

Village of Germantown, Wisconsin
Temporary Sign Regulations
Municipal Code Section 17.46(7)(e)

17.08(74) TEMPORARY SIGN. A banner, pennant or advertising display with or without text, graphic, logo or message constructed of wood, metal, cloth, canvas, light fabric, cardboard, vinyl, plastic or other material that is free-standing or mounted on a support structure where, either by type of construction, location of display or purpose, is intended to be displayed for a short period of time. Signs that are specifically prohibited for use as a temporary sign include portable signs, search lights, inflatables, signs with internal electronic components, or any sign cabinet or other sign that is typically used as a permanent sign that is mounted, displayed or otherwise used on a temporary basis.

Temporary Signs as defined in Section 17.08(74) shall be permitted subject to the following requirements:

- (1) signs shall not exceed a total of 32 square feet in area (all sides);
- (2) signs shall not be displayed in public rights-of-way and be at least 5 feet from all property lines and the street right-of-way;
- (3) temporary signs may be displayed for a time period not to exceed (15) consecutive days per permit with a limitation of 12 permits issued per business address per calendar year;
- (4) signs shall not be attached to a utility pole, traffic sign, living vegetation, motor vehicle, trailer, or other moveable structure or object;
- (5) shall not be displayed above the roof line of a building;
- (6) signs may be displayed upon issuance of a sign permit and payment of a permit fee established by resolution by the Village Board except that the fee shall be waived by the Zoning Administrator for non-profit organizations or for non-profit purposes by organizations and businesses;
- (7) signs shall be made, maintained and displayed in a neat, clean and hazard-free manner. Signs that are not neatly kept or maintained may be required to be repaired, replaced or removed by the Zoning Administrator;
- (8) signs should be designed (including the color, lettering style, symbols and material) to be compatible with the design of the establishment's primary sign, abutting properties, and the general streetscape in the immediate vicinity of the establishment;
- (9) signs displayed on days not authorized in a permit or without a permit are deemed to be a violation of the Zoning Code and subject to removal and/or municipal citation. Violations of the Zoning Code, terms or conditions of a permit, or complaints received by the Village regarding the use of temporary signs by a business operator or property owner may be grounds for not issuing subsequent temporary sign permits;
- (10) In addition to the requirements above, "sandwich board" signs are subject to the following:
 - (a) Sandwich board signs shall not exceed (2) feet in width and (4) feet in height;
 - (b) Only (1) sandwich board sign shall be displayed per business;
 - (c) Signs shall only be displayed during regular business hours for that business and removed overnight and during other non-business hours;
 - (d) Signs shall not obstruct the public right-of-way or any sidewalk or walkway;
 - (e) Signs shall be free-standing, easily portable and internally weighted so that it is stable and windproof;
 - (f) signs may be temporarily anchored to the ground but shall not be roped, chained or otherwise secured to any pole, post, tree, fire hydrant, railing, or other structure;
 - (g) Signs displayed at or within (15) feet of the storefront of the business for which the sign is used shall:
 - (i) not count against the temporary sign area allowance;
 - (ii) shall be exempt from the time period limitation imposed above; and
 - (iii) shall not be subject to a permit fee.
- (11) In addition to the requirements above, one (1) "grand opening" and (1) "opening soon" sign shall be allowed for each new business establishment subject to the following:
 - (a) "grand opening" signs may be displayed up to (30) consecutive days within (3) months of the date of issuance of a certificate of occupancy;
 - (b) "opening soon" signs may be displayed up to (30) consecutive days before the first day a business is open for business;
 - (c) A permit is required but no permit fee shall apply.
- (12) Notwithstanding the above allowances and restrictions, the display of temporary signs on the day of all legal holidays and communitywide events, e.g. Maifest, Maxwell Street Days, etc., shall be allowed without a permit provided they are only displayed and removed that same day.
- (13) Temporary signs shall not include any internal artificial lighting.
- (14) Temporary signs shall not include changeable text or reader boards.

Permit Fees. Permit fees for temporary signs are based on "Permit Periods" where a Permit Period is comprised of (15) consecutive days during which a temporary sign may be displayed. Permit Periods can run consecutively (i.e. back-to-back) but cannot be broken up into smaller increments. The fee paid at the time of application is based on the number of "Permit Periods" for which an application is being made. If multiple Permit Periods are being applied for, all such periods must be declared in the application and cannot change once an application has been approved. Approved applications are valid for the current calendar year only and must be renewed each year. Fees are as follows:

# of Permit Periods per Application per Calendar Year	Application Fee (\$)
1 or 2	\$ 40
3 to 6	\$ 90
7 to 12	\$ 180