



ORDINANCE 2025-05

AN ORDINANCE TO REPEAL AND RECREATE SUBSECTION H (PERMITTED SIGNS) OF SECTION 361 (REGULATION OF SIGNS) OF ARTICLE XXXIII (SITE REVIEW/DEVELOPMENT AND DESIGN STANDARDS) OF CHAPTER 295 (ZONING) OF THE MUNICIPAL CODE OF THE VILLAGE OF HOBART, BROWN COUNTY, WISCONSIN

Purpose: The purpose of this Ordinance is to modify and amend the regulation of changeable letter and electronic message center signs.

The Village Board of the Village of Hobart, Brown County, Wisconsin, does ordain as follows:

Section 1: Subsection H (Permitted Signs) of Section 361 (Regulation of Signs) of Article XXXIII (Site Review/Development and Design Standards) of Chapter 295 (Zoning) is hereby repealed and recreated to read as follows:

§ 295-361. Regulation of signs.

H. Permitted signs.

(1) Residential uses. For all residential uses, the following signs are hereby allowed, subject to issuance of a permit in accordance with this section. Name and address signs of buildings containing four or more residential units indicating only the name of the building, the name of the development in which it is located, the management thereof, and/or address of the premises shall be subject to the following:

(a) Type. Building name and address signs may be either wall signs or ground signs.

(b) Number. There shall not be more than one name and address sign for each building, except that where a building abuts two or more streets and has a separate address, one sign may be allowed for each abutting street frontage.

(c) Area. Building name and address signs shall not exceed six square feet in area per sign or per side.

(d) Location. Building name and address signs shall not be located closer than 10 feet to any property line, right-of-way, or driveway.

(e) Height. Building name and address signs shall not exceed seven feet as measured from finished construction grade at the base of the sign.

(2) Subdivision identification signs. A permanent sign used to designate a residential subdivision entrance may be permitted, subject to Site Review Committee approval and the following criteria:

(a) Subdivision identification signs shall be ground signs.

(b) Number. There shall not be more than two subdivision identification signs for each point of vehicular access to the subdivision.

(c) Area. Subdivision identification signs shall not exceed 32 square feet in area per sign or per side.

(d) Location. Subdivision identification signs shall not be located closer than 10 feet to any property line, right-of-way or driveway.

(e) Height. Subdivision identification signs shall not exceed seven feet as measured from finished construction surrounding grade at the base of the sign.

(3) Commercial, industrial, park, and institutional uses. For all commercial, industrial, park, and nonreligious institutional uses, only the following signs are hereby allowed, subject to issuance of a permit in accordance with Subsection C of this section.

(a) Wall signs.

[1] Number.

[a] Single-tenant buildings. There shall be not more than one wall sign for each principal building within the B-1, C-1, I-1 and I-2 Zoning Districts. Buildings visible from more than one public roadway may be permitted to have a second wall sign on a second building wall elevation with specific approval from the Site Review Committee, taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development. Wall signs within the B-2 (office) District shall be prohibited.

[b] Multitenant buildings shall have not more than one wall sign per tenant, and it shall be located at the primary entrance within the B-1, C-1, I-1 and I-2 Zoning Districts. Corner-of-building tenant spaces and

buildings having access to more than one public roadway may be permitted to have a second wall sign on a second building wall elevation with specific approval from the Site Review Committee, taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development. Wall signs within the B-2 (office) District shall be prohibited.

[2] Area.

[a] Single tenant. Except in the case of multitenant buildings as regulated in this chapter, the gross surface area of a wall, including doors and windows, to which the sign is to be affixed for buildings containing more than 20,000 square feet shall not exceed 10% of the area of the tenant building wall or 300 square feet, whichever is less, and for buildings containing 20,000 square feet or less shall not exceed 20% of the area of the tenant building wall or 150 square feet, whichever is less. No sign design height shall exceed 1/2 the overall height of the building wall to which the sign is affixed. The Site Review Committee, with specific approval, may increase the maximum allowable square footage by not more than 50% for any permitted sign when taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development.

[b] Multitenant common entrance. For common-entrance multitenant buildings, the gross surface area of a wall sign shall not exceed 10% of the area of the tenant building wall, including doors and windows, to which the sign is to be affixed or 60 square feet, whichever is smaller.

[c] Multitenant dedicated access. For multitenant buildings with a dedicated exterior access, the gross surface area of a wall sign shall not exceed 10% of the area of the tenant building wall, including doors and windows, to which the sign is to be affixed or 60 square feet, whichever is smaller. Signs shall be affixed to the wall with the primary entrance.

[3] Location. A wall sign may be located on the outermost wall of any principal building but shall not project more than 10 inches from the wall to which the sign is to be affixed unless NEC standards require a greater distance.

[4] Height. A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed. A wall sign shall not exceed 20 feet in height from the base of the building wall to which the sign is affixed.

(b) Freestanding ground signs.

[1] Number. There shall not be more than one freestanding ground sign for each principal building, except as follows:

[a] Properties with street frontage on State Highway 29 shall be permitted one ground sign to be installed in the street yard fronting State Highway 29 in addition to a ground sign located in a street yard facing a Village street. In no case may more than one ground sign be placed in any street yard.

[b] Corner properties with frontage on two public roadways may have no more than two such signs located so there is one sign per roadway when specifically approved by the Site Review Committee, taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development.

[2] Area. The gross surface area of a ground sign shall not exceed 50 square feet of area per sign or per side, except as follows:

[a] 100 square feet of area per sign or per side for signs located in yards fronting roads with a posted speed limit of 45 miles per hour or more.

[3] Location. A ground sign may not be located closer than 10 feet to any property line, right-of-way or driveway.

[4] Height. A ground sign shall not project higher than 10 feet, as measured from finished construction surrounding grade at the base of the sign, except as follows:

[a] Twenty feet for signs located in street yards fronting State Highways 54 and 172.

[b] Thirty feet for signs located in street yards fronting State Highway 29.

[5] Width. No ground sign shall exceed 20 feet in width.

(c) Awning, canopy, and marquee signs.

[1] Number. Except for the case of the multitenant buildings as regulated in this section, there shall not be more than one awning, canopy, or marquee sign exceeding an aggregate gross surface sign area of four square feet for each principal building. Awning, canopy, and marquee signs which are four square feet or less in aggregate gross surface area are exempt from the provisions of this chapter as specified in this section.

[2] Area. The gross surface area of an awning, canopy or marquee sign shall not exceed 50% of the gross surface area of the face of the awning, canopy, or marquee to which such sign is to be affixed or 30 square feet in area, whichever is less.

[3] Location. A sign may be affixed to or located upon any awning, canopy, or marquee.

[4] Height. An awning, canopy, or marquee sign shall not project higher than the top of the awning, canopy, or marquee to which such sign is to be affixed.

(d) Window signs.

[1] Neon signs. Each business tenant shall be allowed to display on each public street it fronts one neon sign not exceeding five square feet in size or 50% of the window area, whichever is less. Neon signs shall emit a steady light and only be illuminated during business hours. Blinking, flashing, strobe or other light animation shall not be allowed.

[2] Temporary signs. Temporary, nonilluminated window signs covering less than 25% of the individual window area shall be allowed.

(e) Changeable letter and electronic message center signs.

[1] Changeable letter or Electronic Message Center (EMC) signs shall be subject to the following requirements and limitations.

[2] Changeable letter signs are prohibited in the PDD #1 and PDD #2 zoning districts and allowed in commercial, industrial, public, and institutional zoning districts subject to the following standards:

[a] Changeable letter signs shall be part of a permanent freestanding ground sign.

[b] Changeable letter signs shall be included when calculating the allowable square feet that is permitted for freestanding signs as noted elsewhere in the Village's Sign Code. The Village Site Review Committee may approve up to a 50% increase in total sign area for a freestanding ground sign on properties that are limited to a total of 50 square feet of area, when taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development.

[3] Electronic Message Centers (EMC) are allowed in commercial, industrial, public, and institutional zoning districts subject to the following standards:

[a] Electronic message centers shall be a maximum of 40 square feet of display area per sign face (maximum of two (2) faces).

[b] Electronic message centers shall be included when calculating the allowable square feet that is permitted for wall or freestanding signs as noted elsewhere in the Village's Sign Code. The Village Site Review Committee may approve up to a 50% increase in total sign area for a freestanding ground sign on properties that are limited to a total of 50 square feet of area, when taking into account the physical and spatial environment, traffic patterns, and overall integration into the neighborhood and surrounding development.

[c] Electronic message centers shall be made part of and integrated into a freestanding ground sign. Electronic message centers may be integrated into a wall mount sign.

[d] Electronic message centers are permitted to display words and/or graphics only. Animation that creates a video is prohibited.

[e] Any individual letter or graphic scrolling or otherwise displayed shall remain illuminated and visible for a minimum of two (2) seconds.

[f] The message shall not flash. Any message that remains visible for less than two (2) seconds shall be considered as flashing.

[g] The illuminance of an electronic message center (EMC) shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color-capable EMC, or a solid image for a single-color EMC. All measurements shall be taken as close as practical to a perpendicular

plane of the sign at the distance determined by the total square footage of the EMC as set forth in the following formula: Measurement Distance in feet = the square root of (the Area of the Sign *100).

[h] The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 footcandles at night.

[i] All permitted EMCs shall be equipped with a sensor or other device that automatically dim according to ambient light conditions. In no case shall the EMC exceed 0.3 footcandles over ambient lighting conditions.

[j] All EMCs shall be placed with consideration of the impacts on abutting or adjacent residential districts and uses. In all cases, and to the maximum extent practicable, EMCs shall be located at a point with the greatest dimension and separation from the property line of a residential use or the boundary line of a residential district. With all wall mounted installations that are abutting or adjacent to residential districts or uses, such EMCs must be turned off when the business / use is closed or between the hours of 10:00 PM and 6:00 AM, whichever is more restrictive.

[k] Include systems and monitoring to either turn the display off or show "full black" on the display in the event of malfunction.

[l] Be designed so if a catastrophic power surge occurs, the display will turn off or show "full black".

[m] Automatically adjust the intensity of its display according to natural ambient light conditions.

[n] The owners of such an EMC sign shall include a signed letter accompanying their permit application certifying that they will comply with the prescribed brightness limitations set by this ordinance.

[o] Electronic message centers may also be subject to additional state and federal regulations when located near a state or federally regulated roadway.

(f) Tenant board signs. One multitenant board sign not exceeding 25 square feet in size and six square feet in height shall be allowed to be placed in front of each individual building in the B-2 (office) Zoning District.

(g) Directory sign:

[1] Can be a pedestal, ground sign or off-premises sign, and all regulations apply.

[2] Size of sign shall not exceed 80 square feet per side, 10 feet in height, and eight square feet per tenant.

(h) Temporary sign. In addition to the permanent signs allowed under this section, temporary signs, as defined in this chapter, for the purpose of announcing or promoting a new building, development, occupant, or special events, shall be permitted for limited periods of time in any district subject to the following:

[1] Number: A property/business owner is limited to two signs per lot using such signage.

[2] Area: The gross surface area of a temporary sign shall not exceed 50 square feet of area. Requests for signage over 50 square feet, but no larger than 75 square feet, may be permitted by the Village's Director of Planning and Code Compliance, taking into account site and environmental factors. Any requests over 75 square feet may be reviewed and permitted by the Site Review Committee, taking into account safety, surrounding zoning and the impact on adjacent properties and attractiveness of the Village.

[3] Location: A temporary sign shall not be located closer than 10 feet to any property line, right-of-way, or driveway.

[4] Height: A temporary sign shall not project higher than 12 feet, as measured from existing grade, at the base of the sign.

[5] Special conditions: Temporary signs shall be attached to ground posts or meet the definition of a "mobile mounted sign." The content of the sign message must directly relate to the on-premises organization or business use and operation. Temporary signs and banners shall not be displayed for more than 30 consecutive days and shall be limited to no more than 90 days per year. A separate permit shall be required for each display period.

[6] Development "grand opening" signage package. New development or redevelopment shall be allowed to put forth a "grand opening" signage package which will allow for the placement of "opening/coming soon," "grand opening," "now hiring" and/or similar/like signage for a period not to exceed six months. Extensions over six months may be granted by the Site Review

Committee upon receipt of adequate reasoning/rationale. All such "grand opening" signage shall be removed within one week of such development opening. The gross surface area of a temporary sign shall not exceed 50 square feet of area. Requests for signage over 50 square feet, but no larger than 75 square feet may be permitted by the Village's Director of Planning and Code Compliance, taking into account site and environmental factors. Any requests over 75 square feet may be reviewed and permitted by the Site Review Committee, taking into account safety, surrounding zoning and the impact on adjacent properties and attractiveness of the Village.

[7] All temporary signs, other than those identified in § 295-361L, shall obtain a permit from the Village prior to display. In addition, all temporary signs require a deposit to ensure timely removal. If such signs are not removed within the allowed time frame, the deposit shall be forfeited. If signage is removed within the allowable time frame and confirmed by the Village Zoning Administrator, the deposit shall be refunded. Forfeiture of the sign deposit does not negate the ability of the Village to issue municipal citations for failure to comply with timely removal of a temporary sign or banner.

(4) Religious uses. For all religious uses, only the following signs are hereby allowed and are subject to Site Review Committee approval:

(a) Wall signs.

[1] Number. There shall be not more than one wall sign for each principal building.

[2] Area. The gross surface area of a wall sign shall not exceed 2.5% of the area of the building wall, including doors and windows, to which the sign is to be affixed or 60 square feet, whichever is smaller.

[3] Location. A wall sign may be located on the outermost wall of any principal building but shall not project more than 10 inches from the wall to which the sign is to be affixed unless NEC standards require a greater distance.

[4] Height. A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed. A wall sign shall not exceed 20 feet in height from the base of the building wall to which the sign is affixed.

(b) Freestanding ground signs.

[1] Number. There shall not be more than one freestanding ground sign for each principal building.

[2] Area. The gross surface area of a ground sign per side shall not exceed 50 square feet of area.

[3] Location. A ground sign may not be located closer than 10 feet to any property line, right-of-way, or driveway.

[4] Height. A ground sign shall not project higher than 10 feet, as measured from preconstruction grade at the base of the sign.

(c) Temporary sign or banner.

[1] Number. There shall not be more than one freestanding temporary ground sign for each site per street frontage.

[2] Area. The gross surface area of a temporary sign or banner shall not exceed 50 square feet of area.

[3] Location. A temporary sign or banner shall not be located closer than 10 feet to any property line, right-of-way, or driveway.

[4] Height. A temporary sign or banner shall not project higher than seven feet, as measured from preconstruction grade at the base of the sign.

[5] Special conditions. Temporary signs and banners shall be attached to ground posts. While the sign or banner face and message may change throughout the year, the content of the sign message must directly relate to the religious organization's use and operation. Auxiliary banners shall not be displayed for more than 14 consecutive days, and shall be limited to no more than six events per year (maximum total of 84 banner days per year).

Section 2: Any Ordinance or parts thereof, inconsistent herewith are hereby repealed.

Section 3. This Ordinance shall be effective from and after its passage by the Village Board and publication as required by law.

Passed and approved on this 5th day of August, 2025.

A handwritten signature in black ink, appearing to read "Richard Heidel", is written over a horizontal line.

Richard Heidel, Village President

Attest:



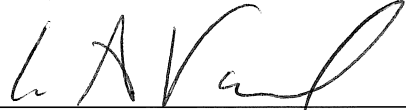
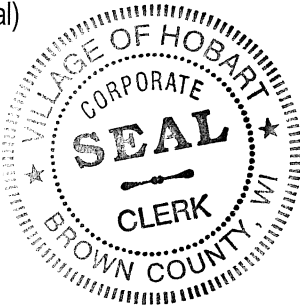
Aaron Kramer, Village Administrator

CERTIFICATION

The undersigned, being the duly appointed Clerk of the Board of the Village of Hobart, certifies that the aforementioned is the original ordinance adopted by the Village Board.

IN WITNESS WHEREOF, I have executed this Certificate in my official capacity on August 5, 2025.

(Seal)



Lisa Vanden Heuvel, Village Clerk