

Amendatory Ordinance Number: 2-1003

Whereas, the Iowa County Board of Supervisors did adopt the Iowa County Zoning Ordinance, which includes regulation on signs;

Whereas, the sign regulations have not been significantly amended for several years;

Whereas, the Iowa County Board of Supervisors directed the Zoning, Planning, Sanitation and Rural Planning Commission to propose amendments of the sign regulations;

Whereas, after several public meetings and public hearings said Commission has developed an amendment package for consideration by the Board;

Now Therefore Be It Resolved that the Iowa County Board of Supervisors do hereby adopt this resolution amending Sections 8.0 and 12.0 of the Iowa County Zoning Ordinance:

Adopted this 12th day of November, 2003


Richard Heimerl
Iowa County Chairman

ATTEST:


Gregory T. Klusendorf
Iowa County Clerk

CERTIFICATION OF ADOPTION

This is to certify that the County Board of Iowa County duly adopted the above resolution on the 12th day of November, 2003.


Gregory T. Klusendorf
Iowa County Clerk
Iowa County, Wisconsin

Section 8.0 Signs

The purpose of this section is to protect the public health, safety and general welfare by:

1. Promoting well maintained and attractive signage within the County;
2. Providing for adequate business identification, advertising, and communication, and;
3. Protecting the safety and efficiency of the county's transportation network by minimizing distractions to motorists.

8.1 Shape and Illumination; General

- A. Signs shall not:
 - resemble, imitate, or approximate the shape, size, form or color of railroad or traffic signs, signals, or devices
 - obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices
 - be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape; and no sign shall be attached to a standpipe or fire escape
 - be placed so as to obstruct or interfere with traffic visibility, nor block or interfere with the visibility for ingress or egress of a driveway.
- B. No person may erect any sign that is affixed to a fence, utility pole or structure, tree, shrub or other natural object for more than a fourteen (14) day period.
- C. Externally illuminated signs shall:
 - be lighted by white light only, not to exceed a total of 1000 watts
 - not flash, oscillate, or rotate, except public service time/temperature signs
 - be shaded, shielded or directed away from surrounding properties and traffic. When there is a dispute as to the adequacy of the shading or shielding from surrounding properties and/or vehicular traffic, the County's decision shall prevail.
- D. All signs, including support structures, shall:
 - be constructed in accordance with local and state building and electrical codes
 - withstand reasonable wind speeds
 - be designed to collapse in a distance that shall not encroach upon an adjacent property or into a public road right-of-way.
- E. The immediate premises around a sign shall be kept free from trash and debris. However, no person may damage, trim, destroy or remove any trees, shrubs or other vegetation located within the right-of-way of any public street or road for the purpose of increasing or enhancing the visibility of any sign unless approved in writing from the highway authority. Nor shall such work be performed on property that is not under the ownership or control of the person performing or responsible for such work, unless done pursuant to the

express authorization of the person owning the property where such trees, shrubs or vegetation are located. The immediate premises around the sign shall be maintained in a neat and orderly fashion.

- F. No sign shall be placed in the Visual Clearance Triangle as described in Section 6.2 of this Ordinance.
- G. All signs shall have a minimum clearance of 4 feet between the ground surface and the lowest portion of any display area.
- H. For all signs, the height measurement shall be the distance from the mean centerline grade or ground, depending on sign type, to the top of the display area. The height is intended to include the entire sign display area, not just supports or poles.
- I. Signs that advertise or identify a business or similar activity must be removed within 60 days of the date said business or similar activity ceases operation or vacates the premises. The removal of the sign shall be the responsibility of the owner of the property on which the sign is located.
- J. All Off-premise signs shall be within 200 feet of the right-of-way line of the public road along which they are located.
- K. No sign shall be placed within the right-of-way of a public road without the written approval from the highway authority and if allowed elsewhere within this ordinance.
- L. The measurement of total display area shall be as described in Section 12.0 of this ordinance and, in the case of a conglomerate of signs affixed to a single support, the display area shall be the total of each individual sign.

8.2 Permit Required

No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, repaired or structurally altered without a sign permit, unless excepted within this section, without being in conformity with the provisions of this Ordinance. The fee for a sign permit shall be set by County Board resolution. All sign permits shall expire 6 months from the issue date of the permit unless a Certificate of Compliance is issued before said 6-month period expires. The permit holder is responsible to contact the Office of Planning and Development for said Certificate of Compliance to avoid the expiration of the sign permit. Any sign located, erected, moved, reconstructed, extended, enlarged, repaired or structurally altered without a valid sign permit shall be removed or, if an after-the-fact permit can be issued, said after-the-fact permit shall include a late fee equal to 5 times the normal fee.

8.3 Sign Types and Subtypes

There are two primary sign types, each with subtypes as listed in this ordinance.

- A. On-premise sign: A sign which directs attention to a business, commodity, service, items or entertainment sold, offered or conducted on the same premises that the sign is located. As this refers to signs, a premise shall be a property

described by zoning lot description or legal description as used to transfer property. A property described by lease or tax parcel shall not be considered a premise, unless it meets the definition in Section 12.0 of this ordinance. Where permitted, there shall be no more than one sign per subtype per premises.

Where there are unique physical characteristics of the lot or adjacent lots, an increase in the quantity, display area and height of on-premise signs may be allowed by conditional use permit following the procedure described in Section 4.0 of this ordinance.

B. Off-premise sign: A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere other than the same premises that the sign is located. As this refers to signs, a premise shall be a property described by zoning lot description or legal description as used to transfer property. A property described by lease or tax parcel shall not be considered a premise, unless it meets the definition in Section 12 of this ordinance.

Where permitted, there shall be only one off-premise sign per premises with a minimum of five hundred (500) feet between all off-premise signs, except for signs erected per Section 8.4(2) of this ordinance. This distance shall not apply to signs on opposite sides of a public road or street.

8.4 Allowed Signs

A. Signs Allowed in all Zoning Districts Without Permit.

The following signs are allowed in all zoning districts without a permit, subject to the specific regulations provided. No sign allowed by this section shall be located closer than 10 feet from any public road right-of-way or property line or exceed 10 feet in height.

1. On-premise sign subtypes:

- a) Signs giving the name of a farm, company or business or the farm, company or business owner or farm directory signs on premises of the owner where the farm, company or business is located, provided:
 - no such sign exceeds 32 square feet in display area
 - only one such sign is allowed per premises.
- b) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor, not to exceed 2 feet in height and 10 feet in length.
- c) Agricultural test plot signs, meaning a sign used to mark test plot areas on a farm and includes a sign identifying the manufacture of the seed being tested, provided no such sign:
 - exceeds 8 square feet of display area

- exceeds 6 feet in height from the ground elevation where placed.
- d) Private property protection signs, such as but not limited to: no trespassing; warning; no hunting; blasting area; etc., provided no such sign is greater than 2 square feet in display area.
 - e) Signs advertising the sale of agricultural products produced on the premise the sign is located, not to exceed 16 square feet of display area nor be displayed for more than 30 consecutive days.
 - f) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
 - g) Temporary Signs provided reviewed and approved by the Zoning, Planning, Sanitation and Rural Planning Commission. Such signs shall be limited to no more than 6 months of display after which they must be removed. Such signs shall not exceed 32 square feet of display area.
 - h) Residential owner or occupant signs stating the names of the property owner and/or occupant of the residence on the property where the sign is located, provided no such sign exceeds six (6) square feet.
2. Off-premise sign subtypes:
- a) City or Village signs provided:
 - not be more than 8 square feet in area
 - there shall not be more than one such sign, located not more than 1/2 mile from a highway intersection or other point where guidance is necessary
 - such signs may be placed at the right-of-way line of the highway
 - such signs shall be permitted only within 300 feet of a highway and then only provided they are not erected or placed within 300 feet of a railroad intersecting a street, road or highway; or within 300 feet of any existing residence or residence district
 - no sign, regardless of size, shall be closer to another sign than 300 feet on any one side of a street, road or highway.
 - b) Public election/campaign signs, provided:
 - no such sign is placed within a public road right-of-way
 - no such sign is greater than 16 square feet in display area
 - no such sign is erected more than 60 days prior to the applicable election and removed within 15 days following the applicable election.
 - c) Bulletin boards of public, charitable or religious institutions, not to exceed 12 square feet in display area on all sides; limited to one such side for each premises.

B. Signs allowed by zoning district

The following signs require a sign permit before any erection or construction can begin.

1. In all Residential (R1, R2, R3, AR-1) Districts, provided:
 - no sign shall overhang a property line or right-of-way line
 - shall be a minimum of 10 feet from any lot or property line or public road right-of-way line as measured by the sign's leading edge:
 - a) On-premise sign subtypes:
 - 1) Signs identifying mobile home parks, not to exceed 100 square feet in area.
 - 2) Subdivision signs permanently installed identifying a subdivision or development.
 - 3) Home occupation signs advertising a legally permitted home occupation or professional home office with a maximum display area of 2 square feet on the premises of the home occupation.

2. Signs may be allowed by permit in all Business and Industrial (AB-1, B-1, B-2, B-3, M-1) Districts, provided:
 - no sign shall overhang a property line, lot line or public road right-of-way line
 - no sign shall be placed within 10 feet of any lot line or right-of-way line, as measured by the sign's leading edge
 - no off-premise sign shall be placed within 500 feet from any legally permitted residence without express written permission from the owner of said residence at the time of erection of said sign
 - there shall be no more than one off-premise sign per premises
 - off-premise signs located along county trunk highways and town/local roads shall require conditional use permit review following the process outlined in Section 4.0 of this ordinance
 - no sign shall be allowed until a lawful use has been established on the zoning lot
 - a) On-premise sign subtypes:
 - 1) Wall Signs placed against the exterior walls of buildings shall not:
 - extend more than 6 inches outside of a building's wall
 - exceed 100 square feet in area for any one premises
 - exceed 35 feet in height above the mean centerline street grade.
 - 2) Projecting Signs fastened to, suspended from, or supported

by a building shall not:

- exceed 100 square feet in area for any one premises
- be less than 10 feet from all side lot lines
- exceed a height of 20 feet above the supporting building
- be less than 10 feet above the sidewalk nor 15 feet above a driveway or an alley.

3) Window signs shall:

- be placed only on the inside of commercial buildings
- not exceed 25 percent of the glass area of the pane upon which the sign is displayed

4) Portable Signs shall not:

- exceed 32 square feet of display area and require review and approval by the Zoning, Planning, Sanitation and Rural Planning Commission

5) Temporary Signs provided reviewed and approved by the Zoning, Planning, Sanitation and Rural Planning Commission. Such signs shall:

- be limited to no more than 6 months of display after which they must be removed
- not exceed 32 square feet of display area

6) Ground signs shall be those supported by posts or similar supports and shall not:

- exceed 35 feet in height above the mean centerline grade
- exceed 100 square feet of total display area

b) Off-premise signs shall not:

- exceed 500 square feet of display area for one side or a total display area of 1000 square feet of all sides combined
- exceed 35 feet in height above the mean centerline grade
- be more than one such sign per premises.

3. Signs may be allowed in the A-1 Agricultural district as described below:

a) On-premise signs, not to exceed 100 square feet of display area for one side or a total display area of 200 square feet of all sides combined; shall not:

- exceed 35 feet in height above the mean centerline grade
- be more than one such sign per premises

b) Off-premise signs shall not:

- exceed 500 square feet of display area for one side or a total display area of 1000 square feet of all sides combined
- exceed 35 feet in height above the mean centerline grade.

Off-premise signs located along county trunk highways and town/local roads shall require conditional use permit review following the process outlined in Section 4.0 of this ordinance..

8.5 Prohibited Signs

The following signs are prohibited in all zoning districts:

The following signs are prohibited in all districts:

- semi-trailer or trailer signs
- flashing, animated, oscillating, rotating, or otherwise moving signs
- vehicle signs, meaning vehicles, including semi-trailers, trailers, campers, buses, automobiles, trucks, vans and other like vehicles shall not be parked on private property or a public right-of-way so as to be seen from a public right-of-way, which has attached thereto or located thereon any sign or advertising of products or services or directing people to a business activity located either on or off premises.

8.6 Existing Signs

For the purposes of this section, signs lawfully existing at the time of the adoption or amendment of this Ordinance shall be considered legal nonconforming structures although the use, size, or location does not conform with the provisions of this Ordinance. No such sign shall be repaired or replaced due to damage caused by vandalism, natural disaster or normal use without first obtaining a sign permit, however no permit shall be issued when said damage exceeds 50 percent of the current assessed value of said sign. If the cost of repair or maintenance exceeds 50 percent of the current assessed value of said sign, the sign shall have to be made to comply with all provisions of this Ordinance or removed.

8.7 Dilapidated, Unmaintained and Abandoned Signs

- A. Dilapidated and Unmaintained Signs. Signs allowed by this Ordinance shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, painting, repainting, cleaning and other acts required for proper maintenance of the sign. Signs that are determined by the County to be dilapidated, unmaintained and/or unsafe shall be subject to the razing provisions of Section 66.05, Wis. Statutes.
- B. Abandoned Signs shall be removed by the owner or lessee of the premises, when, for a business sign, the business it advertises is no longer conducted; and for an advertising or directional sign, when lease payment and rental income are no longer provided. If the owner or lessee fails to remove the sign, the County shall give the owner 60 days written notice to remove said sign. Upon failure to comply with this notice, the County may cause removal

to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located.

Add/Replace the following definitions to Section 12.0 Definitions:

Direction or Directory Sign

A sign displaying the name of a person, community, home, farm, area or locality of interest, business or a kind of business or service conducted at a specific location, but not any general brands, products or services whether related or unrelated to such specific location. Such a sign may also display necessary brief directions, including the distance to the location to which it refers.

Display Area for Signs

That portion of a sign used to display any picture, text or message intended to be viewed and shall be measured by the smallest square or rectangle which will encompass the entire sign.

Flashing Sign: A sign whose illumination is not kept constant in intensity at all times when in use, and which exhibits changes in light, color, direction, reflection, or animation.

Mean Centerline Grade

As addressed in Section 8.0 of this Ordinance, this shall mean the average grade along the centerline of any public road or highway from which, at any point, the sign is visible. In the case where the sign is visible from more than one public road or highway, the mean of all the affected public road or highway centerline grades shall be the mean centerline grade.

Off-Premise Sign

A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere other than the same premises that the sign is located.

On-Premise Sign

A sign which directs attention to a business, commodity, service, items or entertainment sold, offered or conducted on the same premises that the sign is located.

Premise

As this refers to signs, a premise shall be a property described by zoning lot description or legal description as used to transfer property. A property described in a lease shall not be considered a premise.

Portable Sign: A sign not permanently attached or affixed to a stationery building, post, or structure and that is transported to a location for temporary display.

Poster Panel

See "Off-premise sign"

Semi-trailer or Trailer Sign: Any semi-tractor trailer, panel trailer, or other trailer, with or without the capability to be licensed for operation on the highway, used exclusively for the purposes of providing surface area for attached or painted signage parked or located off a public highway or road.

Sign

Any object, device, fixture, placard, or structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct, announce the purpose of, or attract attention to an object, person, institution, organization, business, product, service, event or location, either on the lot or on any other premises, by any means, including words, letters, figures, designs, or graphics, symbols, fixtures, colors, illumination, or projected images, and which is visible from any place on the main-traveled way of any highway, public street, road or other vehicular right-of-way.

Recommended to the Iowa County Board of Supervisors for approval by the undersigned Iowa County Zoning, Planning, Sanitation and Rural Planning Commission this 17th day of September , 2003. Effective date of this ordinance: day of , 2003.


Chair Stephen Foye

Vice Chair Jacob Ehr


Diane McGuire


Curt Peterson

Larry Steffes