

CITY OF TWO RIVERS

ORDINANCE

An Ordinance to amend Chapter 10-4-18 of the Municipal Code of the City of Two Rivers, Wisconsin, regulating the erection of signage, based on the recommendation of the City Manager and Police Chief:

The Council of the City of Two Rivers, Wisconsin, ordains as follows:

SECTION 1. Subsection 10-4-18 of the Municipal Code of the City of Two Rivers, Wisconsin, is hereby amended as follows:

Sec. 10-4-18 – Signs permitted by zoning district

B. Business districts.

[...]

(1) On-premises signs for authorized, conditional and nonconforming uses.

- (a) Wall signs. Two per building facade calculated at six square feet of area per linear foot of building facade to a total maximum area of **200** square feet per facade.
- (b) Ground, roof, and projecting signs. Any combination not exceeding three such signs per frontage feet on the street calculated at two square feet of area per linear foot of lot frontage to a total maximum area of **200** square feet. Such signs shall not exceed **20** feet in height nor project more than six feet into the public right-of-way, nor be less than two feet from the curb.
- (c) Setbacks. All freestanding ground signs shall be not less than ten feet from interior side and rear lot lines in B-2 and B-3 districts.

(2) Off-premises signs.

- (a) Wall signs. Where the maximum area for on-premises signs is not used, one off-premises wall sign per building facade may be permitted, calculated at six square feet per linear foot of the building facade. The combined total of on-premises and off-premises wall signs shall not

exceed **200** square feet per facade. Said off-premises wall signs may be attached to or painted on any building. However, no building shall have more than one off-premises wall signs with no one sign exceeding 100 square feet in area. Off-premises ECM signs may be permitted in accordance with section 10-4-17.B.

- (b) Ground signs. Where the maximum area for on-premises signs is not used, one off-premises sign per frontage street, calculated at two square feet per linear foot of lot frontage. The combined total of on-premises and off-premises signs shall not exceed **200** square feet. However, no one off-premises sign shall exceed 100 square feet. Such off-premises signs shall not face residential zoning districts and shall not exceed **20** feet in height. Off-premises ECM signs may be permitted in accordance with section 10-4-17.B.
- (c) Setbacks. All freestanding ground signs shall be so located as to not extend into the public right-of-way nor into required front and street side yard setback areas and shall be not less than 25 feet from interior side and rear yard lot lines.

C. Industrial districts.

[...]

(3) On-premises signs for authorized, conditional and nonconforming uses.

- (a) Wall signs. Two per building facade calculated at six square feet of area per linear foot of building facade to a total maximum area of **200** square feet per facade.
- (b) Ground, roof and projecting signs. Any combination not exceeding three such signs per frontage street calculated at two square feet of area per linear foot of lot frontage to a total maximum area of **200** square feet. Such signs shall not exceed **20** feet in height nor project more than six feet into the public right-of-way, nor be less than two feet from the curb.
- (c) Setbacks. Ground signs other than directional entrance-exit signs shall be setback at least 25 feet from interior and rear lot lines and no portion of such signs shall project into the street right-of-way.

(4) Off-premises signs.

- (a) Wall signs. Where the maximum area for on-premises signs is not used, one off-premises sign per building facade may be permitted, calculated at six square feet per linear foot of the building facade. The combined total of on-premises and off-premises signs shall not exceed **200** square feet per facade. Said off-premises signs may be attached or painted on any building. However, no building shall have more than two off-premises signs with no one sign exceeding 100 square feet in area. Off-premises ECM signs may be permitted in accordance with section 10-4-17.B.
- (b) Ground signs. Where the maximum area for on-premises signs is not used, one off-premises sign per frontage street, calculated at two square feet per linear foot of lot frontage. The combined total of on-premises and off-premises signs shall not exceed **200** square feet. However, no one off-premises sign shall exceed 100 square feet. Such off-premises signs shall not face residential zoning districts and shall not exceed **20** feet in height. Off-premises ECM signs may be permitted in accordance with section 10-4-17.B.
- (c) Setbacks. All freestanding ground signs shall be so located as to not extend into the public right-of-way nor into required front and street side yard setback areas and shall be not less than 25 feet from interior and rear lot lines.

~~D. Signs oriented upon high-speed FAP highways. The following specific provisions shall be optional in business and industrial districts along FAP highways whereon the posted speed limit is at least 35 miles per hour and, where utilized, supersede any other conflicting provisions regarding on-premises and off-premises ground, projecting or roof signs.~~

- ~~(1) Area restriction. Off-premises signs shall be a total maximum area of 300 square feet.~~
- ~~(2) Height. Fifty feet from ground level for both on-premises or off-premises signs.~~
- ~~(3) Setback. Not less than 100 feet nor more than 660 feet from the right-of-way, not less than 50 feet or a distance equal to its height, whichever is greater, from any other public right-of-way.~~
- ~~(4) Spacing. No off-premises sign shall be located nearer than 300 feet to any other off-premises sign or to a residential property or residential district. A back-to-back double-faced sign shall be considered a single sign for the purpose of this section.~~

~~E. Additional on premises signs. Section 10-4-18.A. through D. shall apply in the zoning district indicated. However, additional on-premises signage may be authorized on a fully developed site exceeding two acres or having more than 500 feet of road frontage for the following purposes: shopping center identification and single tenant site, business or industrial identification signs. Such signs shall be planned in a manner that is consistent with the intent of this chapter and subject to the approval of the plan commission and city council.~~

Adopted by the Council of the City of Two Rivers, Manitowoc County, Wisconsin this _____ day of _____, 2025.

Scott Stechmesser
President, City Council

Kyle Kordell
City Manager

Attest:

Amanda Baryenbruch, City Clerk

Approved as to form and legality:

Sean P. Griffin
City Attorney