



**GRAFTON**  
QUALITY LIFE. NATURALLY.

**Town of Grafton Ordinance No. 2017-08**

**AN ORDINANCE AMENDING TITLE 7 – LICENSING AND REGULATION,  
CHAPTER 6 – SIGNS, OF THE CODE OF ORDINANCES, TOWN OF GRAFTON,  
WISCONSIN**

**WHEREAS**, it is deemed to be in the best interest of the Town of Grafton that the Municipal Code of the Town of Grafton be further modified and amended in the manner hereinafter more particularly set forth; and

**WHEREAS**, a Notice of Public Hearing before the Town Board was duly published in the *Ozaukee Press* on Number 23<sup>rd</sup>, 2017, and Number 30<sup>th</sup>, 2017; and

**WHEREAS**, a Public Hearing was held before the Town Board on December 13, 2017, regarding the proposed Amendments to the Town's Code of Ordinances; and

**WHEREAS**, based on the above, it is deemed to be in the best interest of the Town of Grafton that the Municipal Code of the Town of Grafton be further modified and amended in the manner hereinafter more particularly set forth below.

**NOW, THEREFORE**, the Town Board of the Town of Grafton does hereby ordain as follows:

**Section 1:**

Section 7.6.3 of the Town of Grafton Code of Ordinances is hereby amended as provided below by adding the underlined language and deleting the language struck out:

**7.6.3 Prohibited Signs.**

- ....  
(G) Portable and wheeled signs, except as a temporary sign.
- ....  
(M) Signs erected at or near the intersection of any streets in such a manner as to obstruct free and clear vision or at any location where, by reason of position, shape, or color.

**Section 2:**

Section 7.6.4 of the Town of Grafton Code of Ordinances is hereby amended as provided below by adding the underlined language and deleting the language struck out:

**7.6.4 Permitted Signs.**

**7.6.4.01 All Districts Without A Permit**

The following signs are permitted in all zoning districts without a permit subject to the following regulations:

- ....  
(G) Election Campaign Signs.
  - (1) Provided that permission shall be obtained from the property owner, renter or lessee.
  - (2) Note – Signs are not allowed in the road right-of-way.
  - (3) In the case of an election for office or a referendum, such sign is removed within thirty (30) days of the end of the election campaign period, as defined in Wis. STAT. § 12.04(1)(a).
- (H) Service Trade or Construction Trade Signs.
  - (1) Shall not exceed six (6) square feet in area and shall be located on the property where work is being performed.
  - (2) Shall be removed within ~~five (5) days~~ thirty (30) days after completion of remodeling, construction, project, or service provided.

**7.6.4.02 All Non-Residential Districts With A Permit**

- (A) Temporary Signs or Banners.
  - (1) Temporary Signs or Banners may be approved by the Building Inspector or, at Building Inspector’s discretion, may be sent to the Plan Commission for action.
  - (2) ~~Each property may be allowed a temporary sign or banner for a period of 30 days, not more than four (4) times a year for a~~

~~maximum of 120 days per year. Temporary Signs or Banners are allowed on a property for a maximum of 120 days from the issuance of the permit.~~

- (3) Each renewal shall require a new permit fee and may, at the discretion of the Building Inspector, require an inspection at the applicant's cost.
  - (4) A separate permit is required for each temporary sign or banner.
- (B) Wall Signs.
- (1) Shall not extend more than 16 inches outside of a building's wall surface.
  - ~~(2) Shall not exceed 500 square feet in area for any one premises.~~
  - ~~(3)(2) Shall not exceed 2030 feet in height above the mean building (first floor) grade. The formula to determine the size of a sign for each wall, shall be 1 linear foot = 1 square foot of sign.~~
  - (3) The formula to determine the maximum size of a wall sign shall be 1 linear foot of building length facing the public right of way = 1 square foot of sign.
  - (4) See Specific Zoning District if allowed.

....

- (D) Pole Signs.
- (1) Shall not exceed ~~20~~30 feet in height above the mean building (first floor) grade.
  - (2) Shall not exceed 100 square feet on one (1) side or 200 square feet on all sides for any one premises.
  - (3) Shall not be closer to a lot line than its height.
  - ~~(4) Plan Commission has the authority to give special consideration for pole signs that exceed these listed requirements only if the applicant provides the Plan Commission with substantial evidence that supports the need for an exception.~~
  - (4)(5) See Specific Zoning District if allowed.

....

- (G) Monument Signs.
- (1) Shall be consistent with the materials, colors, and style of the building it advertises.
  - (2) Monument signs shall not exceed fifteen feet (15') in height.
  - ~~(3) Shall not exceed 100 square feet for single side or 150 square feet for all sides.~~
  - ~~(3)(4) External point source lighting may be used on non-illuminated signage.~~

- (H) Business Directional Signs.
- (1) Shall not exceed one (1) in number per site.
  - (2) Shall not exceed ~~eight (8)-fifty (50)~~ square feet of display area.
  - (3) Shall be located at not more than one (1) location in the Town for each business.

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**7.6.4.05 All Residential Districts With A Permit**

The following signs are also permitted in all Residential Districts upon the granting of a permit therefore, and are subject to the following regulations:

- (A) Temporary Signs or Banners.
  - (1) Temporary Signs or Banners may be approved by the Building Inspector or, at Building Inspector's discretion, may be sent to the Plan Commission for action.
  - (2) Temporary Signs or Banners are allowed on a property for a maximum of 120 days from the issuance of the permit.
  - (3) Each renewal shall require a new permit fee and may, at the discretion of the Building Inspector, require an inspection at the applicant's cost.
  - (4) A separate permit is required for each Temporary Sign or Banner.
- (A)(B) Subdivision Signs.
  - (1) A sign which includes only the name of the development
  - (2) A sign that displays a map of the subdivision.
  - (3) The entire sign, including any structure required for support or aesthetics shall not exceed thirty two (32) square feet in area.
  - (4) Shall conform to all yard requirements for the district in which it is located.
- (C) Plan Commission has the authority to give special consideration for signs in residential districts if the proposed sign is either to be located in the RM-1 District or part of a residential Conditional Use Permit application. The proposed sign must meet all requirements listed in 7.6.4.2.
- (B)(D) Separate Permit Required.

A separate permit is required for each individual sign, regardless of sign type or specific size requirements.

**7.6.4.06 Signs Facing I-43.**

- (A) Businesses or uses with contiguous frontage to I-43 may, if approved by the Plan Commission, be allowed a sign not exceeding forty (40) square feet in size facing I-43. It shall meet all other applicable requirements listed in Section 7.6.4.2. Plan Commission review and approval of these signs are based on a determination that the sign is in the public interest.

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**7.6.5 Facing.**

No sign except those permitted in Section 7.6.4.01 shall be permitted to face a residential district within 100 feet of such district boundary unless otherwise approved by Plan Commission.

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**7.6.8 Exterior Lighting And Prohibition Of Flashing Signs.**

- (A) All lighting for parking areas or for the external illumination of buildings or grounds, or for the illumination of signs, shall be directed away from and shall be shielded from all adjacent districts and shall also be so

arranged as to not affect driver visibility adversely on adjacent thoroughfares.

- ~~(B)~~ All external illumination of buildings or grounds, or for the illumination of signs within fifty feet of a residential district boundary line shall be limited to a height of twenty feet.
- ~~(C)~~(B) The use of No sign may utilize flashing or revolving lights, other than traffic-control lights, is specifically prohibited in all districts. This prohibition shall apply to all signs. Message centers and time/temperature signs are not considered flashing.
- ~~(D)~~ Message centers and time/temperature signs are not considered flashing.
- ~~(E)~~ Signs illuminated from within (backlit) are prohibited except that individual letters and symbols may be illuminated but not the whole sign.
- ~~(F)~~(C) No person may erect a sign with exposed electrical wires.
- ~~(G)~~(D) The use of unshielded lighting, including exposed incandescent 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. Also, the use of ground-mounted fixtures is not recommended and applicants are encouraged to utilize other methods of illumination.
- ~~(H)~~(E) All sign lighting shall be so designed, located, shielded, or hooded so as to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties, or into the sky.
- ~~(I)~~(F) In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed 50-60 footcandles when measured with a standard light meter held perpendicular to the sign face at a distance of ten inches.
- ~~(J)~~(G) Electrical illumination of signs in residential districts shall be as regulated in the Wisconsin Industrial Commission Electrical Code.
- ~~(K)~~(H) All illumination of signs shall be provided utilizing electricity.

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### 7.6.10 Sign Permit.

#### 7.6.10.01 Application

Applications for a sign permit shall be made on forms provided by the Town Building Inspector Town Staff.

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#### (B) Contents.

Applications shall contain or have attached thereto the following information:

....

- (4) A scale drawing of such sign indicating the dimensions, the materials to be used, colors, type of illumination if any, and the method of construction and attachment. ~~Seventeen (17) color chips must be provided as well as seventeen (17) copies of plans.~~
- (5) A scale plat plan indicating the location and position of such sign in relation to nearby buildings or structures. Must show set-backs.

Seventeen (17) copies of Plat Plan must be submitted with application.

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(E)

Submission Deadline.

All sign application information must be submitted fifteen (15) working calendar days prior to the Plan Commission meeting.

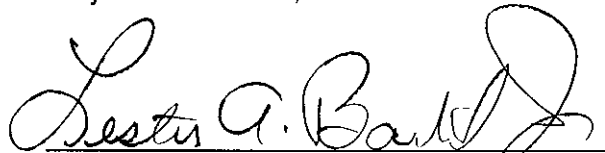
**Section 3:**

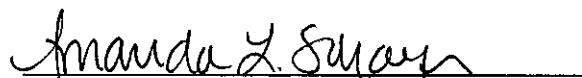
Except as hereinabove specifically modified and amended, the Code of Ordinances, Town of Grafton, Wisconsin, shall remain in full force and effect exactly as originally adopted and previously amended. All ordinances or parts of ordinances inconsistent with or in contravention of the provisions of this Ordinance are hereby repealed.

**Section 4:**

This Ordinance shall take effect and be in full force from and after its passage and publication or posting.

Adopted by the Town Board of the Town of Grafton, Ozaukee County, Wisconsin, at its regularly scheduled meeting on this 13th day of December, 2017.

  
Lester A. Bartel, Jr., Town Chairman

  
Amanda L. Schaefer, Town Clerk

Publication Date: December 21, 2017