

## 5.25 SIGNS AND BILLBOARDS.

It shall be unlawful for any person, firm or corporation, to put up, erect, fasten, post, paint, or maintain any sign, billboard, picture, poster, or advertisement of any description whatever upon any curb, sidewalk, fence, board, post, pole, tree, structure, or building of any kind within the limits of the Village except as set forth herein.

(1) **Permitted Signs.**

- (a) This Section shall not apply to signs not exceeding nine (9) square feet in area which: (i) advertise real estate for sale when erected upon the premises so offered for sale, (ii) designate the names of owners or occupants of real estate on which such sign is located, (iii) designate the names of owners or occupants of real estate at the highway entrances leading thereto, (iv) designate the name of a subdivision at its entrance; provided that each parcel of real estate shall be limited to one of each of such signs, exclusive of names on mailboxes; (v) forbid trespassing, are warnings for the protection of persons or property or are of a similar nature; or (vi) relate to an election or any other local, state or federal governmental issue or the political process, subject to subsection 5 herein.
- (b) This Section shall not apply to official signs or notices of any governmental unit.

(2) **Temporary Signs.**

Temporary signs which direct persons to picnics, auctions, estate/garage sales, parties, outings, gatherings, meetings, exhibitions, or open houses are permitted but shall be limited to: (i) the hours of such an event and (ii) the premises on property to which the event is taking place or on private property where permission has been granted by the property owner. Such signs shall not exceed six (6) square feet but may be two-sided. The person who has posted or directed the posting of a temporary sign is responsible for its removal in a timely fashion.

(3) **Contractor Signs.**

Contractor signs shall be permitted but limited to one (1) sign per construction site and shall be limited to that of the prime contractor or general contractor for the construction site. Contractor signs shall not exceed six (6) square feet but may be two-sided. The duration of the sign shall be limited from the time of the building permit issuance to the completion of construction. Contractor signs shall be placed at the driveway entrance for the purpose of directing deliveries to the construction site.

(4) **Political Signs.**

Political signs are not permitted on public property, rights of way or within one hundred (100) feet from a polling place entrance. Political signs shall not exceed

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six (6) square feet in size and shall be limited to the “election campaign period” as defined in Wisconsin Statutes

**(5) Violations.**

- (a) The Village is authorized to remove any signs posted that are in violation of this Section. Any expenses incurred by the Village in the removal process may be billed to the person who has posted or directed the posting of the sign or to the property owner.
- (b) Any person, firm, or corporation violating any of the provisions of this Section shall upon conviction thereof forfeit not less than Fifteen Dollars (\$15) nor more than Five Hundred Dollars (\$500) for each day during which such violation shall continue, together with the costs of prosecution, and in default of the payment of such forfeiture and costs shall be imprisoned in the county jail of Waukesha County until payment of such forfeiture and costs of prosecution, but not exceeding ten (10) days.

**(6) Street Numbering Required.**

Every property in the Village shall be required to display a street number according to the established grids adopted by the Village Board. The Village shall furnish and install numbers and brackets to all properties per the standards of size, style, and color established by the Village Board. The Village Board may, however, in its discretion, establish specific requirements for the uniform location and/or method of display of street numbers for a specific development or subdivision. In such event, property owners within such development or subdivision shall display street numbers in compliance with the Village Board’s requirements.

- (a) PURPOSE AND INTENT. The Village Board finds that the health, safety, and welfare of the public will benefit from the unobstructed view of street numbers for all properties in the Village. The Village Board further finds that fire protection and safety will be enhanced by the unobstructed view of street numbers for fire department and law enforcement personnel responding to emergency calls.
- (b) DISPLAY. Street numbers shall be displayed not greater than ten (10) feet from the edge of the roadway and not closer than three (3) feet, nor more than ten (10) feet from the edge of the driveway.
- (c) MAINTENANCE/REPLACEMENT. The property owner shall be responsible for maintaining street numbering required under this Section. In the event any street number becomes illegible from the roadway for any reason or there is damage to or loss of any street number(s), such street number(s) shall be replaced in conformity with this Section within thirty (30) days. Such replacement and/or maintenance shall be the property owner’s responsibility and at the property owner’s expense.

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- (d) REMOVAL PROHIBITED. No person shall deface, destroy, obstruct or remove any street number required under this Section.
- (e) VIOLATIONS. Any person violating any provision of this Section shall be subject to the penalties set forth in subsection 5.25 (5)(b).

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