

## Section 7. Sign Regulations

### 7.1 The Intent

- (1) The intent of this Section is to provide minimum standards to safeguard life, health, property, aesthetics and public welfare by regulating and controlling the quality of materials, appearance and construction, illumination, installation and maintenance of all signs and sign structures.
- (2) This Ordinance shall cover all signs in use, planned or hereafter installed with the Town of Black Wolf.

### 7.2 Permits-Fees-Compliance

#### (1) Permits Required

(a) No signs shall hereafter be located, erected, altered, converted, relocated or reconstructed prior to obtaining a building permit except as otherwise provided herein. The permit fee shall be established as per the Town of Black Wolf Building Permit fee schedule.

(b) All illuminated signs hereafter erected, remodeled or installed shall require an electrical permit and must comply with the requirements of the Town of Black Wolf, the State of Wisconsin and National Electrical Code, and must be UL approved. Construction shall be in accordance with plans and specifications furnished to and approved by the Town of Black Wolf Building Inspector.

(c) No person shall erect or maintain any sign or other advertisement extending over any portion of a street.

#### (2) Inspections

(a) If required by the Building Inspector, calculations showing the structure and design meet the requirements for wind pressure load and other information as the Building Inspector may require to show full compliance with this and all other applicable ordinances or regulations of the Town of Black Wolf.

(b) The Building Inspector may require plans, specifications and calculations be signed and sealed by a Wisconsin registered architect or engineer.

(c) The contractor shall notify the Building Inspector when sign is completed.

#### (3) Maintenance of Signs

A sign permit shall not be required for regular and normal maintenance of a sign.

#### (4) Dilapidated, Unmaintained and Abandoned Signs

(a) 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 Town of Black Wolf Town Board to be dilapidated, unmaintained and/or unsafe shall be subject to razing.

(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.

(c) The Town of Black Wolf Board or the Town of Black Wolf Zoning Administrator shall remove or cause the removal of any portable or fixed, permanent sign constructed, placed or maintained in violation of this Section.

(d) Signs removed pursuant to this Section shall be stored for a period of thirty (30) days. Costs of removal and storage shall be billed to the property owner on which the sign is located.

(5) Nonconforming Signs

(a) Any lawfully existing sign located within Town of Black Wolf as of the effective date of this Ordinance which does not conform with the provisions of this Ordinance, shall be allowed continued use, except that the sign shall not be:

- 1) Structurally altered so as to extend its useful life.
- 2) Expanded, moved or relocated.
- 3) Re-established after a change in use.
- 4) Re-established after a business has been abandoned for twelve (12) months or more.
- 5) In noncompliance with the Ordinance regarding maintenance and repair, construction standards, or dangerous and abandoned signs.
- 6) On the date of occurrence of any of the above (1) through (5), the sign shall be immediately brought into compliance with this Ordinance with a new permit secured, or the sign shall be removed.

~~b)~~ Sign copy and faces may be changed on nonconforming signs when there is no change in use of the site or when only a portion of a multiple tenant sign is being changed.

7.3 Signs Excepted All signs in all Residential, Agricultural and Public and Semi-Public districts are prohibited except as follows:

- (1) Signs over show windows or doors of a non-conforming business establishment announcing without display or elaboration, only the name and occupation of the proprietor and shall not exceed two (2) feet in height and ten (10) feet in length.
- (2) Real estate signs which advertise the sale, rental or lease of the premises and shall not exceed 16 sq. ft. and a height or width of 6 ft. Political campaign signs when they are temporarily located and shall not exceed 6 sq. ft.
- (3) Name, occupation and warning signs located on the premises shall not exceed two (2) square feet.
- (4) Bulletin boards and identification signs for public institutions, charitable institutions or religious institutions, apartments, planned residential developments and subdivisions provided they:
  - (a) do not exceed 32 sq. ft. in area except signs for model homes not to exceed 16 sq. ft. in area.
  - (b) are located a minimum of 10 ft. from the right-of-way and 60 ft. from any road intersection right-of-way.
  - (c) conform to the other yard requirements of the basic district.
  - (d) do not exceed in height ten (10) feet above the existing grade at time of approval.

- (e) are located on the subject's property.
- (5) Memorial signs, tablets, names of buildings, and date of erection when cut into masonry surface or when constructed affixed flat against a structure.
- (6) Official municipal signs, traffic control, parking restrictions, information and notices.
- (7) Temporary signs, banners or political signs may be displayed up to 60 days within a one year period and must be removed within seven (7) days of completion of event.
- (8) Farm names and identification signs, in all Agricultural Districts.

7.4 Signs Permitted. Business signs and advertising signs are permitted as follows:

- (1) Business signs are permitted in all business, public and semi-public districts.
- (2) Advertising signs are permitted in all B-2, B-3 and B-4 business districts, P-1 districts and all industrial districts.
- (3) Business and advertising signs are subject to the following:
  - (a) Projecting signs shall not be less than (10) feet above the grade nor fifteen (15) feet above a driveway or an alley.
  - (b) Free standing signs located above a walkway or driving area shall not be less than twelve (12) feet above walkway nor less than eighteen (18) feet above a driveway or an alley.
  - (c) Signage must be dedicated specifically to the business located on same property.
  - (d) Sign area or sign face shall be the entire area within a single continuous perimeter enclosing the extreme limits of each sign. However, such perimeter shall not include any structural elements outside the limits of such signs and not forming an integral part of the design. When two sides of a double faced sign are located not more than thirty-six (36) inches apart at the widest point and not more than twelve (12) inches apart at the narrowest point and display identical messages or other representation, the gross area shall include only one of the sides. If the sign consists only of individual letters affixed directly to the wall of a structure, only the area of the letters is counted as part of the gross sign area.
- (4) Vehicle Signage: Vehicles, including semi-trailers, campers, buses, automobiles, 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 device for the basic purpose of providing advertising of products or directing people to a business activity located off-premises.

<u>Business Signs</u>	Street/Yard	Minimum	22ft. unless otherwise
	Setback		specified in

Conditional Use approval.

<u>All Other</u>	Yard	Minimum	Same as basic district
Setback	unless otherwise specified in	Conditional Use approval.	
<u>Size</u>	Area	Minimum	None

