

TOWN OF GREENVILLE
ORDINANCE NO. 11-17
PROHIBITED SIGNS

The Town Board of the Town of Greenville, Outagamie County does hereby ordain as follows:

Section § 320-52 of the Town of Greenville Code is hereby repealed and recreated as follows:

§ 320-52 Prohibited signs.

The following signs shall be prohibited within the Town:

- A. Abandoned signs.
- B. Billboards and off-premises signs.
- C. Flashing or moving signs. All blinking and flashing signs are prohibited. Changeable-message signs may be allowed subject to Town approval.
- D. Swinging signs.
- E. Floodlighted and illuminated signs. Signs may be floodlighted or illuminated, subject to the following restrictions.
 - (1) Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of a public right-of-way and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle, are prohibited.
 - (2) Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any residential property and which are of such intensity or brilliance as to cause a public nuisance, are prohibited.
 - (3) No sign shall be so floodlighted or illuminated that it interferes with the effectiveness of, or obscures an official traffic sign, device and signal.
- F. Unclassified signs. The following signs are prohibited:
 - (1) Those which bear or contain statements, words or pictures of obscene, pornographic or immoral subjects.
 - (2) Signs, which are an imitation of, or resemble in shape, size, copy or color an official traffic sign or signal.

Section § 320-129 B through Section § 320-129 T of the Town of Greenville Code is hereby repealed and recreated as follows:

- B. Automobile, boat, motorcycle, construction equipment and farm implement sales, service and repair.
- C. Wholesale and warehouse establishments.
- D. Printing and publishing establishments.
- E. Outdoor, recreational establishments including archery ranges, miniature golf and amusements.
- F. Light manufacturing uses and structures such as packaging, bottling, storage facilities and laboratories, provided all activities are conducted within completely enclosed building not involving odor, noise, smoke or other noxious effects detectable to normal senses from off the premises.
- G. Radio stations: transmitter tower.
- H. Dog kennel.
- I. Building trades contractor with storage yard for material and equipment on premises, provided all materials and equipment are effectively screened from view from any residential lot or public highway.
- J. Agricultural-related uses and structures, such as feedmills and co-ops.
- K. Woodworking and cabinetry.
- L. Containerized recycling dropoff sites.
- M. Utilities, government and cultural uses, fire, police stations.
- N. Home occupations.
- O. Planned unit developments (PUD).
- P. Communication towers: see Article **IX** of this chapter.
- Q. Dwelling units.
- R. Public utility installations requiring a certificate of public convenience and necessity issued by Wisconsin PSC.
- S. All single establishments above 25,000 square feet are subject to the following conditions: architectural materials and design, signage, traffic impact analysis, landscaping, parking, site design and pedestrian flow, lighting or any other conditions established by the Town Board of Planning Commission.

This Ordinance shall take effect upon passage and publication.

Adopted this ____ day of _____, 2017.

TOWN OF GREENVILLE:

Jack Anderson
Town Chairperson

Attest:

Wendy Helgeson
Town Clerk

(TOWN SEAL)