

**VILLAGE OF CAMBRIDGE
ORDINANCE NO 2010-01**

**AN ORDINANCE TO AMEND PORTIONS OF SECTION 17.80
OF THE ORDINANCES OF THE VILLAGE OF CAMBRIDGE
RELATING TO SIGNS**

The Village Board of the Village of Cambridge, Dane and Jefferson Counties, do hereby ordain as follows:

Section 17.80.020, Municipal Code, is amended as follows: Banners and decorative type displays shall be deleted as examples of temporary signs from the definition of "Temporary sign".

Section 17.80.030.C, Municipal Code, is amended such that the first sentence shall now read as follows:

- C. No sign, except those specifically listed in sec. 17.80.040, shall be erected, reconstructed, enlarged, altered, converted, operated, placed, or relocated without obtaining a sign permit from the zoning administrator.

Section 17.80.050.A.5, Municipal Code, is amended such that the second sentence thereof shall now read as follows:

A.5. Main Street Restrictions.

All businesses located over one block off of Main Street shall be prohibited from placing or posting any signs whatsoever for their business operation on Main Street except that, if the Village posts wayfaring signs on Main Street and there is space available on such signs, any business within the Village limits shall be entitled to have a sign advertising its business placed thereon, at its expense.

Section 17.80.080, Municipal Code, is amended as follows:

17.80.080 Prohibited signs.

The first sentence shall now read as follows: "The following types of signs are expressly prohibited."

Subsections 1 through 7 shall be deleted.

Subsection 13 shall be revised to read as follows:

- 13. Off-premise signs, except as specifically allowed in sec. 17.80.050.A.5.

Subsection 16 shall be revised to read as follows:

- 16. Neon signs shall not be allowed on the exterior of a building. Interior neon signs shall be allowed.

Subsection 18 shall be revised to read as follows:

- 18. Signs painted on or attached to vehicles, fleets of vehicles, or trailers of any type which are parked conspicuously on the public right-of-way or on private premises for the purpose of circumventing the intention of these regulations;

Subsections 20, 21, 26, and 27 shall be deleted.

The remaining subsections in section 17.80.080 shall be renumbered accordingly as subsections 1 through 16.

Section 17.80.110.B.5., Municipal Code, is amended to read as follows:

B.5. Prohibited Mounting. No signs shall be painted on, attached to or affixed to any utility poles or apparatus or to any property owned by the village without prior village permission.

Section 17.80.120.A, Municipal Code, is deleted in its entirety and recreated to read as follows:

- A. Electronic Message Unit Signs. Electronic or animated signs and Electric and internally illuminated signs shall NOT be allowed in the Village without a special permit issued by the Village Board after being reviewed, evaluated and recommended by the Plan Commission. Criteria for evaluation shall be on a case by case basis as developed by the Plan Commission. Evaluation criteria shall be published and updated at a time of the Commissions choosing. Permit costs shall be determined by the complexity of the proposed signage and related to the hourly cost to review and evaluate the proposed signage. Electronic or animated signs and Electric and internally illuminated signs operating in the village prior to Jan 1 2010 shall be allowed but must be permitted by special permit. Any Electronic or animated signs OR Electric OR internally illuminated signs shall be reviewed on the occasion of any repair costing over 50% of the value of the sign, replacement of the sign or any augmentation of the sign. Permit costs for preexisting signs shall be fixed by resolution of the Village board and can be established and or updated at any time of their choosing.

Section 17.80.120.B, Municipal Code, is deleted in its entirety and recreated to read as follows:

- B. Portable Signs/Message Boards. Such signs shall be allowed provided they meet the following requirements:
1. Sidewalk signs:
 - a. "Sidewalk sign" shall refer to a hinged or unhinged, no more than two-sided, movable sign, which may be mounted on a stand or be designed as an "A frame".
 - b. Only one sidewalk sign shall be allowed per business. All sidewalk signs must be moved indoors during non-business hours.
 - c. A sidewalk sign shall be used only to display prices, descriptions, or business related messages in relation to the goods and services provided by the business.
 - d. All sidewalk signs must be displayed within 20 feet of the doorway of the related business. Under no circumstances may a sidewalk sign be placed on a public pathway, the area between a pathway and the street, or in a space designated for parking. (Pathway refers to park pathways, not sidewalks in front of the business.) No sign shall be permitted in any roadside right of way. A minimum of 3 feet, with a preference of 4 feet, of sidewalk shall remain clear at all times.

- e. Sidewalk signs shall have no more than two sides. They shall be neat in appearance and constructed of finished all-weather materials, and shall be well maintained at all times.
- f. Sidewalk signs shall be not secured, tethered or installed on traffic devices, utility equipment, street trees, street furniture, street lights, or any other public fixtures.
- g. Sidewalk signs shall have no moving parts nor shall they have any illumination.
- h. No sidewalk sign area shall exceed 8 square feet on any side or face of the sign. Overall size of sign shall not exceed 40" high by 26" wide (per side), and the sign shall not exceed 4 feet from the ground to the top of the sign when in place.
- i. Sidewalk signs shall be of sufficient weight, or shall be sufficiently weighted in a safe manner, so as to provide stability and wind resistance up to a 20 mph wind.
- j. An annual permit shall be required for each sidewalk sign, and it shall be subject to approval by the Plan Commission or its designee. The permit fee shall be designated by the Village Board by resolution. If a sign is altered or replaced, a new permit must be obtained. Altered shall be defined as any modification in the size, height, dimensions or permanent copy changes.
- k. Detailed drawings of all proposed sidewalk signs shall be submitted with the application for the annual permit, indicating the sign size, the letter size and style, color scheme, graphics, and material specifications. A current photograph of an existing sign that was previously approved may be substituted for the detailed drawing.
- l. The sidewalk sign owner shall indemnify and hold the Village of Cambridge harmless from and against any and all liability, loss, cost, damage, or expense including reasonable attorney's fees arising out of, or incurred in connection with, each such sign, and/or damage to any buildings, properties, vehicles or persons injured from any action of inaction by the sign/business owner. Proof of liability insurance shall be provided to the Village when a permit application is filed.
- m. Other specifications as published by the Village Board from time-to-time shall apply.

2. Street banners:

- a. Overall size of sign shall not exceed 48" high by 18" wide.
- b. Banners shall be construction of reinforced nylon fabric. Other materials will be considered provided they display a similar strength and durability.
- c. Banner shall not be so permanent that it could not be removed at the end of the day.
- d. Banner brackets shall be securely affixed to the building and shall be of sufficient strength and design to support the banner.
- e. Banner brackets shall be affixed at a height of no less than eight (8) feet above the sidewalk or other walkway.
- f. Other specifications as published by the Village Board from time-to-time shall apply.

All other terms and provisions of section 17.80, Municipal Code, not inconsistent herewith, shall remain the same.

The Village Board DOES FURTHER ORDAIN that this Ordinance shall be effective following its adoption.

Dated this ____ day of _____, 2010.

By: Jeffrey P. Milsap, Village President

Attest: Norma DeHaven, Village Clerk

Adopted: _____

Vote: Ayes: _____

Noes: _____

Published: _____