

ORDINANCE NO. 78

ORDINANCE TO REGULATE ILLUMINATED, ELECTRONIC AND/OR FLASHING  
SIGNS WITHIN THE TOWN OF GENEVA

PURPOSE. Purpose of this Ordinance is to establish standards for the use of illuminated, electronic and/or flashing signs and signage for all properties within the Town of Geneva. This ordinance regulates the use of illuminated, electronic or flashing signs in conjunction with and in furtherance of the Walworth County Sign Ordinance.

Section 1. Illuminated, Electronic and/or Flashing Signs Defined. Illuminated sign is a sign which is lighted by internal or external lighting of any nature or kind, whether operated electronically, automatically, mechanically or otherwise. A flashing sign is any illuminated sign that changes intermittently in intervals of less than fifteen (15) seconds.

Section 2. Illuminated Sign Prohibitions and Limitations.

- (a). All illuminated signs shall comply with Town Ordinance No. 58 regulating the use of outdoor lighting.
- (b). All illuminated signs shall, if capable thereof, control ambient light levels to adjust a sign's lighting to improve viewer experience and power saving by optimizing a sign's display view ability within the limits imposed by Ordinance No. 58.
- (c). Illuminated signs which contain an electronic message or flashing lights which change their appearance more than once every fifteen (15) seconds are prohibited.
- (d). Chasing/scrolling lights shall not be allowed.

Section 3. Town Approval. All illuminated and/or electronic signs must be approved by the Town Board of the Town of Geneva after first being submitted to the Town Plan Commission for recommendation to the Town Board.

Section 4. Permits. All illuminated and/or electronic signs must have all permits required by the Town Building Inspector.

Effective Date. The passage of this Ordinance shall take effect from and after its adoption by the Town Board and upon posting or publication thereof as provided by the Statutes of the State of Wisconsin.

Adopted this 8th day of December, 2014.

Merle Loomer  Absent  Aye  Nay  Abstain  Preside  
Merle Loomer – Supervisor No. 1

Keith Millard  Absent  Aye  Nay  Abstain  Preside  
Keith Millard – Supervisor No. 2

Gene Decker  Absent  Aye  Nay  Abstain  Preside  
Gene Decker – Supervisor No. 3

Mike Mumford  Absent  Aye  Nay  Abstain  Preside  
Mike Mumford – Supervisor No. 4

Joseph F. Kopecky  Absent  Aye  Nay  Abstain  Preside  
Joseph F. Kopecky – Chairperson

Debra L. Kirch  Attest  
Debra L. Kirch – Clerk/Treasurer