

SECTION 10
SIGN REQUIREMENTS AND STANDARDS

10.1 INTENT.

The intent of this Section is to provide for and regulate the location and safe construction of signs in a manner to ensure that all signs are compatible with the surrounding land uses and are well maintained. All sign permits, unless otherwise specified, shall be approved by the Plan Commission.

10.2 COMPLIANCE.

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered, nor shall the face of a sign be changed without conforming with the provisions of this Ordinance. In considering a sign application, the Plan Commission shall consider the following:

- (1) purpose of the message or advertising on the sign;
- (2) the appearance, location, lighting, height and size of the sign;
- (3) affects, if any, on the safety of operators of vehicles upon the adjoining streets and highways;
- (4) the effect of the sign on property values within the immediate area;
- (5) the effect of such sign with respect to the scenic beauty of the vicinity in which the sign is proposed to be located;
- (6) the effect of such sign and advertising with respect to enforcing state laws, county and city ordinances;
- (7) the effect of the sign with respect to the danger to human life because of potential structural defects or other hazards; and
- (8) the effect of such sign and advertising with respect to the general welfare, morals, and the conserving of the taxable value of land and building located within the Town and in the immediate area adjacent to the proposed location of the sign.

10.3 GENERAL REQUIREMENTS AND RESTRICTIONS.(1) Sign Setback and Location.

- (a) Unless otherwise provided for herein, no sign shall be constructed, erected or maintained anywhere in the Town that is located within closer to the traveled portion of a street or highway than a minimum of five (5) feet from the right-of-way line for said street or highway , and, not closer than ten (10) feet to any other property line.
- (b) Except as otherwise provided for herein, no new sign should be located in a manner that would obstruct the vision clearance triangle near any public street or highway intersection. For purposes of this section, the following vision triangles shall apply to the following types of intersecting roads:
 1. town road intersecting a town road:
150 feet by 150 feet (measured from and along centerlines)
 2. town road intersecting a County or State highway:

150 feet by 300 feet (measured from and along centerlines)

3. County/State highway intersecting a County/State Highway:
300 by 300 feet (measured from and along centerlines)

Signs that are permitted to be located in vision clearance triangles shall be higher than 10 feet at the lowest point of the sign or lower than three (3) feet at the highest point of the sign to provide clear vision either under or over the sign (as measured from height at road centerline grade).

(2) Lighting and Color.

- (a) Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or other traffic and regulatory signs, signals, or devices.
- (b) Signs shall not be externally or internally lit in any manner that would emit glare or otherwise impair driver visibility upon public ways. Signs may be illuminated but may not flash. Signs shall not be revolving or animated, however, copy on time and temperature devices may be cyclical.
- (c) No signs or any part thereof or sign anchors, braces, or guide rods shall be attached, fastened, or anchored to any building or structure so as to hinder or prevent free ingress or egress through any door, doorway, window, or fire escape or so as to hinder or prevent the raising or placing of ladders against such building by emergency service personnel or equipment.

(3) Construction and Maintenance Standards.

- (a) signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than 40 pounds per square foot of area.
- (b) free-standing ground signs shall be securely built, constructed, and erected upon posts and standards sunk at least four (4) feet below the natural surface of the ground.
- (c) signs shall be maintained and repair including any necessary restoring, repainting, or replacement of a worn or damaged legally existing sign to its original condition; and shall maintain the premises on which the sign is erected in a clean sanitary, and inoffensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass. Restoration or painting which changes the name, size, or location of a sign will require a new permit.

10.4 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A PERMIT.

The following signs are permitted without a permit, subject to the following and all other regulations:

- (1) Temporary Property/Real Estate Sale Signs.
One temporary information or promotional sign not to exceed six (6) square feet in area in a residential, agricultural and open use district or thirty-two (32) square feet in all business districts, advertising or promoting the sale, rental, or lease of the property or real estate upon which the sign is located provided such sign is removed no later than the date such property has been sold.
- (2) Rummage Sale and Garage Sale Signs.

- (a) On-premises Signs
One temporary sign not to exceed six (6) square feet in area may be erected on the property having the sale.
- (b) Off-premises Signs
additional signs advertising and/or directing prospective patrons to rummage and garage sales provided such signs do not exceed four (4) square feet in area.

All on- and off-premises rummage and garage sale signs shall be removed within two (2) days after the last day of the sale.

- (3) Memorial Signs
Memorial signs, tablets, building nameplates, etc. when such signs are cut into a masonry surface or, when constructed of metal or other non-masonry material, affixed flat against the building or structure.
- (4) Flagpoles.
Flagpoles are regulated as signs not requiring a permit and are permitted in any yard provided that:
 - (a) no more than three (3) flagpoles are permitted on any lot;
 - (b) flagpole height shall not exceed the minimum distance from the base of the flagpole to the nearest property line;
 - (c) flagpoles shall not display any advertising or business logo; flagpoles displaying business logos are considered to be pole signs and subject to the limitations set forth in this Ordinance;
 - (d) flagpoles shall be setback at least 10 feet from all property lines in residential districts and at least 20 feet in all other districts.
- (6) Traffic Regulatory and Official Directional Signs
Official signs such as traffic control signs, parking restriction signs, and directional signs for town, county, state and federal government public buildings, parks, and facilities, may be erected and may encroach upon street or highway right-of-way provided that such signs will not cause a hazard to traffic or adjoining property.
- (7) Election Campaign Signs
Election Campaign provided that permission shall be obtained from the property owner, renter or lessee prior to their placement; and provided that such sign shall not be erected prior to the first day of the "election campaign period" as defined in Section 12.04 of the Wisconsin Statutes, as it may be amended from time to time, and shall be removed within seven (7) days following the election. No election campaign sign shall be located in a street right-of-way or on public property.
- (8) Window Signs
Window signs not exceeding 25 percent of total window surface area, including glass and frame components, may be placed only on the inside of buildings and shall not be illuminated or fluorescent or flashing. Signs displayed inside buildings and inside of the glass shall not be subject to the limitations on the number of signs.
- (9) Home Occupation and Professional Home Office Signs.

One sign or name plate to identify the approved business conducted on the property subject to the following requirements:

- (a) shall not exceed six (6) square feet in area;
- (b) shall be mounted flush against the dwelling or in the yard with Plan Commission approval;

(10) Homestead/Farm Estate Sign.

Up to three (3) signs identifying the name of a homestead property or farm estate owner and/or organization(s) or affiliation(s) of a farm or residents of a farm dwelling provided each sign shall not exceed twenty (20) square feet and fifty (50) square feet in total area for all such signs.

(11) Agricultural Test Plot & Pesticide Sign.

Test plot and pesticide notification signs provided such signs are located within twenty-five (25) feet of the perimeter of the test plot or row and removed within ten (10) days after harvest but not later than November 1 of each year.

- (12) Signs for public, charitable, religious institutions, and other not-for-profit organizations advertising fund-raising event or other similar activities provide such signs do not exceed fifty (50) square feet in total area (for only one or multiple smaller signs), are installed not sooner than ten (10) days prior to the start date and removed not later than three (3) days after the end date. *{amended July, 2008}*

10.5 SIGNS PERMITTED IN ALL RESIDENTIAL DISTRICTS WITH A PERMIT.

The following signs are permitted in any residential district upon the granting of a permit and are subject to the following regulations:

(1) Permanent Real Estate Development Signs

Permanent ground identification signs displaying the name of a residential subdivision placed at the entrance to a such development and subject to the following requirements:

- (a) shall contain only the name of the subdivision or development;
- (b) shall not be less than twenty-five (25) feet from any property line;
- (c) provisions have been made assigning responsibility for the ongoing maintenance of such signs by the developer, subdivision homeowner's association, or other acceptable entity other than the Town;
- (d) maximum area to be determined by the Plan Commission based on the design of the sign and its compatibility with adjacent land uses, but in no case shall the sign exceed fifty (75) square feet in area per side up to two (2) sides per sign;
- (e) shall be constructed of stone, wood, or other natural materials, brick, textured or other split-faced masonry, shall have muted or earth-tone colors, and be surrounded by an abutting landscaped area that is equal to or greater in total surface area than that of the sign. Said area shall be landscaped with a sufficient number, size and variety of deciduous and evergreen trees, shrubs, bushes, grasses and other plants necessary to enhance visual appearance.

(2) Temporary Lot/Property Sale Sign.

In addition to permanent real estate signs, one (1) temporary informational or promotional "property for sale" or "lot for sale" or other similar sign located at the entrance(s) to an approved and platted or recorded subdivision or similar multi-lot or parcel development provided such sign shall not exceed thirty-two (32) square feet in area and shall be removed no later than the date such property or lot has been sold at least once.

10.6 SIGNS PERMITTED IN ALL AGRICULTURAL AND OPEN USE DISTRICTS WITH A PERMIT.

The following signs are permitted in any agricultural district upon the granting of a permit and are subject to the following regulations:

- (1) Home Occupation, Professional Home Office, and Farm-Business Signs.
One sign or name plate to identify the approved business conducted on the property subject to the following requirements:
 - (a) shall not exceed thirty-two (32) square feet in area. *{amended 5/10/2004}*
- (2) Off-premises Directional/Promotional Signs
Off-premises directional/promotional signs subject to the following requirements:
 - (a) one (1) sign per property or tract under single or common ownership having a minimum of 500 feet of continuous street or highway frontage. *{amended 7/2007}*
 - (b) shall only contain the copy, text, messages, logos, etc. required to provide the name, direction, travel distance and/or time, and principal activity, function, or use of the business, operation, or destination subject of the sign;
 - (c) shall not exceed twenty (20) square feet in area but may be increased one (1) square foot in area for each additional five (5) feet the sign is setback from the minimum sign setback established herein (as measured from the nearest point of any portion of the sign to the nearest perpendicular point along said setback line) up to a maximum of twenty (20) additional square feet for a total not to exceed forty (40) square feet;
 - (d) shall not exceed twenty (20) feet in height (as measured from that point along the base or supporting structure as it enters the ground to the highest point of any portion of the sign or supporting structure) provided that the highest point of any portion of the sign or supporting structure does not exceed fifty (50) feet above the centerline grade elevation of the nearest street or highway along which the advertising or message contained on the sign is oriented; and
 - (e) shall be a minimum of one-half (1/2) mile from the nearest access entrance to the business, operation, or destination.
- (3) On-premises Sale Signs.
On-premises signs advertising the sale or lease of any building, land, farm equipment or animals subject to the following requirements:
 - (a) shall not exceed thirty-two (32) square feet in area;
 - (b) shall be removed no later than ten (10) days after closing of the sale.

10.7 SIGNS PERMITTED IN ALL BUSINESS DISTRICTS WITH A PERMIT.

The following on-premises signs identifying and/or advertising the business or operation whereupon the sign is located are permitted in any business and open use district upon the granting of a permit and are subject to the following regulations:

- (1) Wall-Mounted Building Signs.
Signs placed against the exterior walls of buildings shall not extend more than 12 inches beyond the wall surface of a building, shall not exceed twenty-five (25) square feet in area for each separate business (in multi-tenant buildings) and shall not exceed the height or project above the building. Roof-mounted signs are prohibited.
- (2) Marquee and Canopy Signs
Signs affixed flat to the surface of a marquee or canopy are permitted in lieu of a wall sign provided that the sign does not extend vertically or horizontally beyond the limits of such marquee, awning, or canopy. A marquee or canopy may extend up to twelve (12) feet beyond the building to which it is affixed, but shall not extend into a required front yard, side yard, or rear yard. Marquee and canopy signs shall not exceed twenty-five (25) square feet in area. A name sign not exceeding two (2) square feet in area located immediately in front of the entrance to an establishment may be suspended from a marquee or canopy provided that the name sign is at least eight (8) feet above any public walkway.
- (3) Ground and Pole Signs
Signs constructed or otherwise erected on a base, pole or other ground-mounted supports shall not exceed fifteen (15) feet in height above the finished grade elevation at the base of the sign, and, shall not exceed twenty-five (25) feet above mean centerline street grade or lot grade, whichever is lowest, and shall not exceed twenty (20) square feet in area on one side but may be increased one (1) square foot in area for each additional foot the sign is set back beyond the required five (5) feet sign setback up to a maximum total area of forty (40) square feet.
- (4) Time and Temperature Devices
Signs erected as wall signs, projecting signs, ground signs, or pole signs may include devices displaying the time, temperature and activities occurring on the premises but shall not revolve, flash or be animated.
- (5) Number of Signs.
The maximum number of signs on any one premise shall be limited as follows:
 - (a) two (2) signs in combination of building, ground, pole, or marquee/canopy signs provided no two (2) signs are of the same type; except that separate wall, marquee or canopy signs may be allowed for each tenant in a retail shopping center subject to approval by the Plan Commission of an overall coordinated sign plan for the shopping center. Size of wall signs approved in this manner shall be figured using the width of the bay occupied by each retail tenant.
 - (b) developments with multiple street frontage may have one (1) an additional ground or pole sign to identify the development upon Plan Commission review and approval.
 - (c) Ground-mounted directional signs less than six (6) square feet in area which contain no advertising or product display shall not count toward the limitation on the numbers of signs, but shall require Plan Commission review and approval. Directional signs include, but shall not be limited to, those that read "enter," "exit," "shipping," and "receiving."

10.8 PORTABLE SIGNS/TEMPORARY SIGNS.

The Plan Commission may permit the temporary use of up to two (2) portable signs, such as banners, pennants, portable "trailer" signs, excluding inflatable balloon-type signs, for temporary promotional purposes in any district subject to the following requirements:

- (1) sign shall not be located in any public right-of-way;
- (2) sign shall not be located closer than twenty-five (25) feet from any property line;
- (3) sign shall not exceed thirty-two (32) square feet in area, shall not exceed twenty-five (25) feet in height (as measured from the finished grade elevation at the base of the sign) and shall not be illuminated with flashing or intermittent lighting;
- (4) a temporary sign permit shall be valid for a period of time not to exceed thirty (30) consecutive days commencing on the date the permit is issued; and
- (5) no more than two (2) permits for portable/temporary signs shall be issued per property per year (defined for purposes of this section as a consecutive 365-day period commencing on the date the first temporary sign permit is issued).

10.9 SIGN PERMIT APPLICATION.

An application for a sign permit, including the enlargement, expansion, addition or other revision to an existing sign, shall be filed with the Town Clerk on forms provided or prescribed by the Town Clerk.

Sign permit applications shall be accompanied by the following information, plans, data, and other items deemed pertinent and necessary to properly review the permit application and make a determination as to whether or not the proposed sign would be in compliance with the provisions of this Ordinance and whether or not a permit shall be granted:

- (1) Name(s) and mailing address(es) of the property owner(s), applicant(s), and authorized agent(s);
- (2) Address (if any) and legal description of the subject property by lot, block and recorded subdivision, certified survey map (CSM) or metes and bounds survey;
- (3) Zoning district within which the subject property is located;
- (4) Narrative description of the proposed sign including purpose, location, materials, method of construction, fabrication and support.
- (5) Plat of Survey or Site Plan (drawn to and including an appropriate scale) containing a plan (i.e. overhead) view and elevation (i.e. side) views of existing and proposed features of the site, lot, parcel, building or structure upon which the sign is to be located including the following:
 - (a) all property lines, right-of-way lines, access driveways, and easements;
 - (b) location of all buildings, structures, fences, walls, landscaping, and lighting features;
- (6) Other and more detailed plans or drawings necessary to adequately present the type, size, dimensions, height, support structure, and materials for the proposed sign, including structures, fences, walls, landscaping, lighting and other developed features associated with the proposed sign;

- (7) Copies of other permits or approvals required and subsequently granted by any County, State or Federal agencies;
- (8) Any other information, data, plans, evaluations, studies, etc. required by the Zoning Administrator.

10.10 EXISTING SIGNS.

Signs lawfully existing at the time of the adoption of this Ordinance may be continued although the use, size or location does not conform with the provisions of this Section. However, such signs shall be deemed to be legal "non-conforming" structures and subject to the applicable non-conforming structure provisions of this Ordinance. Any legal non-conforming sign hereafter relocated, moved, reconstructed, extended or enlarged shall be made to comply with the provisions of this Ordinance. However, alterations to an existing sign that include: changing the sign face or message, painting, or other non-structural, cosmetic improvements are exempt from this requirement. *{amended 3/13/2006}*

By maintaining an existing non-conforming sign in an established right-of-way of an adjoining street or highway, the owner does so at his own risk and no damages will be awarded if the removal is required for public use or safety or right-of-way acquisition.