

Ordinance 07-05-2026

An Ordinance Creating Section 550 - 61 “Permitted Permanent Signs” regulations of the Village Code of the Village of Slinger, Washington County, Wisconsin

WHEREAS, the Village Board created the “Permitted Permanent Signs” section of the Zoning Code to regulate the location, size and type of signage allowed for each zoning district; and

WHEREAS, the Planning Commission and Village Board have determined the unique nature and long terms goals for the Village Center-Downtown (VC-D) District support creating a section specifically for permitted permanent signs within the VC-D District; and

NOW THEREFORE, the Village of Slinger Village Board does ordain as follows:

SECTION I: Amend Section 550-61 (D) to read as follows:

- D. On properties zoned B-2, B-3, I-1, M-1, M-2, B&LM-1, and P-1 and containing permitted and approved nonresidential use(s) and building(s), the following signs are permitted:
- (1) Wall signs.
 - (a) Number. There shall be no more than one wall sign for each principal building except for the case of buildings occupied by multiple tenants which are more specifically regulated in § 550-61D(9) below, and except for the case of buildings that front two or more streets in which case one wall sign may be permitted for each facade facing a street.
 - (b) Area. The area of a wall sign shall not exceed 40 square feet.
 - (c) Secondary entrance wall sign. Businesses with a secondary customer entrance (i.e. a rear or side entrance) may display a second wall sign on the wall containing the secondary entrance.
 - [1] Maximum number per lot: Only one secondary entrance wall sign may be allowed for each business with a secondary entrance.
 - [2] Maximum permitted area per sign: One-half the area of the primary allowed wall sign provided that the secondary entrance abuts a parking lot or pedestrian way. If the secondary entrance abuts a service drive or loading area only, the sign shall not exceed eight square feet in area.
 - (d) 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.
 - (e) Height. A wall sign shall not project higher than the top of the wall or parapet to which the sign is to be affixed.
 - (2) Freestanding ground signs.
 - (a) Number. There shall not be more than one freestanding ground/monument type sign for each principal building except where a building is situated on a lot that abuts two or more streets, in which case one freestanding sign may be allowed for each abutting street frontage.
 - (b) Area. The area of a ground sign shall not exceed 50 square feet.
 - (c) Location. A ground sign may not be located closer than 10 feet to any property line, or driveway. No freestanding ground signs shall be placed closer than 50 feet to another freestanding sign on any single property measured as the crow fly's between the nearest points on the sign or sign structure of the two freestanding permanent signs.
 - (d) Height. A ground sign shall not exceed 15 feet in height.

- (4) Projecting signs.
 - (a) Number. There shall not be more than one projecting sign for each principal building or individual tenant occupant therein.
 - (b) Area. The area of a projecting sign shall not exceed 16 square feet.
 - (c) Location. A projecting sign shall not extend more than five feet over the lot line and in no case shall extend to within five feet of the back of curb. Projecting signs shall be spaced a minimum of 25 feet apart. Projecting signs shall not be located within 25 feet of any freestanding ground sign.
 - (d) Height. The minimum clearance to grade beneath the sign shall be 10 feet as measured from the lowest part of the sign. Projecting signs shall not extend higher than the top of the wall.
- (5) Awning, canopy and marquee signs.
 - (a) Number. Not more than one awning, canopy or marquee sign exceeding an aggregate gross surface area of four square feet shall be permitted for each principal building or individual tenant occupant therein.
 - (b) Area. Awning, canopy and marquee signs which are four square feet or less in aggregate gross surface area are exempt from the provisions of §§ 550-55.2 thru 550-55.6 above. The gross surface area of an awning, canopy or marquee sign shall not exceed 50% of the surface area to which such sign is to be affixed or 30 square feet in area, whichever is less.
 - (c) Height. The minimum clearance to grade beneath the awning, canopy or marquee shall be eight feet measured from the lowest part of the awning, canopy or marquee.
 - (d) No awning, canopy or marquee shall extend closer than two feet to the back of curb.
 - (e) The roofs of all awnings, canopies and marquees shall be used for no other purpose than to form and constitute a roof. The roofs of all awnings, canopies and marquees shall not drain directly onto the public right-of-way.
 - (f) Awnings, canopies and marquees shall not interfere with street trees and/or traffic signs and signals.
 - (g) Translucent and/or internally lit plastic awnings, canopies or marquees are not permitted.
- (6) Window signs.
 - (a) Each building or individual tenant occupant space therein shall be allowed to display window signage not exceeding 50% of the total glass area of the windows upon the façade on which the sign is displayed. Upper story windows are not included in the calculation for total allowable window area.
 - (b) During business hours, each building or individual tenant occupant space therein shall be allowed to display on each public street that it fronts, one neon or LED illuminated sign not exceeding four square feet in area or 40% of the window area, whichever is less. Such signs shall emit a steady light. Blinking, flashing, scrolling, strobe or other light animation shall not be allowed.
 - (c) If the window signage is applied directly to windows, it must be professionally designed and of a permanent material so as not to peel, chip, crack, smudge or rub off easily.
 - (d) Window signs shall be laid out as to maximize sight lines into the building for pedestrian and public safety purposes.
- (7) Special conditions. All signs on a lot shall exhibit uniformity in design, colors, size, materials, lighting, etc., and shall be so located as will prevent visual distraction and cluttered appearance among signs.

- (j) Sandwich board signs placed in violation of this section may result in immediate removal of the sign by the Village and the temporary sign permit privileges for any violating business may be denied for a period of time to be determined by the Planning Commission.
- (k) Sandwich board signs within the public right-of-way but which present an unreasonable impediment to visibility, ingress or egress may be moved or removed by the Village as may be necessary to maintain the public health, safety and welfare and for municipal purposes (i.e., code enforcement, snow removal, traffic issues, public safety, maintenance, etc.).
- (10) Multiple-tenant signs. Nonresidential multiple-tenant buildings shall be permitted one wall sign per tenant not exceeding 30 square feet in area or 75% of the tenant's lineal facade frontage, whichever is less. The multiple tenants may also share the sign space on the permitted freestanding sign(s). Major tenants may be allowed a larger wall sign subject to Planning Commission approval.
- (11) Master sign plan approval. All new multiple-tenant buildings, mixed use developments and/or Planned Unit Developments (PUDs) are required to develop a master sign plan for that building/development depicting the design, dimensions, location, materials, content, color scheme, type of illumination, if any, method of construction and manner of attachment for all signs planned to be installed on the building and property (based upon anticipated full occupancy). Such plan shall be submitted for review and approval by the Planning Commission prior to the issuance of any sign permits in that building/ development.
- (12) Distance between signs. Distance between signs on an individual parcel shall generally be measured in the shortest straight line, as the crow would fly, between two signs.

SECTION II: Renumber Section 550-61 (E) to Section 550-61 (f) read as follows:

F. All building mounted signs will be evaluated by the SCA for scale and design suitability within the architectural elevation they are being affixed to. If the SCA determines that the building mounted sign is detrimental to the architectural style, elements or character of the building, the sign permit application shall be elevated to the Planning Commission for review and possible approval.

SECTION III: Create the following Section 550-61 (E) to read as follows:

E. On properties zoned VC-D, the following signs are permitted:

- (1) Wall signs.
 - (a) Number. There shall be no more than one wall sign for each principal building except for the case of buildings occupied by multiple tenants which are more specifically regulated in § 550-61D(9) below, and except for the case of buildings that front two or more streets in which case one wall sign may be permitted for each facade facing a street.
 - (b) Area. The area of a wall sign shall not exceed 32 square feet or 75% of the building tenant's lineal facade frontage, whichever is less. The minimum amount of square footage allowed to each tenant facade will be 20 square feet.
 - (c) Secondary entrance wall sign. Businesses with a secondary customer entrance (i.e. a rear or side entrance) may display a second wall sign on the wall containing the secondary entrance.
 - [1] Maximum number per lot: Only one secondary entrance wall sign may be allowed for each business with a secondary entrance.

- (4) Awning, canopy and marquee signs.
 - (a) Number. Not more than one awning, canopy or marquee sign exceeding an aggregate gross surface area of four square feet shall be permitted for each principal building or individual tenant occupant therein.
 - (b) Area. Awning, canopy and marquee signs which are four square feet or less in aggregate gross surface area are exempt from the provisions of §§ 550-55.2 thru 550-55.6 above. The gross surface area of an awning, canopy or marquee sign shall not exceed 50% of the surface area to which such sign is to be affixed or 30 square feet in area, whichever is less.
 - (c) Height. The minimum clearance to grade beneath the awning, canopy or marquee shall be eight feet measured from the lowest part of the awning, canopy or marquee.
 - (d) No awning, canopy or marquee shall extend closer than two feet to the back of curb.
 - (e) The roofs of all awnings, canopies and marquees shall be used for no other purpose than to form and constitute a roof. The roofs of all awnings, canopies and marquees shall not drain directly onto the public right-of-way.
 - (f) Awnings, canopies and marquees shall not interfere with street trees and/or traffic signs and signals.
 - (g) Translucent and/or internally lit plastic awnings, canopies or marquees are not permitted.
- (5) Window signs.
 - (a) Each building or individual tenant occupant space therein shall be allowed to display window signage not exceeding 25% of the total area of the all of the windows upon the façade on which the sign is displayed. Upper story windows are not included in the calculation for total allowable window area.
 - (b) During business hours, each building or individual tenant occupant space therein shall be allowed to display on each public street that it fronts, one neon or LED illuminated sign not exceeding four square feet in area or 40% of the window area, whichever is less. Such signs shall emit a steady light. Blinking, flashing, scrolling, strobe or other light animation shall not be allowed.
 - (c) If the window signage is applied directly to windows, it must be professionally designed and of a permanent material so as not to peel, chip, crack, smudge or rub off easily.
 - (d) Window signs shall be laid out as to maximize sight lines into the building for pedestrian and public safety purposes.
 - (e) A no-fee sandwich board sign permit is required prior to the installation or placement of the sign.
- (6) Special conditions. All signs on a lot shall exhibit uniformity in design, colors, size, materials, lighting, etc., and shall be so located as will prevent visual distraction and cluttered appearance among signs.
- (7) Sandwich board signs.
 - (a) Sandwich board signs are self-supporting, A-shaped, freestanding temporary signs with only two visible sides that contain signage.
 - (b) The maximum area shall be eight square feet per side of sign with the maximum height being 48 inches.
 - (c) Only one sandwich board sign per building or per tenant occupant space therein shall be permitted. Sandwich board signs shall not be placed more than 10 feet from the front primary entrance of the building or tenant occupant space unless a staff waiver is granted during permit review due to extenuating circumstances.
 - (d) Sandwich board signs shall not be placed so as to cause the width of any public

deemed necessary upon their review.

SECTION IV. SEVERABILITY.

The sections of this Ordinance are declared to be severable. If any section or portion thereof shall be declared by a court of competent jurisdiction to be invalid, unlawful or unenforceable, such decision shall apply only to the specific section or portion thereof directly specified in the decision and shall not affect the validity of any other provisions, sections portions there of the Ordinance. The remainder of the Ordinance shall remain in full force and effect. Any other ordinances whose terms conflict with the provisions of this Ordinance are hereby repealed as to those terms that conflict.

SECTION V. EFFECTIVE DATE.

This Ordinance shall take effect and be in full force after its passage and posting according to law.

Introduced by Trustee Fredericks

Passed and Adopted this 20th day of July, 2026

A handwritten signature in dark ink, appearing to be "Scott Stortz", written over a horizontal line.

Scott Stortz, Village President

Countersigned:

A handwritten signature in dark ink, appearing to be "Tammy Tennes", written over a horizontal line.
Tammy Tennes, Village Clerk