CITY OF WISCONSIN DELLS MEETING AGENDA

Meeting Description DESIGN REVIEW COMMITTEE

Date: WEDNESDAY, DECEMBER 16, 2015 **Time:** 10:00AM **Location:** MUNICIPAL BUILDING -300 LA CROSSE STREET, WISCONSIN DELLS, WI

COMMITTEE MEMBERS				
ALDER MOR - CHAIR	BEN BORCHER	DAN GAVINSKI	MARIA ROSHOLT	JACQUELINE MORSE

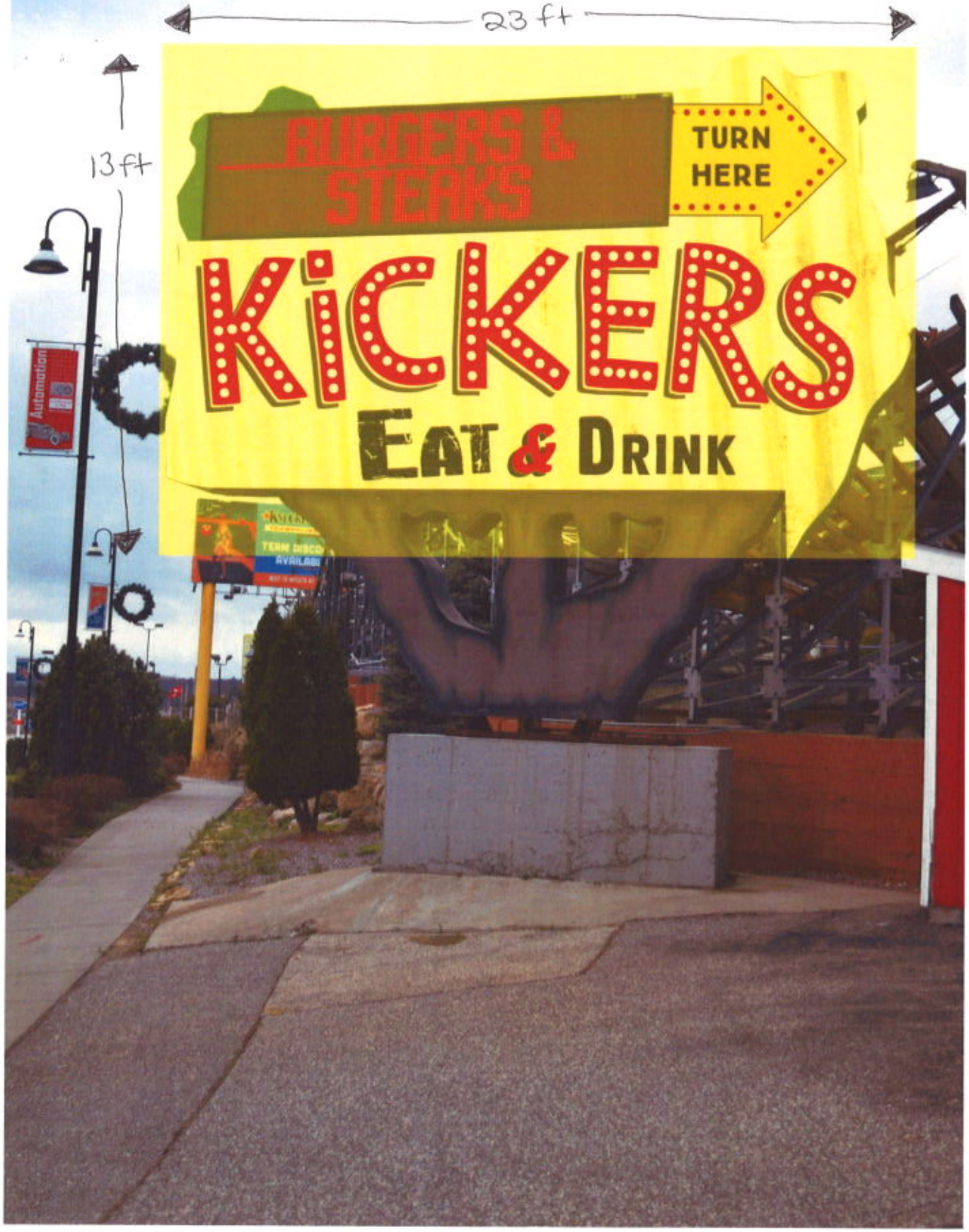
AGENDA	
1	Call to order and attendance
2	Discussion / Decision of the December 2 Meeting Minutes
3	Discussion / Decision on Proposed sign application(s) submitted for review, if any
4	Discussion / Decision on Design Review Mission Statement
5	Discussion / Decision on Design Standards for C-2 Downtown Zoning District
6	Discussion / Decision on Sign Ordinance updates for C-2 Downtown Zoning District
7	Discussion / Decision on Non-conforming signs
8	Items for referral to future meeting
9	Set date and time of future meeting
10	Adjournment
11	
12	
	Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.
	CHAIRPERSON – DAR MOR DISTRIBUTED DECEMBER 11, 2015

EXISTING

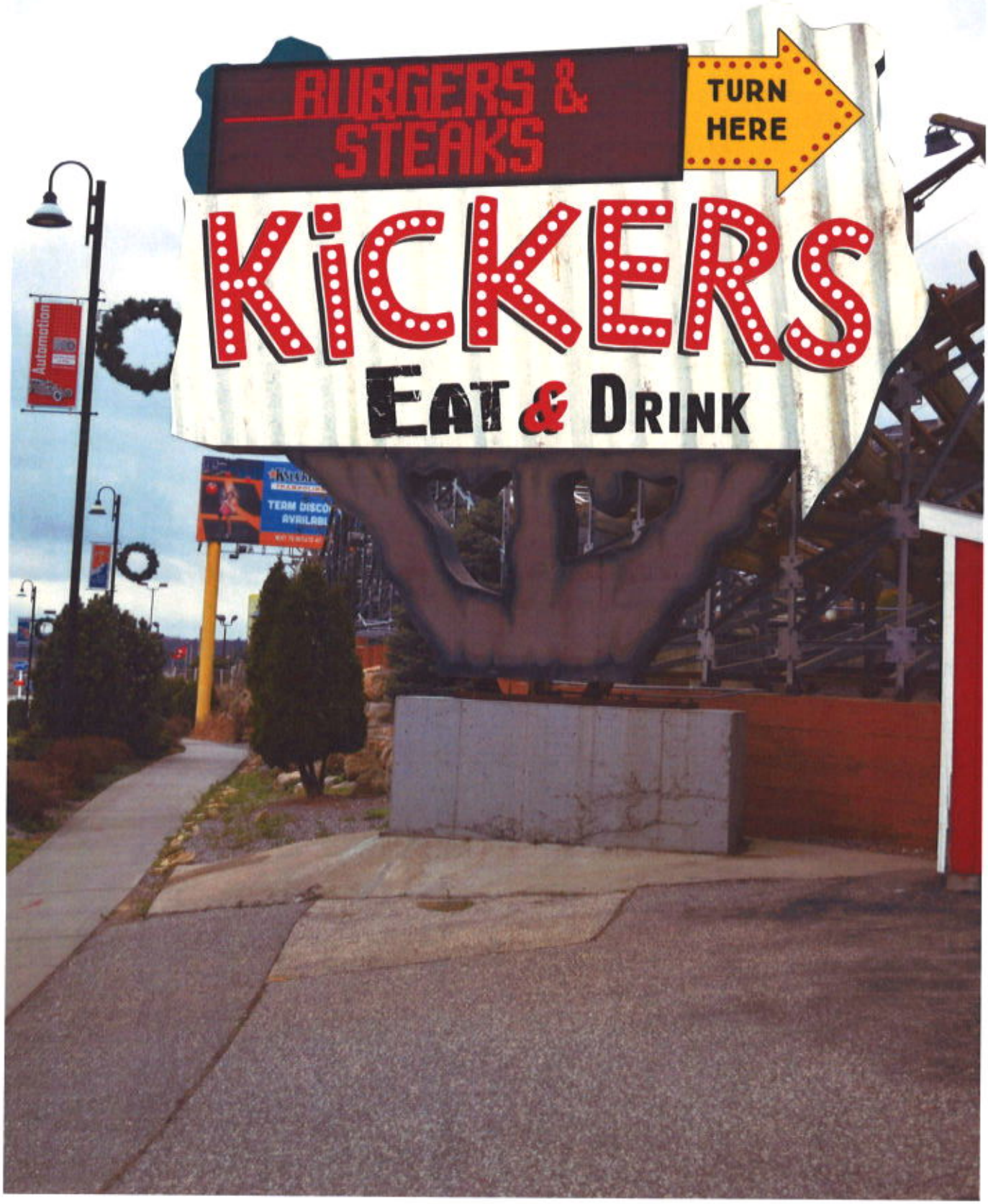
ITEM 3a

23' wide x 13' tall = 299 ft 2

PROPOSED



PROPOSED



PROPOSED

EXISTING

ITEM 3b

PROPOSED

10' wide x 8' tall = 80 ft²

PREVIOUS

ITEM 3c

ITEM____

ITEM 4

MSA PROFESSIONAL SERVICES
More ideas. Better solutions.®

Memo

To: City of Wisconsin Dells – Design Review Committee

From: MSA Professional Services, Inc.

Subject: Design Review Committee Draft Mission Statement

Date: December 10, 2015

The City has requested a mission statement to guide the efforts of the Design Review Committee. The following is offered for your consideration.

The Design Review Committee exists to help implement the vision for the River Arts District as a premium, year-round, regional destination with cultural depth and an elevated dining, entertainment and visitor exeprience. Its mission is to facilitate investment in the district by administering design standards for buildings, sites and signage throughout the C2 zoning district. By helping property owners exercise creativity within the limits of the adopted design standards, the Design Review Committee will be instrumental in striking an appropriate balance between the needs of individual businesses and the overall consistency, quality and success of the River Arts District.

Offices in Illinois, Iowa, Minnesota, and Wisconsin
2901 International Lane, Suite 300, Madison, WI 53704-3133
(608) 242-7779 (800) 446-0679
FAX: (608) 242-5664 WEB ADDRESS: www.msa-ps.com

ITEM 5

MSA PROFESSIONAL SERVICES
More ideas. Better solutions.®

Memo

To: City of Wisconsin Dells: Design Review Committee, Chris Tollaksen, Dar Mor

From: John M. Langhans, P.E.

Subject: River Arts District Signage Standards – ZEBRADOG Collaboration Summary

Date: December 9, 2015

All:

As directed, MSA Professional Services coordinated with ZEBRADOG to review matters related to River Arts District blade signs and awnings. A summary of this collaborative discussion is included below. We will be prepared to discuss this further at the next meeting.

Original Questions (Q) and *Summative Statements (SS)*

1. Q: Concern was raised with one custom design working for any sign shape (e.g. straight arm working well with an oval or circle sign shape). Examples provided three options that either had a straight bar for square or rectangle sign shapes, or a curved arm for oval and circle sign shapes. Would Zebra Dog suggest including two custom designs: 1) Straight bar design, and 2) curved bar design? Or would you see one design working for all sign shapes? Is a custom designed River Arts themed arm more desirable?

   SS: It was decided that a custom designed, River Arts Themed Arm is not desirable as it may not be a one size fits all application. Additionally, it was decided that a District themed arm is not integral to the branding of the District and may have minimal positive impact. It was recommended that the blade sign standards focus on specifying: dimensions, materials, finishes, mounting standards, height, location, and minimum and maximum sign dimensions. Standards should specifically state that all proposed signs will be highly reviewed by the DRC for compliance with the theme and intent of the District. Specifying an "off the shelf" bracket arm may complicate things if the model is discontinued. It is recommended that individual creativity be encouraged for arm and sign design to allow for artistic expression and unique signage applications (subject to DRC review). Perhaps some District Standards such as the logo or trestle may be detailed for potential integration into the arms at the discretion of the applicant.

2. Q: DRC was wondering about providing different sized sign arms, and would like a response from Zebra Dog. For reference, previous examples showed a 29/30-inch and 40/48-inch bracket arm length options. Thoughts on the bracket size and number of size options?

   SS: Same as above

3. Q: Also what would Zebra Dog's recommendation be regarding the max size dimensions to be allowed per blade arm size. Sizes were previously provided that related to the arm lengths (see my alternatives sent last week), but would like Zebra Dog's opinion. Thoughts?

SS: It was discussed that the "box" (minimum and maximum sizes) should be defined for the signage. Flexibility/creativity of sign shape and copy should be encouraged. Amount of text may need to be limited.

4. Q: There was lengthy discussion about the materials allowed or prohibited in the downtown. As stated in the standards, the City would prohibit vinyl, metal, glass or shiny materials, while recommending fire resistant, textile material. Below are several questions related to this topic:

   a. The DRC wanted to allow vinyl (such as the Macs awning) as long as it is not shiny; therefore this statement on "vinyl" could be removed as we already stated that shiny materials are prohibited. At least one DRC member wasn't convinced we should be allowing vinyl awnings. Thoughts on the use of this material?

SS: ZD recommends that fabric style awnings be the recommended, baseline, standard. Vinyl awnings are acceptable provided they are matte finish and mimic a fabric texture/appearance. Flex space, shiny (cheap) vinyl awnings are not encouraged and are detrimental to the District aesthetic.

   b. The DRC looked at an image of a metal awning on google and thought if done right that it would be fine in downtown Dells. It was explained that it may not fit with the vision illustrated by Zebra Dog, and historic facades may lose character by allowing modern materials such as metal and glass. The question is now being passed on to Zebra Dog and their opinions on use of metal and glass awnings. Should it be prohibited, restricted to new buildings, or allowed by right?

SS: ZD felt that metal and glass awnings should not be discouraged as they may allow opportunities for artistic expression and can be very well done and become an asset to the District. Use of modern materials on historic buildings should be discussed further at the DRC level. Awnings should be highly reviewed in a manner similar to blade signs to ensure quality and consistency across the District.

Additional Comments:

The above comments reflect ZEBRADOG's recommendations for an overall strategy wherein the standards put forth on all signage focus on establishing only basic standards (size / scale percentages, mounting type + height and some reference to material and finish where appropriate) but do not contain prescriptive or recommended design or creative approaches.

ZEBRADOG's feeling is the City will be best served by asserting control over aesthetics through a review process where they can accept or reject proposed sign designs. Key to this is the establishment of this control at the onset of the standards document (sample verbiage below)

(SAMPLED FROM CITY OF CEDARBURG SIGN CODE - Substituted Dells verbiage for reference)

The purpose of this Sign Regulation Chapter is to provide the legal framework and minimum standards to safeguard life, property, public welfare and City aesthetics by regulating and controlling the design, number, size, quality of materials, construction, location, electrification, installation and maintenance of all signs as compatible with zoning regulations. (b) This Chapter recognizes the need for well-maintained and attractive sign displays within the community and the need for adequate business identification advertising and communication. ***Because of the unique qualities of the Dells River Arts District which need to be protected and enhanced, a high degree of control over the aesthetic nature of signs is deemed to be an important public purpose****. It is recognized that while personal preference may be expressed in selecting the size, shape, colors, type, style, placement, method of mounting and other components in the design of signs, the Building Inspector, or Design Standards Commission if the sign is located in the Dells River Arts District, is responsible for assuring that only aesthetically pleasing and functionally purposeful signs are displayed in the City of Wisconsin Dells.* ***Therefore, although a proposed sign may meet the basic requirements of this Chapter, the ultimate decision concerning its final appearance shall rest with the Zoning Administrator, or Design Review Committee if the sign is located in the Dells River Arts District***

ZEBRADOG recommends this approach as it allows creative freedom within the standards BUT clearly states that a committee can make (and will make) decisions based on the **unique qualities and aesthetics of the District** - meaning, we have established an expectation that although standards are met, things may still be accepted (or rejected) based on design and aesthetic interpretation from a Committee. We have seen this approach used successfully in other communities with seemingly homogenous and uniform sign designs.

The more the City tries to dictate design specifics, the more a business owner can say "*you told me to design it like this and I did...*" - a potentially dangerous and more difficult to manage process.

This sets up a different relationship that removes that potential pitfall moving forward.

MSA does not object to any of the above guidance from ZEBRADOG and feels this approach is appropriate provided the DRC feels this meets the goals and administrative/review capabilities of the City. Additionally, we are comfortable with a move towards less specific guidance in regards to blade signs. There may be some increased legal exposure with this approach, as it gives the City much more discretion. That is probably a good thing from a design perspective, but could be viewed differently by the court system. As long as the City understands that some things could be challenged, this should be manageable.

Feel free to contact me directly with any questions.

Thank you.

-

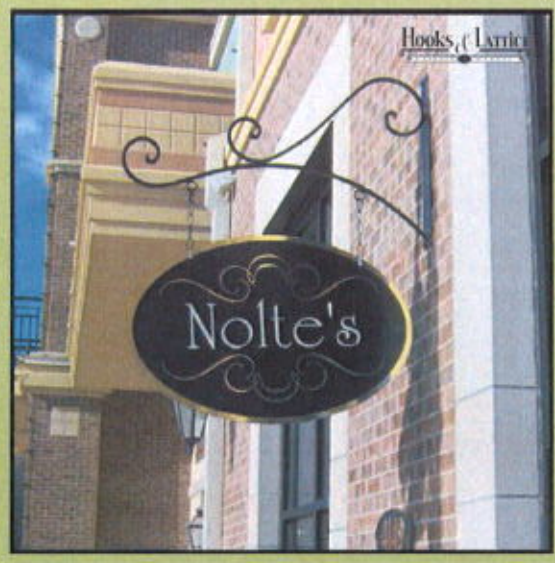
ALTERNATIVE "A"
Milano Arch hanging blade sign bracket with oval or round sign

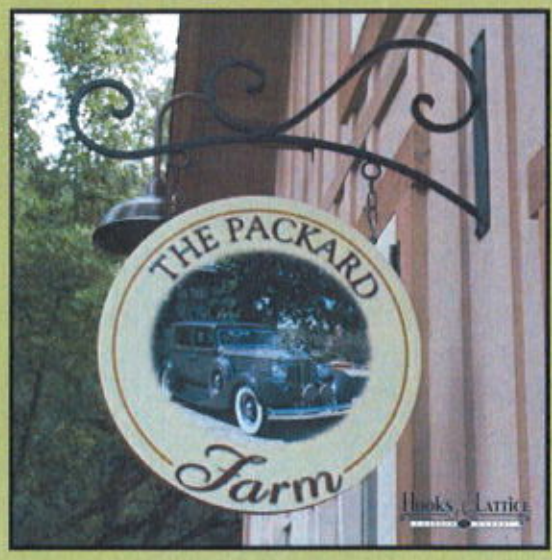
Alternative "A"

The Milano Arch hanging blade sign bracket is the perfect solution for an oval or round sign. The Milano Arch is made with a 1/2" square solid steel bar bent into a simple yet elegant scroll pattern. Mounts to any wall or flat post (at least 3" wide) and has a heavy duty back plate (3" W x 16"H) with four mounting holes pre-drilled. The blade sign brackets come with a durable Black powder coat finish. Below are three size options that may be used.

1. 30" Milano Arch Hanging Blade Sign Bracket (ring centers on bracket: 14"). Use on of the following sign type/sizes:
   - 22" x 14" Oval Sign, or
   - 26" x 17" Oval Sign, or
   - 26" Round Sign (Step Bullnose w/ 1" frame optional)

2. 40" Milano Arch Hanging Blade Sign Bracket (ring centers on bracket: 22"). Use on of the following sign type/sizes:
   - 36" x 24" Oval Sign, or
   - 33" x 22" Oval Sign



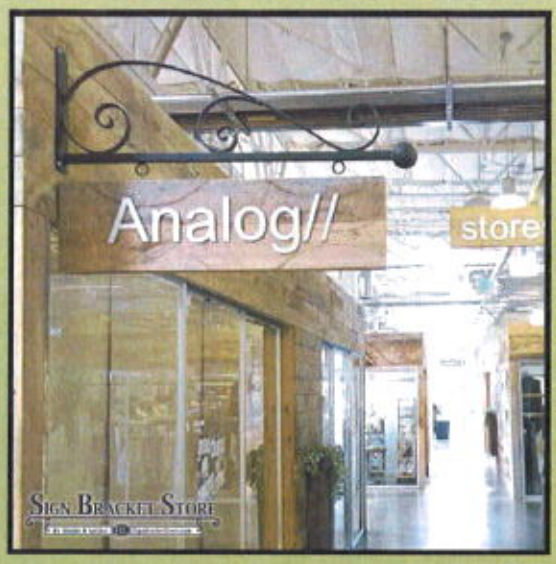


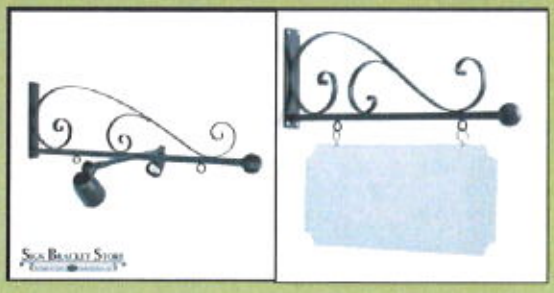
SIGNAGE DESIGN - TYPE SPECIFIC

Blade Sign

ALTERNATIVE "B"
Torino Elite hanging blade sign bracket with rectangle or square sign

SIGNAGE DESIGN - TYPE SPECIFIC





Alternative "B"

The Torino Elite Hanging Blade Sign Bracket is a sophisticated hanging bracket for a rectangular or scalloped sign. The arm has an attractive double scroll top, which is accented by the iron ball finial at the end. Sign bracket includes a 1-inch square tube steel arm, scroll and heavy-duty backplate (3" W x 16"H) with four holes drilled into the backplate. Finished with an all-weather black powder coating. This style also offers a light system incorporated in the bracket arm (see lower left image in side bar).

1. 30" Torino Elite Hanging Blade Sign Bracket (ring centers on bracket: 14"). Use on of the following sign type/sizes:
   - 22" x 12" Rectangle (scalloped edges) Sign, or
   - 26" x 13" Rectangle (square corners) Sign, or
   - 26" x 26" Square (square corners) Sign

2. 40" Torino Elite Hanging Blade Sign Bracket (ring centers on bracket: 22"). Use on of the following sign type/sizes:
   - 34" x 14" Rectangle (scalloped edges) Sign, or
   - 36" x 18" Rectangle (square corners) Sign

ALTERNATIVE "C"
Lower Scroll Twisted Arm blade sign bracket with oval or round sign (or Lyon Ceiling Mount with mission style sign)

Alternative "C.1"

The Lower Scroll Twisted Arm Blade Sign Bracket is made from a twisted steel shaft that is powder coated glossy black. This unique design accommodates ovals and cottage/mission sign shapes. Mounts to any wall (at least 3" wide) and has a back plate (3" W x 16"H) with four mounting holes pre-drilled. Maximum sign weight of ten (10) pounds is recommended for this bracket type. Below are three size options that may be used.

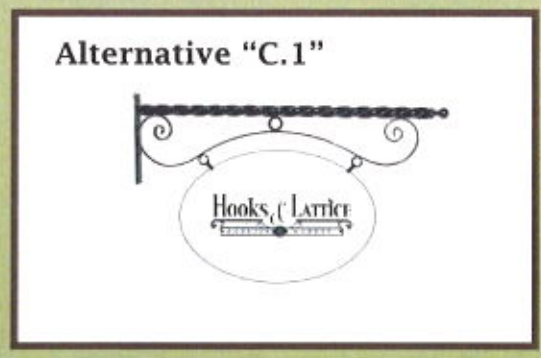
1. 29" Low Scroll Twisted Arm Blade Sign Bracket (ring centers on bracket: 14.5"). Use on of the following sign type/sizes:
   - 21" x 24" Cottage/Mission Style Sign
   - 22" x 14" Oval Sign, or
   - 26" Round Sign (Step Bullnose w/ 1" frame optional)

2. 47.5" Low Scroll Twisted Arm Blade Sign Bracket (ring centers on bracket: 23.5"). Use on of the following sign type/sizes:
   - 31" x 36" Cottage/ Mission Style Sign, or
   - 33" x 22" Oval Sign

Alternative "C.2"

The Lyon Ceiling Mount Sign Bracket is the perfect solution for hanging signs below a projecting structure. It can mount to any flat ceiling using a heavy duty 3" back plate, and has a black powder coat finish.

30" or 40" Sign Bracket (ring centers on bracket: 14" and 22", respectively). "Mission Style" sign shall be used with corresponding dimensions to fit the bracket width selected and shall not be more than 24" in height.



"Cottage Style"

"Mission Style"

SIGNAGE DESIGN - TYPE SPECIFIC

City of Sandusky/Downtown Design Review District
Application for Certificate of Appropriateness

Address of Property:

Property Owner Name:

Property Owner Address:

Property Owner Phone Number: (Phone): (FAX):

Have you reviewed the Downtown Sandusky Design Review Guidelines?

☐ Yes ☐ No

Is the building on the National Register of Historic Places?

☐ Yes ☐ No

Scope of project to include: (Please check appropriate items.)

___	Awnings/Shutters	___	Energy Conservation	___	Fences
___	Signage	___	Doors, Windows, Entrances	___	Siding
___	Roofing	___	Complete Façade Restoration		
___	Landscaping	___	Partial Façade Restoration		
___	Rear Access	___	Exterior Painting (Commercial)		
___	Parking Lot Layout	___	Other:_____		

Briefly explain the proposed work: (Attach extra sheets if necessary.)

City of Sandusky/Downtown Design Review District
Application for Certificate of Appropriateness, Page Two

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.

Estimated total cost/budget for proposed project:

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Design Review Board and agree to be subject to the Secretary of the Interior's Standards for the above described work in accordance with City ordinances.

Signed:_____ Date:_____

Property Owner

FOR OFFICE USE ONLY

Application Number:_____

Received By:_____ Date Received:_____

Date of Meeting:_____

Approved or Denied?:_____

Conditions of Approval or Reasons for Denial:

ITEM 6

CHAPTER 22 | SIGN ORDINANCE

New or altered Sections

22.01 Purpose and Applicability
22.02 Administration and Sign Permits
22.03 Maintenance and Repair
22.04 Prohibited Signs
22.05 Temporary Signs
22.06 Super Graphics (Murals)
22.07 Projecting Structures
22.08 General Sign Regulations
22.09 Specific Sign Regulations, per Zoning District
22.10 Sign Illumination
22.11 Abandoned Signs
22.12 Nonconforming Signs
22.13 Unlawful Signs
22.14 Penalties
22.15 Severability
22.16 Definitions

Section 22.01 Purpose and Applicability

New

A. **Purpose.** This chapter provides standards for on-site and off-site signs to safeguard life, health, property, safety, and public welfare, while encouraging creativity, variety and compatibility, and enhancement of the city's image. The provisions of this chapter are intended to:

1. Encourage creative and well-designed signs that contribute in a positive way to the city's visual environment, express local character, and help develop a distinctive image for the city.

2. Encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses, and the surrounding neighborhood. Signs should be compatible and integrated with the building's architectural design and with other signs on the property.

3. Recognize that signs are a necessary form of communication, and provide flexibility within the sign review and approval process to allow for unique circumstances and creativity.

New

B. **Applicability.**

1. *Sign Permits Required.* To ensure compliance with the regulations of this chapter, a sign permit shall be required in order to apply, erect, move, alter, reconstruct, or repair any permanent or temporary sign, except signs that are exempt from permits enumerated in Code sec. 22.05. See Code sec. 22.02 for sign permit application and processing requirements.

2. *Sign Standards.* The sign standards provided in this chapter are intended to apply to signs in each zoning district in the city. Only signs authorized by this chapter shall be allowed.

3. *New Zoning Districts.* If a new zoning district is created after the enactment of this chapter, the Zoning Administrator shall have the authority to make determinations as to the applicability of appropriate sign regulations in compliance with Chapter 19 until this chapter is amended to govern the new zoning district.

4. *Design Standards.* The city's Downtown Design Standards will be used in the evaluation of sign permit applications for properties zoned C-2 to ensure that signs are well designed, compatible with their surroundings, and do not detract from the overall visual quality of the downtown. The process of design standards review shall be dictated by Chapter 19.

5. *Nonconforming Signs.* Nonconforming signs are subject to the provisions of Chapter Chapter 19, in addition to this chapter.

6. *Definitions.* Definitions of specific types of signs and the other terms used in this chapter are located in Code sec. 22.16.

Section 22.02 Administration and Sign Permit Issuance

Same/ updated references

A. ***Permit Required.*** Except as provided in Code sec. 22.08 and Code sec. 22.09, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining an erection permit from the Building Inspector and making payment of the fee required by sec. 22.08. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Design Review Committee.

Same

B. ***Application for Erection Permit.*** Application for an erection permit shall be made upon a form provided by the Building Inspector and shall contain and have attached the following information:

1. Name, address and telephone number of the applicant.
2. Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.
3. Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.
4. One set of blueprints, ink drawings or scale drawings of the plans, specifications, copy and method of construction and attachment to the building or in the ground; and, location of proposed sign in relation to existing signs.
5. Name of the person erecting the structure; and, name of electrical contractor, if any.
6. Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.
7. Size and cost of sign or advertising structure.
8. Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.

Same

C. ***Electric Signs.*** Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.

D. ***Permit Issuance.***

1. Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days.

2. Examine the plans and specifications and the premises upon which the proposed structure shall be erected.

Same Renumbered

3. Refer the sign to the Design Review Committee per Article 3 Division 5 of the Zoning Code (Chapter 19).

4. Issue a permit if the proposed structure complies with the requirements of this ordinance and all other laws and ordinances of the City of Wisconsin Dells.

5. Every applicant shall pay to the Building Inspector a nonrefundable fee as established by resolution adopted pursuant to section 2.05 for each sign or other advertising structure regulated by this ordinance.

6. If the work authorized under an erection permit is not completed within ninety (90) days after the date of issuance, the permit shall become null and void; except, the building inspector may extend an erection permit for an additional one hundred twenty (120) days for good cause shown. An extension may be granted only if sought prior to expiration of the underlying permit.

E. ***Annual Inspection Fee.*** The Building Inspector shall inspect bi- annually, each sign or other advertising structure regulated by this ordinance for the purpose of ascertaining whether the structure is unsafe, in need of repair, not in conformance with the permit application, or otherwise in violation of the provisions of this ordinance. To meet the expense of such inspection, the permittee, or owner of the property on which the sign is located, shall pay to the City Treasurer a fee as established by resolution adopted pursuant to Code section 22.02(B) for each structure inspected. No inspection fee other than the application/permit fee as required in sec. 22.02(E) shall be charged during the calendar year in which the sign or other advertising structure is erected.

Same updated references

F. ***Appeals.***

Same renumbered

1. Within thirty (30) days after denial of a sign permit by the building inspector, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. sections. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239)

2. The board, upon appeal from a decision by the building inspector, may decide any question involving the interpretation of any provision of this ordinance.

3. The board may vary or adapt the strict application of any of the requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship that would deprive the owner of the reasonable use of the land or building involved, but in no other case. In granting any variance, the board shall prescribe any conditions that it deems to be necessary or desirable. However, no variance in the strict application of any provision of this ordinance shall be granted by the board unless it finds:

4. That there are special circumstances or conditions, fully described in the findings, applicable to the land or building for which the variance is sought, which circumstances or conditions are peculiar to such land or buildings and do not apply generally to land or buildings in the neighborhood, and that circumstances or conditions are such that the strict application of the provisions of this ordinance would deprive the applicant of the reasonable use of such land or building.

5. That, for reasons fully set forth in the findings, the granting of the variance is vicinity for the reasonable use of the land or building and that the variance as granted by the board is the minimum variance that will accomplish this purpose.

6. That the granting of the variance will be in harmony with the general purpose and intent of this ordinance and will not be injurious to the neighborhood or otherwise detrimental to the public welfare. In addition to considering the character and use of adjoining buildings and those in the vicinity, the board, in determining its finding, shall take into account the number of persons residing or working in such buildings or upon such land and traffic conditions in the vicinity.

This was formerly nested above

G. ***Prohibited Use.*** Except as specifically provided, no action by the board shall have the effect of permitting, in any district, uses prohibited in such district.

H. ***Revocation of Permit.*** The Building Inspector may revoke any permit where there has been a violation of the provisions of this ordinance or a misrepresentation of fact on the permit application.

I. ***Identification Tags.***

Same

1. Each sign or other advertising structure shall have affixed to it an identification tag which shall be issued by the building inspector at the time of permit issuance pursuant to Ordinance. section 22.02(D).

2. Within ninety (90) days following completion of the biennial sign inspection completed after the effective date of this ordinance, signs or other advertising structures erected prior to the effective date of this ordinance shall have identification tags affixed thereto. Said tags shall be provided by the building inspector upon receipt, for each sign or other advertising structure, of a completed sign identification form which shall contain the following information:

    a. Location of sign or other advertising structure.

    b. Name of sign owner.

    c. Name of owner of real estate upon which sign is located.

    d. Dimensions of sign.

    e. Type of sign pursuant to this ordinance.

    f. Cost to replace.

    g. Date of erection.

3. Each sign identification form filed pursuant to subsec. (2) shall be accompanied by a processing fee per sign face as established by resolution adopted pursuant to Code sec. 22.02(B).

4. Identification tags shall be attached at the bottom right corner of each sign face or at such other location as specified by the building inspector.

H. ***Exemptions.*** Signs subject to Code sec. 22.05.

Section 22.03 Maintenance and Repair

Formerly 22.22

A. ***Generally.*** Every sign, or other structure, including, but not limited to, those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, burned out lighting elements, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign. In addition, the premises on which the sign is erected shall be kept in a clean, sanitary and inoffensive condition, free and clear of all noxious substances. If the sign, or sign structure, is not timely modified to comply with the standards outlined in this section, the Building Inspector, or his authorized agent, may require its removal in accordance with Code sec. 22.13.

B. ***Notice and Cure.*** Any sign, or sign structure, wherever situated or placed, which is dangerous or which flakes, peels, flags, fades, deteriorates, or is unsightly in any other manner as determined by the City Building Inspector to be dangerous or unsightly in terms of its maintenance shall be repaired, reposted, repainted or restored as necessary within five (5) days of written notice given by the City Building Inspector to the owner. Notice shall be given by certified mail and the time for cure shall commence upon service. If a sign is not repaired, reposted, repainted or restored within the time specified, the provisions of Code sec. 22.13 and Code sec. 22.14 shall take effect.

C. ***Repairs.*** Repairs to and maintenance of signs and sign structures shall be completed within ninety (90) days of the day upon which the repairs or maintenance were commenced. For good cause shown, the building inspector may extend the completion deadline up to an additional 120 days. An application for extension must be in writing and must be received by the building inspector prior to the expiration of the underlying deadline. If repairs or maintenance are not timely completed, a fine pursuant to Wis. Dells sec. 22.14 may be imposed. In addition, the sign or sign structure shall be subject to the application provisions of Code sec. 22.02.

Section 22.04 Prohibited Signs Formerly 22.19

The following are expressly prohibited under this ordinance:

A. Any sign or structure that constitutes a hazard to public health or safety;

B. Any sign or advertising structure that is erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape, including sign of any kind attached to a stand pipe or fire escape.

C. Any sign that causes traffic hazards. No sign or other advertising structure shall:

1. obstruct free and clear vision at any street intersection;

2. any sign that interferes with, obstruct the view of or be confused with any authorized traffic sign, signal or device because of its position, shape or color; or

3. Makes use of the words "STOP", "LOOK", "DRIVE-IN", "DANGER" or any other word, phrase, symbol or character in a manner that interferes with, misleads or confuses traffic.

D. Any sign or other advertising structure that displays any matter in which the dominant theme of the materials taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.

E. Any vehicular signs with a total sign area ~~on any vehicle~~ in excess of ten (10) square feet are prohibited when the vehicle:

1. is parked for more than sixty (60) consecutive minutes within one hundred (100) feet of any street right of way;

2. is visible from the street right of way that the vehicle is within one hundred (100) feet of; or,

3. is not regularly used in the conduct of the business advertised on the vehicle. A vehicle used primarily for advertising, or for the purpose of providing transportation for owners or employees of the occupancy advertised on the vehicle, shall not be considered a vehicle used in the conduct of the business.

F. Any signs having a sign area of more than 300 square feet per facing.

G. Signs having more than two (2) faces visible at one time.

H. ~~portable or moveable signs, including~~ Captive or tethered balloons, banners or other similar **portable** devices**, excluding sandwich boards/"A"-frame and pedestal signs permitted in the C-2 district.**

I. Revolving signs. ~~except that outdoor advertising structures commonly known as 'tri-visions,' consisting of three sign faces arranged in a triangular pattern which revolve to alternately show the three faces are not prohibited, are permitted, if otherwise in compliance with the terms of this ordinance.~~

J. Any signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets.

K. Any signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist, or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics.

L. Any signs erected or maintained upon trees or utility poles, or painted or drawn upon rocks or other natural features.

M. Any interior signs visible from the public right-of-way which advertise or promote off-premises goods, services or businesses; and which feature a video display.

New section, previously prohibited

Section 22.05 Temporary Signs

New

Temporary signs may be used for promoting community and special events, grand openings for businesses, activities of nonprofit organizations, and for on-premise sign advertising an operating business until a permanent sign is approved by the Design Review Committee (DRC) and installed, per the following requirements: ~~The following signs are exempt from the permit requirement of this ordinance:~~

Copied over from section 22.12 Exemptions

A. Temporary real estate signs not exceeding sixteen (16) square feet in area which advertise the sale, rental or lease of the premises upon which the sign is located. Such signs shall be removed no later than seven (7) days following sale or rental of the subject property.

B. Temporary political signs concerning candidates for public office and ballot issues and not exceeding four (4) square feet in area. Such signs may be erected no earlier than sixty (60) days prior to an election or referendum and shall be removed no later than seven (7) days after the election or referendum.

C. Temporary signs advertising the date, time and location of a garage or yard sale and not exceeding four (4) square feet in area. Such signs shall be posted no more than three (3) days prior to and shall be removed one (1) day after the sale.

D. Public signs regulating vehicular or pedestrian traffic or designating or giving direction to streets, schools, hospital, historical sites or public facilities.

E. Flags of any government or governmental agency or any patriotic, religious, charitable, civic, education or fraternal organization not exceeding fifty (50) square feet in area; except that the Flag of the United States of America shall be exempt, whatever its size.

F. Temporary signs in conjunction with special events such as philanthropic campaign or church, circus, carnival or other community activity. Such signs shall not exceed forty (40) square feet in area, shall not be erected more than fourteen (14) days in advance of the event and shall be removed within three (3) days after the termination of the event; and shall not be erected without consent of the Common Council.

G. Temporary displays or decorations customarily associated with any national, state, local or religious holiday or celebration. Such signs shall be erected no more than forty-five (45) days before and removed no later than fourteen (14) days after the celebration.

H. Temporary signs identifying the architect, engineer, developer or contractor when placed upon construction sites and not exceeding sixty-four (64) square feet in area. Such signs shall not be erected prior to approval of a site plan and shall be removed no later than seven (7) days after completion of the project.

I. Memorial or commemorative plaques or tablets denoting a building name and/or date or erection or a location of historic significance and not exceeding four (4) square feet in area.

J. Signs or advertising structures associated with governmental, patriotic, religious, charitable, civic, educational, or like organizations or activities provided such sign or structure shall not exceed forty (40) square feet in area.

K. Signs that are not designed or located so as to be visible from any street adjoining property, or public way; except that signs that are designed or located so as to be visible from adjoining property shall not be exempt.

L. Signs or nameplates, at single or two-family dwellings not exceeding three (3) square feet indicating the name or address of occupants.

M. Signs erected and regulated as part of the Wisconsin Dells Parks & Recreation baseball outfield sign program.

N. "Open" for business flags installed and displayed in conjunction with Business Improvement District (BID) program and criteria.

O. The mandated posting of business name and address on the rear alleyway entrance to businesses along Broadway, with letters and number less than 6 inches high and no logo or other advertisement.

Added

P. Sandwich boards, "A" frame and Pedestal Signs in the C-2 District, following the downtown design standard and subject to review of the Design Review Committee (DRC).

Added

Q. Temporary Business Sign for an operating business for up to thirty (30) days after business opening, or until a sign permit has been obtained though the DRC review process, whichever comes first.

Added Section

Section 22.06 Super Graphics (Murals)

Super graphic (also known as murals) shall be allowed only with a conditional use permit per the requirements of this section. Any part of a super graphic incorporating letters, words or numbers will be treated as a sign and shall meet the requirements Code sec. 22.07 and Code sec. 22.08.

A. *Application.* An application for a Super Graphic shall be submitted to the Zoning Administrator and in addition to the information provided pursuant to Code sec. 22.02.

B. *Notice of Hearing and Hearing.* The Design Review Committee shall conduct a public hearing on the proposed Super Graphic. The procedure for the hearing shall be the same as the procedure followed for Conditional Use Permit and the fee shall be the same. The Design Review Committee shall make a recommendation to the Common Council who shall then approve or reject the proposed Super Graphic.

C. *Standard of Review.* The Design Review Committee and City Common Council may attach to its approval of a development application any conditions which in its judgment are necessary to carry out the purposes and intent of the standards listed below. In reviewing the application, the Design Review Committee and City Common Council shall determine whether or not the proposed Super Graphic does the following:

1. **harmonizes with the structure(s) on the parcel on which it is to be painted;**
2. **is compatible with the other signs or graphic designs on the premise;**
3. **is suitable and appropriate to the neighborhood;**
4. **is well-designed and pleasing in appearance;**
5. **does not constitute a nuisance to the occupants of adjacent or contiguous property as determined by the Zoning Administrator or the Design Review Committee.**

6. **does not constitute a traffic and safety hazard (i.e. it is not distracting, or is not considered indecent or otherwise offensive to public morals); and,**

7. **the gross display service area of the super graphic shall be propertional to the building or object it is placed on, but shall not be more than three hundred (300) sqaure feet in size.**

D. ***Maintenance.*** **The Design Review Committee may also require annual maintenance inspections of the design by the building inspector, and revoke any permit issued if a graphic design is not maintained. No development application for a super graphic permit shall be required to repaint any super graphic exactly as it previously existed, pursuant to a previously approved graphic design permit.**

E. ***Change of Ownership.*** **In the event of a sale of the property which includes the Super Graphic, the new owner shall file an addendum to the Super Graphic Plan agreeing to be bound by all of the terms and conditions required by the city in approving the Super Graphic Plan accommodation.**

Section 22.07 Projecting Structures formerly 22.26

A. Canopies are not permitted over the public right-of-way.

Copied from section 22.26 (3)

B. Design Standards.

1. Projecting structures may not be supported by columns or posts located in the public right-of-way.

2. Projecting structures shall be at least 10 feet above the public right-of-way

3. The underside of a canopy or marquee shall be finished and enclosed

4. Projecting structures may not extend more than six (6) feet over the public right-of-way.

5. Projecting structures shall be pitched from the supporting walls a minimum of one (1) inch per foot.

6. All projecting structures shall be designed, fastened and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign with a minimum safety factor of two.

7. No projecting structure shall have a height more than five (5) feet above the roof line of the supporting wall.

8. If a projecting structure interferes with the illumination of the sidewalk, alternate lighting must be provided.

22.26(4) C. *Signs On the Projecting Structures.*

1. Signs on projecting structures may contain only the name of the building or business and a logo; however, business with special needs to display information directly

related to the core activities of the business, such as theaters displaying show times may be granted approval by the BID Design Review Committee (DRC). Business would have to show that the information displayed would be directly related to their core business activity and not extraneous information such as a temporary sale, event or occurrence. Inherent in the granting of such a sign permit, any future display of signage deemed by the city not relative to core business activity would be required to be removed under penalty of revocation of said permit.

2. Signs on projecting structures shall be a minimum of 40 feet apart; except that, each building or business may have a sign on a projecting structure.

3. Projecting structures on corner lots shall be considered separate structures for the separation requirements of subsec. (B).

4. ~~There shall be no signage on the sides of projecting structures.~~

5. Signage on the face of a projecting structure shall be subject to approval by the ~~BID Committee~~ **Design Review Committee (DRC)** based on their sole discretion as to the aesthetics, size, and other characteristics of the signage. As a general guideline, the ~~BID Committee~~ **DRC** will look for signage that is no more than 24 inches in height and not less than 6 inches from the bottom of the face and lettering not be greater than 12 inches. The **DRC** ~~BID Committee~~ will also check that the signage does not hinder the view of adjacent businesses. The **DRC** ~~BID Committee~~ may condition the approval by requiring that no other signs, including a wall sign, be placed on the face of the building containing the same projecting structure.

6. Signage on a projecting structure shall not exceed 300 square feet.

Added

D. *Signs Under Projecting Structures.* Effective January 1, 2006 all signs under projecting structures shall comply with the provisions of this code section. Signs under projecting structures shall:

Section 22.26(5)

1. contain only the name of the building or business;

2. be at least seven feet six inches (7' 6") above the public right-of-way;

3. not project more than four feet six inches (4' 6") from the building which supports the structure;

4. only one sign shall be allowed for each building or business, except corner buildings shall be allowed one sign on each building face;

5. be mounted perpendicular to the face of the building or business.

6. be of a standardized form designated by the Business Improvement District; signs shall be three foot six inches (3'-6") in length and eight inches (8") in height; height of sign characters shall be a maximum of four inches (4"); characters shall be all upper case in "Gill Sans Mt Condensed" font; character color shall be GSP/ Scotchcal #197, Light Navy; sign face color shall be white; sign face material shall be 6 mm Alumalite; border material shall be wood, slotted to accommodate 6mm Alumalite; border colors shall be low luster latex paint, blue PMS# 281 on the flat surface, Terracotta PMS# 159 on the rounded edge; border dimension shall be 42"x 8" outside edge, 40" x 6" inside dimension; wall type mounting hardware shall be metal and black in color; canopy hanging type hardware may be rigid or chain type

condensed

E. *Inspection.* Projecting structures shall be inspected every two (2) years by the City Planner/ Zoning Administrator or by a person designated by the City Planner/Zoning Administrator to perform the inspection. Inspection fees shall be established by a resolution approved by the Common Council pursuant to Code Section 2.05.

F. *Nonconforming Structures.*

22.26(7)

1. Not later than July 1, 2002, the building inspector or an authorized agent shall survey the City of Wisconsin Dells and inventory all projecting structures. Upon determination that a projecting structure is nonconforming, the building inspector or authorized agent shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the projecting structure is located of the following:

    i. The nonconformity of the structure.

    ii. Whether the structure is eligible for characterization as a legal nonconforming structure or is unlawful.

2. Any projecting structure within the City of Wisconsin Dells on the effective date of the 2002 revision of the projecting structure ordinance is eligible for characterization as a legal nonconforming structure and is permitted provided

    i. The structure was covered by a proper permit prior to the 2002 revision; or,

    ii. If no permit was required under applicable ordinances for the structure and the structure was, in all respects, in compliance with applicable ordinances at the time the structure was erected and has since then been maintained in compliance with applicable ordinances of the City of Wisconsin Dells.

    iii. The provisions of Code sec. 22.12 shall apply to nonconforming projecting structures.

D. *Projecting Structure Approval.*

22.26(8)

1. This section shall govern the issuance of a permit to construct or erect a projecting structure.

2. Applications for permits to construct projecting structures shall be submitted pursuant to Code sec. 22.02.

3. The Building Inspector shall determine if the application is complete. Incomplete applications shall be returned to the applicant for resubmission.

4. Completed applications shall be referred to the Design Review Committee. The Design Review Committee shall review applications for projecting structures within 30 days of the day on which a completed application is submitted. The Design Review Committee shall approve or disapprove applications based upon design and construction criteria to be promulgated by the Design Review Committee.

5. Decisions of the Design Review Committee may be appealed to the Board of Appeals.

6. Projecting structures in the STH right-of-way are subject to WisDot approval. All projecting structures may be subject to other agency approvals.

E. *Declaration of Policy.* The erection of a projecting structure over the public right- of-way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting structures will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

New section

Section 22.08 General Sign Regulations

The regulations in this section apply to signs in all areas of the City with Code sec. 22.09 providing additional sign regulations per said property's designated zoning district. Any regulation shown stricter in Code sec. 22.08 shall take precedent.

A. ***Total Allowable Sign Area.*** **The total sign area shall not exceed the limits established in Code sec. 22.08 and Code sec. 22.09.**

1. *Permitted Sign Area Calculation.* **The sign area calculation includes the entire space within circles, triangles, or rectangles which enclose the extreme limits of lettering, logo, trademark or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.**

2. *Double Sided Signs.* **The sign area calculation of two-sided signs shall only include the display of one side provided both sides of the sign: 1) display the identical information; 2) physically connect at one point; and 3) run parallel to each other or have an angle of departure 45 degrees or less. If the above criteria has not been met, both sides of the sign shall be included in the permitted sign area calculation.**

Formerly 22.31

3. *Three dimensional and Multiple-Faced Signs.* **Where a sign consists of three or more sign faces, or one or more three-dimensional objects (i.e. balls, cubes, cluster of objects, sculptures, or statue like trademarks), the sign area shall be measured as the area of the smallest two-dimensional rectangle, circle or triangle within which the object(s) can be enclosed when viewed from a point where the largest area of the object(s) can be seen.**

B. ***Sign Design Requirements.***

1. *Sign Location.* **All signs shall be affixed, mounted, or otherwise installed in accordance with the building code adopted by the City of Wisconsin Dells. No sign shall be located in relation to a public street, right-of-way, sidewalk, or thoroughfare so as to create a traffic hazard by distracting motorists, obscuring traffic signs, or impairing drivers sight lines; nor create hazards by blocking doors, windows, or other openings which are necessary for safe emergency egress, adequate fire suppression, or police surveillance activities; nor create hazards to pedestrians by obscuring, disrupting, or otherwise interfering with the safe movement of pedestrians.**

2. *Sign Structure.* **A sign structure shall be limited to that portion of the structure that is only necessary for the support of the sign and shall be designed so as to adequately support the weight being imposed on the structure, including applicable wind loads. All other portions of the structure including sign roofs in the building setback area shall be considered as part of the sign display service area.**

3. *Vertical Clearance.* **No sign shall be less than eight (8) feet clear over any private drive or pedestrian walkway and no less than seven (7) feet clear above any covered walkway.**

22.29(

4. *Signs visible from Wisconsin River.* Off-premise signs located on property adjacent to the Wisconsin River are prohibited if they are intended to be visible from the River. On-premise signs intended to be visible from the Wisconsin River are permitted subject to review and approval by the ~~Business Improvement District (BID)~~ **Design Review Committee (DRC).** In evaluation such signs, the Committee may consider the following factors: location, size, colors, design and layout; and such other factors as are relevant to that sign. The ~~BID Committee~~ **DRC** is directed to consider appropriate aesthetic effects of the surrounding area.

C. ***Directional Signs.***

22.27(293)

1. *Height and Area Limitations.* Directional signs shall not exceed a height greater than four (4) feet above the level of the street upon which the sign faces, or above the adjoining ground level, if such ground level is above the street level. Directional signs shall not exceed six (6) square feet in area.

2. *Location.* Directional signs may be placed at the entrance of the subject business. The sign may be a single sign with two (2) faces of equal size; or, may be two (2) single-faced structures of equal size.

New

D. ***Legacy Signs.*** **An approved Legacy Sign, listed in the Legacy Sign Inventory, is exempted from standards in this ordinance addressing total allowable sign area, location and materials. Designation on the Legacy Sign Inventory requires Plan Commission (??) approval of an application that demonstrates each of the following:**

1. The sign was constructed prior to January 1, 1975.

2. The sign is exemplary of the technology, craftsmanship and/or design of the period when it was constructed

3. The design, materials, and means of illumination are not significantly altered from its original construction.

New

E. ***Monument Signs.***

1. *Height Limitations.* **Monument signs shall not exceed twenty (20) feet in height as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: that level of a building on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.**

2. *Area Limitations.* **Monument signs shall not exceed three hundred (300) square feet of area per face, or as defined in Section 22.09, whichever is stricter.**

F. ***Pole Signs.*** New (formerly 22.22)

1. *Height Limitations.* Pole signs shall not exceed forty-five (45) feet in height, **or as restricted in Section 22.09, whichever is stricter,** as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: the level of a building is on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.

2. *Area Limitations.* Pole signs shall not exceed three hundred (300) square feet of area per face**, or as defined in Section 22.09, whichever is stricter**.

3. No pole sign shall be placed upon a tree bank.

G. ***Projecting Signs.*** Formerly 22.25

1. *Area Limitations.* Projecting signs shall not exceed three hundred (300) square feet on each side**, or as defined in Section 22.09, whichever is stricter**.

2. *Location; Projection over Public Property.* Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches over the public way.

3. ~~V-Shaped or the like Signs Prohibited. V-shaped signs consisting of two single faced signs erected without a roof or ceiling are not permitted. Any sign of similar nature, consisting of multiple single faced signs connected without a roof or ceiling are not permitted.~~

4. *Height.* The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed**, or as defined in Section 22.08, whichever is stricter**.

5. *Content.* Projecting signs shall promote or relate only to on- premises goods, services or activities.

6. *Placement:* Projecting signs shall be a minimum of forty (40) feet apart; except that each building or business may have a projecting sign.

7. *Declaration of Policy.* The erection of a projecting sign over the public right-or-way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting signs will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

H. ***Roof Signs.*** Formerly 22.24

1. *Area Limitations.* No roof sign shall have a surface or facing exceeding three hundred (300) square feet.

2. *Height.* The highest point of a roof sign shall be no more than forty-five (45) feet above ground level.

I. ***Wall Signs.*** (22.23)

1. *Sign Quantity.* There may be one (1) on-premises and one (1) off-premises wall sign per premise face, **or as restricted in Section 22.09, whichever is stricter**.

Updated

2. *Area Limitations.* Total wall signage per premise face shall not exceed 300 square feet, **or as restricted in Section 22.09, whichever is stricter**.

3. *Projection setback line.* Wall signs attached to a wall at a height ten (10) feet or less above the sidewalk or ground shall not project more than two (2) inches. Wall signs attached to a wall at a height greater than ten feet shall not project more than eighteen (18) inches. Height. The highest point of a wall sign shall not be more than 10 feet above the roof line of the building upon which the wall sign is placed.

J. ***Wind Signs.*** (22.21)

1. *Exemption.* Wind signs which are less than 50 square feet in size are exempt from this Ordinance if such wind signs are blank or if such wind signs contain only a logo or graphic which logo or graphic shall not include any copy or printed words.

2. *Regulation.* Wind signs greater than 50 square feet in size or upon which there appears any copy or printed words shall be regulated as ground signs.

K. ***Window Signs.*** [Need Regulations]

Formerly 22.315

L. ~~***Unified***~~ **Multiple-tenant *Signs.*** Businesses located within a shopping center, commercial subdivision or distinct area of the city may joint together and request accommodations to the provisions of this ordinance to construct a ~~Unified~~ **Multiple-tenant** Sign identifying their businesses on a single sign structure.

1. *Application.* An application for a ~~Unified~~ **Multiple-tenant** Sign accommodation shall be submitted to the City Engineer and in addition to the information provided pursuant to Code sec. 22.02, shall be accompanied by a proposed ~~Unified~~ **Multiple-tenant** Sign plan identifying the businesses to be advertised and shall be accompanied by a proposed ~~Unified~~ **Multiple-tenant** Sign plan signed by the owners of said businesses or their representatives. Said plan should identify all businesses involved, a contact person, an written agreement between the owners of the businesses for sharing the cost of installation, maintenance and repair of the ~~Unified~~ **Multiple-tenant** Sign and an agreement to limit the number of on-premises signs for each business and to limit the size of any on-premises sign for each business to a maximum height of 6 feet above grade.

2. *Notice of Hearing and Hearing.* The ~~City Plan Commission~~ **Design Review Committee** shall conduct a public hearing on the proposed ~~Unified~~ **Multiple-tenant** Sign. The procedure for the hearing shall be the same as the procedure followed for Conditional Use Permit and the fee shall be the same.

3. ~~The City Plan Commission~~ **The Design Review Committee** shall make a recommendation to the Common Council who shall then approve or reject the proposed ~~Unified~~ **Multiple-tenant** Sign.

4. *Standard of Review.* The ~~City Plan Commission~~**Design Review Committee** and the Common Council shall review the application for a ~~Unified~~ **Multiple-tenant** Sign permit in order to determine whether or not the proposed ~~Unified~~ **Multiple-tenant** Sign identifies the businesses advertised with good taste and design and that the proposed signs are in harmony with its neighbors and does not unduly interfere with the existing on-premise signs. The ~~Unified~~ **Multiple-tenant** Sign should be located near or adjacent to the driveway or access road to the businesses advertised. It is the intent of the city that the number and size of signs be reduced. All businesses depicted on ~~Unified~~ **Multiple-tenant** Signs shall be restricted to one (1) free standing on-premises sign not exceeding 100 square feet in area nor 6 feet in height above grade. The city may impose such conditions on an accommodation approval as it deems necessary to make the findings required by this section or as it deems appropriate to protect the public health, safety and general welfare.

5. *Change of Ownership.* In the event of a sale of a business included in a ~~Unified~~ **Multiple-tenant** Sign, the Unified Sign Plan shall be changed to include the new owner who shall file an addendum to the ~~Unified~~ **Multiple-tenant** Sign Plan agreeing to be bound by all of the terms and conditions required by the city in approving the ~~Unified~~ **Multiple-tenant** Plan accommodation.

M. ***Variable Message Signs.***

1. *Regulations.* In addition to the regulations imposed by this chapter, variable message signs are subject to the following restrictions:

22.285

a. Variable Message Signs may be used only to advertise activities conducted on the property on which the signs are located or to present public service information.

b. No traveling message may travel at a rate slower than 16 light columns per second or faster than 32 columns per second.

c. No message may be displayed at intervals of less than 6 seconds.

d. No segmented or traveling message may last longer than 10 seconds.

e. Display areas may be illuminated only to a degree of brightness that is reasonably necessary for adequate visibility. The City Engineer or designee shall be responsible for determining compliance with this requirement. Signs found to be brighter than reasonably necessary shall be adjusted by the person owning or controlling the sign in accordance with the instructions of the City Engineer.

f. The brightness level of all messages must be uniform.

g. Intervals between messages must be black.

h. Flashing, intermittent or moving light or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.

i. Lights that are directed at any part of the highway or that interfere with or obscure an official traffic device, sign or signal are prohibited.

j. The maximum sign area shall be 300 square feet per facing.

k. The display area shall not exceed 50% of the total area of the sign.

2. Variable Message Signs are conditionally permitted in the commercial districts east of the Wisconsin River. The provisions of Wisconsin Dells Code Chapter 19, Article 4 Division 6 (19.370-19.39) shall apply to applications for such signs.

Section 22.09 Specific Sign Requirements, per Zoning District New Section

All signs shall comply with the standards of the applicable zoning district, in compliance with the provisions oulined within this section.

A. ***D-1 Conservancy and R-1 Residential (single-family) Zoning Districts***

1. **Permitted Signs.** The following signs or other advertising structures are permitted:

Moved from 22.29

a. Signs pertaining to the sale, on premises, of agricultural products from such premises, provided there shall be no more than one (1) sign per premises and the size of such sign shall not exceed thirty (30) square feet.

b. Temporary Signs, excluding Code sec. 22.05(M-Q).

c. For each multi-family dwelling or single family and two-family subdivision, there shall be permitted one identification sign not exceeding thirty-two (32) square feet in area located near the main entrance to the building or subdivision and indicating only the name of the building or subdivision and name of the owner, manager or developer thereof.

d. Signs pertaining to home occupations, professional offices, or any use permitted in the conservancy and residential districts; provided, there shall be no more than one (1) sign per premises having a maximum size of five (5) square feet, no such signs shall be illuminated. All signs erected hereunder shall be set back at least five (5) feet from any lot line.

Split / Added from 22.29(

E. ***R-2 Residential (single family & duplex), R-3 Residential (mixed), and R-9 Mobile Home Park Zoning Districts.***

1. **Permitted Signs.** The following signs or other advertising structures are permitted:

a. Signs pertaining to the sale, on premises, of agricultural products from such premises, provided there shall be no more than one (1) sign per premises and the size of such sign shall not exceed thirty (30) square feet.

b. Temporary Signs, excluding Code sec. 22.05(M-Q).

c. For each multi-family dwelling or single family and two-family subdivision, there shall be permitted one identification sign not exceeding thirty-two (32) square feet in area located near the main entrance to the building or subdivision and indicating only the name of the building or subdivision and name of the owner, manager or developer thereof.

d. Signs pertaining to home occupations, professional offices, or any use permitted in the conservancy and residential districts; provided, there shall be no more than one (1) sign per premises having a maximum size of five (5) square feet, no such signs shall be illuminated. All signs erected hereunder shall be set back at least five (5) feet from any lot line.

2. **Conditionally Approved Signs.** The following signs or other advertising structures are conditionally permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Wall signs; and Wind signs.

New E. ***C-2 Downtown Commercial Zoning District***

1. **Total Allowable Sign Area.** The total sign area permitted (i.e. all sign areas within a facade combined) shall not exceed five (5) square feet per one (1) lineal foot of business frontage with the minimum of 144 square feet and a maximum of 300 square feet allowed.

2. **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Projecting and Blade signs; Temporary signs; Wall signs; and, Window Signs. See Code sec. 22.09(E)3, Code sec. 22.09(E)4, and Table (E) for restrictions on these permitted signs.

3. **Off-Premise Signs.** Off-premise signs are prohibited, meaning content of signs is limited to the business, service, and activity available or conducted on the subject lot, except in the following condition.

    a. When a business or service does not have direct access to a public street, signs directing traffic to the subject business or service may be located off premises at the nearest point of access. Such signs are counted as part of the total allowable sign area.

4. **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(B)4 and Chapter 19.XX (a section must be added to the Zoning Ordinance regarding Design Standards and Certificate of Appropriateness).

Split Out F. ***R-5 Residential (multi-family), C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.***

1. **Permitted Signs.** The following signs or other advertising structures are permitted: Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, Window Signs.

2. **Pole Sign.**

    a. In the ***C-1 Neighborhood Commercial***, off-premise pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. On-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises

Table E: Downtown C-2 District Permitted Signage

Sign Type	Sign Description	Total Sign Area Restriction	Number of Signs Allowed	Maximum Area Per Sign	Maximum Sign Height
Total Sign Area Permitted	The total sign area permitted for each business shall be determined by multiplying the length of lineal business frontage	5 sq. ft. / 1 lineal ft. of business frontage with a minimum of 144 sq.ft. a maximum of 300 sq.ft.			
Monument Sign	Monument sign is a detached sign mounted or incorporated into a solid base, and shall be a self-supporting structure.	Included	1 per lot	60 sq.ft. (per sign face)	6 feet
Wall Sign	A sign attached to or erected against the wall of a building with the face parellel to the building wall	Included	1 sign per 50 feet of business frontage	60 sq.ft.	n.a.
Projecting Sign	A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.	Included: Count only one side, except faces with angles beyond 45 degrees count each sign face	1 sign per 50 feet of business frontage	50 sq.ft. (per sign face)	n.a.
Blade Sign	A special projecting sign attached to the building along the storefront frontage following one of three design alternatives provided by the City of Wisconsin Dells.	Excluded	1 sign per public entrance per business, except each blade sign shall be at minimum of 40 ft apart	See Downtown Design Standards for three options allowed	See Downtown Design Standards for three options allowed
Awning/Canopy/ Marquee Sign	A sign which is painted on, attached to, or supported by a projecting structure (i.e. awning, canopy or maruqee).	Included	n.a.	75% coverage of valance/flat profile; 50% coverage of awning roof	n.a.
Window Sign	A sign attached to, placed against, painted on, or placed within three (3) feet of a window or door of the building which is intended for viewing from the exterior.	Excluded	n.a.	25% coverage of each window/ door, excluding product display; 50% coverage of each window/ door, inclusive of product display	n.a.
Portable Sign	A sign not permanently attached to the ground or other permanent structure inlcuding sandwich boards, pedestal signs, and "A" frame signs	Excluded	1 per business that has obtained a food license	6 sq.ft. per sign face, including boarder and trim)	3 feet (sandwich board); 4 feet (pedestal sign)
Incidental Sign (no permit requried)	Secondary, informational signs such as commonly seen as menu boards, open signs, hours of operation sign	Excluded	3 per business frontage up to 10 sq.ft. total	4 sq.ft.	

or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code Chapter 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.

a. In the ***C-3 Highway Commercial***, on-premises pole signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk.

From Ground Sign Section 22.22

a. In the ***C-3 Highway Commercial***, off-premises pole signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 500 feet to any other ground sign, if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

a. In the ***C-4 Large Scale Commercial***, off-premises pole signs shall be not less than 100 feet from any other ground sign or sign structure on the same side of the street on which the pole sign or sign structure is situated. An on-premises pole sign may be nearer than 100 feet to any other ground sign if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

3. **Roof Sign.** (formerly 22.24)

a. In the ***C-1 Neighborhood Commercial*** and the ***C-3 Highway Commercial Districts***, off-premises roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated. On-premises roof sign may be nearer than 500 feet to any other roof sign if it is the only on-premises roof sign situated upon the premises or parcel upon which the business or commercial.

b. In the ***C-4 Large Scale Commercial District***, all roof signs shall be not less than 100 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated.

G. ***I-1 Industrial District***

22.30 Renumbered

1. **Permitted Signs.** The following signs or other advertising structures are permitted Directional signs; Marquee/Awning/Canopy Signs; Monument signs; Pole signs; Projecting and Blade signs; Roof signs; Temporary signs; Wall signs; Wind signs; and, **Window Signs**.

2. **Monument / Pole Sign.** One (1) pole or monument sign per premises identifying the industry or business situated thereon. Such sign shall not exceed one hundred (100) square feet, and shall be set back not less than ten (10) feet from any lot line.

3. **Wall Sign.** Wall signage identifying the industry or business not exceeding one hundred (100) total square feet.

Section 22.10 Sign Illumination New

In addition to complying with the provisions of this sign ordinance, all signs in which electrical wiring and connections are to be used shall be subject to the applicable provisions of City and state electrical codes. No person may erect a sign with exposed electrical wires.

A. ***Lighting Intensity.*** In no case shall the lighting intensity of any sign, whether resulting from internal or external illumination, exceed sixty (60) foot candles when measured with a standard light meter held perpendicular to the sign face at a distance of ten (10) inches.

B. ***Light Shielding.*** All sign lighting shall be designed, located, shielded or hooded so as to prevent the casting of direct light or glare upon adjacent roadways, surrounding properties or into the sky. The use of unshielded lighting, including exposed light bulbs hung or strung on poles, wires or any other type of support intended to illuminate a sign or other advertising device is prohibited.

C. ***Neon Illumination***. Neon signs or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the building's architectural character, and where the colors of such signs have been selected to harmonize with the building's exterior colors. Such lighting shall be subject to review and approval by the Design Review Committee.

D. ***Compatibility.*** Signs shall not have any bare light bulbs, shall not rotate or have any flashing lights, shall not resemble, imitate or approximate the shape, size, text, form or color of official railroad or official traffic signs, signals, or devices, and shall not obstruct or interfere with the effectiveness of said devices.

Section 22.11 Abandoned Signs

Formerly 22.33

A. A sign, other than a designated legacy sign, that advertises or otherwise identifies a business or activity that is no longer conducted on premises shall be removed by the owner or lessee of the premises within thirty (30) days of the close of business, or the cessation of the identified activity. This section does not require the removal of a designated legacy sign.

B. If the owner or lessee fails to remove the sign, the Building Inspector or his authorized agent shall give the owner a thirty (30) day written notice by certified mail to remove said sign. Upon failure to comply with the first notice, the Building Inspector shall, by certified mail, send a second notice giving the owner an additional forty-eight (48) hours to remove the sign. Upon failure to comply with the second notice, the City of Wisconsin Dells shall cause removal to be executed, the expenses of which shall become a lien against the property as provided in Wis. Stat. sec.66.60(15), on the property on which said sign is located as of the date of the removal of the sign and shall automatically be extended upon the current or next tax roll as a delinquent tax against the property. All proceedings related to the collection, return and sale of property for delinquent real estate taxes shall apply.

Formerly 22.34

Section 22.12 Non-Conforming Signs

A. ***Notification of Non-conformance.*** Not later than **[insert date]**, the Building Inspector or an authorized agent, shall survey the City of Wisconsin Dells and inventory all signs. Upon determination that a sign is non-conforming, the Building Inspector, or an authorized agent, shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the sign is located of the following:

1. The non-conformity of the sign.
2. Whether the sign is eligible for characterization as a legal non-conforming sign or is unlawful.

B. ***Signs Eligible for Characterization as Legal Non-conforming.*** Any sign located within the City of Wisconsin Dells on the effective date of the 2015 revision of the City Sign Ordinance is eligible for characterization as a legal non-conforming sign and is permitted, providing it also meets the following requirements:

1. The sign was covered by a proper sign permit prior to the date of adoption of this Chapter.
2. If no permit was required under applicable law for the sign in question and the sign was, in all respects, in compliance with applicable law at the time the sign was erected, and has since been maintained in compliance with the applicable ordinances of the City of Wisconsin Dells.

C. ***Loss of Legal Non-conforming Status.*** A sign loses its legal non- conforming status if one (1) or more of the following occurs:

1. The sign is structurally altered in any way, except for normal maintenance or repair, which tends to or makes the sign less in compliance with the requirements of this Chapter than it was before alteration.
2. Added **The sign suffers 50% or more damage or deterioration. In order to determine whether or not a sign has been damaged or has deteriorated by 50% or more, the costs of physically repairing the sign shall be compared to the costs of physically replacing the sign.** ~~The sign is damaged to such extent that the cost to repair or reconstruct said sign exceeds fifty (50%) percent of the assessed value of the sign.~~ Remove: ~~For the purpose of this subsection, the value of the sign shall be as determined by the City Assessor and as reflected on the City tax roll.~~
3. The sign is relocated.
4. The sign fails to conform to the Chapter regarding maintenance and repair, abandonment or dangerous or defective signs.
5. Added **If located on property that is sold, with the full ownership of the property being transferred, the nonconforming sign must be brought into conformance with the sign regulations of this article at the time of the transfer unless the business will continue to operate under the same name.**
6. Within thirty (30) days of occurrence of any of the above, the sign shall be brought in compliance with this Chapter with a new permit secured therefor or shall be removed at the owner's expense.

D. ***Legal Non-conforming Sign Maintenance and Repair.*** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign or the owner of the property in which the sign is located from the provisions of this Chapter regarding safety, maintenance and repair of signs.

Section 22.13 Unlawful Signs. Formerly 22.35

If the Building Inspector determines that any sign or advertising structure is prohibited by the provisions of this ordinance, the Building Inspector, or its designee, shall serve written notice to the sign owner, or its agent, at the sign location. If the prohibited sign is not removed or altered to comply with the provisions of this ordinance within 24 hours, the owner shall be issued citations pursuant to Code sec. 22.14. An owner shall be entitled to only one warning.

Section 22.14 Penalties Formerly 22.36

Any person violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be subject to a fine not exceeding One Hundred ($100) dollars and/or imprisonment not exceeding thirty (30) days. Each day such violation is committed, or permitted to continue, shall constitute a separate offense.

Section 22.15 Severability Formerly 22.37

If any provision of this ordinance, or the application thereof to any person or circumstances, shall be held invalid by any court of competent jurisdiction, such invalidity shall not affect the other provisions, or application thereof, of this ordinance which can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are hereby declared to be severable.

Section 22.16 Definitions Formerly under various Sections

A. ***Awning:*** an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.

B. ***Awning Sign:*** **A sign which is painted on, attached to, or supported by an awning.**

C. ***Blade Sign:*** **A special projecting sign attached to the building along the storefront frontage following one of three design alternatives provided by the City of Wisconsin Dells.**

D. ***Canopy:*** an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached and a ground mounting, by one or more stanchions. A canopy is comprised of a structure over which a covering is attached.

E. ***Canopy Sign:*** **A sign which is painted on, attached to, or supported by a canopy.**

F. ***Directional Sign:*** any sign which provides directions to motorists regarding the location of parking areas and access drives.

G. ***Erect:*** to build, construct, attach, hang, place, suspend, or affix, and shall also include the painting of signs.

H. ***Facing or Surface:*** the surface of the sign upon, against, or through which the message is displayed or illustrated on the sign.

I. ***Legacy Signs:*** **signs in existence since January 1, 1975 and approved for designation on the Legacy Sign Inventory.**

J. ***Illuminated Sign:*** any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.

K. ***Incidental Sign:*** **Secondary, informational signs such as menu boards, "open" signs, hours of operation signs.**

L. ***Informational Sign:*** any sign that provides information regarding the use or prohibited use of any area or room. These include restrooms, exit/entrance, office, heated pool, no parking, parking, loading dock.

M. ***Internal Signs:*** **any sign placed within three (3) feet of a storefront window or door intended for viewing from the exterior.**

N. ***Marquee:*** a permanent, roof-like structure projecting from a building at the entrance to the building with signage on the top or face of the structure.

O. ***Marquee Sign:*** **a sign which is painted on, attached to, or supported by a marquee.**

P. ***Monument Sign:*** **a detached , self supporting sign mounted or incorporated into a solid base.**

Q. ~~***Unified***~~ ***Multi-Tenant Sign:*** any sign applied for and erected for use by by multiple businesses owners within the same shopping center, commercial subdivision of distinct area of the city. ***Off-premises Sign:*** an advertising sign or structure that pertains to goods or services or any announcement whose subject is not available on the premises.

R. ***On-premises Sign:*** a sign or structure designed, used or intended to be used to advertise the principal purpose of the business, such as the major category of goods, materials, or services, sold or provided on the premises where the sign is located. On Premise does not include tickets sold for off-premise businesses.

S. ***Other Advertising Structure:*** any marquee, **canopy** or awning as further defined in this ordinance.

T. ***Permittee:*** a person receiving an erection permit pursuant to the provisions of this ordinance.

U. ***Person:*** any person, firm, partnership, association, corporation, company or organization of any kind.

V. ***Pole Sign:*** **any sign supported by uprights or braces placed in the ground and not attached to any building.**

W. ***Portable Sign:*** **a sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and "A" frame signs.**

X. ~~***Prohibited Sign:*** **any sign prohibited herein.**~~

Y. ***Projecting Sign:*** A sign attached to a building or other structure and extending more than eighteen (18) inches beyond the building plane.

Z. ***Projecting Structures:*** Awnings, retractible awnings, **canopies** and marquees.

AA. ***Temporary Sign:*** a sign, banner, pennant or other advertising display constructed of cardboard, wall board or other light materials, with or without frames, intended to be displayed for a limited period of time. Billboards or other changeable face or copy signs are not temporary signs.

AB. ***Three Dimensional Sign:*** A sign has a depth or relief on its surface greater than six (6) inches exclusive of the supporting sign structure, and not to include projecting wall signs.

AC. ***Retractable Awning:*** a cantilevered structure, entirely supported from a building, and constructed so that the awning cover and supporting frame retracts completely against the building, and in doing so, relieves the awning from wind, rain and snow ~~pressures, and/~~ loads ~~normally associated with extended fixed frame awnings or canopies~~.

AD. ***Roof Sign:*** any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

AE. ***Sign:*** any writing, pictorial representation, illustration, emblem, symbol, design or other figure of similar character which is a structure or a part thereof, or is attached to or in any manner represented on a building or other structure, and is placed out of doors in view of the general public and is used for purposes of advertisement, announcement, declaration, demonstration, display, identification or expression.

AF. ***Sign Area:*** **is the entire space within circules, trinagles or rectangles which enclosure the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display from the background against which it is placed.**

AG. ***Super Graphic:*** **A super graphic is a painted mural or scene that does not include letters, words or numbers.**

AH. ***Variable Message Sign:*** An outdoor advertising sign, display or device using LCD, LED or plasma displays or other similar technology for the displaying of moving images, static images animation or changing the message. The display area of a variable message sign consists of that portion of the overall sign displaying these electronic images. Variable message signs include but are not limited to Commercial Electronic Variable Message Signs (CEVMS), animated signs, dynamic displays and changeable copy signs.

AI. ***Wall Sign:*** **A sign attached to or erected against the wall of a building with the face parallel to the building wall.**

AJ. ***Wind Sign***: a sign consisting of one or more flags, pennants, ribbons, spinners, or streamers, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind.

AK. ***Window Sign:*** **a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.**

CHAPTER 22

SIGN ORDINANCE

22.01 Short Title
22.02 Purpose
22.03 Definitions
22.04 Permit Required
22.05 Application for Erection Permit
22.06 Electric Signs
22.07 Permit Issuance
22.08 Annual Inspection; Fee
22.09 Appeals
22.10 Revocation of Permit
22.11 Identification Tags
22.12 Exemptions
22.13 Permitted Signs
22.14 Obstructions to Doors, Windows or Fire Escapes
22.15 Traffic Hazards
22.16 Unsafe Signs
22.17 Obscene Signs
22.18 Vehicular Signs
22.19 Prohibited Signs
22.20 Permitted Signs, Generally
22.21 Wind Signs
22.22 Ground Signs
22.23 Wall Signs
22.24 Roof Signs
22.25 Projecting Signs
22.26 Awnings, Canopies and Marquees
22.27 Directional Signs
22.28 Informational Signs
22.285 Variable Message Signs
22.29 Signs in Conservancy and Residential Districts
22.291 Signs Visible from the Wisconsin River
22.30 Signs in Industrial District
22.31 Three-Dimensional Signs
22.315 Unified Signs
22.32 Maintenance and Repair
22.33 Abandoned Signs
22.34 Nonconforming Signs
22.35 Unlawful Signs
22.36 Penalties
22.37 Severability

22.01 Short Title. This ordinance shall hereafter be known and cited as the "Sign Ordinance."

22.02 Purpose. The purpose of this ordinance is to establish reasonable regulations for the design, construction, installation and maintenance of all exterior signs visible from a street, sidewalk, alley or other public way, in the City of Wisconsin Dells in order to:

(1) balance the right of individuals to identify their businesses and activities and convey their messages, and the right of the public to be protected against the unrestricted proliferation of signs;

(2) further the objectives of the comprehensive plan;

Restricted

(3) protect the public health, safety, and welfare;

(4) reduce traffic hazards;

(5) facilitate the creation of an attractive and harmonious community.

(6) protect property values;

(7) promote economic development; and,

(8) preserve the right of free speech exercised through the use of signs containing non-commercial messages.

Not included

22.03 Definitions. As used in this ordinance, unless the context otherwise indicates:

Sym:

(1) ~~"Sign" shall mean~~ any writing, pictorial representation, illustration, emblem, symbol, design or other figure of similar character which is a structure or a part thereof, or is attached to or in any manner represented on a building or other structure, and is placed out of doors in view of the general public and is used for purposes of advertisement, announcement, declaration, demonstration, display, identification or expression.

(2) "Illuminated Sign" ~~shall mean~~ any sign which has characters, letters, figures, designs or outlines illuminated externally by electric lights or internally by luminous tubes.

(3) "Facing" or "Surface" ~~shall mean~~ the surface of the sign upon, against, or through which the message is displayed or illustrated on the sign.

(4) "Other Advertising Structure" ~~shall mean~~ any marquee, canopy or awning as further defined in this ordinance.

(5) "Permittee" ~~shall mean~~ a person receiving an erection permit pursuant to the provisions of this ordinance.

(6) "Person" ~~shall mean~~ any person, firm, partnership, association, corporation, company or organization of any kind.

(7) "Portable Sign" ~~shall mean~~ a sign which is not permanently mounted to the ground of structure, and which is designed to be moved.

(8) "Erect" ~~shall mean~~ to build, construct, attach, hang, place, suspend, or affix, and shall also include the painting of signs.

(9) "Temporary Sign" ~~means~~ any sign, banner, pennant or other advertising display constructed of cardboard, wall board or other light materials, with or without frames, intended to be displayed for a limited period of time. Billboards or other changeable face or copy signs are not temporary signs.

(10) "Off premises Sign" ~~means~~ an advertising sign or structure that pertains to goods or services or any announcement whose subject is not available on the premises.

(11) "On premises Sign" ~~means~~ a sign or structure designed, used or intended to be used to advertise the principal purpose of the business, such as the major category of goods, materials, or services, sold or provided on the premises where the sign is located.

(12) "Sign Area" ~~means~~ the area of the largest single face of the sign within a rectangular perimeter which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section or module, all areas will be totaled. In the case of wall signs, the area of copy will be used.

(13) "Area of Copy" ~~means~~ the entire area within a single, rectangular perimeter that encloses the extreme limits of an advertising message, announcement or decoration of a wall sign.

GENERAL REGULATIONS

22.04 Permit Required. Except as provided in sec. 22.13, it shall be unlawful for any person to erect, relocate or structurally alter, within the City of Wisconsin Dells, any sign or other advertising structure as defined in this ordinance, without first obtaining

an erection permit from the Building Inspector and making payment of the fee required by sec. 22.08. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and its requisite permit fees. No permit is required for repair, repainting or maintenance which does not entail structural change; or, for change of copy, message, or face panel. Change of copy, message or face pane is subject to review by the Design Review Committee.

22.05 Application for Erection Permit. Application for an erection permit shall be made upon a form provided by the Building Inspector and shall contain and have attached the following information:

(1) Name, address and telephone number of the applicant.

(2) Location of building, structure, or real estate to which or upon which the sign or other advertising structure is to be attached or erected.

(3) Position of the sign or other advertising structure in relation to nearby buildings, structures, signs or other advertising structures.

(4) One set of blueprints, ink drawings or scale drawings of the plans, specifications, copy and method of construction and attachment to the building or in the ground; and, location of proposed sign in relation to existing signs.

(5) Name of the person erecting the structure; and, name of electrical contractor, if any.

(6) Written consent of the owner of the building, structure or land to which or on which the structure is to be erected.

(7) Size and cost of sign or advertising structure.

(8) Such other information as the Building Inspector shall require to show full compliance with this and all other laws and ordinances of the City.

22.06 Electric Signs. Any sign making use of electricity for illumination or motion shall be connected by a licensed electrical contractor.

22.07 Permit Issuance.

(1) Upon the filing of an application for an erection permit, the Building Inspector shall, not sooner than two (2) working days and not later than seven (7) working days:

(a) Examine the plans and specifications and the premises

upon which the proposed structure shall be erected.

(b) Refer the sign to the Design Review Committee per Article 3 Division 5 of the Zoning Code (Chapter 19).

(c) Issue a permit if the proposed structure complies with the requirements of this ordinance and all other laws and ordinances of the City of Wisconsin Dells.

(2) Every applicant shall pay to the Building Inspector a nonrefundable fee as established by resolution adopted pursuant to section 2.05 for each sign or other advertising structure regulated by this ordinance.

(3) If the work authorized under an erection permit is not completed within ninety (90) days after the date of issuance, the permit shall become null and void; except, the building inspector may extend an erection permit for an additional one hundred twenty (120) days for good cause shown. An extension may be granted only if sought prior to expiration of the underlying permit.

22.075 <u>C-2 Moratorium</u>

Removed

(1) The Building Inspector shall not accept, process or issue permits for new, expanded, or enlarged signs or other advertising structures in the C-2 District.

(2) This moratorium shall expire December 31, 2015 unless terminated sooner or extended.

(3) The purpose of this ordinance is to maintain the status quo pending the completion, report and recommendations of a downtown design review project.

(4) This ordinance does not apply to the normal repair and maintenance of signs or advertising structures.

22.08 <u>Annual Inspection; Fee</u>. The Building Inspector shall inspect bi-annually, each sign or other advertising structure regulated by this ordinance for the purpose of ascertaining whether the structure is unsafe, in need of repair, not in conformance with the permit application, or otherwise in violation of the provisions of this ordinance. To meet the expense of such inspection, the permittee, or owner of the property on which the sign is located, shall pay to the City Treasurer a fee as established by resolution adopted pursuant to section 2.05 for each structure inspected. No inspection fee other than the application/permit fee as required in sec. 22.08 shall be charged during the calendar year in which the sign or other advertising structure is erected.

22.09 Appeals.

(1) Within thirty (30) days after denial of a sign permit by the building inspector, an appeal or request for variance may be filed with the Board of Appeals pursuant to Ord. secs. 1.04(2) and Chapter 19 Article 3 Division 2 (19.220-19.239)

(2) The board, upon appeal from a decision by the building inspector, may decide any question involving the interpretation of any provision of this ordinance.

(3) The board may vary or adapt the strict application of any of the requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship that would deprive the owner of the reasonable use of the land or building involved, but in no other case. In granting any variance, the board shall prescribe any conditions that it deems to be necessary or desirable. However, no variance in the strict application of any provision of this ordinance shall be granted by the board unless it finds:

(a) That there are special circumstances or conditions, fully described in the findings, applicable to the land or building for which the variance is sought, which circumstances or conditions are peculiar to such land or buildings and do not apply generally to land or buildings in the neighborhood, and that circumstances or conditions are such that the strict application of the provisions of this ordinance would deprive the applicant of the reasonable use of such land or building.

(b) That, for reasons fully set forth in the findings, the granting of the variance is vicinity for the reasonable use of the land or building and that the variance as granted by the board is the minimum variance that will accomplish this purpose.

(c) That the granting of the variance will be in harmony with the general purpose and intent of this ordinance and will not be injurious to the neighborhood or otherwise detrimental to the public welfare. In addition to considering the character and use of adjoining buildings and those in the vicinity, the board, in determining its finding, shall take into account the number of persons residing or working in such buildings or upon such land and traffic conditions in the vicinity.

(4) Prohibited Use. Except as specifically provided, no action by the board shall have the effect of permitting, in any district, uses prohibited in such district.

22.10 Revocation of Permit. The Building Inspector may revoke any permit where there has been a violation of the provisions of this ordinance or a misrepresentation

of fact on the permit application.

22.11 Identification Tags.

(1) Each sign or other advertising structure shall have affixed to it an identification tag which shall be issued by the building inspector at the time of permit issuance pursuant to Ord. sec. 22.07.

(2) Within ninety (90) days following completion of the biennial sign inspection completed after the effective date of this ordinance, signs or other advertising structures erected prior to the effective date of this ordinance shall have identification tags affixed thereto. Said tags shall be provided by the building inspector upon receipt, for each sign or other advertising structure, of a completed sign identification form which shall contain the following information:

(a) Location of sign or other advertising structure.

(b) Name of sign owner.

(c) Name of owner of real estate upon which sign is located.

(d) Dimensions of sign.

(e) Type of sign pursuant to this ordinance.

(f) Cost to replace.

(g) Date of erection.

(3) Each sign identification form filed pursuant to subsec. (2) shall be accompanied by a processing fee per sign face as established by resolution adopted pursuant to section 2.05.

(4) Identification tags shall be attached at the bottom right corner of each sign face or at such other location as specified by the building inspector.

22.12 Exemptions. The following signs are exempt from the permit requirements of this ordinance:

(1) Temporary real estate signs not exceeding sixteen (16) square feet in area which advertise the sale, rental or lease of the premises upon which the sign is located. Such signs shall be removed no later than seven (7) days following sale or rental of the subject property.

These were removed from this section and placed in new ordinance Section 22.05

See note on page 7

(2) Temporary political signs concerning candidates for public office and ballot issues and not exceeding four (4) square feet in area. Such signs may be erected no earlier than sixty (60) days prior to an election or referendum and shall be removed no later than seven (7) days after the election or referendum.

(3) Temporary signs advertising the date, time and location of a garage or yard sale and not exceeding four (4) square feet in area. Such signs shall be posted no more than three (3) days prior to and shall be removed one (1) day after the sale.

(4) Public signs regulating vehicular or pedestrian traffic or designating or giving direction to streets, schools, hospital, historical sites or public facilities.

(5) Flags of any government or governmental agency or any patriotic, religious, charitable, civic, education or fraternal organization not exceeding fifty (50) square feet in area; except that the Flag of the United States of America shall be exempt, whatever its size.

(6) Temporary signs in conjunction with special events such as philanthropic campaign or church, circus, carnival or other community activity. Such signs shall not exceed forty (40) square feet in area, shall not be erected more than fourteen (14) days in advance of the event and shall be removed within three (3) days after the termination of the event; and shall not be erected without consent of the Common Council.

(7) Temporary displays or decorations customarily associated with any national, state, local or religious holiday or celebration. Such signs shall be erected no more than forty-five (45) days before and removed no later than fourteen (14) days after the celebration.

(8) Temporary signs identifying the architect, engineer, developer or contractor when placed upon construction sites and not exceeding sixty-four (64) square feet in area. Such signs shall not be erected prior to approval of a site plan and shall be removed no later than seven (7) days after completion of the project.

(9) Memorial or commemorative plaques or tablets denoting a building name and/or date or erection or a location of historic significance and not exceeding four (4) square feet in area.

(10) Signs or advertising structures associated with governmental, patriotic, religious, charitable, civic, educational, or like organizations or activities provided such sign or structure shall not exceed forty (40) square feet in area.

(11) Signs that are not designed or located so as to be visible from any

street adjoining property, or public way; except that signs that are designed or located so as to be visible from adjoining property shall not be exempt.

(12) Signs or nameplates, at single or two-family dwellings not exceeding three (3) square feet indicating the name or address of occupants.

See note on page 7

(13) Signs erected and regulated as part of the Wisconsin Dells Parks & Recreation baseball outfield sign program.

(14) "Open" for business flags installed and displayed in conjunction with Business Improvement District (BID) program and criteria.

(15) The mandated posting of business name and address on the rear alleyway entrance to businesses along Broadway, with letters and number less than 6 inches high and no logo or other advertisement.

Section reordered numbering

PROHIBITED SIGNS

Reworded

22.13 <u>Permitted Signs</u>. Except as provided in sec. 22.12, no sign or other advertising structure shall be erected or maintained in violation of the permit requirements of sec. 22.04.

Title removed

reworded

22.14 <u>Obstructions to Doors, Windows or Fire Escapes</u>. No sign or other advertising structure shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a stand pipe or fire escape.

removed

22.15 <u>Traffic Hazards</u>. No sign or other advertising structure shall:

(1) Obstruct free and clear vision at any street intersection.

(2) Interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device because of its position, shape or color.

(3) Make use of the words "STOP", "LOOK", "DRIVE-IN", "DANGER" or any other word, phrase, symbol or character in a manner that interferes with, misleads or confuses traffic.

22.16 <u>Unsafe Signs</u>. No sign or other advertising structure shall constitute a hazard to safety or health by reason of inadequate design, construction, repair or maintenance.

Removed title

22.17 Obscene Signs. No sign or other advertising structure shall display any matter in which the dominant theme of the materials taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.

Removed title

22.18 Vehicular Signs. Vehicle signs with a total sign area on any vehicle in excess of ten (10) square feet are prohibited when the vehicle:

(1) is parked for more than sixty consecutive minutes within one hundred (100) feet of any street right of way;

(2) is visible from the street right of way that the vehicle is within one hundred (100) feet of; and,

(3) is not regularly used in the conduct of the business advertised on the vehicle. A vehicle used primarily for advertising, or for the purpose of providing transportation for owners or employees of the occupancy advertised on the vehicle, shall not be considered a vehicle used in the conduct of the business.

Removed title

22.19 Prohibited Signs. Except as provided herein, the following signs are prohibited:

(1) Signs having a sign area of more than 300 square feet per facing.

(2) Signs having more than two (2) faces visible at one time.

~~(3) Portable or moveable signs, including captive or tethered balloons, banners or other similar device.~~ Removed

~~(4) Temporary signs.~~ Removed

Edited (5) Revolving signs; except that outdoor advertising structures commonly known as 'tri-visions,' consisting of three sign faces arranged in a triangular pattern which revolve to alternately show the three faces are not prohibited, are permitted, if otherwise in compliance with the terms of this ordinance.

✓ (6) Signs that obstruct the vision of pedestrians, cyclists, or motorists traveling on or entering public streets.

(7) Signs that are of such intensity or brilliance as to cause glare or impair the vision of any motorist, cyclist, or pedestrian using or entering a public way, or that are a hazard or a nuisance to occupants of any property because of glare or other characteristics.

(8) Signs erected or maintained upon trees or utility poles, or painted or drawn upon rocks or other natural features.

(9) Interior signs visible from the public right-of-way which advertise or promote off-premises goods, services or businesses; and which feature a video display.

PERMITTED SIGNS

22.20 Permitted Signs, Generally.

(1) The following signs or other advertising structures are permitted in the C-2 Downtown Commercial, C-3 Highway Commercial, C-4 Large Scale Commercial, C-1 Neighborhood Commercial, R-5 Residential, M-1 Mixed Use, and I-1 Industrial Zoning, A-1 Agriculture-limited, and A-2 Agriculture Districts:

Wind signs, ground signs, wall signs, roof signs, projecting signs, temporary signs, marquees, awnings, canopies, and directional signs; and, those signs permitted pursuant to Code sec. 22.30. These signs are conditional permitted in the R-2, R-3 and R-9 Zoning District.

(2) Location. Except as provided in this chapter, no signs shall be permitted in the following zoning districts: D-1 Conservancy and R1 Residential.

Now 22.080

22.21 Wind Signs

(1) Definition. "Wind Sign" shall mean signs commonly referred to as wind signs, consisting of one or more flags, pennants, ribbons, spinners, or streamers, or other objects or material fastened in such a manner as to move upon being subjected to pressure by wind. Moved

(2) Exception. Wind signs which are less than 50 square feet in size are exempt from this Ordinance if such wind signs are blank or if such wind signs contain only a logo or graphic which logo or graphic shall not include any copy or printed words.

(3) Regulation. Wind signs greater than 50 square feet in size or upon which there appears any copy or printed words shall be regulated as ground signs.

22.22 **Ground Signs.** Split into Poles & Monument

(1) Definition. "Ground Sign" as regulated by this ordinance means any sign supported by uprights or braces placed upon the ground and not attached to any building. Moved.

(2) Height Limitations. Ground signs shall not exceed forty-five (45) feet in height as measured from the point on the site at which the base of the ground floor of a building thereon would be located. For the purpose of this subsection, "ground floor" is defined as follows: that level of a building on a sloping or multilevel site which has its floor line at or not more than 3 feet above exit discharged grade for at least one-half of the required exit discharges.

(3) Area Limitations. Ground signs shall not exceed three hundred (300) square feet of area per face.

(4) Location/Spacing.

Moved to by District section

(a) In the C-2 Downtown Commercial and C-3 Highway Commercial, on-premises ground signs may project over a sidewalk but such sign shall not project more than 4 feet, 6 inches over a sidewalk and such signs shall be at least 10 feet above a sidewalk.

(b) No ground sign may be placed upon a tree bank.

(c) In the C-4 Large Scale Commercial, all ground signs shall be not less than 100 feet from any other ground sign or sign structure on the same side of the street on which the ground sign or sign structure is situated.

(d) In the C-2 Downtown Commercial and C-3 Highway Commercial, and C-1 Neighborhood Commercial, all ground signs shall not be less than 500 feet from any other sign or sign structure on the same side of the street on which the ground sign or sign structure is situated.

(e) An on-premises ground sign may be nearer than 500 feet to any other ground sign, if it is situated in the C-2 Downtown Commercial and C-3 Highway Commercial, and if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

(f) An on-premises sign may be nearer than 500 feet to any other ground sign, if it is situated in the C-1 Neighborhood Commercial; if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated; and, if said sign has been conditionally approved pursuant to Code Chapter 19 Article 4 Division 6 (19.370-19.389). Such signs shall not exceed 50 square feet. Additional conditions may also be imposed.

(g) An on-premises ground sign may be nearer than 100 feet to any other ground sign if it is situated in the C-4 Large Scale Commercial; if it is the only on-premises ground sign situated upon the premises or parcel upon which the business or commercial activity is situated; and, if the business is located in a stand-alone building.

22.23 Wall Signs.

Move to definitions

(1) Definition. "Wall Sign" as regulated by this ordinance means all flat signs of solid face construction which are placed against a building or other structure and attached to the exterior front, rear, or side wall or marquee of any building or other structure.

(2) Area. There may be one on-premises and one off-premises wall sign per premise face. Total wall signage per premise face shall not exceed 300 square feet.

(3) Projection Setback Line.

(a) Wall signs attached to a wall at a height ten (10) feet or less above the sidewalk or ground shall not project more than two (2) inches.

(b) Wall signs attached to a wall at a height greater than ten (10) feet shall not project more than eighteen (18) inches.

(4) Height. The highest point of a wall sign shall not be more than 10 feet above the roof line of the building upon which the wall sign is placed.

22.24 Roof Signs.

Moved

(1) Definition. "Roof Sign" as regulated by this ordinance means any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

(2) Height and Area Limitations. No roof sign shall have a surface or facing exceeding three hundred (300) square feet, nor have its highest point extended more than forty-five (45) feet above ground level.

(3) Spacing.

(a) In the C-4 Large Scale Commercial District, all roof signs shall be not less than 100 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated.

(b) In the C-2 Downtown Commercial and C-3 Highway Commercial, and the C-1 Neighborhood Commercial, all roof signs shall not be less than 500 feet from any other roof sign or sign structure on the same side of the street upon which the roof sign or sign structure is situated.

(c) An on-premises roof sign may be nearer than 500 feet to any other roof sign if it is situated in the C-2 Downtown Commercial and C-3 Highway Commercial, and the C-1 Neighborhood Commercial, and, if it is the only on-premises roof sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated.

New 22.28(6)

22.25 Projecting Signs.

(1) Definition: "Projecting Sign" as regulated by this ordinance means any sign with a maximum of 2 faces and no open space between faces, which is attached to a building or other structure and extends 18 inches or more beyond the line of the building or structure or beyond the surface of that portion of the building or structure to which it is attached. A three dimensional sign would be considered 2 faces with a total area as determined per sec. 22.31.

(2) Area Limitations. Projecting signs shall not exceed three hundred (300) square feet on each side.

(3) Location; Projection over Public Property. Every projecting sign shall be placed at least ten (10) feet above the public sidewalk over which it is erected. No projecting sign shall project more than four (4) feet, six (6) inches over the public way.

(4) V-Shaped or the like Signs Prohibited. V-shaped signs consisting of two single faced signs erected without a roof or ceiling are not permitted. Any sign of similar nature, consisting of multiple single faced signs connected without a roof or

ceiling are not permitted.

(5) Height. The highest point of a projecting sign shall be no more than ten (10) feet above the roof line of the building upon which the projecting sign is placed.

(6) Content. Projecting signs shall promote or relate only to on-premises goods, services or activities.

(7) Projecting signs shall be a minimum of 40 feet apart; except that each building or business may have a projecting sign.

(8) Declaration of Policy. The erection of a projecting sign over the public right-or-way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting signs will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

New 22.07

22.26 Awnings, Canopies and Marquees.

(1) Definitions.

(a) Awning. An awning is an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.

(b) Canopy. A canopy is an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions. A canopy is comprised of a structure over which a covering is attached.

(c) Face. That part of a projecting structure which is over the public right-of-way facing the street.

(d) Marquee. A permanent, roof-like structure projecting from a building at the entrance to the building with signage on the top or face of the structure.

(e) Retractable Awning. A retractable awning is a cantilevered structure, entirely supported from a building, and constructed so that the awning cover and supporting frame retracts completely against the building, and in doing so, relieves the awning from wind, rain and snow pressures, and/loads normally associated with extended fixed frame awnings or

canopies.

(f) Projecting Structures. Awnings, retractable awnings and marquees.

(2) Canopies. Canopies are not permitted over the public right-of-way.

(3) Design Standards.

(a) Projecting structures may not be supported by columns or posts located in the public right-of-way.

(b) Projecting structures shall be at least 10 feet above the public right-of-way.

(c) The underside of a canopy or marquee shall be finished and enclosed.

(d) Projecting structures may not extend more than six (6) feet over the public right-of-way.

(e) Projecting structures shall be pitched from the supporting walls a minimum of one (1) inch per foot.

(f) All projecting structures shall be designed, fastened and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area and shall be constructed, attached, fastened or anchored to adequately support the dead load and any anticipated live loads (i.e., ice, snow) of the sign with a minimum safety factor of two.

(g) No projecting structure shall have a height more than five (5) feet above the roof line of the supporting wall.

(h) If a projecting structure interferes with the illumination of the sidewalk, alternate lighting must be provided.

(4) Signs On the Projecting Structures.

(a) Signs on projecting structures may contain only the name of the building or business and a logo; however, business with special needs to display information directly related to the core activities of the business, such as theaters displaying show times may be granted approval by the BID. Business would have to show that the information displayed would be directly related to their core business activity and not extraneous information such as a temporary sale, event or occurrence. Inherent in the granting of such a sign permit, any future display of signage deemed by the city not relative to core business activity would be required to be removed

under penalty of revocation of said permit.

(b) Signs on projecting structures shall be a minimum of 40 feet apart; except that, each building or business may have a sign on a projecting structure.

Copied over

(c) Projecting structures on corner lots shall be considered separate structures for the separation requirements of subsec. (b).

(d) There shall be no signage on the sides of projecting structures.

(e) Signage on the face of a projecting structure shall be subject to approval by the BID Committee based on their sole discretion as to the aesthetics, size, and other characteristics of the signage. As a general guideline, the BID Committee will look for signage that is no more than 24 inches in height and not less than 6 inches from the bottom of the face and lettering not be greater than 12 inches. The BID Committee will also check that the signage does not hinder the view of adjacent businesses. The BID Committee may condition the approval by requiring that no other signs, including a wall sign, be placed on the face of the building containing the same projecting structure.

(f) Signage on a projecting structure shall not exceed 300 square feet.

(5) Signs Under Projecting Structures.

(a) Signs under projecting structures shall:

Copied

1. contain only the name of the building or business;
2. be at least seven feet six inches (7' 6") above the public right-of-way;
3. not project more than four feet six inches (4' 6") from the building which supports the structure;
4. only one sign shall be allowed for each building or business, except corner buildings shall be allowed one sign on each building face;
5. be of a standardized form designated by the Business Improvement District;
   - (i) signs shall be three foot six inches (3' 6") in length and eight inches (8") in height;
   - (ii) height of sign characters shall be a maximum of four inches (4");
   - (iii) characters shall be all upper case in "Gill Sans Mt Condensed" font;
   - (iv) character color shall be GSP/Scotchcal #197, Light Navy;
   - (v) sign face color shall be white;
   - (vi) sign face material shall be 6 mm Alumalite;
   - (vii) border material shall be wood, slotted to accommodate 6mm Alumalite;

(viii) border colors shall be low luster latex paint, blue PMS# 281 on the flat surface, Terracotta PMS# 159 on the rounded edge;

(ix) border dimension shall be 42"x8" outside edge, 40"x6" inside dimension;

(x) wall type mounting hardware shall be metal and black in color;

(xi) canopy hanging type hardware may be rigid or chain type

6. be mounted perpendicular to the face of the building or business.

(b) Effective January 1, 2006 all signs under projecting structures shall comply with the provisions of this code section.

(6) Inspection. Projecting structures shall be inspected every two (2) years by the City Planner/Zoning Administrator or by a person designated by the City Planner/Zoning Administrator to perform the inspection. Inspection fees shall be established by a resolution approved by the Common Council pursuant to Code sec. 2.05.

Now 22.12 Reworked

(7) Nonconforming Structures.

(a) Not later than July 1, 2002, the building inspector or an authorized agent shall survey the City of Wisconsin Dells and inventory all projecting structures. Upon determination that a projecting structure is nonconforming, the building inspector or authorized agent shall use reasonable efforts to so notify, in writing, the user or owner of the property on which the projecting structure is located of the following:

1. The nonconformity of the structure.

2. Whether the structure is eligible for characterization as a legal nonconforming structure or is unlawful.

(b) Any projecting structure within the City of Wisconsin Dells on the effective date of the 2002 revision of the projecting structure ordinance is eligible for characterization as a legal nonconforming structure and is permitted provided it also meets the following requirements:

1. The structure was covered by a proper permit prior to the 2002 revision; or,

2. If no permit was required under applicable ordinances for the structure and the structure was, in all respects, in compliance with applicable ordinances at the time the structure was erected and has since then been maintained in compliance with applicable

ordinances of the City of Wisconsin Dells.

(c) The provisions of Code sec. 22.34(3) and (4) shall apply to nonconforming projecting structures.

(8) Projecting Structure Approval.

New (22.07(D))

(a) This section shall govern the issuance of a permit to construct or erect a projecting structure.

(b) Applications for permits to construct projecting structures shall be submitted pursuant to Code sec. 22.05.

(c) The Building Inspector shall determine if the application is complete. Incomplete applications shall be returned to the applicant for resubmission.

(d) Completed applications shall be referred to the Design Review Committee. The Design Review Committee shall review applications for projecting structures within 30 days of the day on which a completed application is submitted. The Design Review Committee shall approve or disapprove applications based upon design and construction criteria to be promulgated by the Design Review Committee.

(e) Decisions of the Design Review Committee may be appealed to the Board of Appeals.

(f) Projecting structures in the STH right-of-way are subject to WisDot approval. All projecting structures may be subject to other agency approvals.

(9) Declaration of Policy. The erection of a projecting structure over the public right-of-way is declared to be a privilege granted by the City of Wisconsin Dells. There is no guarantee that all applications for projecting structures will be approved or that all designs will be permitted. Applications will be considered on a case by case basis and evaluated on their contribution to downtown Wisconsin Dells.

22.27 Directional Signs.

moved to definitions (1) Definition. "Directional signs" as regulated by this ordinance means any sign, which provides directions to motorists regarding the location of parking areas and access drives.

copied

(2) Height and Area Limitations. Directional signs shall not exceed a height greater than four (4) feet above the level of the street upon which the sign faces, or above the adjoining ground level, if such ground level is above the street level. Directional signs shall not exceed six (6) square feet in area.

(3) Location. Directional signs may be placed at the entrance of the subject business. The sign may be a single sign with two (2) faces of equal size; or, may be two (2) single-faced structures of equal size.

Moved to 22.25 and reworded.

22.28 Informational Signs

(a) No Permit Required. Informational signs, visible from the public right-of-way shall not require a permit.

(b) Size and Number. Informational signs shall not exceed two (2) square feet in size; shall not have lettering that exceeds six (6) inches; and shall not contain an advertising message or logo. no premises shall have more than three (3) informational signs visible from the public right-of-way.

(c) Examples. Without limitation, the following are types of "informational signs":

restroom, exit/entrance, office, heated pool, no parking, parking, loading dock

22.285 Variable Message Sign

Moved to definitions

(1) Definition. Variable Message Sign. An outdoor advertising sign, display or device using LCD, LED or plasma displays or other similar technology for the displaying of moving images, static images animation or changing the message. The display area of a variable message sign consists of that portion of the overall sign displaying these electronic images. Variable message signs include but are not limited to Commercial Electronic Variable Message Signs (CEVMS), animated signs, dynamic displays and changeable copy signs.

(2) Regulations. Variable Message Signs. In addition to the regulations imposed by this chapter, variable message signs are subject to the following restrictions:

copied

(a) Variable Message Signs may be used only to advertise activities conducted on the property on which the signs are located or to present public service information.

(b) No traveling message may travel at a rate slower than 16 light columns per second or faster than 32 columns per second.

(c) No message may be displayed at intervals of less than 6 seconds.

(d) No segmented or traveling message may last longer than 10 seconds.

(e) Display areas may be illuminated only to a degree of brightness that is reasonably necessary for adequate visibility. The City Engineer or designee shall be responsible for determining compliance with this requirement. Signs found to be brighter than reasonably necessary shall be adjusted by the person owning or controlling the sign in accordance with the instructions of the City Engineer.

(f) The brightness level of all messages must be uniform.

(g) Intervals between messages must be black.

(h) Flashing, intermittent or moving light or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.

(i) Lights that are directed at any part of the highway or that interfere with or obscure an official traffic device, sign or signal are prohibited.

(j) The maximum sign area shall be 300 square feet per facing.

(k) The display area shall not exceed 50% of the total area of the sign.

(3) Variable Message Signs are conditionally permitted in the commercial districts east of the Wisconsin River. The provisions of Wisconsin Dells Code Chapter 19, Article 4 Division 6 (19.370-19.39) shall apply to applications for such signs.

Now 22.09(4)

22.29 ~~Signs in~~ Conservancy and Residential Districts. The following signs are permitted in the conservancy and residential districts:

(1) Signs pertaining to the sale, on premises, of agricultural products from such premises, provided there shall be no more than one (1) sign per premises and the size of such sign shall not exceed thirty (30) square feet.

Updated references

(2) Those signs described at sec. 22.12(1), (2), (3), (4), (5), (7), (8), (9), (10), and (12).

(3) For each multi-family dwelling or single family and two-family

subdivision, there shall be permitted one identification sign not exceeding thirty-two (32) square feet in area located near the main entrance to the building or subdivision and indicating only the name of the building or subdivision and name of the owner, manager or developer thereof.

(4) Signs pertaining to home occupations, professional offices, or any use permitted in the conservancy and residential districts; provided, there shall be no more than one (1) sign per premises having a maximum size of five (5) square feet, no such signs shall be illuminated. All signs erected hereunder shall be set back at least five (5) feet from any lot line.

Moved to 22.08(B)(4)

22.291 <u>Signs visible from Wisconsin River</u>.

(1) Off-premise signs located on property adjacent to the Wisconsin River are prohibited if they are intended to be visible from the River.

(2) On-premise signs intended to be visible from the Wisconsin River are permitted subject to review and approval by the Business Improvement District (BID) Committee. In evaluation such signs, the Committee may consider the following factors: location, size, colors, design and layout; and such other factors as are relevant to that sign. The BID Committee is directed to consider appropriate aesthetic effects of the surrounding area.

New 22.09(C)

22.30 <u>Signs in Industrial District</u>. Signs are permitted in the industrial district as follows:

(1) One (1) ground sign per premises identifying the industry or business situated thereon. Such ground sign shall not exceed one hundred (100) square feet, and shall be set back not less than ten (10) feet from any lot line.

(2) Wall signage identifying the industry or business not exceeding one hundred (100) total square feet.

Moved to 22.08(A)(3) Reworded

22.31 <u>Three-Dimensional Signs</u>.

(1) Where a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, parallelogram, triangle, circle or semicircle, the sides of which touch the extreme points or edges of the projected image of the sign and multiplying that area by two (2). The "projected image" is that image created by tracing the largest possible two-dimensional outline of the sign.

(2) Three-dimensional signs shall conform in all respects to the pertinent height, area, location and spacing requirements of secs. 22.21, 22.22, 22.23,

22.24, 22.28, 22.29, and 22.31.

New 22.08(L)

22.315 ~~Unified Signs.~~ change to Multiple tenant

(1) Application. Businesses located within a shopping center, commercial subdivision or distinct area of the city may joint together and request accommodations to the provisions of this ordinance to construct a Unified Sign identifying their businesses on a single sign structure. An application for a Unified Sign accommodation shall be submitted to the City Engineer and in addition to the information provided pursuant to Code sec. 22.05, shall be accompanied by a proposed Unified Sign plan identifying the businesses to be advertised and shall be accompanied by a proposed Unified Sign plan signed by the owners of said businesses or their representatives. Said plan should identify all businesses involved, a contact person, an written agreement between the owners of the businesses for sharing the cost of installation, maintenance and repair of the Unified Sign and an agreement to limit the number of on-premises signs for each business and to limit the size of any on-premises sign for each business to a maximum height of 6 feet above grade.

(2) Notice of Hearing and Hearing. The City Plan Commission shall conduct a public hearing on the proposed Unified Sign. The procedure for the hearing shall be the same as the procedure followed for Conditional Use Permit and the fee shall be the same.

(3) The City Plan Commission shall make a recommendation to the Common Council who shall then approve or reject the proposed Unified Sign.

(4) Standard of Review. The City Plan Commission and the Common Council shall review the application for a Unified Sign permit in order to determine whether or not the proposed Unified Sign identifies the businesses advertised with good taste and design and that the proposed signs are in harmony with its neighbors and does not unduly interfere with the existing on-premise signs. The Unified Sign should be located near or adjacent to the driveway or access road to the businesses advertised. It is the intent of the city that the number and size of signs be reduced. All businesses depicted on Unified Signs shall be restricted to one (1) free standing on-premises sign not exceeding 100 square feet in area nor 6 feet in height above grade. The city may impose such conditions on an accommodation approval as it deems necessary to make the findings required by this section or as it deems appropriate to protect the public health, safety and general welfare.

(5) Change of Ownership. In the event of a sale of a business included in a Unified Sign, the Unified Sign Plan shall be changed to include the new owner who shall file an addendum to the Unified Sign Plan agreeing to be bound by all of the terms

and conditions required by the city in approving the Unified Plan accommodation.

Now 22.03

22.32 Maintenance and Repair.

(1) Generally. Every sign, or other structure, including, but not limited to, those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, burned out lighting elements, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign. In addition, the premises on which the sign is erected shall be kept in a clean, sanitary and inoffensive condition, free and clear of all noxious substances. If the sign, or sign structure, is not timely modified to comply with the standards outlined in this section, the Building Inspector, or his authorized agent, may require its removal in accordance with sec. 22.35.

(2) Notice and Cure. Any sign, or sign structure, wherever situated or placed, which is dangerous or which flakes, peels, flags, fades, deteriorates, or is unsightly in any other manner as determined by the City Building Inspector to be dangerous or unsightly in terms of its maintenance shall be repaired, reposted, repainted or restored as necessary within five (5) days of written notice given by the City Building Inspector to the owner. Notice shall be given by certified mail and the time for cure shall commence upon service. If a sign is not repaired, reposted, repainted or restored within the time specified, the provisions of secs. 22.35 and 22.36 shall take effect.

(3) Repairs. Repairs to and maintenance of signs and sign structures shall be completed within ninety (90) days of the day upon which the repairs or maintenance were commenced. For good cause shown, the building inspector may extend the completion deadline up to an additional 120 days. An application for extension must be in writing and must be received by the building inspector prior to the expiration of the underlying deadline. If repairs or maintenance are not timely completed, a fine pursuant to Wis. Dells sec. 22.36 may be imposed. In addition, the sign or sign structure shall be subject to the application provisions of Wis. Dells secs. 22.04, 22.05, 22.06, 22.07 and 22.09.

Now 22.11 reenacted/ organized

22.33 Abandoned Signs. All signs or sign messages shall be removed by the owner or lessee of the premises upon which a sign is located when the business it advertises is not longer conducted. If the owner or lessee fails to remove the sign, the Building Inspector or his authorized agent shall give the owner a thirty (30) day written notice by certified mail to remove said sign. Upon failure to comply with the first notice, the Building Inspector shall, by certified mail, send a second notice giving the owner an additional forty-eight (48) hours to remove the sign. Upon failure to comply with the