any authorized traffic control sign, signal or device. Freestanding signs may not [be] locate[d] within vision triangles nor otherwise impede traffic or pedestrian

- visibility. Freestanding sign setbacks from right-of-way lines vary by zoning district; refer to section 18-256.
2. No sign shall be located within a required buffer yard or within a permanently protected green space area. Refer to the Village of Fontana Zoning Code.
  3. No sign shall be mounted or displayed on the roof of a structure.
  4. No person shall erect, construct, or maintain any sign, temporary or otherwise, upon any property or building without the express consent of the owner or renter of the property or building or their authorized representative.
  5. Private signs shall not be allowed within road right-of-way lines.
  6. Freestanding signs shall be located a minimum of ten feet from property lines or equivalent to their maximum height, whichever is greater, except that on-premises directional signs less than 36 inches tall shall be located a minimum of one foot from a property line.
  7. Awnings shall be located a minimum of seven and one-half feet for the fabric, and eight feet for the frame, over pedestrian ways. Such awnings shall only contain a lettering band with a single line of copy less than eight inches tall located on the vertical face of the awning and one logo on the face of the awning. Awnings with additional signage will be permitted as a conditional use. (See subsection 18-255(c)3., below)

**Note:**

Governmental use signs indicate the name, direction and/or distance of a governmental facility, speed limits, and other signage approved by the Department of Transportation. Political speech signs are not considered governmental use signs.