

Village of Union Grove Sign Regulations
Sign Code vs. Downtown District

Sign Type	Attribute	Sign Code <small>Article VII. of Ch. 118, Zoning, of Village Code. Applies to all of Village, except to downtown district where district regulations are more restrictive.</small>	Downtown District <small>Additional or stricter regulations that apply to "Downtown Code District" and "Extended Core District" defined on map in downtown design guidelines.</small>
<p style="text-align: center;">Wall Signs</p> <p>Structure attached to, erected on or painted on the wall of a building that support or permit the mounting of signage, such as letters, pictures and symbols.</p>	Location	<ul style="list-style-type: none"> - Extend no more than 12" from wall surface. - Cannot extend above ceiling level of top floor of bldg. - Cannot block window, door or vent openings. - Not permitted in residential districts. 	<ul style="list-style-type: none"> - Shall be on flat surfaces. - Cannot block architectural details. - Shall not extend above wall upon which it is placed.
	Sign Area	Cannot exceed 2 sq. ft. for each linear 1' of building store frontage (not to exceed 200 sq. ft.).	Cannot exceed 20% of first floor façade area.
	Lighting/Illumination	<ul style="list-style-type: none"> - Ancillary lighting shall be shielded to avoid glare. - Subject to lighting/illumination regulations in 118-1121. 	Cannot be electrically lit from within "unless it can be proven historically accurate to the style of the building."
	Colors/Design	<i>Not addressed.</i>	Shall relate to and complement principal colors of building façade.
	Approval Process	Sign permit from the building inspector.	CDA approval before sign permit from building inspector.
<p style="text-align: center;">Projecting Signs</p> <p>Permanent projecting sign structures fastened to, suspended from or supported by structures on buildings.</p>	Location	<ul style="list-style-type: none"> - Cannot project more than 36" into right-of-way. - Cannot above lowest point of the roof. - Cannot be less than 10' from any side lot lines or beyond the building wall (whichever is less). - Cannot be within 150' from any ground sign. - Not permitted in residential districts. 	Cannot be located above the main level of the building or above the second floor line.
	Height	<ul style="list-style-type: none"> - Cannot exceed 20' above adjacent center line street grade. - Cannot be less than 10' above level of primary access. - Cannot be less than 15' above a driveway. 	<i>Not addressed.</i>
	Sign Area	Cannot exceed 25 sq. ft. for any one tenant; cannot exceed 150 sq. ft. for any one premises.	Shall not be greater than 20 sq. ft.
	Lighting/Illumination	Subject to lighting/illumination regulations in 118-1121.	Cannot be electrically lit from within "unless it can be proven historically accurate to the style of the building."
	Colors/Design	Multiple signs on one premises serving multiple tenants shall be designed similar in nature in design, spaced equal distance and be same in area or as approved by the plan commission.	Shall relate to and complement principal colors of building façade.
	Approval Process	Sign permit from the building inspector (unless approval of an exception needed from plan commission).	CDA approval before sign permit from building inspector.

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<p align="center">Ground Signs</p> <p>Permanent ground signage structures, other than billboards. Contains support structure or supports in or upon the ground and independent of support from any building designed to carry a sign.</p>	Location	No closer than 150' from another ground sign, projecting sign or billboard.	<p align="center"><i>Not listed as a permitted sign type in the downtown district.</i></p>
	Height	Cannot exceed 15' above mean centerline grade of nearest street unless approved by plan commission.	
	Limit	One sign per street frontage of a property.	
	Sign Area	Cannot exceed 25 sq. ft. on one side at street property line but may increase 1 sq. ft. for each 1' the sign is setback (150 sq. ft. maximum).	
	Lighting/Illumination	<ul style="list-style-type: none"> - Cannot be illuminated between 11pm and 6am, except during the normal hours of operation. - Cannot have exposed flashing, digital or electrically movable lighting or images of any kind, except when approved by the plan commission, with the exception that such signs may have movable words and numbers if required by local, state or federal law. - Subject to other lighting/illumination regulations in 118-1121. 	
	Colors/Design	Not regulated (unless specified as part of an exception approved by plan commission).	
Approval Process	Sign permit from the building inspector. Prior plan commission approval needed for any ground signs with over 75' of sign area or on parcels of more than 5 acres. Plan commission approval needed for exceptions to sign regulations.		
<p align="center">Window Signs</p> <p>Any sign area located within an enclosed building and visible from a public way, also including signage mounted onto window surfaces.</p>	Location	Placed on the inside of the window.	<i>Not addressed.</i>
	Sign Area	Cannot exceed 25% of the glass area of the window upon which the sign is displayed.	Cannot account for more than 25% of the "main display window size."
	Lighting/Illumination	<ul style="list-style-type: none"> - Cannot be illuminated after business is closed for the day. - Subject to other lighting/illumination regulations in 118-1121. 	Cannot be electrically lit from within "unless it can be proven historically accurate to the style of the building."
	Colors/Design	<i>Not addressed.</i>	Shall relate to and complement principal colors of building façade.
	Approval Process	Sign permit from the building inspector.	CDA approval before sign permit from building inspector.

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<p style="text-align: center;">Awning</p> <p>A hood or cover which projects from the wall of the building. Some may be retractable, folded, or collapsed against the face of a supporting structure.</p>	Location	- Cannot extend below any point 7' above the sidewalk, street or alley (90-188). - May not project more than 5' into a required front or side yard.	Cannot project more than 3' beyond the build-to-line.
	Materials	<i>Not addressed.</i>	- Fabric awnings are permitted. - Rigid awnings are permitted provided the wall to which the awning is attached extends a minimum of 4' above the top edge of the canopy. - Prohibited Awning Types: Plastic or plastic laminated awnings; Waterfall or bubble type awnings.
	Colors/Design	<i>Not addressed.</i>	Must be an integral part of the architecture of the building and reflect the design and character of the structure.
	Approval Process	No approval needed.	CDA approval before Sign Permit issued by Building Inspector
<p style="text-align: center;">Sandwich Board Signs</p> <p>An outdoor freestanding structure designed with an A-Frame construction.</p>	Location	Can be located adjacent to business premises.	<i>Not addressed in design guidelines.</i>
	Sign Area	Cannot not exceed 4' in height and 2' in width.	
	Duration	Can only be displayed during business hours.	
	Limit	One per business.	
	Approval Process	No sign permit required (unless requesting an exception).	
<p style="text-align: center;">Temporary Sign (7 days or less)</p> <p>Any sign structure intended to display a sign for a short period of time (except for sandwich board and election signs).</p>	Limit	Limited to 2 signs per 0.25 acres or less, plus a real estate sign, if applicable.	<i>Not addressed in design guidelines.</i>
	Duration	- May be up no more than 7 days, whether or not consecutive, within any calendar month. - Real estate signs must be removed within 15 days after closing.	
	Sign Area	No larger than 4 sq. ft.	
	Approval Process	No approval needed.	

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Temporary Sign or Banner (No more than 60 days) Temporary Sign is any sign structure intended to display a sign for a short period of time. Banner is any sign or attractant made of non-structural materials such as cloth or flexible plastics. Does not include sandwich board or election signs.	Limit	Only 1 sign or banner may be placed on a property street frontage.	<i>Not addressed in design guidelines.</i>
	Duration	No more than 60 days in a six calendar month measured from the date the sign is erected.	
	Sign Area	Shall not exceed 16 sq. ft. in area in residential districts or 32 sq. ft. in sign area in all other districts	
	Other	Shall be attached to the principal building or erected as a free standing ground sign no more than 6 ft. in height in an aesthetic and structurally sound manner.	
	Approval Process	Sign permit from the building inspector.	
Off-Premise Directional/Sales Sign (except Billboards)	Limit	No more than 2 within the Village per business.	<i>Not addressed in design guidelines.</i>
	Duration	Permit expires on June 30th of each year but may be extended one year upon issuance of new permit.	
	Sign Area	Cannot exceed 25. sq. ft. at the street property line but may be increased in size 1 sq. ft. for each 1' the sign is set back from the street property line (50 sq. ft. maximum).	
	Location	Maximum of 5 miles distant from the designated business being advertised. Such sign may be placed only in a retail business or industrial zoning district.	
	Approval Process	Sign permit from the building inspector.	
Billboards A sign which may pertain to the premises where the sign is located or directs persons to a different location from where the sign is located.	Lighting/Illumination	- No such sign structure shall have exposed, flashing, digital or electrically movable lighting, or images of any kind. - A billboard located within 660 ft. of a residential zoning district boundary shall not be illuminated from 11pm to 6am.	<i>Not addressed in design guidelines.</i>
	Height	Cannot exceed 25' in height.	
	Location	- Set back from a property line the same distance as set forth for principal buildings in the zoning district regulations. - Cannot be located closer than 1,320' from another billboard, ground sign structure or off-premises sign structure. - Not permitted in residential zoned areas.	
	Approval Process	Plan commission approval before sign permit issued by building inspector.	

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Searchlights/balloons	Location	<ul style="list-style-type: none"> - Cannot not be located in any public right-of-way. - Cannot be closer than 10' to an adjacent property. - Cannot be a vision or audio nuisance or cause a hazard to traffic or adjoining properties. - Not permitted in residential districts. 	<i>Not addressed in design guidelines.</i>
	Duration	<ul style="list-style-type: none"> - Can be granted for a period of not more than 5 days in any 6-month period. - Search lights cannot be illuminated between 10pm and sunrise. 	
	Approval Process	Village Board approval.	
Election Sign Defined by Wis. Stat. §12.04.	Duration	Limited to election campaign period (as provided in Wisconsin statutes) and removed within 7 days following the election.	<i>Not addressed in design guidelines.</i>
	Sign Area	In residential zoning districts shall not exceed 11 sq. ft. on each sign face per sign, unless located along county/state trunk highway, where max. sign area may be 16 sq. ft.	
	Height	Cannot exceed 6' in height.	
	Limit	Cannot exceed a total of 16 sq. ft. per lot.	
	Location	<ul style="list-style-type: none"> - Signs more than 4 sq. ft. in area should be spaced apart from other signs on the property at least 30'. - No sign on public lands, within public rights-of-way or vision triangle of two intersecting streets. 	
	Approval Process	No approval needed.	
Subdivision/ Development Sign Permanent structures used to identify a subdivision.	Height	No more than 10' in height above surrounding grade.	<i>Not addressed in design guidelines.</i>
	Design	Constructed of wood, metal and/or masonry; and, of a design which will be compatible with the landscape and shall state only the name and address of the subdivision	
	Location	Only permitted in residential districts.	
	Approval Process	Plan commission approval of a sign permit.	

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<p>Government Sign</p> <p>Signs erected, maintained or otherwise posted, owned or leased by this State, the federal government, Racine County or this Village, as well as a special purpose unit of government such as utility districts, sanitary districts or public school districts.</p>	<p>Not addressed in sign code or downtown design guidelines.</p>		