

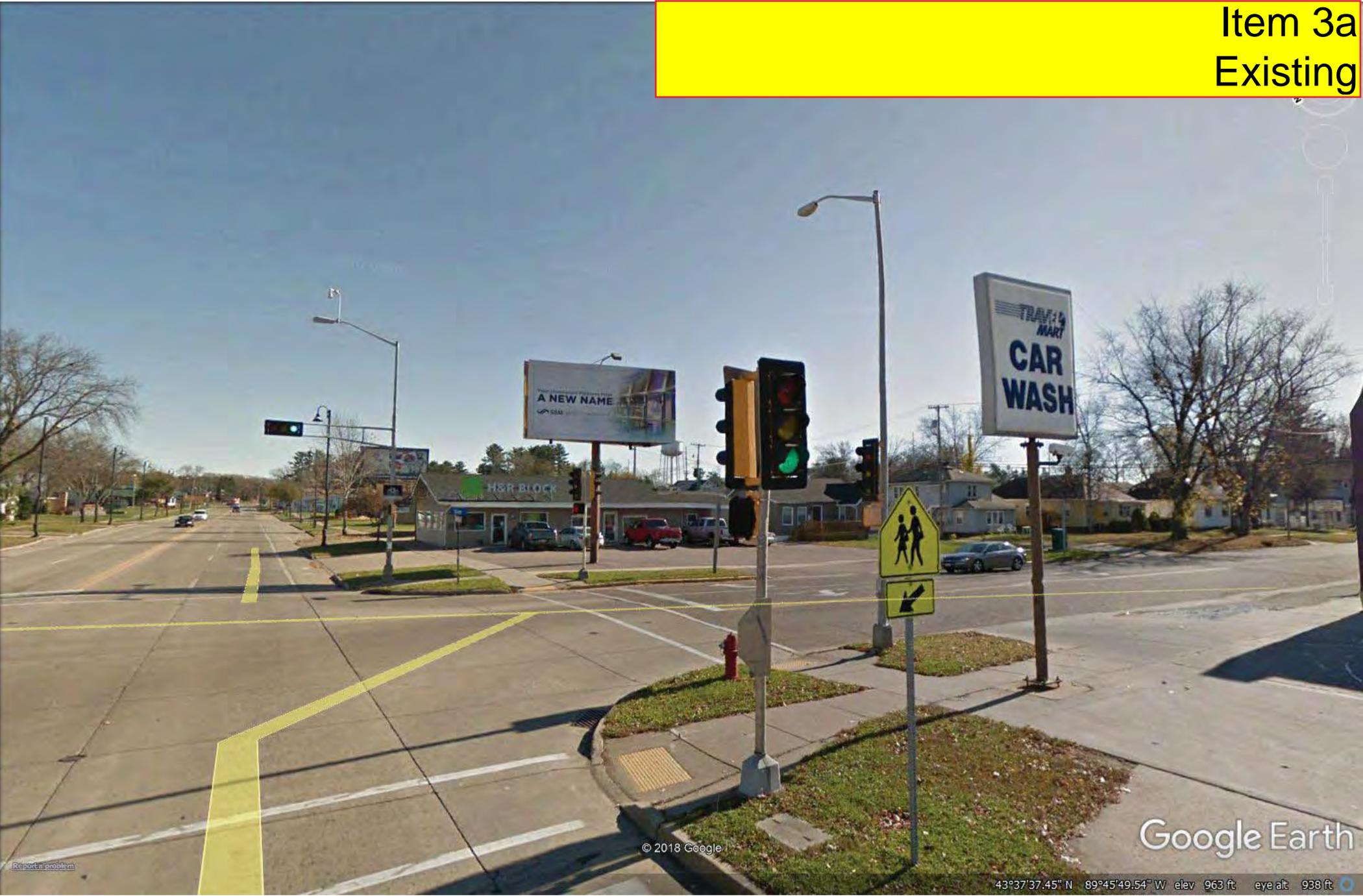


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Item 3a
Existing



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43°37'37.45" N 89°45'49.54" W elev 963 ft eye alt 938 ft

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(7) ***Pole Signs.*****(a) Height Limitations.**

(i) Pole signs shall not exceed forty-five (45) feet in height for on premise signs and thirty (30) feet for off-premise signs, or as restricted in Section 22.10, whichever is stricter. Sign height shall be measured per the average elevation of the ground directly beneath the sign, or above the elevation of the adjacent road center line, whichever is higher.

(a) Matching the height of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but no required.

(ii) Off premise signs shall be at least eight (8) feet above the elevation of the adjacent roadway center line, or at the average elevation of any adjacent off-premise pole sign(s) within two hundred and fifty (250) feet of the proposed sign, whichever is lower.

(b) **Area Limitations.** Pole signs shall not exceed three hundred (300) square feet of area per face, or as defined in Code Sec. 22.10, whichever is stricter.

(c) Location limitations

(i) No pole sign shall be placed upon a tree bank.

(a) Matching the setback of the adjacent conforming pole sign(s) within two hundred and fifty (250) feet of the proposed pole sign is recommended, but not required.

(d) Design Standards

(i) Pole signs shall not use wood support poles.

(ii) Off-premise pole sign shall utilize a uni-pole structure

(iii) All visible straps used to secure sign wraps shall either be neutral in color, or match the color of the support structure from which it is adhering to.

(8) ***Portable Signs.***

(a) **Location.** The sign ~~should~~ be located within ten (10) feet of the business entrance, but shall not be placed in a location where the public paved area for passage is reduced to less than six (6) continuous feet in width or within twelve (12) feet of an intersection, driveway, public stairwell or crosswalk.

Where possible, portable signs shall be located on private property.

C-2 Zoning District. The Design Review Committee may approve signs on public property in the C-2 Zoning District. Where possible the signs are to be located in the dedicated terrace area, which is delineated from the public walking path as colored and stamped concrete or pavers that separates the walking path from the vehicle lanes.

(b) **Usage.** The sign shall only be used during business hours.

(c) **Material.** The sign shall be made of a durable material such as wood or metal.

(d) **Liability Agreement.** A license agreement is required in a form and amount approved by the City indemnifying and holding the City harmless from liability and naming the City, its officers and employees as an additional insured on a general liability insurance policy.

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	Based on location 60 sq.ft. (per sign face) 144 sq ft-off Broadway 200 sq ft-East of Church	6 feet 16 ft-off Braodway 20 ft.-East of Church
Wall Sign	A sign attached to or erected against the wall of a building with the face parallel 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	See Downtown Design Standards
Awning/Canopy/ Marquee Sign	A sign which is painted on, attached to, or supported by a projecting structure (i.e. awning, canopy or marquee).	Included	n.a.	75% coverage of valance/flat profile; 50% coverage of awning roof	n.a.
Window Sign (no permit required for interior signs – DRC approval still required)	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 including sandwich boards, pedestal signs, and “A” frame signs.	Excluded	1 per business that has obtained a food license. Located in terrace where possible.	6 sq.ft. per sign face, including boarder and trim)	3 feet (sandwich board); 4 feet (pedestal sign)
Incidental Sign (no permit required)	Secondary, informational signs (e.g menu boards, open/hours of operation, short-term special event/promotions).	Excluded	3 per business frontage up to 10 sq.ft. total	4 sq.ft. (count towards window sign coverage limit)	

Section 22.12 Non-Conforming Signs & Structures

- (1) **Definition.** Any sign or projecting structure constructed in accordance with ordinances and other applicable laws in effect on the date of its construction, but which by reason of its type, size, height, location, design, material, method of illumination, number of signs, or construction is not in conformance with this Chapter shall be considered a legal non-conforming sign or projecting structure.
- (2) **Continuation/Loss of Status.** The lawful use of a nonconforming sign or projecting structure may continue unless one (1) or more of the following occurs:
 - (a) The sign or projecting structure is structurally altered in a way, except for normal maintenance or repair. (Change of message is considered normal maintenance.)
 - (b) When the sign or projecting structure is fifty (50) percent or more damaged by fire, flood, explosion, earthquake, war, riot or act of God.
 - (c) The sign or projecting structure is relocated.
 - (d) The sign or projecting structure fails to conform to Code Sec. 22.04 regarding maintenance and repair, abandonment, dangerous or defective.
- (3) **Transfer of Ownership.** A nonconforming sign on property which changes owners shall comply with this sign code unless the design and review committee, ~~after notice and public hearing,~~ determines that continuation of the nonconforming on premises sign will not have a deleterious effect on neighboring properties or be inconsistent with the redesign and rehabilitation of the business district. DRC shall consider, among other appropriate factors, whether the nonconforming on premises sign is located East of Cedar Street or is associated with a business which will not change its name or branding.
- (4) **Compliance.** Within thirty (30) days of occurrence of any of the above, the sign or projecting structure shall be brought in compliance with this Chapter with a new permit secured, or the sign or projecting structure shall be removed at the owner's expense.
- (5) **Maintenance and Repair.** Nothing in this Chapter shall relieve the owner or user of a legal non-conforming sign/projecting structure or the owner of the property in which the sign and/or projecting structure is located from the provisions of this Chapter regarding safety, maintenance and repair of the sign and/or projecting structure.

Section 22.13 Enforcement

- (1) **Order to Correct.**
 - (a) Whenever the City, its agents or employees, shall upon inspection of sign or structure find conditions in violation of this Code, an Order shall be issued to the owner and/or occupant of the sign or structure to correct the conditions.
 - (b) The order shall identify the conditions to be corrected and specify a time within

(10) **Roof Signs.**

- (a) **Area Limitations.** No roof sign shall have a surface or facing exceeding three hundred (300) square feet.
- (b) **Height.** The highest point of a roof sign shall be no more than forty-five (45) feet above ground level.

(11) **Wall Signs.**

- (a) **Sign Quantity.** There may be one (1) on-premises and one (1) off-premises wall sign per premise face, or as restricted in Code Sec. 22.10, whichever is stricter.
- (b) **Area Limitations.** Total wall signage per premise face shall not exceed 300 square feet, or as restricted in Code Sec. 22.10, whichever is stricter.
- (c) **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.

(12) **Wind Signs.**

- (a) **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.
- (b) **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-pole signs.

(13) **Window Signs.** There is currently no restrictions on window signage city-wide; however, there may be specific restrictions per zoning district (see Code Sec. 22.10).(14) **Variable Message Signs.**

- (a) **Regulations.** In addition to the regulations imposed by this chapter, variable message signs are subject to the following restrictions:
 - (i) 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.
 - (ii) No traveling message may travel at a rate slower than 16 light columns per second or faster than 32 columns per second.
 - (iii) No message may be displayed at intervals of less than 6 seconds.
 - (iv) No segmented or traveling message may last longer than 10 seconds.
 - (v) 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.

(d) **Downtown Design Standards.** All signs shall adhere to the Downtown Design Standards pursuant Code sec. 22.01(2)(d) and Chapter 19.

(5) ***C-1 Neighborhood Commercial, C-3 Highway Commercial, C-4 Large-scale Commercial, and M-1 Mixed Use Zoning Districts.***

(a) **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.

(b) **Prohibited Signs.** Off-premise signs are prohibited in the C-1 Commercial neighborhood Zoning district.

(c) **Pole Sign.**

(i) ***C-1 Neighborhood Commercial.*** On-premises pole sign may be nearer than 500 feet to any other ground pole or monument sign, if it is the only on-premises ground pole or monument sign situated upon the premises or parcel upon which the business or commercial activity promoted is situated. Any new on-premise pole sign shall be conditionally approved by the DRC following the procedures of the CUP process per 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.

(i) ***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. 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.

(ii) ***C-4 Large Scale Commercial.*** Off-premises pole signs shall be not less than 200 feet from any other ground pole or monument 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 200 feet to any other ground pole or monument sign if it is the only on-premises ground pole or monument 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.

Existing Sauk signs exempted: Off-premise pole signs in the C-4 Commercial Zoning District existing and documented in the 2013 Sauk County Sign inventory shall be exempt from the 200 ft spacing requirement. These signs will remain regulated by the 100 ft sign separation requirement in place when they were installed.

(ed) **Roof Sign.**

(i) ***C-1 Neighborhood Commercial.*** 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.

City of Wisconsin DellsORDINANCE NO. _____
(Design Review Committee Modifications)

The City of Wisconsin Dells, Adams, Columbia, Juneau and Sauk Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

The purpose of this ordinance is to modify the composition and leadership of the design review committee.

SECTION II: PROVISION CREATED

Wisconsin Dells Code Sec. 19.262 and 19.263 are repealed.
Wisconsin Dells Code Sec. 19.262 is recreated.
Wisconsin Dells Code Sec. 19.263 is "Not Used".

SECTION III: PROVISION AS CREATED:**19.262 DRC Members, Appointment and Chair.**

- (1) The Design Review Committee shall have five (5) members as follows:
 - a. Business Improvement District (BID) Committee Chair, member or designee.
 - b. Community Development Authority (CDA) Chair, member or designee.
 - c. Common Council Member.
 - d. Two (2) public members.
- (2) The public members shall be associated with commercial ventures in the City as, without limitation, owners, operators, managers or employees; and, shall serve staggered terms of three (3) years.
- (3) The CDA, BID and Common Council members shall serve terms of one (1) year.
- (4) All members shall be appointed by the Mayor and approved by the Common Council.
- (5) The Mayor shall designate the Committee Chair subject to approval by the Common Council.

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication and as provided by statute.

SECTION VII: PART OF CODE

This ordinance becomes a part of Wisconsin Dells Code, Chapter 19.

Brian L. Landers, Mayor

Nancy R. Holzem, Clerk

INTRODUCED: _____
PUBLISHED: _____
PASSED: _____