

CHAPTER 57

SIGNS

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57.01 PURPOSE OF SIGN REGULATIONS

- (a) **STATEMENT OF PURPOSE.** This chapter creates the legal framework for sign regulations that are intended to facilitate agreeable communication between people. It recognizes the need for well maintained and attractive appearances and protection of health, safety, and general welfare within the community, balanced with the need for business identification, advertising and communication. This section intends to encourage the design, construction, installation and maintenance of signs that are safe and compatible with their surroundings.
- (b) **SHORT TITLE.** This chapter shall be known as the "Sign Ordinance" of the Village of Pulaski, Wisconsin.
- (c) **AUTHORITY.** Except as provided in this ordinance, it shall be unlawful for any person to erect, repair, structurally alter, or relocate any sign without first obtaining a sign permit as defined in this ordinance.
- (1) Unless stated by site-specific restrictive covenants, all signage shall be determined by the guidelines of this ordinance.
- (2) No sign under this section shall be erected or altered unless it has received a building permit from the Village of Pulaski except those signs deemed temporary by s. 57.05 (g) of this ordinance.
- (d) **FEES.** Administrative fees for sign permits shall be charged as determined

by the Village Board.

57.02 SCOPE OF REGULATIONS

- (a) **SCOPE.** Except as otherwise noted, the regulations of this chapter shall govern all outdoor signs, advertising structures, or devices with respect to location, safety, size, construction standards, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics within the Village of Pulaski, Wisconsin.

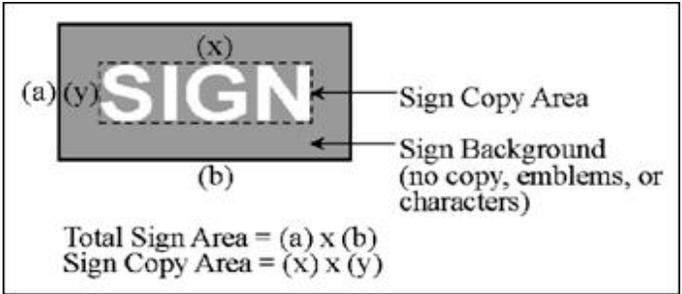
57.03 SUBSTITUTION CLAUSE

- (a) **SUBSTITUTION.** Notwithstanding anything herein to the contrary, noncommercial copy may be substituted for commercial copy on any lawful sign structure.

57.04 DEFINITIONS

- (a) **DEFINITIONS.** The following definitions shall apply to this Chapter:
- (1) **"Abandoned Sign"** shall mean any sign which contains information which is no longer correct, fails to advertise an actively operating or bona fide business, lessor, lessee, owner, product, service or activity, conduct, or product available or when a rental, sale or compensation is no longer provided.
 - (2) **"Animated Signs"** shall mean a sign with action or motion, flashing, color changes requiring electrical energy, electronic or manufactured sources of supply, but not including wind actuated elements, such as flags, banners, or specialty items. This definition does not include public service signs, such as time and temperature, electronic scrolling, signs, or changeable message signs.
 - (3) **"Area of Copy"** shall mean the entire area within a single, continuous perimeter composed of squares or rectangles which encloses the extreme limits of the advertising message, announcement, or decoration of a sign.

Figure 1



- (4) **"Awning"** shall mean a retractable, roof-like cover of canvas or other material, temporary in nature, which projects from the wall of a building and is intended to provide shade and shelter from the weather. Awnings may be retracted, folded, or collapsed against the face of a supporting structure. For the purposes of this ordinance, an awning is an "awning sign."
- (5) **"Background Area of Sign"** shall mean the entire background area of a sign upon which copy could be placed. In computing area of sign background, only that face or faces which can be seen from any one direction at one time shall be counted. See Figure 1.
- (6) **"Billboard"** shall mean a structure for the display of off-premises advertising.
- (7) **"Building Facade"** shall mean that portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the building elevation.
- (8) **"Building Façade Sign"** shall mean a sign painted directly onto a building façade.
- (9) **"Building Sign"** shall mean any sign attached to any part of a building as contrasted to a free standing sign.
- (10) **"Bulletin Board"** shall mean any sign erected by a charitable, educational, or religious institution, or a public body, upon the same property as said institution, for purposes of announcing events which are held on the premises.
- (11) **"Canopy Sign"** shall mean any sign attached to or constructed in, on, or under a canopy or marquee. Such signs shall be a structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.
- (12) **"Changeable Copy Sign"** shall mean a sign or portion thereof, with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times a day or more than once an hour shall be considered an animated sign and not a changeable copy sign for the purpose of this ordinance.
- (13) **"Commercial Sign"** shall mean any sign wording, logo, or other representation that, directly or indirectly names, advertises, or calls attention to a business, product, service, sale or sales event, or other commercial activity. This definition includes signs possessing all the characteristics of commercial advertising erected by nonprofit or charitable groups or institutions
- (14) **"Construction Sign"** shall mean a sign identifying individuals or companies involved in the design, construction, wrecking, financing, or development of a building/lot on which the sign sits and/or identifying the future use of the building/lot upon which the sign sits. Such signs shall be limited to home and building

- construction or home and building remodeling and repairs.
- (15) **"Directory Sign"** shall mean a sign which has a purpose limited to providing a group listing and identification of offices or business establishments within a single building, industrial or commercial park or otherwise singularly planned development.
 - (16) **"Double Faced Sign"** shall mean a sign with copy on two (2) parallel faces that are back to back, facing in opposite directions.
 - (17) **"Electronic Sign"** shall mean a sign, display, or device that changes copy on the sign by the means of light emitting diodes (LED), fiber optics, light bulbs, liquid crystal display, or other illumination device within the display area.
 - (18) **"Erect"** shall mean to build, construct, attach, hang, place, suspend, or affix anything, including painting of a wall sign.
 - (19) **"Façade"** shall mean the side of the building.
 - (20) **"Flashing Sign"** shall mean any directly or indirectly illuminated sign on which artificial light is not constant in intensity and color at all times when such sign is in use. An automatic changing sign such as public service time, temperature, and date signs or electronically controlled message centers are classed as "Changing Signs."
 - (21) **"Free Standing Signs"** shall mean a sign which is supported by two or more columns, uprights or braces, in or upon the ground, and that are independent from any building or structure.
 - (22) **"Gas Station Canopy Signs"** shall mean a type of wall sign mounted on the vertical fascia of a canopy serving as a fuel dispensing facility for a gas station or convenience store with fuel pumps.
 - (23) **"Government Sign"** shall mean any sign erected by the Village of Pulaski or any other governmental entity in the exercise of official governmental business and authority.
 - (24) **"Grade"** shall mean the average elevation of the ground immediately surrounding a sign or proposed sign.
 - (25) **"Ground Sign"** shall mean a sign on which the bottom edge of the sign is even with the grade of the lot.
 - (26) **"Height of Sign"** shall mean the vertical distance measured from the grade to the highest point of such sign.
 - (27) **"Illumination, External"** shall mean the illumination of a sign with an exterior light source. Such source must be directed at the face of the sign.
 - (28) **"Illumination, Internal"** shall mean the illumination of a sign in which the source of light is contained within the sign itself.
 - (29) **"Lot"** shall mean a fractional part of a subdivision or Certified Survey Map having an assigned number through which it may be identified.
 - (30) **"Marquee"** shall mean a permanent roofed structure attached to and supported by the building and projecting over public property.

- (31) **"Memorial Sign"** a sign which serves as a remembrance of a person, event, or place.
- (32) **"Nameplate"** shall mean a non-electrical sign identifying only the name, address, and occupation or profession of the occupant of the premises on which the sign is located. If the premises includes more than one occupant, nameplate refers to all names and occupations or professions, as well as the name of the building and directional information.
- (33) **"Neon Sign"** shall mean a sign illuminated by a light source consisting of neon or other gas tube that forms letters, symbols, lines, or other shapes.
- (34) **"Nonconforming Sign, Legal"** shall mean any advertising structure or sign which was lawfully erected and maintained prior to such time as it came within the review of this section, and any amendments hereto, and which fails to conform to the applicable regulations and restrictions of this section or a non-conforming sign for which a special permit has been issued.
- (35) **"Off-Premise Sign"** shall mean a sign which advertises, calls attention to, or identifies an occupant, business, or property situated on a different lot than the lot on which the sign is located.
- (36) **"On-Premise Sign"** shall mean any sign identifying or advertising a business, person, activity, goods, products or services located on a premise where the sign is installed and maintained.
- (37) **"Parapet Wall"** shall mean a low wall above the roof used as a rated fire wall.
- (38) **"Parcel"** shall mean a continuous acreage of land described in a single description in a deed or one of a number of lots or outlots on a plat, separately owned or capable of being separately surveyed.
- (39) **"Pole Sign"** – shall mean a sign that is attached to, erected on, or supported by some structure such as a pole, mast, frame, or other structure that itself is not an integral part of or attached to a building or other structure whose principal function is something to support the sign.
- (40) **"Political Sign"** shall mean any temporary sign which supports the candidacy of any candidate for political office, or urges action on any other matter on a public ballot or primary, general or special election.
- (41) **"Portable Sign"** shall mean any sign not permanently attached to the ground or building.
- (42) **"Principal Structure"** shall mean the structure in which is conducted the principal use of the zone lot on which it is located. Zone lots with multiple principal uses may have multiple principal structures, but storage buildings, garages, and other clearly accessory uses shall not be considered principal structures.

- (43) **"Projecting Sign"** shall mean a sign, normally double faced, which is attached to and projects more than 18 inches from a structure or building fascia.
- (44) **"Real Estate Property for Sale, Rent, or Lease Sign"** shall mean any sign pertaining to the sale, lease or rental of land or buildings.
- (45) **"Reflective Sign"** shall mean a sign furnished or finished with a material designed to reflect light directed to it for the purpose of visibility by self-illumination at night.
- (46) **"Roof Sign"** shall mean a sign erected upon or above a roof or parapet wall of a building and which is wholly or partially supported by said building.
- (47) **"Sandwich Board Sign"** shall mean an advertising device which is ordinarily in the shape of an "A" or some variation thereof, located on the ground, easily movable, not permanently attached thereto, and which is usually two-sided. All such signs may be displayed only during hours of operation.
- (48) **"Setback"** shall mean the minimum horizontal distance between the line of a building or structure and the property line.
- (49) **"Shopping Center"** shall mean a collection of two or more retail stores and/or service establishments sharing customer parking regardless of whether said stores and/or establishments occupy separate structures or are under separate ownership.
- (50) **"Sign"** shall mean any emblem, painting, banner, pennant, placard, design, identification, description, illustration or device, illuminated or non-illuminated, to advertise, identify, convey information or direct attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise. For the purpose of removal, signs shall also include all sign structures.
- (51) **"Sign Area, Total"** shall mean the area of the largest single face of the sign within a perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the signs may be placed. See Figure 1 and Section 57.07.
- (52) **"Sign Face"** shall mean the surface of the sign upon, against, or through which the message of the sign is exhibited.
- (53) **"Sign Structure"** shall mean any structure which supports or is capable of supporting any sign, as defined in this code. A sign structure may be a single pole or may or may not be an integral part of the building.
- (54) **"Street Frontage"** shall mean a length of the property line of the lot, lots, or tracts of lands abutting a public right-of-way or alley.
- (55) **"Structure"** shall mean anything constructed or erected on the ground to include, but not limited to, all types of buildings, attachments to buildings, parking lots, fences, and berms.

- (56) **"Subdivision Sign"** shall mean a permanent sign directing attention to a subdivision located at the principal access point of that subdivision.
- (57) **"Temporary Sign"** shall mean a banner, pennant, poster, or advertising display that is not permanently attached to a building or the ground, and which is intended to be displayed for a limited period of time not to exceed 45 days.
- (58) **"Vision Corner"** shall mean an established line of sight that does not obstruct or impair the line of sight for motorized or non-motorized vehicles traveling in a right-of-way.
- (59) **"Wall Sign"** shall mean a sign which is in any manner affixed to any exterior wall of a building or structure and which projects not more than eighteen (18) inches from the building or structure wall and which is confined within the limits of such wall or a sign which is painted on any exterior wall.
- (60) **"Window Sign"** shall mean a sign installed on a window for purposes of viewing from outside the premises.

57.05 GENERAL REQUIREMENTS

(a) LOCATION STANDARDS

- (1) No signage may cause a reduction in required or previously existing off-street parking spaces or in any manner interfere with the use of such off- street parking spaces.
- (2) Unless stated specifically elsewhere in this ordinance, all signs and sign support structures shall be set back at least 10 feet from any abutting lot line or driveway.
- (3) Unless stated specifically elsewhere in this ordinance, all signs and sign supports shall be set back at least 10 feet from the right-of-way and out of the vision corners at intersections. Unless otherwise stated on a subdivision plat or Certified Survey Map, vision corners shall be 25 feet for all intersections. Nonresidential signs shall not be located closer than 25 feet to an abutting residential zone.
- (4) Placement of all signs may be subject to more stringent setback requirements where required to preserve traffic sight lines.
- (5) All signs shall be located wholly on one parcel.

(b) PROHIBITED SIGNS.

- (1) Signs not expressly listed as permitted.
- (2) Abandoned and or dilapidated signs as deemed such by the Zoning Administrator.
- (3) Off-premise electronic signs.
- (4) Roof signs.
- (5) Signs placed on or affixed to vehicles and/or trailers that are parked

on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity.

- (6) Signs that are affixed to trees or other living vegetation.
- (7) Signs that are affixed to street signs, utility poles, utility boxes, or other similarly owned public infrastructure.
- (8) Signs that contain reflective elements which sparkle or twinkle in the sunlight.
- (9) Signs attached to, erected, or maintained on any standpipe, exterior stairway, fire escape, tower, or balcony so as to interfere with the use thereof.
- (10) Signs erected within the vision corner of any intersection or at any location where, by reason of the position, shape, or color, they may obstruct the view or be confused with any authorized traffic sign, signal, or device.
- (11) Signs which make use of the words "STOP," "LOOK," "DANGER," or any other word, phrase, symbol, or character in such manner as to interfere with, mislead, or confuse traffic.
- (12) Signs erected, constructed, or maintained so as to obstruct any exit, any window opening necessary for required light or ventilation, or which prevents free passage from one part of a roof to another.
- (13) Signs entirely supported by a parapet wall.
- (14) Signs located on public grounds, unless approved by the Village Board.

(c) **TEMPORARY COMMERCIAL SIGNS.**

- (1) Temporary signs are commercial signs displayed for more than 5 days but not more than 45 days for which a temporary sign permit was obtained.
- (2) No person, firm, or corporation shall erect or display a temporary sign without first obtaining a permit from the Zoning Administrator.
- (3) The term of a temporary sign permit shall not exceed 45 consecutive days from the date of issuance and must be wholly within any one calendar year, at the end of which term such permit shall expire and any sign or advertising device allowed by said permit shall be removed.
- (4) Each face of a temporary sign shall not exceed 32 square feet in area. The maximum height of a temporary freestanding sign is restricted to six feet.
- (5) Any such sign or device shall not contain more than two faces, each of which shall be on a different side of the sign or device.
- (6) Each temporary sign shall be appropriately secured and constructed consistent with public safety.

(d) **SIGNS NOT REQUIRING A PERMIT.**

- (1) Balloons or inflatables for a period of no longer than 5 days.
- (2) Memorials, grave markers, statuary or other remembrances of persons or events, names of buildings and date of erection, when cut into any masonry surface or when constructed of bronze or other non-reflective, unobtrusive, and non-combustible materials.
- (3) Flags, including official government flags, emblems, or temporary displays of a patriotic, religious, charitable, or other civic character, may be displayed provided that such signs are not placed in the public right-of-way.
- (4) Government signs.
- (5) Signs in A-1 district on parcels of land containing at least 10 acres. No more than one sign not to exceed 15 square feet in area may qualify for this exemption per parcel.
- (6) Garage sale signs provided that no person shall attach posters, notices, or advertisements to utility poles, meter posts, or trees in or along any street right-of-way within the village and that no person shall put up any notice upon any building, wall, fence, or other property of another person without having first obtained the consent of the owner of such property. The maximum time limit for all garage sale signs is three consecutive days and nine cumulative days in a one-year period. Such signs shall not exceed 2 square feet in area per side.
- (7) Temporary non-illuminated window signs where at least 50 percent of the total window area remains free of signage. The specific percentage allowed shall be dependent of the zoning district.
 - a. Such signs shall not be placed so as to interfere with public safety and ingress or egress from the building.
 - b. Only the inside surfaces of windows shall be used for the attachment of such signs.
- (8) Real estate signs.
 - a. Number. There shall not be more than one real estate sign for each lot except that where a lot abuts two or more streets, one real estate sign may be allowed for each abutting street frontage.
 - b. Area.
 1. In all residential districts, each temporary "for sale" or "for rent" real estate signs shall not exceed 12 square feet in total surface area.
 2. In B-1, B-2, B-3, B-4, INT-1, I-1, I-2, and Planned Development Overlay Districts, each temporary "for sale" real estate signs shall not exceed 25 square feet in total surface area per side.
 3. "Sold" signs or stickers may be added so long as they do not exceed 25 percent of the original sign area.

- c. Location. Real estate signs shall be setback a minimum of 10 feet from any abutting side or rear property line or driveway. Additionally, real estate signs shall be located outside of the right-of-way and outside of the vision corners of intersections.
 - d. Removal. Real estate signs shall be removed within 14 days of the sale or lease of the premises upon which the sign is located.
 - e. Height. Real estate signs shall not project higher than six feet as measured from the grade at the base of the sign in non-residential zoning districts. Real estate signs shall not project higher than four feet in residential zoning districts. This includes any "sold" sign which is affixed to the real estate sign.
- (9) Construction signs.
- a. Number. There shall not be more than one construction sign for each project or development except where a project or development abuts two or more streets. In such case, one sign may be allowed for each abutting street frontage.
 - b. Area.
 - 1. Residential zoning districts. In all residential zoning districts, construction signs shall not exceed eight square feet on one side or 16 square feet in gross surface area using two sides.
 - 2. Nonresidential zoning districts. In all nonresidential zoning districts, construction signs shall not exceed 32 square feet on one side or 64 square feet in gross surface area using two side.
 - c. Location. Construction signs shall be located only upon the premises upon which construction either is about to occur or is occurring. Such signs shall be set back a minimum of 10 feet from any abutting property line, road right-of-way, or driveway. Such signs shall be located outside of the vision corners of intersections.
 - d. Height. Construction signs shall not project higher than five feet, as measured from grade at the base of the sign.
 - e. Other conditions.
 - 1. Temporary construction signs shall be permitted only as accessory to an approved building permit and the names of the proposed development, contractors, engineers, architects, and financial institutions involved in the project development.
 - 2. Construction signs may be erected and maintained for a period not to exceed 10 days prior to the commencement of construction and shall be removed

within 10 days of the termination of construction of the project or development.

3. No sign shall be placed on any tree or rock.
4. All such signs shall be non-illuminated, freestanding ground signs.

(10) Political signs.

- a. Area. Election and campaign signs shall be no larger than 16 square feet, per side.
- b. Location.
 1. Election and campaign signs may be no closer than 10 feet to the public right-of-way and must be located outside of the vision corner.
 2. Election and campaign signs may be no closer than 10 feet to other election and campaign signs.
- c. Placement and removal.
 1. The candidate for public office or a position on a referendum or other matter on an election ballot wishing to place a political sign under this permit exemption with their name or position on it within the Village limits must in fact be, or have their position or matter eligible to be, on the ballot in the Village of Pulaski.
 2. The first day to place election or campaign yard signs within the Village limits is the first day that candidates are eligible to circulate nomination papers.
 3. All political yard signs must be removed within three days following the election.

(11) Personal messages.

- a. A sign announcing births, anniversaries, birthdays, retirement, graduations, and other similar events of personal significance is allowed for a period not exceeding seven consecutive days.
- b. Such signs cannot exceed a total of 40 square feet in area or 20 square feet per side.

(12) Government Signs. Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his/her public duty.

(13) House Numbers and Name Plates. House numbers and name plates for each residential, commercial or industrial building not exceeding 2 square feet per building. All such signs shall be numerical in nature.

- (14) No Trespassing, No Hunting, or No Dumping Signs. No trespassing, no hunting and no dumping signs are not to exceed one and one-half (1-1/2) square feet in area per sign.
 - (15) On-Premise Symbols or Insignia. Religious symbols, commemorative signs or plaques of recognized historic agencies, or identification emblems of religious orders or historic agencies.
 - (16) On-Premise Temporary Signs. Temporary signs not exceeding four (4) square feet in area pertaining to drives or events of civic, philanthropic, educational, religious organizations provided such signs are posted not more than fourteen (14) days before said event and removed within ten (10) days after the event.
- (e) **ANIMATED SIGNS.**
- (1) No animated signs shall be erected or maintained in any residential zoning district. No animated signs shall be erected or maintained closer than two hundred (200) feet from any residential zoning district.
 - (2) No animated sign may rotate more than ten revolutions per minute
- (f) **AWNING SIGNS.**
- (1) Support. Awnings shall be securely attached to and supported by the buildings.
 - (2) Awnings shall be free of supports in all rights-of-way and sidewalks.
 - (3) Text and identifiable logos shall be limited to 40 percent of the awning surface.
 - (4) Height. All awnings shall be constructed and erected so that the lowest portion thereof shall not be lower than 8 feet above the public sidewalk or public thoroughfare.
 - (5) No entrance awning shall extend more than four feet from which the building to which it is fixed.
 - (6) Decorative awnings without lettering or imagery are not considered signs.
- (g) **BUILDING FACADE SIGNS.** Copy area of building façade signs shall not exceed 40 percent of the background facing to which it is applied.
- (h) **CANOPY SIGNS.** Copy area is limited to 40 percent of the canopy sign.
- (i) **DIRECTORY SIGNS.**
- (1) Directory signs shall be limited to one common sign of up to 500 square feet in total sign area.
 - (2) Only tenants within the complex shall be listed on the sign.
 - (3) Each tenant may have a wall sign of up to 40 percent of the area of the store's frontage in addition to the multiple tenant sign.
- (j) **ELECTRONIC SIGNS.** All electronic signs must meet the following minimum conditions:
- (1) All electronic messages or images shall have a minimum duration of 15 seconds and shall be static display.
 - (2) Transition time must be no longer than two (2) seconds.

- (3) All animated displays must be approved within the limitations of this ordinance.
- (4) Each sign must have a lighting sensing device that will adjust the brightness of the display as the natural ambient light conditions change.
- (5) Signs shall contain a default design that will freeze the design in one position if a malfunction occurs.
- (6) Electronic signs may not be located off-premises.

(k) **GROUND SIGNS.**

- (1) Only one ground sign is allowed per lot or per street frontage.
- (2) Ground signs shall be limited to 120 square feet of total sign area.
- (3) Lighting. Ground signs may be either internally or externally illuminated. All externally illuminated signs shall be projected solely at the sign with no straying of light.
- (4) Landscaping is required at the base of ground signs.
- (5) Such signs shall be setback from the property line a distance equal to, and not less than, the height of the sign. The minimum setback shall be 10 feet in residential districts; 5 feet in B-1 and B-2 Districts; 10 feet in the B-3, B-4, I-1, and I-2 Districts.
- (6) Height. Height of ground signs shall be limited to 6 feet in Business districts and 15 feet in Industrial districts.

(l) **HOME OCCUPATION SIGNS.**

- (1) There shall be only one sign allowed per lot.
- (2) Signs advertising a home occupation shall not exceed 6 square feet in size and shall not be illuminated.
- (3) Home occupation signs shall be limited to either a ground sign or a freestanding sign not exceeding four feet in height from grade.
- (4) Landscaping shall be required at the base of the sign.

(m) **MARQUEE SIGNS.**

- (1) Marquee signs may be placed on, attached to, or constructed in a marquee.
- (2) Marquee signs shall be limited to the size of the marquee and shall not exceed 40 percent of the building façade.

(n) **NEON SIGNS.** Neon signs are only permitted in the B-1 and B-2 zoning districts.

(o) **POLE SIGNS.**

- (1) Pole signs shall be limited to B-2 zoned lots which front along STH 32. One pole sign is allowed per lot and shall be used for advertising purposes only.
- (2) Pole signs shall be limited to a height of 30 feet.
- (3) The lowest level of the sign atop a pole sign shall not be less than 15 feet above the grade of the lot.
- (4) Pole signs shall not exceed 100 square feet on a side for any one premise.

- (5) No portion of a pole sign, including sign face, may extend into the front yard building setback.
 - (6) Pole signs shall not be less than 10 feet from side and rear yard lines.
 - (7) Pole signs shall have support poles which do not exceed eight inches in diameter.
- (p) **PROJECTING SIGNS.**
- (1) Projecting signs are limited to the B-1 and PDO Districts. Only one sign per parcel of property shall be permitted per street façade.
 - (2) Projecting signs shall not exceed 18 square feet in sign face area.
 - (3) Projecting signs must clear sidewalks by at least eight feet and may project no more than four feet from the building.
 - (4) The height of a projecting sign attached to the face or wall of a building not exceed the height of the building, except for fastenings which shall not exceed 18" above the building cornice.
 - (5) Projecting signs are not allowed at the intersection of streets except at right angles to a building front.
- (q) **WALL SIGNS.** Wall signs affixed to the sides of buildings must adhere to the following conditions:
- (1) Background area of wall signs shall not exceed 40 percent of the building façade on which it is located.
 - (2) Except for multi-tenant buildings, there shall be no more than one wall sign per building façade.
 - (3) Multi-tenant buildings shall be allowed to have one wall sign per unit. Copy face of said signs shall be limited to 40 percent of the individual units.
 - (4) A wall sign may be located on the outermost wall of any principal building shall not project more than 18 inches from the wall.
 - (5) A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed.
 - (6) The total height of a wall sign from the top of the sign to the bottom of the sign shall not exceed eight feet in height.
- (r) **WINDOW SIGNS.**
- (1) Window signs shall be limited to 50 percent of the window area.
 - (2) Window signs shall be limited to one location on the primary display window or door.
 - (3) All professionally painted or vinyl applied decals shall be affixed to the interior of the window to avoid weathering. Grease paint is strictly prohibited.
 - (4) Window signs are permissible in the transom.
 - (5) Window signs which display the address, hours of operation, or other similar information shall not count towards the overall sign area.
- (s) **GAS STATION CANOPY SIGNS.** Canopy signs shall be permitted for all gas stations and convenience stores with fuel pumps as follows:
- (1) All words, logos, and related messages are limited to 25 square feet

- in total for all sides of the canopy.
 - (2) One canopy sign may be placed on each side of the canopy which faces a street frontage.
 - (3) Illumination of canopy signage is limited to internally lit signage. External lighting shall not be used to illuminate the canopy.
 - (4) Canopy fascia signage shall project no more than 18 inches from the canopy face.
- (t) **OTHER SIGNS.**
- (1) Unless exempted, all other types of signs shall require a permit from the Village.
 - (2) All persons applying for signs which are not clearly defined within the categories identified by this chapter or which come within two or more categories identified by this Chapter may request a determination from the Zoning Administrator as to which requirements the proposed sign shall be subject.
 - a. Should the applicant wish to appeal the Zoning Administrator's decision, the applicant may apply to the Village of Pulaski Board of Appeals for a determination.

57.06 SPECIFIC ZONING DISTRICT REQUIREMENTS

- (a) **AGRICULTURAL DISTRICT.** If the subject parcel is 10 acres or greater in size, signs are subject to Section 57.05 (f). If the subject parcel is less than 10 acres in size, the following conditions apply:
 - (1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed 40 square feet.
 - (2) Height. No ground sign shall exceed a height of eight (8) feet.
 - (3) Number of Ground Signs. Two (2) ground signs shall be allowed per zoning parcel.
 - (4) Setbacks. Signs shall meet all yard requirements of the zoning district except as set forth in this ordinance.
- (b) **RESIDENTIAL DISTRICTS.** In residential zoning districts, certain signs are permitted subject to the following conditions:
 - (1) Only freestanding and ground signs are permitted. Other forms of permanent signs are prohibited.
 - (2) One sign per subdivision, neighborhood, or multi-family development is permitted.
 - (3) Height: No sign shall exceed 6 feet.
 - (4) Setbacks: Signs shall meet all yard requirements of the applicable zoning district
 - (5) Signs shall be non-flashing and non-illuminated.
 - (6) Area. Subdivision, neighborhood, and multi-family residential complex signs shall not exceed 36 square feet in total sign area.

- (7) Landscaping. Landscaping around the base of these signs shall be required.
- (c) **BUSINESS DISTRICTS.** In the Business Districts, signs are permitted, subjected to the following conditions:
 - (1) *Area. The total sign area in square feet of all signs on a parcel shall be as follows:*
 - a. *Three hundred (300) square feet in the B-1 Central Business and B-3 Professional Office Business Districts.*
 - b. *Five hundred (500) square feet in the B-2 Highway Business District.*

- c. *One hundred (100) square feet in the B-4 Neighborhood Business District. (Ord. #397)*
 - (2) Height. In the B-1, B-3, and B-4 districts, signs shall not exceed 12 feet in height. In the B-2 district signs shall not exceed a height of 30 feet.
- (d) **INDUSTRIAL DISTRICTS.** In the Industrial Districts, signs are permitted subject to the following conditions:
 - (1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed six hundred (600) square feet.
 - (2) Height. No sign shall exceed a height of thirty (30) feet.
- (e) **INSTITUTIONAL DISTRICT.** In the Institutional District, signs are permitted subject to the following conditions:
 - (1) Area. The gross area in square feet of all signs on a zoning lot shall not exceed one hundred (100) square feet.
 - (2) Height. No sign shall exceed a height of twelve (12) feet.
 - (3) Setbacks. Sign shall meet yard requirements of the zoning district.
- (f) **PLANNED DEVELOPMENT OVERLAY DISTRICT.** The type, number, total sign area, location, and height of signage in any Planned Development Overlay District shall be established according to an approved signage plan reviewed in conjunction with the approval of the PDO District. Said signage plan shall not constitute part of the applicable zoning, but shall be enforced as a part of this ordinance. Amendment to the signage plan shall require review by the Planning and Zoning Committee with approval by the Village Board upon written request submitted to the Village Clerk including a detailed description of the requested amendments and payment of the fees prescribed by the Village of Pulaski.
- (g) **CONSERVANCY DISTRICT.** All signage is expressly prohibited in all Conservancy districts.

57.07 COMPUTATION OF AREA AND HEIGHT

- (a) **AREA COMPUTATION OF A SIGN.** Sign area shall be calculated according to the following:
 - (1) Sign area shall be the area within the smallest regular polygon that will encompass all elements of the actual sign face including any writing, representation, emblems, or any figure or similar character together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed.
 - (2) For a sign painted on or applied to a building, the area shall be considered to include all lettering, wording, accompanying design, or symbols together with any background of a different color than the natural color or finish material of the building.

- (3) The main supporting sign structure (i.e., brackets, posts, foundation, etc.) shall not be included in the area measurement if such framework is incidental to the display.
 - (4) Unless otherwise specified, when a sign has two or more identical faces which are placed back to back and located less than 36 inches apart so that both faces cannot be viewed from any point at the same time, the sign area shall be computed by the measurement of the area of a single sign face.
 - (5) The maximum area of signs allowable shall be the accumulation of the area of all signs located on a parcel of record. The maximum area of signs may differ according to the zoning classification of a lot.
- (b) **HEIGHT DETERMINATION OF A SIGN.** The following general rules shall apply in the determination of the height of signs:
- (1) The height of any sign shall be measured to the topmost point of the sign or sign structure from the average surrounding grade at the base of its supports, or the base of any sign attached to the ground.
 - (2) The height of signs placed on berms, mounds, or similar landscaped features, shall be measured from the finished or established grade around such features.
 - (3) No sign within the Village of Pulaski may exceed 30 feet in height measured from grade.

57.08 DESIGN, CONSTRUCTION, AND ERECTION SPECIFICATIONS

- (a) **INSTALLATION OF SIGNS.** The design, construction, and erection of all sign shall be by a competent professional in the sign design and construction industry.
- (b) **MAINTENANCE OF SIGNS.** All signs and sign structures shall be properly maintained and kept in a neat and proper state of repair and appearance.
- (c) **COMPLIANCE WITH BUILDING CODE.** All signs shall comply with the applicable provisions of the Village of Pulaski Building Code and applicable state and national codes. Where there is a conflict, the more restrictive code shall apply.
- (d) **CONSTRUCTION OF SIGNS, AUXILIARY SPECIFICATIONS.** Each sign shall be maintained on the lot on which the sign is located according to the following specifications:
 - (1) The base, support frame, materials, and fixtures of the sign shall be constructed with permanent building materials that are complementary in color to the building
 - (2) The color scheme of the sign and frame shall be complementary to the building and surrounding area.

- (3) Architectural features (e.g., sills, piers, reveals, capstone, medallions, etc. that are part of the architectural style of the principal building shall be incorporated into the sign.
 - (4) All signs in business and industrial districts on lots adjacent to residential areas shall complement the existing residential development.
- (e) **GAS STATIONS, CONVENIENCE STORES, AND RELATED STRUCTURES.** All such structures and uses within the Village of Pulaski are subject to the following requirements.
- (1) Only wall signs attached either to the principal structure or canopy fascia or a ground sign are allowable.
 - (2) Lighting on all gas station canopies shall be fully recessed, flush with the canopy, and directed downward.
- (f) **ILLUMINATION STANDARDS.**
- (1) All externally illuminated signs shall be illuminated only by steady, stationary shielded light sources.
 - (2) The use of unshielded lighting including glaring undiffused lights or bulbs, bare bulbs or flames, or exposed light bulbs hung or strung on poles, wires, or any other type of support intended to illuminate a sign or other advertising device is expressly prohibited.
 - (3) All sign lighting shall be so designed, located, and shielded to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties, or into the sky. Downward directional lighting shall be employed to the greatest extent possible.
- (g) **LANDSCAPING STANDARDS.**
- (1) In the case of any ground sign or freestanding sign for which a permit is required, a landscape area shall extend a minimum of five feet from the base of the sign to shield all required lighting fixtures.
 - (2) Landscaping shall also be required for all other applicable sign types.
 - (3) Where any sign is proposed to be externally illuminated using ground-mounted fixtures (i.e., floodlight), landscape plantings shall be installed in such a manner as will entirely shield the light source from the surrounding view. Landscaping plantings shall be of a type as will ensure effective year-long screening.
- (h) **SAFETY STANDARDS.** All outdoor advertising structures, post signs, accessory signs, or advertising statuary which are declared to be a traffic hazard by the Village Zoning Administrator, shall be relocated or rearranged in accordance with safety standards.
- (i) **SIGN MATERIAL.** All free-standing sign structures or poles shall be self-supporting, and permanently attached to sufficient foundations; and, in addition to meeting the requirements of the Building Code, shall comply with the following:

- (1) When glass is used for sign letters or transparent panels, safety or tempered glass shall be used.
 - (2) Supports or braces may be of any material adequate to meet wind loading, unless otherwise required by the Building Inspector to be non-combustible in accordance with the Fire Code. All braces and supports shall be an integral design of the sign. Angle irons, chains, or wires used for supports or braces shall be hidden from public view to the extent technically feasible.
- (j) **WIND LOADS.** All signs, except those attached flat against the wall of a building shall be constructed to withstand wind loads as follows:
- (1) All signs shall be designed to comply with minimum wind pressure and other requirements set forth in the appropriate building codes. No sign shall be suspended such that it shall swing unrestricted due to wind action to such extent that it may cause the sign support to be in danger.

57.09 BILLBOARDS AND OFF-PREMISE SIGNS

- (a) **PERMIT REQUIRED.** No billboard or off-premise sign may be erected in the Village of Pulaski regardless of the nature, size and location unless a permit is first obtained from the Village of Pulaski Zoning Administrator. No permit shall be issued unless a complete application is filed at the time of the application for the permit.
- (b) **PERMIT APPLICATION.** The application for a permit for the erection and maintenance of a billboard or off-premises sign shall contain the information required by this ordinance and be submitted to the Planning and Zoning Committee for review and recommendation to the Pulaski Village Board.
- (c) **REQUIREMENTS.** In reviewing applications for permits for billboards and off-premise signs in the Village of Pulaski, the Planning and Zoning Committee shall, in addition to all other requirements of this Chapter, require the following:
 - (1) Lights from any illumination shall be shaded, shielded, or directed so that the light intensity or brightness will not impact surrounding lots. Such illumination shall be direct and the source of light shall not be exposed. There shall be no direct illumination upon a roadway, or no glare or source of light shall be visible.
 - (2) There shall be no off-premise signs of any nature in the village located within seventy-five (75) feet of a residential district.
 - (3) There shall be no off-premise signs in the village which are more than thirty (30) feet in height above the adjacent street level.
 - (4) On all off-premise signs and billboards in the village, there shall be a minimum spacing of five hundred (500) feet between any signs

three hundred (300) square feet or less, and at least one thousand (1,000) feet between any signs of three hundred one (301) square feet or more.

- (5) No off-premise sign permitted by this ordinance, or any other ordinance of the village, shall in any manner project over the right-of-way of any highway or roadway in the village.
- (6) No more than one off-premise sign per parcel of land, subject to spacing requirements may be permitted.
- (7) Billboards or off-premise signs shall not be allowed to be placed on the roof of a building.
- (8) Billboards and off-premise signs shall not be permitted unless written authorization for construction is provided by the owner of the parcel said sign is to be constructed. Said permission shall be provided to the Zoning Administrator prior to Planning & Zoning Commission review.
- (9) The specific type, size, location, and all other aspects of any billboard or off-premise sign for advertising purposes in the village shall be subject to the final approval authority of the Pulaski Village Board.

57.10 ALTERATION AND RELOCATION

No sign in the Village of Pulaski shall hereafter be structurally altered, rebuilt, enlarged, extended, or relocated, except in conformity with the provisions of this Ordinance. The changing of movable parts of signs that are designed to be changed or the change of face copy in conformity with this ordinance shall not be deemed to be alterations within the meaning of this ordinance.

57.11 NON-CONFORMING SIGNS

- (a) **NON-CONFORMING SIGNS.** Any sign located within the village limits on the date of the adoption of this Section or located in an area annexed to the village thereafter, which does not conform with these provisions, is eligible for characterization as a "legal, non-conforming" sign and shall be permitted to remain provided it was, in all respects, in compliance with applicable law on the date of construction or installation.
- (b) **CONTINUATION OF NON-CONFORMING STATUS.** A legal, non-conforming sign shall maintain its legal, non-conforming designation provided:
 - (1) No structural modification of non-conforming sign shall be permitted unless such resultant modification will conform to sections of this ordinance. Changes of copy with no modification to the sign

- structure are permitted
- (2) That the sign is not replaced unless such resultant replacement will conform to sections of this ordinance.
 - (3) Normal maintenance shall be permitted and shall include, but is not limited to, painting of chipped and faded signs, replacement of faded and damaged surface panels, and repair or replacement of wiring or electrical devices.
- (c) **LOSS OF NON-CONFORMING STATUS.** Any changes except for those provide herein above, shall result in the loss of legal, non-conforming status. Upon loss of legal, non-conforming status, the Building Inspector may require the removal of the sign.

57.12 REMOVAL AND DISPOSITION OF SIGNS

- (a) **MAINTENANCE AND REPAIR.**
- (1) Requirements. All signs, including, but not limited to, those signs for which no permit or permit fee is required, shall, at all times, be maintained in a safe, presentable and sound structural and material condition.
 - (2) Notice. Should the Building Inspector determine that a sign is not being properly maintained so as to present a possible safety hazard; the Building Inspector may so notify the sign owner or the owner of the lot on which the sign is located in writing.
- (b) **DANGEROUS, DEFECTIVE, OR ILLEGAL NON-CONFORMING SIGNS.**
- (1) Correction or Removal by Owner. If the Building Inspector determines a sign to be materially, electrically, or structurally defective so as to be a danger to public safety, or an illegal non-conforming sign, the Building Inspector shall so notify the sign owner or the owner of the lot on which the sign is located, pursuant to the notice provisions hereof, of such condition and direct the correction or removal of such sign.
 - (2) Notice. A notice under this provision shall identify the sign, specify the violation or defective condition, and state that in the event the condition of the sign is not corrected or removed within a minimum of 24 hours or up to thirty (30) calendar days, the sign may be removed by the village.
 - (3) Removal by Village. If the dangerous, defective, or illegal non-conforming sign is not corrected or removed within the time specified by the Building Inspector, the Building Inspector may cause such sign to be removed by the village. All costs of such removal shall be assessed against the sign owner. If the sign owner cannot be determined, the owner of the lot on which the sign is located shall be assessed.

(c) **IMMINENTLY DANGEROUS SIGN.**

- (1) Correction or Removal without Notice. When it is determined by the Building Inspector that a sign would cause or present an imminent danger to public safety, and contact or notice cannot be made with the sign owner or the owner of the lot on which the property is located, the village may correct the dangerous condition of the sign or remove the sign.
- (2) Costs of Correction or Removal. All costs of correction or removal of the sign posing an imminent danger to public safety which was corrected or removed without prior written notice shall be assessed against the sign owner, or if the sign owner cannot be determined, the owner of the lot the sign is located.
- (3) Post-correction or Removal Notice. If a sign posing an imminent danger to the public safety is corrected or removed by the village without prior written notice of such action by the village, the Building Inspector shall provide written notice of the actions taken by the village to the sign owner and the owner of the lot on which the sign was located pursuant to the notice provision hereof. Such notice shall specify the condition deemed to pose an imminent danger to the public, the action taken by the village, the costs of such action taken by the village, and that the costs of the same shall be charged or assessed to the sign owner or if the sign owner cannot be determined, the owner of the lot on which the sign was located.

- (d) **ABANDONED SIGNS.** All signs or sign messages shall be removed by the owner or lessee of the premises upon which such sign is located when the business which it advertises is no longer conducted; or, in the event of an off-premises sign, when rental or compensation is no longer provided. If the owner or lessee fails to remove such sign, the Building Inspector shall give the sign owner and the owner of the lot on which the sign is located sixty (60) days written notice pursuant to the notice provisions hereof to remove such sign. Upon the failure to comply with a notice under this provision, the Building Inspector may have the sign removed at the cost of the sign owner or the owner of the lot on which the sign is located.

(e) **APPEAL.** Any person having an interest in a sign or the property on which a sign is located, which interest is affected by an order of the building Inspector for removal of such sign or compliance with the provisions of this code, may appeal such determination by filing a written notice of appeal to the Pulaski Zoning Board of Appeals within thirty (30) days after the date of receipt or service of such notice.

(f) **CHARGES AND FEES.**

(1) **Recovery.** If it shall be necessary for the village to correct or remove a dangerous or defective sign pursuant to the provisions hereof, the Building Inspector shall, when such work is completed, certify to the Clerk the legal description of the property upon which the work was done, together with the name of the sign owner or the owner of the property upon which such work was done, together with a statement of the work performed, the date of performance and the costs of such work. Upon receipt of such statement from the Building Inspector, the Clerk shall mail a Notice to the sign owner or the owner of the lot on which said sign is located, pursuant to the notice provisions hereof, notifying such owners that the work has been performed pursuant to this section, stating the date of performance of the work, the nature of the work performed, the costs of the work performed, and demanding payment of those costs. Such notice shall state that if said amount is not paid within thirty (30) days of the date of mailing such notice, such costs shall be assessed against and a lien placed upon the lot on which the sign is or was located, together with a 10 percent penalty for the collection thereof.

(2) **Assessment.** In the event of any fees, sign correction, or removal costs, costs of collection or other costs recoverable under this section remain unpaid by October 15 in any year, the following process shall be used:

a. Notice thereof shall be given by the Clerk to the owner of the lot upon which the sign or signs giving rise to such fees or costs is or was located.

b. The Building Inspector or the Clerk shall furnish the Treasurer with a list of all such lots, and the notice shall be given by the Treasurer.

1. Such notice shall be given in writing and shall state the amount owed, including any penalty assessed. Unless the amount owed is paid by November 1, a penalty of 10 percent of the amount owed will be added. If the amount owed plus the penalty is not paid by November 15, the total shall be levied as a tax against the parcel of real estate on which such sign is or was located.

2. Such notice may be served by delivery to either the owner or occupant of the lot personally, or by letter addressed to such owner or occupant at the post office address of such lot or parcel of real estate. On November 16, the Treasurer shall certify and file with the Clerk a list of all parcels of real estate that have paid the amount owed plus the penalty and those that have not paid the amount owed plus the penalty and are delinquent.
 3. Each such delinquent amount, including the amount owed plus applicable penalty shall then become a lien on parcel of real estate upon which the sign is or was located, and the Clerk shall insert the same as a tax against such lot or parcel. All proceedings in relation to the collection of general property taxes and to the return and sale of property for delinquent taxes shall apply to said tax if the same is not paid within the time required by law for payment of taxes upon real estate.
- (g) **DISPOSAL OF SIGN.** Any sign removed by the Building Inspector and not claimed by the sign owner within thirty (30) days after the date of removal shall become the property of the village and may be disposed of in any manner deemed appropriate by the village.

57.13 GENERAL ADMINISTRATION AND ENFORCEMENT

- (a) **ORDINANCE ADMINISTRATION AND ENFORCEMENT.** The administrator of this section shall be the Zoning Administrator and/or Building Inspector. The Zoning Administrator and Building Inspector shall have such power as may be necessary to enforce and carry the provisions of this section and shall be empowered to call upon other officers, departments, agents, or agencies of the village for assistance in that regard.
- (b) **SIGN PERMITS REQUIRED.** No person shall erect, construct, enlarge, move, or structurally modify any sign in the village, or cause the same to be done, without first obtaining a sign permit for such sign from the Building Inspector as required by this section. Permits shall not be required for a change of copy on any sign, nor the repainting, cleaning or other normal maintenance or repair of a sign or sign structure for which a permit has been previously issued, nor for signs which currently have permits and which conform with the requirements of this section.
- (c) **APPLICATION FOR SIGN PERMIT.** All applications for sign permits shall be made upon forms provided by the Building Inspector, and shall contain the following information:
 - (1) Name, address, and telephone number of the applicant. When the applicant is not the owner of the property on which the sign is to be

placed, the sign owner shall also give the name and address of the property owner and written documentation from the owner stating the owner approves of the request.

- (2) A site plan showing the location of the building, structure, or lot to which the sign is to be attached or erected, and showing the position of the sign in relation to nearby buildings, structures and property lines.
- (3) A scale drawing of the plan showing design of the sign, materials to be used, method of construction, lighting, and means of attachment to the building or the ground.
- (4) List of all signs on the same property which are not exempted by this section, including conforming and nonconforming signs.
- (5) Documentation demonstrating that the structure as designed meets the requirements of this section for dead load and wind pressure.
- (6) Calculation demonstrating the proposed sign meets the applicable dimensional requirements.
- (7) Name and address of the person, firm, corporation or association erecting the structure.
- (8) Any electrical permit which may be required and issued for the sign if applicable.
- (9) Insurance policy and bond, if applicable.
- (10) Such other information as the Building Inspector may require demonstrating full and complete compliance with this and all other applicable regulations.
- (11) Signature of applicant.

(d) **ISSUANCE OF A PERMIT.**

- (1) Upon the filing of a complete application for a sign permit, the Zoning Administrator shall examine the application to determine whether the proposed sign is in compliance with the requirements of this ordinance and any other applicable regulations of the Village of Pulaski.
- (2) Within 40 days of filing the application the following shall apply unless the applicant consents to a longer period of review:
 - a. If the proposed sign is not in compliance with the structural and dimensional requirements of this ordinance or other applicable regulations, the Zoning Administrator shall deny such permit and provide written notice to the applicant stating with specificity the reasons with citations to applicable regulations and an explanation of the appeal process set forth under s. 57.14 of this ordinance.
 - b. If the proposed sign is a temporary sign and the Zoning Administrator determines that the sign complies with this ordinance and other applicable regulations, the Zoning

Administrator shall issue or conditionally issue the permit. If the application is conditionally approved, written notice shall be provided to the applicant of the conditions of approval.

- c. If the proposed sign complies with all structural and dimensional requirements of this ordinance and other applicable regulations, the Zoning Administrator shall issue the permit. If the application is conditionally approved, written notice shall be provided to the applicant of the conditions of approval. The permit shall expire one year from the date of issuance if construction of the sign is not substantially complete.
- (e) **SIGN PERMIT APPLICATION FEES.** All applications for sign permits shall be filed with the Building Inspector, together with a permit fee for each sign in accordance with the Village of Pulaski's established fee schedule.
- (f) **INSPECTION.** The permit applicant shall notify the Building Inspector upon completion of the work for which permits were issued.
 - (1) Before installation, all free-standing and pole signs may be subject to a foundation inspection and a final electrical inspection by the Building Inspector.
 - (2) If work authorized by such permit is suspended or abandoned for one (1) year any time after work is commenced, a new permit shall be required before continuation of such work.
- (g) **ENFORCEMENT.** The remedies in this section, for violations of, or failure to comply with the provisions of this code, whether civil, criminal or for sign removal, shall be cumulative, and shall be in addition to any other remedy provided by law. Any sign or similar advertising structure erected, structurally altered, moved, or maintained in violation of the provisions of this chapter is hereby declared to be a nuisance by the Village Board, and the Village may apply to any court of competent jurisdiction to restrain or abate such nuisances.
- (h) **REMEDIES.** Violation or failure to comply with the provisions of this section shall be subject to the following remedies.
 - (1) Declared Removal. Any sign erected without a permit, advertising a defunct business, appearing dilapidated or in a state of disrepair, or any sign found to be in violation of the provisions of this section shall be removed at the owner's expense, or brought into compliance at the owner's expense within 10 days after written notification from the Zoning Administrator or Building Inspector. In the event that the owner does not remove or bring the sign into compliance, the Building Inspector may order removal or compliance within this section. The Zoning Administrator may cause any sign or other advertising structure which is determined to be an immediate peril to be removed summarily and without notice.
 - (2) Other Legal Remedies. This section shall not preclude the village

from maintaining any other appropriate action to prevent or remove a violation of this section pursuant to s. 66.0703 Wis. Stats.

- (3) Revocation of Permits. The Zoning Administrator may in writing suspend or revoke a permit issued under provisions of this ordinance whenever the permit is issued on the basis of a misstatement of fact or fraud. The written revocation shall describe the appeals process set forth under s. 57.14 of this ordinance. Such revocation letter shall be sent by certified mail, return receipt requested, to the sign owner.

57.14 APPEALS AND VARIANCES

(a) APPEALS.

- (1) The Village of Pulaski Board of Zoning Appeals shall hear all appeals by any person aggrieved by any actions or decisions of the Zoning Administrator or other Village officer or employee charged with implementing the provisions of this ordinance where it is alleged an error has been made in any factual determination or application of any provision of this ordinance or any applicable state or federal law. For purposes of this section, an aggrieved person is an applicant for a sign permit, a holder of a sign permit, or any person who is alleged to have violated any provision of this ordinance.
- (2) A written request for an appeal including the name and address of the appellant and a brief statement of the nature of the appeal shall be filed with the Village Clerk within 10 days of the final decision of the Zoning Administrator or Building Inspector. The Board of Appeals shall hold a hearing on said appeal within 60 days of filing the appeal, and written notice of the hearing shall be mailed to the address given by the appellant.
- (3) The Board of Appeals shall issue and mail to the appellant a written decision within 10 working days of the hearing. Appeals of the Board of Appeals shall be by certiorari review to the Brown County Circuit Court or as otherwise provided by law.
- (4) Appeals under this section shall not relieve any person facing enforcement action under s. 57.13 of this ordinance from complying with any procedural requirements of the court exercising jurisdiction over said action.

- (b) **VARIANCES.** The Board of Appeals may, in its judgment, authorize such variance from the terms of this ordinance as will not be contrary to the public interest where, owing to special conditions, a literal enforcement of the provisions of the ordinance will result in unnecessary hardship, so that the spirit of the ordinance shall be observed, public safety and welfare secured, and substantial justice done.

57.15 PENALTY

In addition to any sanctions, charges and assessments provided herein, any violation of the provisions of this Chapter shall be subject to the general penalty provisions of Sec. 1.06 of the Pulaski Code of Ordinances. Each day of violation shall be considered a separate violation.