

**ORDINANCE 2023-08**  
**VILLAGE OF MISHICOT**

AN ORDINANCE TO AMEND THE CODE OF THE VILLAGE OF MISHICOT BY ADDING OR AMENDING THE FOLLOWING DEFINITIONS TO CHAPTER 395-7 THEREOF, "DEFINITIONS", WHICH CHAPTER PROVIDES FOR DEFINITIONS USED WITHIN CHAPTER 395 OF THE VILLAGE ORDINANCE.

It is hereby ordained by the VILLAGE OF MISHICOT, Manitowoc County, Wisconsin, as follows:

**Mural**

A picture painted on an exterior surface of a structure.

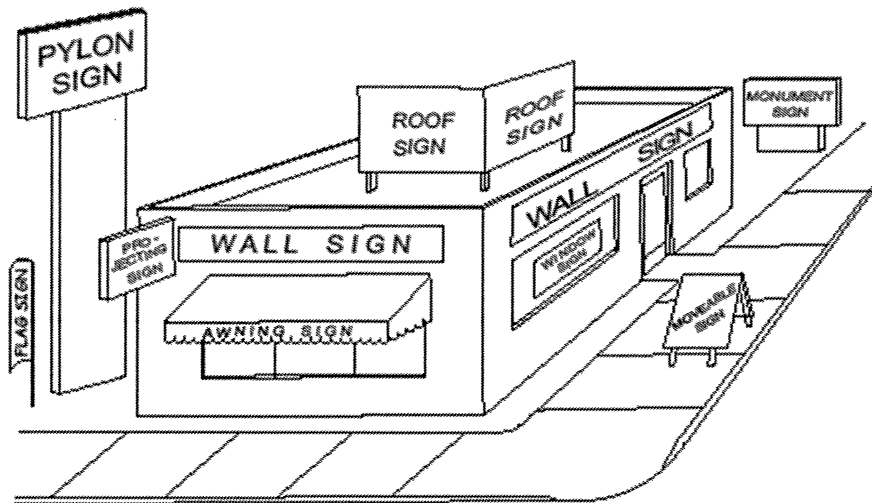
**Shopping Center**

A group of commercial establishments planned, constructed, and managed as a unified entity that share a common on-site parking area for customers and employees, with provision for goods delivery separated from customer access, and with aesthetic considerations and protection from the elements.

**Sign**

Any object, device, display, structure, or part thereof which is designed to advertise, announce, direct, identify, or inform by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.

**Sign Types**



Source: Southeastern Wisconsin Regional Planning Commission.

**Sign, Air-Activated**

A sign, all or any part of, which is designed to be moved by action of forced air so as to make the sign appear to be animated or otherwise have motion.

**Sign, Awning, Canopy, or Marquee**

A sign that is mounted or painted on, or attached to an awning, canopy, or marquee (see Sign Types illustration under Sign definition).

**Sign, Banner**

A temporary sign composed of cloth, canvas, plastic, fabric, or similar lightweight, non-rigid material

that can be mounted to a structure with cord, rope, cable, or similar method or that may be supported by stakes in the ground. Banners attached to fences shall be considered wall signs.

**Sign Copy**

The message or advertisement, and any other symbols on the face of a sign.

**Sign, Electronic Message**

A changeable message sign whose message is electrically activated.

**Sign, Externally Illuminated**

A sign illuminated by light sources from outside the sign.

**Sign Face**

The area or display surface used for the message on a sign.

**Sign, Fascia**

A sign that is mounted or painted on, or attached to, the flat horizontal surface piece of a building typically located directly above the front door, and sometimes referred to as a signboard or nameplate.

**Sign, Flag**

Devices generally made of flexible materials, such as cloth, paper, or plastic, and supported by a single vertical pole mounted into the ground or on a portable structure. They may or may not contain sign copy (see Sign Types illustration under Sign definition).

**Sign, Freestanding**

Any sign which is supported by structures or supports in or upon the ground and independent from any building. Freestanding signs include ground signs, pylon signs, and signs less than four feet in height supported by a single pole or post.

**Sign, Ground**

A low sign independent from any building that is in contact with or in close proximity to the ground and usually supported by posts or pillars on the sides and/or a structural base of not less than 75 percent of the width of the sign face (for example, a sign with a face eight feet wide would require a structural base of six feet or more in width). Also see Sign Types illustration under Sign definition.

**Sign, Illuminated**

Any sign which has characters, letters, figures, designs, or outlines illuminated, either internally or externally, by electric lights or luminous tubes.

**Sign, Internally Illuminated**

A sign illuminated by light sources enclosed entirely within the sign cabinet and not directly visible from outside the sign.

**Sign, Menu Board**

A permanently mounted sign displaying the foods, products, or services for a drive-through or walk-up facility.

**Sign, Moveable**

A sign that is not permanently attached to the ground or attached to a building or structure, and which is removed and stored inside daily (see Sign Types illustration under Sign definition).

**Sign, Noncommercial**

Signs expressing personal political, religious, or other opinions, and not advertising any product, service, or event.

**Sign, Off-Premise**

A sign which is not related to a product sold, a service offered, or identify the property on which the sign is located. This definition does not include noncommercial signs that meet all applicable requirements of this Section.

**Sign, Projecting**

A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building (see Sign Types illustration under Sign definition).

**Sign, Pylon**

A freestanding sign permanently affixed to the ground by one or more supports so that the bottom edge of the sign face is eight feet or more above the ground (see Sign Types illustration under Sign definition). A pylon sign includes a sign supported by a single pole, also referred to as a "pole sign."

**Sign, Roof**

A sign mounted on the main roof portion of a building, and which is wholly dependent upon the building for support (see Sign Types Illustration under Sign definition).

**Sign, Vehicle or Trailer**

A sign permanently or temporarily attached to or placed on a vehicle or trailer and used primarily as a stationary sign.

**Sign, Wall**

A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign. This definition includes signs located on a parapet wall of a building and signs composed of individual letters, numbers, or symbols (see Sign Types illustration under Sign definition).

**Sign, Window**

A sign that is applied, painted, or attached to the exterior or interior of a window or located in such manner within the building that it can readily be seen from the exterior of the building through a window (see Sign Types illustration under Sign definition).


**Structure**

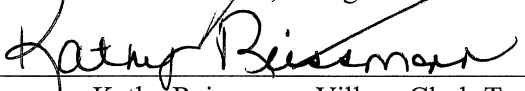
Any erection or construction, such as buildings, towers, masts, poles, booms, signs, decorations, carports, machinery, and equipment.

This ordinance shall take effect the day after posting.

Passed and adopted this 16<sup>th</sup> day of May, 2023.

Vote For: 4      Vote Against: 0      Not Voting: 0

Signed by:       Date: 5/16/23  
Bernie J. Samz, Village President

Attest:       Date: 5/16/23  
Kathy Reissmann, Village Clerk-Treasurer

Date adopted: 5/16/23

Date posted: 5/17/23

Date effective: 5/18/23

